

BREATHING CHANGE

Annual Report 2016 / 2017

GREENPEACE
ग्रीनपीस



PEOPLE
POWER
WINNERS

Banner on the Rainbow Warrior Docked in Mumbai.

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LIVING CHANGE

with Greenpeace India

*Sure, the quality of life has been enriched
For many over the past centuries;
But true civilisation is much more
Than the technological progress
Or well-being of part of the human race.
What we call civilisations
Are merely stages on the way
To true world civilisation.*

~ Ben Okri



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Children of Charpara Village with N95 Respirator
Residents of Charpara Village were relocated near the
power plants and neglected by NTPC. Residents are
not aware of the health hazards of SO₂ & NO₂
emission from the TPP.

Young shoots in an irrigated field, Naya Wathoda
village, Amravati district.

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MESSAGE

from the Board Chair

Dear Supporters, Friends and Colleagues,

I am happy to present the Greenpeace India Annual Report for the year 2016-2017.

This period has seen some significant victories for us. Our campaigners have been keeping constant vigil on air pollution standards, its effects on peoples' health, and published many reports including Airpocalypse, which have received considerable public attention. These efforts have paid off with the Ministry of Environment, Forest and Climate Change (MoEF & CC) giving an assurance that the notified emission standards for the Thermal Power Plants will not be diluted.

The Bihar Living Soils project has produced a thriving example of a fully organic village Kedia, with all its farmers now using ecological and natural agrochemicals instead of synthetic human-made chemicals. In fact, the entire village is now free of synthetic pesticides. With impetus from our campaigners, Kedia and its farmers have now gained government recognition. Kedia is on the verge of being upheld as a model village, and Greenpeace is actively engaging with the Bihar Government to have this model replicated across the state.

In 2016, bringing to fruition three years of lobbying with the Government and political parties, the AAP Government passed the Solar Policy in Delhi. The policy adopted the 2GW of rooftop solar target that Greenpeace had set forth in its report 'Rooftop Revolution' in 2013. However our work in Dharnai in Bihar, where we put in one of India's first solar micro-grids to power a substantial part of the village, has slowed down for various reasons, but the organization is picking up the threads to revive and continue the work there.

Of some concern to the Board is the hiatus in our involvement at Mahan in Madhya Pradesh, which has earlier seen some crucial victories in stalling mining and in facilitating the mobilization of villagers for their rights; again, though, this has been recognized within the organization and steps are underway to rebuild our presence there.

The Central Electricity Authority has validated Greenpeace's analysis that no new power plants are required for the next several years given the generating capacities of existing plants and new plants that are currently being built, as well as the changing mix of our sources of electricity.

Greenpeace India continues to garner public support, and has enrolled 17,000 financial donors in 2016. The Public Awareness and Fundraising Team has helped the organisation raise close to Rs 9.46 crores.

In the year ahead, we are looking forward to Greenpeace's innovative people-oriented campaigns, including those addressing urban environmental issues, and protecting forests through an "inviolable" policy of the government.

As a Board, we are fully supportive of Greenpeace India's innovative efforts. We are also appreciative of the role that the Executive Director has played, having stepped into a difficult situation with several internal and external challenges, in bringing some stability back into the organization and putting some key campaigns back on track. Many challenges still remain, not least of which is the continuing attack by the government on civil society organisations like Greenpeace, and the need to continue rebuilding strong staff strength and work culture.

The Board itself has faced some challenges, at one point being down to just 4 (of the needed strength of 7) members, but we are taking steps towards becoming a full (and therefore fully functional!) Board by mid-2017. On a personal note, after many years of being the Board Chair, I am planning to now step aside for one of my very able colleagues to take over in mid-2017.

Read on to learn more about Greenpeace India's victories, challenges, and promises for a cleaner, greener and more sustainable and equitable world.

~ Ashish Kothari
Chair of Board
Greenpeace India

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of Greenpeace India Campaigns: 2016-2017

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LETTER

from the Executive Director

It has been a very eventful year for the organisation as well as me personally. I knew I was taking up a challenging assignment but didn't quite realise the complexity and enormity of the challenges until I joined the organisation as the Executive Director in January 2016. Having said that, I am delighted to state that it has been a very fulfilling journey for me. In many ways the institution has gained in strength and resilience; focussing again on its core mission, campaigning to ensure that our Earth is a safer, peaceful and environmentally more sustainable place for us as well as the future generations of all forms of life, not just human beings.

The challenges still continue not just in India but globally. We have climate deniers in positions of great responsibility and power, in general the space for free expression and debate is shrinking, heightened intolerance, armed conflict, forced migration, hunger, famine, disease epidemics, environmental degradation and widespread human suffering are on the rise. It is very easy to lose hope and become pessimistic when confronted with these global realities but the fact is that there are innumerable positive developments that are taking place on a daily basis which do not quite make the news. Our annual report captures some of these positive developments in areas of ecological and sustainable agriculture, curbing air pollution, advances in renewable energy, inspiring participation and support from thousands of citizens of India in our efforts to protect the environment to make it a safer, healthier, more equitable and just country for all of us.

We have always lived in an inter-connected world that is from an ecological, environmental, cultural and evolutionary perspective. With the advances in transportation and communication these connections have only improved. Unfortunately this is not translating into a strong enough recognition that it is very essential for all of us to think and lead lives as global citizens. Very narrow definitions of national interest are playing havoc with the environment and our lives. It is critical that we reflect on this and make informed political and other choices in our individual lives. I strongly believe that our choices can make a difference.

We were delighted to have our FCRA registration renewed in August 2016 by the Ministry of Home Affairs, Government of India. Unfortunately this proved to be short-lived as in November 2016 the MHA cancelled the renewal stating it was erroneously renewed. We challenged the cancellation in Madras High Court and I am glad to report that the Honourable Court has stayed the cancellation order of the MHA.

We have successfully completed a major restructuring of the organisation by outsourcing our Public Awareness and Fund Raising functions. This has resulted in the downsizing of our staff strength and I am confident that this will enable us to be a much more nimble and responsive organisation which works collaboratively with other civil society organisations, local rural communities and other citizen groups.

