

**GREENPEACE**  
ग्रीनपीस

YOU CAN'T SINK A RAINBOW



YOU CAN'T SEIZE THE SUNRISE

ANNUAL REPORT 2018-2019

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Break Free from Air Pollution Action in New Delhi, 2018.  
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# 01

## Message from the Board President: Biswajit Mohanty



I am very happy to present to you the Annual Report of Greenpeace India 2018 - 2019, which will tell you the story of a strong and fearless organisation that relentlessly continues to expose environmental crimes and inspire a debate on climate change, in the face of severe adversities.

I recently witnessed a catastrophe in Orissa. Cyclone Fani unleashed a kind of fury, the extent of which needs to be seen to believe. While the cities faced massive crisis of power shortage, mobile connectivity and collapse in water supply, it got me thinking all the more about how we pretend to be ignorant of the impending crisis that will destroy the world as we know it very soon. It is now not a Hollywood fiction or a prediction far into the future anymore. It is a ticking time bomb waiting to explode any day. The recently released UN report compiled by over 400 experts from at least 50 countries puts the spotlight on the following reality.

**1 million species are about to go extinct, possibly within a decade. This mass extinction will have a fatal impact on human life.**

**With an ever growing population, consumption pattern has grown manifold and the resource crunch is already visible. One third of all land is now used to produce crops that use 75% of all freshwater on earth.**

Cities like Bangalore are already reeling under a severe water crisis. On one hand, our very existence as mankind is threatened and on the other hand, our thoughtless consumption patterns have grown by leaps and bounds leading to an ever-increasing carbon footprint.

Our plastic production has increased 10-fold since 1990 and the use of chemical fertilisers - which poison ecosystems and wreck soil's CO<sub>2</sub>-absorption rates - has doubled in just 13 years.

The future seems bleak. While on the one hand we seem to have failed our children, and the world has lost its faith in global leaders, on the other hand, we are also witnessing a heart-warming phenomenon of the young generation taking to the streets to demand action on climate change. 17-year old Greta Thunberg showed the world that the era of sitting in our rooms and feeling sorry for ourselves is over and we need to take action immediately. In India as well, school children have realised that good grades are meaningless without a liveable planet, and are coming out in the streets to act for climate change. This phenomenon not only inspires hope but also strengthens my conviction that organisations like Greenpeace need to exist to show a mirror to the rest of the world. Greenpeace for the last 40 years has not only pioneered environmental action worldwide but has battled adverse forces to win its historic campaigns.

Being a lawyer and chartered accountant by profession, when I joined Greenpeace India Board a decade back I was attracted by its independent



# 02

## Greenpeace India Board Members

### Biswajit Mohanty

Biswajit Mohanty has published more than 25 articles and papers. He is active with wildlife crime control operations, human-elephant conflict mitigation, illegal mining, clearances and deforestation. He had also launched a campaign in 1998 to save Olive Ridley sea turtles in Odisha coast.



### Ashish Kothari

Ashish Kothari is a founding member of Kalpavriksh, and helps coordinate the Vikalp Sangam and the Global Tapestry of Alternatives processes; co-editor of Alternative Futures: India Unshackled, and Pluriverse: A Post-Development Dictionary.

### Leela Samson

Leela is a dancer and choreographer. She was awarded the Padma Shri (1990), the Sanskriti, Nriya Choodamani, Kalaimamani (2005) given by Government of Tamil Nadu, and the Sangeet Natak Akademi Award (1999–2000) for contributions to Bharatanatyam. She supports the cause of culture, animals, the environment, freedom and education. She has written 'Rhythm in Joy' & 'Rukmini Devi – a life'.



### G. Gautama

A former principal of the KFI School, Chennai has been instrumental in setting up a new Krishnamurthi residential school, Pathashaala and is now the Director of PCFL-KFI. A thinker who has recrafted the field of education and still continues to do so. He brings decades of experience with relation to this field and there are very few like him.

### Tara Murali

Tara is an Advisor for Citizen, consumer & civic Action Group, and Vice President of The Children's Club, Chennai. She was a member of the Executive Committee of INTACH, as well as the Secretary of Indian Institute of Architects -Tamil Nadu Chapter. Amongst many other roles, she was also the Director of Chennai Heritage.





## Paranjoy Guha Thakurta

His work experience spans over 40 years, cuts across different media: print, radio, television and documentary cinema. He is a writer, speaker, anchor, interviewer, teacher and commentator in three languages: English, Bangla and Hindi. He has authored/co-authored books and directed/produced documentary films on the working of the political economy and the media in India and the world .

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## Navaz Currimbhoy

A 5<sup>th</sup> generation shop keeper in a "family business" with experience in coping with the challenges of "Family & Business" to stay current. Community interest include working on some issues in Madras that require vocal citizens.



## Greenpeace India Team

**Interim Executive Director:** Mousumi Dhar

**Program Team:**

Tejasvi Erappa, Pujarini Sen, Ishteyaque Ahmed, Senthil, Abhishek Chanchal, Avinash Chanchal, Rohin Kumar, Ali Abbas, Narendra Dubey, Saifullah , Santosh Kumar, Prabhakar Behera

**Organisation Support:**

Raghu Kumar, Meera Srihari, Ajit Kumar, Santhosh, Venkataramana Gowda

# 03 Headlines of the year: Key Highlights

Manifestos of leading parties like Congress and BJP incorporated Air pollution as a **national health emergency**, and highlighted the need for **decentralised renewable and clean energy policy**, after extensive education efforts by Greenpeace India campaigners.

A report published jointly by researchers from Greenpeace and LSU (Louisiana State University) estimates: **76,000 premature deaths** could have been averted if India had complied with the new emission standards.



Greenpeace India's efforts led to the Supreme Court firmly fixing 2022 as the deadline for implementation of the **emission standards for coal based thermal power plants**.

Greenpeace India with Gujarat Energy Research Management Institute (GERMI) and IWMI-Tata Water Policy Program published an analysis that found that:

**"If solar pumps were to replace traditional water pumps in farms across the country, India could surpass its solar target of 100 GW by 2022."**



One year of campaigning by Greenpeace India and her allies led to the

**Central Govt finally allocating funds for Kusum in Feb 2019**, a rural scheme enabling farming communities to adopt solar pumps, meet local electricity demands and feed clean electricity to the grid.





Government bodies through schemes like increased subsidies, organic corridors and other schemes, are creating **an enabling environment for farmers to shift to ecological agriculture** – Greenpeace India was a pioneer for eco-agriculture in Kedia of Bihar.

### Jaivik Bihar Yatra

organised by  
Greenpeace and allies

travelled over **1500**

**kms and interacted with over  
800 farmers from 9 districts**

on eco sustainability and out of box  
solutions to tackle climate change.



Kedia farmers group "**Jivit Mati Kisan Samity**", formed and facilitated by Greenpeace India, was invited by several government forums as experts and became the **first certified organic producer of the state.**

Greenpeace India activists were an active part of the civil society coalition and scientists communities that together got the Government of India to put **GM mustard on the back burner** indefinitely.

Strong campaigning against illegal imports of GM food forced the Food Safety and Standards Authority of India (FSSAI) to commit to **frame a regulation on GM food** in India.

Greenpeace India campaigners joined others in **rescue and relief work during the Kerala floods in August 2018** with their inflatable boats usually used for action during campaigns.



The Karnataka High Court ruled in favour of Greenpeace India when it quashed the Enforcement Directorate order of freezing accounts, following a raid of the GP India office by Enforcement Directorate. The court ordered unconditional defreezing of Greenpeace bank accounts.

Greenpeace India lent solidarity to campaigns against extensive tree felling in Delhi and other places.



# 04

## Government Crackdown and Emerging Victorious: Power in doing the right thing!

Diya Deb, Former Campaign Director Greenpeace India



“Despite the financial struggle, we remain active, and that is only due to the regular support of thousands of donors. This gives us the financial and moral support necessary to keep fighting for a better environment.

