

# ANNUAL REPORT 2012

GREENPEACE  
ग्रीनपीस

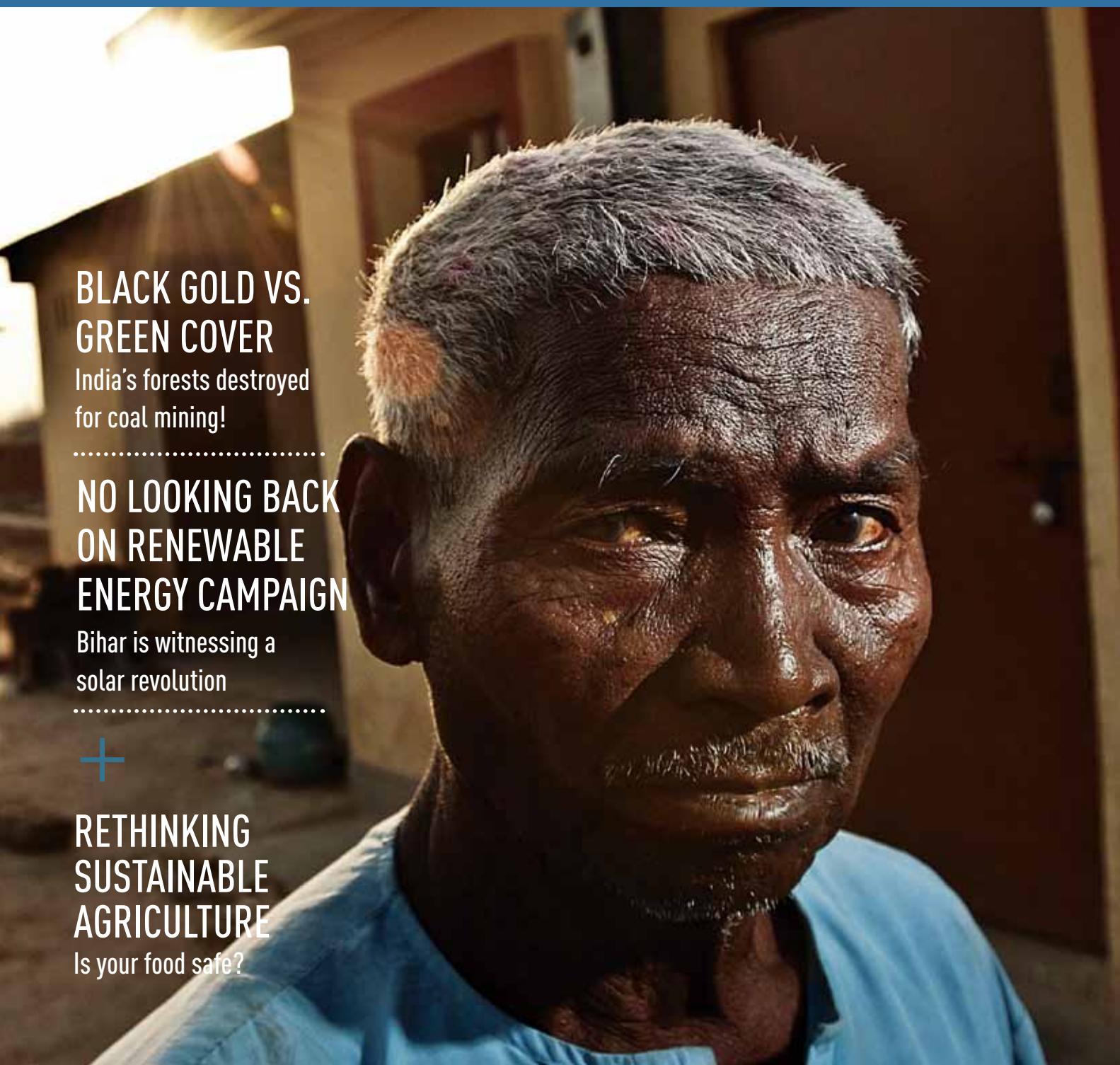
## BLACK GOLD VS. GREEN COVER

India's forests destroyed  
for coal mining!

## NO LOOKING BACK ON RENEWABLE ENERGY CAMPAIGN

Bihar is witnessing a  
solar revolution

## RETHINKING SUSTAINABLE AGRICULTURE Is your food safe?





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

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

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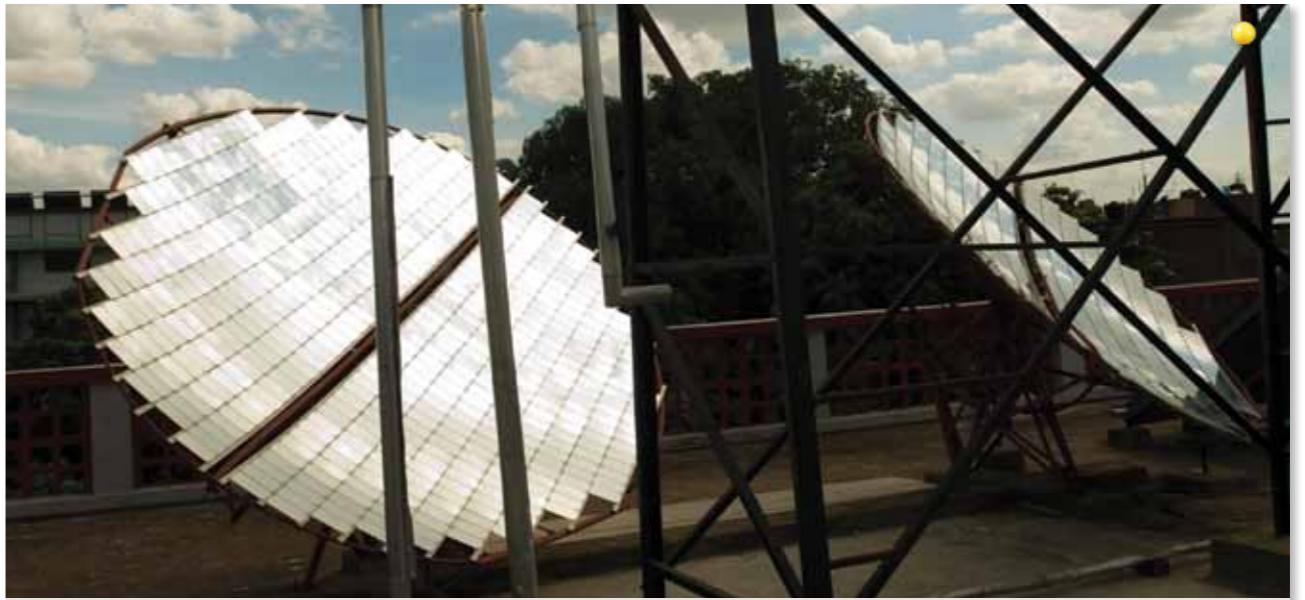
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## MESSAGE FROM THE PRESIDENT



Dear Colleagues,

I am happy to present the Greenpeace India Society Annual Report for 2012, which as you can see is full of interesting stories and images. This past year has witnessed a number of significant achievements and results, both for the internal organisation and for its external impact. This includes the following:

- **Several tangible campaign outcomes**, such as strong mobilisation of villagers affected by the proposed coal mining in Mahan and visibility to water and wildlife impacts of coal mining in Vidarbha, a policy (and actions) for renewable energy in Bihar, continued delay of Jaitapur nuclear power plant by keeping the liability legislation alive, a definite push towards converting telecom towers to solar, stalling of the Biotechnology Regulatory Authority of India (BRAI) Bill by some vigorous campaigning, and incorporation of ecological fertilisation in the 12th Five-Year Plan. It should be noted that these were carried out with other organisations in a clear push towards greater collaborative work.
- **A significant rise in the supporter base**, from 1,80,000 to about 2,20,000 financial donors, and 7,30,000 to 8,80,000 online supporters.
- With this, **the financial base has also been strengthened** from Rs. 14.7 crore to Rs. 17.6 crore.

We have also had a serious focus on governance, with reasonably good participation of EC members,

**WE HAVE THE INCREASINGLY IMPORTANT CHALLENGE OF NOT ONLY PROVIDING SOLID CRITIQUES OF WHAT IS GOING WRONG BUT ALSO PROVIDING MORE OF THE ANSWERS, THE ALTERNATIVES THAT CAN DELIVER BASIC NEEDS TO PEOPLE WITHOUT COMPROMISING THE ENVIRONMENT.**

good presence of society members at the last AGM, better mechanisms like internal audit reporting at every meeting of the EC's Financial Subcommittee, and almost full compliance of the Deloitte report that had made several suggestions to improve internal procedures and structures.

We are, however, very conscious that there remain challenges, both internal and external. On the former front, the Senior Management Team turnover remained a challenge for some time, settling down in the latter part of the year. The significantly higher responsibilities and work due to the global powershift and our own ambitious targets need constant attention to avoid overstraining the staff and/or leading to less-than-optimum results. Externally, there is the constant bogey of the 'foreign hand', now ratcheted up as the government feels the heat on a number of issues, especially where its own actual foreign hand is threatened, as in the case of nuclear power and

GMOs. And we have the increasingly important challenge of not only providing solid critiques of what is going wrong but also providing more of the answers, the alternatives that can deliver basic needs to people without compromising the environment. In this sense, the work in Bihar, as an example, is extremely important.

