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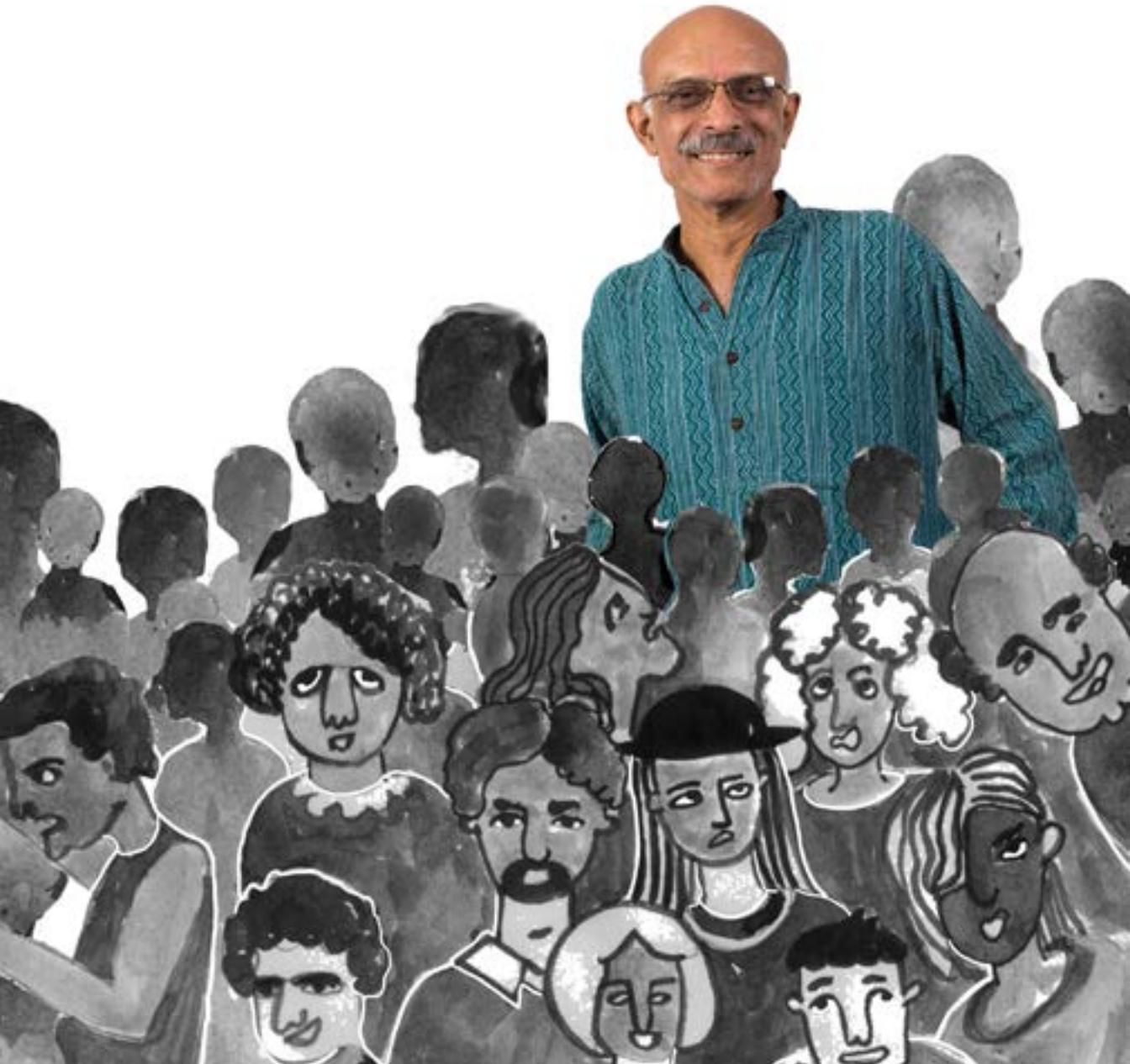
Latika Nehra

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.

GREENPEACE
श्रीलंका

MESSAGE FROM THE PRESIDENT



Dear colleagues,

It gives me great pleasure to present the Greenpeace India Annual Report 2013, which is full of interesting events. The past year has witnessed significant achievements in the face of substantial challenges from the external environment.

Greenpeace India has grown bolder and bigger, with an eye to being impactful as the country's premier environmental crusading organisation. The Board has had quite a few intense, strategic and rewarding conversations with the senior management team on the assessment of campaign impacts. This annual report for 2013 hopes to capture and establish the linkages between such activities and impacts, which I can proudly say on behalf of the Board, are substantial.

Greenpeace India played a significant role in the area of solutions' campaigning, an initiative that has been built from 2010 onwards. The decentralised micro-grid project in Bihar is progressing well in Dharnai village. The fight in Mahan continues with Mahan Sangharsh Samiti determined to protect its forests.

As part of the Sustainable Agriculture campaign, Greenpeace India focused on challenging the Union Agriculture Minister and the pro-GM lobby on the simplistic connection that they made between food security, and assuring it through GM crops.

While organisational development has been good, the fundraising results in 2013 have been a bit subdued due to a reduction in our supporter numbers.

The communications department has seen a complete revitalisation and this must be evident in the quantity and quality of Greenpeace India reportage in the media.

At the governance end, the Board has been working extremely well. My transition as a Board chair happened seamlessly, thanks to the illustrious work done by Ashish Kothari, who continues as a member of the Board. As a team we have had the right levels of strategic discussions' board meetings. The finance sub-committee has also been fulfilling its function, and the internal audit system within the organisation is also working well.

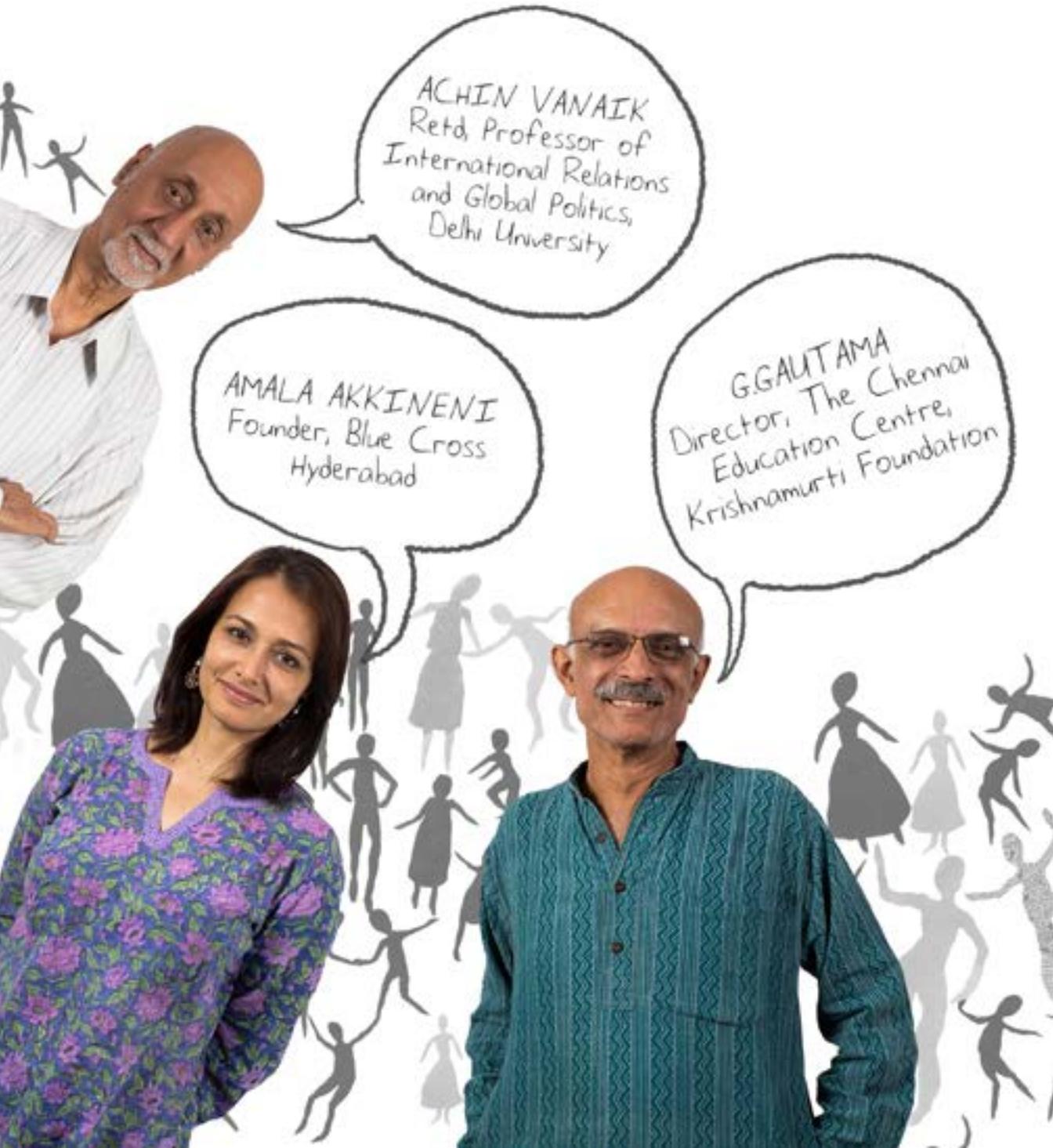
Looking ahead and taking note of the emerging scenarios, the Board has reviewed and approved Greenpeace India's three-year strategic plan 2014-16. There is a high sense of ownership and support from the Board, the management team and other staff towards the execution and implementation of the plan.

The journey ahead holds the promise of a brave, exciting, and ambitious engagement given Greenpeace India's raison d'être - to pave the way for an environmentally sustainable and happy future for all life on earth, and for humanity. Greenpeace India is thankful to all the supporters for their valuable



Gautama G
Chairperson, Greenpeace India

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EXECUTIVE DIRECTOR'S LETTER

"Nothing is stronger
than the heart
of a volunteer"



What is the catalyst for a successful campaign? Sure, there may be many factors; money, timing, brand name, et al. But the one thing that stands out at the frontline and at the very heart of every campaign, is people. History and literature have romanticised 'people power' and its ability to stand up against 'the man'. If experience has taught us anything, it is that this continues to hold true and is the very foundation we thrive on.

Energy-starved India now has a forerunner to lead the way – Bihar. Here Decentralised Renewable Energy (DRE) has been proven to be the solution for rural electrification. Countless human hours have gone into seeing to it that DRE gets approved by the government as a way forward. A legal framework is being created and along with massive public support and interest, villages that have been in darkness for over 30 years will finally get electricity!

In the depths of India's forests, lies a treasure that is sought after by many but leaves in its wake, a trail of collateral damage. The coal that lies beneath has been fuelling our growing demand for energy. Now as the reserves will be nearing empty, sooner than later, it's time to shift our focus to cleaner, decentralised renewable methods. To keep the fight on the ground going strong, a group of villagers joined hands to form the Mahan Sangharsh Samiti (MSS) to challenge forest clearances and fight for their land.

Realising the need to get with the times and reach out to as many people as possible, Radio Sangharsh was born. A community-based radio that is for the villagers and by the villagers, Radio Sangharsh is a platform for them to easily express their grievances via their mobile phones. This is a great success, as for the first time, empowerment is at their fingertips.

We launched the 'Switch on the Sun' campaign in Delhi, in a bid to raise the national ambition on renewable energy to 20% by 2020. We aimed to profile the issue of lack of electricity in Delhi and also polarise the current energy debate in the public space towards renewable energy. This created a lot of buzz and found its way into the manifestoes of major political parties.

The contentious and infamous Biotechnology Regulatory Authority of India (BRAI) bill has successfully come under scrutiny through public opinion. Persistent campaigning has managed to stall the BRAI bill from being introduced in the Monsoon and Winter sessions of the Parliament. Political parties from the Left, Right and Centre have publicly opposed genetically modified crops as a solution for India's food security. Bihar was in the spotlight again, as the face of our Living Soils campaign, which aimed to promote ecological agriculture. We secured critical political support at the state, district and block levels, with the objective of building a strong network of farmers, think tanks, civil groups and policy experts.

Internationally, Greenpeace icebreaker, the 'Arctic Sunrise' was confiscated by Russia after activists tried to board a Gazprom oil rig in international waters. The ship was boarded by the Russian Coast Guard and towed 500 miles from the Pechora Sea to the northern Russian port of Murmansk in September 2013. Although the 30 activists – christened the 'Arctic 30' - were all released from prison after three months of international protests, the ship remained in port pending a decision by the Russian Investigative Committee until the end of 2013.

The Arctic campaign was a prime example that nothing is stronger than the heart of a volunteer. We actively supported the global campaign against drilling for oil in the Arctic by mobilising vast numbers of people on the ground, as well as online. The turnout was spectacular across 30 cities in India and in Kathmandu in Nepal, where people came together in solidarity for the Arctic 30. As the situation turns more desperate, as times runs out, we will persevere to see that our objectives are met. A daunting task this may be, but the silver lining in this storm cloud is the support and will of the people, who realise that there is no 'Planet B'.

I now present with pleasure the Greenpeace India Annual report 2013.



Samit Aich
Executive Director, Greenpeace India

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“WHAT WE ARE DOING TO THE FORESTS OF THE WORLD IS BUT A MIRROR REFLECTION OF WHAT WE ARE DOING TO OURSELVES AND TO ONE ANOTHER.”

MAHATMA GANDHI



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“IF WE SURRENDERED TO EARTH’S INTELLIGENCE WE COULD RISE UP ROOTED, LIKE TREES.”

RAINER MARIA RILKE

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“ PEOPLE ‘OVER-PRODUCE’ POLLUTION BECAUSE THEY ARE NOT PAYING FOR THE COSTS OF DEALING WITH IT. ”

HA-JOON CHANG



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“ A NATION THAT DESTROYS ITS SOILS DESTROYS ITSELF. FORESTS ARE THE LUNGS OF OUR LAND ”

FRANKLIN D. ROOSEVELT



JHARIA COAL MINE WORKER © PETER CATON / GREENPEACE



We mobilised over 255,000 people from drought-affected areas on a call to stop diversion of water away from agriculture and drinking.

THE COAL CURSE





ACTION AT MINISTRY OF COAL IN INDIA
© KARAN VIAD / GREENPEACE

COAL & WATER

SAVING OUR WATER AND FORESTS

In light of the lack of water allocated in Maharashtra, for irrigation, our aim in 2013 was to engage on the issue with those in power, and challenge the water allocation to Thermal Power Plants (TPPs).

HUMAN-ELEPHANT CONFLICT IN DHARAMJAIGARH,
CHHATTISGARH © SUBRATA BISWAS / GREENPEACE



ACTIVITIES IN 2013

Maharashtra's agricultural hinterland, especially Marathwada and Vidarbha, have faced a severe water crisis, year after year. Issues like farmer debt, crop failure and bad monsoons have historically wreaked havoc on the farmers' livelihoods, often driving them to suicide.

But during the drought of 2013 in Maharashtra, the media debate moved towards the diversion of water from agriculture to power plants, as a reason for the worsening ground situation. This movement followed a report by Greenpeace India, which analysed the water status of dams in Maharashtra, and the shortage of water for agriculture during the drought period.

We rolled out an innovative mobiles strategy, which successfully mobilised voices from the drought-affected regions where water was being diverted to industry. We sent out recorded messages by village council heads, as a call to action to demand that this diversion be stopped and water for farmers be prioritised over industry. The result: over 2,55,000 people from drought-affected areas joined us in calling for a stop to this diversion!

Our campaign was also quick to respond to a shocking statement made by Ajit Pawar, Deputy Chief Minister of the State; a petition was launched asking the Chief Minister to halt all allocations and diversions to industries and provide water for irrigation and livelihoods of millions.

Over 2,55,000 people from drought-affected areas joined us in calling for a stop to this diversion.

Launched on our petition platform - Greenpeace Extra, it highlighted that 11,800 villages were facing drought, resulting in grave suffering for approximately 29, 50,000 families. Drinking water was supplied only once in 7-10 days to some villages and the villagers alleged that the municipal corporation was supplying polluted water. The petition was signed by over 20,500 people!