Even though we may face counter-attacks because of the work we do, we are reassured by our loyal supporter base and that gives us courage to keep up the good work.”

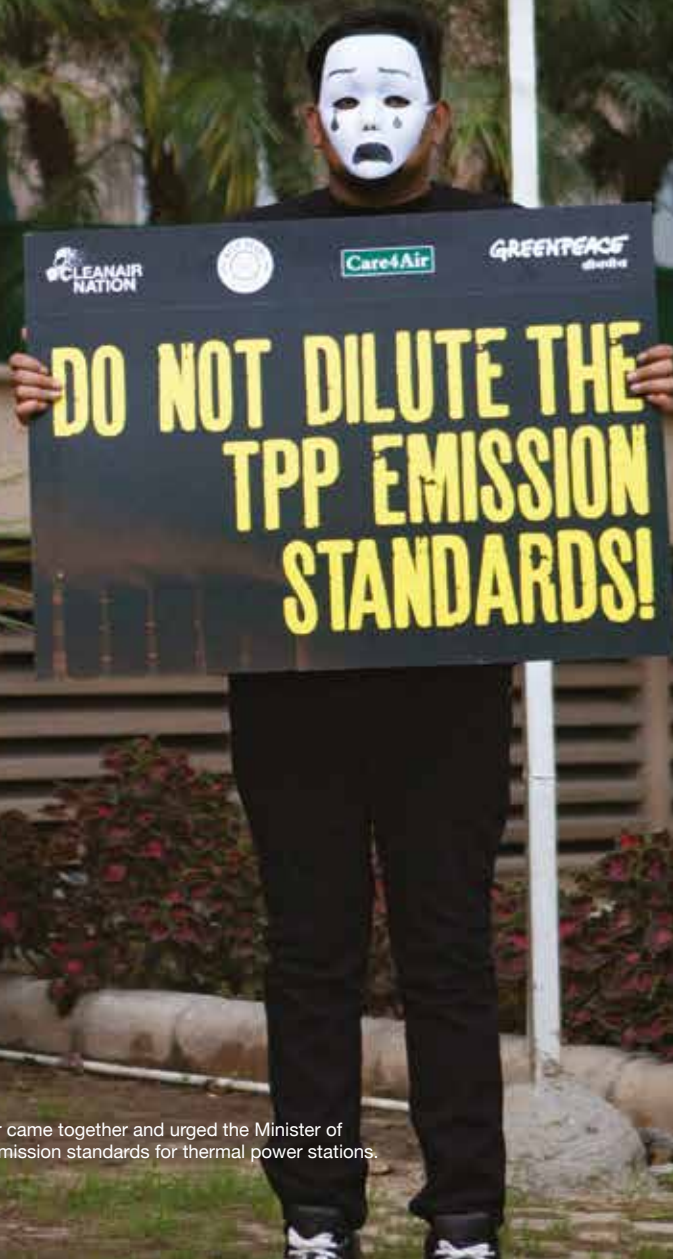
- **Meera Srihari**  
Finance in Charge

In spite of government crackdowns, frozen accounts and shrinking teams, the Greenpeace India team continued to win campaigns and mobilise people for a better planet. Whether it is the issue of air pollution or renewable energy or plastics, India has the potential to play the role of a climate leader not only in Asia but also globally. We did seize several moments this year but we still have miles to go. When people have come together to fight against climate change, we have witnessed government authorities yielding under pressure to announce special programs to tackle air pollution, or release budgets for renewable initiatives and even incorporate environment in the election agenda. This year we did not restrict ourselves to tackling only the larger policy issues. We also rolled up our sleeves and joined hands to amplify the voice on the ground, specially to stand against issues like tree felling etc. Our cleanliness drives with volunteers personally inspired me. It was heartening to see youngsters utilising their weekends in collecting plastic wastes from the banks of River Yamuna. This year also demonstrated Greenpeace’s strength in putting the spotlight on environmental issues that never featured in the first pages of news or were ever a political priority. In close collaboration with our allies, we were able to bring issues like vehicular pollution, safe food and plastics not only to drawing room conversations but also to election manifestos. While on one hand we focussed working on the ground, on the other we had campaigners working relentlessly with investors to discourage them in investing on coal and encourage them to shift to renewables. We had strong presence in global investment forums and platforms and remained a voice to reckon with.

Paris Agreement  
We did it!



#SmileFor ThePlanet





Greenpeace India employees stand in unity.



# 05

## Interview with Interim Executive Director: Mousumi Dhar



### What has been the most exciting moment for you this year?

*Campaigning is often a slow process where days and years of efforts yield a win. This year we witnessed a couple of significant milestones. The announcement of the National Clean Air Action plan to tackle air pollution, the allocation of funds for the Kusum scheme, which will enable farmers to solarise their irrigation, these are all in part due to the persistent efforts and patience of Greenpeace India and our allies.*

### What is the role you see Greenpeace India playing to address climate change in India?

*Several countries have now declared a climate change emergency - ironically, in India we will be worse hit than many other countries. But as you can see, climate change agenda is still far from a national priority, although the Government of India has taken some progressive and heartening decisions over the last few years. We are already witnessing farmer suicides, migration due to drought/floods, localities washed away by natural disasters and people killed due to air pollution - if this isn't an emergency, what is? Yet it is still not too late. We have it in our hands to save the earth from destruction if each one of us do the right thing - not just in our personal lives but by pressuring or working with the government and corporations that have much more power than us. Greenpeace in India not only inspires a dialogue on climate change but also can facilitate India to become a leading voice through leading by example and by being a global watchdog. When millions of people stand together to address climate change, there will surely be a solution.*

### What made you join Greenpeace?

*Growing up in Nagaland, my childhood was spent in an environment which has taught me to be bold and fearless. It is not often you find organisations which are outspoken, fearless and do not care about getting arrested for activism. I have read about how Greenpeace campaigners dressed up as vegetables during an anti genetically modified food campaign and followed the minister everywhere until he relented. There have been instances of Greenpeace campaigners risking their lives climbing bridges, hanging banners to drive a point home or turn the spotlight on an issue. I always found the approach of the organisation fascinating so when the opportunity at Greenpeace India came knocking at my door, it was a dream come true for me.*

### Everyday there are so many environmental problems a common person faces. How do you chose and prioritise? Given the challenges of poverty and unemployment, why are environmental issues at all important?

*This is an interesting question. In the answer to this question lies the uniqueness of Greenpeace as a global organisation striving for a cleaner and better planet.*

*Greenpeace's campaigns are not aimed at incremental changes like protesting against and shutting down a single polluting thermal power plant or saving one forest. Saving just one forest or one plant at a time might make us feel good, but in terms of the challenge we face, it would do nothing to address the climate crisis. We do not have the time, or resources, to afford an approach that relies on incremental change.*

*Greenpeace focuses on systemic shifts and changing the rules of the game, which will challenge the neo liberal paradigm of thoughtless consumption and individual convenience at the expense of our environment. Environmental issues and climate change impacts will remain the root cause of poverty, unemployment and other critical 'developmental' issues that plague India and similar countries across the global South. In addressing climate change and acting now we can avert a catastrophe that will take a devastating toll on vulnerable communities very soon. We often chose and prioritise keeping in mind the larger issues; what efforts will make the most difference in reducing carbon emissions, aligning with global priorities arrived at through a well-researched, science-based process. We strive for a transformational shift by challenging power dynamics that perpetuate over consumption and inequality.*

### **Going forward, what is your vision for Greenpeace India?**

*In the coming times, I see Greenpeace India depending increasingly on our volunteers and supporters for winning campaigns. India has committed to addressing climate change in global platforms. With our technical expertise, research and communication skills we will be a key part of the country's journey in becoming a climate leader. In the next 5 years I hope that India not only sets examples which other countries can emulate, but will also be a powerful voice in ensuring world leaders come together and take responsibility for saving the planet. Greenpeace with its years of experience has a critical role to play in this process. Greenpeace India already is regarded by other organisations and civil society as a resilient fighter who does not bend before power. We will grow further as a strong and resilient organisation, which cannot be silenced by any power structure or vested interest groups. In this journey it will increasingly work with others, whether it be corporates, NGOs or govt authorities, to amplify the millions of unheard voices.*





# 06

**Clean Air and Clean Energy:**  
Building momentum to tackle air pollution and vigorously promoting renewable energy

## Good News!!

2018-2019 was the second consecutive year that India installed more renewable energy than coal power.