Do look inside for more exciting updates. And like always, comments and feedback are most welcome!

A handwritten signature in black ink that reads "Ashish Kothari".

Ashish Kothari

## OUR EXECUTIVE COMMITTEE MEMBERS



From left to right (standing): Biswajit Mohanty, Vrinda Grover, Harish Hande, G. Gautama, Amala Akkineni  
From left to right (sitting): Achin Vanaik, Ashish Kothari

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## MESSAGE FROM THE EXECUTIVE DIRECTOR



Dear friends,

Don't you love that feeling you get when you witness a change that you were instrumental in bringing about? It brings hope – the key ingredient that fuels our passion to pursue. This year has started off with pleasant news that acts as a reminder of the good things to come.

That being said, there's still a minefield to be crossed. The greed for coal is rapidly exceeding the predicted path and venturing into the red line. A sizeable amount of our efforts are being directed to bring awareness and curb the greed for coal before it's too late. As a part of our Junglistan campaign, a Greenpeace activist occupied a tree on the border of a coal mine in Chandrapur for a month. This brought with it the recognition we needed to help fuel our campaign with support and solidarity from all across the nation.

The battle against the infamous genetically modified crops continues. The biggest obstacle, the BRAI (Biotechnology Regulatory Authority of India) Bill, remains in our crosshairs as we lobby with various political parties in order to get them on board. Our efforts span various levels and are visible through the vast mobilisation efforts and public opposition. The debate is emerging in the mainstream media and people are waking up to the reality of what's at stake.

With the modern day accelerated lifestyle, comes an accelerated demand for resources, chief among which is energy. Our primary focus, by default, is

**IT BRINGS ABOUT A SENSE OF HOPE TO KNOW THAT THERE ARE PEOPLE OUT THERE WHO BELIEVE IN US AND ARE WILLING TO DO WHAT IT TAKES TO SAVE OUR PLANET.**

renewable energy. Our campaign is about tapping one of the most abundant natural resources our country has to offer – the Sun. This answer, which has been shining on us for eternity, will solve a vast portion of the energy problems we currently face. To start with, we've managed to get Bharti Airtel to "see the light", so to speak, and commit to reduce emissions and increase the use of renewables by 2020. Our efforts are paying off as our support increases.

So what's the defining factor in a Greenpeace campaign? With an activism pedigree, our core driving force and strength has always been our dynamic actions. Over 40 years of experience has taught us that to win, you have to often do the unthinkable. Be it hunting down whaling fleets or hugging a tree, we'll do whatever it takes to preserve our planet. Not too long ago, our activists blocked the main gate to the Ministry of Coal with life-sized tigers. All this was to grab the attention of the media and the people so that we would be given a stage to expose the problems.

It's nothing short of a miracle that the foundation of our very organisation is our loyal individual supporters. It brings about a sense of hope to know that there are people out there who believe in us and are willing to do what it takes to save our planet.

People are what keeps us growing in strength, and empowering the people results in a strong foundation. That was the idea behind the launch of our new initiative – Greenpeace Extra/GPX. It's an online tool that enables individuals or communities

to start and run a campaign by providing the platform and reach under the Greenpeace umbrella. The notches in the belt are increasing as people are becoming more proactive.

The leaders of tomorrow are the children of today. Green Warrior is another initiative by us to engage directly with children. We communicate to them on a personal level in order to sensitise them of the issues we face and how they, in their small way, can help bring about change.

The road is long and is littered with obstacles. Now, we're no longer a weak voice. With a population of over 1.2 billion, we have the potential to move mountains. The near future looks promising already. I now present to you, the Annual Report for the year 2012.

A handwritten signature in black ink, reading "Samit".

Samit Aich



A portrait of a coal worker, Ashiky, 22, in Jharia coal mine ©Peter Caton / Greenpeace

# COAL

## BLACK GOLD VS. GREEN COVER

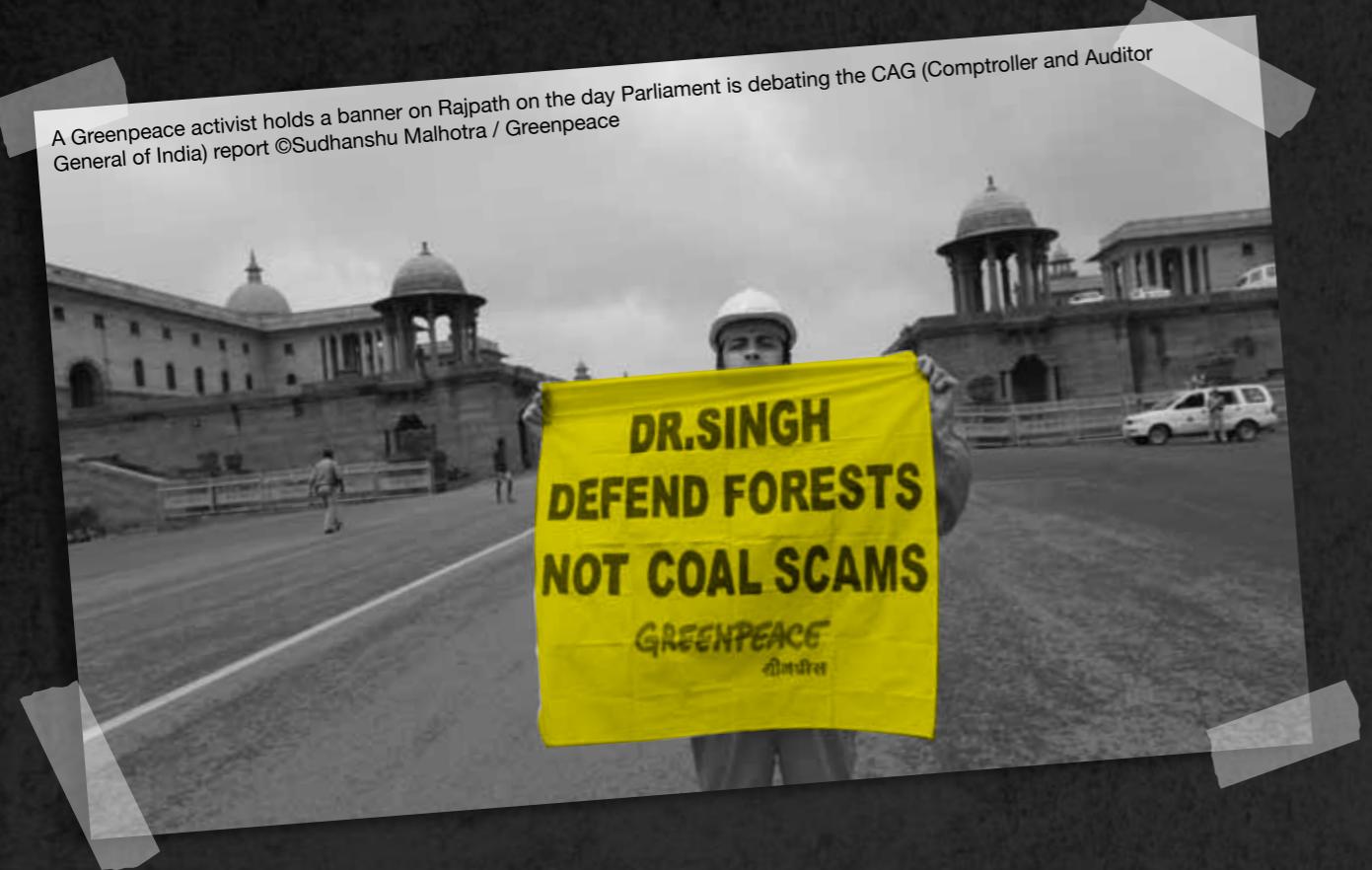
In 2012, Greenpeace India's campaign against coal mining in forest areas went into high gear. Most of India's untapped coal reserves lie under forests – forests which are home to forest-dependent communities, endangered species such as tiger and elephant and watersheds for hundreds of rivers and streams. A GIS analysis commissioned by Greenpeace showed that over 1.1 million hectares of forest are at risk in just 13 coalfields (out of 40) in Central India. Much of this is either tiger, leopard or elephant habitat, and thousands of communities have legal rights over these forests and depend on them for their livelihood.

Over the course of the year, we mobilised nearly one million people to ask for the protection of these forests from coal mining. These citizens of 'Junglistan' have asked for a moratorium on new coal mining in forest areas pending the identification of areas that should be kept off limits to mining on the basis of their forest cover, livelihood dependence, biodiversity and hydrological values.



As part of the Junglistan mobilisation efforts, Brikesh Singh from Greenpeace spent a month living in a basic tree house on the edge of the Padmapur coal mine in Chandrapur. During his stay, he was visited by politicians, local NGOs, school children, villagers, and even some mine employees.

