



# GREEN



**GREEN**– *General Movement for Rural Education and Environment*, a Not for Profit (NPO) Organisation working for the upliftment of the rural poor and downtrodden in all spheres by adapting optimal utilisation of locally based available resources and infrastructure with community involvement and result oriented strategies. **GREEN**, had become a legally entitled body delivering its service performances since its inception on 1989 and now its marching towards in completing its Jubilee Year (25<sup>th</sup> Year from 1989 – 2015) in the social development pathway.

During the years of services, **GREEN**, makes positive changes over the lives of millions of poor in the working area, Theni District, South Tamilnadu, India covered about 3,86, 250 populace as working territory. It is working **For the People, By the People** and **With the People** through Environmental protection, Biodiversity conservation, Educational & Health Care development initiatives as thrust area by which through **GREEN**, implemented several programs and projects.

Since its inception, it mainly concentrates on promoting Sustainable livelihood development of the suppressed and depressed people in the working regime and conserving, transforming the native, traditional science practices in agricultural and environmental protection spheres.

However, **GREEN**, reap its harvest by this 25<sup>th</sup> years of social service performances in development in terms of building community rapports, recognition by Governments, and created a valuable assets over the minds of millions of people who are still with us.

Now **GREEN**, in its 25<sup>th</sup> Year is proudly marching towards sustainability of the belonging community and living environment, and we pleasure to invite you to let us join our hands in making of

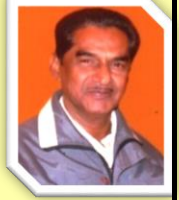
**Green Thinking**

**Green Living**

**Green Economy for a  
Green Environment**



## From the PRESIDENT's Desk



**GREEN** has been, for the past twenty five years, serving the rural and indigenous communities as beacon of light of empowerment and sustainable development initiatives in response to the needs of people in Theni district with a focus on the excluded and marginalized groups of our contemporary society. In the beginning, **GREEN** was concentrating on education and health of local people in Chinnamanur and neighbouring villages and now it has grown to address various fields of participatory, integrated and sustainable development of four blocks in Theni district in Tamilnadu. **GREEN** aims to provide feasible solutions through participatory approaches and appropriate technologies in improving environment and offer alternative to current farming practices, climate change impacts and biodiversity.

**GREEN's** mission is reiterated while celebrated our silver jubilee: "Promoting education and awareness about environment and biodiversity in the region and emphasize the goods and services they provide and the need for conservation and sustainable use".

We have completed twenty five years of committed service to our target communities in the entire district including the indigenous communities in the Western Ghats range of mountains in Theni district. We fondly remember with gratitude all our development partners, advisors, networking members, government agencies, universities and the people at the grassroots level for bringing **GREEN** as a recognized and committed NGO in Theni district.

I take this opportunity to commend Mr P.S.Bose and our committed staff members who deserve a commendation under the leadership of **GREEN** have reached a new height of success and recognition by one and all. We shall definitely find new fathoms in the years to come with the exemplary trends set by our staff members, executive committee members and volunteers.

Look forward to get valuable suggestions and feedback on our work



Date: 26.12.2015

Place: Chinnamanur

**S. PARAMANANDAN**

*President, GREEN*



# *A Note from Secretary*



**GREEN** a community based voluntary development organization celebrates enthusiastically its silver jubilee this year in Theni District. We recall our close association with rural and indigenous grassroots communities for bringing out a social change and bring them to mainstream development. Undoubtedly, **GREEN** has been recognized as a community based organization and is popular for its grassroots level intervention. During this eventful period, **GREEN** has had several development partners, advisors, networking NGOs, distinguished Universities in India and abroad and government agencies and express our gratitude for their contribution to our successful long journey in Theni district. Today **GREEN** has put attention towards adaptation measures of climate change which is the major challenge in front of us.

**GREEN's** major objective is: *"Sustainable Development through participatory approaches, while protecting the biological diversity in rural areas and in Mountain regions"*

As the Secretary of the organization, I am grateful to the development partners, dedicated staff members, executive committee, stakeholders, volunteers, formidable women groups who are rendering their valuable services to accomplish our goals, objectives and aims that are eventually aimed to ensure a just and empowered society.

I strongly believe in the concept of Empowering the Excluded and my work will continue for years.....

Date  
Place: Chinnamanur

P.Subash. BOSE  
Secretary, GREEN



# foot prints of **GREEN**

## The Evolution since '89

### Chronicles of GREEN

**1989**

#### **CULTURE & ISSUE BASED DEVELOPMENT WORKS & INITIATIVES**

GREEN had become a legally entitled body by registering under Tamilnadu Society's Registration Act 1975 u/s 27 and had been delivered its social service performance on concentrating Cultural and Issue based Development Activities in the working regime.

**1993**

#### **EMERGING AS PEOPLE'S BASED ORGANISATION**

Conducting Cultural Program, Patha"Yatra, Rally and Awareness Creation efforts on Environmental Protection,, Organising Children Eco Clubs and Farmer's Club and Small Group Formation initiatives among local Agri coolies

**1995**

#### **ADVOCACY & LOBBYING – RAISING VOICES ON PUBLIC ISSUES**

Involving Advocacy and Lobby efforts on combating local public issues with Government and related wings, conducting Campaigning activities on disseminating public problems and works for finding solutions for it

**2000**

#### **INITIATING AWARENESS ON HEALTH FOR FUTURE GENERATION**

Lower MMR and IMR rates identified by GREEN during the year 1995 – 98 as predominant issue in the state, hence to organise Health Awareness to Adolescent Girls, conducting survey on Female foeticide & Infanticide etc.,

**2005**

#### **INITIATING COMMUNITY BASED WORKING GROUPS**

During the year GREEN initiated Community based working groups for addressing local community issues and to solve the community level problems through collective efforts and participation. Further GREEN promoted Kitchen Garden Activities and Mass level Tree plantation in the working regime at a larger manner.

**2009**

#### **EMPOWERING PEOPLE ECONOMICALLY**

In this year, GREEN concentrated the Economical empowerment of the people travelled with us by promoting Micro credit linkages, Small business Loans, Trade based development trainings, promoting Rural women Entrepreneurs, Self employment, Livelihood supports to ensure the economical sustenance of the working people..

**2013**

#### **MAKING PEOPLE FOR DOING PEOPLE**

In this year, GREEN concentrated to make the collective efforts of the people those for working since its inception and organised them into a People's organisation which works for the People, that reveals People for People movement, GREEN felt that this system mechanised and gear up with people's power and make themselves to attain the sustainability – which is the vision of GREEN.

**2015**

#### **REAPING HARVEST – BECOMING A PEOPLE'S NGO**

GREEN organised people movements such as CBOs, PLFs, Farmer's Club and Block wise, District wide working groups that are works independently for their own development, promoting Traditional agricultural practices, Crop wise cultivation methods, Addressing social issues and to solve it through their collective efforts, make them unity.

**2016...**

#### **MARCHING TOWARDS SUSTAINABLE COMMUNITY.**

Now GREEN is marching towards sustainability and reaching its vision, as a People's NGO and now it becoming a Model NGO for transparent works, genuine in serving FOR the People, BY the People and WITH the People.





## Forwards & Credentials

Following are the letter forwarding and credentials by our prestigious partners and well-wishers

### FOREWORD

Human intervention is altering the mountain ecosystem which has implications on the ecology of the area. The consequences of these changes are such that they demand our urgent attention. We are aware that the direct benefits of biological diversity are myriad. The degradation of Western Ghats Mountain ecosystem which is considered as a bio diversity hotspots are being documented by conservationists and the reports are widely reported in the media. The loss of our forests will have far-reaching effects including climate changes and in the biological productivity. We are all concerned with the conservation of biodiversity because the rate and scale of environmental changes in the Western Ghats mountains brought about by human activities have undoubtedly increased to the point where several species may not find suitable places for migration. We must initiate steps for undertaking biological surveys in all the eight forest range of Theni District to serve as baseline data for management, long time monitoring and environmental impact assessment in this district.

Base line ecosystem research in the Western Ghats Mountains must include investigations of climate and other influences, water and nutrient cycling and ecosystem energetic besides species richness.

The work of the GREEN will definitely motivate researchers to initiate site-specific research initiatives since Theni District presents special challenges. Such research works will recognize the importance of conserved regions as a source of future development options for sustainable forestry and effective conservation steps in all the eight ranges of Theni District.

I appreciate the steps taken by the GREEN and the meticulous work in compiling the Ecosystem Profile of Kurangani. The work should be continued in a scientific way so that the research will pave way for strategies for sustainable mountain development for retuning something of the value of biodiversity to mountain people in Kurangani region. The Forest Department will assist in future conservation works by the GREEN.

Date: October 2008

  
(SREENIVASA REDDY I.F.S.)

District Forest Officer,  
Theni District

**Shunchonngam Jatak Chiru, I.A.S.,**

District Collector & District Magistrate,  
Theni District, Tamil Nadu,  
India. Pin - 625 531.



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email : collrthn@tn.nic.in

## FOREWORD

I am happy to go through the Ecosystem Profile of Kurangani compiled by the GREEN, implementing partner of the Endogenous Spices Tourism Project supported by the Ministry of Tourism, Govt of India and the UNDP. The project is nearing completion and has made a profound impact in the mountainous region. The Endogenous Spices Tourism Project is aimed to augment rural economy through the development of community based tourism enterprises that contribute to economic growth and sustainable livelihoods.

FAO has warned us that climate change is threatening mountain ecosystems. Climate change is indeed a reality today and we all know that some of the best evidence comes from the Western Ghats areas in Tamilnadu. There is an urgent need to develop more accurate data of climate change and its multiple impacts, and to document existing coping strategies. Information on mountain ecosystem in various ranges in Theni District is insufficient to design mitigation and various adaptation measures to conserve mountain ecosystem. Mountain regions all over the world are susceptible to global warming, resulting from rising concentrations of greenhouse gases which are generated by human activity in the atmosphere.

Theni District is an unexplored destination and will offer new dimensions to tourists and environmentalists. In spite of human influences, eight mountain ranges in Theni district have preserved their original plant communities. All these ranges have attracted attention of scientific community in Tamilnadu. Undisturbed biological equilibrium is essential for preservation of biodiversity in the district. In this respect, GREEN has taken a new initiative for resource documentation, quantitative inventory of the flora and fauna, ecosystem and invasive species in Kurangani hills. The initiative will help in monitoring of ecological succession in abandoned plantations and estates in Kurangani hilly terrain. The Ecosystem Profile compiled under the leadership of Mr.S.P.Anandan, President of the GREEN and Mr.P.S.Bose, Secretary of the GREEN will ultimately help us in framing strategies for ecological restoration of the mountain ecosystem damaged by anthropogenic activities.