## Bad News!!

Renewable energy additions are lower compared to 2017. The country is still building polluting thermal power plants and destroying forests.

“We need to rapidly ramp up renewable energy installations. The progress made on grid connected agricultural pumps and the uptick in rooftop solar installations is good news on that front. However we still have a long way to go and we need to improve our inefficient policies which encourage financing the coal sector. For example, investment clearance was given to the Khurja and Buxar coal plants, despite the fact that the power from these plants will be much more expensive than that available from renewable sources. The climate crisis demands that India transitions much more quickly away from coal towards Renewable Energy - any further investment in new coal plants is movement in the wrong direction.”

- **Pujarini Sen**  
Program Specialist, Energy Transition

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## Fighting Air Pollution

Greenpeace along with multiple other coalition partners and stakeholders across the country worked towards strengthening data, research, public awareness and a robust policy formulation for creating a “Breathable India”. Over the past few years Greenpeace India demanded a systematic, comprehensive and time bound National Clean Air Action Plan with fixed accountabilities and transparency, from the Government of India.

Greenpeace was one of the first organisations in India to amplify this issue much before it became a crisis and powered by its research and experience, was the first organisation to recognise that the source of air pollution is not caused by vehicles alone and a comprehensive policy is required to deal with all sources of pollution.

The release of the National Clean Air Programme (NCAP) after a long struggle and fight by public for their Right To Breathe was definitely a step forward in the right direction by the Government. It was good to see the final version of NCAP being released after a long wait and several missed deadlines since December 2017 when the first mention of the same was made in the parliament. The vision of NCAP is to reduce air pollution levels to the extent of 20 – 30% lower than the air pollution levels in 2017 by 2024 across 102 cities across the country.

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**“We hoped that NCAP would have been much stronger in providing sector wise pollution/emission reduction targets, more specific targets for cities rather than tentative window of 20–30% reduction and should have been provided with a strong legal backing to take action against non-implementation. We hope MoEFCC shows more seriousness in implementing the plan and strengthen it here onwards”**

**- Sunil Dahiya, Senior Campaigner**

## Energy from the Sun

After extensive campaigning to highlight the neglect of the rooftop solar sector, Greenpeace India welcomed the additional financial allocations made for decentralised solar as essential for India to achieve its 100 GW solar target by 2022. So far, India has only installed about 3.4 GW of its 40 GW rooftop solar target. Greenpeace India, along with its allies, has been campaigning for the speedy implementation of the KUSUM scheme (rural scheme ensuring subsidy for solar water pumps for agriculture) ever since its announcement in the 2018 budget. In addition, a series of ‘Rooftop Revolution’ reports mapping the rooftop solar potential of various cities across India (Delhi, Patna, Hyderabad & Chennai), have been making the case for further budgetary support to residential rooftop solar for many years now. Although the Finance Ministry had not released the funds promised in 2018 Budget, the Cabinet Committee on Economic Affairs stepped in and released Rs. 46,000 crores till 2022 for not just KUSUM, but rooftop solar as well.



**“KUSUM can potentially revitalise DisComs by converting farmers from consumers of subsidized electricity to producers of clean solar energy. This revolutionary idea can reduce if not progressively eliminate agricultural power subsidies, and also allow DisComs to meet their Renewable Purchase Obligations. Such decentralized solar installations will create economic opportunities that come with steady electricity access.”**

**- Akhilesh Magal,  
Head-Advisory, GERMI  
(Gujarat Energy Research & Management Institute)**

# 07

**Safe food  
and Healthy  
Soil: Work in  
Kedia  
continues to  
make us  
proud -  
Challenging  
authorities  
and  
demanding  
safe food**

## **Enabling shift towards ecological agriculture**

Greenpeace India's Bihar Living Soils campaign has triggered a change in the mind-set of the different stakeholders in Bihar. It has met its objective of bringing about changes both at the policy level as well as increasing the demand and supply of the same at the consumer and producer level respectively. Organic farming is the new buzzword for farmers, concerned government departments of the state, semi-government and non-governmental organisations as well as the consumers.

- **Farmers are increasingly shifting their investments towards ecological means of agriculture. As per Bihar State Seed and Organic Certification Agency (BSSOCA) numbers, over a thousand farmers are registered for organic certification under Participatory Guarantee Scheme (PGS) and more than 500 under NPOP.**
- **Several schemes for farmers are being strengthened such as increased subsidy for construction of vermi-composting units and biogas plants, 700 kms long organic corridors along the Ganges in 10 districts, converging schemes lying under different government departments to implement Namami Gange programme and last but not the least forming and supporting hundreds of organic farming groups and expediting their registration as Organic Farmers' Cooperatives.**
- **Semi-government entities like Bihar Rural Livelihood Promotion Society (BRLPS) are proactively emphasizing the need to shift towards ecological farming methods and have come up with investment and implementation plans.**
- **A set of consumers has evolved which is happily paying significantly higher prices for organic producers.**

The 1500 kms long yatra organised by Greenpeace India and its allies, not only interacted with over 800 families in 9 districts, about ecological farming, but also were attended by various govt officials and civil society representatives at different junctures. As a culmination, the key findings and a set of recommendations were submitted to the state level bureaucrats.

## Awareness in Bihar: Yatra

Bihar Living Soils Yatra, was a journey covering a distance of 1500 Kilometers covering 9 districts, 16 villages across Bihar's Ganga Organic Corridor, connecting with over 800 farmers in a period of 10 days. Our team travelled across Nalanda, Lakhisarai, Munger, Bhagalpur, Begusarai, Samastipur, Vaishali, Bhojpur and Patna to assess local farmer's understanding of Bihar Government's organic corridor scheme in order to support farmers to take up organic farming. This initiative was aimed at spreading knowledge and learnings of Greenpeace's work with Jeevit Maati Kisan Samiti in Kedia, the collective of farmers who recently became the first organic certified village in Bihar.

### Key insights from the Yatra:

- Farmers of Bihar, like other Indian farmers are fighting the final battle to protect their livelihood and agriculture in general.
- They are well aware of the environmental crisis associated with chemical/industrial farming and their socio-economic implications. They are desperately looking for alternatives.
- They are also aware of the benefits of adopting ecological farming methods. Many of them have used a few of these methods and are fairly satisfied.
- Organic farmer's cooperatives are formed by government functionaries in majority of the places and the process of third party organic certification has been initiated.
- The government is yet to begin the process of knowledge transfer with the grassroots implementation professionals such as ATMs, BTMs, Agriculture Coordinators and Kisan Salahkars for the smooth transition towards ecological agriculture.
- Market for organic products and knowledge co-creation are two of the biggest demands of the farmers.

# Yatra in Photographs



Inaugural address by Greenpeace campaigner during Kisan Chaupal in Kanchanpur Sakraul.



Women in the inaugural meeting in Kanchanpur Sakraul village of Nalanda.



Collaboration works! Early morning meeting in Durdih Village of Lakhisarai.



District Agriculture Official of Hajipur Addressing the farmers.



Meeting in progress with farmers from Bhojpur District.



The wisdom powerhouse!



Catching them young! Campaigner interacting with children in a Bhagalpur Village.



An elderly farmer from Bochaha village of Samastipur reading the Ecological Agriculture handbook circulated during the Yatra.



Meeting in progress with farmers from Dadupur Village of Begusarai.



Multi-dimensional learning in progress in a Nalanda village.



Begusarai farmers expressing solidarity with Organic Farming movement spearheaded by Greenpeace India.



Concluding meeting in Ganjpur village of Patna.