Greenpeace activist Brikesh Singh occupies a tree called 'Junglistan Nivas' for one month ©Harikrishna Katragadda / Greenpeace



At the end of his stay, Brikesh attempted to deliver the petition with 250,000 signatures to Prime Minister Manmohan Singh on October 16th, 2012, the day he addressed the United Nations Convention on Biological Diversity. Dr. Singh's office refused to accept the petition, but the point was well made that the Prime Minister, who has been the driving force behind attempts to weaken environmental protections and speed up mining in forests, is only paying lip service to the notion of sustainability and biodiversity conservation.

But it wasn't all tree houses, tiger costumes and petitions. On the ground in Singrauli, often called India's 'energy capital', we played a key role in making sure that communities faced with the loss of their forests for Essar-Hindalco's Mahan coal mine were aware of their rights under the Forest Rights Act. Under intense pressure from the PMO, the Environment Ministry has provided a Stage 1 forest clearance, however they have put in 36 conditions that include ensuring forest rights has implemented.

The team on the ground has faced an extremely tough working environment; they are regularly followed by company goons and subjected to verbal abuse and intimidation. Workshops and public meetings organized in the region by Greenpeace together with national and regional groups working on the issue of forest rights has helped the local community stand up for their rights. Despite the challenges, by the end of 2012, villagers from at least four of the villages were asking for the recognition of their community rights under the Forest Rights Act.

Man Kumari (on the right) and Usha collect Mahua in Budher village. They will be displaced due to the proposed Mahan mines in Singrauli district, MP ©Harikrishna Katragadda / Greenpeace



**IN SINGRAULI,  
GREENPEACE  
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THEIR  
RIGHTS UNDER  
THE FOREST  
RIGHTS ACT.**

{ GREENPEACE WORKED WITH IIT DELHI TO RELEASE A FORECAST OF THE IMPACT THAT WATER EXTRACTION FOR COAL POWER PLANTS WOULD HAVE ON THE WARDHA AND WAINGANGA RIVER BASINS. }

While coal is destroying our forests, tribal communities and wildlife, it is also sucking up scarce water resources in some of India's most water-stressed regions. With increasingly erratic rainfall, water is already a scarce commodity in many parts of the country – with the large number of power plants planned, this will only be exacerbated. Vidarbha in Maharashtra is one such example. Greenpeace worked with IIT Delhi to release a forecast of the impact that water extraction for coal power plants would have on the Wardha and Wainganga river basins. The projection showed that the Maharashtra government had allocated so much water to power plants and other industries that for some months of the year, the river would

have little or no flow. Coming on the heels of the irrigation scam, this helped put the spotlight on the water conflict brewing in the state between dozens of proposed coal power plants and Vidarbha's agrarian community. Together with local allies, Greenpeace is asking that the state government protect its farmers by ensuring that water for agriculture and domestic purposes is prioritised over industrial and power demands.

Meanwhile, we will continue to push for a moratorium on new coal mines and power plants that threaten to destroy large tracts of our last remaining forests, divert water away from farming, endanger the habitat of tigers and displace thousands of indigenous communities.

Far in the background, a coal-fired thermal power plant built by Indiabulls Power Ltd. in Amravati Industrial Area, Nandgaonpeth, Amravati district, Maharashtra. Indiabulls has been allocated 87.6 million cubic metres of water per year, which is the irrigation supply of 23,219 hectares of farmland. A group of farmers in Amravati fought the decision for 16 months ©Vivek M / Greenpeace





# RETHINKING SUSTAINABLE AGRICULTURE IS YOUR FOOD SAFE?

The year 2012 has been a watershed year for Indian agriculture as far as the sustainability debate is concerned. It witnessed the approval of the 12th Five-Year Plan, which contained several positive elements, which if implemented in their true spirit, could help rejuvenate soils and initiate a journey towards sustainability in Indian agriculture. Industry lobbies and vested interests promoting false solutions and techno-fixes like GM crops also received severe setbacks last year with key stakeholders, including parliamentary committees and expert groups, expressing strong views and concerns against the technology. The end of year 2012 also saw the debate shifting from "whether GM crops are good or bad to whether they are needed at all or not."

# GM CROPS – MORE HURDLES FOR BACKDOOR ENTRY

The year 2012 marked the completion of a decade of approval of Bt cotton, the only commercially cultivated GM crop in the country. After the initial years of mindless propaganda, the Indian government itself seems to be acknowledging the fact that Bt cotton is not the wonder crop that it was made out to be. Reports using the government's own data have shown that Bt cotton has neither increased the yield of cotton in the country nor has it brought down the pesticide usage which it was supposed to do, not to speak of the agrarian distress for which it was to be a magic solution.

With Bt cotton, the only GM crop in the country losing its sheen and Bt brinjal, the first GM food crop facing a moratorium, the GM seed industry has been in a panic and has been trying new tricks to push more GM crops into India through legislation. One of the most controversial legislation is the Biotechnology Regulatory Authority of India (BRAI) Bill, being pushed by the government with potential bad impact not just on agriculture but also on our food and environment. The Bill, which neglects all concerns on GM crops, proposes to set up a single-window clearance system for GM crop approvals in India and lower the bar for their easy approval. It was approved by the Union Cabinet in 2011 and has been introduced in Parliament this year.

In 2012, along with the Coalition for GM-free India, we focused our efforts on reaching out to all major political parties in the country and get the message across to them. During the start of the year, Trinamool Congress, one of the most important alliance partners of the ruling coalition then, voiced its opposition to the Bill. Leaders of Bharatiya Janata Party, Janata Dal (United), Biju Janata Dal and the left parties also expressed concern. Several leaders of the ruling party, Indian National Congress, also voiced their support to the fight against backdoor entry of GM crops. Many state governments also joined in opposing the Bill.

In August 2012, the Parliamentary Standing Committee on Agriculture comprising 31 members across party lines, including 11 members from the ruling party, submitted its



Detail of wilting cotton boll in a Bt cotton plant in Karimnagar district in Andhra Pradesh ©Peter Caton / Greenpeace

**THE INDIAN GOVERNMENT'S REPORTS USING ITS OWN DATA HAS PROVED THAT BT COTTON HAS NEITHER INCREASED THE YIELD OF COTTON NOR HAS IT BROUGHT DOWN THE PESTICIDE USAGE.**

report on GM food crops. After looking at various aspects of the issue and consulting almost all the stakeholders over a period of two-and-a-half years, the Committee unanimously recommended that the government should not be in a haste to approve GM crops and a complete overhaul of the current regulatory system be carried out. The Committee highlighted the failures of the existing regulatory system for GMOs in the country and also pointed to the serious lacunae in the proposed BRAI Bill. The Committee recommended that the government should bring in place an “all encompassing biosafety protection regime” with the mandate to safeguard the health of citizens, livestock, our rich yet delicate biodiversity, farm livelihoods, trade security, etc, through a democratic process. Acknowledging the potential of contamination of our food and seed chain and its consequences on our food security, agriculture and the environment the Parliamentary Standing Committee demanded that the government stop any open release of GM food crops, even for field trials. Greenpeace was one of the several stakeholders consulted by the Committee.

In October 2012, the Supreme Court’s Technical Expert Committee in an interim report submitted to the Court, pointed out the risks associated with GM crops and the lacunae in the existing regulatory system to scientifically assess the risk of GM crops. It recommended strengthening of the regulatory system with long-term independent and scientific risk assessments, including a socio-economic assessment and needs-assessment for any GM crop. It also recommended a 10-year moratorium on field trials of all Bt food crops; a ban on open release of any GM crop for which India is the centre of origin like rice, brinjal, mustard etc.; and a moratorium on all field trials of herbicide tolerant crops till an independent committee set up by the government looks at all the health, environmental and socio-economic impacts

of such crops in our country. This happened after Greenpeace, along with other experts from various fields, deposed before the Technical Expert Committee raising scientific and regulatory concerns associated with the open release of GM crops.

The continuing opposition by various stakeholders, along with recommendations from credible agencies, led to several states like Bihar, West Bengal, Uttar Pradesh, Madhya Pradesh, Chhattisgarh, Tamil Nadu, Karnataka and Kerala putting a stop to the field trials of GM crops. In one of the few states where field trials were permitted, farmer agitation forced the State Agriculture University to destroy the field trial of Monsanto’s GM corn being carried out in the field stations of universities.

The same year also saw opposition to GM crops growing and more people movements joining the debate on GM crops. All this opposition from various stakeholders stalled the introduction of the controversial BRAI Bill and also drastically reduced the number of open field experiments of GM crops. Like in the previous years, we in Greenpeace have been working towards broadening the debate on GM crops and bringing facts about them to the forefront to ensure an informed debate.

Greenpeace activist displays ‘We say NO to Bt Brinjal’ placard at the first expert committee to review the moratorium on Bt Brinjal  
©Sharbendu De / Greenpeace



THE YEAR ALSO SAW OPPOSITION TO GM CROPS GROWING AND MORE PEOPLE MOVEMENTS ENTERING THE DEBATE ON GM CROPS.

