

GREENPEACE  
ग्रीनपीस

ANNUAL

REPORT

2011



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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 everyday. To maintain its independence, Greenpeace does not accept donations from governments or corporations but relies on contributions from individual supporters and foundation grants.



Hot air balloon over Mahan forest in central India  
© Greenpeace / Sudhanshu Malhotra

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## Message from the President

Dear Colleagues,

It is my pleasure to present the Greenpeace India Society Annual Report for 2011. As is evident, this report is a further refinement from the earlier two annual reports and I do hope that our members will find it interesting and informative.

This annual report captures some of the significant achievements that Greenpeace has made in its campaign work in India and includes the following:

- As the global organisation has renewed its focus on people's mobilisation initiatives, so has Greenpeace India. Building on the foundation laid in the last two years, Greenpeace India took mobilisation to newer levels this year.
- Both the Renewable Energy (RE) and the Decentralised Renewable Energy (DRE) campaigns have had significant traction in 2011, giving the 'solutions' angle to Greenpeace campaigning, countering the expansion of dirty and unsafe coal and nuclear power.
- The organisation has been steadily building its ground presence in central India by working closely with local communities. Greenpeace also focused on innovative mobilisation strategies to work effectively on issues of coal mining and thermal power, despite some hostile experiences from vested interests in the region.
- The anti-nuclear work done in the past year has put Greenpeace India bang in the middle of this very crucial debate.

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The integrated campaigning model tested and fine-tuned over the last three years has shown good internal integration within the organisation for effective delivery of campaigns.

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- 2011 has seen the Sustainable Agriculture campaign introducing the 'Living Soils' campaign, setting in motion the debate around soil health. Both the Living Soils and anti-BRAI campaigns saw Greenpeace India work very closely with its other alliances for effective delivery of campaign output including influencing the Planning Commission on significant matters.

- Within the Oceans campaign, Greenpeace specifically focused on the Gahirmatha marine sanctuary in Odisha by collaborating with local partners to strengthen its lobby work with the state and central government. A positive collaboration on issues of mutual interest cleared all the misunderstanding with people's organisations.

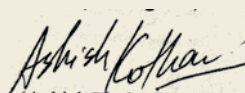
The online mobilisation thrust for both digital media and mobiles showed a healthy increase in online and mobile activists in 2011. The fundraising programme continued to follow an exciting trend with the introduction of a full-scale tele-fundraising operation touted to be the biggest in the Greenpeace world. The integrated campaigning model tested and fine-tuned over the last three years has shown good internal integration within the organisation for effective delivery of campaigns.

The Board has continued to maintain strong governance overview with regular Finance Sub-Committee (FSC) meetings every quarter, a mid-term organisation-wide evaluation of the pre-agreed objectives, and strong, positively challenging interactions with the management. The Board continues to be conscious of the solid and rapid growth of the organisation, including possible concerns this may raise for intra-organisational dynamics, pressure on the senior team, etc. It has introduced an internal audit process via an in-house person who does both process and financial audits. The auditor reports back to the FSC with key

observations and suggestions for improvement with the Executive Director keeping a close watch on areas of possible concern.

There has been a relatively high turnover of staff in the Senior Management Team, causing some level of concern about disruptions and lack of continuity, but this has largely been dealt with the required urgency.

There are more exciting updates inside.  
As always, comments and feedback are most welcome!



Ashish Kothari

## Our Executive Committee Members



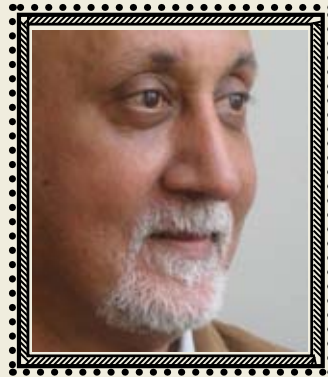
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## Message from the Executive Director

Dear friends and supporters,

Greenpeace turned forty in 2011. Four decades of pioneering in environmental activism across the globe would not have been possible without the immense support of our donors, volunteers, co-activists, alliances and individuals who stood by our causes. Over the years, we learnt that together we can successfully fight the powerful institutions and influence them from committing environmental crimes.

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We are perceived as environmental champions due to our relentless pursuit to protect the planet. Our perspective is global but we campaign locally. The work done in 2011 was only a small step towards a larger goal of shaping the debates, pushing the boundaries and meeting our campaigning objectives. All Greenpeace campaigns in India- be it for Climate and Energy, Sustainable Agriculture or Oceans- attained significant traction and victories.

The Fukushima disaster seems to have shaken the world but not our government. Public resistance and the right to protest continue to be trampled upon. Undeterred, Greenpeace India is resolute in its vision of a nuclear-free world and will therefore continue to campaign till arriving at a logical conclusion.

Our Renewable Energy campaign succeeded in pushing the Telephone Regulatory Authority of India (TRAI) and Department of Telecom (DoT) to set mandatory targets for telecom companies for switching from diesel to renewable energy by 2015.

Stressing on Decentralised Renewable Energy (DRE), Greenpeace conducted social audits in the states of Uttar Pradesh, Bihar and Andhra Pradesh in India. The audits highlighted issues related to Rajiv Gandhi Gramin Vidyut Yojna (RGGYY) and strengthened our efforts in Bihar.

Pursuing the coal campaign, Greenpeace organised a fact-finding mission to Singrauli, the energy capital of India and home to tribal communities, forest dwellers and some of the most threatened forests of central India. Another fact-finding team visited Chandrapur in Maharashtra where extensive coal mining is threatening the local tiger habitat.

2011 became a milestone for our Sustainable Agriculture campaign, in which people's voices played a major role in the formation of government policies. The Greenpeace campaign of Living Soils initiated a debate on soil health. Campaigning against the BRAI bill, Greenpeace India created a record by cooking the world's biggest GM-free Baingan Bharta.

In 2011, Greenpeace India began the Oceans campaign focusing specifically on the Gahirmatha marine sanctuary in Odisha. In collaboration with local partners a comprehensive study was carried out in over fifteen villages around the sanctuary. The results of the study helped Greenpeace formulate its campaign of lobbying against the State and Central governments.

Our communications and media work continued to

develop with an improvement in quality of content production.

Greenpeace exposed two high profile environmental crimes in 2011. One was exposing a crime scene (Monsanto in Bijapur) and the other was revisiting a crime scene (Chernobyl). We embarked upon a mammoth task of engaging with people and local communities under Public Mobilisation. The digital media operations continued to grow and added 146,675 new cyber activists in 2011. In the same year, we also started a fully fledged initiative by using mobiles as a mobilisation tool and added about 200,000 mobile activists into our fold.

Our fundraising operations continued to show a healthy pace. We added about 33,000 new individual supporters in 2011 and closed with an annual income of Rs.11.08 crores, purely from local donors. This is a 37.5% increase in gross revenues over 2010 (Rs.8.08 crore).

It is indeed my pleasure to present to you the Greenpeace India Annual Report for 2011.

In solidarity for a green and peaceful future,



Samit Aich

This motif is inspired by the Madhubani paintings that come from the Indian villages of Madhubani and Mithila in Bihar. For these artists, surya or the sun is believed to radiate the energy of life and symbolises power and hope.



# CLIMATE & ENERGY

## SAVING THE PLANET

2011 was a year of consolidation for the Greenpeace climate and energy team. Our many strands strengthened and grew, forming a campaign that challenges the very core of India's energy plan, and moves to protect existing and future generations from the threat of runaway climate change. Significant milestones were achieved towards an energy revolution, and with it a clean and sustainable future.

### Nuclear energy in the aftermath of Fukushima

The earthquake, tsunami and nuclear crisis that rocked Japan in 2011 altered the public and

political perception of nuclear power as a safe energy option. Yet for the Prime Minister and nuclear establishments of India, the disaster did not warrant a rethink of nuclear power plans. Nor did the stiff opposition voiced by Indian communities living in the shadows of existing and proposed nuclear plants. Instead, the government decided to forge ahead, even making a statement to the effect on the 20th anniversary of the Chernobyl tragedy.

Greenpeace was active and persistent in questioning nuclear energy in the aftermath of Fukushima. In cooperation with other groups and individuals, it organised candlelight vigils and public gatherings across the country to reflect public concern over the government's decision.



Vigil for Japan victims in Mumbai  
© Dhiraj Singh / Greenpeace

We added to the body of evidence against siting a nuclear park in Jaitapur by facilitating a scientific study on the effects of seismic risk in the region. Professor Roger Bilham from the University of Colorado and Professor Vinod Gaur from the Indian Institute of Astrophysics co-authored the paper, which subsequently appeared in *Current Science*, a prestigious Indian journal published by Current Science Association and the Indian Academy of Sciences.

Greenpeace continued to campaign to uphold the highest standards of accountability for suppliers of nuclear technology under Indian law. Under pressure

from US, French and Russian governments and a national and international pro-nuclear lobby, the Indian government attempted to dilute the Liability Act by notifying Rules that are against the spirit of the law previously passed by Parliament. The Rules are a set of subordinate legislations that make an Act more specific, and so their agreement with the spirit of the initial Act is of vital importance. Greenpeace sought a legal opinion from former Attorney General and constitutional expert Soli Sorabjee, who found the current Rules to be 'illegal', as not in conformity with the provisions of the Act.

The nuclear debate rages on and Greenpeace



Solar powered mobile tower  
© Sharbendu De / Greenpeace

continues to be a key voice questioning the dangerous and economically unviable option that is nuclear power: an energy source delivering too little, too late, at an exceptionally high social, environmental and economic cost.