Apart from continuing some of our existing campaigns, we are planning to start working on issues that are of concern to urban populations in the next year. To begin with this will cover garbage and mobility apart from our continuing focus on air quality.

I conclude by expressing my deep gratitude to all our supporters, collaborators, volunteers, activists and the local communities with whom we have been working, the media, friends in the government, my colleagues and our board members for making this such an exciting and fulfilling experience for me.



~ Ravi Chellam
Executive Director
Greenpeace India



THERE IS HOPE, AND IT'S CALLED KEDIA

When Greenpeace India launched its ecological agriculture project in a small village called Kedia in Bihar two years ago, it was with the hope that however tiny the initiative, it could perhaps show the way to mend a broken system.

The shifts have not been easy, but the farmers have persevered. And they are seeing the results. Fewer pests, healthier soil, better yields, tastier vegetables, lower costs. And what's more, earthworms and kingfishers are making a comeback.

And last month, the farmers of Kedia decided to go yet another step forward in strengthening their enterprise. They decided that they would install a solar-powered eco-freezer in the village to store their produce to better control the timing of their sales.

Kedia is on the anvil of being officially declared as a model village by the Bihar Government.

Greenpeace India campaigners Ishteyaque Ahmad and Santosh Kumar Suman are no longer eyed as outsiders, or being considered madariwalas aka magical jugglers who walked into Kedia village over two years ago.

The intervention of these Greenpeace India campaigners has seen Kedia and its inhabitants go back to the magic of nature.



THE MADARIWALAS OF KEDIA

“When we first set out to convert Kedia into an ecological village, we approached the District Agriculture Officer and he said: ‘You are doing a good job, what do you want from us?’ We said we wanted vermicompost units for all the households in Kedia, and he replied that he had a quota for only nine units. We responded saying that we needed 500 units, the officer asked us to get lost, and we kept smiling. As a next step, we wrote a long letter, which was signed by 200 men and women from Kedia – they had all endorsed that they wanted to make an ecological change. The letter was copied to the Principal Secretary of Agriculture, the Minister of Agriculture and the District Magistrate, too. Soon, 25 farmers marched with the letter to the District Agriculture Officer, and it worked like magic. The officer in question was astonished to see the commitment of the farmers and agreed,” recounts Ishteyaque. The living soils campaigners are still struggling with the Gram Panchayat Pradhan, and they will continue to strengthen people power with the farmers of Kedia in the forefront.

The result of this relentless pursuit for an eco-friendly Kedia, and now the rest of Bihar, has shown a huge shift in the mindset of government officers in Bihar. “Initially, the officials would say that it won’t happen given that a total shift to organic is not possible. We persisted by emboldening and empowering the farmers, and government officials here, to be on the frontline,” says Ishteyaque.

Back in the Greenpeace Bangalore office, the third campaigner of Living Soils, Shivani Shah is elated that we have been able to completely do away with agrochemicals like pesticides in Kedia. “The soil health has improved, and plant immunity is good. We’ve introduced mixed and inter cropping to reduce pest attacks. Five new ponds have been constructed. Biological pest control methods have been adopted. Light traps and sticky tapes have been introduced to break the insect cycle.

Vermicompost is being used. Pukka cattle sheds are in place, and the cow dung and urine excreted by the animals is converted into pest management solutions. Nineteen new eco sanitation toilets have been installed, and there are more on the anvil. Human excreta and urine is being treated, and taken back to the soil. Soil nutrients are being recycled -- we already have 11 bio gas plants and are in the process of adding 10 more to reduce smoke levels within the Kedia homes. This effort is helping improve the condition of women who are spending a lot of time converting cowdung into cakes for fuel. The core idea is to converge all biomas, and redirect it to the soil.

On ground, in Kedia, Ishteyaque says that people are no longer talking about their product alone. “There’s also talk about the larger environmental benefit. They point out to the birds and earthworms, and tell us how their fields are the best. They have adopted a sustainable livelihood which is not self-centred, and are happier for it. Earlier, when we got sanction for 60 vermicompost units, we didn’t have earthworms with us – we had borrowed 2 kgs of earthworms from other villages, and cultivated them in small pots. Today, Kedia is supplying earthworms to other villages, and no one is asking for money. This attitude among Kedia’s people manifests at a time, when the cost of a kilo of earthworms is Rs. 800. The farmers here simply say: ‘We got earthworms from another farmer for free. Now we have earthworms in abundance, why should we charge for them?’ Moreover, these farmers are not charging a premium on their organically grown produce at a time when it is being sold at five times more than the rate of conventionally grown crops. There is a huge demand for their vegetables and grains, and

the Kedia farmers say: 'If we charge a huge premium, organic farming will never be a common person's demand. It will never be a peoples' campaign. We can't kill this campaign just for personal monetary gains. And when the Principal Secretary of Agriculture visited Kedia in January 2017, he asked the farmers what they expected from him. They responded that they wanted water for irrigation, and the officer communicated that we had enough subsidy for deep borewells. The farmers said: 'All we want are wells and ponds. Wells are like ATM machines, and ponds are like our personal accounts. We don't want to dig into our forefathers' earnings.' The officer was amazed to see how sensitive the people of Kedia have turned, and how they do not adopt easier choices to serve today's needs."

■ Together, we can!

As Santosh puts it: "I love my work as a Living Soils campaigner. When we are together, we plan, we work, we feel good. The Greenpeace Living Soils model aspires to target all districts in Bihar by 2018, and it's great that through our joint efforts, the Bihar Government is being very supportive."

■ WINNING MOMENTS Bihar Living Soils

During the Jamui District Day celebrations on February 21, 2017 our Bihar Living Soils campaigners Ishteyaque and Santosh hung up a 70-foot long banner with the message: **Adopt Organic farming, Save the Environment.** The Jeevit Mati Kisan Samiti, Kedia was allotted two stalls to showcase its coming of age as a Greenpeace Living Soils ecological model village. The period between January 1, 2016 and March 31, 2017, have seen many winning moments for the Bihar Living Soils campaign.