# 12TH FIVE-YEAR PLAN CHAMPIONS THE CAUSE OF DEGRADING SOILS

For the last several years, Greenpeace India has been at the forefront of the fight to save degrading soils in the country from the chemical abuse it is constantly subjected to. Through our “Living Soils” campaign, we highlighted the fact that soil is a living ecosystem that supports millions of life forms and that organic matter is the lifeline of soil. However, hardly any support was provided by the government to enrich the soil in organic content and to keep it healthy for sustaining agriculture in the country. On the other hand, a lenient subsidy system for chemical fertilisers promoted indiscriminate use of chemical fertilisers leading to degradation of soils and putting at risk the food security of the country. In 2011, the arguments and recommendations put forward by the campaign were discussed by all major policy-making bodies in the country. In 2012, the challenge was to keep the debate alive so that it translated into policies to save soils.

In May 2012, the Union Agriculture Minister announced in Parliament that “concerned over the adverse impact of fertilisers on soil and crops, the government plans to reduce subsidy on it and divert funds to organic manures, bio-fertilisers, green manures and promotion of organic farming”. The 12th Five-Year Plan approved by the National Development Council, later in the year, also echoed the same concerns and recommended rationalisation of subsidy.

The 12th Five-Year Plan emphasised that “measures to soil health improvement need to be comprehensively centred on addition of soil organic matter in substantial quantities over time”. It is expected that with the Plan laying the foundation, flagship programmes like Rashtriya Krishi Vikas Yojana (RKVY), National Mission on Sustainable Agriculture (NMSA) and other schemes will provide sufficient funds and support for promoting ecological fertilisers at the grassroots’ level. The Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) of the Ministry of Rural Development in its new version will provide labour support for production of ecological/organic fertilisers at the farm level. These were included in the list of activities that can be supported under the scheme. This could go a long way in bringing a change as the preparation of ecological/organic fertilisers is a highly labour-intensive process and scarcity of labour has been a big impediment for adoption of these practices.

Though there are several positive elements in the 12th Five-Year Plan – including support for organic matter addition, proposal to re-orient fertiliser subsidy, grassroots’ institution building and stress on research support for agro-ecological practices among others – it needs to be seen how these positive points on paper are translated into results on ground. Our collective efforts in this direction will be critical in the coming years.



Seedling in an organic field in the outskirts of Bengaluru, Karnataka ©Vivek M/Greenpeace

**THROUGH OUR  
“LIVING SOILS”  
CAMPAIGN, WE  
HIGHLIGHTED  
THE FACT  
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IS A LIVING  
ECOSYSTEM  
THAT  
SUPPORTS  
MILLIONS OF  
LIFE FORMS  
AND ORGANIC  
MATTER IS  
THE LIFELINE  
OF SOIL.**

# GUIDING BIHAR TO AN ECOLOGICAL AGRICULTURE REVOLUTION

Regions where the first Green Revolution was initiated in the country today reel under an ecological crisis. Despite that, the Central government is now pushing a new Green Revolution in eastern India in seven states - Bihar, West Bengal, Odisha, Chhattisgarh, Jharkhand, Assam and eastern Uttar Pradesh. This could lead to increased use of chemical input in these regions and can push them towards a new ecological crisis. Hence, it is important for us to intervene and ensure that the new Green Revolution treads an ecological path.

Our journey towards this objective started with the initiation of our work in Bihar last year. Out of the seven eastern states, we chose Bihar because it has a very progressive-looking agriculture policy and the state is also endowed with rich natural resources. Hence, Bihar can quickly emerge as a model state for ecological agriculture.

The first step in our strategy was to explore the impact of chemical fertilisers in those pockets of the state where it is already being used in an intensive manner. Our study in the state last year revealed that the farmers in the state were already under the impact of chemical fertiliser dependence. Fluctuating fertiliser prices were affecting their livelihood security and lack of holistic approach from the government led to the failure of the positive policies on the ground. Further, we conducted groundwater testing of wells in five districts which revealed increased nitrate levels in groundwater on farms. This indicated pollution from high application

**GREENPEACE STUDY IN BIHAR REVEALED THAT THE FARMERS ARE ALREADY UNDER THE IMPACT OF CHEMICAL FERTILISER DEPENDENCE.**

of nitrogen fertilisers. In Nalanda, 65% of the wells showed some degree of nitrate contamination. Although at present, nitrate pollution is not above levels currently considered unsafe for human consumption, continuing

with this trend of applying heavy doses of nitrogen fertilisers can lead to serious drinking water pollution, which in turn could lead to health issues such as blue-baby syndrome (methemoglobinemia) and cancer. After bringing out the on-ground realities and challenges, the campaign now focuses on promoting holistic solutions in the state.

Reyes Tirado from Greenpeace Research Laboratories, University of Exeter, United Kingdom, tests water samples for nitrate contamination in Barchhibigha village in Giriak Block, Nalanda District ©Swapan Nayak / Greenpeace



# FOOD SAFETY & CONSUMER RIGHTS

Safety of food produced and distributed in the country is a major cause for concern. We, at Greenpeace, have always voiced our reservations in this regard. We will continue to put pressure on the government and food companies to clean up their supply chains and ensure supply of safe food for their consumers. As part of our consistent efforts in this direction, several food brands and food associations are now committed to remain GM-free.

In 2012, we also worked with the Alliance for Sustainable and Holistic Agriculture (ASHA), a nation-wide network of civil society groups, think-tanks and individuals, to address the issues associated with pesticide residues in food. ASHA launched a campaign titled, "India for Safe Food" to sustain the debate on pesticide residues in our food which was initiated by Bollywood icon Aamir Khan through his popular TV show, "Satyameva Jayate". The campaign, which reached out to thousands of people across the country, will take the issue forward in the coming year as well.

# 2013, THE YEAR AHEAD

The year ahead offers even more complex challenges than previous years. Pushed to a corner on the GM debate, the GM lobby is gearing up to fight for its existence in the country. The lobby is propagating false arguments linking GM crops to food security of the country. Though the BRAI Bill was stalled until recently when it was introduced in Parliament, it is important to challenge it and shift the focus to biosafety protection from regulation of biotechnology.

The Green Revolution in eastern India could prove to be a threat to ecological sustainability if it pursues a chemical agenda in the region. We will have to step up our efforts to ensure that the new Green Revolution treads the right path. Agro-chemical groups are now working hard to convert the ecological crisis into an opportunity to serve their purpose. The new trend is to hijack selected agro-ecological practices and package them along with chemical inputs and heavy mechanisation and promote it as cutting-edge solution packages. These opportunistic interventions need to be challenged.

Our work in 2013 will focus on creating a model biosafety legislation with the main mandate of safeguarding citizen's health, environment, livelihoods of farmers and the country's socio-economic fabric from the environmental release of risky technologies like GMOs. This will be done through a participatory process. We will work in Eastern India and challenge false solutions; and promote eco-friendly solutions. We will also step up our efforts to ensure safe food for Indian consumers by challenging the Government and corporate policies.



Neem tree in an organic cotton field ©Peter Caton / Greenpeace





Greenpeace activist, Brikesh Singh in Chandrapur with local children ©Greenpeace

# PUBLIC ENGAGEMENT

Telling a story to create impact

“**There is nothing stronger than the heart of a volunteer**”, said someone during the Second World War. Though the context was quite different from what we mean here, but leaving aside the background and the individual who said it for whatever reason, this line captures the sentiment of volunteering in its entirety.”