I congratulate the team work of the GREEN aimed at preservation of our fragile mountain ecosystem in Theni District. The recommendations will be studied in detail for future conservation measures.

Date : 11 September 2008

  
(S.J. CHIRU)  
District Collector,  
Theni District





## GANDHIGRAM RURAL UNIVERSITY

Accredited with Five Star by NAAC

(Established under Section 3 of the UGC Act 1956 vide

Notification No.F.9-1/76-U.3. dated 03-08-1976 of the Government of India)

### FACULTY OF AGRICULTURE AND ANIMAL HUSBANDRY GANDHIGRAM

**Dr.T.T.RANGANATHAN**  
Professor of Agriculture

Gandhigram - 624 302  
Dindigul District  
Tamil Nadu

Ref:

Date: 03.10.2008

#### FOREWORD

Today the loss of Mountain biodiversity is a global challenge when we speak about climate change. The fundamental part of the GREEN's approach is strategy development with mountain communities in Kurangani region. The Ecosystem Profile of Kurangani outlines current threats by invasive alien species, steps to be taken to conserve threatened species and research priorities to be undertaken in the hotspot. Mr.S.P.Anandan and Mr.P.S.Bose have identified specific opportunities for enhancing sustainability in Kurangani region. One of the major threats to the mountain region of the Western Ghats is a result of the lack of useful information on sound management practices within the natural vegetation of Kurangani region. I have advised the Research Team under the stewardship of Mr.S.P.Anandan to develop required spatial data, thereby capacitating land use decision makers within Kurangani to make sound decisions on vital aspects that affect the ecology, mountain biodiversity and economy of the mountainous areas in Kurangani region.

The Ecosystem Profile of Kurangani has highlighted the presence of exotics and forest fire in fragmented forests. The profile has documented the floral and faunal diversity and a detailed biological survey can be carried out for monitoring the ecosystem in this region. Similar biological surveys should be undertaken in other hotspots in Theni District (like Mega Malai, Ahamalai and Suruli hills). A detailed Research Work is urgently needed to compile an Ecosystem Profile of the Western Ghats in Theni District to focus on human impacts on threatened species and habitats, wildlife conflicts, restoration techniques etc. Research work can be undertaken in several mountainous areas in Theni District to address human resource-use and its impacts on mountain ecosystem.

The Ecosystem Profile of Kurangani is indeed an excellent beginning and should be continued to protect our fragile mountain ecosystem in Tamilnadu. We appreciate the wonderful biological survey carried out by Mr.S.P.Anandan in a biologically important hotspot region in Theni District. We shall provide additional inputs for such innovative initiatives.

*T.T.R.* 3/10/08

**Dr.T.T.Ranganathan**  
Professor  
Faculty of Agriculture &AH

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## Tamil Nadu Tourism

Dr. M Rajaram, I.A.S.,  
Commissioner of Tourism

### FOREWORD

I am pleased to see a comprehensive Ecosystem Profile of Kurangani in Theni District which includes a scientific analysis of the biodiversity, ecological imbalance and environmental degradation in the region of the Western Ghats. The biological survey carried out by the GREEN with the support of the **Ministry of Tourism** and the **UNDP** and **Government of Tamil Nadu** suggest remedial measures to protect our fragile ecosystem, the gift of nature in this ecologically important place from further ecological degradation.

In recent times, the innovative technology, transport and development works have affected the ecological balance in the biodiversity. We often hear about wildlife migrating to other places and to the plains since forests have become inhabitable to wildlife. It takes a long time and continuous effort to developing a green belt and implement afforestation programmes. But the forest fire and deforestation, indiscriminate hunting, littering and irresponsible visitors to such places cause an irreparable damage to our mountain ecosystem.

It is a laudable effort by the GREEN, a conservation organization in Theni district in compiling a scientific and a site specific study in Kurangani hills of the Western Ghats range of mountains. If the project is continued and the recommendations of the biological survey are implemented the Kurangani hill's past glory will be restored.

If we maintain the tourist centre within its carrying capacity and adhere to biodiversity conservation rules, it will be pave way for responsible tourism, ecotourism in the Kurangani region. The study by the GREEN will eventually pave way for further research, and for averting global warming and climate change in the Western Ghats which is one of the 25 global biodiversity hotspots in the world.

I congratulate the GREEN for the initiative in protecting our biodiversity in an ecosystem which is threatened.

I wish the project and the initiative all success.

  
(M. RAJARAM) 7. 2. 08



**Best performer in Environmental Awareness  
work given by LIVELONG, 2006**

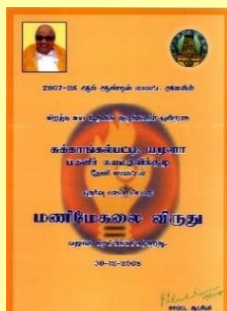
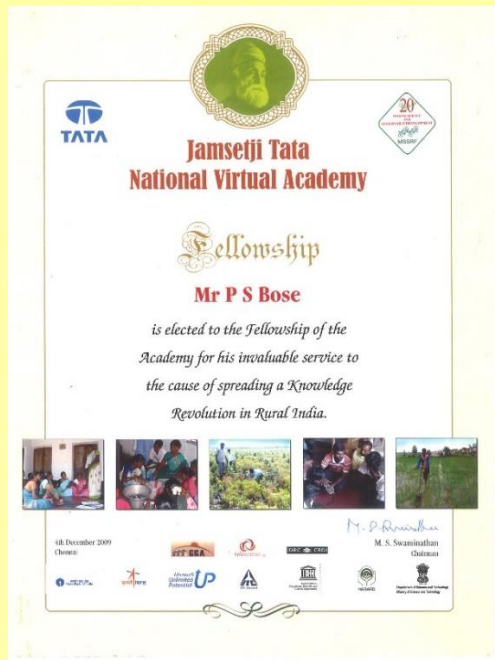
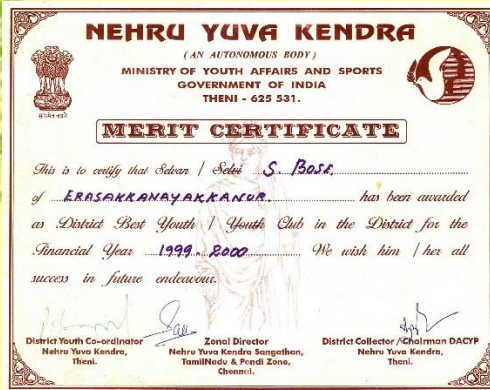


**District Collector – Theni Recognised the  
SHG's products on Mushroom foods  
promoted by GREEN**



**Best Small Scale Industry (SSI) in Theni District to **Vivegam Bio Tech** promoted by **GREEN****  
Getting Approval from  
**Shri. O.Panneer Selvam**  
Hon'ble Finance Minister – Govt of Tamilnadu.







## Programs & Services at a Glimpse

GREEN, over the years has accomplished many remarkable achievements majorly in Environmental Protection, Bio-diversity conservation, Women & Child development, Educational enlistments of poor, Youth Welfare, Health Care development services to our working community. All our service performances for the past 25 years, have with the working strategy the Minimising efforts and Maximising Approaches, utilising locally available man, material resources properly for making sustainable community. Now GREEN has successfully reaching to obtain its goal which was framed by its inception on 1989. The following are the glimpse of welfare programs and project implemented by GREEN and the level of achievement on it.



### **ENVIRONMENTAL PROTECTION & BIO-DIVERSITY CONSERVATION INITIATIVES**

#### **Objectives :**

To create awareness on Environmental Protection and Bio diversity conservation among the people in working regime in order to create an enabling living environment through collective efforts of the local community and optimum utilization of available Natural Resources through training and action based initiatives.

#### **Activities Promoted:**

Under the Environmental protection initiatives, GREEN implementing the following range of projects and programs.



#### **UNDP Pilot Project Initiative – Eco Tourism in Kurangani Hills, Western Ghats, India.**

GREEN Society is working in the hills and hilly lands located in the Western Ghats of Theni District. We have been working closely on the plain terrain in this region over 3 decades. We have identified numerous extinct and endangers plant species and animal species in this region. In order to protect the flora and fauna of our forest working area, our organization has conducted a special awareness program on Survey of Flora & Fauna in the hills of Western Ghats. This survey was conducted at the region of Kurangani hills. GREEN had implemented the “Endogenous Spices Tourism” supported by the Ministry of Tourism, Government of India and the UNDP. The project envisions “Strengthening indigenous collective identities of mountain communities and recognize the link between the principles of sustainable development and indigenous ecological knowledge. The Project aims to enable local communities introduce visitors to their art and craft, cultural and natural heritage and to enhance conservation, supplement local people’s income, brings new use and value to heritage structures an alternative model for sustainable development in the Spices circuits. Further the project aims to conduct a Eco System Profile that enable to identify the social and economic constraints on and opportunities for restoration work in Kurangani. This activity has also created the awareness among the local working groups about the



- Importance of every plant species
- Importance of every animal, birds and insects
- Role of tribal in protecting endangered species
- Role of tribal community in protecting forest fire
- Role of small and marginal farmers in protecting the forest
- Managing Forest produces for the sustainable livelihood of the tribal
- Collecting minor forest produces and Non timber forest produces without disturbing the eco systems.

This program enables the target community on understanding the natural wealth and potential which they belongs to and to have the better understanding on the roles and responsibility to protect such resources for sustainable livelihoods. The Endogenous Spices Tourism project in Kurangani by the GREEN is designed to minimize the negative impact of tourism and promote conservation and socio-economic development of the Mountain areas in Kurangani.



### **Mass level Tree Plantation Activities**

The main irrigation / water source of our target area is from Periyar River Basin. All the cultivable lands are depending on this, but due to interstate crisis the distribution of water into channel is always becoming an issue and long delay, creates unseasonal water flow and it always in threat. Some of the farmers in our working area who owns lands which are far away from the river and it only depend on rain water. When monsoon fails they have to drop the agriculture activities. Thus GREEN Society has decided to promote horticulture activities among the small and marginal farmers. The main purpose of this program is to provide free tree saplings and seeds to the small and marginal farmers and encourage them into horticulture related activities for income generation. Through this program, the species such as Vembu, Chen Chanthanam, Rose Wood, Kumil Thekku, Maha Kani, Pungam Puli, Chooba Pul, Karumaruthu, Vellai Maruthu. were identified and raised in the nurseries by our organization. The above saplings were distributed to small /marginal farmers, student's, youths and public in general and they were encouraged to plant in their dry lands into cultivable and get regular income from it.