## Dirty talking: time to clean up telecoms

In May Greenpeace launched Dirty Talking, a critique of the telecom industry. This sector is enjoying some of India's most rapid growth, attracting Foreign Direct Investment (FDI) worth US\$ 10.26 billion between April 2000 and January 2011, but brings with it a ballooning carbon footprint. Across the country, the sector has been reliant on diesel to fuel its telecom towers, resulting in carbon dioxide emissions of six million tonnes per year. It is also one of the unintended beneficiaries of diesel subsidies, costing the state exchequer around Rs 2,600 crores annually.

This is exactly the kind of needless climate damage to which India simply cannot afford to submit. A sector as profitable as telecoms can easily convert to existing renewable energy solutions, which are both technically and economically viable.

Greenpeace exposed the problem and urged the telecom sector to shift from diesel to a sustainable, more reliable and financially valid energy alternative. A public





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In India, more than 400 million people are estimated to be without electricity. Census 2011 figures for Bihar reveal that barely one in every ten households in rural areas, and two out of three houses in urban areas use electricity to illuminate their homes.

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campaign challenged Bharti Airtel, one of India's largest telecom players, to take the lead in this shift, though they are yet to deliver a clear road map for implementation. However, an important success came through our political lobbying, in the form of a policy shift announced by two ministries.

The Government of India [Department of Telecommunications], through the Telecom Regulatory Authority of India (TRAI) has issued a directive for all telecom operators in the country to shift from diesel to renewable energy - 20% of urban and 50% of rural towers must be powered by renewable alternatives by 2015. Furthermore, 75% of rural towers and 33% of urban towers should start using hybrid power by 2020. In addition to this, the directive also asks all telecom operators to disclose their carbon emission from year 2012 and set progressive emission reduction targets.

Greenpeace continues to challenge Bharti Airtel to deliver their roadmap towards complying with the TRAI directives. The telecom sector's shift is critical to demonstrate that renewable energy choices not only carry green credentials, but also make good business sense for companies and governments to deploy at an industrial scale.

This campaign continues to define the engagement of Greenpeace with the industry players in pressuring them to shift away from climate-polluting fuels and adopt clean technologies.

## Empowering communities

In India, more than 400 million people are estimated to be without electricity. Census 2011 figures for Bihar reveal that barely one in every ten households in rural areas, and two out of three houses in urban areas use electricity to illuminate their homes.

These statistics are often used to present the case for India's right to build large dams, nuclear and coal-fired power plants.



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Shri Sushil Kumar Modi,  
Deputy Chief Minister of  
Bihar, publicly accepted  
that decentralised  
renewable energy is  
going to be the way  
forward for delivering  
power to the people  
of the state.

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Greenpeace conducted its first social audit of the rural electrification scheme- the Rajiv Gandhi Grameen Vidyutikaran Yojana (RGGVY)- to expose the truth, however: that mere extension of the centralised grid has delivered neither electricity nor development to the people.

The social audits that Greenpeace conducted in Uttar Pradesh, Bihar and Andhra Pradesh highlighted issues related to this flagship programme, which has failed to fulfil its goal of delivering electricity access for all by 2012. The centralised energy delivery paradigm must clearly be revised. Greenpeace shared the audit results with policy makers and civil society groups to create the political momentum for shifting from this programme to one of decentralised sustainable energy, which has far greater potential to deliver people's power requirements.

Eventually, the Planning Commission and the Standing Committee on Energy, through the working group on rural electrification, invited Greenpeace to submit its recommendations for RGGVY as well as on the issue of energy access. We were delighted to see that the Ministry of New and Renewable Energy, in its approach paper for the 12th Five Year Plan, has acknowledged that decentralised renewable energy solutions have to be the central focus of any scheme aiming to deliver energy access to people in rural India.

Building on the political support established in Bihar during the 2010 elections, Greenpeace focussed its attention on ensuring that the policies to devolve renewable energy solutions in the state were formed. Shri Sushil Kumar Modi, Deputy Chief Minister of Bihar, publicly accepted that decentralised renewable energy is going to be the way forward for delivering power to the people of the state. The coming year will be important to see the rollout of policies and schemes that will fulfil this.

Since any new concept needs stories of success to inspire faith, Greenpeace documented eleven examples of decentralised energy solutions from across India that were making a big difference in people's lives. Taking Charge documented each story



Tree marked as boundary for coal mine  
© Dhiraj Singh / Greenpeace

in the style of a magazine feature, with the aim of engaging new audiences outside of civil society and policy groups. These projects are pioneering, and Taking Charge focussed on the remarkable human and social elements that have shaped them by way of articles and photographs by leading Indian photojournalists. Each story also contained a quick-glance section for the more technical aspects of the system, and contact details for those interested in starting their own project.

## Challenging coal expansion: the true cost of coal

India currently has an installed generating capacity of 187,000 MW of power with a peak-hour deficit of about 12 per cent. The target for the 12th Five-Year Plan period (2012-17) is to increase this capacity by additional 100,000 MW, of which 80 per cent is expected to come from coal.

But what are the social and environmental costs of this energy path? India stands at a crossroads, and this is our moment of choice:

**W**ill we choose to mine coal from the last remaining forests of central India and to threaten lives and livelihoods and of communities dependent on these forests? Will we choose to throw away the irreplaceable ecological value of these forests too?

**W**ill we build thermal power plants in clusters and allocate them more fresh water than is available, depriving agricultural lands of irrigation in landlocked regions of Vidarbha and Odisha?

**W**ill we threaten our future energy security by choosing coal, when the fuel will increasingly have to be imported from abroad and international prices are only set to rise with dwindling stocks and tightening climate regulations?



India can opt to lock the country into a carbon-intensive energy pathway for the next generation, or choose energy infrastructure that is environmentally and socially benign.

Greenpeace organised a fact-finding mission to Singrauli, the energy capital of the country and home to tribal communities, forest dwellers and some of the most threatened forests of central India. Another fact-finding team also visited Chandrapur in Maharashtra, where extensive coal mining is threatening local tiger habitat. It became obvious to the experts on these missions that India's coal craze was going to destroy communities, forests, and tiger and elephant habitats and upset the ecological balance of the entire large region.

In the forests of Mahan in Singrauli, private companies Essar and Hindalco plan to mine a 14-year supply of coal. The Forest Advisory Committee rejected the proposal because of the detrimental effect it would have on the ecological value of the forest. The two power plants are already in an advanced stage of construction, and former Environment Minister Jairam Ramesh referred to the subsequent pressure to provide clearance for nearby coal mines as a *'fait accompli'*. Despite this, however, the Ministry of Environment and Forest is under huge stress from the Prime Minister's Office and a powerful corporate lobby, and is likely to grant clearance to the mine in the near future.



Nigahi mines in Singrauli  
© Greenpeace / Sudhanshu Malhotra





Greenpeace is campaigning with force against any such absurd move to sanction the mining proposal in Mahan. To communicate the urgency of this situation to a wider audience, Greenpeace brought forward high-profile Bollywood hero and critically acclaimed actor Abhay Deol. Times Now news channel broadcast a video of Abhay Deol surveying the Mahan forests from a hot air balloon, and conveying a message of how crucial it was to save the region from destruction.

Greenpeace created Junglistan, a virtual republic representing India's valuable and threatened forests. So far, more than 100,000 Indians have pledged their allegiance to protect the forests from coal mining by becoming citizens of Junglistan. Pratibha Patil, the head of state and first citizen of India, has also become a Junglistan citizen. Junglistan residents Sheroo and his fellow tigers- activists in lifese costumes- were taken to the Coal Ministry to protest at its gates. Coal minister, Sriprakash Jaiswal was forced to meet the Greenpeace team and



Indian film actor, Abhay Deol in Singrauli.  
© Harikrishna Katragadga / Greenpeace



Tiger action at coal ministry in India  
© Greenpeace / Sudhanshu Malhotra

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Greenpeace created Junglistan, a virtual republic representing India's valuable and threatened forests.

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acknowledge their concerns.

Greenpeace knows that in order to protect the forests against unbridled coal mining, the communities resident there must stand up and demand that their rights be recognised and upheld. But the fight to protect the forests must happen in the cities as well as the jungles, pressuring the government from all directions to make the right choice and preserve India's rich ecological assets.

# SUSTAINABLE AGRICULTURE

WE DON'T NEED NO MODIFICATION!

2011 proved to be a milestone for people's voices playing a major role in the formation of government policies. The public protests, on many occasions, woke up the government from slumber and forced it to consider the demands raised by citizens of its country.

It was a key year for our Sustainable Agriculture campaign when the policymakers in the country put their heads together to think of the next five years through the 12th Five Year Plan (2012-17).

The year was also remarkable for the campaign as it saw the largest number of people mobilised in the shortest period of time to oppose the introduction of genetically modified crops and scuttle the government's efforts to promote them through a new regulatory system.

The government's skewed policy adversely affected the agriculture sector whereas Greenpeace played a catalyst to ensure a paradigm shift in these policies. Our campaigns were designed to change the mindset of politicians, industry, media and also the general public about agriculture. The sector covers the largest area of land in the country with a huge portion of Indian population dependent on it for its livelihood.

We want to ensure that India's agriculture remains farmer-driven rather than a corporate dominated one, which solely focuses on profit motive with no regard to livelihoods dependent on agriculture and food security of the nation. We also want to ensure that our agriculture produces safe food for the citizens and while doing so it does not





The motifs created here are inspired by the Gond tribal art of Madhya Pradesh. The Gond economy is agricultural, and so the cycle of sowing and harvesting often forms the subject of their songs and oral narratives, expressing the joy, anguish, and exhilaration of a farming community.



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This massive public engagement had reached out to more than 100,000 farmers in five states of the country. It revealed the truth about the government pumping in money for the indiscriminate promotion of chemical fertilisers, in spite of their harmful effects on soil.

