

ANNUAL REPORT 2010

GREENPEACE
ग्रीनपीस



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**MAKING A MARK.
MAKING A DIFFERENCE.**

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MESSAGE FROM THE PRESIDENT



Dear Colleagues,

I'm happy to present the second Greenpeace India annual report. After the positive response to our first attempt last year, we hope that members will find this year's report to be an improvement.

This report outlines Greenpeace India's key accomplishments in 2010, including (of course, in collaboration with other groups and movements), the moratorium on genetically modified brinjal, changes to the key clauses of the nuclear liability bill, public and political support for decentralised renewable energy (DRE) in Bihar, and social audits on the government's soil health schemes.

The year 2010 marked Greenpeace's biggest initiatives so far in rural India. Through its work on DRE in Bihar and soil health in villages in five states, the organisation demonstrated its commitment to alliance-building and grassroots mobilisation. The Board particularly appreciates that Greenpeace is getting better at maintaining the delicate balance needed to work successfully as part of larger alliances, and the learning from 2010 will hopefully be used for further improvement in 2011.

The organisation's communications and other support functions are developing to keep pace with expanding campaigns. Work on the music video on climate change has gone through its ups and downs, leading to delays, but has progressed substantially since last year. Comprehensive plans are being developed to ensure optimal results from its launch.

Fundraising efforts have seen an encouraging ability to generate new and innovative ways, while retaining the solid foundation of tested means.

The Board is conscious of the organisation's growth, both in terms of financial volumes and human resources. To manage this growth better, several processes have been put in motion, including an internal audit, and risk assessment and management.

I'm also happy to report that the Board has been functioning at full strength, and trying to move towards more active and efficient governance. We could still do with improvements, such as better gender balance. We did finally manage to start the half-yearly report from the

Chair to members, and we hope it was useful. Individually and as a team, the Board has been available to support the Greenpeace team with advice and involvement, while also challenging them on a number of issues such as collaboration with other organisations, clarifying the concept of

mass engagement, involving the Society members more often, and so on. On each such occasion or topic, we have found the Greenpeace team willing to listen and change where necessary, and in turn, teach the Board a few things! It is this mutually beneficial, challenging and constructive relationship that we hope to sustain, as well as greater engagement with the Society members, in the coming year.

Ashish Kothari
President, Executive Committee
Greenpeace India Society
June 2011





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MESSAGE FROM THE EXECUTIVE DIRECTOR



The year 2010 was both of heartening achievements and motivating challenges for Greenpeace India.

With tough lessons from Copenhagen's failure to deliver a climate-saving global deal, the Climate and Energy campaign focused its energies on challenging problems and promoting solutions by helping reshape the political and investment climate. It also mobilised public support against climate change. Kickstarting its work on equitable energy access through decentralised renewable energy (DRE) in rural Bihar, the campaign gathered both public and critical political support, with energy access and DRE featuring prominently on Bihar's election agenda.

Greenpeace's team of radiation experts exposed radiation hotspots at a scrapyards in Mayapuri after the area had been declared safe and highlighted how unprepared government agencies were to deal with nuclear safety issues. The campaign mounted a strong and successful opposition to problematic clauses of the Civil Liability for Nuclear Damages Bill.

The government of India notified the draft e-waste rules - a result of several years of tenacious campaigning. Building on our past engagement with the Information and Communication Technology (ICT) industry, the Cool IT strand of work challenged it to pioneer technological solutions to fight climate change. Greenpeace and Cyber Media Online Limited (CIOL) brought together industry leaders to discuss this at a round table in Delhi.

The Sustainable Agriculture campaign was at the forefront of efforts that achieved a moratorium on the commercial release of genetically modified Bt brinjal. Consistent advocacy and public mobilisation work has ensured that the problematic Biotechnology Regulatory Authority of India (BRAI) bill has not been passed yet.

Our "Living Soils" work brought unprecedented attention to the issue of soil health. From working effectively in an alliance, mobilising in rural areas, using a tool like social audits effectively, documenting the results in a compelling report, to bringing recommendations to the government at state and national level, this strand of work has struck the right balance.

The Oceans campaign supported colleagues Junichi and Toru in Japan against legal persecution for exposing corruption in the Japanese whaling industry. Greenpeace's stance against the TATA/L&T port in Dhamra was vindicated when documents obtained under the RTI revealed that a probable violation of the Forest Conservation Act was overlooked!

The Programme Support department, including Communications, took many steps forward. Our online operations continued to grow exponentially with a 100% growth in list size, a sizeable contribution to fundraising, better social media reach, and interesting engagement opportunities such as live chats with campaigners and the Pac-Man inspired game, Turtles vs TATA. The highlight of the Public Engagement team's work was the 'Urja Kranti Yatra' through 15 districts of Bihar, gathering the support of 30 million people through representatives and opinion leaders!

The Media team ensured good visibility of Greenpeace's work in national and regional, English as well as vernacular media. The newly-created Photo and Video Desks captured and distributed quality images and audio-visual content to support campaigns and communications.

With external constraints gradually clearing up, work on the Audacity music video has picked up momentum and all-round plans are being developed to mobilise effectively around the video.

As you read about all of this work in greater detail in this report, two aspects will stand out clearly: Greenpeace's increasing involvement with alliances and the expansion of our work in to rural India. I am very pleased to say that we have done well on both counts; our work on DRE in Bihar and Living Soils in five states is a clear indication that we are learning the intricacies of working effectively with allies and mobilising people in villages.

The Fundraising team's Tele-Fundraising operations with an in-house telecalling team has turned out to be a very fruitful means to raise funds as well as spread awareness about Greenpeace's campaigns and environmental issues. The team also tried its hand at event-based fundraising with promising results. Supporter Services functioning was enhanced with the addition of a communications team. Overall, the team continued to register a healthy growth with a 51 per cent increase in gross income in 2010.

The Organisation Support department led a job evaluation scheme that brought clarity to the scope of every job role at Greenpeace India. Started in 2010, this process was completed in early 2011 and resulted in a new grading structure.

I hope that you will find this annual report to be informative and inspiring. As always, we at Greenpeace look forward to your continued support.

Samit Aich
Executive Director
Greenpeace India Society



CLIMATE & ENERGY





THE COPENHAGEN CONUNDRUM

The year began in the aftermath of the Copenhagen debacle. The stakes were really high for the world at the United Nations Framework Convention on Climate Change (UNFCCC) meeting to set countries on a path which ensured that catastrophic climate change was averted. We needed a deal that was equitable and binding and one that would keep average temperature increases as far below two degrees as possible.

The heads of state at the summit failed to reach an agreement; and a consensus on a Fair, Ambitious and Binding (FAB) deal could not be arrived at. On the contrary, the leaders seemed bent upon lowering expectations and casting doubts on the efficacy of the UNFCCC process itself. The only silver lining was that more than one million people had been mobilised across the world, who were united in calling for a FAB deal.

New Delhi had witnessed what was arguably its largest demonstration on climate change with more than 7,000 people marching to Jantar Mantar in New Delhi. Jairam Ramesh, India's Environment Minister had announced a carbon intensity reduction target of 20 per cent by 2020, a stance that was not just progressive, but a clear break from India's traditional negotiating position. It would take more – much more globally – to impact growing carbon emissions and to reach a planet-saving deal.

There was a period of introspection that followed. What kind of change was needed in the political and investment climate to make a global deal a possibility? How could millions engage in a process when they barely understood the issues? How do we address the question of equity – both in India and internationally?

The answers to all these questions and more were to form the core of our work in 2010 and to become the building blocks towards getting closer to a global deal. It was clear that Cancun was then going to be a step along the way to a FAB deal. That is what it finally turned out to be. Cancun succeeded in getting the ball rolling.

India played a critical role at the Cancun negotiations. It was instrumental in specific areas like transparency, where its proposal on consultation and analysis was very well received by various countries and contributed to unlocking a major deadlock between the US and China. India also played a significant role in establishing a mechanism that may help free economies from their addiction to fossil fuels by further pushing renewable energy technologies and increasing efficiency. Cancun did not have all the answers and it continued to be glacial in reaching key agreements. But it did put the negotiations back on track and brought back hope in the equation.

TOWARDS AN ENERGY REVOLUTION IN INDIA

EMPOWERING BIHAR

We built on our work on energy access through the report "Still Waiting" that showed conclusively that centralised power had not delivered equitable energy access. Last year, the most significant campaign that Greenpeace India undertook in building support for energy solutions was to highlight the importance of decentralised renewable energy in Bihar and get political support for it. The possibilities that renewable energy held for Bihar were immense. They could build the energy infrastructure of the future and we were going to build political space for that shift to materialise.

