

A woman in a blue and white polka-dot sari is the central figure, with her right fist raised high in a gesture of protest or solidarity. She has a determined expression and is wearing traditional jewelry, including a bindi, nose ring, and necklaces. The background is a blurred crowd of people, suggesting a public demonstration or rally. The overall tone is one of activism and social justice.

**GREENPEACE**  
ग्रीनपीस

# THE EPIC FIGHT BACK

**ANNUAL REPORT**  
March 2014 - December 2015

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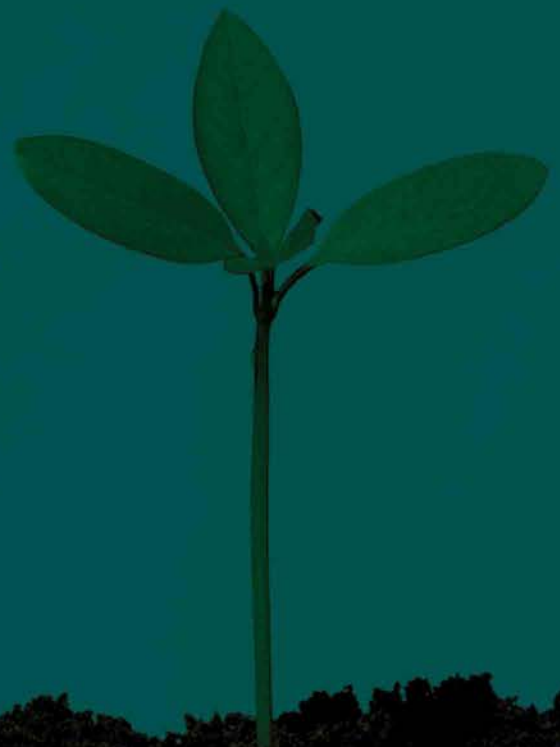
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How Greenpeace Uses Its Funds

# GREENPEACE INDIA BOARD MEMBERS



From left to right: Dr. Biswajit Mohanty, Tara Murali, Ashish Kothari, Amla Akkineni, G. Gautama, Paranjoy Guha.  
© Kenaz Mathew / Greenpeace

“ In the journey ahead, Greenpeace India will continue to work towards sustainable and happy future for all life on earth, and for humanity.

Greenpeace India is thankful to all the supporters for their valuable support. ”

*You can't sink a rainbow! You can't*

## *Message from the Board Chair*

Dear friends,

2014-15 was a year of hardships and hard-earned victories. The past year has posed the biggest threats to our continued existence in India with repeated attempts by the state to undermine our right to campaign on environmental and social justice issues. Your steady faith in us has strengthened our sense of purpose, and has renewed our motivation to fight for India's environment and its people.

We speak in the context of a steadily worsening ecological and climatic situation in India, and civil society organisations, such as Greenpeace India, need to step up to shed the light on what is happening in our country and suggest corrective policies. This is a big task in itself, and we could not have done it without your unwavering support.

As you would have seen in the media, the courts have upheld Greenpeace India's right to exist and speak - in every case where we have approached the courts, we have had favourable verdicts upholding our freedom of speech and right to dissent. These small victories have only made us more determined to fight for our freedom - so we can help make India's environment cleaner and safer for all of us. We are confident that there will be final vindication as well when the cases have gone through the complete legal procedures.

Speaking as we do in defence of our country's environment, our campaigns have raised important questions about the costs of development projects being pushed ahead. These include large-scale environmental damage, displacement of people, and grabbing of land, forests and water from farmers and adivasis. We believe strongly that asking such questions is a necessary part of a healthy democratic debate around what kind of development India wants to pursue and at what and whose cost and benefit.

We are proud of the many achievements of Greenpeace India in defence of this country's ecological and environmental wealth, and the rights of communities dependent on natural resources. We are determined to continue our campaigns: for clean air, safe food and clean energy for all. We are also showing that there are more sustainable and equitable ways of achieving human needs, for instance in our work on renewable energy and ecological farming in Bihar.

As the Board, we are fully supportive of the efforts to rebuild the organisation after it has gone through some internal challenges, and look forward to working with a new Executive Director in 2016. We have been listening to you voice your concerns, functioning within the laws of the country, and building our campaigns to achieve our joint vision for India.

In the journey ahead, Greenpeace India will continue to work toward sustainable and happy future for all life on earth, and for humanity. Greenpeace India is thankful to all the supporters for their valuable encouragement, help and assistance.

*Ashish Kothari*  
Chair of the Board  
Greenpeace India.

*muzzle dissent in a democracy!*



# LETTER FROM THE EXECUTIVE DIRECTOR

After a year-long legal marathon, campaign victories and much support pouring in, Greenpeace India has only thing to say: we will survive, stay and continue to campaign. Thanks to all of you!

In June 2014, we were ambushed by an Intelligence Bureau report which was leaked to the media. Our funds were blocked, our activists were assaulted and ridiculous accusations were made against us. And yet, today we stand strong with an iconic victory in Mahan where we have saved over a thousand hectares of forest and the livelihoods of thousands. We continue to run campaigns on air pollution, solar street lights and sustainable agriculture.

In the last year, Greenpeace India faced severe hardships externally and internally. But the good news is that the staff now feels more committed to the cause than ever before and the focus is to get back to active campaigning on the issues that matter to us and our supporters. We have demonstrated that our financial independence and transparency is inconvertible. We have shown courage in taking on our detractors. We have nothing to hide and are not afraid to talk truth to power.

Today, we stand strong with six court rulings in our favour. We have faith in our judiciary, in the role of a strong civil society, and in the strength we derive from our valuable supporters. We will continue to fight for our democratic right to share our view of development and to dissent.

I am an optimist. The setbacks we suffered this last year have only helped us realise that there is no bigger force than the power of people's movement. That is something the government can't take away from us. With your support, we will do what it takes to make sure that we strive for a safer future for all.



*Vinuta Gopal*  
Interim Co- Executive Director  
Greenpeace India.





"YOU CAN'T  
Muzzle  
DISSENT IN  
A DEMOCRACY"

**GREENPEACE**  
कीनपीस



स है,  
भार है।  
समिति

महान संघर्ष सामिति  
सिंगरौली, मध्य प्रदेश

जनसंघर्ष मोर्चा

# FREEDOM OF SPEECH IN INDIA



# We are a democratic country, and every citizen has the inherent right to express disagreement and dissent. You have the right to take action online and offline, campaign for clear air, safe food, clean energy and save India's forests.

The primary aim of Greenpeace India is campaigning – we are not really a think-tank or a research institution. Yet, this does not mean that we campaign without sufficient thought or research into our campaigns. We investigate, document, expose, take action and lobby for change. Being such a small organisation, we at Greenpeace India manage to execute our campaigns thanks to the support of lakhs of Indians like you who wish to voice their concerns about government policies and activities of corporations. When we, as concerned citizens of India work together, we can and will ensure that the future of India is peaceful and green. Sustainability is the key issue here. #PeoplePower. Our country was created by it, and the freedom of speech was accepted as the birthright of every Indian. The freedom of speech is as important today as it was in 1947, when India gained its independence. At Greenpeace India, what we want is to preserve and protect these very rights.

## Lies and Mistruths:

At the height of the Mahan campaigns to save the forests, the media reported that a government agency had leaked an alleged secret report that accused civil society groups and non-governmental organisations, like Greenpeace India, of being responsible for acts like the very ones that we campaign against. Completely unwarranted and untrue, these allegations were (and still are) baseless, and often distorted versions of the truth. As the saying goes 'throw enough mud, some will stick,' and because the alleged report was secret, it's impossible to challenge.

With more than seventy-five thousand donors and even more supporters, Greenpeace India is a legally registered Indian society. Our funding does not come from governments and corporations. All our sponsors are individuals (or sometimes, trusts that are founded by individuals), contributing to support our cause because they believe in it too. More than 70% of our funding comes from Indian citizens even though we are legally registered (under the FCRA) to receive funding from other Greenpeace offices from across the globe. After all, we are also part of a global federation of Greenpeace offices with presences in over 55 countries around the world – from Indonesia to Brazil – and we support each other with ideas, people and finances.

With the smear attacks and the media spins escalating, the Ministry of Home Affairs targeted our funding. Greenpeace India bank transfers were intercepted, our FCRA status arbitrarily suspended. The reduced funding forced us to make tough calls – which of our dedicated employees to retain and which campaigns to continue running. Six months later, the Delhi High Court ruled the MHA's actions to be arbitrary, illegal and unconstitutional. The court found that there was 'no material against Greenpeace and that no material has been put on record by the MHA.' They directed the frozen amount to be credited to the FCRA account and allow Greenpeace India access to it.

## Offloading Priya Pillai:

The attack of Greenpeace India funding was clearly only the first step in the MHA's attempt to silence our voice. We'd had a hint that the MHA would target staff – which did happen, when they stopped a UK national and Greenpeace employee with a valid visa from visiting Greenpeace India for a meeting.

Our total staff strength in India is about three hundred and fifty, who work alongside a senior management team that reports directly to the board comprising notable Indian nationals. Decisions are made by Indian nationals about how we campaign – but we coordinate with other offices to develop a global vision and programmes. In contrast with many global organisations and businesses operating in India, we staunchly believe that India's problems need to be solved by Indians – and they call us anti-national.

In January 2015, the MHA struck again, violating a fundamental human right – by offloading Priya Pillai from her flight to London, where she was to informally address British Parliamentarians on the rights of forest dwelling communities affected by coal mining. The forced offloading of Priya Pillai from her flight at the Delhi airport by the MHA and issuing a lookout circular in her name was clearly unconstitutional, violating her rights, curbing her freedom of speech, freedom of movement and freedom of association. The media storm that followed revealed that a majority of Indians agreed that these actions by the MHA were uncalled for, and completely undemocratic. A few months later, the courts seconded this opinion, saying that the voices of dissent in a democracy cannot be muzzled. The MHA was ordered by the courts to rescind the lookout circular and the offloaded stamp from Priya Pillai's passport.



Priya Pillai, Greenpeace India campaigner, at the MSS public meeting.  
© Vivek M. / Greenpeace



**"WE REALIZE THE IMPORTANCE OF OUR VOICE WHEN WE ARE SILENCED."**

*- Malala Yousafazi*



## Closing Greenpeace India:

The Greenpeace India victories in court and the public support for our causes and right to freedom of speech did not deter the MHA. In April 2015, the MHA froze Greenpeace India accounts, denying us access to the much-needed funds donated by 77,786 Indian citizens to a legally registered Indian society. The authorities also blocked our option to receive legally regulated support from other Greenpeace offices as well.