Kedia Model Highlights

March 2017

- ~ 22 biogas plants
- ~ First permaculture field functional
- ~ Farmers allocated two poultry units, 8 Jeevika committees functional.

January 2017

- ~ The Principle Secretary for Agriculture visited, and endorsed the model.

December 2016

- ~ 5 pucca cattlesheds, 5 ponds and 19 new ecosan toilets constructed
- ~ A 1500 sq. ft. kitchen garden for school children.

October 2016

- ~ 50 farmers participated in the Sarson Satyagrah in Delhi.

August 2016

- ~ Bihar Minister inaugurated the Greenpeace crowdfunded solar cold storage

June 2016

- ~ An inter-department meeting jointly hosted by the Jamui District Administration, the Living Soils team and Jeevit Mati Kisan Samiti to expedite the completion of the sustainable agriculture model which integrated biomass conservation (biogas plants, ecosan toilets, cement floored cattlesheds), ecological fertilisers and pest management solutions, knowledge co-creation, on field implementations, agro-biodiversity enhancement, marketing opportunities through setting up a cooperative and setting up of water conservation infrastructure.

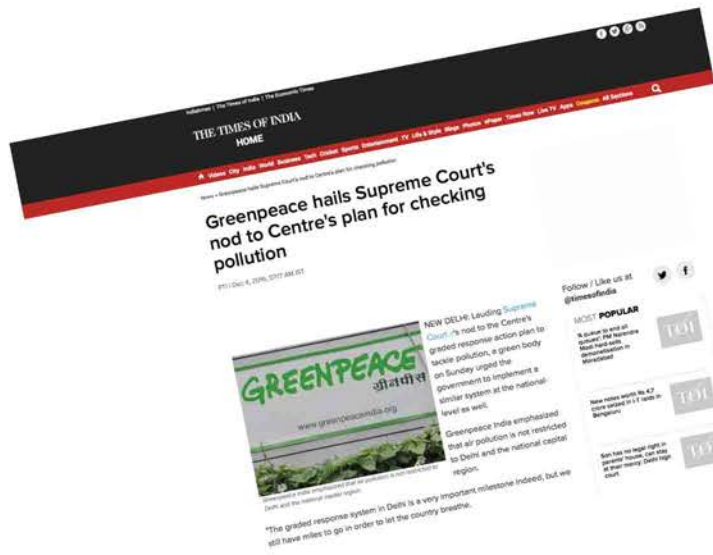
January 2016

- ~ The Jamui District Administration allocated Bihar living Soils Kedia Model stall saw an influx of Ministers and CRPF Jawans.
- ~ Ministers joined farmers to demand a policy to mainstream ecological farming.



Worm Compost in Kedia Village in Bihar.

© Shiv Kumar / Greenpeace



FOR A BREATH OF CLEAN AIR, AIRPOCALYPSE

VOICES FOR UNPOLLUTED AIR

"The representatives of the Ministry have promised they will do their best. We will continue to be on our toes for a clear air plan by campaigning across Haryana, Punjab, UP, Bihar, West Bengal, and all other parts of the country. This rising debate is very promising with various groups spreading awareness on clean air. Also, the IITs and other academic research institutions are helping us carry the debate further," says Sunil.

Hailing from Haryana, Sunil has lived in Delhi for ten years, experiencing the Union Territory to be the symbol of air pollution debates and phenomena in India. "It was high time we at Greenpeace India stepped in, and all of us stood up to resolve the issue of this life threatening air pollution. I feel happy that I am part of this campaign. But, fighting air pollution is a challenge in itself because people don't get it in the first instance, and new challenges arise every day. Apart from us Greenpeace volunteers, there are many other groups, volunteers and organisations, all fighting for clean air. This combined effort empowers us to work towards a shared dream of achieving breathable, clean air," says Sunil.

Citizen Campaigners

"I spent a few months in UP, Haryana and Punjab, and met so many motivated people lending new insights and perspectives to what we know and understand," Sunil adds. "Diverse people in India have different understandings of pollution related issues. Some who had been suffering from cough and asthma in small towns had not been relating the cause to air pollution all this while. But their awareness seems to be increasing now. Then again, there is a different class of people in the big cities with environmental awareness. In fact, over the years, the awareness levels have risen so much in our country. What touched me was a farmer in a Punjab village who said: 'When someone burns a crop residue, we know there's pollution. But the effect is not just in Delhi, even we face it. And the pollution is not just due to crop residue, but also industries, thermal plants, and various other factors. We cannot single out a particular cause, but must arrive at a comprehensive solution.'

We were at a roundtable when this farmer spoke up so emotionally. I was very touched, and felt even more motivated to fight for a Clean Air Nation. Similarly, in Varanasi, I met youngsters, many of who were college students, working day and night just to raise awareness on air pollution."

DO NOT DILUTE THE
TTP EMISSION
STANDARDS

1.2 MILLION
BY
AIR POLLU



CLEANAIR
NATION



Care4Air

GREENPEACE
ग्रीनपीस

साफ हवा
मेरा
अधिकार।



Greenpeace India emphasizes that air pollution is not restricted to only Delhi and the National Capital Region, but is across the nation.

Greenpeace, Help Delhi Breath & Care4Air came together and urged the Minister of Environment not to consider diluting the emission standards for thermal power stations.

© Sajan Ponappa / Greenpeace

Change is in the Air

“Two years ago, people did not want to speak about air pollution and the thermal power sector contributing to it. Now, people connect to it -- even the Government has acknowledged that air pollution is a nation-wide problem, and this is a very positive sign. Delhi has come up a Graded Response Action Plan, which is a good start, but needs to be strengthened and replicated across the country, and as soon as possible, especially in highly-polluted regions across the country,” says Sunil. “India’s coal and oil consumption has gone up drastically over the past decades, and air pollution followed the same trajectory, and we need to change that. Even the CEA (Ministry of Power) says that we don’t need any new coal-based plants until '27. Why then are new coal based power plants given clearances when we don’t even need them? Having knowledge of the air quality around us is the first step to reduce pollution. Until we are able to measure the pollution levels, we won’t be able to control it. So, the number of real time air quality monitoring stations providing data to public need to increase at a fast rate so that people as well as governments can be well-informed to take measures, and emergency safeguard precautions.