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Facing page:  
© Karan Vaid / Greenpeace

degrade the natural resources like soil, water, biodiversity and climate, which it is dependent on.

Greenpeace believes that the only way forward for sustaining agriculture is to shift to ecological farming, stop the use of chemical fertilisers and the introduction of genetically modified (GM) crops.

## ‘Living soils’ echo in Union Budget & Parliament

For last fifty years, the government policies have been supporting the increased use of chemical fertilisers, which are harming fertile soil, rich water resources and eventually farmers’ livelihoods. Unfortunately, such policies were brought out under the guise of ‘green revolution’ that the Indian governments have been implementing. These policies disregarded the fact that the soil lives with microbes and invertebrates like earthworms that keep it fertile.

Our ‘Living Soil’ campaign initiated a debate on soil health, among the policymakers. The campaign was a continuation of efforts started a year before when our campaigners went to villages to find out what farmers thought about soil health and government policies affecting it.

This massive public engagement had reached out to more than 100,000 farmers in five states of the country. It revealed the truth about the government pumping in money for the indiscriminate promotion of chemical fertilisers, in spite of their harmful effects on soil. On the other hand, there were negligible efforts to promote ecological fertilisation to keep the soil healthy.

Greenpeace gathered its findings in a report named ‘Of Soils, Subsidies and Survival- A Report on Living Soils’. The report was released on February 3, 2011 and was rated as one of



the best studies by many experts, including agriculture scientist networks. The report explained the soil health policies in India and also gave the farmers' perspective about these policies.

The above efforts resulted in Indian Finance Minister, Mr. Pranab Mukherjee inviting Greenpeace representatives for pre-budget consultations. During the consultations, Greenpeace laid out the failures of the fertiliser and soil policies of the previous governments and recommended an

urgent need to improve mechanism to promote ecological fertilisation practices and thereby ensuring sustainable agriculture practices in India.

The consultation was followed by multiple interactions with the Finance Ministry and the Agriculture Ministry. Consequently, the government accepted the fact that its policies on fertilisers have resulted in excessive usage of synthetic chemicals.

The government also agreed that little or no



measures were taken to promote ecological fertilisation, which is essential for building the carbon content of the soil; and hence for its fertility. This fact was acknowledged by the Finance Minister in his budget speech in the parliament. This was probably the first time the issue of soil degradation and the need to increase the organic matter in it got a mention in any Union Budget speech.

The government accepted its failure in making sufficient allocations for ecological fertilisation in the budget. It also admitted the blunder of providing subsidies to synthetic fertilisers, this time to the tune of Rs 67,198 crores (revised estimate for 2011-12 as per Union Budget 2012-13).

Sadly, the Indian government could not act decisively in making a paradigm shift from mindlessly promoting chemical fertilisers to the prudent support of ecological fertilisation. The good news was that the issue of soil health and the living soils campaign of Greenpeace found a place in Parliament debates. This development indicated that the government had accepted the harmful effects that chemical fertilisers caused and understood the importance of ecological fertilisation.

## 12th Five Year Plan & ecological fertilisation

It was not the pre-budget consultation alone that Greenpeace actively contributed to in 2011, it also participated in the 12th Five Year Plan process. The five year plans are the time-bound planning processes, coordinated by the Planning Commission of India and chaired by the Prime Minister. What makes the planning processes important is that they set the direction of development our country has to follow.

Greenpeace senior campaigner, Gopi Krishna took part in one of the working groups, reporting to the agriculture division of







Greenpeace demands rejection of Bt Brinjal.  
© Sharbendu De / Greenpeace

the Planning Department. This division has the mandate to give recommendations on Natural Resource Management, of which soil and its management are the major components.

Greenpeace could make pertinent interventions owing to rich experience of its experts and the information that they gathered over the last three years by working on soil issues.

The heartening fact is that the Approach Paper to the 12th Five Year Plan, which was accepted by the Union Cabinet and the National Development Council [comprising the Prime Minister and the Chief Ministers of all the states] contained more or less all our recommendations from the 'Living Soils' report. It remains to be seen how these words translate into final allocations for ecological fertilisation and through that a sustainable future for our farming.

## People's 'No' to BRAI & backdoor entry of GM crops

The double standards of the government when it comes to policy-making can best be seen in its policies around Genetically Modified (GM) crops. On one hand it did listen to the diverse concerns on the impact of Bt Brinjal, which is the first GM food crop to have reached commercialisation stage. The experts, followed by the public, raised their concerns relating to the impact of Bt Brinjal on human health, biodiversity and farmers' livelihoods.

Taking the concerns into consideration, the government put the move under an indefinite moratorium. However, on the other hand, the government proposed a new biotechnology regulatory regime and lowered the bar for GM crops. Thus, in a way, it created a backdoor entry for Bt Brinjal and other 71 crops, which are under different stages of research.

In the year 2011, people in India stepped out of their comfort zones to raise their voices against the government's lopsided



Action at Indian Parliament in Delhi  
© Greenpeace / Sudhanshu Malhotra

policies and rampant corruption in the system. That was also the time when the government planned to introduce the Biotechnology Regulatory Authority of India (BRAI) Bill, 2011. The Bill is seen as a centralised non-transparent authority, which is riddled with conflicts of interests.

The reaction of people to this proposal was not surprising. More than 100,000 people wrote to the Prime Minister a month before the Bill was to

be tabled before the Parliament in the Monsoon Session.

The public took active participation in the making of world's biggest GM-Free Baingan Bharta. The 342.5 kg of Baingan Bharta was cooked with organic ingredients under the guidance of famous chef, Devinder Kumar. A battery of chefs from the Indian Culinary Forum supported Kumar. Petitions were signed by 100,000 citizens from across the

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WORLD'S  
BIGGEST  
GM-FREE

I SAY NO  
TO GM FOODS  
GREENPEACE

GREENPEACE

WORLD'S  
BIGGEST  
GM-FREE  
BAINC





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Besides the potential threat to human health and biodiversity, GM corn's herbicide tolerant character is feared to increase the use of glyphosate - a synthetic herbicide that has been linked to various human health and environmental problems.

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Facing page:  
GM-Free action and Limca World Record  
in Delhi. © Sharbendu De / Greenpeace

country. The event became a unique way of asserting our rights to safe food. The public opposition to the Bill was raised by a few elected representatives also, who opposed it in the Parliament. The issue was also raised in front of the UPA chairperson, Mrs Sonia Gandhi.

The concerted efforts, inside and outside the parliament, could restrict the Bill from being tabled in the Monsoon or Budget Session of the Parliament last year.

## State Governments ban field trials of GM crops

A united opposition to Bt Brinjal succeeded in sending the Bill to a moratorium. At the same time, last two years witnessed a multitude of field trials of GM crops, which were being permitted by the Genetic Engineering Appraisal Committee [GEAC] - the existing nodal agency for the environmental release of GM crops.

Leading field trials in genetically modified corn is the American multi-national seed giant Monsanto. This GM corn, with bacterial genes for herbicide tolerance and pest resistance, has reached the final stages of large scale field trials, after which it will go for commercial approval.

GM corn had been criticised by experts on multiple counts. Besides the potential threat to human health and biodiversity, its herbicide tolerant character is feared to increase the use of glyphosate - a synthetic herbicide that has been linked to various human health and environmental problems.

The herbicide tolerant corn is also apprehended to have major socio-economic impact on a country like India. Firstly, it would do what any other GM crop does – take away the seed sovereignty of the farmer and secondly, it would add to unemployment in a country with a huge population depending



© Karan Vaid / Greenpeace

on agriculture for its livelihood.

Ironically, the government on one hand pumps money into employment generation schemes like MGNREGA whereas on the other, it promotes adverse technologies in agriculture, which would aggravate unemployment.

In India, field trials are known for their casual approach, which has the potential to contaminate regular crops. This is one of the reasons why the open-air experiments are drawing opposition. It was a similar case with GM corn trials that Monsanto was conducting. Last June, Greenpeace investigation exposed Monsanto for violating almost all the bio-safety norms in its field trials in India.

Monsanto was conducting these field trials at the Sindagi Taluk of Bijapur District in Karnataka. The company did not inform the farmer about the seriousness of the experiments. There were no physical measures to separate the field, either. Moreover, the company did not sign any legal agreement with the farmer as stipulated in the existing regulations. There was neither a district level committee appointed to monitor the trials, as mandated by the bio-safety regulations nor were the local authorities informed about the trials.

This expose resulted in farmers' unions and other experts demanding a ban on the field trials in Karnataka. Finally, the State Agriculture Minister declared that the government would not permit any more field trials in the state. Thus, Karnataka joined many other state governments like Bihar, West Bengal, Uttar Pradesh, Punjab, Madhya Pradesh, Chhattisgarh, Tamil Nadu and Kerala, which halted field trials of GM crops in their respective regions.