Going a step further, we dropped a 250 feet banner, our largest ever, on the upper Wardha dam in Morshi, Maharashtra. The banner inscribed with the words "Water for Farmers, Not Power Plants", grabbed the attention of the media, enabling us to successfully draw attention to the issue.

To bring the demand from the ground to political action, we engaged directly with members of the Maharashtra Assembly during the Monsoon session. We reached out to around 10 MLAs through a small demonstration outside the Assembly; we presented them with two pots – one with grains and one with coal – and asked them to choose one. This action got us an appointment with the state's Agriculture Minister, who endorsed farmers' water rights over coal power plants. We then followed this up with meetings during the winter session in Nagpur.

The water coalition in the state, of which we are formal members since June 2013, also put forth a clear demand to revoke water allocations to coal power plants. This is a significant step forward in our campaign as the demand is now shared by others working on the issue of water management.

WARDHA DAM BANNER ACTION IN INDIA
© SUDHANSHU MALHOTRA / GREENPEACE





HUMAN BANNER IN MAHAN FOREST © GREENPEACE

COAL & FORESTS

In 2013, our aim was to ensure that the criterion set by the Ministry of Environment and Forest (MoEF) was further strengthened.

We wanted to urge those in power to implement a transparent, robust process to determine which forest areas in the region of Central India must be protected.

PUBLIC MEETING AT MAHAN
© VIVEK M / GREENPEACE





BECHENLALJI, AN MSS MEMBER AT SUHIRA MEETING
© VIVEK M / GREENPEACE

ACTIVITIES IN 2013

At the start of the year, the Environment Ministry published its criteria and Greenpeace India in turn, organised a critique of it by involving various experts, academics and groups engaged in advocacy on the rights of the forest communities.

This exercise, which included our own critique, played a key role in helping to articulate a broad spectrum of opinion on the issue of 'inviolable areas', especially since the issue was not on the agenda of many of the participants. The criteria are currently still on the table for discussion and the Minister of Environment and Forests spoke publicly in favour of not allowing industrial expansion in all forest areas.

In the backdrop of the coal scam, Greenpeace India commissioned senior journalist and political commentator, Paranjoy Guha Thakurta to make a film on the political economy of coal in India. This film premiered in Delhi to a packed house, and the screening was followed by a panel discussion on the implications of India's 'coal rush'.

We also tracked the coal blocks that were being put on auction, to highlight those that were in highly forested areas. Our analysis of these coal blocks was widely reported in the media, and was also picked up by wildlife and environment commentators. This led to questioning of the clearances for coal in forested areas, which in turn created risk for investment since mining activities would be stalled due to any forest conflicts.

Mahan Sangharsh Samiti (MSS)
has grown in its membership
strength, and is leading the
fight on the ground to
challenge the forest clearance.

We engaged with the people of Mahan in Singrauli, who went on to establish the Mahan Sangharsh Samiti (MSS), a strong and local community-led group. MSS has grown in its membership strength, and is leading the fight on the ground to challenge the forest clearance.

A survey of the village elders' assessment of the forest area (which the people depended on for their living) was undertaken in Budher and Amelia, and community forest maps were prepared.

In July 2013, MSS held a seven-day yatra targeting 11 Mahan villages, followed by a public meeting on August 4. This meeting was attended by around 1,500 people from 11 villages, and key allies and activists like Anurag Modi, Madhuri Krishnaswamy and Sunil Gupta.

The Minister for Tribal Affairs wrote a very strongly-worded letter to the MoEF, Madhya Pradesh's Chief Minister and Governor, as well as Sonia Gandhi, President of the Indian National Congress (INC) and Rahul Gandhi, Vice President of (INC) saying that Mahan should not be cleared unless the Forest Rights Act (FRA) is implemented in letter and spirit. He also condemned the violations of FRA in Mahan.

In December 2013, the process of filing community forest rights claims for Amelia village, was kicked off, with a request to the district authority for land rights records. Now, that the process has started, the authorities and the company cannot legally begin work until the process concludes.

Our stakeholder outreach to CSOs, bureaucrats and parliamentarians for a moratorium on coal mining within forests in the central India region, continued through the year. We managed to build healthy relationships with MoEF, WII, IIRS, NTCA and Project Elephant, amongst others, this year.

The Minister for Tribal Affairs wrote a very strongly-worded letter to the MoEF, Madhya Pradesh's Chief Minister and Governor, as well as Sonia Gandhi, President of the Indian National Congress (INC) and Rahul Gandhi, Vice President, INC saying that Mahan should not be cleared unless the Forest Rights Act (FRA) is implemented in letter and spirit. He also condemned the violations of FRA in Mahan.

In the backdrop of Coal India's share offer, Greenpeace India released its report "Coal India Running on Empty" on September 23, which questioned the extent of Coal India's extractable coal reserves and highlighted the company's failure to disclose, to the stock exchanges, information pertaining to its reserves. The report highlighted that at targeted production rates, Coal India Limited's extractable coal would be exhausted in 17 years.

The government feedback for our report 'How Coal Mining is Trashing Tigerland' has been good, and the report was disseminated widely within civil society. Greenpeace India is one of the few organisations, which has done a (partial) landscape level analysis on the impact of coal mining on forest and biodiversity. Today, the data and maps collected and produced by Greenpeace India for the report is being used for litigation purposes.

To take the campaign to Coal India Limited, the largest coal mining company in the world, Greenpeace India reached out to global banks involved in Coal India's follow on share offer, informing them of our concerns regarding Coal India. Global banks have communicated our concerns to Coal India, asking them to engage with civil society and take action on certain issues. Coal India has for the first time ever, attempted to deflect criticism through the release of a sustainable development policy. Though in itself this is weak, it is the first step towards engaging the company.

In the backdrop of Coal India's share offer, Greenpeace India released its report 'Coal India Running on Empty' on September 23, 2013. The report questioned the extent of Coal India's extractable coal reserves and highlighted the company's failure to disclose to the stock exchanges, information pertaining to its reserves. The report also highlighted that at targeted production rates, Coal India's extractable coal would be exhausted in 17 years.

The issue was widely reported on, and drew a prompt reaction from Coal India, financial analysts and investors. On October 10, 2013, Coal India used the new reserve figures in a presentation to potential investors. Eventually, the company called off its prospective share offer, citing adverse market sentiment as the reason.



KHATIA RAMACHANDRA PUR VILLAGE.
© PETER CATON / GREENPEACE





MAIZE CROP IN BIHAR © KARAN VAID / GREENPEACE

Food SECURITY

STREET PLAY



A.K.A



Dear Friends, I just signed the petition "NDTV dump Monsanto." and wanted to ask if you could add your name too. This campaign means a lot to me and the more support we can get behind it, the better chance we have of succeeding. Thank you. - Dhanesh



LIVING soils



FARM FIGHTERS

SUSTAINABLE AGRICULTURE



Can't allow unhealthy relationship between Corporate media & MNC giants to Flourish. Not good for Democracy or Humanity. Seen NDTV do the same by tying up with companies under scanner for corruption/tax evasion like Vedanta & other companies. Vedanta starts using CSR funds only when public opinion is against them. Not for children but a PR stunt. Can we expect sincerity from such enterprises? No. So we must watch for such unethical tie ups & expose them to public ire. Jai Hind. - Rahul

Safe



BURP

REAL





PROTEST AGAINST BRAI BILL AT JANTAR MANTAR
© SUDHANSHU MALHOTRA / GREENPEACE

“ **In 2013, reputed television channel NDTV partnered with agri-biotech giant Monsanto to launch a new TV series ‘Inspiring Lives’.** ”

Ironically, the series aimed to talk about developmental opportunities in India, while NDTV’s channel partner Monsanto, is a company known for contaminating the environment with Genetically Modified (GM) crops.

This development galvanised Mr Anantha Sayanan, an activist and Greenpeace India, into launching a petition on Greenpeace Extra (<http://www.greenpeacex.in>), our petition platform. We urged NDTV to choose an ethical, non-controversial partner, and featured a detailed report titled “Monsanto’s 7 Deadly Sins”.

Promoted by Greenpeace India on Twitter and Facebook, the initiative gathered 2,933 signatures, and the cause gained momentum on social media. Some days after Greenpeace India delivered the signatures to NDTV, Mr Sayanan received a response that the channel was withdrawing its partnership with Monsanto, and that “Inspiring lives” would not be aired.

This small but effective initiative by Greenpeace India was a step in the larger fight against unethical players in the agricultural sector in India.

GREENPEACE ALONG WITH THE COALITION FOR A GM-FREE INDIA HELD A PROTEST AT JANTAR MANTAR
© SUDHANSHU MALHOTRA / GREENPEACE



बीज हमारा
हक तुम्हारा
नहीं चलेगा नहीं
चलेगा

THE END OF BRAI

As the resistance against GM crops in India mounted, the GM lobby initiated a counter campaign in favour of them; the dawn of 2013 witnessed a pro-GM lobby flocking around to reverse the trends in India and create conditions conducive for GM crops. Their main argument: "GM crops are essential for food security".

The then Union Agriculture Minister, Shri Sharad Pawar, a known supporter of GM crops went public in supporting the argument. To this, Greenpeace India released a briefing paper "GM Crops: No Panacea To Food Security", which clearly brought out the fallacies behind this argument. We went on to challenge the Agriculture Minister through an action at the Food Corporation warehouse.

The pro-GM push and the support of the Agriculture Minister ensured approval of GM crop field trials by the Genetic Engineering Appraisal Committee (GEAC). But the then Environment Minister, Ms Jayanthi Natarajan, stood with the people and took a decision to overrule the decision of GEAC. Field trials of GM crops were withheld, citing as reason, the ongoing Supreme Court case on open release of GM crops.

The focus then shifted to the regulation front. On what could be the worst irony, Mr Jaipal Reddy, Minister of Science and Technology, introduced the Biotech Regulatory Authority of India (BRAI) Bill in the Lok Sabha on World Earth Day (April 22).

THE PUBLIC RESISTANCE
HAD ITS IMPACT.
THE CONTROVERSIAL
BRAI BILL, WHICH
WAS REFERRED TO
THE PARLIAMENTARY
STANDING COMMITTEE
ON SCIENCE AND
TECHNOLOGY, NEVER CAME
BACK TO THE PARLIAMENT
FOR PASSING.

The BRAI bill has met with several controversies, and had been stalled for several years due to our diligent and effective campaigning, involving experts and several civil society groups.

Earlier in the year, before the introduction of the controversial bill in the Parliament, we initiated the drafting of an alternate biosafety law to counter the BRAI bill. We organised consultations in four cities – Bengaluru, Kolkata, Hyderabad and Ahmedabad. These consultations and the network built through the process gave us further strength to challenge the move by the Minister.

We created crop circles in three cities - Ahmedabad, Bengaluru and Delhi - and these crop circles highlighted messages against BRAI. Further, towards the end of June, we, along with the GM-Free India Coalition* launched a massive public campaign against the BRAI bill and leaders of political parties (left, right and centre) joined hands and vowed to fight the BRAI bill.

**GM-Free India Coalition is an informal network of organisations and individuals across India, which campaign and advocate to keep India GM-Free, and to shift farming towards a sustainable path (<http://gmfreeindiacoalition.blogspot.in>).*

Several farmer unions joined the movement against what could lead to a corporate takeover of India's food and farming. The public campaign gained momentum and peaked on Quit India Day (August 8). Around 2,000 citizens from 20 states gathered at Parliament Street in Delhi. 18 Members of Parliament across party lines and farmer leaders joined the citizens in demanding that GMOs, BRAI and Monsanto quit India. They handed over a non-GM cotton flag to the Prime Minister's Office as a symbol of opposition to GM crops.

The public resistance had its impact. The controversial BRAI Bill, which was referred to the Parliamentary Standing Committee on Science and Technology, never came back to the Parliament for passing. So the bill, which aims to put in place, a single window clearance mechanism for GM crops, was stalled for the third consecutive year. Further, the Bill got lapsed as the term of the current Parliament ended in the first quarter of 2014, and the nation was going for general elections.

That marked the end of a highly controversial episode of flawed regulation, which would have opened the gates for multinational corporations to take over our food and farming, and mess with the safety of our food systems.

LIVING SOILS

In March 2013, with the release of the report, “Fertilisers, Fuel and Food: Win-Win options for Bihar”, we launched our “Living Soils” campaign in the state, to champion an alternate development pathway for Indian agriculture, and challenge the thrust on chemical intensive farming models.

However, while the public launch happened in 2013, the research work, which covered five districts in Bihar, was initiated in 2012, and the report captured the essence of this research. A media round-table was organised in Patna, which witnessed the participation of leading media personalities from the state.

OUR CAMPAIGN TEAM PERFORMED STREET PLAYS IN 24 LOCATIONS IN THREE SELECTED DISTRICTS - JAMUI, SAMASTIPUR AND NALANDA IN BIHAR AND REACHED OUT TO MORE THAN 6000 FARMERS THROUGH THIS EXERCISE.

The aim was to sensitise the media, and following the round-table, we launched our rural mobilisation work.

A street play in the local language was developed, which converted complex scientific findings and arguments into a simple communication tool that rural people could easily connect with. Our campaign team performed street plays in 24 locations in three selected districts - Jamui, Samastipur and Nalanda in Bihar. As a result, we reached out to more than 6,000 farmers through this exercise.

The street play performance was followed by stakeholder consultations at the block and district levels and culminated with a state level round table in December 2013. The response from farmers, civil society and local administration was overwhelming. We have now built a strong support base for the campaign in the state.

The campaign aims to develop holistic models that combine various approaches to address the biomass crisis in the state and ensure increased availability and uptake of ecological fertilisation. One of the main constraints threatening the spread of ecological fertilisation in Bihar is the competing uses of biomass as cooking fuel, thatching material and fodder. At the same time rural sanitation and disposal of human excreta is a big crisis.

The project aims to bring together various components such as ecological fertilisation, biogas, and eco-sanitation solutions to seed a systemic change.





We will continue to keep track of the efforts of the pro-GM lobby and will take necessary steps to question them in the most appropriate way. On this front, we will continue to work closely with the GM-Free India Coalition.



FARMERS IN THE OUTSKIRTS OF BENGALURU
KARNATAKA © GREENPEACE / VIVEK M

THE YEAR AHEAD

2014 brings with it a lot of excitement and new challenges. We will focus more on food safety issues and will stand up for the rights of consumers.

Synthetic pesticides are a major threat to our food safety, and we will focus our energies on engaging with corporations and governments to adopt policies that will ensure safe food for all consumers. We will continue our work in Bihar to bring in systemic changes to address the soil health crisis and sow the seeds of an ecological agricultural revolution.