### **National Environmental Awareness Campaign (NEAC)**

Our organization has regularly involved in facilitating the programs of National Environmental Awareness Campaign (NEAC) Supported by Ministry of Environment & Forest and Climate Change, Govt of India. Through this campaign we have facilitated several kinds of activities to impart the bio-diversity process, creating awareness among the public on environmental conservation practices, involving school students on bio-diversity conservation activities. This campaign facilitated topics like: Urgent need to protect wild life and endangered species in our forest etc., Furthermore, Night meetings with Cultural programs were organized in Tribal villages. Competitions were held to the Tribal Micro Level Group (TMLG) were participated in the competition. Prizes were distributed to the effective implementing model for bio-diversity conservation practice.

### **Bio Diversity Park Program**

In order to facilitate the Bio-diversity conservation activities, our organization have established a special Eco park for Bio – Diversity Conservation at Erasakkanayakkanur village which is the Centre of our target area. The land for this Eco-park was rendered by Mr. P.S. Bose – Secretary to GREEN for establishing this purpose. Children from local schools have also participated eagerly in the Eco-park activities daily. In this Eco Park, various types of species, extinct and endangered species were planted, nurtured. It is a model for bio-diversity conservation and enabling environment to the endangered species. About 100 more public were visited this Bio diversity / Eco Part daily and occur knowledge and understanding of the bio-diversity conservatory practices and people's role on it.



### **Awareness Workshop on Climate Change & Global Warming**

The Cumbum Valley which is our target area is surrounded by three mountains called Megamalai, Varusanadu Hills and Kurangani Hills. All these hills and mountains comes under Western Ghats Region. If the local villagers are getting disturb the vegetation of the Western Ghats it affects whole of our Cumbum Valley. Even a single disturbance in the vegetation links with one wild life. And each wild life is linked with other one which forms a close bio-diversity chain in this region. Even a small change in the forest makes changes in the rain fall and changes in the climate. For facilitating the local public and addressing the adverse effects of the Climate Change and Bio-diversity, we have organised a Workshop on "climate change". Rural masses particularly who collects fire wood for sales purposes were invited to take part in the work shop. Tribal Green society has organised this workshop at Kurangani Tribal hamlets where other non-tribal also lives there. 63 people including youths, Forest Personals and Officials, Revenue Officials, Other CBO leaders were participated in this work shop.

### **Celebration of International Environment Day**

GREEN as a theme based organisation, celebrating International Day for Environmental protection every year. During the day we have conducted mass rally with students, awareness propaganda on Rain Water Harvesting, Save the Earth Campaign and Group awareness meetings to rural women on Environmental and Biodiversity conservation etc.,

## GREEN's efforts on Conservation of Biological Diversity

**Biodiversity** refers to the earth, including the different organisms, the genes they form. It is considered at species diversity, genetic diversity.

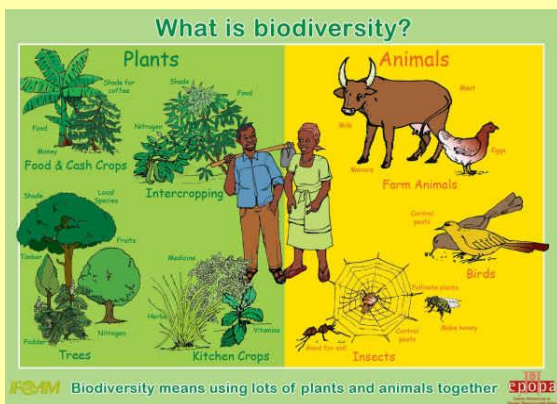
GREEN has been active in mountains, which is one of spot and has been declared UNESCO. Since beginning, concerned with environment, biodiversity in this region. various indigenous

Theni Forest Division and are concerned with their life style. Indigenous communities like Mudhuvas, Paliyars and Pulayars have been facing various challenges and GREEN has been taking initiatives to protect their land rights and access to natural resources in mountain areas. We have ensured that tribal community in Kurangani hills has better access and direct involvement in the management of natural resources in the hills.

This was part of our project supported by the UNDP and the Government of India and the activities include community resource mapping, biodiversity registers, land management, water resources allocation and powers of the Kottagudi Panchayat over the natural resources from Kurangani to Top Station in this hilly area. We have partnered with reputed voluntary organizations in the State to protect the forest rights of indigenous tribal communities under Recognition of Forest Rights Act 2006 of the Ministry of Law and Justice. GREEN has published an illustrated detailed book titled "Ecosystem Profile of Kurangani Hills, the Western Ghats" on completion of the Endogenous Spices Promotion project in the Western Ghats. This book has documented the floral and faunal diversity in the region and has inspired several researchers to continue their research work on Shola forests, endangered species and mountain ecosystem in the Western Ghats of India located in South Tamilnadu, Theni. The book has been appreciated by the Department of Geography, the University of IOWA, USA and the Ghandhigram Rural University. It serves as a guidebook to research scholars from the University of IOWA, USA under their international program WINTERIM India every year. GREEN has studied in detail on forest biodiversity in all the eight forest ranges of Theni Forest Division. The main threats to our native biodiversity are:

- degradation of mountain lands and natural habitats
- Uncontrollable spread of invasive species like Lantana camara
- unsustainable use of natural resources in various hilly areas
- impact of climate change on evergreen forests and shola forests
- Wild fire that damages our biodiversity.
- Drastic changes in Water resources (major rivers)
- Overexploitation of biological resources for commercial gains (conversion of land for tea, cardamom plantation)

GREEN has completed several projects on biodiversity conservation, environmental sustainability, climate change adaptation and indigenous knowledge in the district with the kind support of reputed Universities, foreign donors, Ministry of Environment, Forests and Climate Change, Government of India through PEACE Trust, Dindigul etc.,



variety of all forms of life on plants, animals, micro- contain and the ecosystem three main levels including diversity and ecosystem

the Western Ghats range of the global biodiversity hot a World Heritage Site by the our organization is forest ecosystem and We have been working with communities dwelling in





## WOMEN & CHILD CARE DEVELOPMENT ACTIVITIES

### Objectives :

The focal objective of this program is to empower rural women community through awareness creation, economical assistance and make their collective efforts to create enabling living environment to them and become self reliant, self supportive and to promote rural women entrepreneurs in the working area.

### Activities Promoted:

Under the Women & Child development activities, GREEN implementing the following range of projects and programs



### SHG Formation / Capacity Building Training Program

Women are the vital component of functioning the community. They are the pivot of the society. GREEN Society believed this and continuing its service performances on the field of women development and approaching welfare activities centered with women participants. For achieving this we have formed them in to self help groups. Every year we have organized new self help groups among the women and disadvantaged community and make them to use our beneficiaries for their sustainable living.

**A Capacity Building Training** on promoting self reliant Qualities to the Women SHG members. This training created a platform to the rurally backward women on obtaining their welfare measures. Under this group meeting, the women were discussed the various issues surrounding them and finding solutions to rectify the same through collective efforts and community involvement.

This training facilitates the Women to understand the Group Dynamics, enhancing Leadership Qualities, Organising Events, starting Trade units for income generation, Managing Stress and eventual recessions within the group, Directing group into a common goal, facilitating members for obtaining various services etc., It also provides the information about how to assess the performance activities, loan repayment capacity, involvement of members and local issues and problems. This can educate the members in the accounts and book keeping procedures maintenance of minute's books etc., This created the cohesiveness and supports within the women and the women makes their collective efforts for their women community as well as social development.



These woman SHG members were supported through development trainings on accounts and book keepings, group organisation and management, motivational training and economical development training through their group meetings and processes.



### Micro Entrepreneurs Development (MEDP) Program

In our existing women SHGs many were moving for 2nd linkages of loans through Banks and other MFIs in this year. We has facilitated them through the Micro Credit Linkages Programs, Small Loans, and other financial services through collaboration with the Nationalized Banks and other MFIs. So far, our organisation have facilitated (table 1.1)

Name of the Supporter	Loan Amount	Beneficiaries	Activities
By I C I C I Bank Ltd.,	Rs. 11 Crore	336 Women SHGs	For Economic Assistance and Business Promotion Activities
By ANTENNA Financial Services Pvt Ltd.,	R. 1 Crore	85 more Women SHGs	For Small Credit Intervention Activities and Livelihood Sustenance
By TREAD Scheme (under Ministry of Small & Medium Enterprises) Govt of India	Rs. 49.80 Lakhs	665 Women	For Trade based Skill Development on Garments, Textiles, Soap making & Sanitary making and others

These Micro Credit Linkages Program are helped the rural poor women to get out the clutches of the money lenders and poverty and make their collective efforts for their own development, economical sustenance and societal development and their belonging community development.



## TREAD for Women – (Trade Related Entrepreneurs Development for Women Scheme)

A special Trade Related Entrepreneur Development Activity was initiated by GREEN Society for the development of rurally backward women community. This TREAD (Trade Related Entrepreneur Development Program for Women Scheme) is supported by the Ministry of Micro Small & Medium Enterprises, Govt of India. CANARA Bank - Chinnamanur in Theni District is providing a packaged loan for each trades activity to the women self help group beneficiaries. The women in this project have gained alternative and integrated opportunity to utilize their local base available resources in order to improve their financial status and economically sustenance. We have selected three kinds on trade and implemented under this project. In total 665 women self help group members are benefited through this program. This program facilitated a course of Training programs on the following kinds of trade activities by the women beneficiaries.



**Eco friendly Paper Tea Cup:** The women beneficiaries under this project have provided training on manufacturing the eco friendly tea cups and soft drink cups in their locality. A micro loan have been arranged to purchase machineries and equipments for establishing own trade unit. This activity has been carried out as a Group Activity by which a group of women has been involving in business process.



**Soap Making:** A group of women have been facilitated on the trade based skill development training on Soap Making and Household Cleaning items manufacturing under this TRED Scheme. Through the support of micro credit loans, they start their own production unit at their household level and become self employable women.