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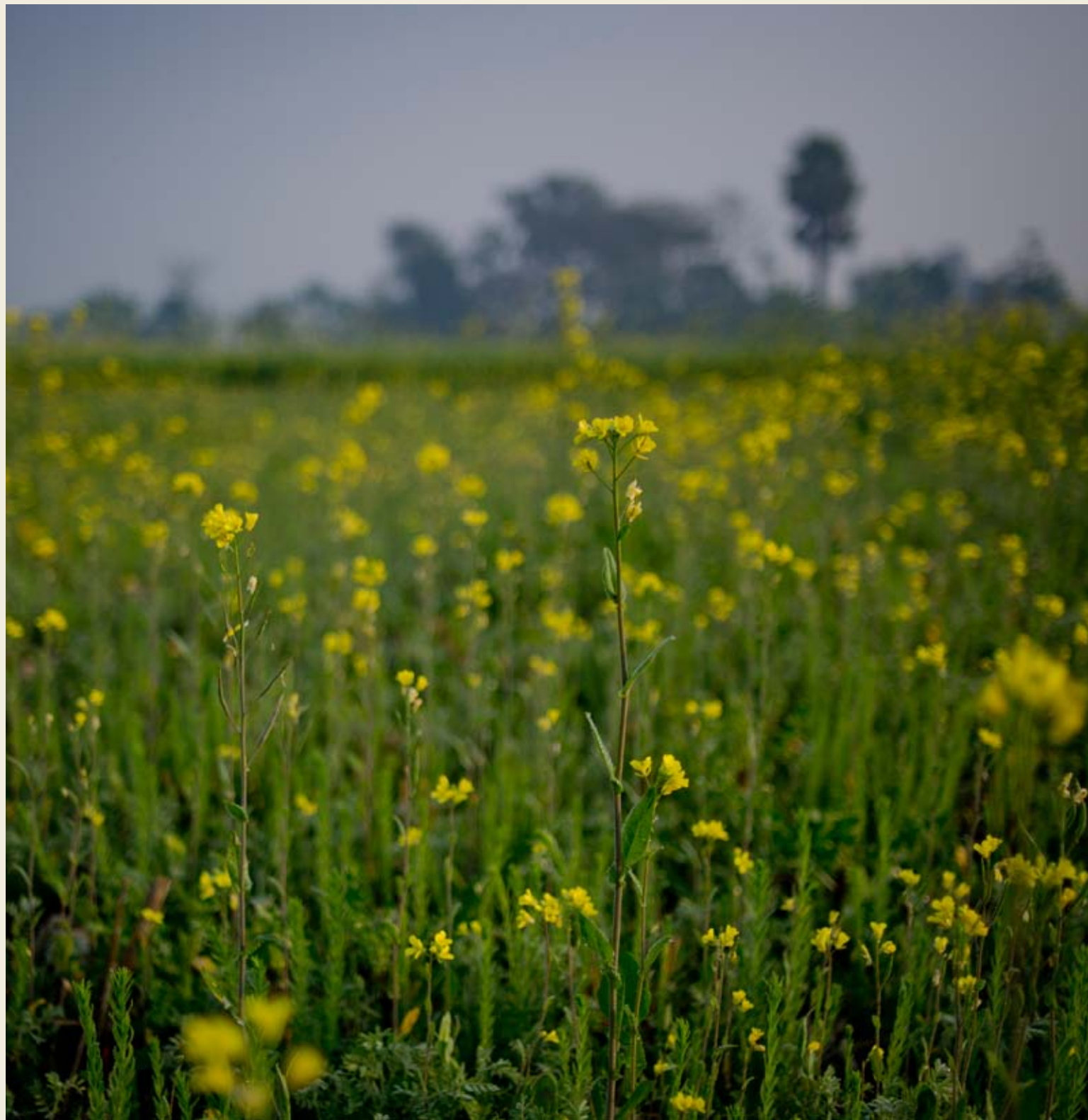
'Monsanto Quit India' projection

© Greenpeace / Sudhanshu Malhotra



WE SAY NO  
TO GM FOOD

GREENPEACE



## 2012: The year ahead

The year ahead is more challenging. It may bear fruit to our attempts to bring about a paradigm shift in the agriculture policies of our country. We are moving towards the 12th Five Year Plan, which would give a direction to the development in the country.

The plan has great significance as it comes at a moment where Indian agriculture continues to be in distress due to a variety of reasons.

One of the most important reasons is the policy support for intensive agriculture model of farming, which is destroying the natural base that our agriculture is dependent on and the sustainability of our farming communities.

The plan is coming at a time when the government of India is trying to push a second 'Green Revolution' – this time in the eastern states of Bihar, West Bengal, Odisha, Chhattisgarh, Jharkhand, Assam and eastern Uttar Pradesh. It would be unfortunate if these regions suffer the same fate, which Punjab, Haryana and western Uttar Pradesh had undergone in the first Green Revolution.

The first Green Revolution focused on intensive agriculture models with a stress on excessive agro-chemicals, intensive water usage and mono-cropping, which adversely affected the soil, water and biodiversity of the region.

Keeping the critical situation in mind, Greenpeace has decided to work with all those who have been demanding the government to learn from the flaws of the first Green Revolution. We will advocate for

ecological farming, which would ensure food security and livelihood for those involved in farming.

2012 is also the year, which marks a decade of the first and the only GM crop of Bt Cotton being approved for commercial cultivation in the country. Slowly but steadily, it is now being accepted by all that Bt Cotton has neither succeeded in bringing down pesticide usage nor increasing the production as it was claimed to be.

We will continue to break the myths, expose the false promises around GM crops and publicise their adverse effects. This becomes all the more significant given the fact that BRAI is still around and the Indian government does not appear keen to learn from mistakes it made surrounding the Bt Cotton fiasco.

If passed, it can pave the way for easy approval of all those GM crops, which are under different levels of research. Besides, it would endanger our food safety, food security and environment and farming itself.

It is people's opinion that could stall it until now and that is what will stop it forever. We will continue to take the issue to the common man and various other stakeholders to steer our country away from such false promises like GM crops and towards the real solution of ecological farming.

Inspired by Madhubani paintings which come from the Indian villages of Madhibani and Mithila in Bihar. For these artists, fish is a sign of good luck that is associated with the proliferation of life due to its fertile nature.



# OCEANS

## PROTECTING ECOSYSTEMS

2011, for Greenpeace India, began with a campaign in Odisha, specifically focusing on the Gahirmatha marine sanctuary. In collaboration with local partners, we carried out a comprehensive study in over fifteen villages around the Gahirmatha marine sanctuary. The study had two objectives: first, to understand the community's perception relating to supplementary income generation schemes and secondly, to understand their perception on issues relating to marine management and conservation measures.

The efforts were complemented by organising focussed group discussions with local governance structures and community members in the villages. The activity was followed by public hearings, involving communities from 30 villages (including the 15 villages covered in the study) around the

Gahirmatha marine sanctuary. Representatives of the state and national fish-worker unions; and relevant government departments were also involved in the process.

The outcome of this process formed the basis of the campaign to lobby the State and Central Government to take measures relating to both supplementary income generation as well as management of the sanctuary. These measures should recognise the rights of traditional fisher communities and allow them access to the sanctuary for traditional forms of fishing. Our campaigning efforts resulted in the government adopting our recommendations relating to income generation. The recommendations to recognise the rights of traditional fisher communities on the management of the

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The long standing efforts of Greenpeace and its engagement with the Ministry of Environment and Forests, oceans became an issue of priority for the Indian government.

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Gahirmatha marine sanctuary are also underway.

With productive results from a collaborative approach to our campaigning, we worked actively with the Ministry of Environment and Forests, Government of India, as a build-up to the meeting of the International Whaling Commission in July 2011, in Jersey, Great Britain. Consequently, India adopted a strong pro-conservation stand. Besides, the county, for the first time, voiced its concern over Japan's whaling programme, which is going on under the guise of scientific whaling.

The long standing efforts of Greenpeace and its engagement with the Ministry of Environment and Forests, oceans became an issue of priority for the Indian government. The Ministry publicly announced its intent to include a larger portion of India's seas into a well-managed regime of programme. The intent was further bolstered with the adoption of coastal and marine biodiversity as a priority theme for the eleventh Conference of Parties (COP) in the Convention on Biological Diversity. The COP, to be hosted by India in October 2012, comes at a critical time for India's seas and oceans of the world, which are showing an alarming decrease in fish stocks and a systematic degradation of marine ecosystems.

The focus of Greenpeace in 2012 will be on the COP. The aim will be to ensure that seas and oceans receive much needed attention and more importantly urgent protective action. It is important to sustain healthy seas and in-turn abundant fish stocks will ensure food and livelihood to millions in India and around the world.

Working closely with alliances, from traditional fish-worker forums to unions and other environmental organisations, we will work hard to push for a deal, delivering ambitiously for marine biodiversity and the rights of coastal communities.







Local fishermen from Chilka lake standing on small boats unfold a fishing net bearing the message “Protect ecosystems, Right to fish” to highlight, with the support of Greenpeace activists. © Abhijit Pal / Greenpeace

ଏକ ସୁସ୍ଥ ଉପକୃଷ୍ଟ ବନ୍ଦୁ  
ECOSYSTEMS,  
TO FISH



# MOBILISATION

## MASS APPEAL

2011 will be recorded in history for the power of unity and victory of people's voices. The world witnessed an uprising of a sea of humanity at Tahrir Square in Cairo (Egypt), which brought down the oppressive government in Egypt.

Back home in India, thousands took to the streets in Jantar Mantar, New Delhi to raise their voices against rampant corruption. Both these movements followed non-violence – one of the core values that Greenpeace India is successfully using against perpetrators of environmental crimes.

Greenpeace India entered 2011 with a mammoth task of engaging with people and local communities. All campaign activities were designed to inspire and galvanise people from

different walks of life and thereby ensuring their participation in creating an environment they aspire to live in.

Here are a few of the activities.

### Living Soils Expo

The Expo (held from March 15 to 17, 2011) was targeted to influence the Members of Parliament (MPs) and policy planners. The idea was to make them shift their focus back on soil health as the basis for a 'green revolution'. There was an innovative 'Idea Café' set up in the Expo. It was decorated with images of success stories of farmers, who use traditional practices of organic farming in various parts of



Inspired by the Warli paintings of the Warli Tribe of Maharashtra. As the tillers of land, Warlis have a high respect for the Earth and a spiral formation of men and women in their paintings represents the circle of life.





Living Soils Expo  
© Yogesh Kumar / Greenpeace

the country. The venue provided an ideal location for discussions.