## Striving for Safe Food

Greenpeace India has been among the pioneer campaigning organisations on GM seeds in India. We have always been a dependable coalition member and a credible voice in the No GM Fight. Carrying the legacy forward, we as an active member of coalitions such as GM Free India and Alliance for Sustainable and Holistic Agriculture strengthened and amplified the anti-GM voices in all possible manners. During the joint campaign on illegal GM food import in India, GP activists proactively engaged with different stakeholders using different protest and communication processes such as twitter action on FSSAI, petition submission to FSSAI officials etc



Ecological Farming in Kedia Village in Bihar.  
© Shiv Kumar / Greenpeace

## Can Ecological Farming be a solution to the Air Pollution crisis?

Often stubble burning by farmers of North India is seen as the main reason for the abysmal air quality of Delhi and neighbouring areas in the winters.

A Greenpeace India campaigner, Rohin Kumar travelled far and wide to document the reasons for stubble burning and alternative solutions to the problem. His blog was published in “Counter Currents”, a web portal on current issues.



# Stubble Burning and Neo-Liberal Absurdity

*(Excerpts from Rohin's blog)*

Mandeep, 23, completed his graduation in political science from Punjab University in 2015 before he became a regular assistant to his farmer father. His father Murari Choudhary owns 10 acres of land in Jogipur village in Patiala district, of which around 6 acres were occupied with wheat. His son, an active worker of SOI (Student Organisation of India), student wing of Shiromani Akali Dal, met me through a fellow reporter back in October, 2017. By the time Delhi had already started choking. Smog and Pollution was the new political discourse in Lutyens' Delhi, however short-lived. Even the usually communal frenzied TV channels showed some sanity and held the regimes accountable. One such evening amidst the political hullabaloo over dining table, Mandeep said, "Media persons are the 'immediate intellectuals' which they should not be." Coming from a boy half their age, this pissed off senior journalists to no end. And the discussions on stubble burning and inefficient administration halted suddenly. Mandeep was anguished on the tone and tenor of reporting. "Why aren't media persons concerned about pollution throughout the year?," he asked. Mandeep had a number of reasons to be angry with media, the most prominent being the representation of rural India in the media. He wanted categorical and specific reporting on stubble burning for two reasons: first, it would push an urban debate on pollution and second, it would give urban space a moment to reflect on their own lifestyles. He felt that unsustainable urban lifestyles which contribute to global climate change phenomenon 24/7, 365 days a year, should also feel the heat. Later Mandeep explained his comment to me in person. He said, "This is not simply about burning of wheat or paddy straw. It's about timing and non-viable options available to farmers." October is the time when paddy fields are harvested. Within three weeks of harvesting, wheat is sowed. This limited time gap is the major cause of stubble burning. Farming community believes that if paddy straw is not cleared from fields immediately, within three weeks of harvest or before sowing of wheat, it would hamper the growth of the succeeding crop. "It's not like every farmer is burning the stubble. They too are concerned about pollution. I would say, more than Delhi-walas who wake up to pollution problems every Diwali season. Many farmers are collectively using zero tillage technology (via Happy Seeder Machines), where crop residue is mixed in the soil through the process known as mulching," added Mandeep. Mulching is further useful in preparing organic manure. However, Mandeep didn't seem passionate about organic farming. He was more concerned about depleting groundwater and government's inadequate intervention in ensuring minimum support price.

One of my senior colleagues in Greenpeace India, Ishteyaque explained the reason why Mandeep seemed disenchanted by the idea of organic or ecological farming. Ishteyaque has been instrumental for the change in Kedia, Jamui, a small district in Bihar. Until few years ago, farmers in Kedia had faced the same agrarian challenge as those in different Indian states. A nudge to facilitate shift in approach was attempted through various rounds of discussions over months and finally, Kedia turned into a village of 'ecological farming'.

Ecological farming can be a way to get away with stubble burning. Kedia's farmers do not burn stubble; rather they use it as a resource to enhance organic carbon in the soil and improve its health. For speeding up the process of decomposition of the stubble, they use locally prepared concoctions such as Sheera, Jeevamrit and Amrit Pani. These concoctions are produced with locally available resources such as cattle urine and dung, besan, jaggery and leaves of some plants. Within a span of 45-60 days, paddy straw compost is ready to conserve nitrogen and nutrients back in the soil.

Such organic compost contains nitrogen, phosphorus and potassium. It helps in improving crop yield in the coming season but also increases organic carbon content in the soil which makes soil more water absorbent. Thus, also useful for ground water recharge.

Coming back to the Mandeep, his next question was, "Why do you people start fixing accountability of farmers before everyone else's? Have you ever asked the state governments why they aren't able to take concrete steps if they consider it a menace? What 'bureaucratic disorders' are the states going through?," he asked. I did not have any 'convincing' answer to his questions rather than just letting him know of the organizational setup I was working in.

It's not like we don't know the alternatives. We know it. We just need little support from people and the state," reflected Mandeep calmly. Punjab, Haryana and western Uttar Pradesh produce nearly 40 million tonnes of paddy straw annually.

According to Centre for Research in Rural and Industrial Development (CRRID) data released in 2018, Punjab alone produces 22-23 million tonnes of paddy straw which is largely burnt. Burning is avoidable since paddy straw can be used for production of energy. Paddy straw helps in maintaining soil fertility. This crop residue can be an useful resource if states are willing to cooperate. This gives a sense that states have all the solutions to stubble burning. It is easy to find perfect, viable and eco-friendly models such as Kedia which have done away with stubble burning and turned the menace into an opportunity. Moreover it is all about changing priorities and ensuring commitments to a sustainable future.

# 08

**Power of  
People and  
Togetherness:  
No force can  
beat us when  
we have you  
with us**

**This year witnessed phenomenal volunteer engagement and activities across the country**

NUMBER AND DETAILS	GEOGRAPHIES
70 new volunteers	UP, Delhi, Bangalore, Mumbai, Pune, Hyderabad and J&K
25 volunteer leaders	Delhi, Mumbai, Hyderabad, Bangalore, UP and J&K
45+ volunteer led events for Kusum, Clean Air Nation, Break Free from Plastics and Democracy and Dissent solidarity events	Patna, Varanasi, Allahabad, Lucknow, J&K, Delhi, Mumbai and Hyderabad
170 public outreach events including build up and main events regarding Air Pollution, Renewable Energy and Sustainable Agriculture  Reached over 15000 people during these events who signed petitions	All across India

**“Facilitating the journey of the changemakers has been a fascinating journey for myself personally as well. Irrespective of age or background you can see people wanting to do something to save the planet. Greenpeace is that platform which brings people together. From Residential Welfare Associations (RWAs) to schools to colleges, people and communities are coming forth for environmental activism”**

**- Abhishek Chanchal,  
Program Specialist, Mobilisation**

# For a Plastic-Free Yamuna

by Snehdeep Chatterjee: A Delhi based volunteer

"Beat Plastic Pollution was the theme the world collectively celebrated this Environment Day 2018. As Greenpeace India volunteers, we wanted to do something big to commemorate the day.

Plastic is a prime catalyst for air and water pollution, and it indirectly degrades the living condition of masses. We focussed on one of the most polluted rivers in India, Yamuna. River pollution in Yamuna is a crisis so bad it affects more than 58 million lives every day. Through multiple field trips to Yamuna banks to check the current condition we were appalled to find the situation being worse than we thought. Years of littering had made the place look like a dump yard, with plastic bags, cups and spoons could be seen everywhere. We knew that something had to be done; it was time for a change. We planned a cleaning event addressing single-use plastics with the motto 'If you can't reuse it, then refuse it'.

All the Greenpeace volunteers in Delhi were invited to the clean-up drive and they added more force to the event, which happened on June 5th 2018 by joining hands. We started the day by giving an orientation to all the people who came for the event about "single-use plastic" and how it plays a major part in polluting the environment. Post orientation, we got down to the job! It took us good three hours to clean the place and remove all the garbage that had been lying there for so long. Some of the volunteers cleaned the riverbanks, while the rest decided to clean the river water. Nearly 50 kilograms of plastic waste was collected by us!