The Bihar elections, where 'development' was the key theme and bijli, sadak, paani (electricity, roads and water) continued to hold sway over people's vote, came as a perfect backdrop for us to carry on our campaign for clean energy. Greenpeace worked to build a coalition of more than 80 organisations and influential individuals to campaign for a fundamental shift in energy delivery mechanisms in the state.

The 'decentralised' approach to energy production means that a system can be designed with locally available resources,

Image: Solar panels on the hospital rooftop provide electricity and steam to sterilise instruments and wash clothes in the hospital. Electrician Chanesh Prasad takes care of day to day functioning of the solar power system at Tripolia hospital. Chanesh Prasad is seen inspecting the steam outlet.

© Greenpeace / Harikrishna Katragadda





Image: Madi Devi a woman in her 50's sells alcohol for her living. She spends about Rs 150 every month to buy kerosene to light the lanterns. She earns about Rs 1500 every month to support her nine member family and says its not enough go for a power connection though she would like to have it. © Greenpeace / Harikrishna Katragadda



and local demands. Decentralised renewable energy systems can stimulate the local economy with intelligent design that appraises both of these at the local level and



makes a commitment to use resources in a sustainable manner.

We launched the “Urja Swaraj Yatra”, a journey to highlight renewable energy solutions to people living in darkness. It covered 17 districts in Bihar and mobilised support from more than 300 gram sabha representatives. This massive public

Image: Ratnesh Kumar (left), co-founder and COO of Husk Power Systems Pvt Ltd. A 40 kVA power plant, owned and operated by Husk Power Systems (HPS), is seen in the background. Like all of HPS’ power plants, this biomass gasifier creates gas from discarded rice husk, which is then used to fuel an internal combustion engine and create electricity. In this way, HPS provides electricity to around one lakh (100,000) people across 125 villages in Bihar. Majhowlia Village, Bettiah district.

© Greenpeace / Harikrishna Katragadda

engagement gave us the credibility to talk to all the major political parties and put decentralised renewable energy (DRE) in their manifestos.

We finally succeeded in getting JD (U), BJP and RJD to include the issue in their manifestos. The JD (U) even went to the extent of specifying a target of 988 MW of renewable energy in their manifesto which amounts to a whopping 30 per cent of the state’s total energy generation and almost all of it as new addition. This would also exceed the current energy production from coal-based plants when implemented.

The challenge over the coming years is to ensure that the ruling JD (U), BJP combine converts this promise into reality and action. If Chief Minister Nitish Kumar fulfils the promises he made in his election manifesto, he can show the way to the country and the world that renewable energy can deliver access to electricity to the millions who are still living in the dark.

THE NUCLEAR QUESTION

Fighting and winning on liability and establishing the nuclear option as a risky technology

In order to roll out the 123 Nuclear Deal and to deliver on its ‘pie in the sky’ ambitions

Image: Greenpeace radiation experts Stan Vincent (right) and Jan Vande Putte (left) take radiation measurements in Mayapuri scrap market in Delhi. They are part of a team surveying this area where exposure to radioactive material (Cobalt-60) in the previous month claimed one life and caused injuries to many more. The Cobalt-60 originated from a Gamma Irradiator which the Delhi University auctioned to a scrap dealer.

© Greenpeace / Sudhanshu Malhotra

with nuclear energy, India had to pass a Civil Liability for Nuclear Damages Bill. We campaigned to influence seven key clauses in the Bill and made a difference in five of them.

The most important of these was to ensure that the supplier’s liability was not bankrolled by India. In the end, a total of 18 official amendments were adopted by the House, including the one on the rephrased clause 17(b) that read “the nuclear incident has resulted as a consequence of an act of supplier or his employee, which includes supply of equipment of material with patent or latent defects or sub-standard services.” This clause is now unique to the Indian Bill and Greenpeace is campaigning to make it the new standard for countries where a discussion on liability is ongoing.

Unfortunately, this Bill is in danger of being diluted, but we will continue to act if there is any attempt to dilute this clause.

The campaign on the Liability Bill mobilised the opinion of more than a 100,000 cyber activists and we succeeded in getting the Standing Committee to discuss the Bill and open a window for the public and experts to send their input on the draft Bill. Greenpeace also made a submission to the committee and kept up the pressure for public scrutiny on the Government and the nuclear lobby’s efforts to dilute clauses till the very end.

THE MAYAPURI RADIATION CASE

In March 2010, the Mayapuri scrap yard in Delhi became the centre of a health scandal



after it was detected that a local scrap dealer and his staff fell ill after exposure to radiation.

Investigations revealed that Delhi University’s chemistry department had sold an old gamma irradiator machine to the scrap dealer without informing him of its radioactive properties and content. Gamma





Image: Radiation from a Cobalt 60 source killed one person and injured six persons in west Delhi metal scrap market of Mayapuri. The International Atomic Energy Agency termed it as a Level 4 accident.
© Greenpeace / Sudhanshu Malhotra

irradiators are used for sterilisation or decontamination and the process exposes products or substances to gamma rays, the most common source of which is the radioactive material Cobalt-60.

In an attempt to extract scrap metals from the machine, the scrap dealer got one of his workers to tear open the machine. In the process, he also tore open the lead encased pencils in the irradiator that contained Cobalt-60, thereby exposing the worker and others around to radiation. The result was disastrous resulting in the worker's death. The scrap dealer and seven other people were injured and exposed to radiation.

The Bhabha Atomic Research Centre (BARC) and the Atomic Energy Regulatory Board (AERB) surveyed the area and found

significant traces of radioactivity. They removed the Cobalt-60 pencils with the help of protected workers and declared that the area was safe.

On May 14, Greenpeace conducted a field survey of the Mayapuri scrap market and found five radiation hotspots where the level of radiation was 5,000 times the natural background radiation levels. The Greenpeace team with the help of radiation monitors such as an identiFINDER gamma spectrometer and a RadAlert gamma dosimeter, scanned the area around one of the shops where the Cobalt 60-pencils had been recovered.

The result of the survey was released in a press conference the same day. The Government, however, raised questions on the findings of the report. But after intense media pressure, it finally gave in and came back for another survey of the spot and commenced cleaning operations on May 16. The Government team emptied the shop and excavated the area around it and also removed some amount of top soil.

To recheck on whether the Government's actions had some effect on the radiation, Greenpeace went back to the Mayapuri scrap yard on May 19 with radiation checking equipment and found that the hotspots had been removed. We also

distributed information to the workers and local residents around the impacted area and apprised them regarding the health impacts of radiation from Cobalt-60. This work helped in challenging AERB's lack of competence and political will to ensure nuclear safety.

CREATING CORPORATE CONSENSUS

Our campaign focusing on the Information and Communication Technology (ICT) industry started with a significant win, with the notification of the draft Electronic Wastes Rules in May 2010 – one of the most progressive environmental laws in modern times.

Greenpeace has been at the forefront of creating a demand for these rules, working in collaboration with key stakeholders ranging from civil society groups to industry-led associations. According to legislative procedures, the draft rules were opened up for public feedback and we anticipate the final ruling to come through in 2011.

Simultaneously, 2010 also witnessed another success of our green electronics campaign, with the launch of "Greenware" - a range of computers that are free from hazardous toxins like PVC and BFR, with companies like Wipro joining Apple, HP and Nokia in the elimination of toxins in their



products. Wipro's launch was quickly followed by HCL, who launched their "ME" series of notebooks which are free from these hazards, in addition to phasing out other toxins in their other products.

With the launch of our new and innovative Cool IT campaign in 2010, we are working towards getting the ICT industry to bring in technological solutions needed to fight climate change. The IT sector is uniquely positioned to help the world shift to a prosperous low-carbon economy and Greenpeace is urging IT companies to put forth innovation, mitigate their operational impacts, and drive significant policy changes in the mutual interests of business and the climate.

With this purpose in mind, Greenpeace, in partnership with Cyber Media Online Limited (CIOL) organised a business roundtable at Delhi in November 2010, which focused on strategies to tackle economic and regulatory barriers that prevent Indian business from taking progressive steps. One of the most successful events of its kind in 2010, the roundtable saw the active involvement and participation of CEOs from several IT, telecom and renewable energy generation companies in India.

Providing an actual reference to the performance of companies on these issues



Image: Wipro, in India, leading in its proactive position on harnessing renewable energy sources and advocating the need to shift to a low carbon economic framework © Greenpeace

is our Cool IT leader board, which evaluates global IT companies on their leadership in the fight to stop climate change. Released in two versions in 2010, the second edition of the leader board coincided with the COP 16 of the UNFCCC at Cancun.

Increasingly, several companies are beginning to take leadership in these areas.