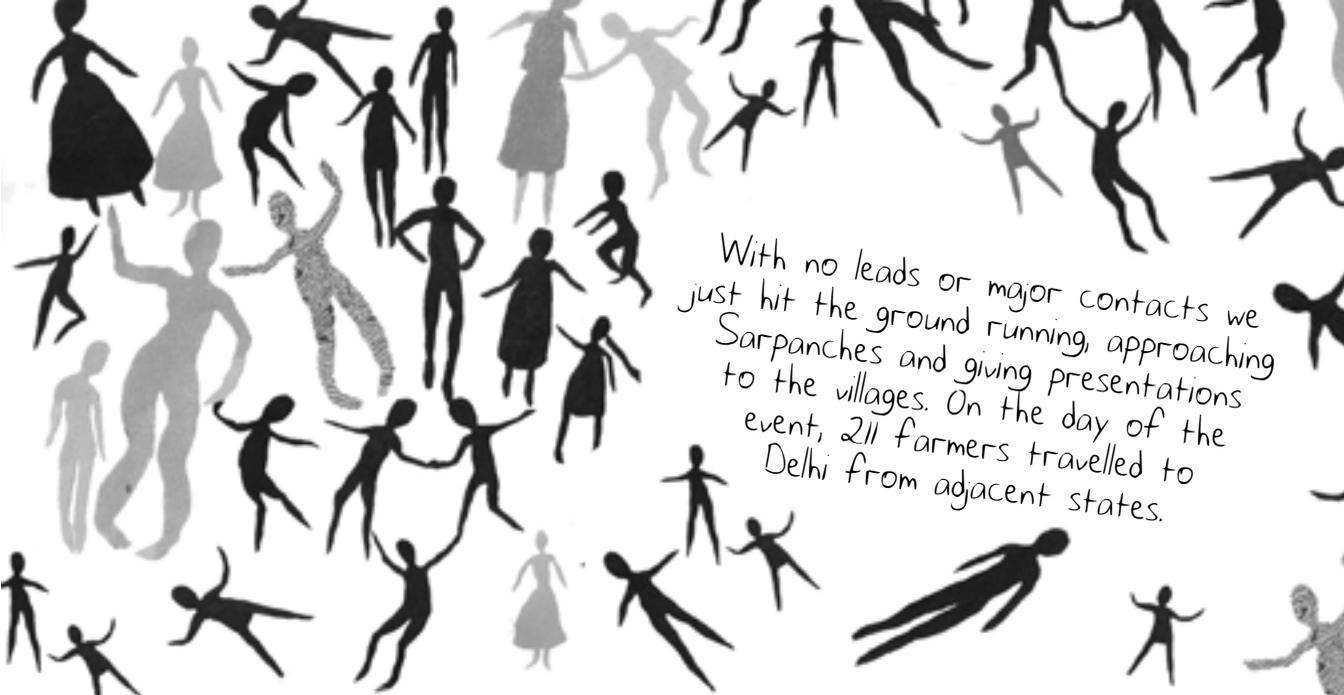
This year we hope to develop the model with a key set of stakeholders and by tapping public money, which is scattered under various schemes. We will also aim to spread the debate across Bihar and outside Bihar and initiate think-tank debates on the same.

We will continue to keep track of the efforts of the pro-GM lobby and will take necessary steps to question them in the most appropriate way.

On this front, we will continue to work closely with the GM-Free India Coalition.



GREENPEACE INDIA ACTIVISTS STAGE A PROTEST IN FREEDOM PARK © SELVAPRAKASH LAKSHMANAN / GREENPEACE



With no leads or major contacts we just hit the ground running, approaching Sarpanches and giving presentations to the villages. On the day of the event, 211 farmers travelled to Delhi from adjacent states.

PUBLIC ENGAGEMENT





FIRST OF ITS KIND BIKE-A-THON IN INDIA AT DILLI HAAT
© SUDHANSHU MALHOTRA / GREENPEACE

“ On June 5, 2013, World Environment Day, the mobilisation team decided to bring the curtains down on our Switch On The Sun campaign through an activity, which has not been done in India ever before. ”

CITIZENS CYCLE FOR POWER

The entire mobilisation done for Switch On The Sun was to demonstrate that people should have the power to generate their own electricity. That is exactly what we demonstrated when over 340 people gathered at Dilli Haat on one of the hottest days (90% humidity) of the year, to pedal 25 stationary bicycles, and light up an LED hoarding with the message – Switch On The Sun. The bike-a-thon was a unique example of online to offline mobilisation where we managed to gather around 160 people through online and mobile push.

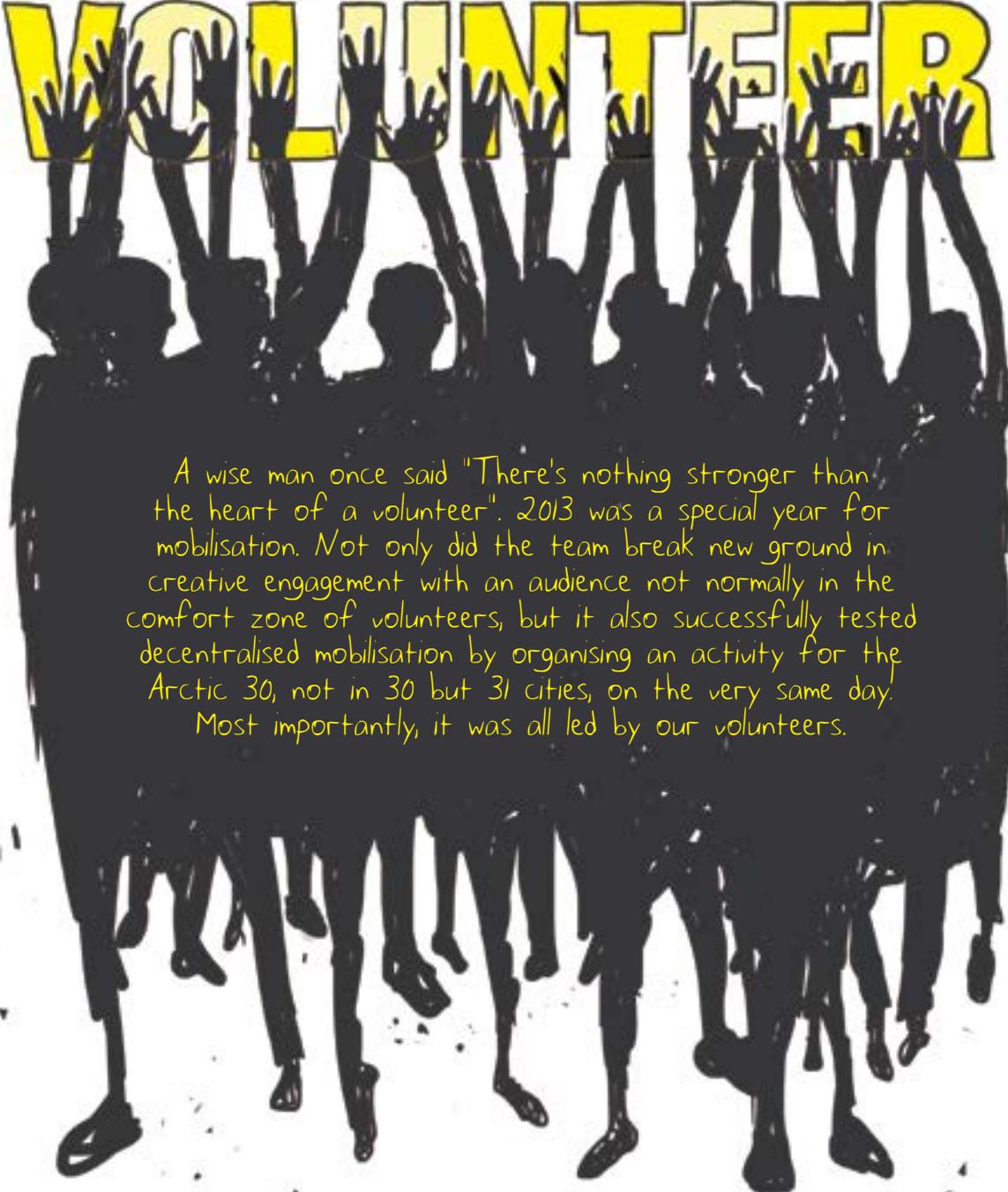
What was also unique about the bike-a-thon was the participation of different age groups, the youngest being a 3-year old, and the oldest, a senior citizen who refused to get off the cycle when he saw how the lights went off when everyone stopped pedalling!

SWITCH ON THE SUN BIKEATHON



**SWITCH
ON THE
SUN**
GREENPEACE
uk

AGE OF THE VOLUNTEER

A group of approximately ten people are shown in silhouette against a white background. They are standing in a line, and their arms are raised high, holding up the word 'VOLUNTEER' in large, bold, yellow capital letters. The word is positioned above their heads, and their hands are visible at the top of the letters. The overall scene conveys a sense of collective action and support.

A wise man once said "There's nothing stronger than the heart of a volunteer". 2013 was a special year for mobilisation. Not only did the team break new ground in creative engagement with an audience not normally in the comfort zone of volunteers, but it also successfully tested decentralised mobilisation by organising an activity for the Arctic 30, not in 30 but 31 cities, on the very same day. Most importantly, it was all led by our volunteers.



**SWITCH
ON THE
SUN**
GREENPEACE
श्रीनदीस

DELHI RESIDENTS SWITCH ON THE SUN

“ When the mercury touched 45 degrees in Delhi in 2013 and the city was sweltering due to power cuts, we launched a campaign to get the Delhi Government to commit to a solar rooftop policy. ”

Bridge To India in collaboration with Greenpeace India, brought out “Rooftop Revolution – Unleashing Delhi’s Solar Potential”, a detailed report, which explores the economic viability of the solar rooftop installation. According to the report, the power demand in Delhi, a city that has often claimed to be the world’s greenest capital, was expected to reach an all-time high of 6,000 MW. Seventeen states, many of which the city relies on for its power, would face significant power shortages.

The solar rooftop policy would enable Delhi to meet its power crisis by tapping the power of the sunrays falling on Delhi’s rooftops. If we wanted the Delhi Government to budge, we would need the Resident Welfare Associations (RWAs) - a very big middle class vote bank in Delhi - on our side.

We engaged with the RWAs by setting up Renewable Energy Fairs in different parts of the city. Here, volunteers showcased the problem with coal mining, through a photo exhibition, as well as the solution like various solar-run devices from fans and solar fridges, to yummy cakes baked in solar cookers.

A team of around 25 to 30 volunteers, over a period of two months, garnered the support of over 1,100 RWAs for the cause.

By the time the campaign ended, we not only had the Delhi Chief Minister, Ms Sheila Dikshit publicly endorse solar rooftops as a solution to Delhi’s power woes, but the BJP and AAP included the promise of solar rooftop in their party manifesto.



FARMERS PROTEST AGAINST BRAI BILL AT NEW DELHI
© SUDHANSHU MALHOTRA / GREENPEACE

“ On August 8, 2013, Quit India day, the Coalition for a GM-Free India saw 2,000 farmers travel from across 17 states to the national capital to protest the controversial BRAI Bill, which had been hanging like a massive sword over India’s agricultural biodiversity. ”

FARMERS FIGHT FOR SUSTAINABLE AGRICULTURE

Greenpeace India along with its allies through lobbying and protests, managed to delay the Bill, session after session in the Parliament for many years now, and the public resistance worked in 2013, too.

Leading up to the protest, the allies played a major role in mobilising farmers from across the country, and Greenpeace India was given the responsibility of mobilisation from villages around Delhi.

This sole responsibility lay with the mobilisation department. Delhi being the political nerve centre, it was important that farmers from states surrounding the capital participate in the protest. Besides, it was more viable for them to commute to Delhi on the event day, as compared to farmers travelling from other states.

700
villages
reached

24
villages
visited

112
farmers
protested

1700
kms
travelled



PRESENTATION TOOLS USED

Projector, Screen & Sound system, Banners, Documentaries (in Hindi) related to Genetic Engineering, PPT (in Hindi) on the BRAI Bill

The target for mobilisation from Delhi and adjacent states was 250 people. What's worth sharing, is the route we took to reach out to farmers; with no leads or major contacts we just hit the ground running, approaching sarpanches and giving presentations to the villages. In the next 31 days, we travelled 1700 km!

The last time we travelled over 1,700 km, was for a similar mobilisation in 2010 when we launched the Bihar campaign with the 'Urja Kranti Yatra'. In the last couple of years, the coal-forest campaign was created on the ground right from scratch, followed by this mobilisation for BRAI.

STATIONARY CYCLES CONNECTED TO ELECTRICAL
CIRCUITS THAT GENERATED ELECTRICITY WHEN PEOPLE
CYCLED © SUDHANSHU MALHOTRA / GREENPEACE

Our Greenwire training covers organising and mobilising skills and tools, team building, leadership skills, storytelling and networking, amongst other modules. We became the first Greenpeace National Office to conduct the training, and now have 10 volunteer leaders across five locations in India.





GREENWIRE CONNECTING VOLUNTEERS & ACTIVISTS

Since the inception of our work with volunteers, they have time and again proved their capability in moving engagement to greater heights.

Our volunteers are the torchbearers of a new engagement model where sustainable volunteer communities could be built and developed by capable, skilled and dedicated leaders.

Greenwire, the online tool for networking and organising, came to us at this opportune moment and we wasted no time in picking it up. A careful selection of potential volunteer leaders was made and our team spent many long hours developing a training programme for them. Amongst other modules, the training covers - organising and mobilising skills and tools, team building, leadership skills, storytelling and networking. Greenpeace India became the first Greenpeace National Office to conduct the training and we now have 10 volunteer leaders across five locations in India.

2013 gave us a glimpse of why in this fight of David versus Goliath, David is never going to give up because there are millions of Davids volunteering their beliefs, time and passion. It is the volunteer that makes Greenpeace what it is and what it always will be. More power to the volunteers!



31

Indian cities protest to save the ARCTIC

Last year, we also mobilised Indian citizens to protect the final frontier that has been standing tall and protecting humanity from doomsday - the Arctic, which is facing the threat of a mad race for oil drilling.

The mobilisation kicked off in Bengaluru's Freedom Park on April 20, 2013 where over 200 people came together to protest. They formed a human art to send a strong message "I Heart/Love Arctic". Simultaneously, people in 30 cities across the globe, from Buenos Aires to Bangkok, gathered to form hundreds of heart-shaped human banners.

The "I Love Arctic" mobilisation project invited people across the globe through social media platforms like Facebook and Twitter to join the globe banner event, the next step in advocating for Arctic protection. This was followed by "Ice Rides" in September in Bengaluru and Mumbai where people got out their bicycles, sporting polar bear masks, to send a strong message to world leaders, about protecting the Arctic. The rallies were part of a Greenpeace global day of action in 36 countries and 75 cities with 14,000 people participating. And yet, the most remarkable feat achieved by the mobilisation team was yet to come



'ARCTIC 30' GLOBAL DAY OF SOLIDARITY AROSS INDIA

Come November 16,
we beat our own
target of 30 cities by
adding an extra city -
Kathmandu. Over 720
people came together
in different parts of
India, creating history
and setting standards
so high that it will keep
motivating us to do
bigger, better things.

On September 19, 2013, 28 Greenpeace activists and two freelance journalists were arrested in Russia for a non-violent protest that united people in hundreds of protests around the world. November 16, 2013, was the Global Day of Action for the Arctic 30 and Greenpeace India decided to go really big by holding solidarity vigils in 30 cities.

It was an idea whose time had come and we were all excited about it. But the reality in mobilisation at Greenpeace India was that we had volunteer coordinators in only three cities and the support of five other fundraising offices. Where would we get another 22 cities from? No one had the answer then. But we had the will, and decided to dive in.

Phone calls were made to volunteers and activists who were either studying or working, and residing in different parts of the country. We had confirmations from around seven more cities and that's when we got a whiff of something big waiting to happen, if we got the basics right. Come November 16, we beat our own target of 30 cities by adding an extra city - Kathmandu. Over 720 people came together in different parts of India, creating history and setting standards so high that it will keep motivating us to do bigger, better things.



WINDMILL ON THE TERRACE OF ADARSH VANSAY'S HOUSE
IN JP NAGAR, BENGALURU © VIVEK M / GREENPEACE



Greenpeace India further challenged the Energy Department by demanding the deployment of solar-based pump sets.

RENEWABLE ENERGY



In 2013 Greenpeace India made significant progress towards a clean energy pathway for India. In the summer of 2013 we launched a new project called 'Switch To The Sun' in the politically important national capital, New Delhi.

KHATRA

POREW





RURAL ELECTRIFICATION
© KARAN VAID / GREENPEACE



SOLAR PHOTOVOLTAIC POWER PLANT IN TANGTSE
© HARIKRISHNA KATRAGADDA / GREENPEACE



GREENPEACE INDIA ACTIVISTS PROTEST IN DELHI
© SUDHANSHU MALHOTRA / GREENPEACE

POWER MODELS FOR INDIAN CITES & VILLAGES

In 2013, Greenpeace India made significant progress towards a clean energy pathway for India. In the summer of 2013, we launched a new project called “Switch On The Sun” in the national capital, New Delhi. The project raised key issues and challenged the current energy system by showcasing renewable energy through solar rooftops, as the most feasible way to combat climate change.

With the launch of “Switch On The Sun” and the “Decentralised Renewable Energy” (DRE) project in Bihar, Greenpeace India now has two effective campaigns on the ground, both ready to challenge the centralised approach, and advocate for decentralised and democratic control of energy resources. The two projects made significant advances towards a clean energy pathway for India in 2013.