With frozen accounts, Greenpeace India had urgent problems to solve – finding funding to pay the salaries of our staff and finance the funding of our campaigns. Our problem trickled down to two disturbing alternatives, both hard ones to make – Do we pray to the courts to save us, and hope that if we stay quiet about the issues that matter to you – the MHA will leave us alone? Or do we stand up for what we believe in, for freedom of speech, for your rights to campaign for save India's forests and for clean air?

Greenpeace India staff wrote to the Executive Director committing to work without salaries for at least a month, civil society organisations offered us work space if the office were closed down and donations poured in from across India to support our work – and our survival.

We handled the decision-making process the same way we handle our campaigns – we had a public poll. 82% of the respondents said we should launch a people-powered campaign to save our democratic right to dissent – which we did. Our online campaign 'you can't muzzle dissent in a democracy' was the result of your advice. Greenpeace India along with its volunteers and friends organised events and photo ops to say #ISupportGreenpeaceIndia. Allies held joint press conferences with us. A banner drop was organized by our offices. Dissemination of the truth became our goal. Apart from sharing our fourteen-year campaigning story to our staff and supporters, of our efforts for India's environment, we created a tidal wave of social media. Our struggle to survive was succeeding at some level – because the MHA promptly enforced the rule that forced organizations to register their social media accounts.

The support of people who believe in the same causes manifested itself in a truly magnificent way this last year. Greenpeace India supporters organized events for World Environment Day with no budgetary support, which emphasized to the world why they chose to support us and to celebrate India's environment. With more than two hundred and forty-eight groups working to organise events from cities and villages across India, Greenpeace India was amazed and humbled by the support we received.

The lifeline for the survival of Greenpeace India was extended by the courts, which ordered the MHA to unfreeze some of our accounts. Access to domestic funds allowed us to continue campaigning for what we believed in. New campaigns were launched, such as our campaign to make our cities safer and

smarter with solar street lights, and an air pollution campaign to get the government to understand and acknowledge the impacts of pollution on our health. Keeping the debate on the freedom of speech alive and roaring was also on the top of our campaign list. We used popular Bollywood films to tell the story of the crackdown on our work. To mark India's 69th Independence Day, we organised an online Thunderclap asking people to share their support for India's environment accompanied by offline activities at key buildings in Delhi. To mark Human Rights Day on December 10, we delivered the signatures of almost 2 lakh people from across the world to the United Nations Secretary-General, Ban-Ki Moon in support of free speech in India.

But this is more than just about us. Greenpeace India has made the headlines in our struggle to survive and exist in the aftermath of the attacks by the MHA. Many more civil society organisations have also suffered at the MHA's attempts to muzzle voices of dissent – their FCRA registrations cancelled, more than just a handful of societies were forced to close down.

Our freedom of speech is actively being curbed with new laws and rules and the leverage of influential decision makers – both, in government and large corporations. From what you can do online and what you watch in the cinema to what you eat and your freedom to visit other countries and cultures, our freedom is at risk. The groups that campaign for these dwindling rights, for a future where people matter more than money, are under threat. Yet, the continued attempts of the Indian authorities to limit our freedom motivates the civil societies in India to unite and present a single front, willing to face the impending storm together and go to great lengths to speak for the people of India – a movement Greenpeace India is proud to be a part of. There is no denying that India is changing.

## Continuing Attacks:

There have been several attacks on the rights of support organisations like Greenpeace India. Since the court ruling to unfreeze our accounts, our bank accounts have been frozen again (and then unfrozen). There have been a series of crushing tax demands in an attempt to bankrupt us. The threat to Greenpeace India is real and menacing, the threat to force us to close. Such a scenario will, no doubt, be contested and appealed in the courts by Greenpeace India, but our primary concern will always be our campaigns and the interest of the people.

Regardless of whatever happens next, so long as the idea of Greenpeace survives in India, so long as you are willing to be an advocate and a campaigner for positive change – Greenpeace India will survive.

# Zindabad



# THE CRACKDOWN ON GREENPEACE: A TIMELINE

Empowering communities and creating a healthy living environment – these are the two primary causes that Greenpeace India has been fighting for, causes that are of essence to every Indian. Every Greenpeace India campaign has been funded by and run by concerned Indians, targeting environmental problems, and ultimately aiming for clean air, clean water and clean electricity. Despite our fight for the betterment of our country, the problems caused by the Intelligence Bureau report have resulted in baseless and supremely unfair accusations being made against Greenpeace India. Even with the judiciary ruling in our favour, the repeated allegations made against Greenpeace India have forced us to face numerous challenges. Here is a timeline of the challenges Greenpeace has been facing since June 2014.

The Intelligence Bureau report that was leaked on June 7th labelled Greenpeace India as 'anti-national' and perceived the organization as a threat to the national economic security.

The government barred Greenpeace India from receiving funds from GP International and Climate Works Foundation, denying us access to about 39% of our funding.

Priya Pillai, on March 12th, won her case against the Union of India in the Delhi High Court. The court ordered the authorities to remove the lookout circular in Priya's name, as well as expunge the offload stamp from her passport.

Writ Petition filed in the Delhi High Court challenging the FCRA suspension order. Court issued a stay order allowing Greenpeace access to two accounts.

Essar Power in Singrauli filed a criminal defamation case against Kumi Naidu, Samit Aich and Priya Pillai. No notice has been served as yet. The constitutionality of criminal defamation is being pursued in the Supreme Court.

June, 2014

Jan, 2015

March

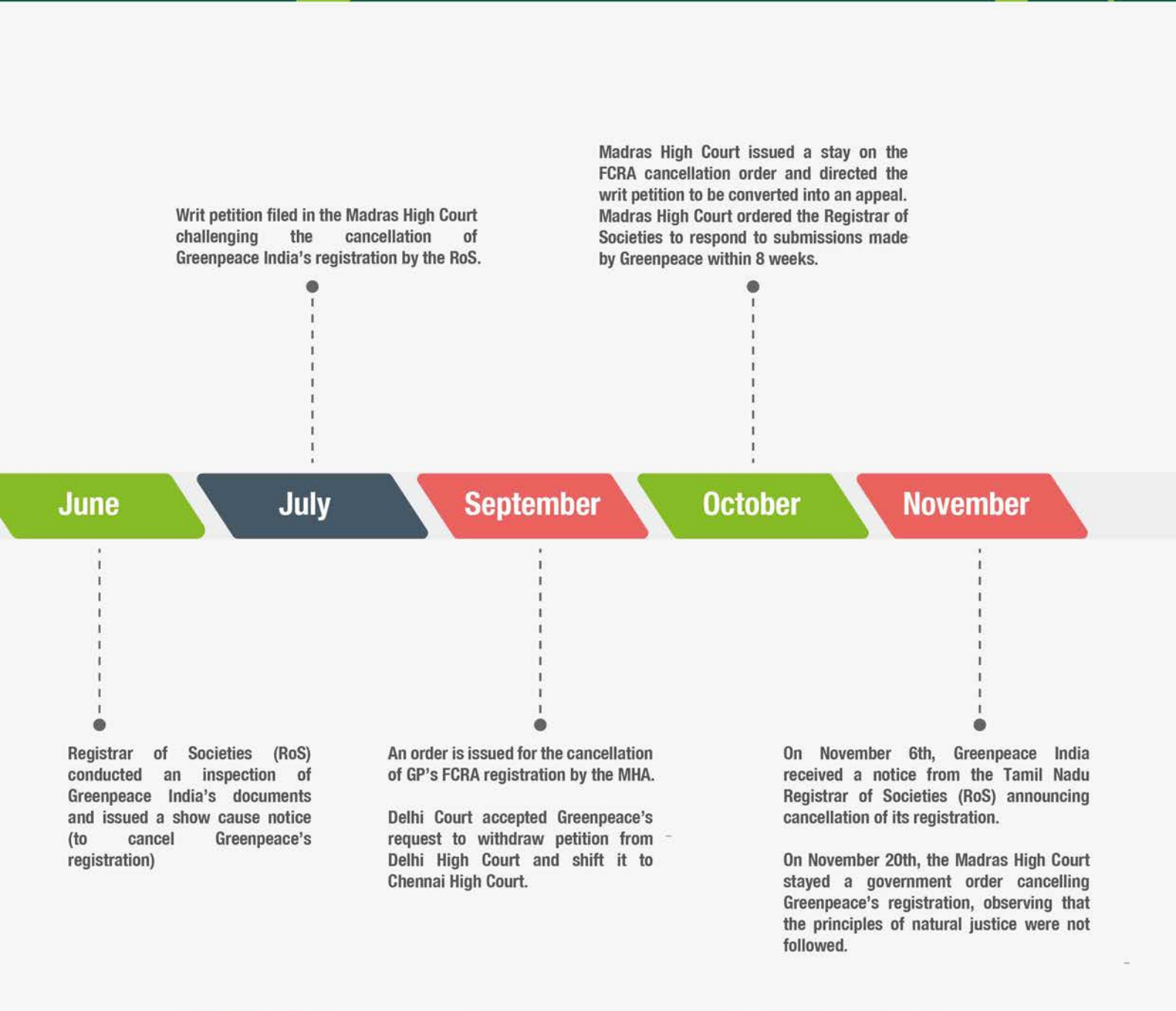
April

May

On January 11th, Priya Pillai was forcibly offloaded from her flight in Delhi and was not allowed to board her flight, when she was heading to London where she was scheduled to address British Parliamentarians informally on the rights of forest-dwelling communities affected by coal mining.

On January 20th, the Delhi High Court made its ruling in favour of GP in the foreign funds block case. The unfreezing of accounts allowed GP to access much-needed funds.

MHA issues FCRA suspension order against Greenpeace India.