After spending hours cleaning the banks of Yamuna, we left behind a clean Yamuna bank and took with us pride that we made a small but noticeable difference. Later on we were honoured by Mr. R.K Agarwal, Inspector of Delhi municipal corporation and were assisted by Mr. Girish (retd) officer from the Ministry of Horticulture.

Alternatives to single-use plastic products were discussed and shared by the green warriors – as we like to call ourselves. Meanwhile, a petition was launched against the usage of single-use plastic on the Greenpeace Extra platform as a follow-up initiative to stop plastic pollution. The petition also became a forum for people to discuss their thoughts about single-use plastic. One of petition supporters wrote, "Before the advent of polythene bags, people were buying things and eatables from the market. How did they do it then? Reusable bag material is based on its usage – Cloth bags for lighter items, jute bags for heavier goods. These bags are washable and reusable lasting for six months to one year. It's time to bring back those days.

"The event successfully concluded when everyone went home with a smile on their faces and joy in their heart. This may seem like a small step towards fighting plastic pollution, but as Lao Tzu once said: "the journey of a thousand miles begins with one step" and with this, we at Greenpeace look forward to making India the cleanest nation by putting our time, energy and efforts in issues that truly matter the world at large.

Greenpeace would like to thank all the green warriors who joined us in our cause to #breakfreefromplastic and made the event possible. It was inspiring to see so many determined young people standing up for a cause that affects the environment, and making world a better place for humanity to live and thrive."

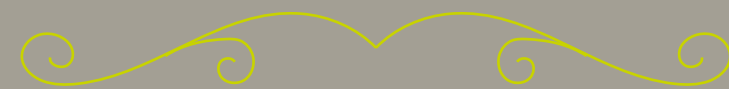
## Seeking accountability through digital activism: Greenpeace India volunteers against plastic pollution

Volunteers From Ramaiya Institute of Management Studies visited supermarkets in Bangalore (30th May 2018 to 5th June 2018) and asked questions on unwanted plastic packaging on the food and vegetable items. They took their complaints to companies twitter handle and also created Instagram stories. They visited the supermarkets /stores and clicked the items wrapped in plastic and posted them on the brand's Twitter handle and asked questions like why this extra plastic wrapping?? Is it required?

## Media and Digital Media Highlights: Public Opinion

30 new online cyber activists were brought on board this year. Here is a summary of our current follower base.

DIGITAL PLATFORMS	NUMBER OF FOLLOWERS
Facebook	342,924 / Likes: 348,271
Twitter	27.1 K
Instagram	11.8 K



**"For me social media is not an one way media. The key is to listen, engage and build community to challenge power for sustainable future. We at Greenpeace India have been successfully building people power movement for our green and safe planet. But we also need to explore how to collectively build a more nimble and responsive civil society that can mobilise more effectively in the digital era and in the face of growing authoritarianism, shrinking civic space and other threats."**

*- Avinash Chanchal , Program Specialist,  
Media and Digital Media*

# Digital Media Footprint

For the first time we built a narrative on social media for India's energy transition priorities using the **#SolarOverCoal** hashtag on how the Government is prioritising thermal power plants in their policy decisions and budgetary allocations. We did a Facebook live which got overwhelming response. Questions poured in from different quarters during the panel discussion.

**Bihar living soils Yatra:** Right after the Enforcement Directorate crackdown on Greenpeace, all our campaigning work had come to a halt due to the financial crisis. However the Bihar Living Soils team took to the streets to spread awareness with a very minimal budget and resorted to the social media extensively for their outreach.

The hashtag **#FarmerShakti** for our campaign on Solar Pumps was made popular by at least 100 odd people who tweeted in support of the campaign, The launch email was picked in an Op-Ed by The Hindu within two days of being sent out.

The release of the IPCC report was followed by setting up a petition page. Email communication was sent to all supporters. WhatsApp updates were shared with our supporters, A video with Campaigners, active Twitter thread, Facebook macro/posts etc. were all added to the list.

- Airpocalypse 2 launch gained traction on facebook twitter and youtube.
- Sterlite Tweets saw 46.4 k impressions.
- On Independence Day, we asked citizens of India what they feel India needs independence from, around pollution and environmental crisis! We also did twitter storm with **#IndiaDemandsFreedom**
- In Clean Air nation campaign we posted 29 videos on Facebook, extensively networked with existing coalition groups, tagged journalists during launches/peaks, networked with south Asian and European groups working on air quality issues, reached out to celebrities and stand up comedians.


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## Digital innovation

- The online marketing tool Woobox was used by 17 photo posts, 5 video posts, 2 statuses and was an innovation, which saw 9 link posts.
- Different tactics were employed to increase traffic from offline to online.
- We used multicity FB broadcast techniques for the first time.
- A spoof website called passtimesofindia.com projected our apocalyptic future if we didn't tackle air pollution now.
- Tools like Nouncy were used to amplify social media posts.

## Building pressure through social media:

- After an action demanding implementation of emission standards for thermal power plants targeting MoEFCC 60+ tweets were directed at the MoEFCC within an hour. The social reach was over 27k.
  - When the NCAP was announced by the Govt of India, Greenpeace India organised a twitter storm which was joined by volunteers, coalitions and allies. We received 65k impressions in 3 hours.
  - Videos asking National Green Tribunal (NGT) for “no more new thermal power plants without environmental clearance” and other visual content was developed, including a macro series called “If you could see the pollution”.
  - Relevant content around Delhi dust storm pollution peak, yoga day and Delhi tree cutting SOS recorded some of the highest footprints.
- 
- 

# 09

## Working with Others: Voice of solidarity in India and globally

Over the past few years you all have often given Greenpeace India the constructive feedback of engaging more with other civil society organisations. We did take your feedback seriously and worked on it extensively to become a powerful voice of solidarity both in the domestic and international fronts. We supported other activists and organisations in their public statements or expressed our solidarity.

Some of the forums where Greenpeace India played an active role in participating and supporting were platforms like:

**“UP maange Swachh Hawa” by Go Green Save Earth Foundation, Friday for Future led by diverse civil society groups, protest against Aravali destruction, plantation drives like “Say Hello” by Green Foundation.**

The campaigners also providing their unstinting support in executing innovative ideas like installation of lungs at Ganga Ram hospital, which changed colour based on the level of pollution, by Clean Air Collective. The Air Pollution campaign was led by Greenpeace together with our coalitions, friends and allies.

We also were part of human chains for peace, organised by NAPM. We played a critical role in supporting Avni campaign.

We also lent our voice of solidarity to environmental activists facing imprisonment or other public movements for environmental causes.

We partnered with International Water Management Institute (IWMI) and Gujarat Energy Research and Management Institute to conduct a National Stakeholders’ Round-table on Solar Pumps. The round-table was a massive success, with over 50 organisations - farmers’ groups, think tanks, distribution companies, development agencies, funding agencies, policy & research organisations, solar companies (like World Bank, GIZ, Andhra & Haryana DisComs, Auroville, CLEAN network, Climate Reality, NABARD, Sewa, Prayas, WRI, Timbaktu among others). We will be working with some of these organisations on further state level consultations on KUSUM (an acronym for Kisan Urja Suraksha evam Utthan Mahaabhiyan)

- a central government scheme promoting solar irrigation pumps.

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## Being a global watchdog and expressing solidarity

- Greenpeace India participated in the #BreakFreeFromPlastic campaign and also did solidarity posts on our social media platforms for various global campaigns.
  - We were part of the global air pollution ranking report release. The report was well received in India, reaching Prime Time news, evoking a response from the Haryana Chief Minister. Notably, soon after the release of our manifesto recommendations and well-timed report, both major political parties have mentioned air pollution in their election manifestos, with the INC highlighting it and treating it as a National Health Emergency.
- 






# 10

**Courage for  
Climate:  
Risking  
lives to  
bring back  
the focus  
on climate  
change**

Greenpeace India hosts specialised trainings for its activists to build their capacities and skills in non-violent direct action. A dedicated daredevil team of 6 passionate members led by a woman not only trained other volunteers and activists to become climate warriors, but would often roll up their sleeves and get on the ground for rescue operations when others won't dare.