“In the days ahead,” Sunil confirms, “we’ll keep up our work towards making India a place people can breathe in without inhaling too much pollution. The campaign for a Clean Air Nation will continue, and we will keep contributing to the information and research on these issues. We will keep spreading awareness and continue dialoguing with the policy makers for a cleaner nation, and for breathable air. We need to make cities and rural areas liveable for people -- not just for motor vehicles, industries and factories to thrive. We need to keep striving for inclusive development so that the environment is safe for us, and for generations to come.”





NTPC Super Thermal Power Plant in Korba

© Sri Kolari / Greenpeace



A view of the Taj Mahal in severe air pollution haze.

© Vinit Gupta / Greenpeace

WINNING MOMENTS

Clean Air Nation

The dawn of 2017 saw Greenpeace India's Airpocalypse report presenting a comprehensive assessment of air pollution levels across 24 Indian states, 168 cities and union territories.

Airpocalypse went on to make headlines, and evoke debates at the Rajya Sabha. Greenpeace India revisited the Ministry of Environment, Forest and Climate Change (MoEF&CC) and handed over a petition represented by 1,05,241 citizens to the Joint Secretary, Mr Arun Kumar Mehta. The Ministry has assured that the emission standards for thermal power plants will not be diluted, and will implement the same without long delay in an endeavour to move faster towards a Clean Air Nation, so as to safeguard public health.

Clean Air Highlights

March 30, 2017

~ 1,05,241 citizens represented in petition delivery to MoEF&CC; Ministry responds with assurance - no dilution of emission norms for thermal power plants.

February 7, 2017

~ Greenpeace India urges MoEF&CC to waste no further time on debating the already-established links between increasing deaths and ill-health due to air pollution, stressing upon the need for an urgent, corrective action instead.

January 11, 2017

~ A comprehensive assessment of air pollution levels and their sources across 24 states, 168 cities and union territories was released in the form of a report called Airpocalypse.

December 3, 2016

~ A reactive story released on the Supreme Court verdict to get a graded system for checking air pollution in Delhi as a part of the proposed action plan, mentioning it as a good first step.

December 2, 2016

~ We added a new dimension in the air pollution report by releasing a study on how the present model of development and growth in India is leading to more number of air pollution deaths every year.

November 16, 2016

~ Greenpeace calls for a National Clean Air Action Plan as India overtakes China in the number of deaths due to outdoor air pollution in 2015.

November 7, 2016

~ Greenpeace called for urgent, nation-wide, systemic solutions needed for pollution crisis response post Diwali.

September 6, 2016

~ Greenpeace urged the power sector to think beyond coal as renewable energy holds solutions for the future.

June 27, 2016

~ The International Energy Agency in its recent report "World Energy Outlook Special Report on Energy and Air Pollution" reaffirmed Greenpeace India's position on thermal power plants contributing significantly to high levels of air pollution.

May 23, 2016

~ Greenpeace India releases report, "Out of Sight - How coal burning advances India's Air Pollution Crisis"

April 6, 2016

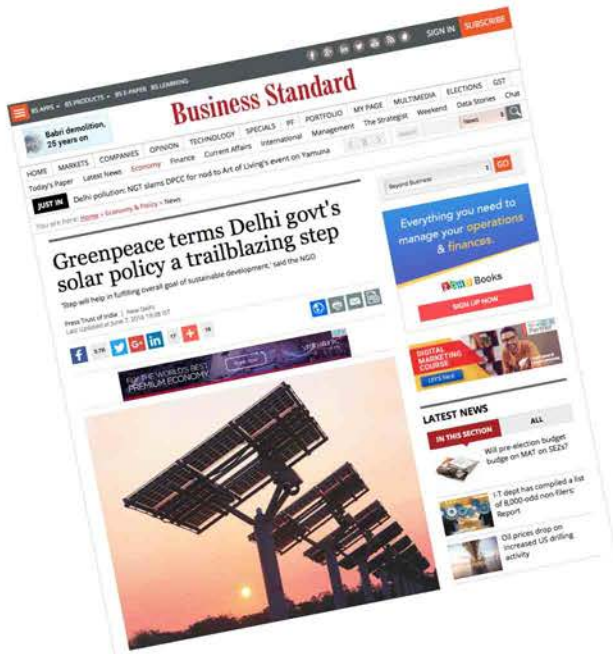
~ Greenpeace reinforces the call for a comprehensive National Air Quality Index (NAQI) platform.

February 22, 2016

~ A Greenpeace analysis of NASA satellite data on particulate matter showed that for the first time in this century, the average particulate matter exposure was higher for Indian citizens than the average particulate matter exposure in China.

January 13, 2016

~ Greenpeace unravelled alarming levels of cancer-causing heavy metals present in Delhi's air.



SOLAR AND SUSTAINABLE FOR EVERY NEEDS

Our 2013 report titled Rooftop Revolution: Unleashing Delhi's Solar Potential, mapped out the solar rooftop potential for Delhi as 2GW. Over time, via our Renewable Energy campaign, we lobbied with all three major political parties in Delhi, and secured solar commitments in both the 2013 and 2015 elections. We also lobbied for the Net Metering Guidelines with the local regulator DERC, which was passed in 2014. In 2012 and 2016, we worked closely with the Delhi Dialogue Commission - an AAP think tank which advises the local government as well as the Delhi Government itself to ensure that the draft solar policy was released, and it progressed steadily through various government functions towards being passed.

Sun's Energy

"The next phase of the solar campaign will see us shift from research and lobbying to hard-core network building, public engagement and communications," says our campaigner Pujarini Sen. "I am looking forward to this transition in 2017!"

Sustained Campaigning

Evoking change and a transition to solar power involves sustained campaigning, and Greenpeace India ploughs on despite the roadblocks. "Campaigning is not only about victories like the Solar Policy, but also about keeping an eye on roadblocks and new opportunities," feels Pujarini. "The year 2016 taught us that despite policy and regulation changes, the uptake of solar in Delhi remained low. Going forward, our work with renewable energy will be directed towards ensuring that India meets its 175 GW by 2022 target, and that decentralised solar, especially rooftop installations, are not left behind. Greenpeace is a unique organisation in that it uses a mix of lobbying, research, network building, communications and media, and creative actions to reach its objectives of sustainable energy for all, and towards a clean environment."