**The Intelligence Bureau has discredited itself by submitting a half-baked, laughable report on NGO's foreign funding and the consequent acts of "economic terrorism" indulged by them.**

**NANDITA DAS**  
Actress & Director

**The difference between democracy and dictatorship is that democracy allows reason in informed dissent. Many NGOs institutionalise this dissent on behalf of civil society and they do so within the framework of law in a democracy.**

**LALITA RAMDAS**  
Former Head Greenpeace International,  
Founding Member, Greenpeace India

# **VOICES OF REASON**

**This is an attack on civil society.  
A strong democracy is one that  
celebrates activism and provides  
space for freedom of expressions  
and opinion.**

**SHYAM BENEGAL**  
Director & Screenwriter

**We need an independent voice  
to stand up for the rights of  
communities , the poorest of poor ,  
animals that have no voice and the  
environment at large. As citizens  
we have the freedom to express  
our opinions.**

**MAHESH BHATT**  
Director, Producer & Screenwriter

**Greenpeace has fought many  
causes around the world and is  
not allied to any government  
or corporate house. This is an  
attempt to silence voices that do  
not toe the line of the government  
and to promote the interests of  
transnational corporations.**

**MALLIKA SARABHAI**  
Dancer, Choreographer & Social Activist



Direct dialogue fund raising in action.  
© Greenpeace

# FUNDRAISING

**Fundraising is no easy task. It requires an equal measure of campaigning as well. To talk to people on the streets about the environment and the causes Greenpeace India believe in is no easy feat. But that is just what we need.**

We spread awareness among the public for the need to environmental problems India is facing and the solutions that need to be formulated. The importance of the sustainability of our environment and natural resources is paramount. To engage the public on the streets in serious discussion, and convince them to support us is a job that requires passion, confidence, persistence and incredible amounts of positive energy. This also helps us gain the public opinion on the various causes we support, and draw in more supporters as well.

Fundraising this past year has been a truly challenging task, but the Greenpeace India fundraising team rose to the

occasion, despite the many obstacles that presented themselves. The remarkable work of the team is proof of their unwavering commitment, loyalty and motivation to Greenpeace India's campaigns have moved mountains, helping us through some very precarious situations.

The efforts of our fundraising team were not in vain either. We were able to convince thirty-three thousand new donors to aid our causes, in addition to the forty-four thousand regular donors, generating an income of 20.77 crores to aid Greenpeace India campaigns. Nearly 1.2 lakh non-financial supporters were also convinced to enroll for the cause.



## “I know for certain that I want to continue working with Greenpeace and raise funds to protect the environment and the planet.”

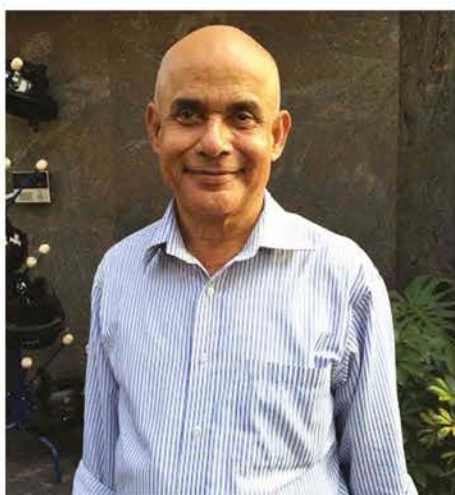
“This past year has been a rollercoaster for us at Greenpeace with all the issues coming at us from the Ministry of Home Affairs (MHA).

I have worked in Greenpeace for four and a half years and am incredibly motivated to continue working here. My work involves meeting people who are already supporters of Greenpeace, giving them updates of the work we are doing and also re-initiating their support. The most fulfilling and memorable part of my job was when I volunteered for the coal and forests campaign towards the end of 2011. Travelling to Singrauli in Madhya Pradesh, interacting with villagers whose livelihoods were at stake and working with the team on the ground was highly motivating.

Conversations with supporters during this challenging phase has been very encouraging. They did not agree with many of the actions that took place – whether it was the clampdown on us or our activist Priya Pillai getting offloaded at the airport on her way to London. I convey to our supporters that Greenpeace is not anti-government and not anti-national. Our objective is to save the environment and see that we have fresh air to breathe, clean, fresh water to drink and safe food to eat. Even when it comes to renewable energy, Greenpeace has been advocating the cause for years. The present government has slowly realised its necessity and is working along these lines. Recently, the Cochin airport has become the world’s first solar powered one. The work that Greenpeace does in providing solutions at the grassroots level is also something I talk about a lot. We set up a solar micro-grid in Dharnai village, a place where the people did not have access to electricity for decades. Showing the way forward is a big part of what Greenpeace does.

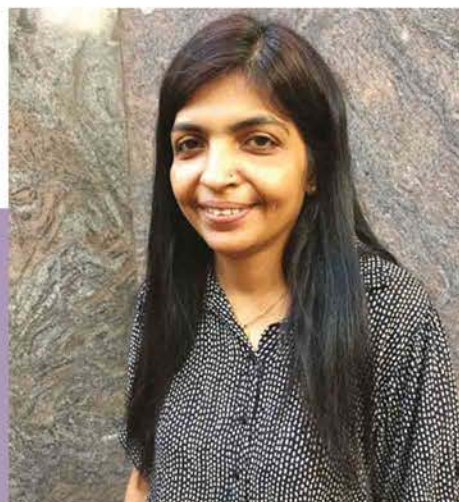
Whether it is the Delhi High Court verdict or the stay order with regard to the cancellation of Greenpeace’s registration by the RoS, our supporters can consistently see how the judiciary has ruled in our favour. Various people have various opinions, but I see our role as also being disseminators of the right information. I don’t just talk to supporters once. I send them emails with links to information, direct them to our website to check out the work we are doing and give them time to read and process the information. Our interactions can go on for 3-4 months, sometimes even 6 months.

It has been a very challenging year for us and I am certain that we will be able to do even better in 2016 with the Clean Air campaign.”



**Nanik Balani**  
Key Donor Officer

## FUNDRAISERS SPEAK



**Satabdi Chaudhuri**  
Middle Donor Officer

“I have worked in Greenpeace for three and a half years and am working in the Middle Donor Programme. I interact with new supporters over phone calls and email. Despite last year posing many challenges with news reports and unfounded allegations made against Greenpeace, there was a moment that I found to be immensely heartening. Donating more than they ever had, May 2015 became the month in which we raised the maximum funds ever. This is such a strong validation of the support of the people.”

**The month the IB report was leaked and Greenpeace’s international funds were frozen was also the month when our supporters rallied and staunchly stood up for us.**

Donating more than they ever had, May 2015 became the month in which we raised the maximum funds ever. This is such a strong validation of the support of the people.”

**“I always tell supporters to think about the answer we would give our children when they ask us what we did for the preservation of the environment. What did we do to safeguard their future and that of the planet? Being part of Greenpeace means being part of a movement to save the earth.”**

“I have worked in supporter services for the last four years. Handling queries of supporters and communicating with them is part of my job. The clampdown on Greenpeace began with the leaked IB report and continued with various allegations. This was a challenging time for our team. We were prepared for anything to happen. There was never a moment when we felt insecure or thought that we should give up. Our department is one of the departments with a very crucial role to play – that of engaging supporters and communicating our work and philosophy to retain their support. We put in our best and gave each of supporters information about every in a clear and transparent manner. We were also aware of how much pressure our whole organization was going through and we felt proud to be a part of this mission that was so much bigger than ourselves.

A single conversation with a supporter would sometimes last 45 minutes. Speaking to people about how crucial the work that Greenpeace does and why organizations and civil societies, such as Greenpeace, are needed in the world was something I did. I would give them details of our finances, updates of the court cases in which the judiciary was repeatedly ruling in our favour and speak of how signups from new supporters for our campaigns were increasing despite the various trumped up allegations. We, the employees of Greenpeace, had volunteered to work without salaries and did so because of our conviction in the cause. The big victory of saving the forests of Mahan happened because so many of our activists left their homes in cities to go to Mahan and carry on the fight to save the forests.

Supporters quickly realised that all the facts were not getting equal coverage in the media; many facts were also distorted. It quickly became clear that there was a section of people who did not want Greenpeace to continue doing the work it was doing. Greenpeace has been incessantly working to save the environment in India for over fifteen years through changes in the government at the Centre, cutting across party lines. The outcomes that we have brought about are a big reason why our supporters still choose to stand by us. Our record speaks for itself.

This past year was a trial by fire and we came through with flying colours with our supporters standing firmly with us.”



**“We knew we had to stand**



**Jesintha Senthamarai**  
Supporter Services



**Milan Lewis**  
Supporter Services

"I have worked with Greenpeace for five years. This past year we have constantly been in the news and I have noticed that even people who did not know about us previously wanted to know what we did. I am happy to be part of an organization that does work that is important and meaningful.

It began with us being labelled 'anti-national.' That was the beginning of this challenging phase. Explaining the law and sharing the validation that we have received from the courts with our supporters is something that I had to do. It was not just Greenpeace, but also other organizations that worked for a social cause that were targeted during this whole phase by the government. When it came to the move to block our accounts, our supporters were with us every step of the way and they also felt the move was unlawful. Domestic funds are donated to Greenpeace by individuals. We do not accept funds from any government or private corporation. When all our financial details are clearly available on our website and the balance sheet is shared, how can the government block access to our funds? Another pivotal incident was when Greenpeace activist Priya Pillai was offloaded at the airport. As an Indian citizen, she has the freedom of speech and movement and was prevented from exercising it by the government. She fought the case against the government's action and won it. Even the recent Madras High Court verdict staying Greenpeace's cancellation and the court's remark that the Tamil Nadu Registrar of Societies had not followed principles of natural justice validates our stand."



**together and be strong."**

**"No matter what the obstacle,  
Greenpeace will survive."**



Children sit under solar panels at Bishunpur Tolla, Dharnai village. A solar-powered micro-grid is now supplying electricity to the village.  
© Vivek M. / Greenpeace

# GREENPEACE INDIA CAMPAIGNS & PROJECTS



# THE CASE FOR PEOPLE AND FORESTS



**The campaign to protect one of India's oldest sal forests has been ongoing even before 2014. The allocation of Mahan coal block to Essar and Hindalco for extraction of coal was endangering these forests to destruction. Junglistan, a pan-India movement that works towards protecting India's forests, joined forces with Mahan Sangharsh Samiti (MSS) in 2012 to protect the forests. MSS was born out of Mahan's people's desire to protect the forests, and has actively been campaigning and protesting against the destruction of forest and livelihood and demanding what is rightfully theirs and what is protected by clearly defined laws regarding forests of India.**



# Why Mahan?

Coal mining has threatened many of India's forests and forest-dependant communities. It destroys local resources and displaces local communities, and vague promises remain on paper. Many coal deposits in Central India are located in proximity to at least ten tiger reserves. Mahan, one of the oldest sal forests in India, is located adjacent to the Sanjay Dubri Tiger Reserve in Singrauli district of MP. It is an important corridor and home to approximately 102 migratory species of birds, tigers and other animals (elephants, sloth bears, leopards, etc.). Thousands of people, over 14,190, every village citizen from surrounding areas, sustain for their livelihood from Mahan's forest's produce, eg. *tendu*, *mahua*, *chironji*, *char* and medicinal plants – which are directly affected by coal mining. Their cultural and spiritual roots are intertwined with the forest, eg. like their deities and cremation grounds. The destruction of forest would have a devastating effect on them.