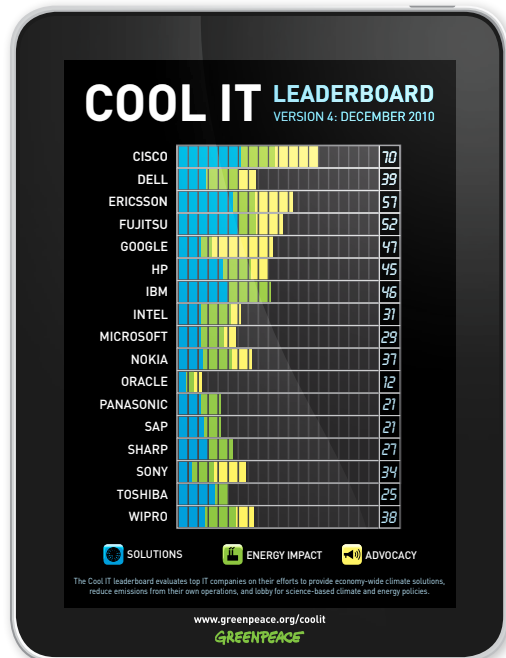


Image on the right: Lack of power supply has forced children of Tahirpur village to use kerosene lamps and lanterns for studying. © Greenpeace / Harikrishna Katragadda

We had Sony and Google in Europe who emerged as positive advocates for the planet and called for the establishment of an ambitious emission reduction target of 30 per cent by 2020. There were also Microsoft, Intel and IBM who were in a regressive position, in opposition to such targets. In India, Wipro emerged as a clear leader with its proactive position on harnessing renewable energy sources and advocating the need to shift to a low carbon economic framework.

In challenging companies to act on their professed commitments on environmental issues, we launched a public campaign, calling on Facebook to power their operations significantly through renewable sources of energy. This comes on the backdrop of Facebook's decision to rely on power generated through coal at its massive data centre at Oregon, U.S. This campaign has received massive support, with over half a million people joining Greenpeace from across the world, calling on Facebook to switch to renewable energy.

In 2011, this forms a key part of our campaign, among other areas, in challenging the ICT sector to deliver on climate-friendly solutions, while providing public support, required for an accelerated transition to a low carbon economy that is good for business, growth and the planet.



OCEANS





DEFENDING OUR OCEANS

The year 2010 began with a focus on the last phase of the trial of our Greenpeace colleagues from Japan - Junichi Sato and Toru Suzuki, who are the victims of state-sanctioned persecution and have been charged with theft and trespass for exposing the scam in the Japanese whaling industry. They are now globally known as 'Tokyo Two'.

Japan is the only nation that still carries out large-scale whale hunts under the guise of 'scientific research.' This government sponsored programme is carried out in the international waters of the Southern

Ocean, a sanctuary near Antarctica.

India joined dozens of Greenpeace offices worldwide in holding vigils and protests to support the right to dissent. We reminded Japan and the world that 'Activism is not a crime' and the right to protest and expose corruption are fundamental to any free society. Our volunteers showed their solidarity in a demonstration in front of Gyarah Murthi in New Delhi which commemorates Gandhi's historic salt march that played a role in breaking the back of the British Empire in India.

Image: Greenpeace activists in front of the 'Gyarah Murti' statue hold banners reading in English and Japanese, 'Activism is not a crime.' They are protesting in support of Junichi Sato and Toru Suzuki, the two activists also known as the Tokyo Two who face a possible jail term to up to ten years for the exposure of an embezzlement scandal inside the taxpayer-funded whaling industry.
© Greenpeace



In September 2010, the trial court returned a verdict of guilty, sentencing Sato and Suzuki to a two-year suspended sentence. While the sentence is considered mild by Japanese standards, Sato and Suzuki are appealing against it with support from Greenpeace, as we believe acting in public interest does not constitute a crime.

Greenpeace's stand was vindicated a few months later when the Fisheries Association of Japan publicly accepted that there had indeed been systemic corruption in their whaling programme. Not only did they apologise in public, they also initiated action against the officials involved. Thanks to Greenpeace's work, there is a growing dissatisfaction in Japan that millions of dollars of taxpayers' money is being used to fund a whaling programme that is obsolete, corrupt and an embarrassment for Japan in international forums. This is key to ending this practice and Greenpeace is confident that this will be achieved.

In Odisha, our campaign progressed in the 2009-10 turtle season with turtle mortality in the Devi river mouth region falling by 60 per cent compared to previous years. This was a direct result of regular patrolling by the Forest and Fisheries Department. As a result, the Devi beaches experienced some of their highest turtle nesting densities in recent years. This shows that regular

patrolling could lead to the recovery of 'lost arribada'. News from Gahirmatha still remains sketchy though, as the Forest Department has yet to involve local groups in its patrolling and mortality monitoring efforts here despite promising to do so. Greenpeace continues to monitor the situation here and hopes that the 2010-11 season will bring a further drop in turtle mortality in this region.

The exclusion of traditional livelihood concerns so far has generated unnecessary conflict between marine conservation and fisher livelihoods. Our work in Gahirmatha looks to break this impasse by striking a balance between conservation and the livelihoods of traditional fishermen in the region. Through our campaign, we hope to create a situation wherein objectives related to ecological preservation are met without impacting traditional fisher livelihoods, while keeping large-scale destructive fishing techniques such as trawling at bay.

Meanwhile, our five-year old battle against the Tatas' Dhamra port in Odisha continued even as the port nears completion. Documents obtained under RTI towards the end of 2009 clearly showed that the port was being built illegally on forest land, a fact that had been ignored by the Central and State governments and the Tata Group itself. This violation also formed the basis of a petition



Image: With over 15,000 fishermen depending on marine resources in the region, it is conceivable that a more integrated approach between fisheries and conservation would serve both livelihood and marine management purposes better
© Greenpeace / Sanjiv Gopal



filed in the Supreme Court. High ranking officials in the Ministry of Environment and Forests had, on several occasions over the previous year, confirmed that the port



was violating the Forest Conservation Act. However, in an unexpected and somewhat suspicious turn of events in March 2010, Union Environment Minister, Jairam Ramesh directed that the area be treated as non-forest land. The Minister's own file notings subsequently revealed that he believed there was evidence of a probable violation, but since the port was at an advanced stage of

Image: Olive Ridley turtles mating in the coastal waters of Odisha. Greenpeace has been campaigning against the construction of TATA's Dhamra port in Odisha, which threatens the Olive Ridley sea turtles, an endangered species. The Ministry of Environment and Forests has now put in place measures which restrict development of this kind within 10 kms of high eroding coastal areas and the most ecologically sensitive areas.
© Greenpeace / Sumer Verma

construction, he arbitrarily decided that the violation be ignored.

Clearly, the Government has different standards for different corporations, something that Greenpeace exposed with an advertisement in one of India's leading newspapers in December. The Ministry has refused to respond to Greenpeace's requests for a clarification of its stand, and the case continues in court.

Meanwhile, the Dhamra port is now preparing a massive expansion into Phase II, diversifying into more dangerous cargo such as oil and naphtha. Needless to say, this further increases the risk to the nearby Bhitarkanika and Gahirmatha protected areas and the endangered species they harbour.

However, on the positive side, our Dhamra campaign has triggered measures to protect vulnerable coastal ecosystems from short-sighted large-scale development, ports in particular. The Ministry of Environment and Forests has now put in place measures which restrict development of this kind within 10 kms of high eroding coastal and the most ecologically sensitive areas. While this is not enough, it is a step in the right direction and a beginning.

On the Coastal Regulation Zone front, 2010 was billed as a year of hope. NGOs and

Image: The draft Coastal Zone Regulation was released in 2010 after many consultations but failed to address some of the main concerns which were raised by the fishermen and other civil society organizations including Greenpeace. The allies continue to protest against the proposed opening up of sensitive coastal areas for industrialisation and non-recognition of the rights of traditional fishermen.
© Greenpeace / Sudhanshu Malhotra

fishermen's groups, who had lobbied the Environment Ministry to issue a strengthened notification to protect the coast and the livelihoods of those dependent on it, were optimistic that their concerns had been heard in Delhi.

However, after many efforts and positive collaborative gestures from the Ministry, the pre-draft notification was a severe letdown and seemed to be completely divorced from the reality of coastal protection. Greenpeace was part of a broad coalition that protested the negative 'pre-draft', demanding that the government institute stricter measures to restrict destructive development and protect coastal resources and the fishing communities. While a few of these concerns were eventually agreed to by the Ministry, the notification that was finally issued still had far too many flaws and opens up large parts of the fragile coastal zone to infrastructure and industrial projects.

2010 was a busy year, and we look to your continued support in 2011 in our fight to ensure that critical habitats, marine species and the livelihoods of millions that depend on the sea and its resources, are protected.