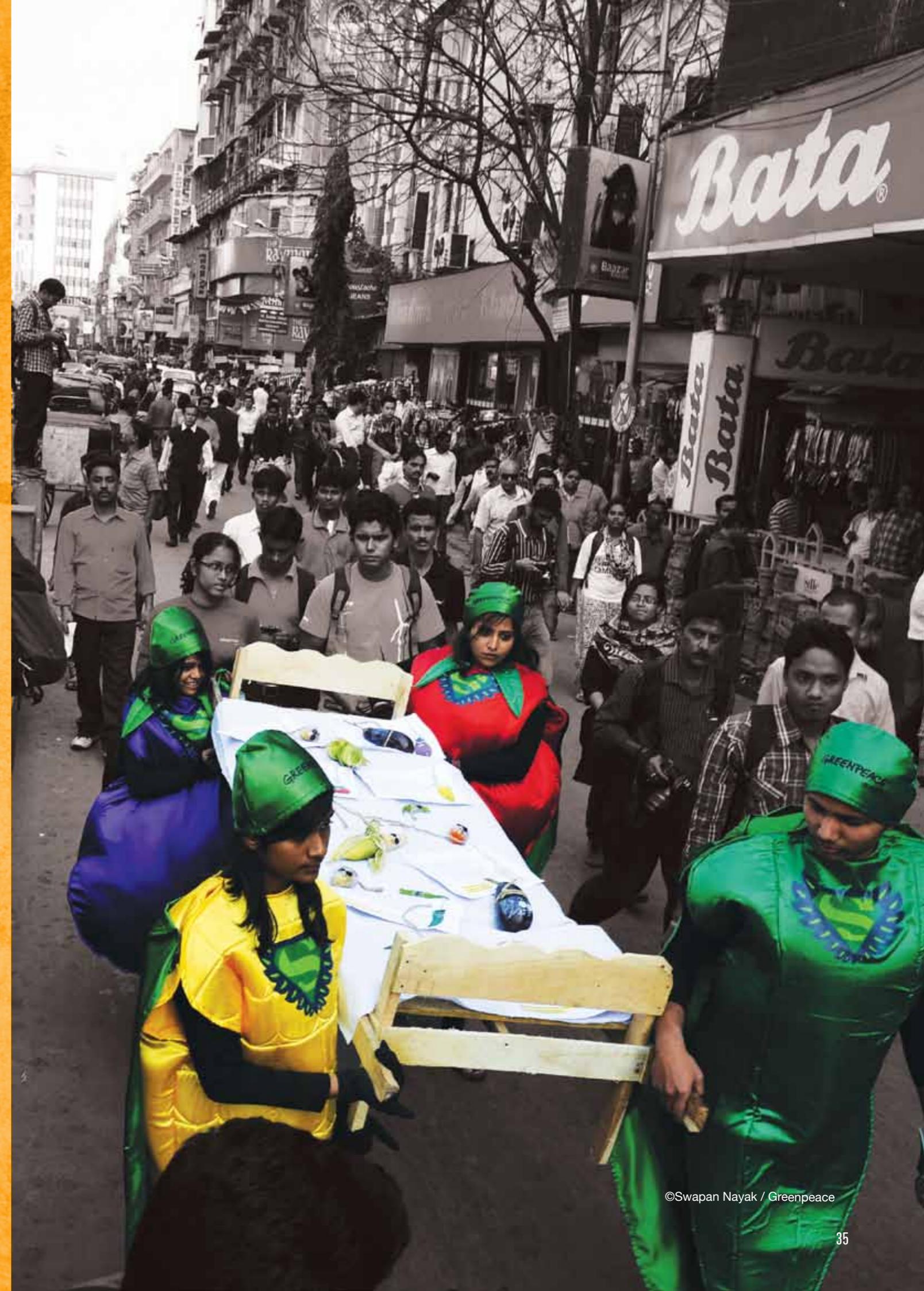
This is what Brikesh Singh told us while talking on the issue of public engagement.  
Excerpts from the interview:

**GP:** Greenpeace has a strong volunteer base. What is the importance of these volunteers while running a campaign?

**Brikesh:** If it weren't for the volunteers, Greenpeace would just be an organisation with intent, but without victories. The year 2012 in India started with a bunch of dedicated first-time volunteers dressed as subzi superheroes making appearances on the super busy streets of Kolkata. Their objective was to get the people to demand from their chief minister, Ms Mamata Banerjee, that she should not support the Central government's decision to allow GM in the country. Most of them were picked up by police because in the land of Gandhi they ventured too close to the Writer's Building where the CM sits. All the volunteers were first-timers and after their brush with civil disobedience and spending some time in the police station, they came out more determined to continue volunteering for a safer planet.

**GP:** Greenpeace volunteers also made their presence felt in other metros...

**Brikesh:** Later that year, in April-May, when Greenpeace did an expose on how fishing trawlers from abroad were stealing fish from Indian waters, we had volunteers at their creative best hitting the streets in Mumbai, Kolkata and Chennai. They interviewed people on a fictional government notification that they would be allowed to eat fish only twice a year because of dwindling stocks. The reactions that we got from buyers as well as fisherfolk were amazing. This was not the first time that we engaged with the fishing communities, but to get them to enter the market with empty baskets to protest the issue of overfishing did require some amount of convincing.



# जंगलिस्तान गणराज्य    REPUBLIC OF JUNGLISTAN



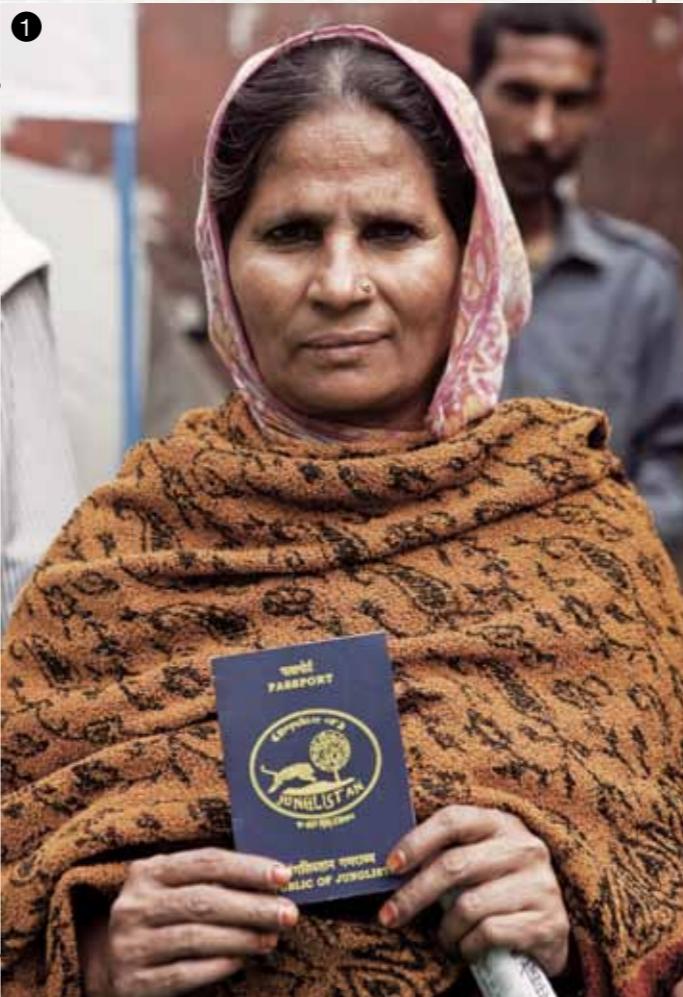
**GP:** WHAT WAS THE HIGH POINT OF VOLUNTEERISM DURING THE YEAR?

**Brikesha:** THE HIGHLIGHT OF LAST YEAR'S MOBILISATION WAS CLEARLY JUNGLISTAN. WE ARE FIGHTING TO SAVE OUR FORESTS BECAUSE COAL KILLS THE CLIMATE. SOUNDS A BIT TOO FAR-FETCHED, RIGHT? BUT, IT IS TRUE. BEFORE WE MOBILISE PEOPLE FOR THIS CAUSE, WE NEED TO INSPIRE THEM; AND BEFORE WE INSPIRE THEM, WE NEED TO TELL THEM THE STORY. BUT TO CHOOSE WHICH STORY TO TELL WAS AN IMPORTANT DECISION.

WE WANTED PEOPLE IN THE CITY TO UNDERSTAND THAT EVERY TIME THEY TURNED ON A LIGHT, A TREE WAS CUT SOMEWHERE OR A LIFE SHATTERED. THAT'S WHEN WE DECIDED TO TELL THE STORY BY GOING ON A JOURNEY TO FIND OUT THE TRUE COST OF COAL.



भालू / Bhaloo  
अधीक्षक / Superintendent  
क्षेत्रीय पासपोर्ट कार्यालय जंगलिस्तान  
Regional passport office Junglistan



1. Launch of virtual forest country 'Junglistan'  
©Sudhanshu Malhotra / Greenpeace

2. Mascots of Junglistan - Sherro (the tiger) and Bhaloo (the bear) raise awareness about forest destruction due to coal mining. This engagement took place at the virtual embassy of Junglistan at Jantar Mantar, New Delhi, India  
©Sudhanshu Malhotra / Greenpeace

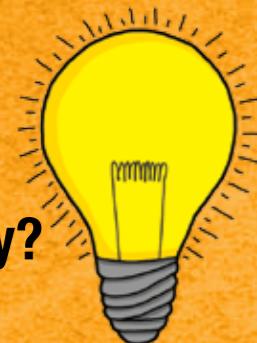
3. Greenpeace activist, Brikesha Singh occupies a tree called 'Junglistan Nivas' for a month  
©Sunny L / Greenpeace

{ WE WANTED PEOPLE IN THE CITY TO UNDERSTAND THAT EVERY TIME THEY TURNED ON A LIGHT, A TREE WAS CUT SOMEWHERE. }

**GP:** How did you go about this task?

**Brikesh:** In the month of August I set out on a journey to travel across the country to find out answers to the questions that I, along with millions of other Indians, had in their mind.

**What all goes in making electricity?**



**How does coal get converted into electricity that reaches our homes?**

**Where does that coal come from?**

**HOW IS THAT COAL TRANSPORTED? HOW IS IT EXTRACTED?**



**What happens to people who are living on the land that has coal beds?**

**What happens to tribals who are dependent on the forests that have coal underneath?**

**ARE THE PEOPLE REHABILITATED AFTER THEY ARE DISPLACED DUE TO MINING?**

**DOES THE WATER TABLE GET AFFECTED DUE TO COAL PLANTS?**



**What happens to the wildlife living in the forests?**

**What happens to those forests which have coal deposits?**



**IS THERE ANOTHER WAY WE CAN MAKE ELECTRICITY WITHOUT COAL?**

**GP:** How did you bring these answers to the notice of the public?

**Brikesh:** All of what I found was recorded and turned into eight episodes, covering different impacts, answering a set of questions. Each episode was released on the Greenpeace India YouTube channel. Later, MTV picked up these videos and aired them all through September three times a day. This really helped us tell the story of coal.