The Mahan campaign started in January 2014, got a boost through the Supreme Court's landmark judgement in September 2014 and was won finally in February 2015, when the Indian Government declared Mahan and four other forests are "inviolable".

The power and voices of the people went a long way in winning the fight against the corporate sector and vested government interests to protect and save Mahan's forests. As a result, millions of trees have been saved, and the livelihoods of thousands of forest dwellers have been ensured. However, the threat still persists with the government's plans to triple coal production in the coming years. Environmental laws are being overlooked in granting clearance to big projects and attempts are on to amend laws that give the forest community a handle to exercise their rights over their land (Forest Rights Act and the Right to Fair Compensation and Transparency in Land Acquisition, Rehabilitation and Resettlement Act, 2013) I.

If the Indian government is dedicated to the cause of development for all, i.e. 'sabke saath sabka vikas,' the move to more renewable (and less harmful) sources of energy is a necessity. Development is possible without destroying our natural resources or uprooting the lives of millions of forest people. Greenpeace India is dedicated to playing a central role in moving our country towards a cleaner and greener energy path.

 #iamMahan

# MAHAN CAMPAIGN HIGHLIGHTS

**01** Junglistan, a pan-India movement and MSS [Mahan Sangharsh Samiti] join forces, in January 2014, to protect one of India's oldest sal forests.

**02**

Twelve Greenpeace India activists scaled the Essar Group corporate office in Mumbai building wearing tiger costumes, draping it with a massive banner declaring that 'Essar destroyed forests'.

**03**

Dharna staged by members of the Mahan community, demanding a halt to ESSAR plants which would plunder the forest of its biodiversity.

**04**

Instead, the Government cleared seventy projects worth more than 1.5 lakh crores, in a short span of twenty days. Even though, a few Gram Sabha consents produced by ESSAR, for claiming the mining rights, were found to be fraudulent.

**05**

Essar filed a lawsuit against Greenpeace India and MSS, seeking a gag order against Greenpeace India, as well as rupees five hundred crores as compensation for damage to their image and reputation.

**06**

Peaceful protest staged at the National Convention organised by UN Global Compact Network, by our activists dressed in tiger suits holding placards.

**08**

The Mahan community staged a public rally in February 27, 2014, at Amelia Village. Van Satyagraha was initiated demanding that the stage II clearance be immediately revoked.

**07**

In principle, stage one clearance was a conditional one, which included the implementation of the Forest Rights Act. The law required Essar to conduct a free and fair Gram Sabha, where the villagers would decide on whether they wanted the coal mines. Despite the fraudulent Gram Sabha held in 2013 and Union Minister of Tribal Affairs', Mr K.C. Deo's, letter to the Chief Minister of Madhya Pradesh detailing FRA violations in Mahan, Essar was granted stage II clearance.

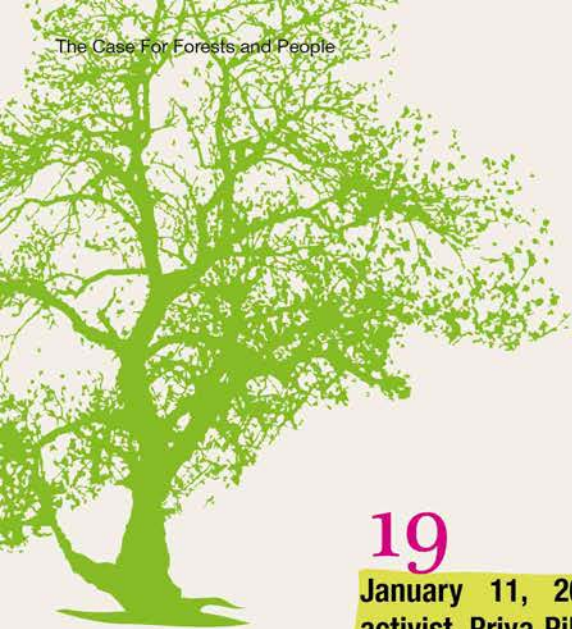
**09**

Several young volunteers and celebrities came together in New Delhi, Mumbai and Bangalore as a part of urban solidarity events to support the campaign to protect Mahan's forests on Earth Day. In keeping with the theme 'Green Cities,' the youth asserted that development at the cost of biodiversity and the lives of the forest dwellers was not what they wanted for their future.

**10**

Greenpeace India activists, Akshay Gupta and Vineet Gupta, and MSS members, Bechanlal Shah and Vijay Singh, engaged in promoting the Van Satyagraha, were illegally arrested in Waidhan, MP, in May 2014 by the local police. They were assaulted while in custody, and false charges were filed. These arrests were made within forty-eight hours of a protest, when several members of the MSS confronted Essar officials and asked them to stop marking the trees in Mahan's forests. The wrongly arrested activists were only documenting the confrontation. Following the arrests, over one hundred and fifty villagers moved into the Mahan forests to protect it from being marked for destruction.





20

February 22, 2015, the Ministry of Environment and Forests said that Mahan and four other forests would not be auctioned, because they were 'inviolable.'

19

January 11, 2015, Greenpeace activist, Priya Pillai was offloaded and a lookout circular was issued in her name. She challenged the action and won in court.

18

In September 2014, the Supreme Court, in a landmark judgement, scrapped 204 coal block allocations, including Mahan coal block, declared the allocations illegal and arbitrary.

16 On Rakshabandhan 2014, over eight thousand rakhis were tied to sacred Mahua trees by supporters.

17

August 2014, MSS, and other prominent civil society members, urged the Indian government not to deny the rights of the forest dwelling communities of Mahan in favour of the Corporates. The report 'Power for the People,' was released, which explored the current socio-economic status of Mahan's communities and the impact the proposed coal mine would have had on the communities' economies. The report stated that about 60% of the families in the villages studied, viz. Amelia and Budher, each owned less than an acre of agricultural land. These families depended heavily on non-timber forest produce (NTFP) to supplement their meagre agricultural incomes.

August 2014, Akshay Gupta and Rahul Gupta, were again arrested in a midnight raid. A few days earlier, the local authorities had seized the mobile signal booster and the solar panels that Greenpeace had set up in Amelia village to help the community to share information with people across India, who support them in their struggles.

15

14 In June 2014, the Intelligence Bureau in a 'leaked' report, accused Greenpeace India of acting 'against national interests' for opposing the mining in the Mahan coal block. This report was then used to block access to funds from Greenpeace International.

13

Over one thousand five hundred volunteers adopted the roles of being Van Satyagrahis on May 18, 2014. In an unprecedented show of their support, volunteers from across the country, Budgam, Imphal and Tirunelveli and across global cities (USA, Canada, Greece, Czech Republic, Thailand, Philippines, Tunisia, Yemen, Slovakia and Nepal) took part with messages #IamMahan and #StandForForests.

12

At the National Green Tribunal, MSS and GP activists challenged the clearance given to the Mahan coal block, demanding for a stay on the felling of trees in Mahan and for the clearance to be cancelled.

11

Peaceful protest staged in front of the offices of the Superintendent of Police, demanding that the clampdown on MSS members be stopped and the false cases withdrawn.

# CLIMATE & ENERGY

## POWERED BY THE SUN

India has immense solar potential to fuel its development. Greenpeace India studies have shown that by switching to clean energy sources, such as wind and solar, India could bring electricity to the 300 million who still lack it. Additionally, this would create millions of extra jobs. Greenpeace India advocates a 'bottom up' grid expansion through cluster-based development of renewable energy. The study 'Report of 2012' states that a network of decentralised energy plants (i.e. stand-alone and micro-grids) can solve the electricity supply crisis and bring about an accelerated economic development of the state. To demonstrate this, Greenpeace India held renewable energy campaigns with partners, and developed a demonstration project in Bihar and is campaigning for solarising the rooftops in Delhi.



# Dharnai, Bihar



Villages in India, mostly, rely on wood, diesel generators and kerosene lamps, due to lack of electricity. The World Bank estimates that breathing kerosene fumes is equivalent to smoking two packets of cigarettes a day. In developing nations, a high percentage of females with lung cancer are found to be non-smoking adults. Also, it is difficult to provide the basic services, such as sanitation and health care facilities without access to electricity. Women walk miles to collect sources of fuel and face not only hardships, but dangers as well. With over 80% of the population not having access to electricity, Bihar is one of India's more energy-starved states. After exhaustive research and planning, Greenpeace India developed a 'bottom-up' electrification and 'top-down' financing model to solve this lack in Bihar.

On July 20, 2014, Dharnai, a village in Jehanabad, Bihar, began owning and operating its own electricity production system, after years of living without access to electricity. The decentralised, expandable and sustainable approach of the micro-grid system is a critical catalyst to facilitate rapid growth in rural villages like

Dharnai, as well as bridge the deficit in urban areas. This solution can be integrated in the government's renewable energy agenda for energy access to every household by 2019.

With the success of the micro-grid in Dharnai, Greenpeace India began to develop a consensus for a policy framework to support the expansion of the decentralized model, including the financial support angle. The result of these discussions will be presented to the public, so that Indian citizens can participate in the debate about renewable energy solution models, such as in Dharnai.

The Dharnai model has received widespread media attention across the globe. The Dharnai Live project was featured on CNN International in September 2014, in their show 'Connect the World - TransFORMation section.' It was chronicled in The New Internationalist Magazine in March 2015 in their feature "Power to the People" showcasing the decentralized solutions from three countries in the Global South. Additionally, Dharnai was also featured in their 'Best RE Projects Around the World' in the same issue.

## POWER PROJECT HIGHLIGHTS

**02** Greenpeace India held renewable energy campaigns with partners, and developed a demonstration project in Bihar. 80% of Bihar does not have access to electricity, a bottom-up electrification and top-down financing model proposed as a solution by GPI.

**01** 'E[r] Cluster: for a Smart Energy Access,' a report, of 2012, that advocates a network of decentralised energy plants, for high-impact and accelerated economic development. These can be developed with the support of state government agencies and in collaboration with private entrepreneurs.

**03** July 20, 2014, Dharnai begins operating its own electricity production system (decentralised solar micro-grid). The system, located in the village itself, was the first of its kind, a decentralised solar, cluster based, micro-grid capable of providing electricity to more than 2004 persons in 450 households and 50 commercial establishments, and also to 60 streetlights, two schools, a training centre and a primary healthcare centre. The 100kW micro-grid includes 70kW for electricity generation for the community and 30kW for 10 solar-powered water-pumping systems of 3 hp each. Initiated and funded by Greenpeace India, the project was operated by BASIX and CEED.