SOLAR ROOFTOPS IN DELHI

This project received a major boost, with the release of the report “Powering Ahead with Renewables: Leaders and Laggards”. The report, an assessment of all Indian states on their renewable energy supply, tried to set a context of an engagement point for every state to benchmark itself against its competitor states.

We followed up with a solution-focused report “Rooftop Revolution: Unleashing Delhi’s Solar Potential”, a blueprint document for the city of Delhi to implement solar rooftops up to 2 GW, by using just 2.5% of its existing roof space to meet one-third of its current power demand.

Both reports were well-recognised and got attention from the political circles, the media and the think-tanks. In just six to eight months, the campaign received a strong political buy-in from all political stakeholders. All three major political parties including the ruling Congress Government, main opposition party - BJP and the new political party AAP, had made political commitment to solar energy, and in particular, to implementing the solar rooftop programme.

In fact, all political parties in Delhi made a commitment to work towards implementing the renewable energy programme. The BJP’s Chief Ministerial candidate even went one step further and urged every house in Delhi to become a “solar power house” by installing solar panels on the roof. This clearly shows that we were successful in profiling the power of solar energy in the city and linking it to solve the rising power problem. This has been captured in the manifestos of all political parties released till November 2013.

Through innovative and creative campaigning we also captured the attention of the public. We were successful in garnering the support of the Resident Welfare Associations (RWAs), which committed to offering massive roof spaces to implement the “rooftop programme”. We received the support of 250 RWAs across the city through letters directly addressing the Chief Minister of Delhi to bring the solar rooftop policy into the city.

During the initial live phase of Switch On the Sun campaign, we managed to get 75,000 people across the city, to pledge their support for solar rooftops, and to ask the state government to bring in the solar rooftop policy. A special website (<http://switchonthesun.in/>) was launched, asking citizens to pledge their support for solar rooftops.

On June 5, World Environment Day, we organised a first of its kind bike-a-thon in India. Middle-aged citizens, students, and even grandmas pedalled furiously on 25 stationary bicycles. Their mission was to generate enough power to light up a banner. That was the icing on the cake!



SOLAR PHOTOVOLTAIC POWER PLANT IN TANGTSE
© HARIKRISHNA KATRAGADDA / GREENPEACE

During the initial live phase of the Switch On the Sun campaign (8 weeks), we managed to get 75,000 people across the city to pledge their support for solar rooftops, and ask the state government to bring in solar rooftop policy



Decentralising power in Bihar

While our Delhi renewable energy project moved in the right direction in setting the agenda for the increased uptake of renewable energy, in Bihar we further moved towards implementing a first of its kind “smart micro-grid” project to establish DRE as a viable solution for energy access.

Significant steps have been taken by the Government of Bihar, since the launch of the E(R) cluster report on smart energy access as a new approach for rural electrification in the state. A series of new programmes, including the micro level of grid-connected solar projects, have been launched.

> IMPACT WITH SMART GRIDS

We moved towards implementing our concept of “smart energy access” in the form of micro-grids by identifying a village where a 100 kW solar project will be implemented. We managed to get all the necessary approvals from the government including massive support from villages in the form of a ‘No Objection Certificate’. Once implemented, it has the potential to become the best model of micro-grid to be implemented across the state. This development will have a far-reaching impact in the setting up micro-grids as the way forward for energy access.

> SOLAR REVOLUTION

Our project in Bihar is not just about policy change but about bringing real change on the ground. The solar market in the last two years has crossed a business of 500 Crores (USD 100 million), and Bihar is in a prominent leadership position to take initiatives on the off-grid front. Currently, over 300 projects, both private and public, are running in the state. Certainly, the people of Bihar are moving towards controlling their energy resources and demanding small decentralised projects.

> RAINBOW REVOLUTION

Greenpeace India further challenged the Energy Department by demanding the deployment of solar-based pump sets. As a part of a new agriculture roadmap, the Government of Bihar announced a pathway to phase out all diesel-powered pump sets with a solar pump sets. We had started this movement by demonstrating a few low cost solar pump sets which could benefit the small and marginal farmers. Responding to our demand, the Bihar Government recognised the importance of solar, and announced the installation of about 2.85 lakh solar pumps in the next 10 years. In fact, the first set of schemes was launched for over 500 pumps.

> DRE POLICY

Greenpeace India formally submitted its recommendation for the creation of legal, policy and regulatory framework for accelerated renewable energy development in Bihar. It is a clear case, as Bihar urgently needs a special policy or Act for the rapid rollout of Decentralised Renewable Energy (DRE) projects. The lack of fossil fuels for Bihar makes the case even stronger for policy makers.



> RENEWABLE ENERGY NETWORK

The Bihar movement is getting stronger and stronger, and till date about 150 civil society groups have joined hands to demand DRE projects.

Examples of Decentralised Renewable Energy systems are cropping up all over India: In Bihar, over one lakh people are using electricity made from waste rice husk. In Ladakh, tribal communities are processing their farm produces with machines powered by micro-hydro. In Karnataka, villagers are cooking food on clean gas flames produced by cow manure.

The most important development, is possibly the launch of the “Chief Minister’s Renewable Energy Programme”, which provides a further boost to the expansion of renewable energy projects in Bihar. Many grid and off-grid based solar energy projects were launched in 2013

We hope that these projects will not only challenge the centralised approach in the country but put a mega city like Delhi on a clean energy pathway. The Delhi model could be a model for new energy planning with the vision of making urban centres less dependent on the centralised approach. The decentralised project in Bihar is already challenging the current energy system for ‘energy access’, and advocates innovative ideas to provide electricity to the people.

Both projects have the potential to bring systemic change in the current energy system, and Greenpeace India will strive to make sure that these two projects, both for rural and urban centres, are implemented to their core.



PRESS CONFERENCE IN BHOPAL
© RAJIV GUPTA / GREENPEACE



National daily Hindustan Times carried a full page discussion on the potential of solar rooftops in Delhi in particular, and solar power in general.

MEDIA ENGAGEMENT



The screenings of 'Coal Curse', a documentary film by Parangoy Guha Thakurta (supported by Greenpeace India) on the political economy of coal in India, saw media interest beyond our imagination.



ACTION AT INDIAN PARLIAMENT IN DELHI
© SUDHANSHU MALHOTRA / GREENPEACE

“ **Three years ago, the work begun by a dedicated, hardworking Greenpeace ground team for the Mahan Forests had largely remained hidden from the world so far. Slowly but steadily, the story began travelling.** ”

THE EDIT SHIFT

Through the year, during media team interactions with senior media professionals and important personalities, we were asked often, “We know what Greenpeace is, but what do you guys DO in India?” By the end of 2013, our work in Mahan occupied the online and offline media of the region, and even travelled outside.

But bringing about edit shifts in our campaign issues proved to be a daunting task; coal is dirty and should

remain underground, nukes are unsafe and therefore a bad option for energy, renewables were the way to go! On the sustainable agriculture front, it was a firm “no” to genetically modified crops and a pesticide-free India. In the media, the coal narrative was: coal is the lifeline for India. Earlier in 2012, our Junglistan project had received massive support online and in the media. But celebrating forests is always the easier task than taking on vested interests in the system who profit from destroying forests for the coal underneath.

The media feedback on “no to coal under the forest” was a collection of terse comments that can be summed up as: *If not coal then what? How does India develop and pull millions out of poverty? We tried arguing with the media about the need to switch to renewables but faced resistance there; if solar and wind energy was ready to replace coal, why were entrepreneurs not jumping at the idea?*

TREE MARKED AS BOUNDARY FOR COAL MINE
© DHEERAJ SINGH / GREENPEACE



GATHERING MOMENTUM IN DELHI

2013 began with a robust 'Switch On The Sun' campaign in Delhi. The capital was a new canvas for Greenpeace's renewable campaign. But with an excellent slogan, vibrant visuals and active media work we did manage to paint it well.

The media almost lapped it up! There were occasions when the media team had to hold back in order not to overdo it. From the introduction of the idea of rooftop solar power and a fairly good publicity of the 'Switch On The Sun' campaign, to a good debate on solar power in the mainstream media, we managed to take the debate beyond Greenpeace and our campaign. National daily, Hindustan Times carried a full page discussion on the potential of solar rooftops in Delhi in particular, and solar power in general.

However, the edit shift on the broader energy debate never happened. The Delhi Renewable Energy (RE) campaign was able to establish that solar can bridge the power gap in Delhi, but questions also sprung up on our belief that renewables were ready to replace coal in Delhi and elsewhere.

GREENPEACE INDIA ACTIVISTS PROTEST IN DELHI
© SUDHANSHU MALHOTRA / GREENPEACE



GENERATING INTEREST THROUGH FILM

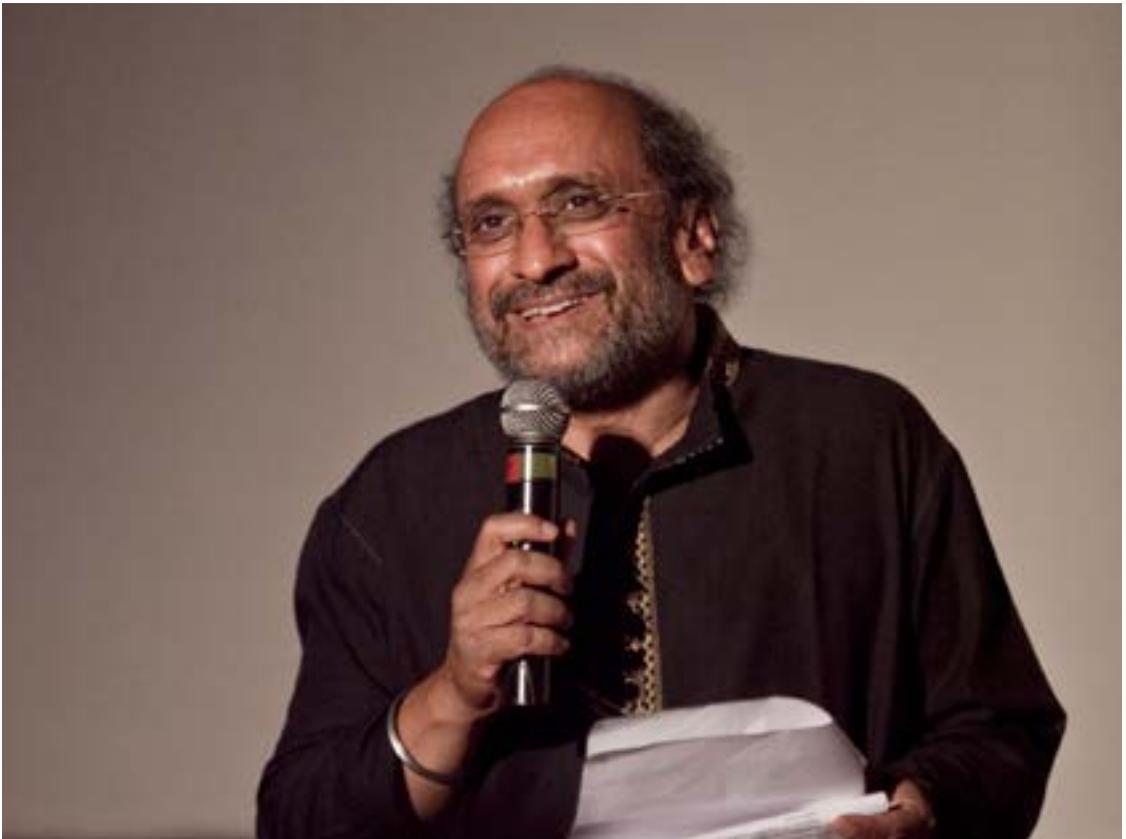
The screenings of ‘Coal Curse’, a documentary film by Paranjay Guha Thakurta (supported by Greenpeace India) on the political economy of coal in India, saw media interest beyond our imagination.

The film highlights the scandal, popularly known as ‘Coalgate’, and the consequences of coal mining in the Singrauli region in Central India. It raises questions as to whether the mad rush to extract coal is the best answer to secure India’s energy needs. Film screenings across the country were followed by discussions on India’s energy crisis and the possible solutions.

Why do we call it an edit shift? In early 2013, we had to ride the coal scam to oppose coal mining. We could say ‘no to coal’ only through the anti-corruption route. Media was willing to celebrate forests with us through the Junglistan campaign but was unwilling to question coal mining at the cost of forests, livelihood of people and biodiversity; when it came to questioning the corporates.

Today, the “coal at what cost” narrative has moved beyond us. National dailies are doing front page stories on the need to preserve our forests and biodiversity and not let greed ride over our good sense. Priya Pillai, our campaigner in Mahan who sits in Waidhan, is perhaps, the most oft-quoted campaigner in Greenpeace India. Priya has taken the coal story to the world through reputed international journals like Wall Street Journal, Guardian, BBC, Reuters and Le Monde.

PARANJOY GUHA THAKURTA AT PVR DELHI
© SUDHANSHU MALHOTRA / GREENPEACE



INSPIRING DEBATES

“ Our sustainable agriculture campaign was much less daunting as there was already some debate in the media about the need to move away from the madness of more fertilisers, more pesticides, more mechanisation, corporate farming, seed monopoly, and above all GM crops. ”

There is always a better connect to issues that relate to food on our tables rather than what lies beneath the surface of the earth in an area far removed from the lives of us city folks, particularly when our mind is wired to the narrative that coal alone can light the bulb, or run the fridges and ACs in our homes.

The challenge for running an anti-nukes campaign in India - which had just seen the gung-ho environment over the Indo-US Nuclear deal - was equally steep. However, our Nukes campaign had correctly focussed on establishing a tough liability regime for those keen on making a profit from selling extreme risks alongside power, to power-starved India. It was getting satisfactory media support, though we would have loved the media to scream “No!” to nukes. We are still far away from our goal.

There is always a better connect to issues that relate to food rather than what lies beneath the surface of the earth.

We had limited activities in India on Arctic 30, the Indian media regularly gave full coverage to Arctic 30-related news emanating from Russia, Amsterdam and Europe.

The rest of 2013 remained mostly inactive for us on the media front, except some activities on coal-water and the Bihar ‘Living Soil’ campaigns. After the Delhi RE campaign, the organisation got busy in the Organisation Development Plan (ODP) process.