Artistes from various fields – dance, music, photography, art – graced the inauguration. Planning Commission members and MPs dropped in for informal but serious discussions on the issue of organic farming. Besides, students, teachers and agro-activists visited the Expo.

Works of art (photos, poems, paintings) from amateur artists and environmentalists were displayed expressing people's ideas and sentiments on the issue. Organic farmers displayed their traditional natural fertilisers at demonstration stalls.

Vigil for victims of Fukushima in New Delhi  
© Greenpeace / Sudhanshu Malhotra



Chernobyl exhibition in Mumbai  
© Greenpeace / Areeb Hashmi

## Survivors

The year saw an earthquake and tsunami in Fukushima (Japan). These events coincided with the 25th anniversary of the Bhopal gas tragedy and the Chernobyl nuclear disaster. Both catastrophes were stark reminders of how governments and companies were disturbingly prioritising profits over people.

On April 11, Greenpeace mobilised hundreds of people in different cities of India. These people organised rallies and candlelight vigils to express their solidarity with the victims of corporate greed and government negligence. Greenpeace held a public exhibition in Mumbai entitled 'Survivors', which comprised photos from Chernobyl. Unfortunately, the survivors, who wanted to share their stories with visitors, could not attend the event as they had problems obtaining visas.



Protest to save the trees in Bengaluru  
© Vivek M / Greenpeace

## Chipko Movement

Greenpeace continued to engage with local people and communities and kept raising local issues affecting the denizens. In Bengaluru, its volunteers and activists re-lived the famous Chipko Movement of the environmentalist Sunder Lal Bahuguna. A few campaigners of Greenpeace climbed on top of trees and stayed there for over 24 hours waiting for bulldozers to come and uproot the trees earmarked for felling at Sankey road. Meanwhile, other campaigners stood amidst the stumps of some freshly chopped trees. The activity was to express their solidarity with residents in the area. The activists defied the police, who tried to





Indian film actor Om Puri at the campaign launch for 'Fools for Forests' in New Delhi. © Greenpeace / Sudhanshu Malhotra

persuade them to come down. Eventually, the city's Mayor agreed to meet the activists and accepted petitions people had signed there. The activists involved also demanded that the authorities hold public debates and forums before any more trees were cut down.

## Oceans

Oceans campaign was carried out by mobilising and engaging local fishermen on the eastern coast of Odisha. The main focus was on the impacts of commercial activities on the livelihood of the fishermen communities in the area. The campaign was in sync with Greenpeace India's policy of engaging the public and building a strong network of people within local communities.

## Fools for Forests

World Environment Day on June 5, 2011 was marked by the launch of the Fools for Forests campaign. Creative radio and TV spots using a host of celebrities were aired to encourage hundreds of people to sign up for the campaign and proudly proclaim themselves as Fools for Forests.

For the campaign, Greenpeace India engaged the students of IIT Delhi through NSS groups on the institute campus. The efforts resulted in IIT Delhi hosting



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Greenpeace derives its credibility from the scientific rigour that backs its work. Its legitimacy is established by millions of people who, by using their mobile phones, extend support to Greenpeace campaigns. Greenpeace refers to these volunteers as 'mobile activists'.

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Greenpeace India's Ambassador of Change event. This turned out to be a perfect example of an ideal campaign and recognised ordinary citizens of India doing extraordinary work to help save the planet. Greenpeace honoured these nondescript achievers for their remarkable achievements.

## Digital Movements

### Virtual to Real

2011 was a year of revolutions, protests and movements. The struggle to change the status quo in the environment sector, finally reached the streets. With traditional media and means of communication clamped by the orthodox governments around the world, the revolutionaries took to the web. The internet got people together, messages were exchanged over social media, the revolution was hatched virtually but the change it brought about was real.

Greenpeace derives its credibility from the scientific rigour that backs its work. Its legitimacy is established by millions of people who, by using their mobile phones, extend support to Greenpeace campaigns. Greenpeace refers to these volunteers as 'mobile activists'. They are common citizens, who take action against environmental crimes using their cell phones. Greenpeace India's community of mobile activists has grown to over 200,000 in a year. Each one of them is taking small actions that add muscle to the organisation's work against nuclear power, coal mining, overfishing and the genetic contamination of the nation's food supply.

There is a long list of campaigns organised in 2011. A few of the most interesting ones that caught the attention of people get a mention in the following pages.

## Dirty Talking

'Airtel Switch off diesel' campaign started with the launch of the 'Dirty Talking' report. According to the report, the telecom sector uses diesel to power its network towers. The diesel being used is purchased at a subsidised rate, a subsidy meant only for farmers and for genuine agricultural purposes.

This misuse of the subsidy causes a loss of Rs 2,600 crore to the government, annually.

Bharti Airtel, as a market leader in the telecom sector, has the largest number of network towers, which use diesel generators to power them. Greenpeace India started its telecom campaign by asking Bharti Airtel to switch off diesel in its operations and shift to renewable energy to power its towers, and thereby set an example for others in the sector.

While the on-ground work started with the launch of the report, the online work started with an action outside the Airtel office in Gurgaon. Our activists painted 'switch off diesel' on one of the pillars outside the company's head office. At the same time, online activists got an email informing them of the Greenpeace action. They were asked to sign an online petition asking Airtel to 'Switch off diesel'.

This started a series of public activities, which were aimed at putting more pressure on Bharti Airtel to respond to our demands. Our volunteers visited more than 75 Airtel Customer Service Centres in 5 cities. In each



Public Engagement at Airtel in Delhi  
© Greenpeace / Sudhanshu Malhotra



Public Engagement at Airtel in Delhi  
© Greenpeace / Sudhanshu Malhotra

city, the volunteers requested customers to write a complaint against the use of diesel and drop it in the Airtel's cheque drop boxes. Meanwhile, the emails continued. Those, who had already signed the petition, were asked to send letters to Bharti Airtel Chairman, Sunil Mittal.

After a final action at the Bharti Airtel headquarters, Greenpeace was able to extract a commitment from the company-led business association – Cellular Operators Association of India. They promised to come up with a time-bound roadmap for the public

disclosure of carbon emissions and show progressive reductions in it year by year. The Association also assured people that they would set clear targets for the use of renewable energy in its network operations.

However, three months lapsed but the promises and assurances made by the Association remained unfulfilled. Reacting to their silence, our online supporters sent emails to Airtel Chairman asking him to fulfil the promises made.



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100,000 signatures on the petition, opposing the BRAI Bill, would take the form of a 500 kg of Baingan Bharta, which would be World's Biggest GM-free Baingan Bharta.

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## World's Biggest GM-Free Baingan Bharta

The Biotechnology Regulatory Authority of India (BRAI) Bill was to be tabled in the Monsoon Session of Parliament. We were all set to oppose it. This time the opposition was to take the form of World's Biggest GM-Free Baingan Bharta.

The BRAI Bill is supposed to create a government body that will ease the entry of Genetically Modified (GM) crops into India and is to be set up under the Ministry of Science and Technology, which is already promoting GM crops. This Bill has the provision to override the Right to Information (RTI) Act and the right of state governments to decide on open releases of GM crops in their states. All in all, what is being proposed is a centralised, non-transparent, biased authority, which would be a sure shot recipe for massive corruption.

Online work for this campaign started with Greenpeace sending emails to an audience to identify which of three areas concerned them the most.

- 1 Food safety
- 2 Transparency
- 3 Responsibility of the seed companies

Most people showed concern about the lack of transparency. We then started sending emails to our supporters and requested them to oppose the BRAI Bill by signing a petition online. 100,000 signatures on the petition opposing the BRAI Bill, would take the form of 500 kg of Baingan Bharta, which would be World's Biggest GM-Free Baingan Bharta.

While the emails did their work, social networking sites joined in with contests, images and innovative hash tags.



Distribution of GM-Free Baingan Bharta  
© Rajesh Thakur / Greenpeace

The Dream Menu contest on Facebook asked people to upload pictures of their favourite vegetarian dish. Entries were short listed and put up for voting. The winners of the top three dishes, which received the most votes, were given Greenpeace t-shirts.

Apart from the contest, images of X-veg or mutant vegetables were uploaded on Facebook, daily. The idea was to make a creative presentation of vegetables, which face the risk of genetic modification.

We tried capturing the current trending topics on Twitter and started #ReplaceMovieTitlewithBaingan. The Tweeples were entertained and came up with some hilarious tweets.

With all these activities, we achieved our target of 100,000 signatures. The World's Biggest GM-Free Baingan Bharta was cooked at Dilli Haat. The delicious Baingan Bharta, weighing 342.5 kg, was prepared using organic vegetables and was cooked for over 4 hours.

The event was hosted by Rocky, the anchor from the famous TV show 'Highway on my Plate'. The head chef of Hotel Le Meridian, Devinder Kumar, along with his aides and other chefs of the Culinary Forum of India, participated in the event to make it a grand success.

The Baingan Bharta, which made its entry into the Limca Book of World Records, was distributed to



GM-Free action and Limca World Record in Delhi. © Sharbendu De / Greenpeace



Participants enjoy a plate of delicious bharta after creating a world record of the biggest GM-Free Baingan Bharta ever made. © Rajesh Thakur / Greenpeace

the people present at the event and also to the children at various children's homes in Delhi.

The event was witnessed by over 300 people including celebrities, activists, Resident Welfare Association representatives, organic farmers and vendors. Besides, nearly 100,000 activists extended online support to the record-setting Baingan Bharta attempt.

This was a triumphant show of people's solidarity for a common cause – demanding the government to keep our food safe. The humble Baingan (Brinjal) became the star of the show.

An important outcome of the Baingan Bharta event was the formation of the Delhi Alliance for Safe Food. Over the last





Baingan Bharta distribution.  
© Rajesh Thakur / Greenpeace

three years, our Public Engagement team has been engaging with the Alliance, voicing concerns relating to the safety issue of GM food.