**04** According to the latest figures, over 250 out of 497 households in Dharnai have registered for an electrical connection. With 90% of the wiring complete, the people of Dharnai now enjoy locally sourced and produced electricity. A 20-member Village Electricity Committee (VEC), a local body made up of residents of each cluster or tola, manages the power supply system based on inputs, advice and participation of villagers.

**05** In August 2014, former chief minister and eminent JDU leader of Bihar, Nitish Kumar visited Dharnai to witness this project. He observed the systems installed at the local Kisan Training Centre, and also interacted with the Greenpeace India, BASIX and CEED representatives. Nitish Kumar praised Greenpeace India for their efforts to preserve India's environment. Subsequently, the Energy Secretary of Bihar and Director of BREDA (Bihar Renewable Energy Development Agency), who accompanied Nitish Kumar on this visit, have begun interacting with Greenpeace, looking at their options to replicate the model in other villages.

# Switch on the Sun

Greenpeace India's biggest renewable energy campaign 'Switch on the Sun' began in 2013. It is 'the rooftop revolution', based on a report stating that Delhi has immense potential to generate solar power, up to 2GW of power by 2020.

By January 2014, Greenpeace India had successfully lobbied for the inclusion of solar power in the manifestos of three leading political parties – the BJP, Congress and AAP. The plan was to follow up the Delhi campaign with the solarisation of a non-electrified village in Bihar, to clearly show the impact of solar in the urban scenario (Delhi) and in the rural scenario (Dharnai).

It was in the midst of this preparation for the launch of the one-of-a-kind micro-grid that the IB report was leaked, leading to the freezing of our funds.

In July 2014, the New Delhi Municipal Council (NDMC) announced its plans to channel solar power to meet its needs, and 40 buildings were identified for the installation of the solar rooftops. Once installed, New Delhi would have been the second 'solar city' in India, after Chandigarh. The Delhi Metro also announced its plans for a rooftop solar power plant.

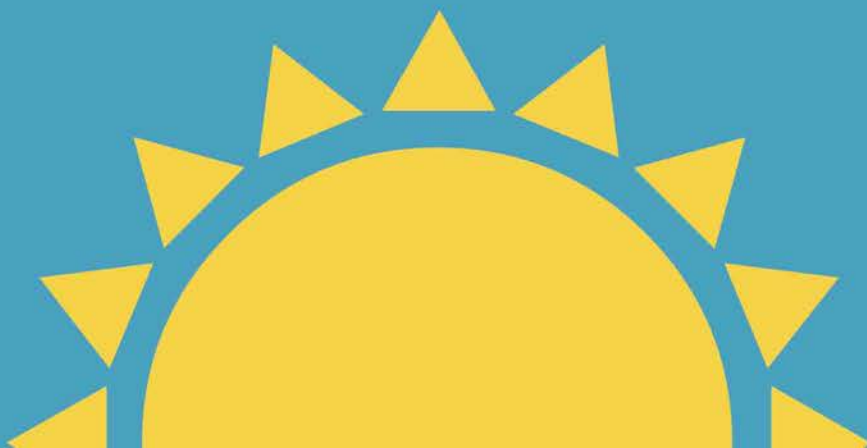
Despite the political stagnancy and the clampdown on Greenpeace India, we also successfully lobbied for the Delhi Electricity Regulatory Commission to release Net Metering Guidelines in the state, which set the stage for a Solar Policy.

The Union Government has hiked the renewable energy target to 175GW by 2022. This includes 100GW of solar of which 40GW is to be through rooftop solar panels. It is important that the net metering guidelines capitalise and various other legislations are followed, in order to boost renewable energy performance.

The Paris Agreement, in which India was able to safeguard the principles of differentiation and promote sustainable lifestyles, saw India emerging as a clear leader in the climate negotiations. They also announced a Solar Alliance, for solar-rich countries that lie between the tropics. India's INDC mentions a possible doubling of coal use by 2030, in addition to the 175GW energy generation goal.

In order to continue showing climate leadership, India will have to lead the way to a new sustainable energy paradigm, which meets the aspirations of its billion plus people, and simultaneously protects India's air, water and forests, keeping the temperature under 1.5 degrees.

**It is now or never, time to finally 'Switch on the Sun!**





# CAMPAIGN HIGHLIGHTS

01

Greenpeace India's biggest renewable energy campaign was 'Switch on the Sun' – **campaigning for decentralised energy.**

02

By January 2014, Greenpeace India lobbied for the inclusion of solar power in the manifestos of the BJP, Congress and AAP.

03

In July 2014, New Delhi Municipal Council (NDMC) announced its plans to channel solar power, **40 buildings were identified for the installation of solar rooftops.**

04

The successful Delhi campaign was forced to shut down due to financial constraints.

The AAP government which came to power in February 2015 stated that both of our campaign demands in Delhi would be met –

05

- The DDC published the Draft Solar Policy in which the goal of generating 2GW by 2025 was proposed.
- The AAP Government had also announced the lighting up of dark spots in Delhi.

06

The Union Government hiked the target of renewable energy in India to 175GW by the year 2022.

“THE BEST WAY TO PREDICT THE FUTURE IS TO DESIGN IT.”

- Buckminster Fuller

# Clean Air Nation



The air in Delhi was found to be extremely poor, especially during the winter of 2014, with PM2.5 averages peaking at 320 micrograms/cubic meter, six times more than the Indian safety limits, and fourteen times more than the WHO safety limits.

Just before Barack Obama's visit to Delhi for the 66th Republic Day celebrations in January 2015, the level of pollution in the city had alarmingly risen again. Greenpeace India decided to do a real-time check. Greenpeace used an air-monitoring device called PDR 1500 to track the pollution levels in six different locations at which President Obama was expected to visit in order to highlight what the president would be exposed to, and bring attention to what the citizens of Delhi are exposed to on a day-to-day basis. The PDR 1500 monitors fine particulate matter, with a diameter of 2.5 micrometers. World over, PM2.5 has been recognised as a major health hazard that results in a wide range of illnesses, including cancer. More serious impacts are felt most on the respiratory, reproductive and cardiac systems, leading to an increased mortality rate.



**In February 2015, Greenpeace India launched a campaign to ensure the health of the children in Delhi, offering the government a set of precautionary measures to tackle air pollution in Delhi. The real-time monitoring data from inside five prominent schools across Delhi revealed particulate matter to be at very unhealthy levels, with the PM2.5 levels being four times the Indian safety limits and ten times that of the WHO limits. According to the WHO, air pollution impacts the most vulnerable sections of the population and children are among the worst hit. Studies by US Environmental Protection Agency (USEPA) have concluded that exposure to PM2.5 in children reduced lung functioning, and increased the occurrence of asthma and respiratory illnesses. The annual PM2.5 averages of Delhi are higher than that of Beijing and last winter, people of Delhi witnessed several bad-air days with the Air Quality Index averaging at critical pollution levels. More than thirty-five lakh school-going students in Delhi are still subjected to heavy doses of pollution in the city.**



According to the WHO, air pollution is responsible for one in eight premature deaths worldwide. In India, it is estimated that more than 6 lakh premature deaths occur every year due to hazardous levels of pollutants in the air. Delhi loses ten thousand people annually as a result of breathing toxic air. While the Delhi Government needs to take drastic measures to curb the pollution levels in the city, more immediate measures also need to be taken to ensure the immediate health concerns and safety of the people in Delhi. To facilitate this pressing need, Greenpeace India demanded that Satyender Jain, the Health Minister for Delhi issue a health advisory to protect the children in Delhi on highly polluted days.

In March 2015, representatives from Greenpeace and Centre for Occupational Environment and Health (COEH) met the Delhi Health Minister Satyendra Jain. A blueprint was submitted for the health advisory to restore the health of its citizens, particularly the children, during bad air quality days. The Health Minister accepted the proposal and promised to issue a Health Advisory for the people of Delhi, and to look into the matter. A campaign against air pollution was to be launched by the Delhi Government as well.

In April 2015, the central government announced a landmark initiative called National Air Quality Index (NAQI), with the intention of providing real-time data to the public on air pollution across different cities in India.. Greenpeace India then initiated the second phase of their campaign – Clean Air Nation, with the demand to improve the NAQI system to allow its reach across

the country. Greenpeace India also asked that the government take immediate action, and initiate a health advisory system for the general public as well. Then a detailed twenty-four hour monitoring inside schools, to determine the level pollution children are exposed to while in school was conducted. A comparative analysis was also published by Greenpeace India, comparing the pollution levels between Delhi and Beijing, which revealed that, if Delhi had in place a health advisory system like that of Beijing, it would have been shut for twenty-nine out of the thirty days in November 2015. While China has a clear and time-bound action plan to fight air pollution, in India we are still debating the issue.

Initiatives taken by various state governments to fight air pollution include car-free days, odd-even car days, and proposals to shut down highly polluting thermal power plants in the vicinity of villages, towns and cities. Yet, no real action has been taken, and India is still nowhere close to solving its air pollution crisis. Comparative studies conducted by the government shows that the air quality in several North Indian cities is worse than the air in Beijing and many cities in China, and yet we remain tentative in recognising this 'Airpocalypse' as a pollution disaster waiting to strike.

India can no longer deny that we are in a state of crisis and that this crisis makes it imperative for policies to be devised that will put an end to India's air pollution crisis. This is an opportunity to test India's emergency response plan and design coordinated action plans for a 'Clean Air Nation.'

# AIR POLLUTION HIGHLIGHTS

## 01

The air in Delhi was found to be extremely poor, especially during the winter of 2014.

## 02

Real-time instant exposure levels were found to be poor and unhealthy. The peak pollution levels were more than three times the permissible Indian Standards for PM2.5.

## 03

In February 2015, Greenpeace India launched a campaign to ensure the health of the children in Delhi, asking for measures to be taken to tackle air pollution in Delhi.

## 04

Real-time monitoring data from inside five prominent schools revealed particulate matter to be at very unhealthy levels.

## 05

That winter, people of Delhi witnessed several bad-air days with the Air Quality Index averaging at critical pollution levels.

## 06

Greenpeace India demanded that the Delhi Health Minister issue a health advisory to protect children in Delhi.

## 10

Greenpeace India carried out a detailed monitoring inside school classrooms to determine the level pollution.

Greenpeace India demanded that the NAQI system be improved to allow its reach across the country and asked that the government initiate a health advisory system.

