

Dear Partners in Purpose,

Scaling Ideas, Strengthening Communities

As we welcome 2026, I am delighted to share a few highlights that reflect REEDS' unwavering commitment to scalable, inclusive rural transformation—grounded in partnerships, innovation, and community impact.



One Innovation. Endless Change. Countless Smiles.

On 22 December 2025, in partnership with the Centre on Integrated Rural Development for Asia and the Pacific (CIRDAP), REEDS successfully hosted the India Regional Soft Launch of the CIRDAP–REEDS Rural Innovation Challenge Awards 2026. Anchored in the theme “*One Innovation. Endless Change. Countless Smiles.*”, this international challenge seeks to recognise, and amplify proven rural innovations that create tangible and transformative impact at the community levels. The gracious presence of eminent leaders and stakeholders from the rural development ecosystem added strong momentum—ensuring that this collective call for rural innovation resonates across Telangana, India, and beyond. Looking ahead, the Challenge will engage all 15 CIRDAP member countries across Asia and the Pacific, culminating in a published compendium of selected innovations and an international conference proposed in Sri Lanka in June 2026.

WASH: Inspiring a Generation

Innovation endures only when accompanied by behavioural change. Through our WASH for Change initiative, REEDS continues to promote water, sanitation, and hygiene awareness among children in government schools—nurturing habits that last a lifetime. In 2026, we plan to significantly scale these efforts. [Sponsor a school today](#) and join us in building healthier, more resilient generations—one school at a time.

Pausing the Programme, Momentum Continues

Over the past year, under the Jal Jeevan Mission, REEDS served as an Implementation Support Agency to Evidence Action, supporting the scale-up of low-cost in-line chlorination technology across Andhra Pradesh. These efforts helped bring clean, safe drinking water to thousands of rural households—enhancing not just access, but quality of life. While the programme is currently paused, we remain optimistic and prepared to re-engage when conditions align. We

deeply value the trust, partnership, and collaborative spirit shared with Evidence Action throughout this meaningful engagement.

Carrying Our Purpose Forward

I conclude with a verse penned by our Secretary, Dr. Ravi Reddy, reflecting our shared aspirations for the year ahead:

*With gratitude for all that we have seen,
For work that's done, though often unseen,
We welcome now the year that has begun,
For every dream that waits its turn to run.*

I Pause Briefly, Our Work Continues

As I take a short sabbatical, my regular communications will pause briefly. I look forward to reconnecting soon—with renewed energy and fresh perspectives on the work we continue to share.

With warm regards and gratitude, wishing you a purposeful 2026.



Ms Poonam Thakur

Vice President - Programs & Partnerships