SUSTAINABLE AGRICULTURE





SUSTAINING AGRICULTURE IN THE YEAR 2010

India is in the throes of a food crisis. One that is having a telling effect on both the quantity produced in the country as well as its quality. Prices of essential food items have touched unprecedented levels and many a belly does not get its three square meals a day. This is the result of systematic destruction of farmlands over the last five decades through uncontrolled use of chemical fertilisers, chemical pesticides and intensive agricultural practices.

Instead of addressing the core issue - conserving our soil, water and biodiversity to enable sustained food production - the government is busy considering foolhardy solutions like genetically engineered (GE) crops and has failed to do anything to discourage the chemical intensive agriculture model that it has promoted in the past.

With the Government's short-sighted policies bringing Indian agriculture down to its knees, Greenpeace aims to bring about a paradigm shift in the Government's agricultural policy. We are working to change the mindset of politicians, industry, media and the general public about agriculture which continues to be the biggest contributor to India's GDP. We want to ensure that India's agriculture sector remains farmer-driven rather than a corporate-dominated one that is driven solely by profit motive, with no regard to the livelihoods

dependent on agriculture and food security.

The thrust of Greenpeace's efforts on Sustainable Agriculture has been to end the use of chemical fertilisers and oppose the introduction of genetically modified (GM) foods. Both are pressing issues confronting the country today.

BREAKING Bt BRINJAL

The year 2010 will be marked in history as one where Indian citizens came together for the first time in history and opposed the efforts of the seed industry and sections in the Government supporting Bt brinjal, the first GM food crop to have reached commercial approval stage. The beginning of the year saw the culmination of the efforts of Greenpeace and many other organisations and individuals fighting to keep our food and farming safe from GM crops.

We achieved sweet victory when Minister for Environment and Forest, Jairam Ramesh declared an indefinite moratorium on Bt brinjal. This decision was the result of tremendous opposition built by Greenpeace at public consultations in seven major cities in the country to seek the public's opinion on Bt brinjal. While declaring the Government's decision, the Minister not only mentioned the scientific concerns raised by different quarters during these consultations, but also



Image: Public campaign against Bt Brinjal and the BRAI bill.

spoke about successful alternatives, like Non-Pesticide Management, that exist in contrast to controversial technologies like genetically engineered (GE) food crops.

For Greenpeace, this is a validation of its argument that genetically modified (GM) crops are a false promise to problems that were created by agrochemical input intensive agriculture and that the solution lies solely in ecological farming.

BRAI & BACKDOOR ENTRY OF GM CROPS

The indefinite moratorium on Bt brinjal did create a huge setback for the biotech seed industry and its promoters in the Government who were pushing the GM strains into our agriculture, most notably the Department of Biotechnology under the Ministry of Science and Technology. In fact, in an act that perfects the phrase 'more loyal than the king', the then Minister for Science

and Technology, Prithviraj Chavan openly supported Bt brinjal and also put forth data provided by the seed industry to argue his case. But given that the public sentiment and scientific facts were against Bt brinjal, these efforts could not succeed in their dubious objective. So they did the next best thing for them, by proposing to put in place a regulator called Biotechnology Regulatory Authority of India (BRAI), which would become the nodal authority for all genetically modified (GM) organisms in the country and would be run by a select team of technocrats sitting under the Ministry of Science and Technology.

The draft of the Bill, which was leaked in the media, besides prescribing a single-window mechanism for easy approval of GM crops, also had a draconian clause aimed at gagging the civil society which was becoming vocal and a hurdle for easy approval of such risky technologies.

The Bill also went against the principles of transparency and proposed to curtail the Right to Information law in the country as far as GM crops were concerned. In short, it was designed to prevent Indian citizens from opposing GM crops to protect their right to safe food and environment, and flood the country with these crops dealing a body blow to the environment and traditional farming methods.



Image: A forward looking ecological fertilisation policy can bring back life in soils and smiles on the farmers' faces
© Greenpeace / Vivek M



Image: Greenpeace volunteer with a banner reading 'Arrest the minister, withdraw GM food bill!' outside Anusandhan Bhawan, office of the Minister of State, Prithviraj Chavan. Greenpeace requests the withdrawal of the Biotech Regulatory Authority Bill - BRAI 2009
© Greenpeace

To ensure that we did not lose the momentum built during our Bt brinjal campaign, we mobilised public opinion and alerted political parties about the nefarious



schemes of the Ministry of Science and Technology. We also reached out to UPA and National Advisory Council chairperson, Sonia Gandhi, to stop the Government from passing such a draconian law. This timely intervention from Greenpeace resulted in the Bill not being placed in the parliament last year. While there have been media stories on revisions in the BRAI Bill, there is no

information about it in the public domain so far and the process and the outcomes still remain secretive.

The threat of BRAI hangs like a Damocles sword above the agriculture sector in India. There are clear indications that the Government wants to get this proposal passed in Parliament this year. At Greenpeace, we are also determined to bring it before the public and oppose any regulatory system that would act as a single window clearance mechanism for the harmful GM crops. What the country needs is a bio-safety protection mechanism that will protect the health of its citizens and its environment and Greenpeace will continue to fight for it.

PARLIAMENTARY STANDING COMMITTEE ON AGRICULTURE CONSULTS ON GM FOOD

Our continuous engagement with political parties and parliamentarians resulted in the Parliamentary Standing Committee on Agriculture taking up the issue of GM food for assessment. The committee invited Greenpeace to present its case as part of the consultation process. We submitted an in-depth report and made a detailed presentation to the committee on the threats that GM crops pose to the health of Indian

Image: A consumer at a vegetable stall. Greenpeace released the Safe Food Guide, Version 2 which reassesses the scenario in India towards the use of GMOs, consumer attitudes and the behaviour of popular food brands
© Greenpeace / Rahul Irani

citizens, our biodiversity and the seed sovereignty of our farmers. We hope that the committee will be alive to these concerns of the farmers and people at large and advise the Government to halt the mindless promotion of GM crops. It should also recommend adopting a precautionary approach when dealing with such risky technologies and their products.

SAFE FOOD GUIDE VERSION 2.0

On the one hand we have been building a public campaign to ensure that our Government listens to the voice of its citizens and on the other, we are also trying to find out what the food industry thinks of consumer's right to safe, GM-free food. Greenpeace released the Safe Food Guide, version 2.0 that ranks 25 of the most popular food companies which hold a major share of the Indian market.

The Safe Food Guide was the result of an arduous three month process in which we interacted with various companies on the following parameters:

- (i) To assess their current and long-term policies on the use of genetically modified organisms (GMOs)
- (ii) Their willingness to inform their position to consumers and
- (iii) Proactiveness in ensuring a labelling and

liability regime on foods derived from GM crops

The Guide was made available online and also sent to our cyber activists to inform



them where their favourite food brands stood as far as their responsibility towards their customers was concerned.

Based on the companies' responsibility towards the Indian consumer on the genetically modified (GM) food issue, the Safe Food Guide categorises them green, yellow and red.





Image: Safe Food Guide ranked food brands and categorised them into Red, Yellow/Amber and Green. Twenty-five of the most popular food brands were contacted for this Guide
© Greenpeace / Rahul Irani

Image: A living soil ecosystem nurtures and nourishes plants by providing a healthy medium to take roots through a steady supply of nutrients
© Greenpeace / Vivek M



The **Green** companies included the ones that had not only taken the necessary steps to ensure that they remain GM-free now and in the future, but were also ready to engage



with the Government and relevant industry associations to keep the Indian food market free from GM food. This list includes Dabur India, KRBL Ltd. whose flagship product is India Gate rice and Vippy Industries.

The **Yellow** list had companies which said they were committed to sourcing ingredients that are GMO-free but were yet to take a

long-term position on being GM-free or share their position with the consumers. It included popular brands like Cadbury's, ITC, Ruchi Soya, LT Foods, Heinz India, Bambino Agro and Kohinoor Foods Ltd.

The **Red** list had companies like Nestle, Pepsico, Cargill, Hindustan Unilever Ltd, Britannia, Godrej Hershey's Ltd., Haldiram's, MTR, Parle Biscuits Pvt. Ltd., Agrotech, Surya Foods, Amul, GSK, FieldFresh (Bharti Enterprises) and Kellogg's. These companies had not taken any concrete steps to provide Indian consumers with GM-free foods for now or in the future and were irresponsible.

LIVING SOILS CAMPAIGN

Soil is one of the basic natural resources that supports life on Earth. It is an ecosystem, which is home to several living organisms. A living soil ecosystem nurtures and nourishes plants by providing a healthy medium to take roots through a steady supply of nutrients.