After I had noticed the impact that coal has on the environment, people, tribals and animals, it was time to take direct action. It was difficult to make people in the city experience the gravity of what was at stake -- I am talking about forests here. So, I decided to bring the forest in people's living rooms, their televisions sets, smartphones, laptops, iPads.

**GP:** If people can't go to the forests, take the forests to them! How did you achieve this difficult task?

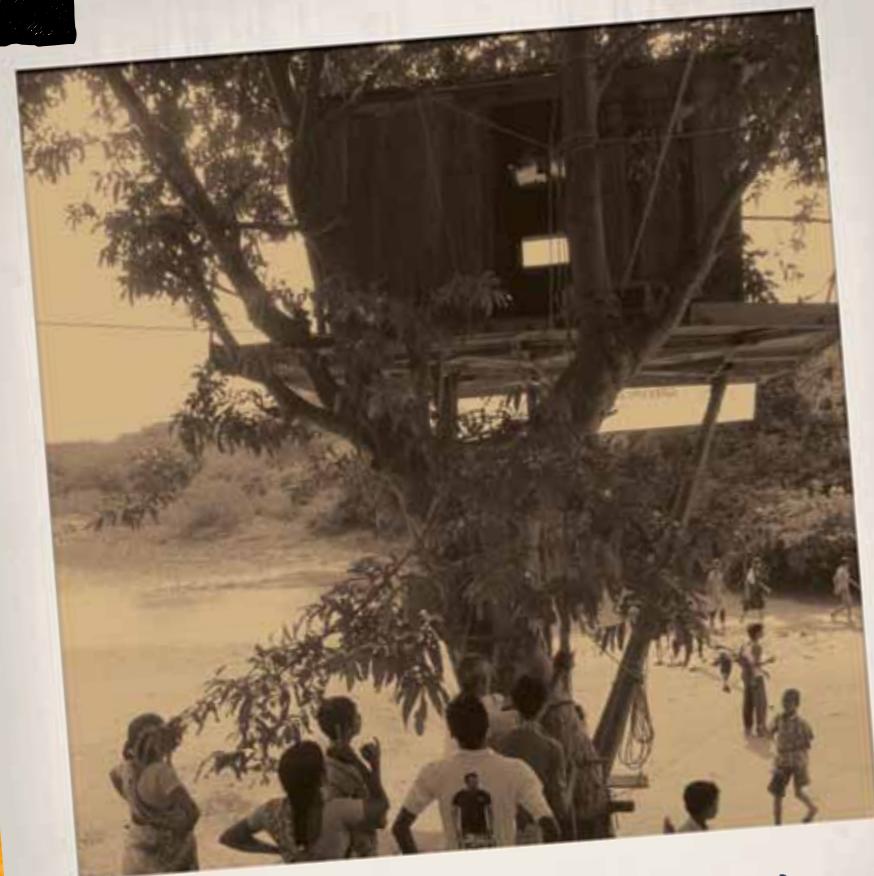
**Brikesh:** I went and occupied a tree in a forest on the fringes of Tadoba Andhari Tiger reserve in Chandrapur, Maharashtra, which is right next to the western coal fields. It was so close that I could feel the thunder of the blasts three times a day from the tree house I was living in. I could see the smoke rise from the coal mines every day after the blast; I could see three of the seven chimneys of the Chandrapur Thermal Power Station from my tree house and used to think that this man-made structure, which was not even 50 years old, will end up destroying the forest which was hundreds of years old. That was just not right. I noticed the wildlife in the forest, saw snakes, spotted deer, and lots of birds, drank water from the river, was fed by the villagers, and heard stories of prosperity from the locals before the coal mines came in.



{ THIS MAN MADE STRUCTURE WHICH IS NOT EVEN 50 YEARS OLD WILL  
END UP DESTROYING THE FORESTS WHICH ARE HUNDREDS OF YEARS OLD.  
THAT'S JUST NOT RIGHT. }



A view of the coal mine overburden in Chandrapur, Maharashtra ©Dhiraj Singh / Greenpeace



GREENPEACE ACTIVIST, BRIKESH SINGH OCCUPIES A TREE CALLED  
'JUNGLISTAN NIVAS' FOR A MONTH  
©HARIKRISHNA KATRAGADDA / GREENPEACE



LOCAL CHILDREN VISIT BRIKESH AT 'JUNGLISTAN NIVAS'  
©HARIKRISHNA KATRAGADDA / GREENPEACE



VILLAGERS AND LOCAL OFFICIALS SHOW THEIR SUPPORT TO SAVE FORESTS  
©HARIKRISHNA KATRAGADDA / GREENPEACE

**GP:** What was the response to this unique endeavour?

**Brikshe:** More than 1,000 people visited me at the tree house all through September. Activities were organised in other cities as well, where people climbed up on trees in solidarity. Concerts were also organised to mobilise more people. Finally, when I got down from the tree to attend the Convention on Biodiversity in Hyderabad, where world leaders were meeting to discuss environment, I had the support of almost nine lakh people who were standing with me because they understood the issue and the need to save India's forests.

At the start of 2012, we were wondering how to connect the electric switch to coal and then to forests. But, thanks to good old story telling, we now have lakhs of supporters who know exactly why tigers are more important than coal.

MORE THAN 1,000 PEOPLE VISITED ME AT THE TREE HOUSE ALL THROUGH SEPTEMBER, THERE WERE ACTIVITIES ORGANISED IN OTHER CITIES WHERE PEOPLE CLIMBED UP ON TREES IN SOLIDARITY.



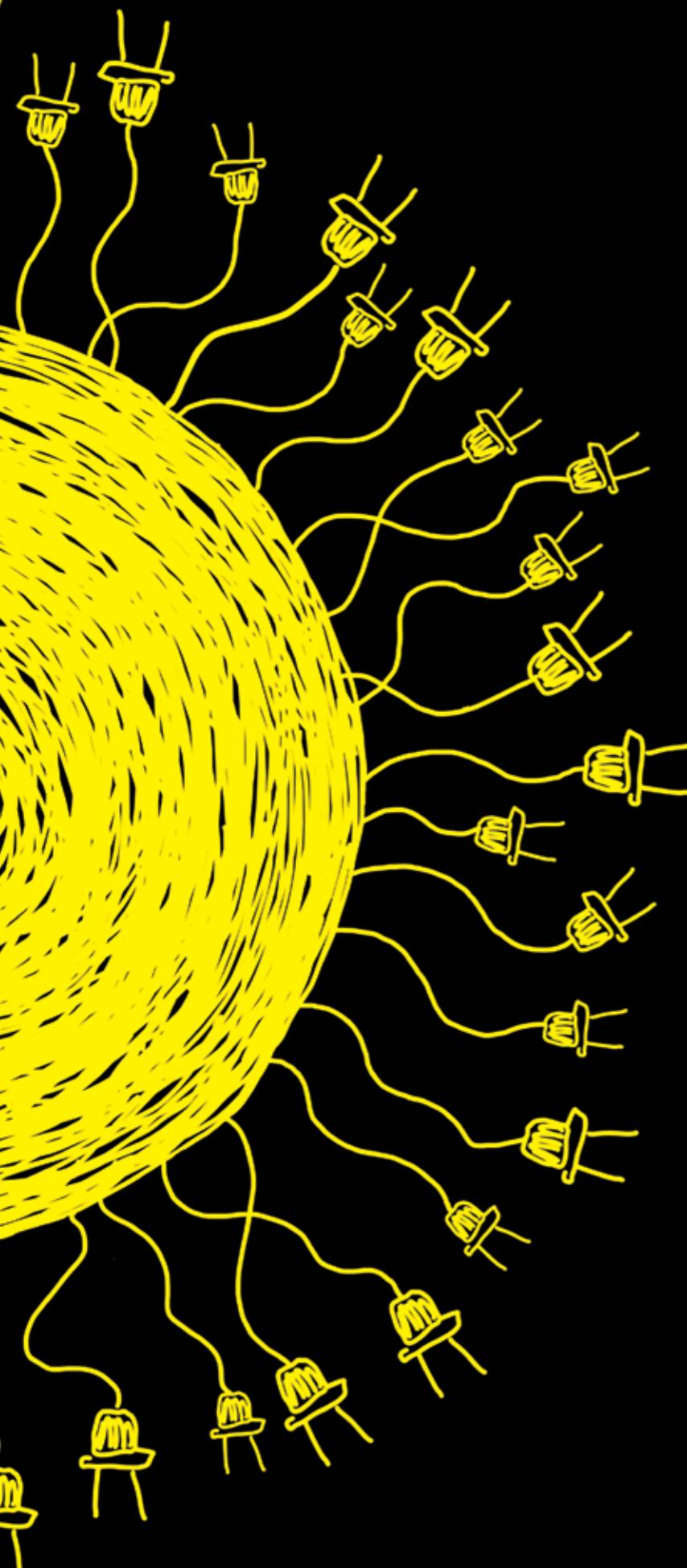
# NO LOOKING BACK ON RENEWABLE ENERGY CAMPAIGN

Bihar is witnessing  
a solar revolution

It has been an eventful year for our Renewable Energy (RE) campaign. We witnessed, yet again, some positive and concrete developments on the ground. The RE movement, both in Bihar and on the corporate (telecom) front, gained further ground and strengthened its position.