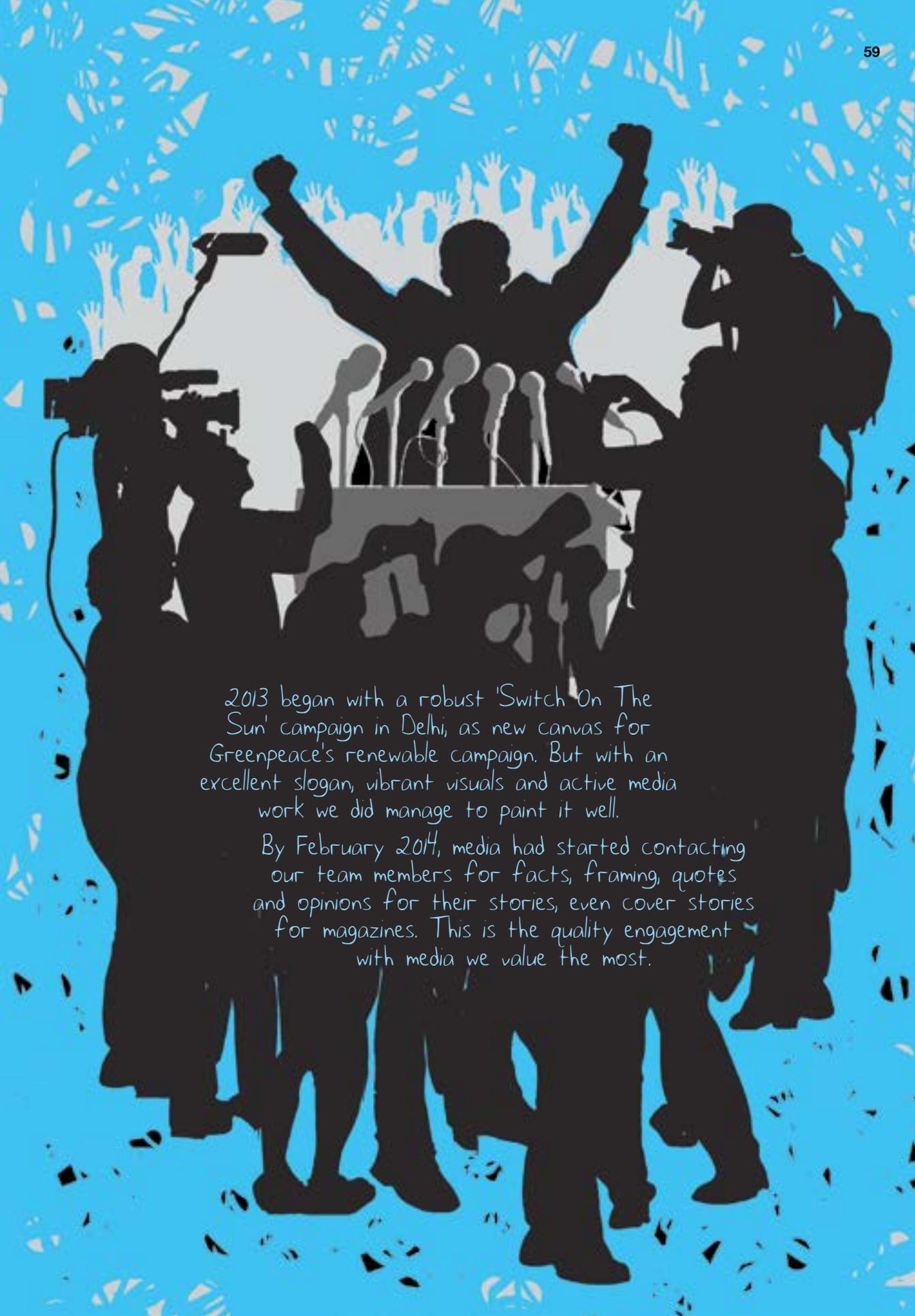
But just as we emerged from it, we were hit on our head with the Arctic 30 development, and the last three months of the year were dedicated to the global campaign for Arctic 30.

Though we had limited activities in India on Arctic 30, the Indian media regularly gave full coverage to Arctic 30-related news emanating from Russia, Amsterdam and Europe.

We were able to improve our presence in media through the year as compared to 2012. We saw media debates related to our campaigns, which failed to mention Greenpeace India (for instance, the HT full page debate on solar power).

This has been the general trend in early 2013 - that journalists seldom engaged with us, though our press releases did get carried. We worked on this, and things improved wherever we had active campaigns (Patna, Mumbai, Delhi).

We were able to improve our presence in media through the year as compared to 2012. We saw media debates related to our campaigns, which failed to mention Greenpeace India (for instance, the HT full page debate on solar power).



2013 began with a robust 'Switch On The Sun' campaign in Delhi, as new canvas for Greenpeace's renewable campaign. But with an excellent slogan, vibrant visuals and active media work we did manage to paint it well.

By February 2014, media had started contacting our team members for facts, framing, quotes and opinions for their stories, even cover stories for magazines. This is the quality engagement with media we value the most.



WAY FORWARD

**ESTABLISH
GREENPEACE
as a player in the
development
debate.**

IN ISSUES RELATING TO:

**PROTECTION OF ENVIRONMENT
AND BIODIVERSITY**

**RIGHT TO SAFE FOOD AND
CLEAN AIR**

RENEWABLE ENERGY

**EQUAL ACCESS TO ENERGY
GENERATED FROM CLEAN AND
SAFE SOURCES**

PUBLIC ENGAGEMENT

TOXIC FLY ASH IN WATER IN MAHARASHTRA
© ZISHAAN LATIF / GREENPEACE





RADIO SANGHARSH
© ANKIT AGARWAL / GREENPEACE



Radio Sangharsh's team undertook a five-day yatra on foot, along with MSS, across 11 villages in Mahan.

Every action taken contributes to a better life for the people, forest and habitat of Mahan.

RADIO SANGHARSH

The phone calls are part of 'Radio Sangharsh', a mobile community radio platform that connects the grassroots stories with the outer world using basic mobile phone technology to empower local communities with a voice





RADIO SANGHARSH
© ANKIT AGARWAL / GREENPEACE

“ ‘Radio Sangharsh’, a mobile community radio platform that connects the grassroots stories with the outer world using basic mobile phone technology to empower local communities with a voice. ”

A MISSED CALL AND MOBILE RADIO GIVES STRUGGLE A NEW VOICE

Since July 2013, over 5,000 phone calls were made to the phone number '+91 990 291 5604'. Of these, 49.5% were about non-implementation of the Forest Rights Act in villages. 32.8% complained against bribery, 10.3% were complaints about basic amenities like roads, hospital services and electricity, and 7.6% were about displacement. These calls are the voices of the residents of the Mahan forest in Madhya Pradesh, one of the oldest Sal forests in Asia. Just below the forest lie vast reserves of coal, and coal mining companies are swooping in to destroy the forests, and along with it the livelihoods of its 14,190 residents.

WHAT'S RADIO SANGHARSH?

The phone calls are part of 'Radio Sangharsh', a mobile community radio platform, which connects grassroots stories with the outer world using basic mobile phone technology. It has empowered local communities with a voice. All residents need to do is give a missed call to the Radio Sangharsh phone line, and within a few seconds, they get a call back.

A voice message in Hindi asks them to leave a message or listen to messages left by other callers. A missed call has encouraged villagers to turn into citizen journalists, and get vocal about issues that have irked them for a long time. An initiative by Greenpeace, Radio Sangharsh is supported by CGNetSwara.





COLLECTING MAHUA FLOWERS IN SINGRAULI DISTRICT
© HARIKRISHNA KATRAGADDA / GREENPEACE

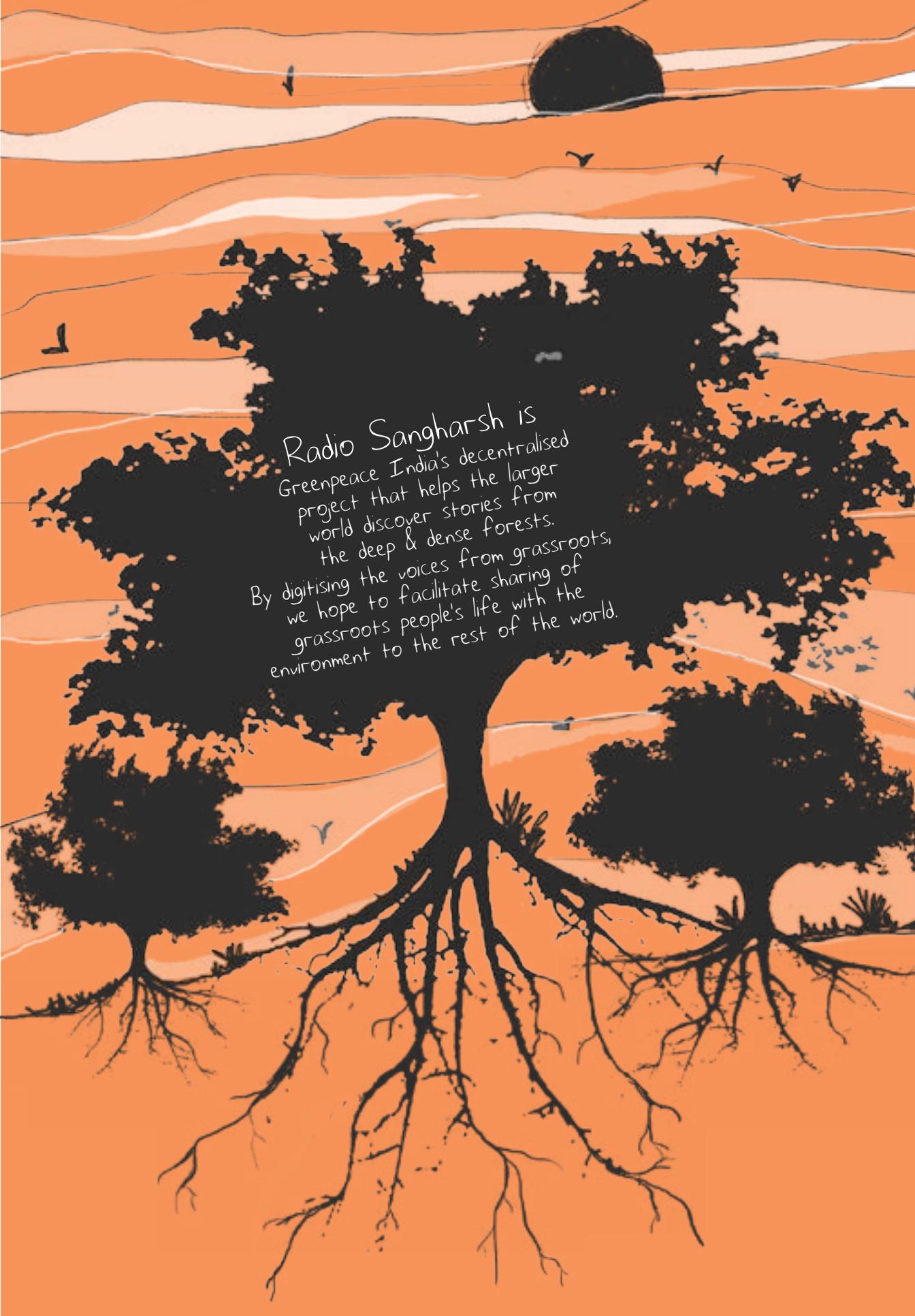
LOCALS EXPRESS THEM- SELVES

Several residents have called in to express their concerns about coal mining interests in their homeland as well as a host of other issues.

Ramlalu Singh Kairwar, a tribal from Budher village in Singrauli district, shares how life in the Mahan forests is so fulfilling. He cultivates rice and vegetables on his land; and collects leaves and fruit from the forest. Virender Singh, a resident of Amelia village, expresses his concern over the debasement of so many families and communities.

He requests the audience of Radio Sangharsh to call the collector and DFO urging them to take a stand for the rights of the communities in and around Mahan forest; and against its destruction. Like Ramlalu and Virender, several residents have called in to express their concerns about coal mining interests in their homeland as well as a host of other issues.

“A total of 4,826 calls were made to listen to stories, which makes it an average of 26 listeners per day. This number is very encouraging considering the fact that we started only in the third week of July 2013. Even the number of unique callers is pretty high, as our on-ground reach was mostly to 10 to 12 villages,” shares Arvind Shivakumar of Greenpeace India.



Radio Sangharsh is
Greenpeace India's decentralised
project that helps the larger
world discover stories from
the deep & dense forests.
By digitising the voices from grassroots,
we hope to facilitate sharing of
grassroots people's life with the
environment to the rest of the world.



COAL POWER PLANT, SINGRAULI DISTRICT, MP
© HARIKRISHNA KATRAGADDA / GREENPEACE

REACHING POLICY MAKERS

After a successful trial run of four months, Radio Sangharsh has been formally launched and is being seen as a potent tool to raise issues that concern the common man in the villages of the Mahan region.

As the state of Madhya Pradesh geared up for elections, Radio Sangharsh gathered momentum. It acted as a bridge between the local authorities, policymakers and the villagers.

“The tribal and marginalised sections of the society living in far flung areas have historically been ignored. Thus, Radio Sangharsh has proved to be a potent communication tool to not only create awareness among the villagers in Mahan, but has also become a tool for proactive policy makers, who can listen to people’s issues, straight from the horse’s mouth,” shares Vivek Goyal, Moderator - Radio Sangharsh, Greenpeace India.

TRAINING CITIZENS JOURNALISTS

About 35 'amplifiers' or 'Citizen Journalists' have been trained so far. These amplifiers help people make calls and register their complaints. Virendra Singh is one such amplifier. "I have helped people record their messages and listen to the recorded messages as well," shares Virendra.

So whether it was the illegal numbering of trees or fraudulent Gram Sabha resolutions, Virendra has helped villagers air their grievance on Radio Sangharsh on a regular basis. "After the launch of Radio Sangharsh in Mahan, more and more people are aware of their rights (Forest Rights Act, as well as rights of people in a Gram Sabha), and are now standing up for a free and fair implementation of laws protecting their rights in the region," says Priya Pillai, Senior Campaigner, Greenpeace India.

Radio Sangharsh's team undertook a five-day yatra on foot, along with MSS, across 11 villages in Mahan. At 'Van Adhikar Sammelan', a public meeting on August 4, 2013, people were further trained as to how the community radio could empower them to save their forest, homes and culture.

Virendra is also a member of Mahan Sangharsh Samiti (MSS), a conglomeration of 11 villages which, over the past few months, has been working tirelessly to save the Mahan forests from being mined and destroyed by Mahan Coal Ltd.

The team of Radio Sangharsh has been working with MSS to create awareness. Radio Sangharsh's team undertook a five-day yatra on foot, along with MSS, across 11 villages in Mahan.

During 'Van Adhikar Sammelan', a public meeting held on August 4, 2013, people were further trained on how the community radio could empower them to save their forests, homes and culture.

PUBLIC ENGAGEMENT AT AIRTEL IN DELHI
© SUDHANSHU MALHOTRA / GREENPEACE





VILLAGERS COLLECT MAHUA FLOWERS SINGRAULI DISTRICT, MP
© HARIKRISHNA KATRAGADDA / GREENPEACE

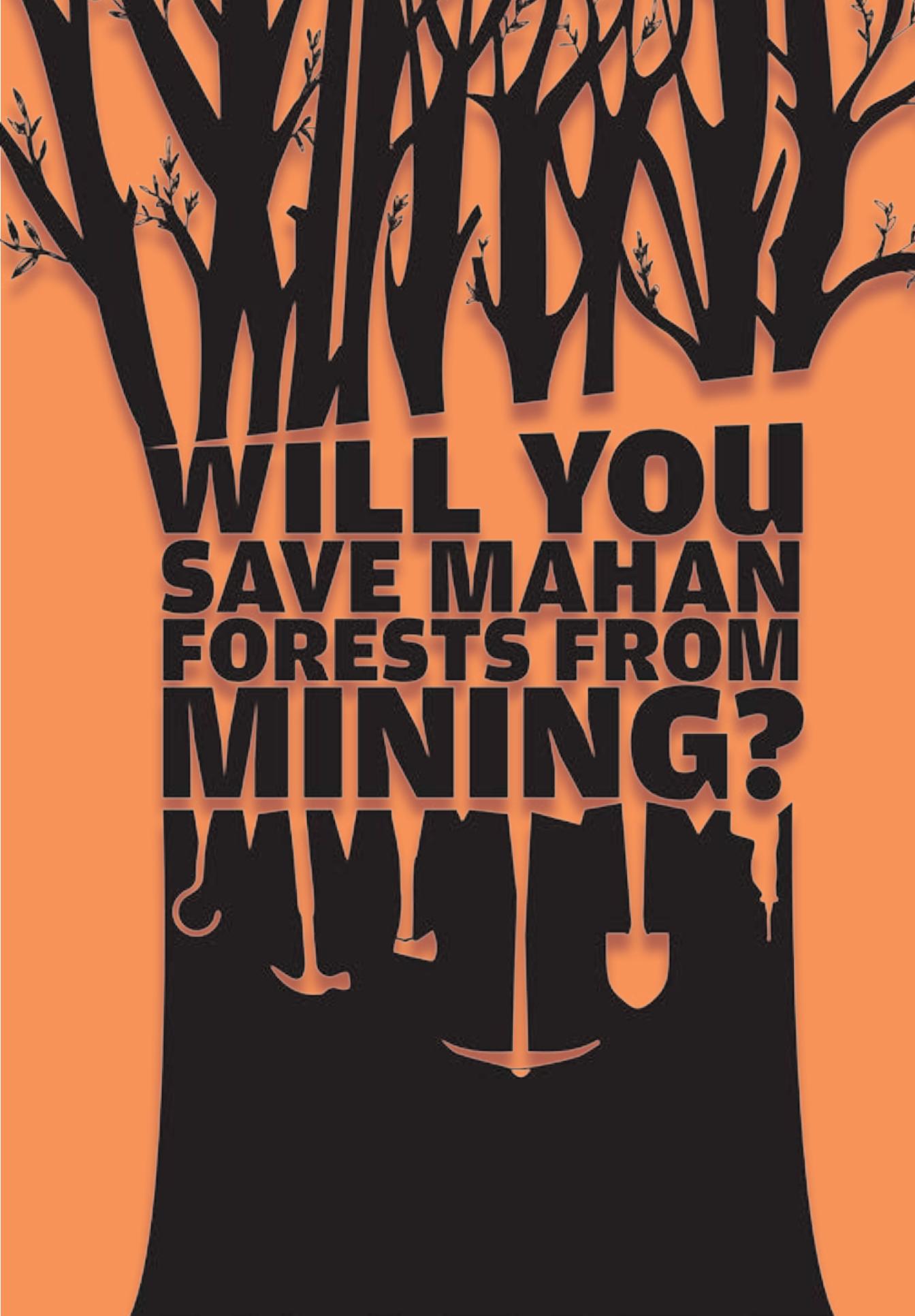
DESTRUCTION OF THE MAHAN FOREST

A chunk of 1182.351 hectares of land in the ancient Sal forests of the Mahan region of Singrauli district, has been named the Mahan Coal Block.

