

## Empowering Rural Futures with Dignity and Purpose

Dear Partners in Purpose, greetings from REEDS.

### Women-Led Livelihoods: Impact that Endures

As an implementation support partner to BharatCares (SMEC Trust) for the *Oonchee Udaan* program, REEDS is proud to have supported women entrepreneurs as catalysts of economic and social change. The annual impact study conducted in January 2026 reports 100 percent utilisation among beneficiaries covered, with women confidently demonstrating their enterprises and recording an average monthly income increase of around ₹15,000. These outcomes reaffirm the program's tangible impact and its promise for deeper, sustained livelihoods. We are grateful to BharatCares for this meaningful partnership that strengthens grassroots economic resilience through women-led enterprise



*Oonchee Udaan* program - Vijayawada

### Republic Day Reflections: Our Values, Our Resolve

Warm greetings on the occasion of the 77th Republic Day, 26 January. On this proud day, we reaffirm our commitment to the constitutional values of equity, dignity, and opportunity for all, and to our shared mission of empowering rural lives. Here is

our tribute to the communities, partners, and frontline teams whose dedication turns democratic ideals into everyday progress:

*Empowering rural lives—our purpose, our pride;  
Rural strength makes India shine far and wide.  
As we honour democracy today,  
We salute our champions who lead the way.*

#### **Growth with Grounded Purpose**

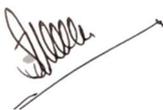
The Economic Survey 2025–26 offers encouraging signals, projecting GDP growth of 6.8–7.2 per cent despite global headwinds. Its emphasis on strengthening grassroots institutions, energising local economies, fostering community participation, and integrating technology resonates deeply with REEDS’ mission. These priorities mirror our on-ground work—building awareness, empowering communities, and leveraging technology to nurture self-driven, inclusive growth.

#### **Building Assets, Strengthening Futures**

Looking ahead with optimism, the Union Budget 2026 places rural development at the core of Viksit Bharat 2047, marking a shift from welfare dependence to asset creation and sustainable growth. Enhanced support for rural development—alongside continued investments in agriculture, housing, and water—signals renewed focus on resilient livelihoods. The emphasis on productivity, technology integration, women-led enterprises, strengthened Self-Help Groups, and initiatives like SHE Marts underscores a clear commitment to inclusive growth and women’s economic empowerment. While transition challenges remain, the direction is encouraging: a rural India building resilience, opportunity, and dignity through sustainable development.

*Together, we continue to advance pathways where communities lead, women thrive, and rural futures flourish.*

Warm regards,



**Dr Ravi K Reddy**

Secretary