**“The photos from Kerala flood in August 2018, bothered us and we wanted to do something. Our bank accounts were frozen so there was not much we could do but we were having sleepless nights. Being Greenpeacers and being in Bangalore, so close to Kerala we could not sit idle when our neighbouring state was struggling to access relief and rescue operations. A bunch of us got in touch with friends and acquaintances in Kerala, identified organisations who needed help and decided to not go home from office that day. We divided ourselves into 2 groups. One group started mobilising relief materials. It was not easy given it was a Friday but we managed to turn our office into a massive relief collection centre over the weekend. The other group pulled out the inflatable boats from the warehouse and set off for Kerala at 3 am in the night with the boat in tow. We were not sure how we would help but all we wanted to do was to be there and be of help in whatever way possible. I have spent almost a decade and half with Greenpeace India and what inspires me about its spirit, is the spirit to act fearlessly when the time comes.”**

**- Prabhakar Behera, Program Team**



**In January 2019 the multi-city solidarity activity was organised in support of Greenpeace India in 7 cities. In all of these cities, volunteers and Greenpeace supporters came in large number to stand with Greenpeace India in the difficult times and assert their right to dissent and freedom of expression.**

**“I joined Greenpeace in 2009, the journey since then has been a great learning experience. I have met many creative minds and passionate people whose efforts were primarily invested in providing solutions towards a sustainable future for all, which in return has given me much strength and confidence. Greenpeace is more than a family to me and these past years have shaped me to become self-aware. In today’s times we are witnessing climate disasters, it is important that the nation stands together to tackle the climate crisis that is just going to become worse in the years to come and work towards it now to take necessary action immediately.”**

**- Teju Erappa, Program Manager**

## Legal cases: Fighting for what is right

Due to the nature of campaigns that Greenpeace India engages in, it is not surprising that it faces several lawsuits and defamation cases as a backlash for exposing environmental crimes. Powerful authorities often file what are known as SLAPP suits (Strategic Lawsuits Against Public Participation) to try and intimidate us into silence.

A lot of our activists are fighting criminal and civil cases over the years because they dared to speak up against environmental violations. Some of them are even from remote villages and they often have to travel for the court hearings to the city courts where cases have been filed. Cases have been filed against campaigners for publishing reports that have named and shamed brands for using pesticide riddled food products, or activists who have climbed walls of offices or high rise constructions to drop banners conveying a critical message.



### Duty of Care Policy of Greenpeace

**“One of the core values of Greenpeace is “duty of care” which is to protect its people, volunteers, and activists. Often our activists and staff face legal cases for years, for speaking the truth. However Greenpeace India stays with them in their journey of navigating the judiciary till the case is resolved. With frequent government crackdowns and depleting finances, duty of care still remains our top-most priority.”**

**- Senthil, Program Team**

## Good News!!

Essar Criminal Case: Tribal Community members and villagers from Mahan were arrested for a peaceful sit-in protest in front of the Essar headquarters at Mumbai in 2014 demanding a right to their livelihood and the protection of the Mahan forests, following which a case was registered on 23/01/2014 by the Tardeo Police under section 37(3), 135 The Bombay Police Act - 1951 and the matter was heard at The Chief Metropolitan Magistrate's court, Girgoan. Recently the matter was withdrawn by the authority and all the activists were set free.



# 11

Raising Funds from Indian citizens: Financial independence and fearless to speak the truth because of you



“It is not easy to raise funds for an environmental organisation. India has a culture of donating lakhs of rupees for religious purposes. But when it comes to a social cause the culture of giving is much less and being a campaigning organisation where change takes time, it is all the more difficult to convince people to commit a small amount from their expenses for this cause. Our days are often riddled with rejections and hardships. Yet the motivation of the young team members standing on the street in sun and rain, talking to people building awareness about the environment and getting them to contribute towards a better planet, is truly inspiring.”

- Fundraiser for Greenpeace India

# Summary of Funds raised: 2018-2019

## No. of New Donors

<b>SIGNUPS</b>	<b>REGULAR</b>	<b>ONE TIME</b>	<b>GRAND TOTAL</b>
Greenpeace Environment Trust	18979	1439	<b>20418</b>
Greenpeace India Society	1517	59	<b>1576</b>
<b>GRAND TOTAL</b>	<b>20496</b>	<b>1498</b>	<b>21994</b>

## No. of Retained Donors

<b>12 MONTH ACTIVE</b>	<b>GRAND TOTAL</b>
Greenpeace Environment Trust	<b>31939</b>
Greenpeace India Society	<b>22629</b>
<b>GRAND TOTAL</b>	<b>54568</b>

### 12 Month Active:

All donors given at least one successful donation in financial year 2018-19

<b>ACTIVE @31st MAR 2019</b>	<b>GRAND TOTAL</b>
Greenpeace Environment Trust	<b>24,063</b>
Greenpeace India Society	<b>18,794</b>
<b>GRAND TOTAL</b>	<b>42857</b>

### Active @ 31st Mar 2019:

Includes Active Regular donors as on 31st March 2019 + Annual donors + One-off donors for full financial year

**What  
inspires us  
to donate  
year after  
year to  
Greenpeace:  
Voices of  
the donors**




**“I’ve been an avid fan and supporter of Greenpeace. What drew my attention to the organisation was an article on Rainbow Warrior. I was amazed at the fearless action of those people in the fight to save our planet from destruction. Nations loot and plunder the earth as if there is no tomorrow. I cannot be active in this fight, but I can support those that do so. We can never be complacent about ecosystems. The fight to save our planet must continue. It’s really heartening to read about the successes of this society. Greenpeace works in remote places helping us to better manage our resources. My friend introduced me to “Reduce, Reuse, Recycle” in the early 80’s, and I changed my way of living ever since. I also try and educate others on this. Few organisations take on hostile governments, but Greenpeace has been a pioneer, and I salute them for their courage. It takes strength and commitment to fight a long and seemingly endless battle, but Greenpeace stands tall. All success to the ongoing battle. May truth triumph. God bless you all.”**

**- Frederick Fernandes**




**Greenpeace is one of the few organisations that internationally fights for the long term future of humankind. Concern for the environment is another way of saying concern for future generations. At most all NGO’s are focused upon the problems of today’s world. Greenpeace rightly believes that the long term survival of our species will be decided by how we behave in the present. I also contribute to it because their conduct is fearless, and they are not cowed down by even the most powerful of governments and corporations. Finally, I contribute liberally to Greenpeace because most human beings who fund voluntary organisations are so overwhelmed by today’s problems that they are unable to see our responsibility for our long – term survival.**

**- Nawshir Mirza**



“I like to donate to Greenpeace as the environment is very important and with the failing rains and climate change our country and the whole planet are in trouble. I am particularly pleased that they are working with other NGOs and the government on the Kusum Yojana Scheme putting solar energy panels in arid village fields which will enable the farmers to generate enough energy for their own needs and also feed the rest into the national grid and get payment for this. This will generate green clean energy for our nation. I am also really keen that GP works with other NGOs to save our forests. By chopping down our trees and forests we are making a desert which is growing by the day. We have to save our forests and also grow more trees so that these areas start receiving rainfall. By using permaculture methods, we can regenerate arid soil. Rains are more reliable when there is greenery and intact forests. Our country is rich in solar energy. We must stop using thermal and nuclear energy. I dread to think where they dump nuclear waste and poison our Matrabhumi.”

**- Ushadevi Rathore**



“It has been a pleasure getting associated with Greenpeace. Greenpeace activists act like the lungs of the world. Governments committed to mindless growth without environmental concerns hate them. As somebody who loves the environment, I am truly grateful to Greenpeace for the yeoman services they are rendering. May your tribe increase. Wishing Greenpeace activists all the very best in the days and years to come.”

