

# **General Movement for Rural Education & Environment (GREEN)**

#### **Organisational Profile**

Name of the Organisation

Acronym

GENERAL MOVEMENT FOR RURAL EDUCATION & ENVIRONMENT

: **G.R.E.E.N** 

Establishment Year

: 1989 (over 25 more years of service experience)

Type of organisation

: Not for Profit, Non – Governmental Organisation (NGO)

**Work Category** 

: Charity & Voluntary Services

**Address for Communication** 

: No: 1A, Samykulam 1<sup>st</sup> Street, Chinnamanur (post), Theni district, Pincode – 625513, Tamilnadu, India.

E. mail I.D

: greenvision@rediffmail.com : greensocietytheni@gmail.com

greensocietyindia@gmail.com

Website URL

: <a href="http://www.greenbiofarm.org">http://www.greenbiofarm.org</a>

Registration Status and other Legal Amenities

: Reg. No: **02 / 89** 

Registered under Tamilnadu Society's Registration Act 1975 U/s 27

(dated: 09.01.1989)

NGO I.D: **TN / 2011 / 0047544** (Planning Commission, Govt of India)

PIA Reg No: **TN-2014-RF4202** (Ajveeka Skills) (Ministry of Rural Development, Govt of India)

Income Tax Details
(all certificates are valid for a lifetime period)

Donor Income Tax Exemption u/s 80G of IT Act 1961

Reg. F.No: 464/205/98-99 dt: 22.12.2000

Receiver Income Tax Exemption u/s. 12A(a) of IT Act 1961

Reg. F.No: 464/205/98-99 dt: 22.12.2000

FCRA Reg. No: **075940332** (Ministry of Home Affairs, Govt of India) For receiving Foreign Contribution & Donors from outside

of India. (dated 19.11.1997)
PAN Card No: **AAAAG1244M** 

Managerial Competency

: Legally organised General Body with 21 members and an

Executive Committee (EC) with 7 members

**Mission Statement** 

"To create a community with social, economic, health, environment and political empowerment of rural and tribal masses particularly the downtrodden community population to lead a dignified, peaceful, equitable and sustainable world"

Geographical Area of

Working

: Covering 68 village panchayats, hamlets, 3 blocks in THENI

District, Sound Tamilnadu, India.

Target Group / Audience

: Deprived Women, Widows, Rural Women Entrepreneurs, rural Poor Children Adolescent Girls, School Students, Youth, Elders.

Thrust Area of Working

: Poverty alleviation, Education, Health Awareness, Agriculture, Infrastructure Development, Environmental Protection, Disability

& Elders care.

Financial Performances

(in Rs.)

: Total Turn Over Rs. 18,75,600/- P.A.,

(Program Costs - 68.42% and Administrative Cost - 23.75%,

Overheads Exp – 7.83%)



General Movement for Rural Education & Environment (GREEN)

It's a Silver Jubilee celebrated NGO dedicated to empowering the poor to protect and promote environment and ecology in the region

# ANNUAL REPORT 2017-2018



## **Registered Office**

### General Movement for Rural Education & Environment

No: 22, Samykulam 4<sup>th</sup> Street, Chinnamanur Post, THENI Dt, Pincode – 625515. Tamilnadu, India

Cell: (+) 91 8248702457 / 9443926439

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# From Secretary's desk

Mr. P.S. BOSE Secretary - GREEN



#### Dear Friends,

I am extremely happy to place before you the Annual Report of General Movement for Rural Education & Environment (GREEN) for the period 2017 - 2018. I am sure, honourable members of GREEN are aware of the fact that we are doing a yeoman service to the poor for the past 25 years on Environment, Sustainable Agriculture, Women Empowerment and Child Development specifically among the downtrodden people in and around Theni District, Tamilnadu, India.

For your kind attention, the voluntary sector at present is passing through a period of problems and challenges. The values we cherished in the past are slowly diminishing. We come across lack of transparency and accountability among NGOs and various other public institutions. People's participation still remains as a dream to be realised. Moreover, ensuring sustainability of small initiatives at the grassroots in the midst of globalisation is an insurmountable task before us.

With great efforts, GREEN was able to mobilize funds to fulfil its stated objectives and connected activities during the year 2017 - 2018. During this year, we mainly concentrated on the welfare of women, children, and physically challenged persons through awareness building, Educational and Health programs.