Use of chemical fertilisers disturbs this natural ecosystem and its indiscriminate use has resulted in large-scale degradation of soil in India. Degraded/dead soil leads to poor plant growth and hence, reduced productivity of the agricultural system. The fertiliser subsidy policy of successive

governments at the Centre from the late 1970s has been a major driver in pushing the indiscriminate use of chemical fertilisers. A total neglect of the ecological fertilisation process by policy makers, extension officers and farmers during the peak Green Revolution period (1970s to 1980s) has also added to this soil health crisis.

Acknowledging the crisis, the Union Government brought in a new Nutrient Based Subsidy (NBS) policy. The Government, on its part, has been quite vocal about the schemes that have components supporting organic fertilisation, and believes that NBS, along with schemes that support organic and bio-fertilisers can solve the crisis. Yet, it continues to support chemical fertilisers only. Hence, questions have been raised by think tanks and experts about its capability to solve the crisis, as it is widely accepted that organic matter, both in terms of quantity and quality, is critical to rejuvenate degraded soil.

It is in this context that Greenpeace India launched the "Living Soils" campaign. As part of the campaign, social audits on the Central Government's Soil Health Management Policies and Schemes were organised in select districts of Assam, Odisha, Karnataka, Madhya Pradesh and Punjab from July to November 2010. This was a pioneering initiative. As a first step, a

stakeholder survey of 1,000 farmers, (200 each from a selected district in each State) was conducted to bring out the perceptions and observations of the farmers on soil



health and understand the impact of soil health management policies in these locations.

The social audit team comprised of experts, farmer leaders and civil group representatives from the location. The findings were presented in Jansunvais (public hearings) organised in each location



Image: Cultivation of legume crops can bring down the dependence on synthetic nitrogen fertilisers. They are also a good source of proteins and help contribute to nutritional security
© Greenpeace / Vivek M



Image: Multiple cropping involving different crops helps to improve soil health © Greenpeace / Vivek M

along with local groups, where all relevant stakeholders of the region participated. The findings and recommendations were discussed at a national workshop in Delhi on December 13, 2010, which saw participation from farmer groups, agriculture scientists, civil society organisations and government representatives.

This massive public engagement effort reached out to more than one lakh farmers in five states. It brought out the truth about how our Government, after clearly understanding the negativities of indiscriminate usage of chemical fertilisers, was still pumping in thousands of crores of rupees every year to promote chemical fertilisers. At the same time, the Government was providing precious little for ecological fertilisation to keep our soil healthy. While the

Union Government spent Rs. 49,980 crore in 2009-10 to promote chemical fertilisers, it spent just about ten per cent of that – Rs. 5,374.72 crore, on schemes that promote ecological fertilisation. Considering that the Government has come out with the NBS policy and is actively thinking about organic development in agriculture, the monetary support is miniscule.

The surveys, that were part of the social audits, established this beyond doubt. It was revealed that only one per cent of the 1,000 farmers surveyed received any support from the Government for ecological fertilisation. Apart from doing a dipstick test on the farmers' understanding of the harmful effects of chemical fertilisers on their soil, the surveys also showed that given proper support, 98 per cent of the farmers preferred ecological fertilisation to chemical fertilisers.

The public hearings during the social audits also saw hundreds of farmers coming forward to present their views on soil health and the kind of government policies needed to sustain it. We also got formal endorsements for our recommendations from state agriculture ministers of Asom, Meghalaya and Madhya Pradesh.

Armed with an understanding of the grassroots realities, we participated in the pre-budget consultations of Union Finance

Minister, Pranab Mukerjee. Besides sharing the data and perspectives we collected in the Living Soils campaign, we also put forth a compelling proposal for an Ecological Fertilisation Mission to bring and sustain life in our soils. This helped us in being invited for several other consultations held by the Finance and Agriculture Ministry, the Planning Commission and Members of the Parliament.

We compiled all our understanding from the series of social audits and the workshops into a report 'Of Soils, Subsidies and Survival - A report on Living Soils', which was released in New Delhi before the Union Budget. The report was widely discussed in scientific and policy circles.

Our efforts bore fruit when Finance Minister, Pranab Mukherjee conceded in his 2011 budget speech that indiscriminate usage of chemical fertilisers and a lack of organic matter in the soil were causing issues for soil health and to alleviate this, the Government would promote practices like organic farming and green manuring.

While this was a major achievement for us, we need to watch the developments closely and see whether the Government is ready to put the money where the mouth is since it is the first time that the Government has accepted the problem in a budget speech.



The 'Living Soils' campaign was a wonderful experience for us. For the first time, Greenpeace ventured deep into the hinterland of our country and mobilised public opinion on an issue that is least talked about in mainstream India. We could effectively bring the voices of the farmer, the agriculture think tank, civil society organisations and the policy maker together. This would provide a way forward in ensuring the health of our soils with an aim of guaranteeing the vibrancy of our agriculture and sustenance of food security. Yet, there are miles to go, as neither agriculture, nor the soil issue is getting the required attention in our mainstream discussions. That is the biggest task ahead for us.

2011 holds bigger challenges for us. It is also crucial because India will prepare the 13th Five Year Plan. As five-year plans show the intentions of the Government and prepare the path for the country's development, we will be keenly following this process and intervene to ensure a paradigm shift in agriculture. Ecological farming is the way forward for the country's food security and the livelihood security of those involved in agriculture. We will ensure that the next five year plan not only acknowledges it but makes adequate efforts to see that it remains the mainstay of India's agriculture sector.

TRADITIONAL MEDIA





A NEW BEGINNING IN COMMUNICATIONS

In the year 2010, we established a well-organised media team and a photo and video desk - the need for which had been felt for some time. It also saw the beginning of our Hindi initiative, **Hindi in Hindustan**.

THE MOVE TOWARDS THE VERNACULAR

All our campaigns during the year presented a Hindi interface right from press releases and media advisories to invites. Our reports were also prepared in Hindi for dissemination to the media, policy advisors and Parliamentarians. Its result was immediately visible with an interview of our International Executive Director, Kumi Naidoo appearing in Hindi in the newspaper - Business Bhaskar. During this period, all information including press releases, advisories and reports on our website was also provided in Hindi. During this period, our first Hindi blog on Kumi was also posted on the Greenpeace India website.

ALIGNING WITH THE VISUAL MEDIA

With growing awareness on environmental photography, Greenpeace India's photo desk started fresh interaction with photo editors in the print media and created a regular working relationship with the news world. The Greenpeace International photo desk also networks and maintains close relationships with various key media players

to promote the relevant and effective use of Greenpeace images apart from maintaining and developing the images archive.

Our video desk also adopted a pro-active approach and organised productions with enhanced video and sound quality. It also built a network and database of experienced independent camera crew/producers across India and put in place an exhaustive archive of video and sound footage which can be accessed by the media, film production companies and research teams in the country. Pending projects like Greenpeace Resistance Academy were also taken up in collaboration with OneWorld. The establishment of the video desk resulted in savings of INR 1,11,194 in 2010.

IMAGE BUILDING THROUGH THE MEDIA

The combined efforts of the media team resulted in a pro-active and positive image building of Greenpeace and corrected misconceptions that had developed in the public eye by highlighting Greenpeace's efforts and work in various areas. This included stories on peoples' opposition to Bt brinjal which remained on the forefront and resulted in the declaration of a moratorium on Bt brinjal by the Ministry of Environment and Forests, the release of a nationwide citizens' opinion poll on GM foods in the press, which mapped the public ahead of

Image: Media gathered at a Press Conference
© Greenpeace / Sudhanshu Malhotra



the government's attempt to steamroll the Biotechnology Regulatory Authority Bill of India (BRAI) 2009.

ENGAGING THE PRESS

The media team also proactively pitched stories on Trial of T2 and the Japan whaling scam. Some of the new initiatives include video conferencing with journalists from Delhi and Bengaluru to address issues of insurance and nuclear liability by international nuclear expert - Anthony Froggatt from the UK, which was attended by Priscilla Jebaraj from the Hindu and Rama Lakshmi from the Washington Post and ETV in Bengaluru. A video journalist from News X was also sent to do a feature story on the Greenpeace Arctic expedition. Intense media pressure was created after

the Mayapuri radiation accident that forced the Government to take remedial action.

Greenpeace's activism and demonstrations on key issues were also highlighted by the media team to showcase its work to the people through print and electronic media.

On August 25, 2010, Greenpeace activists climbed atop lamp posts in front of the Parliament House with banners reading "People Before Profit". This non-violent form of protest was covered by television channels like Times Now, NewsX and CNN-IBN. It was targeted against the dilution of various clauses in the Civil Liability for Nuclear Damages Bill 2010, including dilution of supplier liability and the capping of compensation.

DIGITAL MEDIA



FOOLS FOR FORESTS

No trees, No future.