**Garments & Textiles Business:** Under the TREAD Scheme for women we have supported the women SHGs through Trade based skill development training on Readymade Garements production and Textiles business activities. A marginal loan package was provided as Micro Credit to these women SHGs to set up the own trade unit formation.

**Sanitary Napkin Making:** Another trade activity promoted by this scheme was the Sanitary Napkin Making. The selected women SHGs of this project have been supported by training on production of low cost, eco-friendly sanitary napkin and the marketing through reputed shops and retailers. The implementing organisation takes care of the marketing of the products produced by the women beneficiaries by this project. Apart from this, GREEN has extended its supports on providing business counseling, product promotion activities, assisting the women beneficiaries on marketing service and helping to increase the sales volume etc.,. It also provides necessary guidance and support services on repayment of loans in proper and regular schedule to the banks and ensuring to continue their business activities till they reach the sustainability.



All the programs will be continued by the upcoming years and the needed follow-up activities will be carried out by the staffs and towards sustainability.

## International Women's Day Celebration

International Women's Day observed every year at Chinnamanur town which is center for our target area. During the day, GREEN organised a special programs and events with the coordination of local women Self-help Groups, Micro Level Tribal Groups, other NGOs, Women activists and volunteers etc.,. The events are mainly focusing the empowerment of women community, raising voices on women development and making collective efforts on violence against women. The programme includes debates, role-plays, seminars, and group discussions regarding women and development. About 1238 women SHGs organised by the GREEN and the around 14850 members were assembled during the festival of International Women Day celebration and raise their collective voices for holistic development of the women community.







## AGRICULTURE & FARMERS DEVELOPMENT INITIATIVES

### Objectives :

To make fertile and keep fertility of the agricultural farm lands in the working area by providing awareness and adopting development measures to the small and marginal farmers, promoting sustainable agriculture development initiatives thereby ensuring the soil condition and native agricultural values in the working regime. .

### Activities Promoted:

Under the Agriculture & Farmers development initiatives, GREEN implementing following range of programs



#### Meeting & Formation of FIG (Farmers Interested Group)

An new intervention committed by our GREEN society on facilitating the livelihood condition of the small and marginal farmers in our working area. Our GREEN Society have in collaboration with the District Horticultural Department - Theni on formation of the FIG (Farmers Interested Groups) and organize the small and middle farmers especially the farmers involving in cultivation of Banana and other money yielding crops in their land. We have formed over 55 Farmers Group on Banana Farming Category covered 1100 farmers as members and about 25 among the Perumetro Vegetables Farming with 500 more farmers as regular members. The purpose of the program is to facilitate them on Training, Knowledge exposure and Technical assistances for retaining their cultivable lands and providing micro credit linkages and other related assistance for their agricultural sustenance of the FIG groups.



#### Farmers Development Training

For facilitating the dry and waste lands into cultivable, our organization has organized a special training program to the farmers on "dry land agriculture promotion" in the targeted working villages of our GREEN Society. Through this program, over 76 small and marginal farmers were identified and they were encouraged to get involved in various horticultural processes, such as dry horti and agro horti activities.



#### Training on Seeds Preservation Techniques & SEED Banks

To promote sustainable agriculture Seed Bank plays a major role in promoting sustainable agriculture practices. Thus GREEN Society has started a SEED Bank at the working villages, which is one of the big and centre village in eastern part of our target area. All the Minor Millets were documented. Good seeds and Native Seeds were collected from different parts of Tamil Nadu and all the seeds were processed and preserved. Local and Traditional methods of preservation techniques were adopted to preserve all the minor millets seeds. Technical guidance and counseling on preservation and conditioning of the native seeds are provided to the local farmers through the Seed Banks.



#### EDP Training on Small Millets Production & Promotion

GREEN promotes traditional methods of food habits and promotes the cultivation of Native Pulses and Cereals as primary food intake of the working community in order to increasing cultivation of Small Millets among the working area. For this, we have conducted a special Entrepreneurship Development Training program on Cultivation and Production of Small Millets and encourage the small and marginal farmers to cultivate the native pulses and cereals. This EDP Training promotes the awareness among the public in general to understand the natural value and potential nutrient values of the native pulses and cereals and making variety of food stuffs by using it. The famous "Iyarkai Velan Inayam promoted by Shri. Nammalvar – a world famous scientist for organic farming cultures in India, has provided technical supports and guest lecturers on this training event. Over 135 Farmers, women SHG members and others were benefited under this training program.



#### Organic Farming - Vermin Compost / Bio manure Preparation Training & Demo

In earlier days majority of the products were consumed by the farming families. They have produced for their own purposes. During those days farming activities was a culture, now farming activities turned out as agri – business. Now a day it is being cultivated for business purposes. Hence to promote traditional agriculture practice GREEN Society has

organised training on Organic Farming Practices which facilitates the small and marginal farmers occurred knowledge on organic farming practices and other mode of techniques in agriculture. Through this Training, they acquires knowledge practices on Bio fertilizers, Bio pesticide, How to reduce the agricultural expenses, How to modify their traditional compost pits, Aerobic and anaerobic method of compost pits, Zero expense agriculture system, Crop pattern and Crop rotation etc., Through the efforts of this training event, we have facilitated the farmers community on using organic manure, integrated farming in their agricultural land. Experts from agriculture department and outside faculties were share their experiences on promoting organic farming practices for better results and quality produces.

### **Zero – Waste Management Program**

To promote traditional agriculture practice, a special drive have been taken in our target area to encourage the Small and marginal farmers on to use bio pesticide and bio repellent. By this program, the farmers in our target area learned about new techniques 'on how to reduce the agricultural expenses'. Their traditional compost pits were modified and new methods like aerobic and anaerobic method of compost pits were encouraged. Thus two methods had produced best quality of bio fertilizers. So the small and marginal farmers enthusiastically participated in making this bio fertilizer making. Apart from this, fertilizer a zero expense bio-pesticide was taught to the farmers using locally available plants and fruits.



## **YOUTH WELFARE & TRAINING PROGRAMS**

### **Objectives :**

To combat unemployment by developing skilled youth community by providing various trades based skill development training and .education program and encouraging them to become a self employable and rural young enterprisers.

### **Activities Promoted:**

Under the Youth welfare and Training sector, GREEN implementing the following range of projects and programs

### **Computer Education and Training to Adolescent Girls**

Our GREEN society provides education and training on the Computer based knowledge to the rural poor adolescent girls and women. The purpose of this training is to enhance such young women on computer based knowledge and to find the employment opportunity for regular income and earnings. After completion of the training, GREEN either linked them with local banks or job placements to lead a dignified and decent life. The subjects, Basic Computer Applications, Using Cameras, Internet, Printers and etc. MS Office, MS Word, Excel, MS Power Point, , Photoshop, Adobe Acrobat Reader, Tally 7.2 , and Desk Top Publishing ( DTP) As this is the 3 months (120 days) training course, at the end of the training course, trainees were guided to employment opportunities and referred suitable job positions. They were also supported by the quality certificates for their training period.



### **EDP Training on Mushroom Cultivation**

Youths are the vibrant powers of the future society, if they are solid and positive, the future society will have a better morning. keeping this in a mind, our GREEN implemented special programs for providing YSD (Youth Skill Development) Training exposures particularly for youths on Trade based, self employable training. we have recently conducted a "Entrepreneurship Development Training (EDT) Program on the Mushroom & Value Added Products Manufacturing" to the 20 deprived women community in the rural area in the working block of Chinnamanur located in Theni



District by the eminent support of the TNSRLM – Tamilnadu State Rural Livelihood Mission – Theni district and with the Technical support extended by the Vivegam Bio-tech. This training program was facilitated over 20 rural women from BPL (Below Poverty Line) and supported for 45 days on Mushroom Cultivation & Value added Products manufacturing with Practical Demonstration and Entrepreneurial Assistances. Apart from all of this, the trainees were supported through motivation classes, encouraged by playing games, business counseling, success stories and case studies. Suitable examples were also made in their living locality and this were highly encouraged and getting knowledge exposure to them. The women beneficiaries have observed the various process adopted for cultivating the Chippi Kaalan (Oyster Mushroom), Milky Mushroom and other variety of Edible Mushrooms during the training and on attending various kinds of products in the Mushroom and its production process such as Mushroom Biryani, Mushroom Soup, Mushroom Powder, Mushroom Pickle etc., Special orientation Classes on Loan Facilities, Bank Procedures, Project Report and how to establish their Own Trade Unit were also conducted.



## EDUCATIONAL ENLISTMENTS OF POOR

### Objectives :

To ensure the “Rights to access quality Education” to every child in the working area, and to eradicate and rehabilitate the child labour practices by promoting awareness and community based action oriented efforts.

### Activities Promoted:

For the Educational enlistments of poor children in our working area, GREEN implementing the following programs



### Child Rights Awareness Campaign

GREEN considered that, children are the future society, to safeguard and to protect them from evils is necessary responsibility of the existing society. Though our target areas having agricultural work are as main income, there is a heavy need for labour force. Several families were sent their children in school going age into farm land works and other income generation works. Thus denial of child rights is simply happened. Keeping this in mind, our organization took an initiative to stop Child Labour practices in the working area accompanying with the local school students, teachers, youth, volunteers, and village leaders. The main purpose of this campaign event is to facilitate the local community on Child Right matters and address the issues of child labour and hazardous forms of children in the society and particularly to strengthening the local civic governance – raise voices at child rights matters in particular. This campaign includes rally, distribution of IEC materials, cultural programmes and meeting with the PTA (Parents Teacher’s Association) was held. Pluck cards and Display materials were prepared and displayed during the rally.



Apart from this, GREEN had been conducted several programs on awareness about Child Rights, ensuring participation rights of Children, child labour rehabilitation etc. through the networking of organisation working for similar objectives in the nearby area.



### Free Study Materials to School Students

GREEN believed that the children are the future society and it is our responsibility to provide comprehensive and quality education to the children will help to provide potential human resources to the future society. We provide educational assistance to the poor school going children to continue their schooling by providing free educational materials / teaching aids and free note books to school students at 8-14 yrs old. This programme is mobilized the by public donations and the financial supports of the friends of our organization. Over 50 students from poor and disadvantaged community in the working area and nearby urban slum area are benefited by these materials.

## TRIBAL WELFARE & MOUNTAIN ECOLOGY DEVELOPMENT INITIATIVES

### Objectives :

To improve the standard and living condition of the Tribal within their locality and enhancing their lifestyle, by ensuring their Forest Rights and adopting development measures for their sustainable living.