## 09

## 07

In March 2015, representatives from Greenpeace and COEH met the Delhi Health Minister and submitted a blueprint for a health advisory.

## 11

Comparative analysis revealed that Delhi would have been shut for twenty-nine out of the thirty days in November 2015, if it had a health advisory system similar to China.

In April 2015, landmark initiative National Air Quality Index (NAQI) was launched to provide real-time data to the public on air pollution across different cities in India.

## 08



**The secrecy that shrouds the Indian civilian nuclear industry makes it almost impossible for citizens to be aware of accidents that have occurred to the point that they are even unaware of whether there has been an accident. Yet, many rumours and eyewitnesses provide disturbing accounts of near-misses, leaks, cracks, radiation exposures and safety violations. The frequency and similarity of many of these incidents and accidents is disturbing. It discredits the authority of the Department of Atomic Energy as the head of the nuclear industry, and the ability of the AERB to ensure nuclear energy safety.**





# Nuclear Energy

While India's civilian nuclear sector provides only 2.7% of India's electricity, the adverse effects faced by the people of India are far more serious – the people suffer in terms of damage to health and the environment. An even greater injustice is that it is often the same factions of society – the nameless day labourers, uneducated and unaware of the dangers of radiation – that are brought in to clear up the mess are denied reliable electricity supply.

Three years after TEPCO's Fukushima disaster, in February 2014, Greenpeace India organised a Fukushima Bearing Witness tour, with activists from Poland, Germany, France, South Korea and India partaking in the event. The anniversary was also marked by the Greenpeace website hosting a Fukushima walkthrough with information about the current situation there and the testimonies of those affected by the accident.

Two of India's leading anti-nuclear activists, G. Sundarajan and Satyajit Chavan, and Greenpeace Campaigner, Hozefa Merchant, travelled to Fukushima to interact with the victims and understand the true impact of the disaster on the lives of the people. The Greenpeace India activist and both the anti-nuclear activists, in complete agreement, demanded stringent safety and unlimited n-liability, bringing back stories of horror from the place struck by disaster. The following March, leading anti-nuclear activists and Greenpeace activists protested the government's move to bypass supplier liability provisions when they were negotiating with the Russians on Kudankulam 3 & 4. Speaking at the press conference marking the third anniversary of the Fukushima disaster, the activists spoke about their recent visit to Fukushima. Eminent lawyer and senior AAP member, Prashant Bhushan, also participated in the press conference.

The injustices and liability of the current system were debated in detail, and the activists spoke about witnessing the problems with the liability system after speaking to victims and visiting the contaminated region. Creating unfair privileges for the nuclear industry, it allows corporations to be complacent about their structural integrity and the design of the reactor they supply. The lawsuit against General Electric, Toshiba and Hitachi in Japan were also discussed, holding the corporations accountable for the accident. The lawsuit was perceived as one way of bringing about a shift in the way liability legislations are framed across the globe. The demand for the nuclear industry to be stripped of its privileges and be held accountable for the disastrous aftermath was reiterated.

By holding the nuclear energy suppliers responsible for their mistakes, more funds are made available to help victims, forcing suppliers to be more accountable and transparent, and for them to create incentives for the nuclear supply chain companies to prevent failures. Activists demanded that the Indian government refrain from contriving ways to bypass the law to help foreign firms, be it the Russians at Kudankulam or the French at Jaitapur.

## CAMPAIGN HIGHLIGHTS

**01** India's civilian nuclear sector provides only 2.7% of India's electricity; the adverse effects faced by the people of India are far more serious.

**02** Three years after TEPCO's Fukushima disaster, in February 2014, Greenpeace India organised a Fukushima Bearing Witness tour.

**03** Two of India's leading anti-nuclear activists and Greenpeace Campaigner travelled to Fukushima to interact with the victims.

**04** The activists demanded stringent safety and unlimited n-liability.

**05** The following March, activists protested the government's move to bypass supplier liability provisions.

**06** The demand for the nuclear industry to be stripped of its privileges and be held accountable for the disastrous aftermath was reiterated.



# SUSTAINABLE AGRICULTURE



Two of the most important things are two of the scarcest commodities in our world – safe food and clean drinking water. In a bid to understand the issue of food safety, Greenpeace India conducted an investigation into the various facets of the food and agriculture systems in the country. The detailed investigation revealed that the rampant usage of pesticides posed a major, and immediate, threat to the wellbeing of the people.

While India is still using pesticides on a large-scale, other countries across the world have switched to safer alternatives, like ecological agriculture. Ecological farming has been identified to be effective, beneficial to farmers in terms of crop yields and incomes, and to consumers in terms of food safety. For India to make this much-needed shift towards ecological agriculture, it requires consumer awareness and demand for ecological produce.





# Clean my Chai

The first step in motivating farmers to switch to ecological agriculture was to create much-needed awareness among the consumers. Greenpeace India chose to do this by proving our case to the public – we tested popular tea brands in India for pesticides. Tea, one of the most popular beverages in India, is a produce that is subjected to high doses of pesticides in contrast to the other crops grown in the country. Exposing the level of pesticides present in various brands of tea was seen as one way of increasing public awareness, the first step in allowing the country to shift towards ecological agricultural practices.

Between the months of June 2013 and May 2014, Greenpeace India tested samples of forty-nine different packaged teas available in India for pesticides. The teas of top companies, like Hindustan Unilever Limited, Tata Global Beverages Limited, Wagh Bakri Tea, Goodricke Tea, Twinings, Golden Tips, Kho-Cha and Girnar were tested. The results of the test revealed that at least forty-six of the forty-nine samples contained at least one of thirty-four different pesticides detected in total. 59% also had one pesticide residue level exceeding EU MRLs.

Based on our findings, we initiated a process of engagement with the eight top tea marketing companies, such as Unilever, TGBL, Wagh Bakri, Girnar and Twinings. The list of demands that Greenpeace India presented the companies included a commitment to explore the phase out of pesticides, starting with pilots across agro-ecological regions that they source from, and support for initiatives with the Tea Board of India to put support systems in place for the 250000 small tea growers. Even before we had launched our campaign, Tea Board of India had committed to phasing out class 1 pesticides immediately, and had agreed to explore phasing out class 2 pesticides by 2020.

Trouble Brewing, a report released by Greenpeace India in August 2014, was released at the beginning of the campaign, which called on the tea industry to save Indian tea from pesticides. The report also revealed that many of the leading national and international tea brands contained pesticides that were considered moderately, and many highly hazardous by the World Health Organization (WHO), as well as the presence of other pesticides that have not been approved for use on tea crops in India. Many of the tea samples tested positive for a combination of toxic pesticides. DDT, which is no longer registered for use in agriculture in India and was banned in such applications in 1989, was present in almost 67% of the tea samples. Another pesticide present in the samples was Monocrotophos, a highly hazardous organophosphorous pesticide. Following an incident where twenty three school children died after eating mid day meals reportedly contaminated with monocrotophos, the Food and Agriculture Organization (FAO) had urged developing countries to discontinue the use of these pesticides. The combination of pesticides also included neoniconitoid insecticides, such as imidacloprid, which is associated with reproductive or developmental impacts in animals, and its contribution to colony collapse disorder in bees and also impacts on other beneficial insects.

In an attempt to highlight the urgency to reduce the use of such harmful pesticides, Greenpeace India placed seven billboards at the Bandra Worli Sea Link, urging tea manufacturers to 'Clean Chai Now.' Activists also climbed eighty-foot billboards along the Bandra Reclamation road, with the intention of coming down only after the major tea companies committed to phasing out pesticides from tea. Thousands of supporters wrote to their favourite tea brands with demands for #CleanChai. After more than fifty hours, both Hindustan Unilever and Girnar had given their assurance of cleaning their chai. Within days, tea companies that accounted for 65% of the market share had committed to phasing out the use of pesticides, and initiating feasibility studies and pilots.

**Two months into the campaign, with fifty thousand supporters behind us, Hindustan Unilever Limited, Tata Global Beverages and Wagh Bakri, three of the top tea brands, which occupied approximately 60% of the branded tea market in India, committed to working with independent experts to guide the pilot studies and find ways to eliminate pesticides at the plantations of their producers. Girnar Tea too, in principal, supported these initiatives, and any moves to eliminate pesticide use and increase sustainability by the Tea Board of India. Four top companies had embarked on the journey to provide its consumers with clean chai – a victory for Greenpeace India.**



Research into clean chai – defined with the right objective – to eliminate the use of pesticides in tea altogether, has laid a strong foundation for alternatives in the business of tea cultivation. Dominant discourse so far has revolved around identifying ways to reduce the use of pesticides, without affecting the quality of the yield, based on the assumption that pesticides are in fact a necessary evil. The Non Pesticide Movement, which has been well-established in erstwhile Andhra Pradesh albeit in other crops, however, has proven this assumption wrong.

The severe limitation of the industrial agriculture school of thought is that it mainly deals with issues by doling out symptomatic treatments, akin to prescribing medicines for a cold and fever without understanding the underlying cause.

The solution proposed by Greenpeace to the industry is a holistic, ecosystem approach, which involved completely stopping the use of pesticides that the industry has depended on for decades.

The first step towards cleaner produce is a willingness to stop using pesticides to help tea crops survive. What cultivators ought to do is let the soil and the ecosystem recover its richness and fertility, such that it will regain its immunity to keep pests at bay and have the resilience to withstand the onslaught of diseases and the hazards of climactic change.

While the tea companies are taking their first steps to make the shift from pesticides to safer and healthier options, we cannot deny that this is a victory for us at Greenpeace India and also our supporters who were instrumental in this victory.

In 2015, Hindustan Unilever announced the conclusion of the initial feasibility studies done by CABI and the launch of its pilots in Assam, in association with the Tea Research Association (TRA). The association of the TRA indicates a significant shift within the tea industry, since it has close links to the Indian Tea Association (the largest industry grouping) and the Tea Board of India (the apex regulatory body).

Tata Global Beverages, the second largest Indian tea company, as part of their Sustainable Plant Protection Formulation project had focused on developing ecological pest control formulations for plant protection in tea. Reports of initial success in their field trials were made, delineating the positive outcomes of extensive research into pest biology and ecology.

In 2015, the Tea Board of India also announced the details of their Tea Development Scheme with a corpus of rupees two hundred crores allocated specifically for aiding small tea growers (one of our major demands). The Tea Board of India also stated its intent to promote organic cultivation among small growers. Other elements of our recommendations have also been incorporated by the Tea Board of India – including working on collectivization.