The Coal Block was granted in-principal (Stage I) approval by the MoEF on October 18, 2012, after substantial pressure from the Group of Ministers (GoM) on coal mining once the Ministry of Environment and Forests, rejected it. This approval came with 36 conditions which require a range of studies to be completed and the processes under the Forest Rights Act to be complied with*.

14 villages are directly dependent on the Mahan forests, and another 62 which are indirectly dependent for seasonal NTFP collection. Granting forest clearance to the mine will mean completely destroying lives and livelihoods of 14,190 people, of which 5,650 are from tribal communities as per the 2001 census.

Allowing the Mahan Coal Block would mean opening doors for other coal blocks like Chatrasal, Amelia North and several others awaiting approvals in the Mahan forests, which will further fragment the entire forests in the region.



**WILL YOU
SAVE MAHAN
FORESTS FROM
MINING?**

HOW RADIO SANGHARSH WORKS



awaaz adhikaar ki

1

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2

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3

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4

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5

Call +91 990 291 5604 from your phone

The call disconnects automatically, and you get a call from the server, with voice-enabled instructions like 'Press 1 to record your own story' and 'Press 2 to listen to what others said'.

The recorded messages/ stories are selected by a moderator.

The selected messages can be heard by calling the phonenumber.

The phone messages are also posted online at www.radiosangharsh.org.

CALL STATISTICS

- TOTAL CALLS TO RADIO SANGHARSH: **5654**
- AVG. CALLS TO RADIO SANGHARSH / DAY: **30**
- CALLS MADE TO RECORD: **828**
- AVG. ACTUAL STORIES RECORDED / DAY: **4**
- CALLS MADE TO LISTEN TO THE STORIES: **4826**
- AVG. CALLS TO LISTEN / DAY: **26**
- UNIQUE NUMBER OF CALLERS: **854**

COMPLAINTS RECEIVED

- NON-IMPLEMENTATION OF THE FOREST RIGHTS ACT IN THE VILLAGES: **49.5%**
- AGAINST BRIBERY: **32.8%**
- BASIC AMENITIES SUCH AS, ROADS, RATION CARD, BPL CARD, HOSPITAL SERVICES,
- SCHOOLS, WATER AND ELECTRICITY: **10.3%**
- DISPLACEMENT: **7.6%**

MAHAN CALLS

“Telecom Tower companies are destroying Godwani’s livelihood”

Raghunath Singh from Godwani (Singrauli, M.P) reported about Telecom tower companies’ ecological atrocities in the region. The Telcos are cutting Mahua, Tendu and other trees, thus destroying the livelihood of people. Moreover, they apply force to make the unwilling agree, give measly compensation to those who fight and nothing to the silent!

Call Raghunath to know more details about the companies @ +91 77710 26955
Call the DFO – S.K. Singh and demand a just clarification and an end to this @ +91 94247 93525

“Waidhan Police Station isn’t taking FIR”

Narendra Dubey calling from Bilaunji, Waidhan, Singrauli. He and Manoj (both from Mahan Sangharsh Samiti) were going on a bicycle. Near NCL ground they crashed against a motorbike. The drunk biker, Ramsagar Shah abused and beat two of them. The police refused to write an FIR and said they can proceed only when they would receive the statement from Vindhya Nagar P.S. The next day, Ramsagar (the biker) came to where Narendra lives and asked for money, threatened him when he didn’t get the same. Narendra says it’s his right to file an FIR and police must cooperate. He demands an action from the S.P.

Call Narendra for more details @ +91 77710 08963
Call the S.P – D. Chakravarty and demand an action @ +91 94799 98880



Citizens can play a crucial role by being mobile activists. They can follow the stories on the website (www.radiosangharsh.org) and Facebook page (<https://www.facebook.com/RadioSangharsh>), share stories within their networks.

GARNERING SUPPORT

As more issues come to light with the number of stories steadily increasing, citizens can play a crucial role by being mobile activists. They can follow the stories on the website (www.radiosangharsh.org) and the Facebook page <https://www.facebook.com/RadioSangharsh>, they can share stories within their networks, and make phonecalls to the target to report an injustice (we publish the contact number of the relevant authorities for concerned citizens to call and demand justice). Every action taken contributes to a better life for the people, forest and habitat of Mahan.



PEACEFUL FOREST PROTEST IN INDIA
@ UDIT KULSHRESTHA / GREENPEACE



PUBLIC MEETING AT MAHAN IN MADHYA PRADESH
@ VIVEK M/ GREENPEACE

“ e-mails, petitions and apps enable change ”

DIGITAL WARRIORS

Greenpeace India's digital campaigns achieved several milestones in 2013. From successfully shutting down NDTV's show sponsored by Monsanto through its petition platform - Greenpeace Extra to launching an app to help residents check the potential for solar power in their building, digital media has shown a great amount of potential.

TOP CAMPAIGNS OF 2013

BRAI
Switch on the Sun
Save the Arctic
Innovation Challenge
Arctic 30





PROTEST AGAINST BRAI BILL IN NEW DELHI
© SUDHANSHU MALHOTRA / GREENPEACE

BRAI PUSH

**4,50,000 signatures
oppose the BRAI Bill.**

We kicked off the campaign with a poll to help build a strong opposition to Genetically-Modified (GM) crops. In addition, we also did a Twitter debate on the issue of genetic modification, with representatives from various biotech companies.

Over 20,000 people responded to the poll, of which 97% said no to GM crops! The results were then delivered to the Ministry of Agriculture in New Delhi.

Next, we asked our supporters to send an e-mail to Shri Jaipal Reddy, Minister of Science and Technology, asking him to drop the BRAI Bill. 4,639 supporters responded.

The BRAI Bill was stalled in the Parliament, and was being reviewed by the Parliamentary Standing Committee on Science and Technology, Environment and Forests.

Finally, we sent out another e-mail to our supporters, asking them to send a recommendation letter to the Parliamentary Standing Committee to keep the BRAI Bill away.

The result: we delivered over 4,50,000 signatures opposing the BRAI Bill to the Parliamentary Standing Committee.



INTERACTION WITH DELHI POWER MINISTER HAROON YUSUF
© SUDHANSHU MALHOTRA / GREENPEACE

RE DELHI

We reached over 900,000 people

When Greenpeace India introduced the concept of “Switch on the Sun”, our primary focus was New Delhi. The capital was facing an extreme power crisis. Later, this campaign was opened up to the whole country. We asked our online supporters to send an e-mail to the Power Minister, Shri Jyotiraditya Madhavrao Scindia, asking him for a strong policy that makes the state meet its renewable energy targets. In less than two months,

Delhi’s Chief Minister, Sheila Dikshit agreed to draft a brand new solar policy for the state.

Soon after, we introduced an innovative new web app called Switch on the Sun (<http://www.switchonthesun.in>), to support the campaign. App-enabled supporters could gauge their apartment’s solar power potential and pledge their support for solar power. June 5, 2013, World Environment Day saw hundreds of Delhi residents

‘switch on the sun’ literally, by pedaling away on 25 stationary bicycles in the city’s handicraft and food plaza, Dilli Haat.

They were present to claim their right to generate their own uninterrupted, clean supply of electricity by installing solar panels on their rooftops. This is a first of its kind bike-a-thon organised by Greenpeace India in association with 92.7 BIG FM.

SAVE THE ARCTIC

**6000+ people said
'Get the Shell out!'**

We asked our supporters to demand that Shell stop its oil drilling activities in the Arctic. During the first push, we conducted a public engagement activity called, 'I (heart) Arctic', through which we mobilised 370+ people. By the end of the first push, three big oil corporations (including Royal Dutch Shell) agreed not to pursue oil drilling in the Arctic in 2013.

But when Shell decided to tie up with Gazprom, we asked our supporters to join the movement to 'Save the Arctic' from Shell's destructive plans. In the second push, we conducted an offline mobilisation activity called Ice-Ride, which urged people to participate in a bicycle rally.

During the Ice-Ride, we unfurled a banner with the words 'Get the Shell out of the Arctic'. 160 people joined the Ice-Ride, and it became a trending topic of discussion on Facebook. A total of 6,000+ supporters signed the petition.



**01 DAY TO GO
THE ICE RIDE
ARE YOU IN?**



'ARCTIC 30' GLOBAL DAY OF SOLIDARITY IN DELHI
© SUDHANSHU MALHOTRA / GREENPEACE

ARCTIC 30

42 cities, 850 people, 30,383 signatures to release 30 activists!

It all started when 30 Greenpeace activists were arrested at gunpoint and detained by Russian officers who stormed the Greenpeace ship, Arctic Sunrise, all because they were peacefully protesting against oil drilling in the Arctic. We informed our supporters and asked them to send a letter to the Russian Embassy, asking the Russian authorities to release the Arctic 30.

We organised close to 45 events in over 42 cities in India (including one in Nepal). As a result, close to 850 people were mobilised. During the candlelight vigil, all Greenpeace offices across the globe, participated. And we had 134 participants from Bengaluru.

The National Day of Action in 30 cities in India was fully organised and executed by Greenpeace India volunteers. The support for the Arctic 30 was incredible, from Chandrapur in Maharashtra to Imphal in Manipur. In north India, Ladakh came out in solidarity and we even had our neighbour Nepal participating in the event.

We also organised a "Global Calling Day", where we asked our supporters to call the Russian Ambassador in New Delhi and ask him to release the Arctic 30. We did a live streaming as we unfurled a banner saying, 'Free the Arctic 30' at a cricket stadium in Bengaluru.

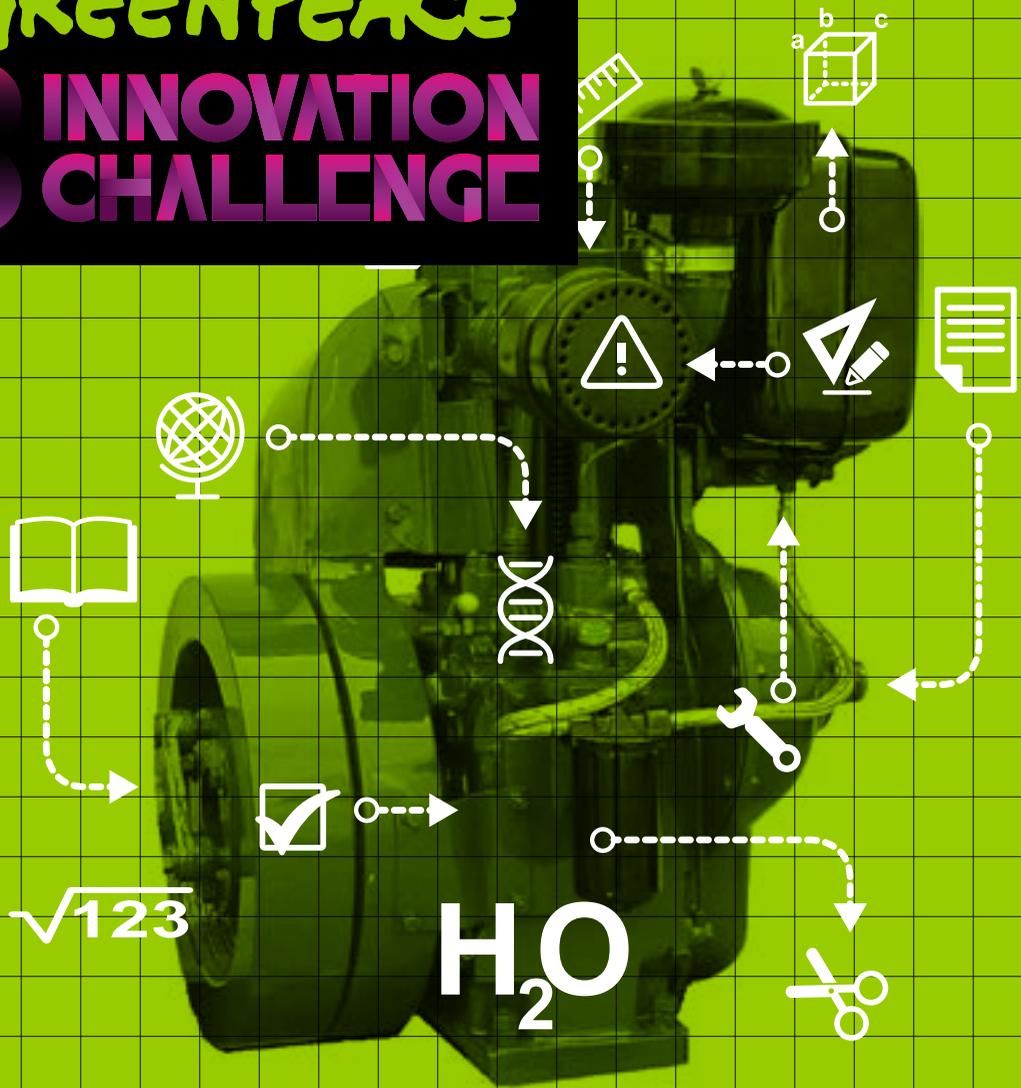
We received endorsements from 59 civil society members, 37 Members of Parliament, 46 celebrities and 54 scientists. We got celebrity sand artist, Sudarshan Pattnaik to do a sand art for 'Free the Arctic 30'. Finally, the Arctic 30 were released and they were able to go back home.

REACH

19 BATCHES OF E-MAILS WERE SENT
30,383 PETITIONS WERE SIGNED
120 FACEBOOK POSTS WERE PUT UP
FACEBOOK FANS INCREASED BY 13,451
TWITTER FOLLOWERS INCREASED BY 421

GREENPEACE

INNOVATION CHALLENGE



DESIGN AN IRRIGATION PUMP THAT RUNS ON [RE]NEWABLE ENERGY

You stand a chance to
win prizes worth € 30,000
+ implement your design
with Greenpeace!

Dates: Sept 02–Nov 15, 2013
For more details:
www.greenpeacechallenge.org
#GreenpeaceChallenge



SOLAR WATER PUMP OF VIVEK MUNDKUR IN PUNE
© VIVEK MUTHURAMALINGAM / GREENPEACE

INNOVATION CHALLENGE

Design a sustainable water pump for farmers!

In India, almost 10 million diesel-powered irrigation pumps have allowed small farmers to water their crops through the year. But diesel, like most fossil fuels today, has become a liability. The price of diesel rises every year, making it even harder to pay for irrigation. In a financial squeeze, farmers are forced to abandon their land and move to city slums to look for other work.

The Greenpeace 'Innovation Challenge' is a watershed moment in India; it ran for 10 weeks (September 3 to November 15, 2013), and invited technical designs for a water pump that is powered on renewable energy.

Additionally, the water pump had to be portable, robust and locally serviceable, cheap enough to be able to compete; and have sufficient pumping performance to water a typical small plot. The response was phenomenal!