WINNING MOMENTS

Switch on the Sun

June 2016 was a celebratory month for Greenpeace India, even as our team met Delhi Chief Minister Arvind Kejriwal in conjunction with the people-powered win for a robust solar policy.

Solar Highlights

June 10, 2016

~ Along with our volunteers, supporters and allies including Delhi RWA members, we met and urged the Delhi Chief Minister to ensure speedy implementation of the policy.

June 7, 2016

~ Greenpeace India Applauded the Delhi Government's adoption of the much-awaited Solar Policy.

June 6, 2016

~ **Victory!** The Delhi Government approved the Solar Policy, which Greenpeace India had been pushing for since April 2013, as part of its renewable energy campaign.

February 27, 2016

~ Greenpeace backs India: Supporting India's decision to challenge the WTO ruling which held the government's power purchase agreements with solar firms as "inconsistent", Greenpeace said the ruling "violates" the spirit of the Paris climate change agreement.





The Turtle Witness Camp in Orissa runs entirely on renewable energy.

© Greenpeace





NO MORE COAL, PLEASE!

Our senior campaigner Nandikesh Sivalingam confirms that the climate and energy campaign is our biggest challenge. "Villagers have left their homes in Chhattisgarh's forests for fear that elephants will attack them. The root cause of this human-elephant conflict is mining, and our ambition is to phase out coal by first slowing down its usage. Coal mining is impacting our forests, and with it, our tribal rights. Coal is the biggest contributor to air pollution in the chain. So far, our air pollution campaigns have had an impact in Delhi," says the coal and energy Greenpeace India campaigner.

TOWARDS BALANCED DEVELOPMENT

Rachel Pearlín, our senior climate and energy campaigner is presently involved in research to understand the root causes of escalating human-elephant conflicts in the state of Chhattisgarh. She anticipates that the outcomes of this work will help find answers to this looming issue, which could further enable the state to take the right decisions to curb the conflict from spiralling out of control.

WINNING MOMENTS Bid for Inviolable Land

Greenpeace India's communication officer Anindita Datta Chowdhury notes the Central Electricity Authority's (CEA's) validation of Greenpeace India's analysis on 'No New Coal Power Required' as a big win for the year.

Coal Campaign Highlights

December 16, 2016

~ Greenpeace welcomed the key finding of the National Electricity Plan (NEP) draft that was opened for the public, indicating that India does not need any new coal plants beyond those already under construction until 2027.

June 9, 2016

~ Greenpeace India presented an analysis that the water scarcity crippling large parts of the country has already cost coal power companies nearly 7 billion units in lost electricity generation, with an estimated revenue loss of Rs. 2,400 crore in the first five months of 2016 alone.

May 5, 2016

~ Greenpeace India demands that MoEF&CC fix a deadline to finalise, publicise and enforce the inviolable policy. Also publish the forest areas/coal blocks that are inviolable along with the geo-referenced maps for all the concerned stakeholders, including affected forest communities who are to be consulted before the land is considered for mining.



A lorry carrying coal at the Gevra open cast mines. These mines are the largest in Asia and the second largest in the world.

ACTIONS: RESPONSIBLE CITIZENSHIP

"Ours is to inspire our supporters to join the movement for a demand driven change," says Tejasvi M.E, senior actions campaigner. "We implement actions. We also inspire people to take action by engaging in skill-based trainings and ensuring 'duty of care' for staff, volunteers, interns, and others who work in risky and remote parts of the country."

VOICE OF THE PEOPLE

Through ongoing research, investigation, legal co-ordination, production and other backbone support required to have the population of India to come forward, and inspire environmental change, Greenpeace India's Actions team has taken challenges well in its stride this past year. "Greenpeace in India is rebuilding --- the organisation is still recovering from all the crises that we had to face. The external environment is not yet the best, henceforth 2016 wasn't the best year for actions," says Tejasvi. "But, with all this, nothing has stopped us from planning activities, and conducting them to inspire more people to join the movement. Importantly, to build on people power. Greenpeace in India will soon be a stronger organisation than it ever was --- this can only happen with the support we can garner from the people of this country."

Beautiful Planet

"We are really looking forward to this year, as there is interesting campaign work lined up. Delhi has got its much-awaited solar policy, and through the coming year, we will showcase and ensure that decentralised solar rooftop is on track to meet its objective of 40 GW by 2022. Let's together push for change in order to save our beautiful planet!" beams Tejasvi.

WINNING MOMENTS People Power

On October 25, 2016, an inspired team of 1,200 farmers turned up for the Sarsoon Satyagraha to contest the sanction for GM mustard. On March 30, 2017, Greenpeace India handed over 1,05,241 petitions to the Joint Secretary of the MoEF&CC to effect change in air pollution. All this, with the persistent backing of Greenpeace India's Actions team, which through this past year has designed and implemented creative actions to help campaigns gain visibility, and with it, momentum.

Blogpost by
Greenpeace India
Volunteer,
Shweta Mittal.

My First Direct Action as an Activist

Blogpost by **Shweta Mittal** - April 17, 2017 at 19:44

[Add comment](#)

I always wanted to volunteer for Greenpeace India since the time I heard about it. When I finally got a chance to volunteer, and attend my first induction, we were shown videos that described many of the campaigns Greenpeace India ran; I was thoroughly impressed. Since then, I've always wanted to be part of a Greenpeace activity. But I honestly never thought I will get a chance to be a part of something like this, so soon.

One hot sunny afternoon in March (you know how it is in Delhi like H-O-T), I received a call from our mentor asking about my interest in joining an upcoming volunteer session. I was extremely excited and curious to learn the secrets behind Greenpeace's campaigns and decided to show up for the session.

Participating in the session was a good idea. I learnt a lot from those few hours of discussion, interaction, activities and everything else. Also, I found time to have small chats with Greenpeace India employees from various states of India during lunch. They were quite a bunch of inspiring people to meet. Let me tell you, there's nothing like good food and great company and I bet you'll agree.