**- Venkatesh Prasad Narayan Iyer**



## Beyond Donations

The uniqueness of Greenpeace donors lies in their abilities to engage in various activities and efforts beyond just contributing financially. Through events, workshops and film screenings Greenpeace fundraisers were able to engage our donors in meaningful conversations. Several donors installed solar rooftops or adopted composting as a practice in their daily lives. Here is a glimpse below of several such initiatives through our letters to our donors.

Hyderabad, April 2018

Dear Friend

It is said that quality of your life is directly proportional to your happiness. Higher the quality quotient, higher is your happiness. But in our life, which is governed by routine, most of us tend to heavily compromise on the quality of life, and instead end up choosing readily available options which might be quick and hassle-free but not always sustainable.

It is with this idea in our mind that we organised a Solar Workshop event in the land of Nizams, Hyderabad, last Saturday, 21st April 2018. As we all know, coal is losing its fleet not just in India but also globally. Countries are pledging to go renewable and it is high time we do it too. India has a huge solar target of 100 MW to achieve by 2022, and we cannot leave everything to the government. The need of the hour is to act now, have more individual solar rooftops to make the transition sooner.

The workshop was designed to discuss and understand the process of installation of solar rooftops. Harsha - a representative of Zolt Energy, patiently answered all the questions of our donors - regarding the process of implementation of solar, installation, subsidy, kinds of panels and many more, throughout the entire session.

The engrossed listeners were not only informed about the process, but they also discussed the logistics with Harsha, as well as among each other.

Such overwhelming participation not only fills us with great pride but also keeps us on our toes, as we aim to collectively work towards a better tomorrow. We thank all of you, for taking the time in joining us. For those who have missed it, we have more events coming up soon, so STAY TUNED!!



Dear Donor,

We celebrated Earth Day with a special solar workshop in Chennai on the 22nd of April 2018. The sun scorched the afternoon as the temperature reeled at 40 degrees, but it did not deter the environment enthusiasts in participating in the event, that took place in 'Backyard' in Adyar.

We had representatives from EZolar, who helped us understand the technicalities of installing solar at our home, and the process leading to it.

We also had Mr.Suresh, a Chennai resident and a solar pioneer, who shared his experience on switching to solar back in 2012-2013 and how this has been nothing but a boon for him. While there were Chennai floods back in 2015, he was one of the few who had electricity in his house as it was powered by solar.

Apart from this, a budding green entrepreneur Sumeeth, who has designed a bike 'EcoBird' - which works on solar energy, also shared his experiences. He had brought the prototype to the event, and participants were keen to know how he developed this model and know more about its features. The event brought to the floor an interactive discussion on solar rooftop assessment, capacity of solar panels, how net metering works and the installation process. The participants raised their concerns about solar installations in societies/RWAs, and the sustainability of solar panels. The discourse was solution-oriented and diminished the myths around solar.

We were inspired by such overwhelming participation and this motivated us to work harder to make the transition a reality. We thank all of you, for taking out time and joining us. For those who have missed it, we have more events coming up soon, so STAY TUNED!!



Bangalore, February 2018

Dear Friend,

Visuals are always far more impactful than words, and last Saturday proved this once again. On the 24th of February 2018, we at Greenpeace had arranged for a special documentary screening just for you. A bright sunny afternoon invoked varied thoughts in the minds of the eclectic group of participants who joined us for the screening of the documentaries.

Participants, including kids who watched 'RIVERBLUE,' were willing to give up wearing jeans on seeing how the manufacturing of jeans leads to contamination of rivers. This documentary build awareness around how some of the world's most crucial and beautiful rivers were being destroyed by the clothes manufacturing process. There is a need to demand significant change in the textile industry from the top fashion brands to make a difference.

The next documentary, 'A PLASTIC OCEAN,' made everyone question, if plastics should have ever been part of our lives? Its durability made it indispensable, worldwide. But this commercial boon has now become a bane, endangering thousands of marine organisms. The solution to these and many more problems across the planet lie with us. Let's start by being the change we wish to see around us, by making our voices stronger and actions impactful.

With your support we have been able to prevent many environmental atrocities. So, let's continue working together to save our planet, for there won't be a second chance!

Dear Friend,

*Strength and growth come only through continuous effort and struggle.  
-Napoleon Hill*

On a bright Saturday morning, many of the Greenpeacers gathered in a cafe in Kolkata, to discuss about the solar revolution that is slowly but steadily gaining momentum in India.

As the sweet smell of Darjeeling tea brewing over the teapot filled the air, Greenpeace India supporters shared their experience and discussed issues related to solar rooftops in an interactive session with our campaigners and representatives from our ally - Sun Fund.

The discussion was interspersed with valuable inputs from Greenpeace India supporters, who kept the audience engaged through raising topical questions around policies of West Bengal, brand awareness and sought answers amongst their peers. While we are making steady efforts to organise more such events in various cities across India, we request your valuable inputs to let us know what issues and topics interests you, so that we can organise events around them and make these events more eclectic.



## Vox Populi

**“The Solar events were well planned and professional and although the time was limited my expectations in terms of solar technological enhancements were met through the interactive presentation and discussions.”**

**- Tushar Chakroborty**  
*Donor*

# Green Drive

Hyderabad team doing Direct dialogue work in Shilparamam which is an Arts and Crafts place located in the center of the city got covered in the local Media.



# Plastic-Free

Engagement activity in Chennai Metro Rail by staff of Chennai. We have engaged the supporters and prospective donors on single use plastic.



# Pages from the Diaries of our Fundraisers



**RENUKA  
CHHAPANIMOHAN**

## Who am I?

*Hello, I'm Renuka. Since I was little, I always wanted to be a part of a good cause. In school and college, I volunteered often and learned a lot about organisations working for animals, people and the environment.*

## A day in my life!

*Every day when I am working on the field, it has allowed me to meet and interact with different kinds of people. The best part is to hear their different views on the environment, which sometimes leaves me with more to think about or study. To be able to interact with different kinds of people on the streets has made me more confident in my communication skills and also has compelled me to think about the causes more. Every interaction leaves something for me to learn.*

## What motivates me?

*The harsh conditions on the streets or the negative experiences never stop me or my team. It makes me want to do more. I want everyone to be aware of environmental problems and know how we are trying our best to create a better environment to live in. Fundraising has surely changed the way I look towards the world, the people I come across and about myself too. At the end of the day all I can think is that we work for a good cause, trying our best to make the world a better place!*



**JOSEPHUS  
SURESH**

## Who am I?

*Greetings, I am Josephus. I am a Gemini born in the month of June and a typical Bangalorean with a flair to speak different languages. My family includes my dad, mom, brother, sister and my dear dog Jake. I hold a diploma in Mechanical Engineering from Impact Polytechnic College Bangalore. I am a light-hearted and very sportive person who believes in starting with a huge smile on my face and spreading it to others. I'm a passionate foodie, so much so that my eyes are adept at always finding munchies around me.*

### A day in my life!

*My typical day starts with my dog Jake waking me up with never-ending tail wags. I am the React and Upgrade Team Leader and I begin my workday with high-five's to everyone on the floor. I truly believe that it spreads joy and builds a connection with my teammates and colleagues. I make sure the calling data reaches the team on time and that they are engaged throughout the day. I like building the skills of my team members by sharing with them my experiences as a tele-caller.*

### What motivates me?

*When it comes to my work, every day is different and each throws a different challenge. I look forward to facing these challenges each day and that's what motivates me and makes me eager to face the next sunrise.*



**SYED  
FAZIL**

### Who am I?

*My name is Syed and I'm 27 years old. I was born and raised in Bangalore, where I studied my B.Com from the Karnataka Education Board. I come from a family of six. I am someone who is extremely determined and eager to learn. I can get along easily with just about anyone! Testing new bikes and going for long rides is one of my favorite things to do. I also love dancing and last but not least, I am an obsessive gamer!*

### A day in my life!

*On a typical day, I come in and make welcome calls to begin my morning. For the rest of the day, I tend to the Supporter Services e-mails and follow-up with supporters, engaging them in meaningful conversations.*

### What motivates me?

*I think that every day is a learning opportunity and talking to new people really drives me. Everyone has a different mindset and I love to understand supporters better and learn new things about my work. I believe that working for an NGO is better than just dreaming about living in an ideal society. The only way to achieve an ideal society is, to make one, by working positively towards societal development.*

**You are our  
Inspiration:  
Gangaram  
lake  
restoration  
by  
Saiprasad  
Cherukuri**



Greenpeace India donors are unique people whose passion for the cause sets an example for the rest of the world. They do not limit their responsibilities to only financial commitments but often roll up their sleeves to save the planet, beyond making their regular contributions to us. We have often seen donors inspired by our campaigns, set up solar panels on their rooftops and be a pioneer in their community.