Solar panels at Turtle Witness Camp ©Greenpeace



## ENERGY ACCESS

Since the launch of the E(r) cluster report in Bihar that pitches distributed renewable energy as a new approach to rural electrification, significant steps have been taken by the Bihar government. A series of new programmes have been launched, including the micro-level grid-connected solar project. Greenpeace continued to highlight the issue of renewables and suggest various approaches to the government. Some of the initiatives have been summarised here:

**Solar revolution** - Bihar is witnessing a full-fledged solar revolution. One can see many solar installations in the countryside and the uptake has gone up by five times in the last one year. According to various media reports, the solar market in Bihar is today worth more than Rs 500 crore. This has created many opportunities for social entrepreneurs. Bihar also got a prominent leadership position in terms of taking initiatives on off-grid front and more than 300 projects (private and public) are running in Bihar. Bihar's RE policy was appreciated by various stakeholders and, therefore, the state is moving towards creating a separate solar policy. Greenpeace is also working towards recommending a separate Decentralised Renewable Energy (DRE) policy to facilitate energy access on a large scale.

**Rainbow Revolution** - As a part of a new agriculture roadmap, the Bihar government has announced an initiative to phase out all diesel powered pump-sets and replace them with solar pumps. Greenpeace started this movement by demonstrating a few low-cost solar pumps which may benefit small and

marginal farmers. The state government picked up the cue and launched a scheme to install 500 pumps worth Rs. 2,000 crore. In due course of time, 2.85 lakh solar pumps will be installed. Greenpeace will work towards creating an enabling framework on solar pumps to ensure easy finance and other policy measures so that at least a million pumps can be installed in a decade.

**Integrated RE programs** - To deal with frequent power cuts, the Bihar government has proposed to streamline application-based solutions across schools and hospitals. Higher secondary schools have been identified to be solar-powered to improve learning. Likewise, public health centres and drinking water facilities are to be solar-powered as well. A roadmap has been charted out for approximately Rs 2,000 crore investment in application-based solutions.

**Neeche Machali, Upar Bijli (Solar plant on fish ponds)** - Bihar has announced a unique programme to attract long-term investment in promoting renewable energy projects. Under the scheme, more than 200 MW grid-connected solar projects will be approved. About 30 MW of projects have already been awarded to various developers and work is under process. The

Bihar government is in the process of announcing a new scheme for another 150 MW. Once fully implemented, it will have an investment to the tune of Rs. 3,000 crore.

**Formation of RE network** - To popularise and make RE a viable solution for future power crisis, Greenpeace has launched a RE network in Bihar to educate people about the benefit of renewable energy.

**Model micro-grid village** - Greenpeace identified a village for model micro-grid demonstration based on our E(r)cluster approach. Intensive community mobilisation and other preparations are already underway. Once implemented, the micro-grid will serve as a model for meeting the domestic, agricultural and commercial electricity requirements of people in the rural areas.



Solar systems on a hospital building in Bihar ©Harikrishna Katragadda / Greenpeace

## CORPORATE ENGAGEMENT

In continuation of our corporate engagement work to build strong corporate advocacy towards pushing renewable energy policy change at national level and related companies' responsibility for corporate action, Greenpeace India organised its second business roundtable 'Decarbonising Economy: Renewable energy powering India's growth' in partnership with India's biggest IT publication house, CyberMedia in New Delhi. The business conclave focused on how renewable energy can power India's business growth in a sustainable manner. The conclave saw participation from industry leaders like Mr. Som Mittal (President NASSCOM), Mr. Deepak Puri (CMD, Moser Baer India Ltd), Dr. Rajan S Mathews (Director General, Cellular

Operator Association of India), Mr. V. Subramanian (Secretary General, Indian Wind Energy Association) and Mr. Rajiv Mehrotra (Vihaan Network Ltd.), among other industry leaders. Greenpeace India and CyberMedia India Online Ltd were represented by Mr. Samit Aich (Executive Director, Greenpeace India) and Mr. Pradeep Gupta (Chairman, CyberMedia India Online Ltd), respectively.

## TELECOM-SWITCH OFF DIESEL CAMPAIGN

As a part of our RE policy, corporate, and investments campaign, we started our engagement with the telecom industry. Within this, we continue to engage with the industry and specifically with Bharti Airtel to take leadership in switching off diesel and greening the telecom sector while disclosing its carbon emission.

At the World Mobile Congress held in Barcelona, Spain, Greenpeace released a scorecard of major telecom companies. Bharti Airtel scored the lowest and was at the bottom in terms of climate leadership.

On January 13, 2012, we achieved our first victory when TRAI's Green Telecom Guidelines -- a result of Greenpeace lobbying -- was accepted by the Department of Telecom and India had its first Green Telecom Directive.

Green Telecom became a topic of discussion at every debate on clean energy. Greenpeace also released a detailed report - 'Enabling Clean Talking' - which laid the roadmap for complete elimination of diesel from the Indian telecom sector by 2020. The report outlined that through progressive action of massive renewable energy deployment and enhanced energy efficiency measures in telecom network infrastructure, diesel can become a thing of the past.

The report referred to the Green Telecom Directive issued by the

Government of India and also provided advanced roadmap for substantial financial saving for the sector by switching to renewable energy. Earlier, Greenpeace had been influential and instrumental in bringing this Green Telecom Directive through TRAI, which was then followed by the Department of Telecommunication.

According to the report, 'Enabling Clean Talking', if the telecom sector aims for complete elimination of diesel by 2020 across all network towers, it can save on energy expenditure to the tune of Rs. 80,000 crore with net investment benefits of Rs. 13,000 crore in the next eight years. The report has been widely accepted by all stakeholders, including telecom operators.

Over 70,000 mobile consumers urged Mr. Sunil Mittal to take leadership in cleaning the telecom sector. Since the launch of 'Switch off Diesel' campaign by Greenpeace in May 2011, cumulatively over 2 lakh people have demanded Bharti Airtel to champion the cause.

### And then we win!

As a result of our campaigning in the last two years, Bharti Airtel took the first step towards sustainability by coming up with its first sustainability report. The report disclosed Bharti Airtel's carbon emissions with a commitment to reduce emission by shifting towards cleaner sources of energy. Further, Airtel said, it will continue its dialogue with Greenpeace and also join the effort to push renewable energy as a viable option. Bharti Airtel also agreed to announce its target to reduce emissions and increase the use of renewable energy by 2020.

Greenpeace further demands the telecom sector to set up progressive emission reduction targets as per the Green Telecom Directive, by 2015 and 2020. Additionally, the telecom sector should make long-term investment plan in renewable energy sources for its growing telecom tower infrastructure and lead the low carbon race.

### Conclusion

Clearly, it has been a year of major victories for our RE campaign. Not only has our campaign yielded major benefits to people in Bihar with active cooperation from the Bihar government; in our corporate engagement we have been able to persuade the telecom sector to reduce emissions and move towards a clean source of energy.

**BHARTI AIRTEL AGREED TO ANNOUNCE ITS TARGET TO REDUCE EMISSIONS AND INCREASE THE USE OF RENEWABLE ENERGY BY 2020.**



Greenpeace activists block the entrance of Bharti Airtel group headquarters and unfurl banners with the message 'Airtel-Switch off Diesel' © Sharbendu De / Greenpeace



Girls from the Jalka village in Maharashtra enjoy the shade under the newly installed solar panels that power the fans in their school  
©Peter Caton / Greenpeace

# MEDIA CLIPPINGS



## वैकल्पिक ऊर्जा और मोबाइल टॉवर

## पटना महानगर

## पैकेलिपक स्रोतों से ऊर्जा का उत्पादन जरूरी : मोदी

( आज समाचार सेवा )

पटना की बरसतों को प्रारंभने के लिए वैकल्पिक उर्जा स्रोतों से प्राप्त होने वाली ऊर्जा के तर्फादान को बढ़ावा देना ही होगा। बिहार पालिसी फार प्रभाशन आफ न्यू एंड रिंप्रॅचल इनजीनियर्स-२०१३ से वैकल्पिक



# **Investors invited to meet Bihar energy needs**

**THRUST** Minister stresses on promoting non-conventional energy, says additional subsidy will be offered for the purpose

३८१



-Energy minister Bijuendra Prasad Yadav, others at the function.

energy.