Just when I thought I couldn't have spent the day any better, came the surprise announcement of volunteer-activists' participation in an upcoming activity. The intention was to stand in the gap and raise concerns of over 100,000 Indian citizens about the careless implementation of strict standards for all coal fired thermal power plants across India. And that was not all, news suggested that there was also a discussion within the government body that there will be a weakening of these standards.

I wanted to do something about it because this seemed like a thoughtless decision. I stepped up to the role of an activist. My dream was coming true; the dream to be a part of an adventurous, thrilling, risky and impact creating action. As the D-day closed in, my excitement grew stronger. I took up a daring responsibility to wear a large, 4-kilogram-heavy black lung that read 'Coal Kills US Air' for over two hours. There were other volunteers who wore masks and held placards, and campaigners from other organizations who joined in the movement.



After a great deal of waiting, the campaigners met with the Joint Secretary, and word was given that the air pollutant safety limit will not be weakened. This to me, was crossing the first milestone. We're hopeful and trust the limits will not be weakened. But it's up to the government now to care about citizens like us or corporate interests.



This was really big learning for me. It taught me how patience and a composed behaviour can really help you stand your ground for justice. Also, I learnt the necessity of being calm and peaceful in communicating your points in front of another person who may be of another opinion. This experience has definitely inculcated endurance in me.

Actions Highlights

March 30, 2017

~ Greenpeace India handed over 1,05,241 petitions to Mr. Mehta, the Joint Secretary of MoEF&CC. We were assured that the emission norms for thermal power plants as notified by the government, will not be diluted.

October 25, 2016

~ A Sarsoon Satyagraha was organised by the GM coalition, witnessing the participation from 140 groups and 1,200 farmers who had all come together to counter GM Mustard, which was on the verge of approval.

September 2016

~ Greenpeace India and people together, urged the power sector to think beyond coal, and embrace renewables as the way forward.

June 5, 2016

~ Greenpeace India launched the Food for Life campaign to promote ecological agriculture in Kedia. Through crowdfunding and with help from our supporters, we presented Kedia with an eco-freezer.

June 2016

~ When Delhi got its much-awaited solar policy, we presented the Delhi Chief Minister with a cake, and celebrated.



Greenpeace volunteers alongside the villagers of Kedia celebrated the inauguration of Bihar's first solar powered eco freezer, by creating this crop art design.

CELEBS FOR KEDIA

With celebrities pitching in for Kedia, the year 2016-2017 has been a year of garnering celebrity support for Bihar's Living Soils.



Waheeda Rehman

“ I want to talk about those farmers in Kedia Village, Bihar, who want to bring about a change in farming, and they do not use chemicals or toxins. All of us should pitch in to help them in this endeavour. Please help them. Thank you. ”



Meiyang Chang

“ Kedia's goal in conjunction with Greenpeace India is to create a policy where chemical farming practices can be replaced by an ecological one. What they need right now to make it a success, is a solar powered freezer which can store all the local produce, and this will benefit the economy. And food that they will grow will be free of toxic pesticides and fertilizers. So if you want to pitch in, click on the given link. ”



Salim Merchant

“ Vegetables are very important for human beings. The farmers who grow these vegetables are in a huge problem right now. Fortunately, there's a village in Bihar called Kedia that has a solution for this. They've been growing eco-friendly vegetables which are completely free of pesticides. They need to source something which is also very essential for them, and that is a solar eco-freezer. It's a big freezer that stores tons of vegetables. We need to help them source it. Help them. ”



Sarika

“ Kedia village is on its way to becoming toxic and chemical free. Do come forward and support them. ”



I Stand For
Ecological
Agriculture

GREENPEACE
ग्रीनपीस

Celebrity and television host, Meiyang Chang, aboard the Rainbow Warrior in Mumbai supporting sustainable agriculture.

© Greenpeace

MOBILISATION: INDIA FOR LIVING SOILS AND CLEAN AIR

Our Mobilisation team added 12,000 new people to the Greenpeace list of supporters. Via email, the team organised a Facebook action on Indian Independence Day, which saw over 90 comments directed at the Chief Minister for Bihar state in support of eco-agriculture. On social media, we tested more generic content, gifs and used Facebook live to engage with followers. Volunteers went on to file Right to Information applications requesting information on bio-safety data for GM Mustard. We tested a few unique internship assignments including crowdfunding targets and self-videos for the Clean Air Nation campaign. We organised a grassroots camp for 23 volunteers in Kedia village as a way to sensitise them on ecological agriculture, and groom them into green-speakers for the overarching Safe Food campaign. And importantly, the crowdfunding activity for a solar eco-freezer in Kedia was a unique tactic led by Mobilisation.

INDIA FOR KEDIA

"It was a challenge for us, we had never really done this before," says Ruth Joanne D'Costa, Network Developer Online & Offline. "In the past, we have had volunteers selling cup-cakes, we've had celeb emails and videos doing the rounds, but raising money via crowdfunding has been a huge achievement for us. The fact that so many people

came forward to donate funds for an eco-freezer in a village they have never seen, is a victory in itself."

Going Offline for Living Soils and Clean Air

While Mobilisation has been big online with 31,622 signers endorsing the ecological agriculture revolution petition, the Clean Air Nation Campaign too, went offline. "We sold bottled air to people on streets to get them to realise the value of fresh air. Our app got recognition, making it to the news, and even listicles. There are 10,000 downloads for the app, and the rating is 4," says Shivanandan L, Technology Manager. "In another offline activity in late 2016, volunteers wore lungs to raise awareness for clean air. With the team's efforts, we managed to build awareness, and by the end of March 2017, we crossed the one lakh mark for petition signers," adds Ruth.

Importantly, many young volunteers spent time working with the community in Kedia. "Twenty three volunteers lived with the people in Kedia," says Ruth, "and even helped out in the field when it was raining heavily."

WINNING MOMENTS

Online and Offline

The year 2016-2017 saw Greenpeace India's mobilisation team wear another hat. The team pitched in to raise funds for a solar powered eco-freezer in Kedia via a crowdfunding initiative, and raised Rs. 3, 68,970 out of the total sum of Rs.12,55,778!