**That we have faced such success with the Clean Chai campaign is a fact that calls for celebration, especially after struggles we faced in the past year.**



# CAMPAIGN HIGHLIGHTS

01

An investigation into the various facets of the food and agriculture systems revealed that the **rampant usage of pesticides** posed a major and immediate threat to the wellbeing of the people.

02 Greenpeace India attempted to create much-needed **awareness among the consumers.**

03 Greenpeace India **tested samples of forty-nine** different packaged teas available in India for pesticides.

04 Results revealed that at least forty-six of the forty-nine **samples contained thirty-four different pesticides.**

05 **59%** also had one pesticide residue level exceeding **EU MRLs.**

06 Greenpeace India demanded the tea companies phase out the use of pesticides, conducting pilots across **agro-ecological regions** that they source from.

07 **Tea Board of India agreed** to explore phasing out class 2 pesticides by 2020.

09 Activists also climbed **eighty-foot billboards** with the intention of coming down only after the major tea companies committed to phasing out pesticides from tea.

08 Greenpeace India placed seven billboards at the **Bandra Worli Sea Link**, urging tea manufacturers to **'Clean Chai Now.'**

10

Within days, tea companies that accounted for **65%** of the market share had committed to **phasing out the use of pesticides.**

11 Greenpeace **proposed a holistic, ecosystem approach** to allow the soil to recover.

12

**In 2015, Hindustan Unilever** announced the launch of its pilot in Assam in association with the TRA.

**Tata Global Beverages** 13 developed ecological pest control formulations.

14 **Tea Board of India** announced the Tea Development Scheme to aid small tea growers; it also stated its intent to promote organic cultivation among small growers.

15

Other elements of our recommendations have also been incorporated – including **working on collectivization.**



# GM Mustard

**To expose the dangers of modified mustard, Greenpeace India joined forces with concerned individuals and organisations. Disregarding the concerns of the Supreme Court's Technical Expert Committee that our regulatory system is not equipped to take such decisions, the Government has been recently trying to grant permission for GM mustards to be commercially cultivated in India.**

The approval of GM Mustard will eventually pave way for other GM food crops to also be cultivated in India despite the concerns and the objections of the public to consuming a modified version of crops, when there are safer ways of cultivation.

The protest against GM Mustard, headed by Greenpeace India, resulted in one of the major funders of the Genetically Modified Mustard project – NDDB (The National Dairy Development Board) backing off from funding any further development of GM Mustard. Rajasthan and Punjab – the two of the largest cultivators of mustard in India – have publically opposed GM mustard. Even the state of Haryana has declared that it will not allow any further GM field trials in the state, placing the interest of the people first.

In the face of large-scale public dissent and resistance, the Genetic Engineering Approval Committee has not yet made a decision with regard to the commercialisation of GM Mustard. The power and the voice of the people have allowed Greenpeace India to keep 2015 GM-free, and our activists and supporters continue to work on this crucial issue to guarantee safe food for all

# CAMPAIGN HIGHLIGHTS

**01** The successful campaign against genetically modified mustards has allowed **Greenpeace India to keep 2015 GM-free.**



Farmer carrying crop residues after harvest.  
© Vivek M. / Greenpeace



# Bihar Living Soils Village

The heavy use of chemicals has a detrimental effect on the physical and biological characters of soil. Often considered as a necessary evil, the use of chemicals has resulted in the reduction of the biomass presence in the soil, making the soil unfertile and unhealthy. The low levels of biomass in the soil have forced farmers to continue using chemicals, even when aware of the dangers of doing so.

In 2014, Greenpeace India in collaboration with the farmers of Kedia village, in Jamui District, Bihar launched a campaign to create a biomass-based ecological fertilisation village model utilising government schemes. The model utilised the biomass produced in the village to prepare eco-fertilisers. The initiative also helped the farmers prepare for climactic hazards, and safeguard the health of the soil, food and health of the villagers. With the financial help from the Bihar government, the villagers of Kedia laid vermi-compost beds, using biogas units and also set up an eco-friendly toilet model, popularly known as Ecosan Toilets. The Kedia farmers developed and used indigenous ecological pest management solutions, such as 'Amritpani' and 'Agniastra'.

Within eight months, the farmers were able to completely make the switch from chemical pesticides to locally-prepared ecological pest management solutions. This transition from of chemical fertilisers to natural elements as fertiliser supplements caught the attention of the Block Agriculture Officer, who then requested an organic village model to be developed based on the Kedia village model. The first harvest after making the transition, the Kedia farmers reaped a bountiful harvest, despite the unseasonal rains that damaged crops throughout India.

In July 2014, Greenpeace India also began assisting Patna Zoo in creating an urban model of management of waste by reducing and segregating the waste and composting all the biomass residues, including animal excreta, kitchen residue, food leftovers and leaf litters to produce ecological fertilisers. This solution will go a long way in solving the issue of urban waste, as well as mitigating the biomass crisis.

## CAMPAIGN HIGHLIGHTS

**02** Greenpeace India partnered with the farmers of Kedia village Bihar to create a **biomass-based ecological fertilisation village mode.**

**01** Greenpeace India launched a campaign in **2014** in collaboration with farmers to address the issue of the availability of biomass.

**03** With the help of Greenpeace, the farmers of Kedia stopped using **chemical pesticides** and adopted locally prepared ecological pest management solutions.

Block Agriculture Officer requested senior officials to develop an **Organic Village Model.** **04**

**05** In July 2014, Greenpeace India began assisting Patna Zoo in creating an **urban model of management of waste.**

# MOBILISATION

**Greenpeace was born in an era when television created the space for us to create awareness and get people thinking to change the world. In the digital age, the people expect to be heard. Social media gives you a voice in the conversation and, as we deepen that relationship, we can make change happen.**

**Join a local group, create your own, or become an offline supporter and volunteer here:**  
<http://www.greenpeace.org/india/en/Get-Involved/>

At Greenpeace India, we firmly believe in the fact that the heart of a volunteer is the strongest element in any campaign – a declaration we made over two years ago that continues to ring true even now. Stepping up to become a volunteer is as simple as clicking a single photograph, starting a conversation with a colleague, attending an event or campaign or even downloading a toolkit and organising your own event.

One important aspect that has helped us at Greenpeace survive despite the turbulent events faced by us is the staunch public support and the dedicated efforts of our staff and volunteers. People have given us the strength to carry on, organising events to say #ISupportGreenpeaceIndia, our supporters continue to campaign with us for clean air, solar power, to save our forests and protect our food. And without their support, online and offline, we would not be here today.

Currently, we offer the public various options to help them step up to be volunteers and get involved with our campaigns. Our integrated mobilisation approach invites supporters to take action by email – or visit one of our websites to sign a petition. Our mobile activists participate via a missed call or an SMS action. Other volunteers prefer to engage with us on one of our social media platforms – Facebook or Twitter. Becoming active in offline campaigns is the next step, with supporters volunteering to take part in or organise an event.



About 150 Greenpeace volunteers form a human banner at the IIT (Indian Institute of Technology) in Delhi, in the shape of human lungs, reflecting an urgent need of action against the rising air pollution in Delhi.  
© Suchanshu Malhotra / Greenpeace

“All ages and backgrounds welcome – passion to make the world a better place is essential.”

The work of our mobilisation team supports all of our campaigns through blog, social media content, emails, graphics, videos and more. As a campaign grows, the work of our offline supporters and volunteers kicks in to create even more pressure for change, and you are growing stronger.

In 2013, we organised 40+ events for the Arctic campaign, in 2014 we organised 110+ events to say #IAMMahan, in 2015 our supporters organised 250+ events to say #ISupportGreenpeaceIndia in the face of the MHA's attack on civil society and your rights to dissent in a democracy:

<https://www.youtube.com/watch?v=ZGhgWFCrTGQ>

## GREENPEACE INDIA OFFERS VOLUNTEERS THE TOOLS TO SUPPORT OUR CAMPAIGNS OR TO CREATE YOUR OWN - AND SOME OF THE INSPIRATION TO DO SO.



If there is an issue in your area that you care about, start your own campaign using our petition tool, Greenpeace X:  
<http://www.greenpeace.in/>

If you'd like to start organising a group with some friends, or look for new friends online to campaign with, then join Greenwire:  
<https://greenwire.greenpeace.org/india/en-gb/>  
Have a look around and say hello.

If you'd like to volunteer with us or get active offline, get in touch with us:  
<http://www.greenpeace.org/india/en/Get-Involved/Volunteer/>

If you have not done so, sign a petition and we'll get in touch with you with more ideas as to what you can do to help. Register here for more info:  
<http://www.greenpeace.org/india/en/>

Talk to your friends, colleagues and family about our campaign and what matters to you – encourage them to get involved too. Together, we are a **#PeoplePower** movement.

Like us on Facebook:  
<https://www.facebook.com/greenpeaceindia/>  
Follow us on Twitter:  
<https://twitter.com/greenpeaceindia> and share and re-tweet our content.

Regardless of what happens and the crackdown on our campaigns, the idea and the aim of Greenpeace India will survive with you. Create the next campaign, start a Greenpeace group, share your ideas and help build innovative campaigns that mobilise people online and offline.

**Mobilise, organise and get involved for a cleaner and safer future!**



# EMBASSY OF JUNGLISTAN

We have many branches

NEW DELHI



Mascots of Junglistan, Sheru (the tiger) and Bhaalu (the bear) raise awareness about forest destruction due to coal mining amongst people at the virtual embassy of Junglistan at Jantar Mantar in New Delhi, India  
© Sudhanshu Malhotra / Greenpeace

# MOBILE ENGAGEMENT

## THE SECRET MISSION THAT LAUNCHED JUNGLISTAN!

2014 started with 8.6 lakh mobile activists standing up to save forests. The list was informed about the protest at the Essar office in Mumbai and asked to join the secret mission to save forests. 3133 people went on to support the campaign against the Essar-led coal mine.

A unique aspect of this campaign was the segregation of smartphone users and those using phones that had regular features. Smartphone users were sent a link to sign the petition and regular feature phone users were asked for their details and Greenpeace tweeted support on their behalf. Throughout the course of the campaign for Junglistan, this differentiation of segments was used for each step of the engagement journey.