One such inspiring story is that of one of our valued donors, Mr. Saiprasad Cherukuri from Hyderabad. He was one of the key members of the citizens group, which founded an organisation for lake restoration.



**Gangaram Lake Restoration Foundation (GLARE) was set up by Mr Cherukuri, along with a few members from his apartment complex.**

The Gangaram lake is located right behind their residential complex and the residents have been trying to revive this lake.

It all started in 2016 when Mr Cherukuru and other residents were appalled by the persistent and illegal rock cutting on the lake shore by some construction workers. The residents joined hands and vowed to save the lake. From then onwards nothing could deter them. They conducted lake cleaning activities, lobbied with the government authorities and eventually registered a formal organisation called Gangaram Lake Restoration (GLARE) foundation in May 2017.

Such passionate individuals like Mr Cherukuri inspires us every day to keep fighting for the cause overcoming all the barriers and challenges that comes our way.

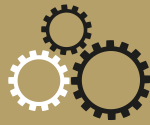




# 12

## How do we use your Contribution: Financial utilisation

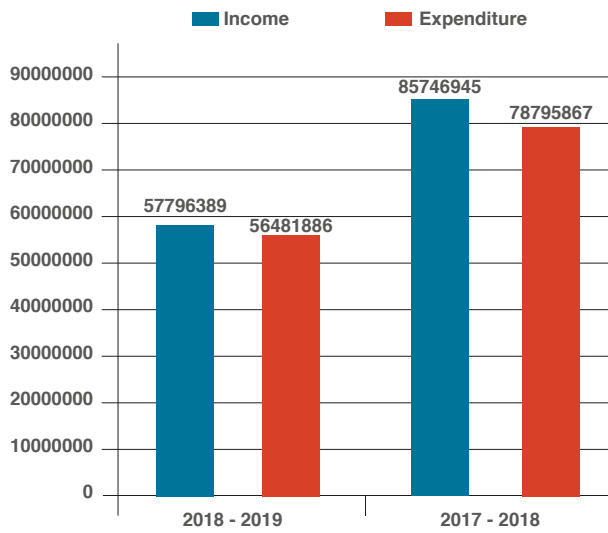
Every campaign report published, every event organised, every action taken, helps in breaking myths, exposing reality, building a public opinion, which in turn leads to transformational changes that contributes to saving the planet bit by bit.



CURRENT ACTIVITY	LARGER VISION
Demand for a comprehensive plan which tackles air pollution.	The plan will have to include control of emissions by thermal power plant and ultimately the implementation of such a plan will not just deliver cleaner air, it will also force power plants to pay to control the pollution they generate and reinforce the message that renewable energy is a better option.
Campaigning for solar rooftops.	Solar rooftops will lead to a system of decentralised renewable energy which will give a certain level of power and autonomy to consumers, bring down tariff, and every citizen will be able to do their bit to make India a renewable energy driven country.
Empowering farmers in organic farming in Kedia.	Such a model will demonstrate to the rest of the country how good crop yields are possible without chemical inputs in the soil. This will lead to a National policy, ensuring a healthy soil which not only gives us safe food but also is sustainable and resilient in the face of climate change.
Urging corporates to ban single use plastic.	Will generate awareness to a degree when public will stop consuming brands which uses single use plastic, thus forcing them to come up with alternatives that do not harm the planet. Through public activities, put pressure on corporates to avoid single use plastic and come up with planet-friendly alternatives.

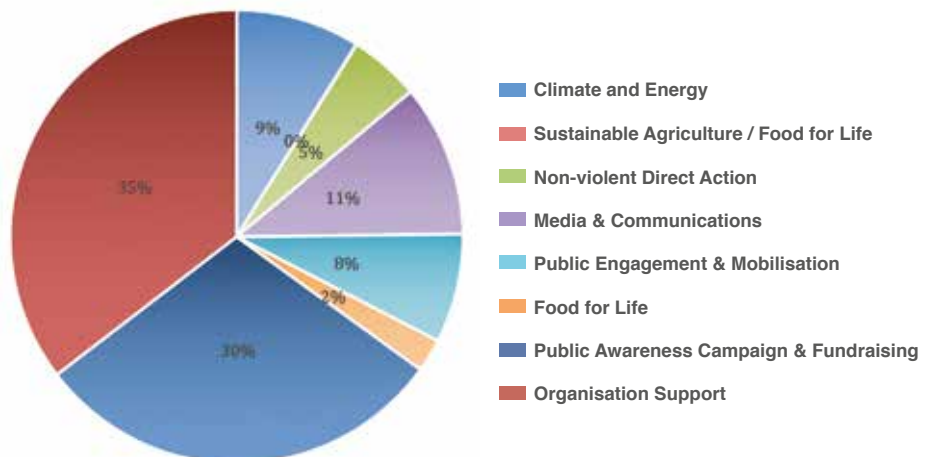
Comparative Analysis: Expenditure vs Income: 2017-2018 / 2018-2019

# Greenpeace India Society Financials: 2018-2019



Greenpeace India Society Income and Expenditure Account for the period ended 31st March 2019	
PARTICULARS	2018 - 2019
<b>Income</b>	
Local Donations Received	54,992,154
Interest Income	2,804,235
Other Income	
Profit from sale of fixed assets	
<b>TOTAL</b>	<b>57,796,389</b>
<b>Expenditure</b>	
Climate and Energy	5,009,810
Sustainable Agriculture	17,992
Nonviolent Direct Action	2,852,665
Media and communications	6,128,223
Public Engagement and Mobilisation	4,392,770
Food for Life	13,358,666
Public Awareness Campaign and Fundraising	16,750,351
Organisation Support	19,994,209
<b>TOTAL</b>	<b>56,481,886</b>
Excess of (Income over Expenditure) transferred to own Fund	1,314,502

Greenpeace India Society Utilisation of Funds: 2018-2019



# Greenpeace Environment Trust Financials: 2018-2019

## Greenpeace Environment Trust Financials: 2018-19

Greenpeace Environment Trust Income and Expenditure Account for the period ended 31st March 2019	
PARTICULARS	2018 - 2019
<b>Income</b>	
Donations Received	93667275
Interest Income	1027563
Miscellaneous Receipts	6800
<b>TOTAL</b>	<b>94701638</b>
<b>Expenditure</b>	
<b>Campaigning Expenses</b>	<b>9306991</b>
Climate and Energy	6387246
Sustainable Agriculture / Food for Life	2919745
<b>Campaign Support Expenses</b>	<b>18223867</b>
Nonviolent Direct Action	6102754
Media and Communications	3043558
Public Engagement	4778777
Campaign Coordination	4298778
<b>Public Awareness Campaign and Fundraising Cost</b>	<b>49908998</b>
<b>Depreciation</b>	<b>497479</b>
<b>Administrative Expenses</b>	<b>23723050</b>
<b>TOTAL</b>	<b>101660385</b>
Excess of (Income/ Expenditure) transferred to own Fund	(6958747)

## Greenpeace Environment Trust Utilisation of Funds: 2018-2019