**Activities Promoted:** For the welfare and development of the Tribal community and promoting Mountain Ecology, Eco systems, GREEN implementing the following range of projects and programs

### Awareness on Tribal Rights & 5th Schedule

GREEN society implements the Tribal Welfare projects combined with Awareness and Action oriented efforts of promoting the welfare of the Tribal village settlements in our working area located in the Western Ghats. GREEN society has organized a special program focusing to adapt the Fifth Schedule of the Constitution of India which protect and ensures the livelihoods of the Tribal Communities. Our organization believes that the adoption of the fifth schedule (which ensures the Procurement Rights of the Tribal people to collect Minor Forest Produces & Non Timber Forest Produces and make them availing Community Certificate to Tribal children etc.) is the only way to empower tribal community and having this as motto, we have organized many continuous programs at Kurankani Tribal hamlets. This program facilitated the Tribal community on marketing the products from forest without brokers are the main aim of this committee and to improve the basic rights to the people. Further we have conducted the special Annual Convention on Tribal Rights and exploring awareness about the 5th Schedule which ensure the rights of the Tribal and their Rights on the Forests based products. This program focuses the following salient components.



- Conducting Campaign Activity on adopting 5th Schedule for ensuring Tribal Rights
- Promote awareness on Land and Forest Rights
- Awareness on Climate change and using alternative energy sources
- Promotion of Tree plantation activities and
- Low Carbon Farming activities

This campaign was covered more than 10 tribal villages and tribal hamlets. Posters were exhibited during this campaign, awareness songs were sung by the tribal community youths.

The demands raised for: arranging infrastructure facilities to the Palliyar villages and the steps to be taken for distributing the safe drinking water to all the tribal villages. The advantage of this federation is to announce prefixed price rates to the collectives (herbal, seeds, and other non-timber products) collected by the Tribal people and mainstreaming into social markets and assured income.

In this project, an awareness programs organized at Kurangani village and a campaign activities are also organized. This campaign covered more than 10 tribal villages and tribal hamlets. Posters were exhibited during this campaign, awareness songs were sung by the tribal community youths. Apart from training and campaign, few economic development activities were carried out like: As the general services, we have facilitated the benefits of the Government welfare schemes such as Old Age Pension, Widows Pension, Physically Challenged certificates and Special Cards to the Tribal people etc., Our organization has also involved in creating awareness among the Tribal community on the usage and construction of Toilets, sanitation and hygiene practices and imparting education to tribal girl children and the rights of them.

### Tree Plantation & Low Carbon Farming

As a theme based organisation, GREEN always concentrating its efforts on environmental protection and a bio diversity conservation initiatives, as one such it promotes Tree plantation activities and encourages native trees plantation among the Tribal village masses in the working area, further it promotes Low Carbon farming activities to cut off the Carbon emission through various efforts. We have organised awareness on Low Carbon Farming practices among the farmers and tribal groups in our working region.





## **COMMUNITY BASED ISSUES – ADVOCACY & LOBBYING on RIGHTS MATTERS – Field based Activities**

### **Objectives :**

To address the local community issues and to make the collective efforts of the working community in order to combat the issues, finding solutions locally through advocacy and lobby efforts.

### **Activities Promoted:**

For addressing the Community issues, GREEN implementing the following range of projects and programs

### **Sumangali Scheme Victims – Legal Aid & Women’s Rights Awareness**

Agriculture and related works are the primary income sources of the people in our working area. Due to consequent failure of seasonal monsoon, people in our target area, especially the landless agricultural labourers, agri coolies and others are forced to migrate for survival to the neighbouring districts like Thirupoor and Coimbatore at where, number of industries and textile mills are providing employment opportunities. These textile industries are only focusing/targeting adolescent girls for working. All these girls are employed in the name of self employment scheme called Sumangali Scheme. The labour (i.e. adolescent girl) employed under this scheme is promised for getting a cash payment of Rs.30,000/- at the time of termination and this amount will be used for their marriage life. But the real fact is that the industries make the illegal agreement with these labourers and make them become a bondage labourers and slaves of the company. They have to work over 12 more hours in a day for a minimum wages and have no proper shelter and no health concerns are provided by the industry.



GREEN Society understood the real fact of this scheme and with the support of the neighbouring organization has joining hands and conducted campaign against exploitation of adolescent girls and young women in the name of Sumangali Scheme. Under this effort, 72 girls were rescued and supported through the vocational based skill development training program. After the completion of the training program out of 72 beneficiaries 47 were joined as full time skilled staff in private sectors and get regular income.

### **Legal Awareness Workshop & Group Discussion on Sumangali Scheme Victims:**

GREEN Society has conducted a special Workshop to the Sumangali Scheme Victims and other Social Activities, Women SHGs on addressing the adverse effect of the sumangali scheme and call for action to ban the scheme at district level. A Group Discussion with the sumangali scheme victims has also been made during the program. Over 165 persons has been motivated through this workshop and become a community forces to protect the women’s rights.

### **Cultural Yatra & Public Hoardings on VAW (Violence Against Women)**

In order to sensitize the public on the adverse effect of the Sumangali Scheme Victims and protection the women’s rights, we have conducted the Cultural Yatra and Public Awareness Propaganda (PAP) in the Streets and Public places in our working district. This Cultural Yatra was inaugurated by the District Collector of Theni and forwarded to the District Police Personals. A special trained troop of Theater Artists conducted street theater performances and walk along the road sides and conducted the yatra over 10 more places for One Week in the district. Handbills, and Awareness Notices were distributed during the Cultural Yatra and our GREEN Society has put the Hoardings and Public Advertisement about the Adverse Effect of Sumangali Scheme in 5 places in the district.

### **Peer Education:**

To provide the emotional support and family counseling, our organization has organized the Peer Education program among the Sumangali Scheme Victims to help them to find alternative livelihoods and get out the adverse impact of the scheme.

## COMMUNITY HEALTH CARE PROGRAM INITIATIVES

### Objectives:

To adopt community based health care program initiatives for ensuring the health care and development measures and providing quality health care services in an affordable way through awareness creation and interventions.

**Activities Promoted:** Under the Community Health Care initiatives, GREEN implementing the following range of projects and programs.

### Health Care Awareness Training to Rural Women

To create awareness on Rural Women's Health, our GREEN Society has organised a community health training which focused on Mother & Child health in the villages of our working area. About 43 pregnant women were attended this training program. During this training, the following topics are discussed with participants. Personal hygiene & Menstrual hygiene, Rural Women Sanitation, Pregnancy and its care, Reproductive Tract Infection (RTI), Condoms usage for birth control, Importance of breast feeding, Small family norms for family welfare and Other health hygienic components.

### Awareness on Community Based Rehabilitation and Health Rights to Differentlyabled.

Through the support of TNVHA – (Tamilnadu Voluntary Health Association) and in association with the District Disabled Rehabilitation Office (DDRO) – Theni, our GREEN society is imparting the care and support program to the welfare of the differentlyabled. An awareness program was organized to minimize the burden of the parents and to accept the disability people by the whole community. A rally was organized at Chinnamanur town for observing the International Human Rights Protection Day on 1st December. The rally passed over the streets of Chinnamanur town created awareness about the Care and Support for the Differently abled. About 100 more Parents of the Disability community, Volunteers, Students were participated in this rally. It starts at the Chinnamanur Bus stand and it ends at GREEN Office. Slogans were raised along with flag cards were taken during the rally.

## DISASTER MANAGEMENT & EMERGENCY RELIEF

A low pressure trough that intensified into a deep depression and crossed the state coast on 9<sup>th</sup> November 2015. Cuddalore district has been the worst hit. Heavy rainfall has thrown life out of gear in several parts of Tamilnadu and caused severe damages in Cuddalore District. Heavy rains and breaching several water tanks and rivers worsened the situation continued till 16<sup>th</sup> November 2015 and more than 125 people have been reported dead due to storm and flood. GREEN, as a associated partner of Terre Des Homme (TDH) along with its partners in the neighboring districts had visited the flood hit area and engaged in relief programs, expressed solidarity to victims. GREEN have been involved immediate relief measures in providing free cloths, bed sheets etc.,



Furthermore, our GREEN Secretary – Mr. P.S. Bose, along with the team members involved in discussion with Mr. Sambath, Minister for Textiles, appointed by State Govt of Tamilnadu for Relife work and the Deputy Secretary of National Disaster Relief Team about the NGO's role in the relief works.

# GREEN's GALLERY

Remembering of GREEN over the Years  
(1989 – 2012)







## MILE STONES

### *Remarkable Achievements over the years 1989 – 2015*

- ❁ GREEN has organised the projects at 4th place at India level
- ❁ GREEN had won District Level Best Performer Award by 4 times continuously since 2008.
- ❁ GREEN - WSHG won “Manimegalai Award - 2009” from the State Government of Tamilnadu for Best Achievement in Women Development & Micro Credit Linkage Activities at State level.
- ❁ GREEN had National Best Youth Award by 1999 by Nehru Yuva Kendra (NYK), Ministry of Youth Affairs and Sports, Govt of India.
- ❁ GREEN has getting the Tamilnadu Social Welfare Board (TNSWB) Assistance for its welfare services since the beginning.
- ❁ GREEN is a prestigious partner working with WCC – Geneva, IGSSS, KFO.
- ❁ GREEN is a pioneer in implementing programs and projects promoted by the Ministry of Health and family Welfare, Government of India through the assistance of TNVHA during its inception.
- ❁ GREEN has been awarded for the effective implementation of Government Welfare Schemes in the District by the District Administration - Theni
- ❁ GREEN has studied in detail on forest biodiversity in all the eight forest ranges of Theni Forest Division.
- ❁ GREEN received Appreciation Award for better implementation of UNDP Program in Theni district in collaboration with the District Administration and the Ministry of Tourism, Govt of India.