Online Effect

One of the biggest challenges of the Mobilisation team, is to keep the thread alive and growing given that concerns regarding air quality are not the same across regions, and may not affect people immediately. "Despite this, we've done pretty well in getting people to take the first step towards change and sign the petition demanding clean air for India. For, really, the challenge starts with air pollution, and ends with coal, which is the real villain," says Ruth. "Also, this is the first time we have gone on-ground to speak with affected communities, and share their stories online. We are seeing a lot of people on social media who are in line with our thinking."

Farmers for Sarson Satyagraha

To support our GM Mustard campaign, we sent over 200 faxes to the Minister of Environment and Forests, and over 45 Kedia farmers participated in the Sarson Satyagraha. Our online supporters too, sent emails to the MoEF&CC in a RTI bid for bio-safety standards. "The outcome was good – the Supreme Court issued a stay order," beams Ruth.

Challenges and Changes

Shivanandan feels that change has to begin with us: "I know that we are faced with a lot of environmental issues, and am wholeheartedly involved in our campaigns. I am witnessing an increased response to our emails as compared to the previous years."

As a result of sustained online activity, a greater number of citizens are seeing the need to act. "More and more people are speaking about the Clean Air Nation campaign," says Ruth. "Groups of people from Ahmedabad sent postcards to the Pollution Control Board. There are more app downloads for Clean Air. Importantly, the national debate for Clean Air had moved beyond Delhi, and into other regions."

Reaching India Highlights

May 2016

~ The Kedia (Bihar Living Soils, FFL) public campaign petition launched in May 2016, and since, has seen 31,622 signers show their solidarity for the ecological agriculture revolution.

October 2016

~ The GM Mustard database segment was revived with a short one month push in an anticipated rapid response to the government's attempt to commercialise GM Mustard without providing adequate testing or support data to people. The total increase in petition signers has increased from 6,930 in 2015 to 9,097 in 2016.

January 2017

~ For the Clean Air Nation campaign, the present number of petition signers stands at 92,242. A total of 56,027 petition signers have been added in 2016, as compared to 36,215 signers until the end of December 2015.

Bihar Diaries

Blogpost by **Kirtana, Aditi and Nithin** - August 10, 2016 at 21:57

[Add comment](#)

Blogpost by Greenpeace India Volunteers, **Kirtana, Aditi and Nithin.**

"I always wanted to explore the world on my own terms but I had never had a chance to do it! Finally, when I became a part of Greenpeace, I could quench my thirst for knowledge and be able to work for environment protection.



When presented with the opportunity to go to Kedia and be a part of the volunteer camp, I could not help but jump aboard it. After two adventurous days of train travel, I along with my friends were welcomed at the nature's paradise in Tarumithra Ashram. I met the rest of my camp mates from different states, different backgrounds and fields of study and work. I've been learning so much ever since.



I am a social work student and I love knowing about peoples' experiences, working with different communities and learning something as new as ecological agriculture. **Ecological agricultural practices are the need of the hour and one doesn't need to be a rocket scientist to know that. It is a wholesome solution to the pressing issue of agricultural crisis in the country.**

In order to learn more about this, I wanted to visit the Kedia model, a model of ecological solutions in the country. Kedia village rests in the lap of Jamui district. The village people are beautiful, charming and hospitable. Even though I did have difficulties in conversing with them due to language issues, the Greenpeace camp coordinators made sure that I as well as the villagers were comfortable. They made sure that information was communicated properly on both sides.



"I am grateful to be a part of the volunteer camp in the Kedia village. The camp is about learning ecological farming practices in the village. I have been a witness to the ecological cultivation practices in the village and was in fact involved in the sowing process. Let me tell you about my experiences.

Before stepping into the land, I hesitated a bit and was reluctant to get down. Yet, I mustered courage and I took the leap. I am not sure if I can express the feeling in concrete words as it can only be experienced by one oneself, yet I will try. While I was sowing crops in the evening, it started to rain and it was a wonderful experience. One would wonder why. It was not just because I could get wet and play around in the mud while working but also because I felt closer to nature. I hope that I keep learning and keep contributing to the wonderful land and soil of Kedia." - **Nithin on the first sowing experience in Kedia.**



Kirtana, Aditi and Nithin are volunteers with Greenpeace India.



Think Beyond Coal Action at Coal Miners Conference in New Delhi.

FUNDS FOR LIFE, SUPPORTERS EVERYWHERE

“Greenpeace India is doing a wonderful job in raising legitimate issues about the environment among citizens through facts and figures. Its approach to show the alternate path through demonstration projects is laudable. All citizens should strive, and make it a common effort to bring a cleaner environment for all of us and our future generations.”



Debnath Pal
Professor, Indian Institute of Science, Bangalore.

“Greenpeace Movement is the only movement in the world dedicated to the protection of the Earth. I appreciate how Greenpeace works tirelessly worldwide for the promotion of environmental protection, and people empowerment.”



Parashiva Shetty
Lawyer, Bangalore, Karnataka.

“I contributed because Greenpeace is the only NGO known to me, which is passionate about environmental causes. It is so, so necessary to take care of our earth for the next 30 years. Also, it is heartening to know that my meagre donation was valued so much by them. I also suggest that they work on environmental issues that have the potential to become commercially viable, such as the electric car and solar cells.”



Neelima Kapoor
Qualcomm Technologies
Noida.

“Green... and peace. Don't we want our world to be these two things? I do. I've known Greenpeace since my Germany days. Greenpeace has carried out some bold, bold stuff, in the face of complete persecution, at times. In evolved communities, its movement is spreading ever since! On some levels, I like to think that our thinking in India is evolving too. We do have multiple issues that prevent us from thinking green and going green. However, sooner or later, we'll be forced to think and go green; such is the nature of our times. Why not start now? That's why I am a Greenpeace Donor!”



Uday Nath
Entrepreneur, Panipat
Haryana.