So as to materialise our objectives, we organised several programs and project initiatives that brought remarkable positive changes on the lives of the working community during the year 2017-2018.

At the outset of this report presentation, let me express my sincere thanks to all our stakeholders who wholeheartedly supported us and provided us with timely guidance to continue our services during the year 2017 - 2018.

Warm Regards & Best Wises

## **PROGRAM & PROJECTS FOR 2016 – 2017**

- Baseline Study Program
- **\* Bio-diversity Conservation Program**
- \* Capacity Building Program
- \* Child Rights & Educational Development Program
- \* Environment Awareness Program
- \* Panchayat Raj Institutions (PRI) Training to Women Leaders
- Joyful Education for Children
- Nursery Raising by Rural Women
- \* Participatory Rural Appraisal (PRA) Exercise
- \* Sumangali Victims Education Program
- \* Survey & Documentation Education
- \* Tree Plantation Activities
- Women Education & Welfare Training
- Financial Outlay for 2017
- \* In MEDIA Focus / Newspaper Clippings
- **\* FUTURE Prospects 2018 2019**
- **\* OUR THANKS TO .....**



#### **Baseline Survey for Research & Documentation**

**GREEN** undertakes participatory research involving its key stakeholders to assess the ground situation and to acquire knowledge from its field experience. It also involves in process documentation to authenticate what we learned from what we accomplished. Both research and documentation help us to design projects and to share our learning with those who are interested. **GREEN** carries out its research documentation in social development activities, environment, and agriculture as well. One of the objectives is to evolve clear strategies and



relevant plan of actions to address emerging issues in the respective sectors. As part of Research and Documentation, during the reporting period GREEN involved in a Baseline Survey to identify issues and problems in priority areas and also to arrive at benchmarks to effectively involve in the M&E process. For this, we prepared a questionnaire to collect quantitative information about the target groups. The questionnaire mainly focussed on the collection of data regarding the socio-economic status of small and marginal farmers with a perspective to promote sustainable agriculture, low carbon farming, improved dry farming agricultural practices and availing of specific schemes of Agriculture Department.

With the active participation of volunteers and students from CAT Agriculture College, GREEN covered 1200 respondents residing in its target villages of Erasackanayackanur, Ovulapuram, and Oodaipatti in Chinnamanur block of Theni District. The baseline survey was accomplished through a door to door collection of data. In addition, GREEN collected preliminary data from available reports and references. This process of baseline data collection will help GREEN to assess the impact of its activities and also to design need-based programs in the upcoming years. GREEN plans to document the flora, fauna and invasive species in its working areas as a secondary process to strengthen its base for initiating a future course of actions with regard to the environment.

### **Biodiversity Conservation**



The term "biodiversity" is derived from two words, viz., "biological" and "diversity". It refers to all the variety of life that can be found on Earth, including plants, animals, fungi, micro-organisms, as well as the communities that they form and live as inhabitants. Biodiversity is normally classified as species diversity, genetic diversity, and ecosystem diversity. GREEN initiated activities during the reporting period with an overall objective of creating awareness on Environmental Protection and Biodiversity Conservation among its target groups. The objective is to create an enabling living environment through collective efforts and optimum utilization of available natural resources sustainably by the local community. This necessitated training and eventually action-based initiatives on the part of the local community. As usual, under the Environmental Protection initiatives, GREEN implemented few programs related to

biodiversity conservation during the reporting year too. In addition, GREEN implemented a regular program sponsored by National Environmental Awareness Campaign (NEAC) and supported by Ministry of Environment and Forests and Climate Change, Government of India.

### **Capacity Building Program**

The major chunk of primary stakeholders of GREEN hails from the categories of small and



marginal farmers and agricultural labourers, including women as farmers and agricultural labourers. Since they depend primarily on agriculture for their livelihoods, GREEN concentrated on providing training to them on the cultivation of small millets and also on the concepts of sustainable agriculture, zero budget farming, traditional agriculture, organic farming, etc. By this year, GREEN organised a capacity building program for these categories of target groups. We trained 65 small

and marginal farmers, including women, to improve awareness and action to enhance the cultivation of small/minor millets. The training process facilitated small and marginal farmers to understand the importance and commercial value of minor millets. It also taught them how to prepare lands and manure them for improved retention of moisture content in the soil and thus the productivity of their lands. It highlighted the growing demand for minor millets all over Tamilnadu.