The Delhi Alliance for Safe Food is an enthusiastic group of ordinary citizens, consumers, organic farmers, producers, vendors and NGOs, like Vividhara and Beej Bachao Andolan. They have all joined hands with Greenpeace to keep potentially harmful genetically-modified food off the market. The Alliance is a victory for the rights of citizens and consumers as it sends out a clear warning to the government not to bring in laws that curtail the rights of consumers. It also demands transparency and accountability from governments and corporations, alike.

Due to efforts of Greenpeace campaigners combined with people's voices, the BRAI Bill could not be presented in the Monsoon or Winter Session of the Parliament. However, the Bill may be tabled anytime and we will continue to oppose it.

## Republic of Junglistan

Late in October, Greenpeace took a leap forward in Offline-Mobile integration for the coal-forest work. The objective was to highlight the destruction of forests to make way for coal mining. Greenpeace aimed its efforts at raising awareness about this among the urban population and also tried to motivate them to play a proactive role in saving their natural resources.

### THE IDEA

Coal mining threatens the forests in central India. The coal ministry and coal mining companies are greedy for more coal and want the government to allow them to clear forests for coal mining. These forests are rich in biodiversity and a lot of people depend on them for their livelihood. Tigers, elephants, leopards and a lot of other wildlife inhabit these forests, as well.

To help protect these forests and spread awareness about the



need to save them, Greenpeace launched the virtual Republic of Junglistan. The campaign was designed around a story, in which tigers and bears come to the city to offer free citizenship to their 'Republic of Junglistan'. Passports were given to people willing to become citizens of this Republic. To become eligible for citizenship, people had to pledge their support for saving the forests by participating in activities during the campaign.

The tiger and the bear (Sheroo and Bhaloo) were the two mascots from Junglistan. They went around four major cities in India, set up their embassies, engaged with people and informed them about the threat their Republic is facing. The mascots offered people passports, when they became citizens of the Republic.

### THE TOOL

Greenpeace decided to do away with paper petitions and used mobile phones and emails as tools for this campaign. All that the activists had to do was to pledge their support by giving a 'missed call' to 080-49311109 - a number dedicated to this campaign. Each missed call got their protest registered. In return, they got a text reading, "Thank you for your support for saving India's forests from coal destruction". People became mobile activists by making 'missed calls' and they received Junglistan citizenship passports, information brochures made to look like a passport.

### THE CHALLENGE

Traditionally, digital media has always been successful in reaching out to large numbers



Tiger action at Coal Ministry in India  
© Greenpeace / Sudhanshu Malhotra



सत्यमेव जयते

कार्यालय  
श्रीमती  
मन्त्री  
OFFICE OF THE  
MINISTER OF COAL



शुभचल दिवस  
NO SMOKING

THANK YOU FOR  
MAINTAINING SILENCE





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On November 30, after culmination of the public engagement drive, the petition with over 90,000 signatures, in support of saving forests, was taken to Coal Minister, Sriprakash Jaiswal.

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of people. Nonetheless, face to face public engagement creates personal rapport. Activities are designed in creative ways to capture people's attention and target their curiosity to know more about the event. In this campaign, the digital media team sent mails and Public Engagement campaigners went around the streets dressed up in tiger and bear costumes to interact with the people.

To increase awareness about Junglistan, we used an innovative way and created 'Schools for Forests'. The volunteers, dressed in tiger and bear costumes, went to schools to inform the children about their campaign and asked them to get involved. They were asked to relay the message of saving the forests to their parents and neighbours.

To achieve this, each student was given a modest target of 20 'missed calls' from their parents and neighbours, thus becoming part of the campaign.

#### THE RESULTS

By November 29, 2011 there were 60,000 'missed calls', which doubled by January 30, 2012 and became 120,000.

On November 30, after culmination of the public engagement drive, the petition with over 90,000 signatures, in support of saving forests, was taken to Coal Minister, Sriprakash Jaiswal. Around 18 life-size tigers were chained together to block the entry to the office of the coal ministry in Delhi. After a couple of hours, the Minister finally agreed to meet the campaigners and accept the petition in person.

Greenpeace campaigner Preethi Herman, Brikesh Singh and the tiger mascot Sheroo met the Coal Minister, Sriprakash Jaiswal. They gave him the petition with a message that his actions were being watched by the people of India.

As the year came to a close, Sheroo and Bhaloo made their own version of Kolaveri Di. The Junglistan version of the song was an instant super hit. It has over 40,000 views on YouTube.



Greenpeace activists and the tiger mascot hand over petitions from 112,000 people from across the country to the Coal Minister, Sriprakash Jaiswal. © Greenpeace / Sudhanshu Malhotra

## Virtually Innovative

Greenpeace used digital media to its maximum potential in its campaigning. Various innovative ideas were generated and used on social networking sites to engage people. A few of the brilliantly successful innovative ideas were:

### FACEBOOK WORLD RECORD

For a year, Greenpeace had been asking Facebook to stop using coal to power its data centres. In 2011, the social network site was given a deadline to commit to

renewable energy by Earth Day on April 24.

Despite repeated reminders, Facebook did not come up with a clear response. So, a week before Earth day, we asked our online activists across the world to comment on a Facebook status update, asking it to unfriend coal. The attempt was to set a record of getting 50,000 comments in 24 hours on a single post. The comments were to be streamed live on a screen outside the Facebook office in California, USA.

The comments from activists all over the world started



Tiger action at Coal Ministry in India  
© Greenpeace / Sudhanshu Malhotra

flowing in. A world record was created and acknowledged by the Guinness' Book of Records.

Towards the end of the year, Facebook made a public commitment to promote and use renewable energy for its future operations.

#### HUMAN CHAIN

This application was a part of the Fools for Forests campaign to protect our forests from coal mining. It was a visual petition, which allowed users to place a person on the edge of a virtual forest to form a human chain. People could join this chain by signing the petition for saving the forests.

#### X-VEG

During the campaign against GM crops and the BRAI Bill, we uploaded images of mutant vegetables on Facebook and asked people to comment on them.

#### CAPTION IT CONTEST

We uploaded a picture of environmental damage on Facebook and asked people to write a caption for it. The caption which got the maximum number of likes won a Greenpeace t-shirt.

#### DREAM MENU

We asked people to upload pictures of their favourite GM-free vegetarian dishes on Facebook. Shortlisted entries were put up for voting. The top three entries with the maximum number of likes won the Dream Menu contest.

#### #REPLACEMOVIETITLEWITHBAINGAN

As a part of our effort to make the World's Biggest GM-free Baingan Bharta, we started this hash tag on Twitter. We asked people on Twitter to come up with movie names and replacing some of the words with the word Baingan. The contest got an enthusiastic response and people came up with hilarious alternative titles of movies.

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Towards the end of the year, Facebook made a public commitment to promote and use renewable energy for its future operations.

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#### KOYLA MINING DI

YouTube was flooded with various versions of Kolaveri di, the most watched music video on YouTube in the last quarter of 2011. Looking at the popularity of the video, our volunteers decided to spoof it. Sheroo and Bhaloo from the Republic of Junglistan asked the Indian government, “Why this Koyla Mining di?” singing to the tune of “Why this Kolaveri di?”

The ‘Koyla Mining di’ video became an instant hit. It had close to over 40,000 views on YouTube.

#### PASSPORTS FOR JUNGLISTAN

As a part of the Junglistan campaign to save the forests, we allowed Greenpeace India Facebook page fans to apply for citizenship of Junglistan and receive passports for the Republic after pledging their support.

## Virtual efforts, real funds

Apart from mobilising people online for their support in different campaigns, the Digital Media Team, from time to time, sends out emails to online supporters asking them to donate to Greenpeace, as well.

A major part of the fund-raising was done towards the end of the year in 2011. The team sent out fundraising emails, rewarding those, who contributed to Greenpeace, with a New Year calendar. People were also able to download Greenpeace images as wallpapers.

At the end of the year, the team raised Rs. 2,131,384 for the organisation.





JUNGLISTA  
MISSED CALL  
049311109

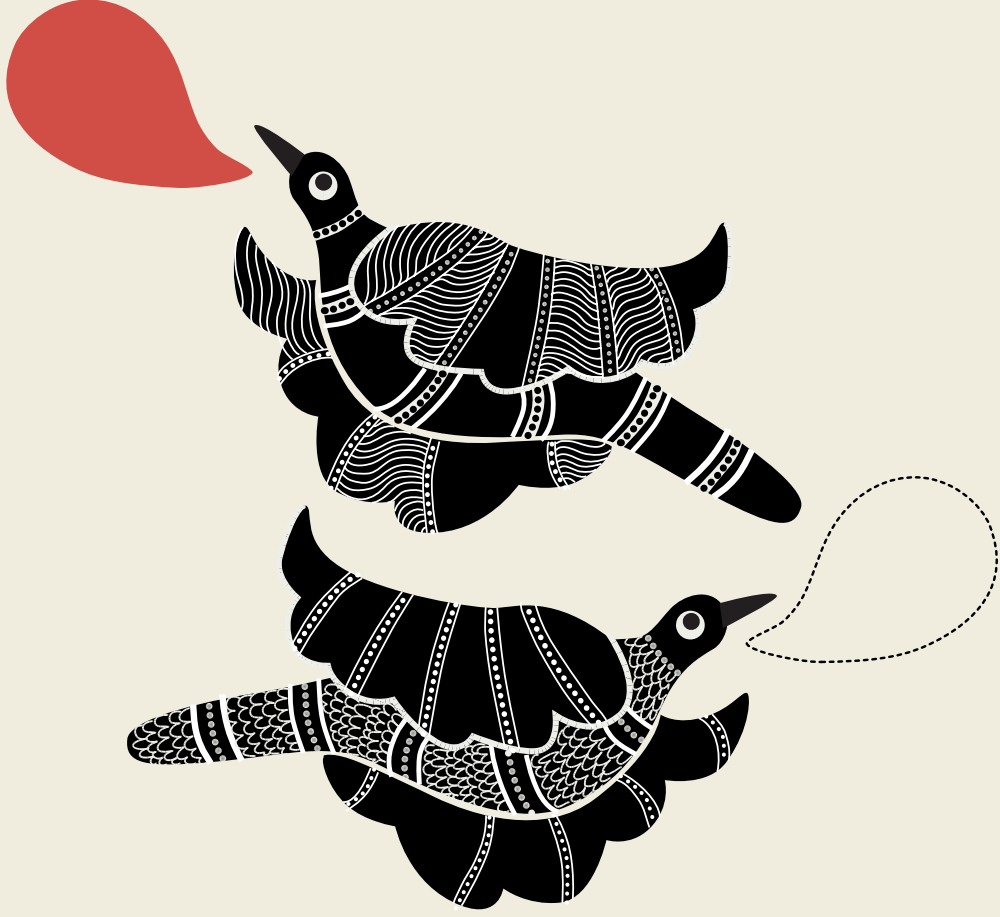
SAVE  
MY  
HOME

ss Line  
ON BUSINESS

Small printed text on a flyer or newspaper clipping on the ground.