# AWARDS & CITATIONS RECEIVED BY GREEN



**Best Performer in Women Development**



**Best Performance in Rural Tourism**





Appreciation Award received from District Collector – Theni for effective implementation Partner of District Administration in UNDP / Eco Tourism Project





# Showcase of GREEN's Work Experiences on

## ENVIRONMENTAL PROTECTION & BIO DIVERSITY CONSERVATION

- ❁ Conservation on Wild life sanctuary has been done in the working area
- ❁ Activities taken on reducing the Forest fire in the part of Western Ghats.
- ❁ Bio diversity Registry formation has been done by GREEN in Western Ghats, India.
- ❁ Mountain Ecology Conservation activities covered for and about 68 Hectares of lands in the mountain sides of the working area.
- ❁ A Complete Eco system Profile – identification of Flora & Fauna of Western Ghats done by GREEN.
- ❁ Awareness Pamphlets on identified endangered species like Singaval Kurungu, Pollination of Butterflies, Honey bee etc. have been published.
- ❁ Mass Tree Plantation held by GREEN for about 1200 acres of land in working area under Afforestation Program supported by FACT.
- ❁ Major Research Projects have been carried out by GREEN in collaboration with the reputed Universities in Tamilnadu (such as Traditional Medicinal Plants Research Work with Kalasalingam University) etc.,
- ❁ Documentation of Flora and Fauna at Kurangani Mountain Eco system through the GPS system with IYWVA University.
- ❁ Created awareness on global warming and climate change to over and about 1.25 lakhs public in general
- ❁ About 15600 public from various groups have been involved in Bio-Diversity conservation and afforesting activities by the initiation of GREEN's efforts.
- ❁ GREEN had studied in detail on forest biodiversity and mountain regime in all the eight forest ranges of Theni Forest Division, Tamilnadu.





# Showcase of GREEN's Work Experiences on

## RURAL WOMEN & CHILD CARE DEVELOPMENT INITIATIVES

- About 978 women SHGs were successfully formed and comprised with over 18600 women as regular member
- Rs.225 Crore had been promoted through Savings and Thrift by the women SHGs organised by GREEN
- About 116 Cr had been released to the women SHGs through reputed Banks and MFIs as Micro Credit Linkage program and Economical Activity.
- GREEN is a working partners of Tamilnadu Corporation for Women Development (TNWDC) – Mahalir Thittam, Theni since 2003
- Inaintha Kaigal - a district level Women SHG federation had been registered and act as autonomous body working for the development of the women in the belonging community.
- GREEN had facilitated 8 Milk Cooperative Society run by Women and 6 nos., of Public Supplies shops and 6 nos., of Ration Shops in the working area.
- About 6 restaurants have been promoted by our women SHGs in the District level
- Over 14,678 of women covered under various Schemes and mainstreaming with Govt development programs
- 12650 women mobilised for Micro Loan related activities
- About 665 women are engaged in Trade Related Entrepreneurial Development Activities and economically empowered
- Over 4956 rural women facilitated under Asset Creation in the name of Wome.
- Trained more than 14,000 group women for their socio economic empowerment.
- GREEN provided education and training for livelihood to 6000 rural women and organized under 400 groups.



# Showcase of GREEN's Work Experiences on

## AGRICULTURE & FARMERS DEVELOPMENT INITIATIVES

- ❁ 2680 farmers had become sensitized for involving Organic Farming Practices.
- ❁ Group organised as over coverage about 7500 farmers and sensitize about Zero budget Farming practices
- ❁ About 2346 of Farmers are engaged in Traditional Agro Farm practices
- ❁ Training on Bio Input Production – Sudomonous, Mushroom etc., have been facilitate to over 967 Farmers
- ❁ GREEN had experienced in Joint Action Program for Farmers and Tribal Development promoted by Kullapuram Agricultural College
- ❁ 20 agri women SHGs are involved in Grape cultivation
- ❁ GREEN is a regular guest invitee of Tamilnadu Agricultural University & Research Station (TNAU) in Madurai, Periyakulam and Coimbatore under its Faculty development program.
- ❁ About 6500 Farmers have been facilitated on Vermin compost, organic farming, Asoloa cultivation and enriched bio manure preparation activities
- ❁ IGSSS –GREEN as a lead partner of Iyarkai Velan Inayam under IGSSS Project
- ❁ GREEN Nature Farming – about 125 members / groups are actively involved in “Nature Farming Network” promoted by GREEN
- ❁ Research work on Animal Husbandry, Millets identification and Value addition with Gandhigram Rural University.
- ❁ GREEN formed 110 farmers club and provided training on organic cultivation, processing packing and marketing support.
- ❁ Organized number of farmers into organic farming practices and Zero Budget / Zero Waste Farming initiatives.



# Showcase of GREEN's Work Experiences on

## YOUTH SKILL DEVELOPMENT & TRAINING INITIATIVES

- About 2358 women are regularly involved in self employable trade activity
- About 4 Mushroom cultivation units have been successfully running (oodaipatti, kutchanoor, narayanapuram, etc.,) by the Trained beneficiaries
- GREEN -Vocational Training Center is a Approved Training Institute under Project Aajiveka Skills - Ministry of Rural Development Govt of India.
- Over 1385 women covered under various skill based training courses
- About 280 beneficiaries linked with Micro Credit & Economic Assistance for Self employable activity
- In Total 560 number of trainees & women beneficiaries are getting PMRY / SGSRY / UYEGP & EA other Subsidy Schemes for Self-employable activity
- Nearly 35 women are involved in Own Trade Unit formation on Tailoring and Modern Dress Making
- GREEN Skill Development Training Center is an approved Center under Ministry of Small and Medium Enterprises (MSME), Govt of India.
- 18 were linked with Job order / bulk order for trade based, business development activities
- 26 were facilitated for Marketing Assistance and Product promotional activities on their trade activities
- Rs. 25,00,000/- (about 25 lakhs) as micro loans distributed to over 160 women for trade related activity.
- Over thousands of Rural poor adolescents girls were get skill based development of Tailoring trade and become self sustain
- Improved Self Confidence and self esteem among the rural poor women community through training obtained
- About 120 women are involved in house hold tailoring and modern dress making activity.





# Showcase of GREEN's Work Experiences on

## TRIBAL WELFARE & MOUNTAIN ECOLOGY CONSERVATION

- ❁ No of Tribal aware about Forest Rights Act
- ❁ For and about 80 Lakhs of valuable assets (in terms of Bus Station, Computer Lab, Travellers Waiting Shed etc.,) has been mobilized by the Tribal Community in Kurangani Hills under UNDP Project Supports
- ❁ Kurangani Tourism Promotion Society was getting registered by 2008 and becoming an Independent body for Tribal Eco Tourism Pgm in Tamilnadu State as first.
- ❁ Adoption of V – Schedule among the 10 Tribal villages is successfully going on
- ❁ GREEN had experienced in Joint Action Program for Farmers and Tribal Development promoted by Kullapuram Agricultural College
- ❁ In Tribal Lifestyle, Traditional science & knowledge practices are enriched among the 4 types of Tribal (Mudhuvan, Pulliyar, Palliyars and Kattunaiyackers and Narikuravars) by the project implemented by GREEN
- ❁ Traditional equipments and cultural enhancements have been obtained by the Tribal Community through GREEN's Project initiatives
- ❁ Over 65 Tribal Women covered under the UNDP (United Nations Development Program) assistances on the Skill Training of Ready Made Garment Production, Rexin Bag Making, Tribal non-timber Handicrafts Products etc.,
- ❁ A cooperative Handicrafts Sales Shop is running at Mattupatti @ Munnar in Mudhuvan Tribal
- ❁ Over 116 Tribal covered under Handicrafts Promotion Training and become self employable.
- ❁ Tribal Federation and Cane & Bamboo Handicrafts Federation promoted by GREEN are now moving the crafts marketing at National level Best Model



# Showcase of GREEN's Work Experiences on

## EDUCATION & COMMUNITY HEALTH CARE PROGRAMS COMMUNITY ISSUES – ADVOCACY & LOBBY EFFORTS

- About 1678 students were supported by GREEN under NGO Internship Program referred by the reputed universities and colleges.



- In the working area 27 panchayat level federations, and 4 farmers panchyat level federations have been formed over the years of services
- About 3 block level federations have been promoted by GREEN for addressing the social issues
- Inaintha Kaigal – a district level Women SHG federation had been registered and act as autonomous body working for the development of the women and women related issues in the belonging community.





# What Media says...? News Paper Clippings & T.V. Broadcasting



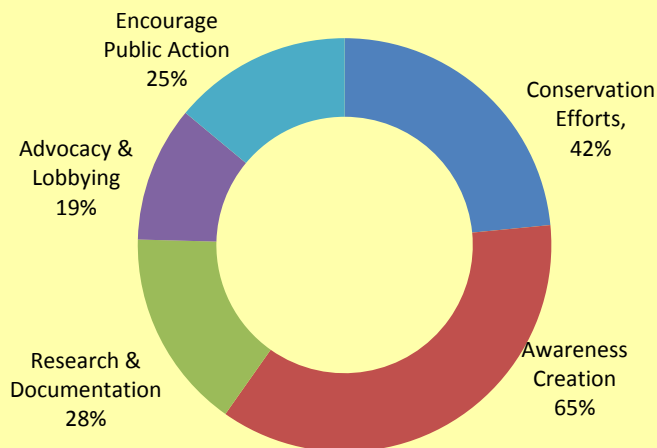
## Membership Recognition received by GREEN

SAM Network  
TNVHA  
Iyarkai Velan Inaiyam  
Bio Diversity Network  
LEISA

NVA Fellowship by 2009  
Coalition for Climate Justice  
IUCN  
TPF - Thiruppur  
Jasul Network

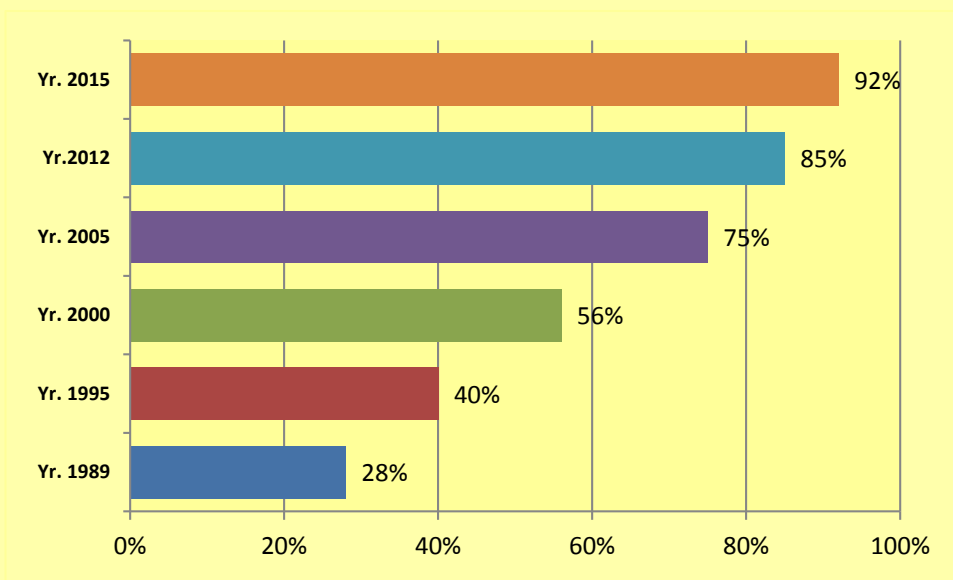


## GREEN Impacts on performance of Environmental Protection & Biodiversity Conservation



Source : GREEN/Envi Projects 1989-2015

## GREEN Impacts on Women Development (in means of Awareness creation, Economic Development etc.,)



Source : GREEN/WDP Projects Reports 1989-2015

## People's opinion Pool

Now I am financially stable through my vegetable vending shop – Thanks to GREEN's Micro Loan for Women Project