As a result of the training process, not only the small and marginal farmers increased the coverage of their lands under minor millets production, but also it enabled them to improve their on-farm diversity.

It also resulted in increasing the fodder availability to livestock and considerably reducing the cost of procurement of fodder from elsewhere. Ultimately it resulted in improving the living standards of poor and the underprivileged farmers.

Moreover, the increased production of minor millets ensured food security by way of selling their products at reasonable prices and enabled them to achieve sustainability in the process.

### **Training on Panchayat Raj Institutions to Women Leaders**

Panchayat Raj Institutions (PRIs) function as a system of governance at three levels – village, block and district levels to focus on sectors such as rural development, participatory planning, etc. GREEN wants to strengthen these democratic institutions to protect environment and to ensure people's participation in the implementation of various welfare schemes of State and Central governments routed through District Administration and Block level Panchayat Unions. Gram Sabha (Village Assembly) plays an important



role in utilising the available resources at the optimum levels and arriving at decisions with the active participation of local people to ensure better administration. But unfortunately, these grassroots level institutions have so far remained as ritualistic structures lacking democratic content. With the sole objective of strengthening the PRIs in our target areas, GREEN organised awareness campaigns involving 50 women leaders to initiate corrective measures to encourage poor and the marginalised to take active part in the local self-governance systems.

#### **Child Rights & Educational Development Program**



GREEN organises campaign activities promoting the importance of adhering to Child Rights among the public. The campaign activity mainly focuses on Right to Survival, Right to Protection, Right to Participation and Right to Development of every child. The campaigns also focus on giving policy level framework at the national and state levels by enacting suitable laws. The campaigns also include interactions with political parties through advocacy to give legitimacy to child rights through Acts of Parliament. With this perspective in mind, GREEN facilitated formation of

Children's Parliaments in its areas of involvement. These forums help children to learn and protect their rights as child and take appropriate actions to protect themselves from being abused and misused.

GREEN along with grassroots level organisations interact and lobby with local Political Parties to include ensuring of child rights and apportionment of funds in the state budget as promises in their manifestos.

### **Environment Awareness Program**

GREEN observed World Environment Day on June 5<sup>th</sup> 2017. It celebrated the day with school children in its target villages. During the celebrations, GREEN organised a meeting to create awareness on environment and ecology among school children. 50 school children, members from the public and NGOs participated in this event. The meeting dealt topics like environment protection, bio-diversity conservation, tree plantations, adverse effect of *Parthenium hysterophorus* in fertile lands, rainwater harvesting and conservation practices at household levels, etc. During the meeting, the school children discussed issues related to climate change and global warming. During the day, GREEN distributed seedlings/saplings to Child Eco Club members to plant in areas of their choices. The students also involved in cleaning activities.

Resource persons and environmentalists described various methods available to combat global warming issues to protect Earth from being extinct. They further emphasised the fact that the Earth is the only planet in the solar system where living organisms exist.

#### **Joyful Education for Children**

With local support by way of donations and philanthropy from well-known philanthropists, GREEN is conducting Child Development activities in its working villages. GREEN facilitates Joyful Education and Play way method of teaching to improve scholastic performances among school children. It is being undertaken through evening supplementary education centres. These centres are run by trained staffs who in addition to teaching subjects involve children in playing games, recreation activities, general knowledge improvement, etc. They give individual attention to every child to improve their educational standards.

These centres of learning help children to improve their numeracy and literacy skills and thus motivate them to continue their education. As part of improving the health status of children, GREEN provides supplementary nutritious food to 50 children. It also provides educational assistance to children from poor families. The staffs assist them to overcome from their educational difficulties, pertaining to regular schooling, minimizing dropouts and helping them to enjoy their childhood.

#### **Awareness Campaign on Sumangali Scheme**

Textile and clothing Industry, after agriculture, is the second largest sector in the Indian economy providing direct employment to over 35 million people. It also generates output, foreign exchange earnings and indirect employment to many. In Tamilnadu, Karur, Erode,

Dindigul, Tirupur and Coimbatore districts have long been the centre of a textile and garment industry. Tirupur is declared as a City Corporation from being just a municipality town, because of its demographic and geographical growth.

The Textile Industry in Tamil Nadu particularly Tirupur has been reported to be exploiting young women workers in the spinning and textile units under what is called the "Sumangali Scheme." 'Sumangali' in Tamil means 'happily married



woman', an auspicious future that all parents wish for their young unmarried daughters. Spinners and garment manufacturers alleged to be exploiting young women workers under the Sumangali Scheme. In Tirupur alone around 33,000 girls are employed in the two blocks of Tirupur and Avinasi.