The motifs created here are inspired by the Gond tribal art of Madhya Pradesh. Mythical beasts and the intricate detailing of flora and fauna are the dominant themes of their paintings which are used to decorate their houses and floors.



# MEDIA

## STRONGER THAN BEFORE

### Campaign communications

Ever wondered why the two words 'diesel' and 'subsidy' became the dirtiest words within the telecom industry and the politicians that govern it? Well, it's because our communication strategy highlighted the loss of Rs. 2600 crore to the government due to the blanket subsidy on diesel given to the telecom industry.

Another example of a smart communication tactic was applied in our Sustainable Agriculture campaign during the monsoon session of the Parliament. Amidst all the cacophonies playing in the media in regards to the anti-corruption

movement, we successfully highlighted peoples' voice against the proposed Biotechnology Regulatory Authority of India bill. It all cumulated in a place in the Limca Book of World Records when we created the world's largest GM-Free Baingan Bharta and of course, we made headlines for that too.

When the devastating earthquake and tsunami struck Fukushima in Japan last year, it pushed an inherently unsafe nuclear power plant out of control. We stood by the people of Japan in their time of hardship by disseminating credible and verified information on radiation levels as well as the meltdown situation at the nuclear plant. The findings were compiled and released around the world. In India, we distributed our findings to the media on a regular basis. With



Dr VV Sadamate, Adviser (Agriculture), Planning Commission with Dr B Kalita, Department of Agriculture, Government of Assam and Shivani, Campaigner, Greenpeace India.

© Greenpeace / Yogesh Kumar



Anand Patwardhan (Documentary film maker) at the photo exhibition organised by Greenpeace in occasion of the 25th anniversary of the Chernobyl nuclear disaster. © Greenpeace / Sachin Gupta

India's relentless and maddening nuclear energy pursuits, it was very important to learn from the nuclear mistakes in Japan.

The team continued on last year's resolve to focus more on national and regional languages. Hindi press releases continued to complement all external media communications in Delhi as well as the Hindi speaking north Indian region. Among other languages, Marathi, Tamil and Gujarati were also used for Maharashtra, Tamil Nadu and Gujarat respectively.

## Quality content

2011 saw continuing improvement in quality of content production. A Greenpeace India photograph was published in the New York Times. At the time of the 10th anniversary of Greenpeace India, Tehelka did a detailed feature story along with a photo feature for its website where 12 highly acclaimed Greenpeace photographs were displayed. In August, Yahoo uploaded a photo feature on its website on the occasion of the last voyage of the Rainbow Warrior II.

High quality Greenpeace video footage is now being used by Indian news television channels. The number of Hindi press releases and columns in the newspapers have increased. This was a result of the hard work put in by the Photo and Video Desk in 2010.

## Engagement through media

Two photo exhibitions were organised in 2011, one in Delhi and the other in Mumbai.

### DELHI

The Living Soils project involved conducting social audits to check the impact of chemical fertilisers on soil fertility across major



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The team continued on  
the last year's resolve to  
focus more on national  
and regional languages.  
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agricultural states in India. Greenpeace Living Soils Expo was organised specially to engage with the common man as well as experts on this issue. The exhibition showcased photographs that highlighted the need to rejuvenate our soils. Agricultural experts, scientists, farmers and key opinion-makers in the field, shared their thoughts, experiences and solutions with the participants.

#### MUMBAI

To mark the 25th anniversary of the Chernobyl nuclear accident, Greenpeace organised a special photo exhibition at Mumbai's National Center for Performing Arts. 'The human cost of nuclear accidents' showcased photographs taken by Robert Knoth. His blunt and poignant images capture the continuous slow poisoning of Chernobyl's victims. Public figures such as Tarun Gandhi, Dolly Thakore, Anand Patwardhan and Raghu Rai visited the exhibition. The photographs were also published in the Mumbai edition of Sunday Midday.

## External situations and challenges

The year began with Greenpeace being invited to participate in



a discussion with Pranab Mukherjee in a pre-budget session. This important feat was covered well by the media in the country.

Thanks to TATA's injunction plea against Greenpeace's PACMAN-styled online game being denied by the Delhi High Court, we were able to highlight Dhamra port project's forest act violation in Odisha.

In the month of March, when media was mostly focused on sensationalising Japan's Fukushima Daiichi nuclear plant, Greenpeace India decided to proactively release scientifically verified data on levels of radiation and the situation on ground in Japan.

During the monsoon session of the Parliament, most of the media space was occupied by the anti-corruption movement. Interestingly, Biotechnology Regulatory Authority of India (BRAI) bill was also supposed to be introduced in the parliament. Despite the limitation in media space, the campaign against the BRAI bill was well highlighted in the media.

## Bearing witness

2011 saw two high profile environmental crimes being exposed in a classic Greenpeace style - bearing witness. One of them was on exposing a crime scene and the other was revisiting a

During this year, we've also identified the importance of being able to generate quality content in less time. To be able to establish ourselves as a credible and quality environmental news source, we need to be fast and effective.

crime scene.

Monsanto was conducting a field trial for genetically modified corn at Bijapur in Karnataka. The permission for this field trial was given to Monsanto by Genetic Engineering Approval Committee (GEAC) based on strict regulations that Monsanto would have to follow. When Greenpeace investigations team along with a journalist from Samay TV reached the venue, they found violations of GEAC regulations. The exposé was brought up for discussion in GEAC's meeting almost immediately after the findings. Following the meeting, the GEAC made it mandatory for companies/institutes to obtain an NOC from the state in which the trial is to be carried out before approaching the GEAC.

In early April, Greenpeace India organised for two national English news channels to travel to Chernobyl. The objective was to highlight the destructive powers of nuclear energy by documenting the city of Pripjat, a city abandoned after the Chernobyl nuclear accident. This 30 minute feature show telecasted during prime time on both the channels. The timely feature along with the external situation helped in stressing the need for an independent nuclear regulatory authority in India.

## Towards the next goal

The entire 2010 was spent on setting up the department and processes. 2011 mostly made use of those developed processes and resources. We can now say that the quality of our content has improved but there is plenty of room for more improvement. During this year, we've also identified the importance of being able to generate quality content in less time. This is important because external situation is constantly changing and evolving. To be able to establish ourselves as a credible and quality environmental news source, we need to be fast and effective.

# FUNDRAISING

## GREENBACK FOR GREENPEACE

Surviving on individual donations by people who care for their environment, Greenpeace enrolled 33,818 new financial supporters in 2011. The support was achieved due to undaunted efforts of the enthusiastic team working in the Greenpeace Fundraising Department. The team members succeeded in convincing such a large number of people to think about their environment and make a contribution towards its conservation.

These fundraisers provide the organisation with the financial resources required to keep its campaign going strong. In the past year, this team was able to collect total revenue of INR 11.08 Cr and a net income of INR 4.73 Cr. The growth in revenue was 37% over the previous year. There are several ways this revenue is generated.

### Direct Dialogue (DD)

The Direct Dialogue unit of Greenpeace can probably be seen as the foundation. It comprises of the unsung heroes who brave it all on the streets and in corporates across India, spreading the cause and raising funds that power what we do.

2011 brought a lot of cheer to Greenpeace. DD introduced 'Campaign Theme Week' as a part of its strategy. The idea behind this was to garner support by increasing the general awareness about the existing campaign at the time through mass media. During the 'Campaign Theme Week', each city used a customised communication (specific to the





Inspired by Madhubani paintings which come from the Indian villages of Madhibani and Mithila in Bihar. For these artists, fish is a sign of good luck that is associated with the proliferation of life due to its fertile nature.

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The internet has only 10% penetration whereas mobiles reach out to more than 60% of the population. This fact highlighted the best medium Greenpeace was looking for to engage the public in its campaigns.

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current campaign in the spotlight) and conducted various activities like petition drives, photo shoots, etc. to rope in public interest and support which yielded positive results that were beyond expectations.

## Middle Donor (MD)/ Key Donor

This branch of Greenpeace is in charge of supporters who support us in the long run with a significantly larger contribution. The MD unit has been on a constant mission to outdo itself—the target set for last year was surpassed which led to an ambitious increase for 2012 by 245%. Raising the bar yet again, MD managed to meet the Decentralised Renewable Energy campaign's entire first year budget!