As a successful Farmer – I thanks to receive Integrated Agri Techniques Training



Improved Image on Social Women Activist in my Village – Thanks to GREEN's Women Rights Program



I live my native forest land – thanks to GREEN for trained us on 5th Schedule on Forest Rights



I am coming back to my Traditional cum Integrated Farming in my Land – thanks to GREEN



My village is now moving become self sustainable – I thank to GREEN's efforts



Thanks to GREEN in making me a employable & successful Tribal Entrepreneur by Handicrafts Skill Training



I got my land property back to my name by GREEN's efforts. Many Thanks for the Support

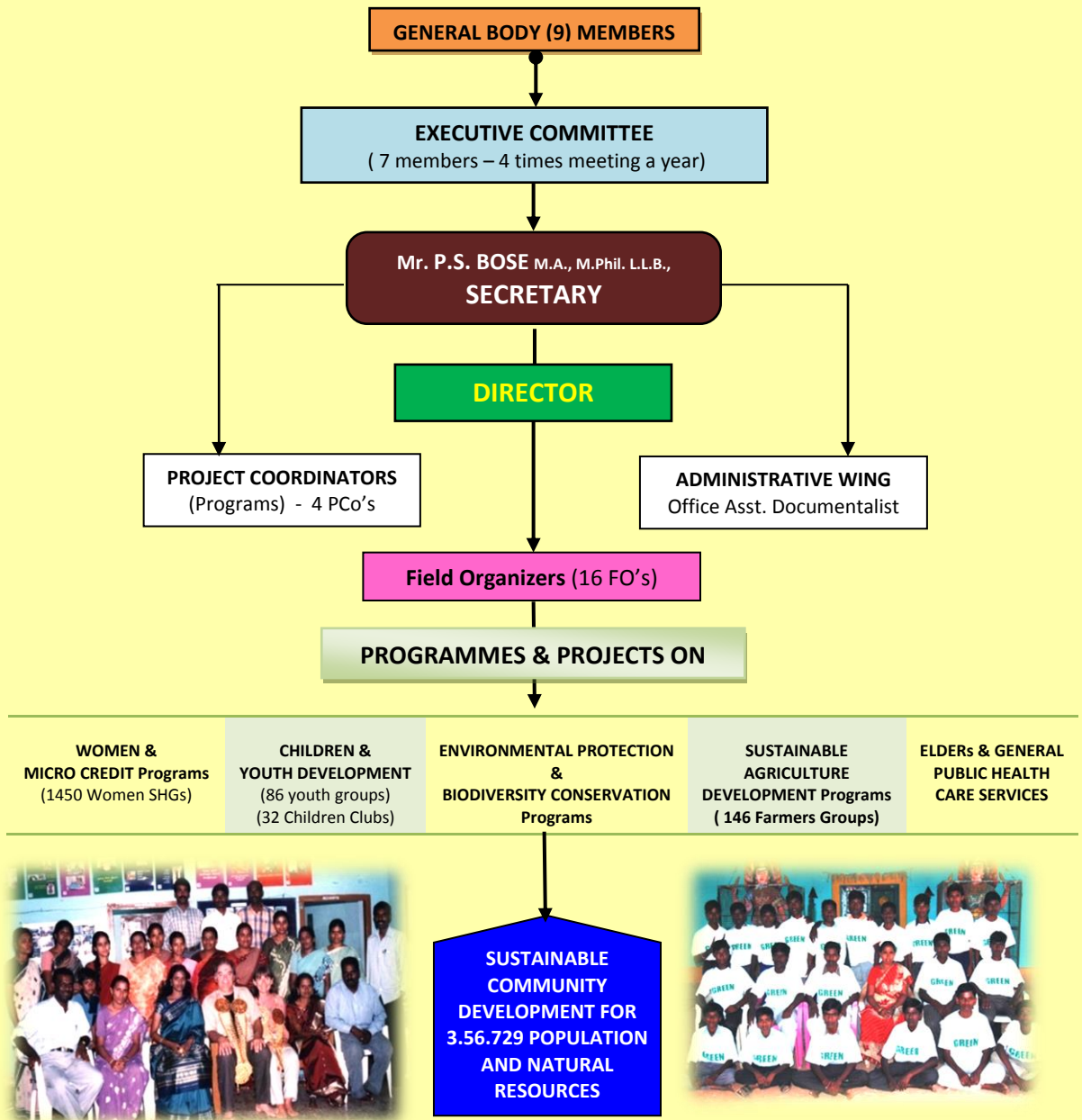


GREEN has several case studies success & failure stories among the working community and people's feedback over the years of service is available in a separate document

## GREEN Team Members

GREEN have General Body comprises 21 members and Executive Committee with 7 members in equal distribution of men and women. The E.C assembled 4 meetings in the every financial year and the Board has approved our all Programmes, Budget, Annual Activity Reports and Audited Financial Statements and ensures the organization services with specified laws & regulations.

## Organisational Structure of GREEN & Staff Team



We have obtained the staff personals and employers are working more than 15 years continuously in our organisation. GREEN also has a Resource Team of experts and Community Volunteers Team for delivering better services in the working field.



GREEN's Executive Committee  
(The Board of Management)



## Our GREEN Community

*Our GREEN Team have a qualified, experienced members with good Academic profile who are dedicated for the welfare of Grassroots Community, Natural Resources Management and working for Pro-poor groups by delivering services with need based interventions and result oriented performances to reach about 25 lakhs populace over the years.*



## A Short Profile of E.C. Members



Mr. S. PARAMANANDAN, M.A (Eng), President of GREEN and has been a guiding spirit to the organization. He is an ICANN Fellow and a member in IUCN, Mountain Forum, Water Integrity Network and Global Biodiversity Institute and had completed several courses on Internet Governance, Intellectual Property and Digital Communication from DIPLO Foundation, Malta University, Switzerland. He has been served at GREEN for the past 10 years and his contribution is immeasurable. As a Fellow of the ICANN he had visited Beijing, China, Singapore, Bangladesh and a few Far East countries. With GREEN he is actively involved and dedicated to preserve and protect our natural world and the Western Ghats Mountains and the wondrous wildlife.

Mr P.S. BOSE, M.A. from Gandhigram Rural University, is the Founder Secretary of GREEN since 1988 and has been engaged in providing a sensitive and caring environment to rural and indigenous communities. He has been recognized as an accomplished and dedicated leader among NGOs in southern district and his rural work has been recognized, awarded and appreciated by various government and private agencies. He is awarded a Fellowship by the Jamshetji Tata National Virtual Academy for his dedicated work in rural areas. As the Secretary of the GREEN he has been building the capacities of the rural and tribal communities with a view to enhancing livelihood opportunities besides empowering vulnerable communities to make better choices and have complete control over natural resources and their own development in Theni district.



Mrs ANANDHI, is a dedicated staff of the GREEN for more than a decade now. She has been in charge of the Office Administration, financial transactions and guides hundreds of women groups formed by the GREEN. Today, social workers in rural areas commit themselves to enhancing the well being of women and girls as an essential aspect of the profession's ethical and practice commitment to human rights. Social work in rural areas has become a profession that has witnessed successful female pioneers who have made lasting changes over the years. Mrs Anandhi is one among the successful women sociologists serving the Board of the GREEN popularizing Group Work in all our operational villages. GREEN is proud to recall her dedication and perseverance while celebrating our silver jubilee year.

Mr. MURUGAN has been working in GREEN for the past 12 more years and positioning in various levels of planning committee, women's development committee. He had attended training on Women development, Environmental Awareness Training, at several National and Regional level As a Project Coordinator of our GREEN, he is the dynamic leadership, strong conviction; far sighted vision in implementing our service projects. The poor family background of his is another problem, yet his commitment, for the societal cause, over ruled his personal obstacles. He convenes daily meetings with Farmers groups, familiar in organising Training events on Agriculture, Women development is the major works of his in our organisation till now.



Dr S. MUTHEESVARAN, M.Sc., M.Phil, Ph.D, is young, dynamic and enthusiastic to protect the natural resources in the Western Ghats range of mountains in Theni district. He is one of the Executive Member of the GREEN introduced by the President of the GREEN for taking care of the conservation and environmental initiatives of the organization. He is a Senior Research Fellow in botany and has been facilitating research on ethnobotany, indigenous medicinal plants, endangered birds, documentation of the floral diversity in Theni Forest division. He is well acquainted with the geographical condition in Theni Forest division since he served in the Forest Department, Theni district and is aware of the flora in all the forest ranges. Our Environmental Education programs are undertaken through his expertise. He is indeed an asset to our conservation project and GREEN intends to initiate strategies on conservation innovations in collaboration with the President of the GREEN.

Mrs. MURUGESWARI has been placed in GREEN for 8 more years in our Executive Committee and As a member, she rendered her service performances on Women development, Women Rights and she voluntarily involved in community based women rights issues in our working regime. She has dynamic leadership qualities, strong conviction; far sighted vision and she assisted in Implementation of most of our GREEN service projects effectively. She came from the bottom strata and a poor family background and slowly she developed her qualities and volunteering and now she become a member of our Executive Committee and rendered her valuable services and guidance on effective implementation of our various project initiatives since the beginning to till now.