## OUR ENGAGEMENT JOURNEY

MISSED CALL LEAD GENERATIONS	PEOPLE REACHED	LEADS GENERATED
Total mobile Activist list .....	1968150 .....	NA
People who picked up the secret mission IVR call for Junglistan .....	114477 .....	3133
Coal Block cancellation fundraising ask .....	40118 .....	1835
Junglistan Crowdfunded Newspaper ad .....	NA .....	20154
MSS Rapid response for Mahan Arrests .....	117229 .....	7656
Referral ask for Palm oil .....	47089 .....	1492
Cocktail push for Pesticides .....	585443 .....	9932
IVR Push for Toxicity (People who picked up calls) .....	66516 .....	1819
SMS push for Toxicity .....	64697 .....	1505

HIGHER ASK ENGAGEMENTS	PEOPLE REACHED	NUMBER OF PEOPLE WHO TOOK ACTIONS
Tweets via missed call .....	30643 .....	2193
News Paper ad .....	NA .....	62
Cocktail whatsapp push .....	NA .....	56
Selfies during cocktail .....	NA .....	246
Human ART link to share on FB .....	5481 .....	NA

# Palm Oil

The campaign against palm oil continued with us reaching out to 47089 people with an update - big brands like Cadbury, L'Oreal and Wilmar had committed to zero deforestation in their supply chain. The next step for our mobile activists were to refer friends for the campaign to save the tigers in Sumatra. 1492 new people joined our campaign as a result of the mobile push.

The next step was asking them to support our campaign and ask P&G to stop destroying rainforests for palm oil. A unique strategy employed during this campaign was a missed call-to-tweet tool. One missed call to the number on the message would trigger a tweet helping make the campaign hashtag become a trending topic on Twitter.

# Cocktail Push for Pesticides

During the pesticides push, we reached out to a database of 585443 people. A WhatsApp engagement was employed for this campaign. During the course of the campaign, we asked people to join an offline event by sending their selfies with chai. Our WhatsApp number received selfies from 246 people, which were then used to make a picture collage.

# Clean Air Nation

The Clean Air Nation campaign began in Delhi and the call was for supporters to demand a health advisory on highly polluted days. 66516 people answered the call which translated to an overall response rate of 38.26%.

# RADIO SANGHARSH - Awaz Adhikaar Ki



We live in a world where mobile phones are no longer a luxury but a necessity we can't live without. So why not use it to help someone in need? That's how Greenpeace India set up Radio Sangharsh in November 2013 with the help of CGNet Swara, a tool that brings the power of online connectivity and expression to phone users in the rural India. Combining technology with powerful social expression and citizen journalism, it was aimed at creating a decentralized platform that would provoke and enlarge the debate around the right of indigenous people. It also had the objective of using mobile phones to bridge the gap between local authorities, policy makers and villagers of the region of Mahan in central India, where local and tribal communities lack access to any mainstream media outlets. This often poses serious barriers to their socio-economic development, as their grievances about government and corporate and economic exploitation remains unvoiced. What started off as a test eventually proved to be an invaluable asset in the struggle for justice for the citizens of the region. For the first time, villagers turned into citizen journalists by using their phones to call and voice their local problems as an act to bring people and communities together to fight a common cause.

The Radio Sangharsh team - Anirban Chakrabarti, Vivek Goyal, Sachin Singh and Arvind Shivakumar with the support of CGnet Swara's Shubhranshu Choudhary and Smita Choudhary trained people in the villages to use the everyday technology of the mobile phone to tell the world what is happening in their villages. The Amplifiers were trained in using the Radio Sangharsh platform, citizen journalism and basic interviewing and reporting skills. The 45 amplifiers went on to train other villagers in their respective villages. Even during the clampdown on Greenpeace, villagers called in to show support and denounce the actions of the government.

# HOW RADIO SANGHARSH WORKS

To report a story, give a missed call to +91 990 291 5604, our system will call you back. It's free of cost, time efficient and user friendly! Voice instructions from the other side allow you to record your own story in 3 minutes, or navigate through the other published stories over the phone

# Impact of Radio Sangharsh (January 2014 to present)



In Suhira, Babai Shah, an 80 year old man's name was missing from the pension list. Despite requesting the village sarpanch and his secretary to enlist him, his name was not included. After recording a complaint through Radio Sangharsh, Babai has begun receiving his pension.



In Amelia, Virendra reported four handpumps in the village that were not working on Radio Sangharsh and the resultant water scarcity faced by the villagers for a month. Since then, the pumps have been repaired.



In Amelia, the people who were part of Amelia Samiti did not receive their bonus from selling their tendu leaves for the year 2012. They had appealed to the Forest Ranger, DFO, Forest Guard, Superintendent and other concerned officials, but to no avail. Once Kripanath reported this to Radio Sangharsh, the Amelia Samiti received their bonus in a week's time.

	MONTH	NUMBER OF PEOPLE WHO CALLED IN	CALLS RECORDED	BLANK CALLS	PUBLISHED CALLS
<b>2014</b>	January.....	158	55	103	8
	February.....	206	46	160	18
	March.....	249	79	170	18
	April.....	141	49	92	22
	May.....	138	97	41	17
	June.....	80	63	17	21
	July.....	139	76	63	22
	August.....	241	64	177	18
	September.....	153	52	101	19
	October.....	120	69	51	14
	November.....	195	82	113	12
	December.....	126	55	71	9
<b>2015</b>	January.....	52	25	27	9
	February.....	75	35	40	4
	March.....	99	25	74	5
	April.....	36	19	17	3
	May.....	44	27	17	3
	June.....	39	20	19	0
	July.....	39	24	15	0
	August.....	45	26	19	4
	September.....	10	3	7	2
<b>TOTAL</b>		<b>2385</b>	<b>991</b>	<b>1394</b>	<b>228</b>

#### Radio Sangharsh Annual data July-13 to Sept 15

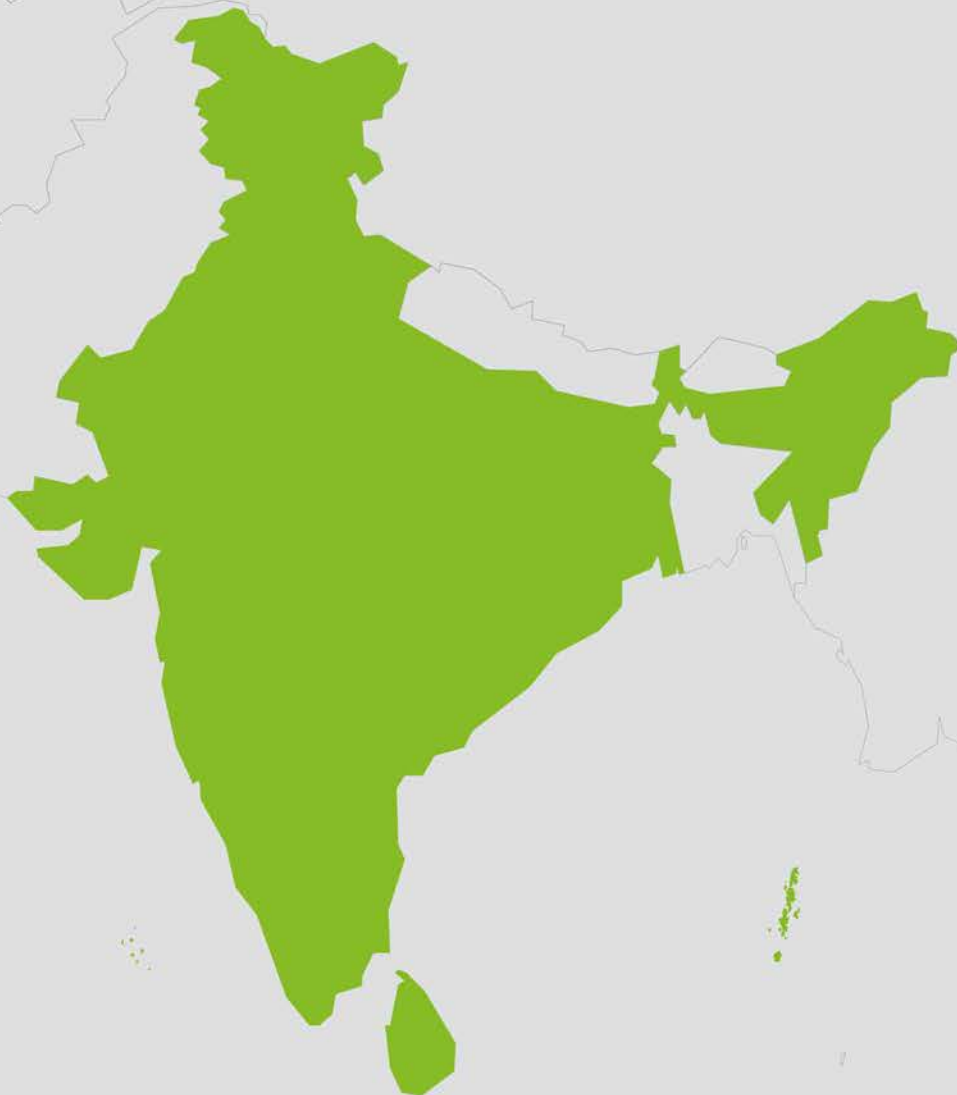
Total calls made for recording.....	2385
Actual No of Stories recorded.....	991
No of blank calls.....	1394
Total no of calls published.....	228

**"A small body of determined spirits fired by an unquenchable faith in their mission can alter the course of history."**

*- Mahatma Gandhi*

# HOW DOES GREENPEACE USE ITS FUNDS?

Greenpeace India raises a majority of its funding from Indians - according to our provisional fundraising figures for FY 2014-15, INR 20.76 crore was donated to Greenpeace India by 77,768 Indian citizens - accounting for nearly 70% of total income.





# Greenpeace India Society

## Balance Sheet for the Financial year 2014-15

Particulars	2014-15
Fixed Assets	10420334
Cash and Bank Balance	93608173
Money on deposit	4977256
Prepayments	2477518
TDS/Taxes paid	15750701
Advances	2048839
<b>Total</b>	<b>129282821</b>

Particulars	2014-15
Liabilities	
Corpus Fund	85957966
Add-Excess of Income over Expenditure from Income and expenditure for the year 2014-15	30521439
Accounts Payable	12803416
<b>Total</b>	<b>129282821</b>

## Profit and Loss Account for the Year 2014-15

Particulars	2014-15
Fund raising and Public Awareness Expenses	104324945
Organisation & Support Expenses	54361840
Campaign Expenses	50365063
Campaign Support Expenses	44126245
Profit carried to Balance Sheet	30521439
<b>Total</b>	<b>283699532</b>

Particulars	2014-15
Foreign Grants	96185340
Donations from Local Donors	179958862
Interest Received	7552830
Other Income	2500
<b>Total</b>	<b>283699532</b>

## Campaign Wise Expenses 2014-2015







# GREENPEACE

ग्रीनपीस

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

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

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

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