## Mobiles

Once in the beta phase, 'mobile' has proved its worth to become a mainstream tool in communications. To put things in the Indian perspective, the internet has only 10% penetration whereas mobiles reach out to more than 60% of the population. This fact highlighted the best medium Greenpeace was looking for to engage public in its campaigns. The statistics mentioned below reiterate its worth. Let the figures do the talking:

**BRAI MOBILE PETITIONS**  
(AUG-SEP 2010)

10,728

**COOL IT**

11,705

**JUNGLISTAN**  
(DEC 2011-JAN 2012)

97,552

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Tele-Fundraising has been a completely integrated model of raising funds where campaigns, mobilisation, new media were combined with fundraising activities.

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## Tele-Fundraising (TFR)

Tele-Fundraising has been a completely integrated model of raising funds where campaigns, mobilisation, new media were combined with fundraising activities. People who read and take action in Greenpeace campaigns/ mobilisations are called upon by the Fundraising team. This way, Greenpeace is also able to identify the people for whom the issues being raised by Greenpeace are important enough to act upon.

Apart from engaging in our work, they also contribute financially. This exercise led to an income of about INR 90 Lakh from reactivations alone (when a supporter reactivates support after either a single donation or cancellation) and INR 1.4 Cr from the Digital Media (the team in charge of online campaigning) and Mobiles team. The total amount generated by the Tele-Fundraising team in 2011 was INR 2.04 Cr, which came from nearly 8,000 people.

## Other ventures

The once dormant Green Warrior programme of Greenpeace sprung back to life in 2011 with an excellent response. Green Warrior is an initiative to reach out to schools and sensitise the students about the larger environmental issues. Once they are sensitised, the students are motivated to play a positive role by becoming Green Warriors and contribute towards saving the environment. The Green Warrior programme has spread to Delhi, Bangalore, Chennai and Pune. The programme is once again gaining huge popularity and is proving to be a valuable tool in building awareness and support.

**If you or any of your friends wishes to contribute to Greenpeace, kindly email us at:**

[supporter.services.in@greenpeace.org](mailto:supporter.services.in@greenpeace.org)

# GREENPEACE FINANCIAL REPORT

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 2011			
EXPENDITURE	FIGURES FOR 2011	INCOME	FIGURES FOR 2011
Fundraising & Public Awareness Campaign Expenses	67203439	Donations from Local Donors	110879545
Organisational Support Expenses	33337447	International Grants	77006392
Campaign Expenses	20731470	Interest received	5193900
Global Campaign Expenses	26650636	Other Income	376455
Campaign Support Expenses	17013124	Loss carried to the Balance Sheet	0
Profit carried to the Balance Sheet	28520176		
<b>TOTAL</b>	<b>193456292</b>	<b>TOTAL</b>	<b>193456292</b>

For Greenpeace India Society

Samit Aich  
Executive Director

Date: 28th February 2012

For Greenpeace India Society

Ashish Kothari  
President

For R.K.Kumar & Co.  
Chartered Accountants

C.R.Sundararajan  
Partner

Greenpeace India Society, New No.47 (Old No.22), II Cross Street,  
Ellaiyamman Colony, Gopala Puram, Chennai-600 086

BALANCE SHEET AS AT 31-12-2011				
LIABILITIES			ASSETS	
PARTICULARS	AMOUNT	FIGURES FOR 2011	PARTICULARS	FIGURES FOR 2011
Net Op.Balance of Surplus	37213826		Fixed Assets	3083548
Corpus Fund received	0	65734002	Cash & Bank Balances	6266954
Add: Profit(+) or Loss(-) from P&L A/c	28520176	7010033	Money on Deposit	55362251
Accounts Payable			Prepayments	3134769
			Receivables	4128188
			Advances	768325
<b>TOTAL</b>		<b>72744035</b>	<b>TOTAL</b>	<b>72744035</b>

For Greenpeace India Society

For Greenpeace India Society

For R.K.Kumar & Co.  
Chartered Accountants

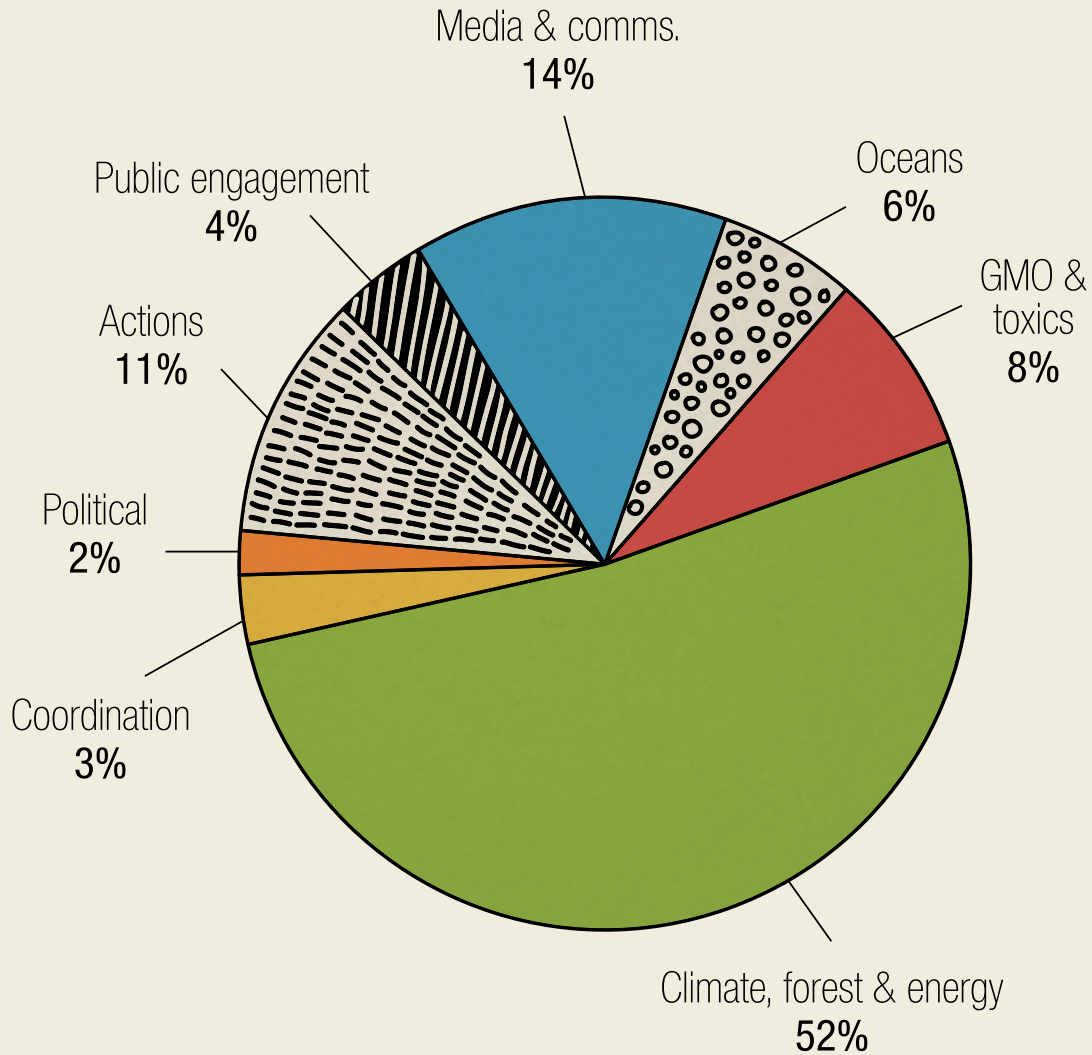
Samit Aich  
Executive Director

Ashish Kothari  
President

C.R.Sundararajan  
Partner

Date: 28th February 2012

# GREENPEACE INDIA SOCIETY CAMPAIGNWISE EXPENSES FOR 2011



# INDIA OFFICE ADDRESSES

## Head Office

### BENGALURU

Greenpeace India Society  
No. 60, Wellington Street  
Richmond Town, Bengaluru 560 025  
Tel: 080 42821010

## Regional Office

### DELHI

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Greenpeace India Society  
A-23, Second floor, Green Park  
New Delhi 110 016  
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Fax: 011 66665010  
Mob: +91 9560533700

## Other offices in india

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### CHENNAI

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### GOA

#### Boboton

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### HYDERABAD

#### Pankaj

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### KOCHI

#### Subhas Kumar Paswan

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### KOLKATA

#### Kamalika

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PO-Jodhpur Park, Near South City Mall  
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## MUMBAI

**Vikram Singh**

307 Golwala Apartments  
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Santacruz (East), Mumbai 400055  
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## NAVI MUMBAI

**Venugoppal**

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## PATNA

**Mohammed Saif**

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## PUNE

**Vijay Pratap / Seema Shelke**

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Cycle Rally for the Climate in Bangalore  
© Nishant Ratnakar / Greenpeace



# MOVING PLANET





Greenpeace is a global campaigning organisation that acts to change attitudes and behaviour, to protect and conserve the environment and to promote peace by:

**Catalysing an energy revolution** to address the number one threat facing our planet: climate change.

**Defending our oceans** by challenging wasteful and destructive fishing, and creating a global network of marine reserves.

**Protecting the world's remaining ancient forests** and the animals, plants and people that depend on them.

**Working for disarmament and peace** by reducing dependence on finite resources and calling for the elimination of all nuclear weapons.

**Creating a toxic-free future** with safer alternatives to hazardous chemicals in today's products and manufacturing.

**Supporting sustainable agriculture** by encouraging socially and ecologically responsible farming practices.

Greenpeace exists because this fragile earth deserves a voice. It needs solutions. It needs change. It needs action. At Greenpeace, we believe in the power of the many. The future of the environment rests with the millions of people around the world who share our beliefs, together we can tackle environmental problems and promote solutions.



Greenpeace India Society

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