While Bangalore is losing its tree cover to forces of unplanned development India is losing its forest to coal. Cutting trees and forests is not a solution, it adds to the problems. Forests are a life support of this planet. Save them, become a Fool for Forests.



CAMPAIGNING IN VIRTUAL SPACE

In today's world, we shop, stay in touch with friends, and do every possible thing with a click. Welcome to the virtual world where we run our lives online.

Like in the rest of the world, the number of Internet users is growing in India every year and the innovations in technology are only making people adopt this new mode of life faster.

Looking at these developments in the Indian virtual space, Greenpeace India started its Digital Media unit in Bangalore in 2008. The team communicates with an external audience primarily online via email, asking them to take action on different campaigns being run by the organisation. The team also uses the online mode to raise funds.

The team started its first online campaign with the Dhamra port issue. Over three years, the team has grown not only in terms of numbers but also in reach. From running single campaigns, it now runs multiple campaigns and the emergence of social media has only increased its interaction with the online audience.

The year 2010 was full of exciting campaign moments and some victories. It was also the year in which we migrated to our brand new website in Planet 3. Here is a snapshot of some of our initiatives of 2010.

Bt BRINJAL

The year started with an online campaign against genetically modified Bt brinjal. The campaign started in 2009 when the Genetic Engineering Approval Committee (GEAC) approved the Bt brinjal commercialisation without running adequate scientific and safety tests. An aggressive campaign made the Indian Environment and Forest Minister, Jairam Ramesh announce a public consultation.

The Minister planned to hold seven public consultations, each in a different city to take a decision on the commercial release of Bt brinjal. At Greenpeace, we sent emails to our supporters in these cities, asking them to attend the consultations. Those who could not attend had the option of leaving a message for the Minister, which would be given to him during the consultation. The Minister was to give his decision on the commercialisation of Bt brinjal at the end of these consultations.

So, while he moved from one city to another, we started an online campaign to make the world's biggest "baingan bharta" in Delhi. Our supporters had to sign a petition asking people to tell Jairam Ramesh to "protect India's brinjal." Every signature on the petition would add a brinjal to the world's biggest baingan bharta. We crossed our initial target

of 10,000 signatures in 48 hours and had to up the target to 20,000 signatures. The new goal had to be upped yet again to 25,000 and in the end we had collected over 24,000 signatures on the petition.

The consultations were also coming to a close and the opinion coming from these was against Bt brinjal. Jairam Ramesh surprised the country by announcing his decision before the designated date – an indefinite moratorium.

The announcement, however, was a great victory for us that stopped the first

genetically modified (GM) food crop for the time being.

With Jairam Ramesh taking the first step to save India's brinjal, we went back to all of our 24,000 supporters and asked them if they still wanted to make the world's biggest baingan bharta after we had achieved the moratorium on Bt brinjal.

The poll results were quite decisive. A majority of our supporters who had signed the petition wanted us to focus on stopping the genetic modification of other food crops that were in the pipeline.

Image: Volunteers dressed as brinjals protesting against genetically modified Bt brinjal
© Greenpeace





Image: Greenpeace volunteer outside the Parliament urging the Indian government to put people before profit
© Greenpeace / Amit Madheshiya

Image: Public Engagement campaigner explaining the issues of Civil Liability for Nuclear Damages Bill to a police officer
© Greenpeace / Amit Madheshiya



NUCLEAR LIABILITY BILL

The next online campaign was to help effect changes in the Nuclear Liability Bill. Here



also, we asked the people to sign a petition asking the Prime Minister to hold a public consultation before taking any decision on the Bill.

In a few days, we collected a large number of signatures on the petition and started faxing these to the Prime Minister's Office (PMO). Soon, we received a call from

the PMO asking us to stop the faxing of petitions. They, however, refused to give a formal response to the demand made by the petition. So the faxes continued.

The PMO then sent us a letter saying that the faxes were 'inconsiderate and annoying' and should be stopped immediately. A response to the almost 7,000 petition signatures was missing in this letter as well. We kept sending the faxes till the PMO blocked all the Greenpeace numbers.

In the meantime, the Nuclear Liability Bill was introduced in the Budget session of the Parliament. It placed a cap on the compensation and freed the foreign corporations of any responsibility in case of an accident. The Bill received a strong opposition in Parliament and was sent to the Standing Committee for recommendations.

The on-field lobbying with the Standing Committee continued and so did the petition demanding a public consultation. The petition already had one lakh signatures and the number was growing every day. Along with other organisations, Greenpeace deposed in front of the Standing Committee with its recommendations. A day later, Greenpeace nuclear campaigner, Karuna Raina delivered 1.87 lakh petitions to the Standing Committee. The petition finally bore fruit when the Standing Committee

sought wider consultation before sending their recommendations to the Parliament. This was the first step towards changing the content and scope of the Bill. The success of the petition was reported back to its over one lakh victorious petition signatories.

The next step was to get signatures on an open letter to the Standing Committee suggesting all the changes that the bill needed.

The public engagement team also organised consultations in Mumbai and Hyderabad and the recommendations that emerged from these meetings, along with the open letter, were presented to the Standing Committee.

Out of the six recommendations made by the Standing Committee to the Parliament, three were given by Greenpeace. High political drama ensued and the Bill was finally passed with three changes which were suggested by Greenpeace.

While the Parliament was taking a decision, Greenpeace activists scaled the poles outside the Parliament House asking the leaders to put people before profit. This action was streamed live for our online supporters who were also calling on opposition leader Sushma Swaraj to force the changes in the Bill.

The Bill which was finally passed by the Parliament, had implemented strong supplier liability, which was one of the key demands made by Greenpeace.



DHAMRA CONTINUES

In the course of the year, the campaign against the Dhamra port acquired a new dimension. The port construction was close to completion even as the Supreme Court's Centrally Empowered Committee was deciding whether it had violated the Forest Conservation Act, as stated by environment



Image: Turtle vs TATA, an interactive online game was a big hit with our cyber activists
© Greenpeace

Image: Greenpeace India's Facebook profile pic promoting 10.10.10 campaign
© Greenpeace / Shagun Mitra



ministry officials in Odisha. The online campaign decided to come up with an informative and innovative way to engage our supporters with this issue. The idea was



to launch a Pac-Man style game where the audience needed to save the turtles from Matty, Ratty, and Tinku. The game was called Turtles Vs TATA. An email was sent asking people to play the game, share it with friends and sign a letter addressed to the Environment and Forest Minister, Jairam Ramesh. The letter asked the Minister to take a stand on the issue and back the

claims made by his own officers in Odisha. The Turtles Vs TATA game was a big hit and got a good amount of online and print media attention. Naturally, the Tata group was not happy. They filed a law suit against Greenpeace for defamation and infringement of Trademark. The Tata group demanded damages worth Rs 10 crore and wanted the court to make Greenpeace remove the game immediately. On January 28, 2011 the Delhi High Court denied the Tata plea for an interim injunction against the game and allowed Greenpeace to keep the game online. The case is still on and the Tata group has appealed against the denial of the interim injunction to the Division Bench of the Delhi High Court.

SOCIAL NETWORKS

Apart from emails, the digital media team initiated and maintained a lot of discussions related to the latest campaigns on the social networking sites, mainly Facebook and Twitter. Be it an interesting news story, polls and contests or a signature campaign for a petition, the Greenpeace India Facebook fans had loads to comment and tweet on Facebook and Twitter. Some of the interesting things we did on social networks are as follows:

Green Pics contest

We launched a weeklong contest for our

Facebook supporters in the Christmas-New Year week. The supporters were asked to upload a picture or a sketch of what Greenpeace meant to them. Flooded with entries, we shortlisted the top seven entries internally and asked our supporters and their friends to vote for the best among these. This contest created a lot of excitement among our Facebook supporters and brought in several new supporters as well. Those who missed out on the contest made repeated requests to start it again.

After a mammoth round of voting, Deepti Bhat was declared the winner of the contest. She won a Greenpeace T-shirt in early 2011. Looking at the public demand for re-launching the contest, we started a second round and invited fresh entries once the first contest was over.

Green resolutions

We asked our supporters on social networks to send in their green resolutions for the New Year. This activity was also started in the Christmas-New Year week. Supporters could either tweet their green resolutions or just post them on our website. We received a lot of resolutions ranging from switching off lights and fans to investing in renewable energy. We collected and shortlisted all the resolutions and converted them into a blog post. (<http://www.greenpeace.org/india/en/Blog/how-green-is-your-list/blog/32241>)

10-10-10 tab

Starting from September, we set up a tab for our Facebook supporters suggesting 10 things they could change in their lifestyle



by the 10th of October 2010 (10.10.10.). The 10 things were as basic as turning off your vehicle at a traffic light or switching to public transport, if possible. We let our supporters comment on the tab about what else they planned to do to lower their carbon footprint. The tab did well and we got a lot of views for a month.