Adolescent girls from very poor families are targeted by textile factories and commercial establishments throughout Tamilnadu and elsewhere too under this Scheme. There are self-appointed brokers spread over every nook and corner of Tamilnadu who lure families of adolescent girls with false promises of assured employment, regular income and lump sum payment for their marriage. Such brokers earn sizable commissions as income for recruiting adolescent girls from poor families.

Drought, poor living conditions, low wages, constant exploitation and harassment by moneylenders and upper caste landlords compel poor girls and women to get recruited in the Sumangali Scheme. Most women get attracted to the scheme's promise that a lump sum payment between INR 30,000 and INR. 50,000 would be paid at the end of the three-year contract period, which would help them to pay the dowry during their marriage.



It has been estimated that 120,000 young women workers have been currently employed as apprentices under the scheme. Sumangali workers mostly come from Dalit and tribal communities whose parents work as agricultural labourers, construction workers, sweepers and cleaners. Nearly 60% of the Sumangali workers belong to 'Scheduled Castes' and 'Scheduled Tribes' the so-called 'untouchables'. Adolescent girls from most backward and backward communities too are the victims of this scheme.

Having understood the magnitude of the problem indepth, GREEN decided to attack the problem from its very source. The source originates from our target villages too where we work among adolescent girls. We implemented few effective interventions in collaboration with Tirupur Peoples Forum (TPF).

GREEN organised a program on November 15<sup>th</sup> 2017 at Maravar Makkal Mandram, Chinnamanur, Theni Disttrict, Tamilnadu, to initiate an awareness campaign on the issue. 150 persons participated. They were from the categories of adolescent girls, women, SHG members, Youth Club members and NGO leaders.

The following Resource Persons resourced the program:

- Mr. Melwyn, State Convenor, TPF,
- Mr. Sundaramahalingam, District Youth Coordinator, NYK, Ministry of Youth Affairs & Sports, Govt of India,
- Mrs. Roslin, District Child Protection Officer,
- Mr. Sathyamoorthy Advocate,
- Mr. Selvaraj, Chairman, District Child Welfare Committee,
- Mrs. Arulmozhi, Theni Women's Federation

The Resource Persons also spoke on the following topics: Managing children in families

- Psycho-physical coordination on marital relations,
- Care during pregnancy,
- Breast feeding,
- Female foeticide,
- Gender disparities
- Nutrition of Girl Children.
- Good Touch and Bad Touch,
- Personal hygiene etc.



The resource persons also spoke about Protection from Violence Act 2009, Child Marriage, Inter-caste Marriages and the importance of providing sex education, prevention of dropouts, maintaining friendly relationship with girl children by parents and constitutional guarantees for girls' education, Child Marriage Prevention Act, PNDT Act, Dowry Harassment, etc.

#### **Participatory Rural Appraisal (PRA) Exercise**



With a view to plan and design workable project proposals, GREEN used to organise Participatory Rural Appraisal (PRA), recently renamed as Participatory Learning for Action (PLA) in its target villages to enable rural masses to analyse their own situation and to develop a common perspective on natural resource management and agriculture at village level. While designing the project proposals GREEN used to incorporate the knowledge and opinions of its target groups in the planning and management of development projects. GREEN organised PLAs in 5 villages that

come under the jurisdiction of Erasackanayackanur Panchayat. The staff of GREEN gathered community members from these villages in public places and facilitated the PRA exercises. The Facilitators divided the community members into smaller groups based on age, gender, or profession. These groups were provided with different tools and tasks. The groups involved in Wealth Ranking, Social Mapping, Seasonal Calendars, Timeline and histories, Chapatti or Venn diagrams and Matrix Scoring. PRAs were accomplished with an assessment and it helped as a learning process to empower local people, including farmers, to create information base they need for participatory planning and action.

The PRAs came out with some basic information on SC population, status of widows, pregnant women, physically challenged, child labourers, migration, CBOs, Anganwadies, children's educational status, job opportunities, availability of civic amenities like electricity, drinking water, latrines, wells, street lights, etc.,

#### **Women Education & Welfare Training**

GREEN continues to give prime importance to women development. It facilitates women to avail welfare schemes of both the central and state governments. Every year we organise women into groups to move towards a process of sustainable living.