HIGHLIGHTS

- 1,500 people from 58 different countries participated in the Innovation Challenge; they created 258 innovative designs for an irrigation pump powered by renewable energy.
- Participants were offered an international platform to discuss, seek guidance and innovate in an open and collaborative manner.
- The winners Eric Jensen (first place - Canada), Col. Vivek Mundukur (second place - India), Balaz Gabor Nagy (third place - Hungary), were awarded prizes (worth 30,000 Euros) on December 12, 2013 at a ceremony in Patna, Bihar.
- Going forward - the challenge is not over yet! The winning designs will be prototyped and tested in villages in Bihar, and depending on the feedback they will be perfected for implementation in the fields.



INNOVATIVE TOOLS

- > GreenpeaceX
 - > Greenwire
 - > GreenSMART
 - > Switch On The Sun App
 - > Responsive Donation Page
 - > Tools like Topsy, Optimizely, Radian6, and ShareProgress
 - > Radio Sangharsh Website
 - > Online to Offline integration through Bike-a-thon and Arctic 30 Events
-



SOCIAL MEDIA IMPACT

In 2013, our Facebook friends grew to 96,194!

Twitter contest for “#When The Lights Go Out”

Within four days, we got 360 mentions of the #WhenTheLightsGoOut, one of our biggest spikes since the RE campaign launched. We got over 120 new followers, with 75 on the first day itself. Celebrities like Dia Mirza and Vinay Pathak tweeted about our content, and we reached over 900,000 people!

Twitter debate for Sustainable Agriculture

We held a one-hour Twitter debate on the theme “Genetically Modified Foods: Helpful or Harmful?”, on February 19, in collaboration with Big Battle, India’s first Twitter debate platform.

The panelists included Neha Saigal of Greenpeace India, Devinder Sharma (Food & Trade policy analyst), Mr GV Ramanjaneyulu (Executive Director, Centre for Sustainable Agriculture), Mr Sridhar Radhakrishnan and Ravichandran (Farmer).

The debate attracted people from all walks of life, both pro and anti-GM food, and within one hour we were able reach over 9 lakh people, ergo 9 lakh timelines.

INNOVATIVE PETITION TOOL

GREENPEACE

EXTRA (GPx)

Greenpeace Extra is Greenpeace India's petition platform, which enables individuals and organisations to start, run and deliver their own campaigns on just about anything, with the technology and assistance for online campaigning.

Created by controsshift, GPx was in its testing period from August 1, 2012. During this time, we were able to generate 7,000 signatures (leads) and 30 petitions, which are live on the website. Launched on March 14, 2013, GPx has since garnered five victories with 1,35,000 total signatures. Going beyond victories, we also achieved a few milestones and tested different aspects of online campaigning.

GPx encourages supporter-generated petition campaigns, and in turn helps Greenpeace India build better relationships with our existing supporters and allies, as well as work on local issues. Our plan was to help move beyond broadcast emails to embrace the skills and leadership of our supporters, and build our engagement supporter journey. We see GPx as the first in a broader suite of tools, which will help us prioritise deep engagement and offline organising, and not merely in list building and fundraising.

GPX IN 2012

(PRE LAUNCH)

1. We identified and researched local Bangalore issues, then started a campaign on GPx on the same issues. For instance, we got in touch with a local group working and encouraged the President of that group to start a petition on GPx.

2. We recognised potential people who could start petitions during the induction training for volunteers, encouraging them to start campaigns on GPx.

Our mission

GPx aims to increase mobilisation and encourage control in social movements from professional organisers (other organisations) to ordinary activists. In doing so, we empower people to work directly on causes that matter most in their communities. It also helps to build relationships with other organisations, which work on issues similar to ours, and help push our national campaigns.

RELATIONSHIP-BUILDING: Build relationships and a deeper engagement with our supporters and activists. This platform encourages them to start and run campaigns on local issues that affect them and provide strategies to help them win campaigns.

RELATIONSHIPS WITH ALLIES: One of the features of GPx is that the platform allows organisations and allies to start petitions on the issues they are working on and gives them administrative rights to the page to manage these petitions.

REACH

Number of new people reached: 1,35,000
 Number of active petitions in 2013-014: 300+
 Number of Multipliers/celeb/activist (campaign run by multiplier): 4
 Other organisations running campaigns on GPx: 3

3. Our Online Activist Coordinator sent mails to super activists, introducing GPx, and encouraging them to start and run petitions on issues that affect them.

4. We looked at campaigns on GPx, which had the potential to win, and which could create a buzz in the media.

5. We posted petition campaigns featured on GPx on Greenpeace India's social networks.

SOFT LAUNCH IN DECEMBER 2012

1. An email was sent to 500 supporters of GP India's list as well as 100 of our super activists introducing GreenpeaceX, and to test the response to the tool itself.
2. We posted petitions on featured campaigns on our FB page along with images
3. We built a list of organisations and allies we could work with, visited them and made a presentation on GPx .



GPX LAUNCH IN 2013

1. Mails sent to the entire list of GP India's active supporters
2. Emails explaining GPx and how would it bring about positive change
3. Report victories, partial victories and milestones
4. We also contacted a couple of multipliers/proactive activists to start and run campaigns
5. We sent a mail to India team and GPI about the launch of GPx

MEDIA STORIES

People-led campaigning platform launches in India, stops industrial dumping was covered by Deccan Chronicle, Mediapoondi, Merinews and Youthkiawaaz

(<http://www.deccanchronicle.com/130319/news-current-affairs/article/greenpeace-india-brings-people-powered-campaigns-its-10-lakh>
<http://www.mediapoondi.com/2013/03/07/greenpeace-launching-greenpeace-extra/>
<http://www.merinews.com/article/greenpeace-india-launches-online-petition-platform/15882919.shtml>
<http://www.youthkiawaaz.com/2013/03/greenpeace-india-brings-people-powered-campaigns-to-its-10-lakh-supporters/>)



TAPPING SOCIAL MEDIA AND ONLINE MEDIA

Through Greenwire, the PE team and campaigners, we built a database of 20 proactive campaigners who regularly ran campaigns in 2013. We organised campaign trainings for these campaigners once every quarter, with the help of Greenpeace India resources.

We built a database of super activists - people interested in starting campaigns, sent them reading material and urged them to start and run campaigns on pressing and rapid response campaigns

Tactics

Pushed active campaigns, which had media scope, on Facebook

Talked about GPx at bloggers meet in Bangalore

Spoke to super activists regularly through Greenwire about issues that communities are facing and encourage them to start petitions

Conducted training sessions in every quarter and gave volunteers (group/individual) a project campaign to work on using GPx

Created a database of college environment groups and RWAs to talk and introduce GPx

Advertising

AN INCREASE OF 100% IN THE NUMBER OF VIEWS TO THE GPx WEBSITE THROUGH ADVERTISING.

WITHOUT ADVERTISING:
Monthly: 1541 new visits
Launch e-mail: 422
Facebook: 492

SUCCESSFUL CAMPAIGNS/ MILESTONES AND CAMPAIGN CASE STUDIES:

WE NEED PARKS NOT PARKING!
SAVE LAL BAGH

DON'T BURY US UNDER INDUSTRIAL
WASTE ADHUNIK GROUP

STOP VIOLENCE AGAINST
KUDANKULAM PROTESTORS

GIVE THE WATER ALLOCATED TO
INDUSTRIES BACK TO THE FARMERS
BATTLING THE DROUGHT

NDTV DUMP MONSANTO!

WITHDRAW ORDER BANNING CYCLES
FROM 38 KOLKATA ROADS

WE NEED PARKS NOT PARKING! SAVE LAL BAGH

Lal Bagh, a botanical garden in Bengaluru and one of the city's best loved parks was under the threat of being replaced by a five acre parking lot. Within 3 weeks of starting the campaign, a PIL backed by over 2000 GPx signatures was able to stall the destructive project, as the High Court ordered a status quo.

Campaign timeline

1. Construction halted: The initial protests in the park helped in halting the construction in Lal Bagh by garnering media attention.
2. Petitions/campaigns covered by media:
3. The petition received 2000 signatures
4. A PIL was placed in the High Court asking to stop the construction of the parking lot as well as to revive Lal Bagh
5. The petition was delivered to Horticulture Minister Shri SA Ravindranath.
6. Three emails were sent out.
7. The court ordered a status quo on the parking lot project and stalled all construction on the parking lot.

MEDIA STORIES*

<http://www.aplatestnews.com/usnewsvideo.php?idx=no-parking-in-lalbagh-chitchat-2012-11-13&vidtype=5>
<http://www.deccanherald.com/content/291571/signature-campaign-against-parking-lot.html>
http://articles.timesofindia.indiatimes.com/2012-11-07/bangalore/34972383_1_lalbagh-walkers-association-horticulture-hasiru-usiru

DON'T BURY US UNDER INDUSTRIAL WASTE ADHUNIK GROUP

In August 2010, the Adhunik Group of Industries and Kaushik Khaifain a local transporter dumped 1500 trucks of black coloured toxic waste (Dolochar, solid toxic industrial waste containing heavy metals like Nickel, copper and zinc)) in Kadamdih, which is a part of Dalma Ecosensitive Zone.

According to a lab report by CSE, New Delhi the waste dumped at the site contained harmful heavy metals such as copper, zinc, nickel and other toxic substances, which would eventually lead to leaching in the ground water and contamination of wells around that area. This toxic waste was lying in that area for almost two years without the company taking notice or accepting their role.

Campaign timeline:

1. Umang Choudhary, along with some people from the village decided to take action, and they filed a complaint at the Jharkhand State Pollution Control Board. JSPCB conducted a site inspection and found the facts correct and forwarded the matter to their headquarters in Ranchi.

2. After the petition was launched on GPx, Umang immediately started collecting online and offline signatures. We pushed the campaign on our social media platforms, after which the directors of this Kolkata-based group contacted Umang. They visited his residence many times and offered him a bribe of INR 30 lakhs to stop the campaign. He rejected the bribe offer immediately.

The JSPCB Headquarters issued the company a show cause notice regarding the issue. Umang received threats on the phone by the local MLA and the company, and forcing Umang to file an informatory petition in the lower court (we got in touch with video volunteers to help Umang make a video for this issue. However after several attempts we gave up as the company was threatening Umang and it was too risky for him to go or seen at the site).

3. Umang later realised that the company escaped by presenting incorrect facts at the show cause proceedings and took the wrong

disclosure made by the company to the Member Secretary, JSPCB.

However, no action was taken and the RTI query was not answered. Umang then went to the State Information Commission; the Commission took notice of this and conducted a proceeding on 4-12-12.

4. Umang approached the High Court of Jharkhand through a PIL. However the court directed them to approach a court for relief since private parties were involved. At this point they found out that the case hearing would take place at the National Green Tribunal

5. The case presented by Umang was heard by the National Green Tribunal on October 9. The CPCB surveyed the site earlier under the guidance of Mr SS Bala and submitted a favorable report.

6. The Tribunal, on the basis of the said report, asked the Adhunik Group to file an affidavit indicating the quantum of such waste produced by them and the manner of disposal. The tribunal also served notices on the plot owners where the toxic waste material was dumped.

7. The CPCB reported that the affidavit filed by the State Government was false and misleading, and recommended the removal of the waste. The court ruled that no further industrial waste should be dumped.

8. The court asked the State of Jharkhand to file a reply stating the cost of neutralising the dump site and posted the matter to January 10, 2013.

9. On January 10, 2013 the Tribunal directed the Member Secretary, JSPCB to depute a scientist or environmental engineer to inspect the disputed site and report if the said company has dumped Dolochar in the past or is presently dumping dolochar at the said plots. The report also had to specify if any other industry around the specified land is producing or discharging dolochar as its waste. The material balance of dolochar has been also stated in the report.

BY STARTING THIS CAMPAIGN, UMANG MANAGED TO:

1. Stop Industrial dumping in his village and surrounding areas
2. The waste that was dumped earlier would have to be removed by the company responsible
3. Companies in the area would be more responsible about disposing industrial waste and would take environment norms in that region more seriously, in the future.

STOP VIOLENCE AGAINST KUDANKULAM PROTESTORS

The campaign started by Anand Pathwardhan, addressed to the Chief Minister Jayalalitha of Tamil Nadu, demanding a stop to the violent attacks on those protesting against the Kudankulam nuclear project. The petition asked her to meet protesters to discuss and address their grievances against the project.

The petition received a total of 747 signatures, social media mentions as well as media coverage, and emails were sent to all supporters on the GP India list

MEDIA STORIES + SOCIAL MEDIA MENTIONS:

<https://www.facebook.com/greenpeacepl/posts/341995135890122>

<http://www.southasiasolidarity.org/2012/09/14/stop-state-violence-against-the-people-of-koodankulam-2/>

<http://www.ipsnews.net/2013/02/waves-of-resistance-never-end-at-nuclear-plant/>

GIVE THE WATER ALLOCATED TO INDUSTRIES BACK TO THE FARMERS BATTLING THE DROUGHT

This campaign was started as strategic tactic for the larger coal-water push project, when Ajit Pawar, Deputy Chief Minister of Maharashtra, made a controversial comment during a press conference on the farmers battling the drought, implying that industry takes precedence over the farmers needs.

Campaign timeline:

1. The campaign was started by Sanjay Kohle, a farmer in Aurangabad
2. Social media campaigns had the hashtag #Pissforpawar: <https://www.facebook.com/pages/We-will-PEE-for-you-PAWAR-pissforpawar/136586076529017>
3. A 250-foot banner was dropped in the Amravati dam with the words "Water for Farmers Not Power Plants"
4. A video was released on the Maharashtra drought
5. Petition delivery – In progress (Jai+ coal water team)

MEDIA STORIES

http://articles.timesofindia.indiatimes.com/2013-04-08/india/38372065_1_bhairyaa-deshmukh-ajit-pawar-drought-crisis

http://articles.timesofindia.indiatimes.com/2013-04-10/india/38433705_1_water-allocation-maharashtra-water-regulatory-authority-water-diversion

http://articles.timesofindia.indiatimes.com/2012-05-30/mumbai/31899361_1_power-projects-power-plants-thermal-power

NDTV DUMP MONSANTO!

NDTV partnered with Monsanto for an upcoming TV series “Inspiring Lives”, which aimed to talk about democracy, problems in India and sustainability, which is ironic to what Monsanto does and is known for. We started the campaign by replying and commenting on the social media sites dedicated to the show, after which we launched the campaign, and made the petition live. NDTV finally took down their social media site dedicated to the TV series.

Campaign timeline

1. 20,000 emails were sent out asking respondents to sign and share the petition.

2. A series of articles covered the issue:*

3. A social media plan was rolled out. On Twitter we used the hashtag #NDTVDumpMonsanto and #Inspinglies, and tagged Barkha Dutt, Vikram Chandra and NDTV. The campaign evoked emotional tweets like this one: “@BharkaDutt stop #Inspinglies with #Monsanto “

We posted the campaign on our Facebook pages and groups, including NDTV anchor Vikram Chandra’s page.

4. Signers were updated through the campaigners including delivery of petition to Vikram Chandra’s assistant.

Campaign Victory!

A few days after we delivered signatures to NDTV, activist Anantha Sayanan got a response from NDTV; the channel had stopped their campaign with Monsanto and the TV series “Inspiring lives” had been stalled, and would not be aired.

MEDIA STORIES

http://news.silobreaker.com/ndtv-dump-monsanto-5_2266853427097108504

<http://www.aboutcorruption.org/tell-ndtv-to-drop-evil-corporation-monsanto-mahyco-as-partner-for-its-new-tv-se/>

www.countercurrents.org/pc290513.htm
<http://ramyabdeljabbar.wordpress.com/2013/05/29/ndtv-dump-monsanto/>

<http://theindianvegan.blogspot.in/2013/05/monsanto-infiltrates-media-of-india.html>

<http://www.thehoot.org/web/NDTV-gets-anti-GM-rap/6817-1-1-32-true.html>

<http://www.firstpost.com/blogs/the-problem-with-corporate-feel-good-campaigns-837003.html>

<http://www.downtoearth.org.in/content/breaking-ties>



WITHDRAW ORDER BANNING CYCLES FROM 38 KOLKATA ROADS

When an order was passed in Kolkata banning cycles on 38 roads, activist Sibhayan along with Ekta Jaju Kotari from Switch On, swung into action.