As part of a global campaign asking Facebook to switch to renewable energy for its new data centres, we put a tab on our Facebook page for Greenpeace India



Image: Online donation and sign-up platform © Greenpeace

supporters to sign the petition. Now, India ranks number three on the points table among countries who have been asking for change most actively.

Live chat with Kumi

When Greenpeace International Executive Director Kumi Naidoo visited India for a conference with the Information and

Image on the right: Kumi Naidoo's visit to India provided a platform for fundraising and live chat sessions with our supporters © Greenpeace / Sudhanshu Malhotra

Communication Technology (ICT) sector, we provided a platform to all our online supporters to talk to him in a live chat session. The supporters could also leave their questions prior to the chat in case they were not sure about attending it. We collected around 200 questions in advance and had an hour-long chat session.

Fundraising

Apart from getting people involved in campaigns online, the digital media team was also responsible for raising funds. The team usually sends an email on a campaign asking people to contribute for a specific need or issue. While one part of the fundraising happens through pure online contributions, the other comes through the tele-fundraising (TFR) department.

The year 2010, was one of the best in terms of fundraising. We raised INR 13,13,413 purely through online donations. Another INR 65,28,798 was added through the tele-fundraising (TFR) income.

2010 turned out to be an eventful year for the team. Cyber activists, as we like to call our online supporters, created a lot of interesting media stories and helped strengthen the campaigns. We hope these success stories will continue in the next year as well.



PUBLIC ENGAGEMENT





WE THE PEOPLE

The year started with a bang in January with the Environment Ministry stating that Bt brinjal was all set to become the first crop to be given an approval for commercial cultivation in the country. Further to this, the Environment Minister would hold public consultations in seven cities to assess the reaction of the stakeholders regarding this decision. This provided a great opportunity to bring people together and demonstrate to the Minister that the country does not need GM crops. In the age of technology, when 'clicktivism' allows people to feel good about taking action on any issue of their choice, it can be difficult to get people out on the streets in solidarity. Most importantly, the challenge was to reach out to the larger chunk of 90 per cent of the people who could not save the brinjal through signing a petition online.

More than 400 volunteers participated across Chennai, Bangalore, Chandigarh, Hyderabad, Ahmedabad, Nagpur & Kolkata. Every city where the environment minister went for the public consultation, he was greeted with volunteers dressed as brinjals, slogans and placards against the move. They joined hands with several other civil society groups and demonstrated their anger on the government's decision to contaminate their food.

Later, from March to June, when the debate

over the Nuclear Liability Bill was warming up, volunteers worked on creating a network of lawyers across the country aimed at providing a shot in the arm to the campaign, thereby strengthening the Greenpeace argument on the legal front. Over a period of 25 days, 12 volunteers reached out to more than 400 law firms with our message - 74 lawyers/law firms/law associations (through email, phone and hard petitions).

Although still at a nascent stage, they also demonstrated the ability of doing rapid response along with the Digital Media team when volunteers generated support of eminent human rights law firms like Alternative Law Forum, Karmayog, Human Rights Legal Network, IHRA etc. for Junichi & Toru from Greenpeace Japan, who were wrongly accused of stealing whale meat, when they had actually exposed the scandal of embezzlement of whale meat in Japan.

Public mobilisation reached new heights when Greenpeace India ventured into a completely new territory in 2010. Greenpeace India wanted to demonstrate public demand for decentralised renewable energy in the power-starved state of Bihar. For this, they chose the month of October which was bang in the middle of the Bihar State Assembly elections.

Public mobilisation is not always about



Image: Women in rural areas of Bihar gather to learn about renewable energy
© Greenpeace / Prashant Ravi

young jeans-clad city youth getting petitions signed or protesting outside the parliament.

This time we took public engagement to the Hindi heartland, where India lives, struggles and suffers the impact of climate change on a daily basis. Greenpeace has been talking about creating an energy revolution for a while. To demonstrate this possibility, we chose the most power-starved state in the country - Bihar. Almost 70 per cent of the state runs on diesel. There were no power point presentations, no audio/video files, no electricity, no English speaking audience; and dialects that differ from district to district.

Despite all these challenges, we had the task of getting the people on our side and call out loud that decentralised renewable energy works and it's the only solution that

people of Bihar want from their leader.

On October 2, around 20 Greenpeace activists launched the 'Urja Kranti Yatra' from Gandhi Ashram, Bhitiharwa in Champaran. In 1917, Mahatma Gandhi had started the non-cooperation movement from the same soil and gave a call for 'Sampurna Swarajya'. He believed that "development of a nation was only possible when its villages progress". On the same day, Greenpeace also set off on a new journey asking people to demand for 'complete energy independence'.

A team of 20 volunteers travelled through 15 districts of Bihar in a bus and used street plays and song and dance to explain the benefits of decentralised renewable energy to villagers in these districts. The support was overwhelming. In less than a month, they gathered the support of thousands of key opinion leaders, who represent more than 30 million people in the state, who are still living in darkness even 60 years after independence. This way, Greenpeace was instrumental in starting a new energy revolution in Bihar.

The Public Engagement team is growing in leaps and bounds and has concrete plans for the year 2011 to bring about change with the support of volunteers, civil societies and concerned citizens.



FUNDRAISING





TIMES FLIES WHEN YOU'RE HAVING FUN

At Greenpeace, fundraising is always a challenge as we have to engage with a variety of people across the country and make them aware of Greenpeace activities and initiatives which touch people from different walks of life and ensure that the environment remains safe. The year 2010 was no different as there was hard work and fun for fundraisers at Greenpeace India.

Over the course of the year, Greenpeace's fundraising department enrolled over 31,000 new financial supporters, meeting 95 per cent of the objectives set for the year. With total revenue of INR 8.09 crore and a net income of INR 1.84 crore, the fundraisers provided the organisation with the financial resources needed to keep its campaigns not just going but strengthening over time. The growth in revenue was 51 per cent over the previous year.

USING NEW TECHNOLOGY

We experimented with several new tools to bring in resources and support in 2010. From using SMS to generate leads to tele-calling to raise funds, 2010 was a year of firsts in several ways. In fact, our tele-fundraising operations are unmatched in the entire Greenpeace world and hold a lot of promise for fundraising and campaigning in the future. By innovating and following Greenpeace's best practices, the Digital

Media Team built a very useful base of cyber-activists; a clan which is growing exponentially in today's digital world. A good 3,03,000 people signed up to be cyber-activists in 2010 and a lot of them went on to become financial supporters.

FUNDRAISING EVENT

Organising fundraising events was one of the highlights of the year, as apart from helping in garnering finance, it was a great initiative to raise awareness about Greenpeace and its activities. One of the events, initiated by Executive Committee member Amala Akkineni around International Executive Director, Kumi Naidoo's visit, was a great success with the staging of Shabana Azmi and Javed Akhtar's critically acclaimed play, 'Kaifi aur Main'. A huge number of people in Delhi turned up and gave donations to watch the play.

BREAKING NEW GROUND

We experimented with a new technological tool called Frontline SMS which has shown very good future prospects. This tool allows field staff to get contact information of the people they speak to on a cell phone and send it to a central server via SMS. This mechanism saves time and has a high overall level of efficiency.

Image: A young man signs up with Greenpeace as a result of direct dialogue by a Greenpeace employee
© Greenpeace / Jyoti Karat



As environmental challenges grow larger and more pressing, we will need more financial resources to fund our campaigns. We need to strengthen what we know and at the same time, find new and innovative ways to bring in more people to support Greenpeace and its noble efforts. Here's to another year of learning, earning and fun!



ORGANISATION SUPPORT

It is a challenging task to provide back-end support for Greenpeace India. But, the Organisation Support Department ensures efficient function of all departments.

The Organisation Support Department includes Finance, Legal, Human Resources (HR), Administration and Information Technology (IT). The Finance Department is responsible for ensuring that all legal compliances of the organisation are met. It also ensures expenses are booked and reported to the management to take timely informed decisions.

The financial year 2010-11 started with the publication of the Direct Taxation Bill, 2012 which was opened for public comments. On perusal of the Direct Taxation Code, 2012, we noted that it creates serious issues for the NGOs including Greenpeace India. The implications of one of the clauses in the Bill which requires that the total income and expenses should be computed on a cash accounting basis means that we will not be able to account for depreciation, which is a non-cash expense, for taxation purposes. NGOs will be allowed a basic exemption of Rs. 100000 and any income (gross receipts less outgoings) over this is liable to tax @15 per cent. NGOs will, therefore, have to pay larger quantum of taxes than hitherto. We are joining hands with other NGOs and are pursuing the issue with the Finance Minister to ensure that such onerous clauses which may lead to the closure of smaller NGOs are deleted from the Bill.