The year 2016 saw the Fundraising Team enroll 16,000 new financial donors via our face-to-face initiatives. In fact, the team signed up a total of 30,000 supporters which include both financial and non-financial donors.

INSPIRING NEW DONORS

"In 2016," says Fundraising Director Binu Jacob, "we have strived to enroll donors who would stay committed to the cause – which meant people who are passionate about the work, and would help us bring change. A Greenpeace India fundraiser is a change maker, and has the challenge of communicating to the donor that what happens in China today for example, could affect India tomorrow, and that environment is a global concern. At a deeper level, in educating donors on global environmental issues, we are eventually influencing them to change their lifestyles. Our team in Chennai signed up more than 1,000 plus supporters in November 2016, and this the highest for any city in the last three years."

30,000 Donors Strong

"In 2016, we signed up 30,000 supporters including both financial and non-financial donors, moving upwards from the 17,000 supporter list of 2015," says Vinay, Deputy Fundraising Director. "In 2016, we were primarily focussed on rebuilding our resources and capacities post a difficult 2014-2015. We had the challenge of retaining our existing donors while enlisting newer ones. In 2016, we focussed on face-to-face fundraising in Bangalore, Mumbai, Pune, Chennai and Hyderabad."

Donor Retention

The year 2016 saw the best retention rate with lowest supporter cancellations since 2014. This was due to certain interventions introduced by the team both with regard to new enrolments, as well as retention. With better donor understanding, we were able to inspire donors to refrain from stopping their financial contribution to the cause. "There was a marginal decrease in lapse number by 4 percent," says Binu. "We switched from offline to online tax certificates, and saved a

whopping Rs 10 lakhs for the organisation. The team also initiated Welcome Journeys and Experience Surveys."

Dipti Warman Head of Retention and Donor Development confirms that a lot of effort has been put into the Welcome Journey of new donors, and keeping them connected to Greenpeace India campaigns. "We organised storytelling events by Geeta Ramanujam of Kathalay for donors and their kids. We are further working on keeping the donors engaged and connected via offline activities."

Strong with Supporters

The Fundraising Team has raised close to Rs 16 crore for the year 2016 from committed individual supporters in India.

Committed Donors:

Reactivation: This is about reactivating a donor's contribution that may have stopped due to low funds, account problems, or intentional cancellation. We bolster our efforts to converse with these donors and re-establish their conviction towards your cause.

~ In 2016-2017, the Reactivation (reaching out to lapse donors) team met 84 percent of its income target, while Upgrade (increasing contribution value of existing donors) accomplished 76 percent. The field team over-achieved its conversion target with approximately 90 percent conversion (appointment to sign-up). The team successfully tested on dialling a new set of data (the people who showed inclination towards donating for an environmental cause, but their donation could not materialise due to issues from their respective bank's end), which lead to a good appointment conversion rate.

~ **Major Donors:** In a bid to identify and reach out to the high net worth sector in India and add more revenue and goodwill, the Fundraising team achieved 71 percent of its target from existing supporters in 2016. Three well known celebrities were added as financial donors through eco-agriculture called Kedia project.

~ **Key Donors:** In 2016, we achieved 55 percent of our target from existing supporters.





Children in Kedia Village in Bihar, which is part of Greenpeace Living Soils project - a nationwide campaign with a call to implement government policies to save the soils from harmful impacts of chemical fertilizers.

© Shiv Kumar / Greenpeace

GREENPEACE INDIA SOCIETY

Balance Sheet for the Financial year 2016-17

Particulars	2016-17
Fixed Assets	5686011
Cash and Bank Balance	26509116
Money on deposit	13784722
Prepayments	2274958
TDS/Taxes paid	23133783
Advances	679785
Total	72068375

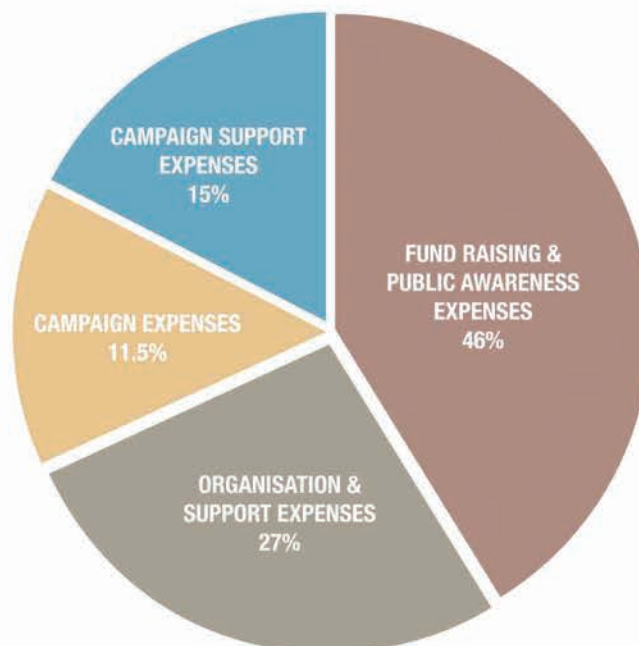
Particulars	2016-17
Liabilities	
Corpus Fund	94256115
Less-Excess of Expenditure over Income	(28253319)
Accounts Payable	6065578
Total	72068375

Profit and Loss Account for the year 2016-17

Particulars	2016-17
Fund raising and Public Awareness Expenses	58701812
Organisation & Support Expenses	34067178
Campaign Expenses	14621725
Campaign Support Expenses	18884248
Total	126274963

Particulars	2016-17
Foreign Grants	NIL
Donations from Local Donors	94609480
Interest Received	3352051
Other Income	57792
Profit from Sale of Fixed Assets	2321
Loss carried to Balance Sheet	28253319
Total	126274963

CAMPAIGN WISE EXPENSES 2016-2017





Walking barefoot on the ash dykes, tribes carry wood to the cities everyday.

© Saagnik Paul / Greenpeace

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

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

Greenpeace 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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Living and Breathing Dangerously in New Delhi -
The all women motorcycle stunt team from the
Central Reserve Police Force (CRPF) called 'Janbaaz'
perform difficult maneuvers as a team and
individually aboard their 350cc motorcycles.