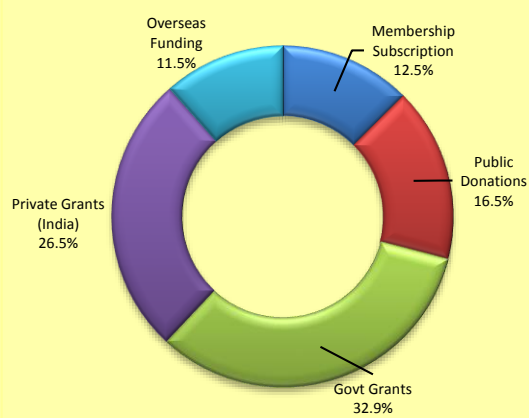


Mrs. ROSAMMAL has been placed in GREEN for 8 more years in our Executive Committee and As a member, she rendered her service performances on Women development, Women Rights and she voluntarily involved in community based women rights issues in our working regime. She has dynamic leadership qualities, strong conviction; far sighted vision and she assisted in Implementation of most of our GREEN service projects effectively. She came from the bottom strata and a poor family background and slowly she developed her qualities and volunteering and now she become a member of our Executive Committee and rendered her valuable services and guidance on effective implementation of our various project initiatives since the beginning to till now.

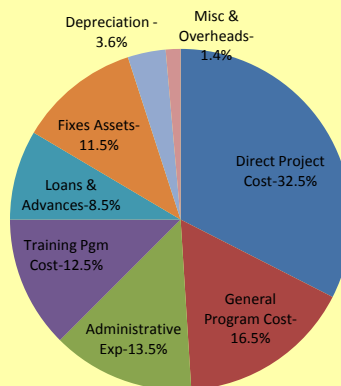
# Financial Outlay of GREEN 1989 – 2015

## Abridged Financial Reports over the Years

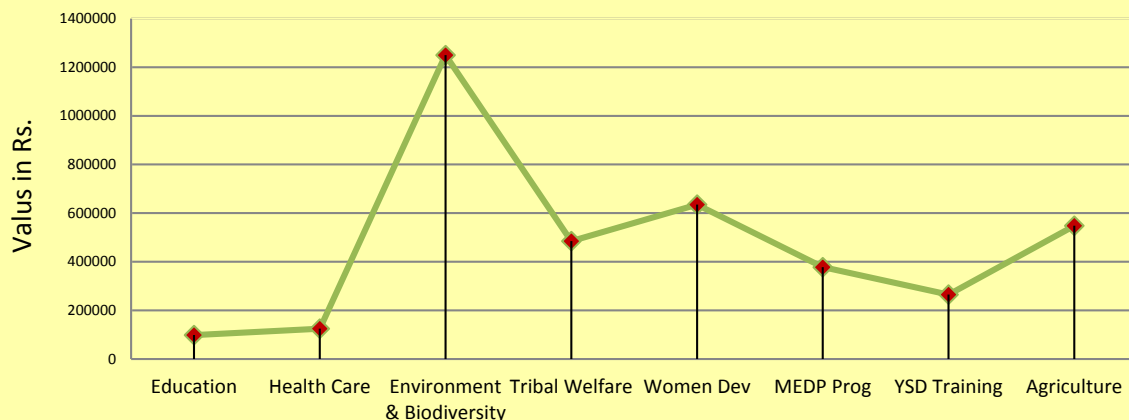
Category / Years (In Rs.)	Financial Year 1989	Financial Year 1995	Financial Year 1998	Financial Year 2003	Financial Year 2012	Financial Year 2015
Members Subscription	80	900	840	900	1260	1260
Public Donations	5000	18000	130000	32500	510000	141500
Govt Grants Received	-	-	-	411157	296000	1621100
Private Grants (India)	-	-	18000	750	-	548908
Funding Agency (Overseas)	-	-	-	269250	18000	36000
Direct Project/s Costs	-	-	-	5272-	90500	1300000
General Program Exp	2226	4860	132600	292819	858420	191494
Training Pgm Exp	1800	11500	126800	350517	815815	752371
Administrative Exp	880	1960	6856	112601	213539	752371
Loans & Advance dues	-	-	6000	46500	3600	197100
Fixed Assets (value)	-	-	43772	271810	806616	2404957
Depreciation	-	-	-	-	104928	61857
Misc & Overhead Exp	-	-	32209	30308	33800	43904



Income Sources



Expenses



Distribution of Program Expenses



## Book Publications, Articles, Journals Published by GREEN

<p><b>Socio Economic Profile of Living Community – 1993</b></p> <p>(A Survey Report and the Base Line Data Collection - BLD Process conducted by GREEN)</p>		<p><b>Eco System Profile of Kurangani Hills, the Western Ghats, India - 2008</b></p> <p>(A complete guide of Flora &amp; Fauna identified in Kurangani hills under the project done by the UNDP Support)</p>	
<p><b>Performance Achievement Report on Skill up Training Cane &amp; Bamboo Crafts – 2011</b></p> <p>(A Project Supported by The Ministry of Textiles, Govt of India under AHVY Scheme)</p>		<p><b>Endogenous Tourism Project – GREEN Kurangani Booklet</b></p> <p>(A guide book of Project site of Spices Tourism Circuit, Ministry of Tourism, GoI, under Explore Rural India Scheme)</p>	
<p><b>GREEN Kurangani - Handout</b></p> <p>(A handout about Endogenous Tourism Project implemented by GREEN supported under Ministry of Tourism, Govt of India, UNDP )</p>		<p><b>Agriculture Resource Guide (Modern &amp; Traditional Farming Techniques to Farmers)</b></p> <p>(A Project Resource Guide on Integrated Agriculture Farming ATMA Scheme promoted by Govt of Tamilnadu)</p>	
<p><b>A Base Line Data (BLD) Collection Report on Endogenous Spices Tourism Project</b></p> <p>(A Report on Base Line BLD Survey process conducted by GREEN in the mountains of Western Ghats for UNDP Project)</p>		<p><b>A Hand Book on promoting Rural Tourism in India</b></p> <p>(A referenced guide book for promoting self sustained villages through implementing Rural Tourism activities)</p>	
<p><b>Vanamee Vazhvu – Resource Booklet on Importance of Forest Management &amp; Human Life</b></p> <p>(A Project Supported by Ministry of Environment &amp; Forest, Govt of India under NEAC)</p>		<p><b>Suggestions for Implementing 5<sup>th</sup> Schedule for ensuring Tribal Rights</b></p> <p>(A demand for promoting Tribal Rights &amp; Implementing 5<sup>th</sup> Schedule – suggestions for 16<sup>th</sup> Parliamentary Election)</p>	

Apart from this, GREEN Published several Reports and Articles about its programs and projects implemented over the years are available in a separate document.

## Acknowledgements by GREEN

By this 25th Year celebration, GREEN hereby acknowledge the following prestigious partners, Government Personals, CBO's, well-wishers, friends and neighbourhood community who have extended their generous supports and big-hearted to us to continue our service performances over the years and make us to obtain the remarkable achievements.

### Our Prestigious Partners



District Administration – Theni  
District Disabled Rehabilitation Officer  
Joint Director of Agriculture, Horticulture

District Rural Development Agency      District Forest Office  
District Superintendent of Police – Theni  
Inspector of Police – Chinnamanur, Cumbum, Kurangani

Tamilnadu Agricultural University & Research Station (TNAU) – Madurai, Coimbatore, Periyakulam,  
Block Development Officers, Chinnamanur, Uthamapalayam, Kurangani

Ministry of Tourism, Govt of India  
Ministry of Small & Medium Enterprises, Govt of India  
Ministry of Textiles – Development Commissioner (Handicrafts)

Iyyarkai Velan Inayam  
TAFSC  
Vivegam Bio- Tech, Oodaipatty  
Tiruppoor Makkal Amaippu (TPF)  
Inaintha Kaigal – Women SHG Federation  
Tribal Village Panchayats – Kurangani  
Panchayat Leaders  
Women SHG Leaders and a Dedicated Staff Team of GREEN



## Gratitude & Appeal

**GREEN – General Movement for Rural Education and Environment** has a range of partners, working together to achieve its common objectives and welfare programs. These include government agencies private and individual bodies.

**GREEN** would now goes to achieve the remarkable events by the upcoming years and at the same time it would like to thank all the Supporting bodies, Funding agencies, Government line departments, officials, resource team and neighbouring NGOs, friends who were generously supported to make the noble cause over two more decades of services, during the year **1989 – 2015**.

We express our sincere gratitude and thankfulness to the partner organisation and supporting institutions and we sincere thank them all our community people who make us a productive path in social development sector by providing their generous supports.

We once again thank our all partners for their continuing commitment and generous supports, joining hands with our **GREEN** to empowering poor community over the **25 years of services** and the miles yet to go along the social service pathway to help the needy, thus we would like to seek their supports by the upcoming years as well.





## Awareness & IEC Resource Materials

GREEN has developed several kinds of Awareness materials and IEC's (Information, Education and Communication materials) which include emphasising the health, education and environmental matters and issues dissemination to the public in general and mass media converges and cover the public at wider scope.

### List of Acronyms / GLOSSARY

<b>AGM</b>	Annual General Body Meeting
<b>CBO's</b>	Community Based Organisation
<b>DDRO</b>	District Disabled Rehabilitation Officer
<b>EC</b>	Executive Committee
<b>EDP</b>	Entrepreneurship Development Program
<b>EST</b>	Endogenous Spices Tourism
<b>FIG</b>	Farmer's Interested Group
<b>GB</b>	General Body
<b>GOVT</b>	Government
<b>GREEN</b>	General Movement for Rural Education & Environment
<b>IEC</b>	Information Education & Communication
<b>MEDP</b>	Micro Entrepreneurs Development Program
<b>MSME</b>	Ministry of Small & Medium Enterprises
<b>NVA</b>	National Virtual Academy
<b>NPO</b>	Not for Profit Organisation
<b>PGM</b>	Program
<b>PLF</b>	Panchayat Level Federation
<b>PMRY</b>	Prime Minister's Roger Yojana
<b>RTI</b>	Reproductive Tract Infections
<b>SAM</b>	Social Action Moment
<b>SGSY</b>	Swarna Grameen Swargker Yojana
<b>SJSRY</b>	Swarna Jeyanthi Swargker Roger Yojana
<b>TMLG</b>	Tribal Micro Level Groups
<b>TNVHA</b>	Tamilnadu Voluntary Health Association
<b>TNWDC</b>	Tamilnadu Women Development Corporation
<b>TRG</b>	Training
<b>UNDP</b>	United National Development Program
<b>UYEGP</b>	Urban Youth Employment Generation Program
<b>WSHG's</b>	Women Self Help Groups
<b>YSD</b>	Youth Skill Development