Campaign timeline

They began an online petition on this issue, addressed to Shri Dilip Kumar Adak, IPS Dy. Commissioner of Police to withdraw the order under which cyclists were to be penalised with a INR 100 fine! The petition received 2000 signatures on the day the campaign launch day; the total number of signatures, online, is now over 6000.

Activists and members of the city's civil society came together on August 17 to protest and deliver signatures of over 5000 urging the Deputy Commissioner to withdraw the current cycle order which bans 38 major roads in Kolkata. The activists protested by riding cycles starting from Fairly Ghats, BBD Bag and rode to the commissioner's office situated at All Bazaar to meet and deliver the petition signatures. They mentioned how cities like Delhi and Bengaluru are promoting the use of cycles by constructing cycle lanes. They also highlighted the benefits of cycles for environmental reasons.

In addition to this, Ekta conducted a Cycle Satyagraha; 3,000 people from all walks of life came out on the streets on Gandhi Jayanti in support of "Chakra Satyagraha". In an artistic representation of the ban, there were street theater performances with the message that cycles and non-motorised transport are the lifeline of Kolkata and the most inclusive, sustainable and eco-friendly method of transport, which keep the city moving. Folk Boul singers and city musicians sang songs of non-violent people movements.

Following this, Ekta conducted a 'Transport City Dialogue', an open platform to share challenges on the current transport system in Kolkata, and proposed solutions.

This dialogue included guests like Derek O' Brien, organisations, and the Kolkata traffic police. We met Kolkata Police (KP) with our signatures (25,000 numbers collected online and offline), and a congestion mapping report plus case on the ban. KP gave us a patient hearing but did not promise any immediate action.



MEDIA STORIES

<http://www.theguardian.com/world/2013/oct/29/kolkata-india-cycling-ban-outcry>

http://www.washingtonpost.com/world/city-of-kolkata-bans-bikes-to-reduce-traffic-but-indias-environmentalists-workers-protest/2013/10/15/f07ac840-3189-11e3-ad00-ec4c6b31cbed_story.html

<http://www.downtoearth.org.in/content/kolkata-protests-blanket-ban-cycling-0>

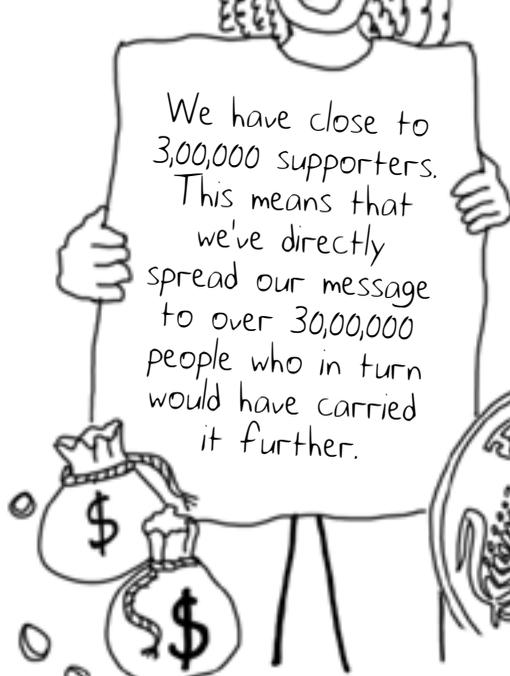
http://articles.timesofindia.indiatimes.com/2013-11-24/kolkata/44411920_1_kolkata-police-cycles-mamata-banerjee-government

http://zeenews.india.com/news/west-bengal/kolkata-residents-fume-as-govt-bans-cycling-on-key-roads_881755.html

<http://www.mangalorean.com/news.php?newstype=local&newsid=441015>



FARMERS USE BOATS TO TRANSPORT FODDER ACROSS RIVERS IN KHAGARIA, BIHAR. © KARAN VAID / GREENPEACE



We have close to 3,00,000 supporters. This means that we've directly spread our message to over 30,00,000 people who in turn would have carried it further.



FUND RAISING



We're tapped in to all sections of society. From people having regular jobs to entrepreneurs and homemakers to policy makers, they've all heard of us. We talk to the masses and knock on the doors of those willing to listen.

This arduous task requires sustainable revenue, all of which we raise ONLY from individual supporters.



SOLAR POWER PROJECT IN JHALKA
© PETER CATON / GREENPEACE

So, what does fundraising mean in Greenpeace semantics? Moving beyond the obvious definition of raising funds, we create awareness and engage in meaningful conversations with our donors.

POWER OF THE PEOPLE

For over 10 years, we have been relentlessly campaigning in India. This arduous task requires sustainable revenue, all of which we raise from individual supporters. As a matter of policy, we do not seek or accept funding from governments, corporations, political parties or multi-national governmental bodies, as this could compromise our independent status with regard to the environmental issues we represent. This seemingly unconventional operating model is what keeps us independent.

It won't come as a surprise, that our immediate and larger community is approaching an environmental event horizon. But with a population of over 1.2 billion, it sure is a daunting task to change mindsets. Yet, on the bright side, we have 1.2 billion potential supporters!

'VAN SATYAGRAH' PEACEFUL PROTEST AT THE COLLECTOR'S OFFICE IN SINGRAULI © ANKIT AGARWAL / GREENPEACE



जंगल-जमीन
नाही हटाएंगे

बैतक जेल
धना रहेगा,
जाना-जाना
बना रहेगा।



'VAN SATYAGRAH' PEACEFUL PROTEST AT THE COLLECTOR'S OFFICE IN SINGRAULI © ANKIT AGARWAL / GREENPEACE

For every supporter we sign up, we would have talked to and sensitised 10 others. These 10 would then be aware of the environmental situation around and at a later stage, can make an educated decision when the time comes.

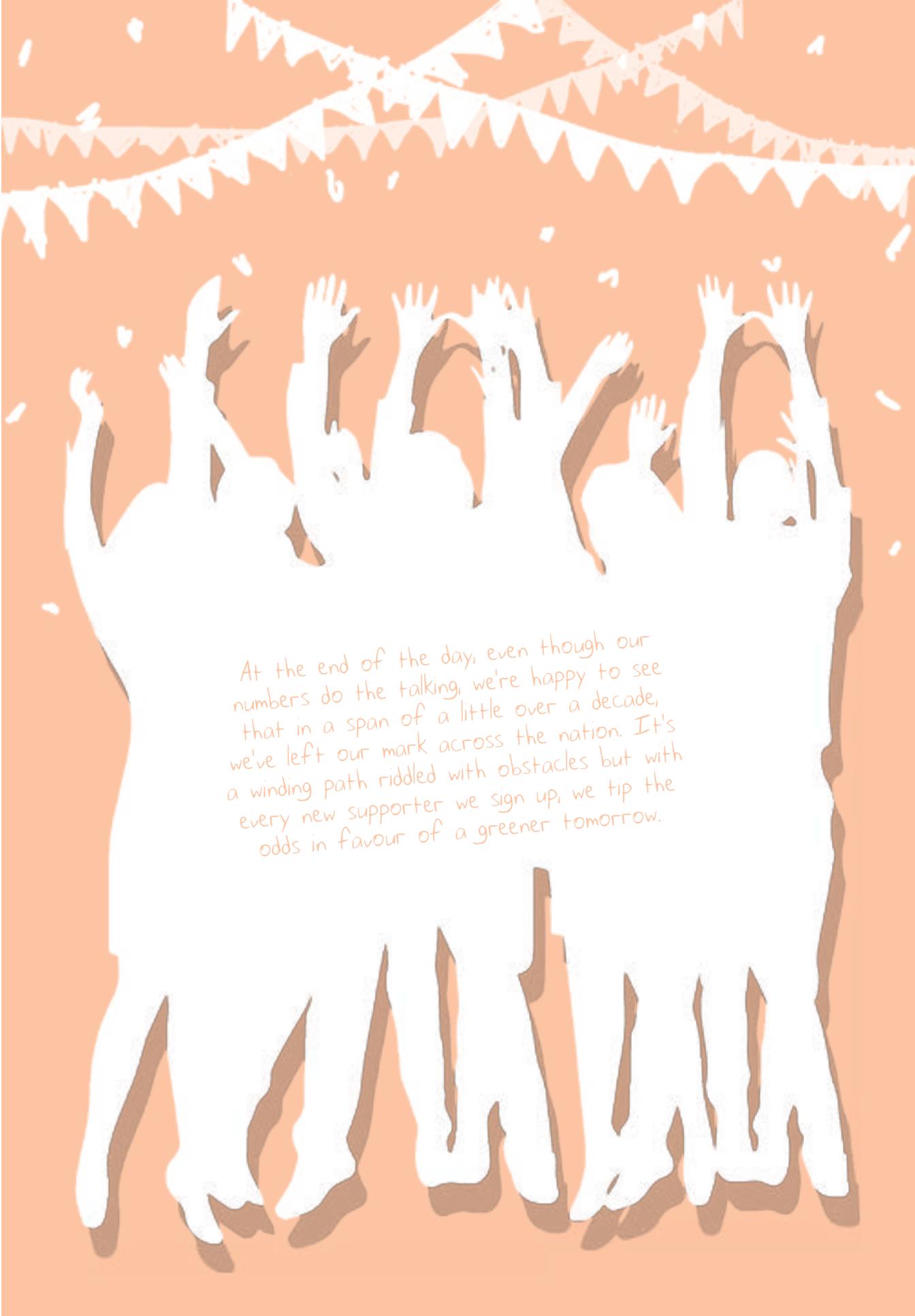
Since inception, we have gathered close to 3,00,000 supporters in India. This means that we've directly spread our message to over 30,00,000 people who in turn would have carried it further.

In a way, it is a community of financial and non-financial supporters alike. When the need arises, they step up and join the family of like-minded environmentalists.

As for donors, we respect their right to be informed about causes for which we are fundraising, to be informed about how their donation is being used and for their personal information to be held confidentially.

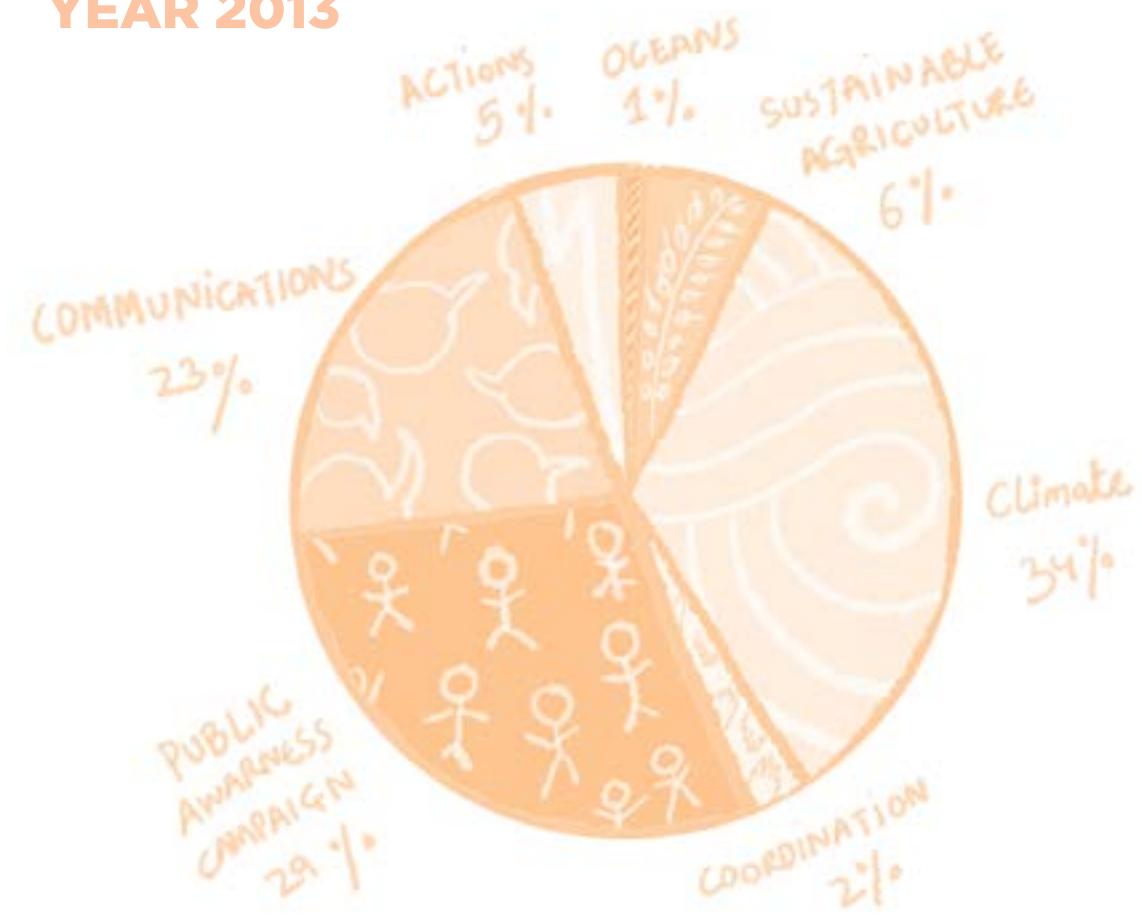
The year 2013 brought with it new challenges as well as a renewed vigour. The various strands in fundraising - street, outreach, online, door and CFR - started off with a host of new initiatives to spread our message, and garner more support. We're tapped in to all sections of society. From people having regular jobs to entrepreneurs and homemakers to policy makers, they've all heard of us. We talk to the masses and knock on the doors of those willing to listen.

At the end of the day, even though our numbers do the talking, we're happy to see that in a span of a little over a decade, we've left our mark across the nation. It's a winding path riddled with obstacles but with every new supporter we sign up, we tip the odds in favour of a greener tomorrow.



At the end of the day, even though our numbers do the talking, we're happy to see that in a span of a little over a decade, we've left our mark across the nation. It's a winding path riddled with obstacles but with every new supporter we sign up, we tip the odds in favour of a greener tomorrow.

CAMPAIGNWISE EXPENSE FOR THE YEAR 2013



SUPPORTER FIGURES

EXISTING SUPPORTERS 52,640

New calendar year financial supporters enrolled in 2013

STREET	OUTREACH	ONLINE	DOOR	CFR
17829	7077	344	1573	1859

Total calendar year financial supporters in 2013

81,322

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

BALANCE SHEET AS AT 31-12-2013

LIABILITIES			ASSETS	
PARTICULARS	AMOUNT	FIGS. FOR 2013	PARTICULARS	FIGS. FOR 2013
Corpus Fund	117275962	137852285	Fixed Assets	7015573
Add: Profit (+) from P&L A/c	20576323		Cash & Bank Balances	18294808
Accounts Payable		11884901	Money on Deposit	105503343
			Prepayments	4540075
			Receivables	7657969
			Advances	6725418
TOTAL		149737186	TOTAL	149737186

PROFIT & LOSS ACCOUNT FOR THE YEAR ENDING DECEMBER-2013

EXPENDITURE	FIGS. FOR 2013	INCOME	FIGS. FOR 2013
Public Awareness Campaign & Fundraising Expenses	64093458	Donations from Local Donors	192396909
Organisational Support Expenses	65952643	International Grants	131875834
Campaign Expenses	95479842	Interest received	10136417
Campaign Support Expenses	88571724	Other Income	264829
Profit carried to the Balance Sheet	20576322		
TOTAL	334673989	TOTAL	334673989

For GREENPEACE INDIA

SD/-
SAMIT AICH
(Executive Director)
Date: 28th February 2014

For GREENPEACE INDIA

SD/-
G.GAUTAMA
(Board Chair)

For R.K.KUMAR & Co.

SD/-
C.R.SUNDARARAJAN
(Partner)



Our Offices



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HUMAN ELEPHANT CONFLICT IN DHARAMJAI GARH,
CHHATTISGARH © SUBRATA BISWAS / GREENPEACE



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
ग्रीनपीस

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