The Finance Minister's consultation process is still on and we expect a patient hearing, and hopefully these clauses in the Bill will be amended.

Our legal team advises each department and our leadership team on the legal implications of various activities such as protest marches and direct actions. It also assists activists arrested in the course of the activities. During 2010, the legal team has helped Greenpeace fight legal cases filed against them across India.

The HR department supports and motivates our employees to take Greenpeace India towards its goals. Among other things, its duties include recruitment, induction, grievance management, payroll preparation and training. During 2010, the HR department implemented the Interim Job Evaluation Process for the organisation wherein each job was evaluated. However, a 'Working Group' was set up in December 2010 with an external consultant to develop a new Job Evaluation



Scheme. The resultant new grade structure has organisational buy-in and fairly reflects how jobs will be evaluated now and in the future.

The administration team takes care of the facility management ensuring that things run smoothly across the organisation. During December 2010, the administration team relocated the regional office in New Delhi to suitable premises which is a commercial location and is in compliance with the New Delhi Master Plan.

The IT department ensures that all our offices are linked up all the time, that our employees have 24/7 access to the Internet and that our communications reach our supporters. During 2010, the IT team set up video conferencing facility at Bangalore and Delhi offices to reduce travel and improve communication between various Greenpeace offices.



GREENPEACE FINANCIAL REPORT

GREENPEACE INDIA SOCIETY, New No.47 (Old No.22), II Cross Street, Ellaiyamman Colony, Gopala Puram, Chennai-600 086

BALANCE SHEET AS AT 31-12-2010

LIABILITIES				ASSETS			
Particulars	Figures for 2009	Amount	Figures for 2010	Particulars	Figures for 2009	Amount	Figures for 2010
Net Op. Balance of Surplus	46591777	40850291		Fixed Assets	1973859		2786782
Corpus Fund received	0			Cash & Bank Balances	7035888		1185449
Add: Profit (+) or Loss (-) from P&L A/c	-5741487	-3636465	37213826	Money on Deposit	34709940		38240840
	40850291			Prepayments	511451		2806679
Accounts Payable	7978755		11498868	Receivables	3098257		2692928
				Advances	1499651		1000016
Total	48829046		48712694	Total	48829046		48712694



GREENPEACE INDIA SOCIETY, New No.47 (Old No.22), II Cross Street, Ellaiyamman Colony, Gopala Puram, Chennai-600 086

PROFIT & LOSS ACCOUNT FOR THE YEAR 2010

EXPENDITURE	Figures for 2009	Figures for 2010	INCOME	Figures for 2009	Figures for 2010
Fund Raising Expenses			Donations from Local Donors	53352923	80894880
Staff Cost	23222393	34736288	International Grants	63458643	55050823
Operating Cost	18433928	27754716	Interest Received	3497036	2230250
Organisational Support Expenses			Other Income	0	1134686
Staff Cost	7219650	9737719	Loss Carried to the Balance Sheet	5741487	3636465
Operating Cost	8124186	14140692			
Depreciation	5285465	3826465			
Campaign Expenses					
Staff Cost	4840094	6675270			
Operating Cost	14687593	5602463			
Global Campaign Expenses					
Staff Cost	8782460	6329782			
Operating Cost	25173999	22958168			
Campaign Support Expenses					
Staff Cost	6905995	7473640			
Operating Cost	3374326	3711901			
Total	126050089	142947104	Total	126050089	142947104

For GREENPEACE INDIA SOCIETY

SD/-
SAMIT AICH
(Executive Director)
Date: 15th March 2011

For GREENPEACE INDIA SOCIETY

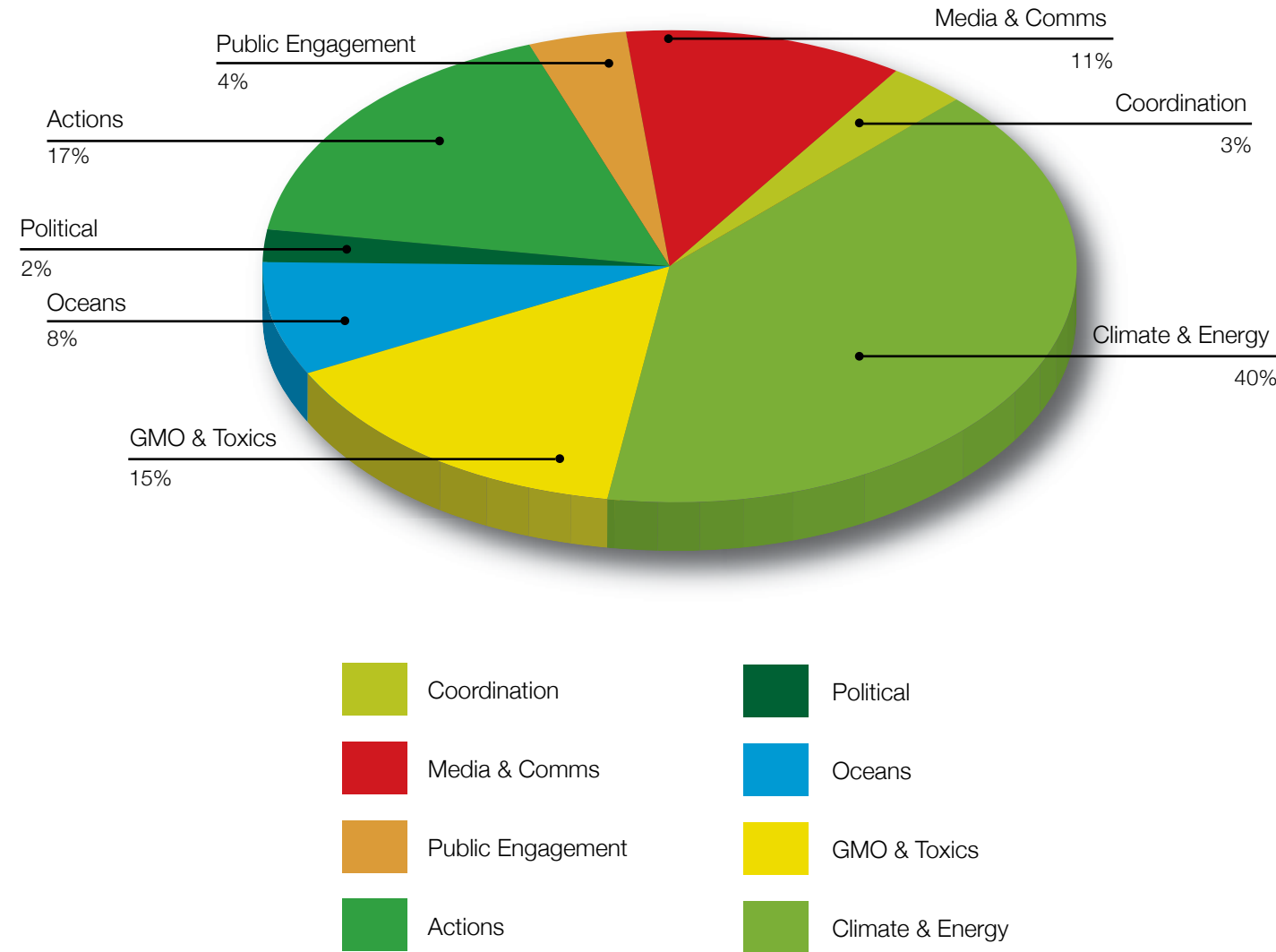
SD/-
ASHISH KOTHARI
(President)

For R.K.KUMAR & Co.
Chartered Accountants

SD/-
C.R.SUNDARARAJAN
(Partner)



Greenpeace India Society Campaignwise Expenses for 2010



INDIA OFFICE ADDRESSES

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**JOIN US
TO SAVE
OUR PLANET.**

greenpeaceindia.org

Greenpeace is a global organisation that uses non-violent direct action to tackle the most crucial threats to our planet's biodiversity and environment. Greenpeace is a non-profit organisation, present in 40 countries across Europe, The Americas, Asia and the Pacific.

It speaks for 2.8 million supporters worldwide, and inspires many millions more to take action every day. To maintain its independence, Greenpeace does not accept donations from governments or corporations but relies on contributions from individual supporters and foundation grants.

Greenpeace has been campaigning against environmental degradation since 1971 when a small boat of volunteers and journalists sailed into Amchitka, an area north of Alaska, where the US Government was conducting underground nuclear tests. This tradition of 'bearing witness' in a non-violent manner continues today, and ships are an important part of all its campaign work.



Greenpeace India Society

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