We have groups like Cleanliness Groups at the village level to make their villages clean and green. Similarly we have Health Groups in every village that look after the implementation of health related schemes regarding sanitation, hygiene, etc. There are also Leaders Development Groups that take responsibility for identifying and training new women leaders from the community. All these groups involve collectively taking up fresh community development initiatives towards sustainable living.

GREEN organised a capacity building program to promote self-reliant attitudes among these group members. This training created a platform among rural women to obtain welfare measures from the government for the development of most backward women in the community. They were also trained to conduct group meetings, how to involve in constructive discussions, identification and prioritisation of issues and arriving at suitable solutions to address the problems through collective efforts and community involvement.

This training facilitated women to understand Group Dynamics, enhancing leadership qualities, organising events, starting income generation units, facilitating members for obtaining various services, etc. It also provided information about how to assess performances/activities, loan repayment capacity, involvement of members on local issues and problems, etc. We have educated the members in keeping accounts by maintaining proper books of accounts, keeping procedures and minute's books etc.

Further this training program helped women to understand and realise their potential in terms of their unity. This created cohesiveness and support within women groups and as a result women motivated other women through collective efforts for social development.

<u>Micro Entrepreneurs Development (MEDP) Program</u>: During this year, women SHGs received linkages with financial institutions and obtained loans from banks and other MFIs. GREEN facilitated poor rural women to establish Micro Credit Linkages, Assistances on Small Loans, and other financial services in collaboration with Nationalized Banks and other MFIs as given below:

Types of Assistances and MFIs	ICICI Bank Ltd.,	ANTENNA Trust	Total (s)
No. of Women SHGs Supported	125	67	192
Loan Amount Proposed	62500000	750000	70000000
Economic & Business/IGP Activities	2350	1860	4230
Agriculture Loan	845	340	1185
House hold Consumption	630	263	893
Education Purposes	475	164	639
Asset Creation	214	536	750
Livelihood Sustenance	9600	4700	14300
Other Small Credit Interventions	5340	1972	7315

These linkages helped rural poor women to liberate themselves from the clutches of the moneylenders leading to reduction in poverty and improvement in their own development.

#### **Guest Visit by RESERVE BANK OF INDIA (RBI) Program**

Women empowerment, as far as GREEN is concerned, is an integral and inseparable part of any development process. Hence, GREEN gives utmost importance in improving the living standards of rural poor women socially and financially. One of the tools of GREEN in the empowerment process is micro credit to needy women. GREEN has been providing micro credit facilities to poor women for many years since its inception in 1989.

As a leading organisation in the field of agriculture and rural development and provision of credit facilities, GREEN maintained a cordial relationship with NABARD, Theni District. In recognition of our service to the rural poor, the AGM of NABARD, Theni, facilitated the Guest visit with the functionaries of Reserve Bank of India (RBI). On 17.03.2017 people from RBI accompanied by AGM of NABARD, Theni, visited our office as guests.

This program was part of the program called "Training of Stake Holders under SHG – BANK Linkages" initiated by NABARD.



The guest visitors delivered guest lectures on SHG-Bank linkages, micro credit for sustainable development, women's role in development of rural economy, etc. 65 persons from women SHGs and Farmers' Clubs participated in the program.

#### **Nursery Raising by Rural Women**

One of the key objectives of GREEN is to protect and promote greener environment in the working area. To accomplish this noble objective, GREEN as a strategy empowers its target groups to protect and promote environment and ecology in the region. This year we promoted a Nursery where rural women involved in developing saplings/seedlings. The women distributed them at affordable costs to community members. It has also become an income generating activity for 30



poor rural women. They raised more than 2500 saplings of fruit bearing and timber trees. GREEN provided technical training and space for Nursery Raising.

#### **Tree Plantation Activities**



Most of our target villages are situated at the foothills of Western Ghats.. Over the years, tree cover in the area has fallen down to abnormal levels. This resulted in low rainfalls and also erratic rainfalls. Being owners of small holdings of rain fed lands, they suffered a lot in terms of crop loss, cash loss and indebtedness. GREEN believes, is to refurbish the entire environment with as much tree cover as possible. This would, we believe,

bring rainfalls in due course. Hence, GREEN promoted planting of native varieties of economic and environment-friendly trees in its working villages. Every year GREEN is making special efforts to plant seedlings/saplings with the help of its key stakeholders like school children, youth, women and farmers. This year too we planted trees.

### **Students Placement / Internship Program**

It has been a regular practice among colleges to place their students as an internship during the final year of the degree course in organisations like GREEN to acquaint them to get practical knowledge, to develop relevant skills, knowledge and expertise to obtain a firsthand experience in their chosen fields. GREEN used to receive such students from colleges in groups and we take special care in training them and also use their services to further strengthen our activities in the fields. These



students come to us and stay with us assisting our field staffs in project implementation. While doing so, they not only gain experience but also understand the real life situations of rural masses. This opens their minds understanding people and their problems within their contexts and perspectives and finding solutions within the community. This year, GREEN facilitated work placements and internships to 25 students from Agriculture College & Research Institute, Periyakulam. Our Secretary and staffs trained them on Social Work, Project Formulation and implementation; this provides better exposure and knowledge on social service activities among the students.

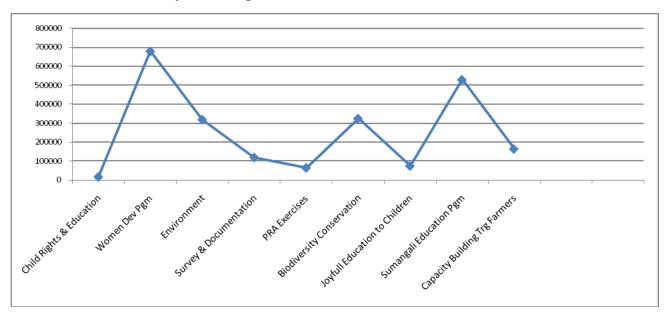
## **Financial Outlay for 2017**

Abridged Financial Statement of Accounts for the Financial Year ended 2018 (for the period from 01.04.2017 to 31.03.2018)

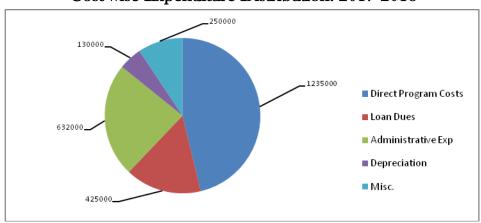
**RECEIPTS & PAYMENTS FOR THE YEAR ENDED 2018** 

Payments	Amount in Indian Rupees	Receipts	Amount in Indian Rupees
Direct Program Costs	7,47,431.00	Grant received	11,63,251.00
Administrative Expenses	2,67,628.00	Other income	62,577.00
Excess of Income over Expenditure	7,350.00	Own Contribution & Public Donations	2,91,500.00
			14,17,328.00

Projects / Program wise Grant Distribution: 2017-2018



Cost wise Expenditure Distribution: 2017-2018



**Staff Team Details** 

Administrative Staff Members	Number of Staffs	Field Staffs / Field Organizers	Number of Staffs
Secretary	1	Women Development (WDP)	4
Consultant	1	Environment Protection	1
Project Director	1	Farmers Development	2
Accountant	1	Women Rights Awareness	2
Documentalist	2	Children Welfare	1
Office Assistant	1	Community Volunteers	13

#### **FUTURE Prospects 2018 – 2019**

**General Movement for Rural Education and Environment (GREEN)** continues its services by focusing on new and inter-connected areas for further improving the lives of the poor every year. Our Management Board / Executive Committee is interested in initiating innovative and need-based action programs in its working villages for the year 2018 – 2019. The following areas will be given special attention during the preceding year.

- Establishing "GREEN- Agro Based Skills Development Training & Demo Centre"
- Promoting Sustainable Agriculture / Low Carbon Farming initiatives
- Special programs for Women & Children focusing Health care services
- Nursery Raising and Mass Tree plantation
- Promotion of Livelihoods for Tribal and De-notified Communities
- Conducting Trade based Vocational Training and Institutional supports

Apart from this, we have also decided to conduct a range of need-based programs and services to meet the growing demands of the community.

#### **OUR SINCERE THANKS TO ......**

GREEN (General Movement for Rural Education & Environment) have a range of partners with whom we are working together to achieve our common objectives during the reporting period. They include government agencies, private and individual donors. GREEN thanks all its partners, including Supporting bodies, Funding agencies, line departments, officials, resource team and friends, who supported us during

2017 - 2018.

We convey our sincere thanks to all our community people who extended their full cooperation to enable us to empower them as equal citizens during year **2017**.





GREENing Nation