Elaborating on this, he said: "The government is willing to offer subsidy to the state power board if agencies were to use its system for transfer of power

—Ranbir Singh on  
population non-conventional  
energy use

—Tata Technologies to create a  
pool of trained workforce after  
the state

fees because of

Animal husbandry minister  
Girish Singh discussed the  
possibilities—on-grid, micro-  
and off-grid—for power reform  
and hoped the state would  
take advantage of the opportunities

- Make available solar technology and set up repair workshops in Bihar
- The model should be cost-effective so as to be easily adopted by others.

non-conventional energy sources as an way to making it power self-reliant.

Member-secretary of Asian Development Research Institute ADRIL, Shashi Kant

He said, for non-conventional energy sources, there was no easy availability of solar technology and setting up repair workshops within the state so

The minister also stressed on the importance of proper training of technicians so as to create a pool of trained workforces within the state.

# ए अक्षय ऊर्जा का प्लांट : मोदी

न्यायों भी अपर सम्भवनाएँ हैं। वैकिंग थोड़े से प्रसार तथा विजय का सरकार प्रयाप करेगे। बोधवाल में देशभूमि पालिमो नहा दश मैन न्यायदान नायर की कासी है। जल्द मंजी विजेन्द्र

इसके बादव ने कहा कि अप्पा कर्जे  
मेंति बन गये हैं। इटो टैक्स  
इलेक्ट्रिकली दृढ़ी, वैकल्पिक सुन्दर  
मार्क है। आजकल यह दम किमो भी दृढ़ी  
पर सजाना है। बैकिंग लैटर पर  
प्रानवाच नहीं है। सामग्रेन में यहाँन  
कोडो भैलूप भवत सरकार के  
नियंत्रण में उपलब्ध था। भारत में दिव्य  
वेष के ऊंचे प्रभुत्व आवश्यक तथा,  
उपर्युक्त पात्र के प्रभुत्व ही तथा  
वैवर्किक के लिये उचित दर्शन है।  
वैवर्किक प्रधान के भवत प्रभुत्व सुन्दर  
पर्याप्त, साथ सिर्फ़ इनकी के  
दर्शन दास, टटो वीरी एवं  
प्रभुत्वमय, यह वैवर्किक कर्जाहेतु  
उच्च वैवर्किक, जिन फॉर्म्समें के  
प्रधान, दृढ़ी पात्र के सुन्दर  
पर्याप्त, वैवर्किक के रैमेन शादव,  
पर्याप्त इंडिया के अधिकारीय  
कर्जाहेतु समिति आईच, आटो के  
वैवर्किक सुन्दर आटो दम लंग।



You see a child flying  
a kite...

we see the answer to our  
energy needs.

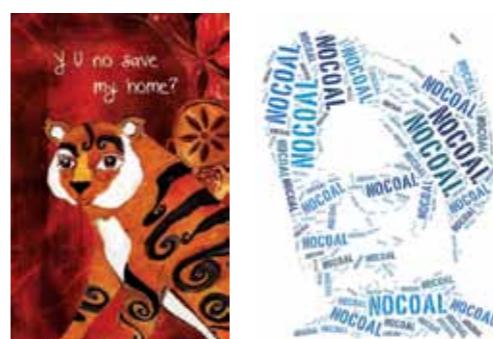
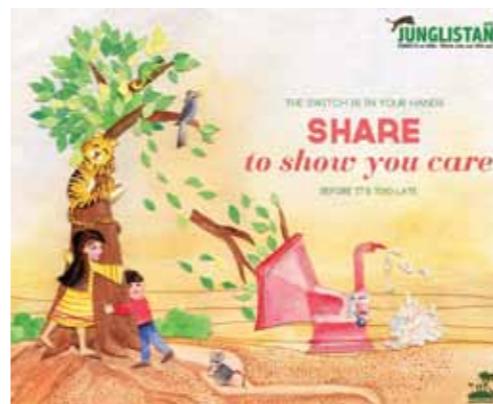
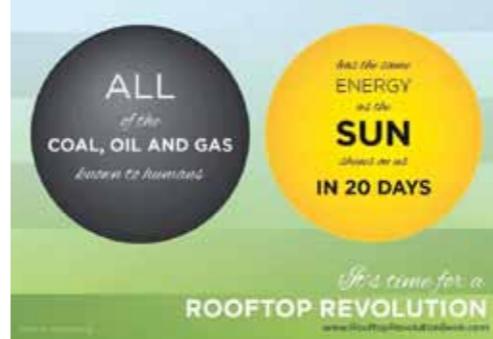
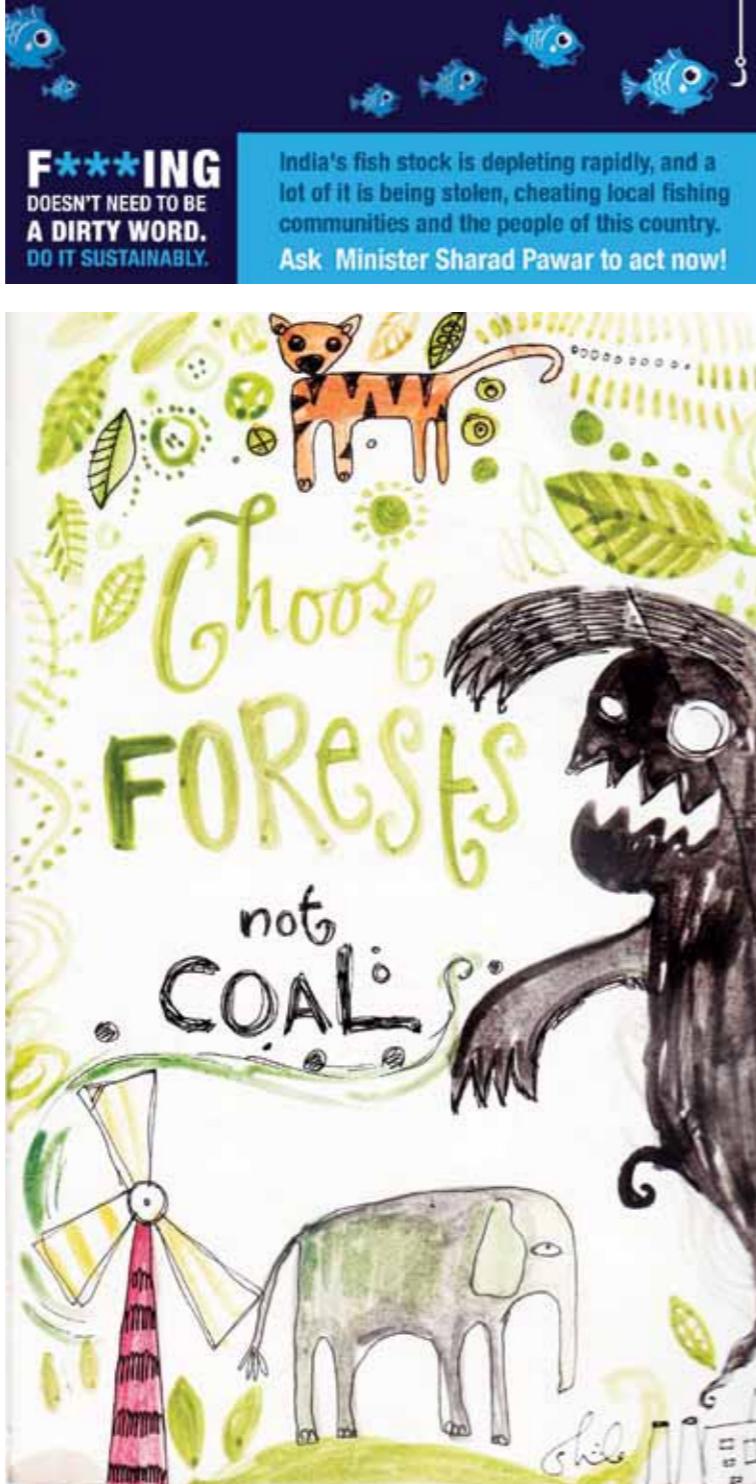
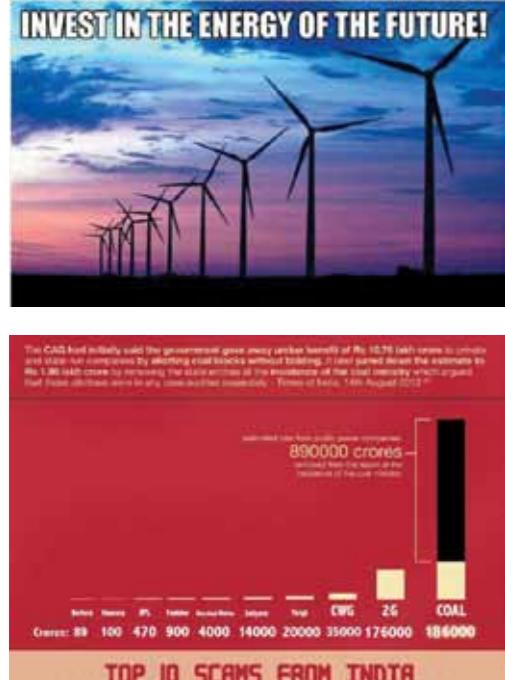
Find out how a **missed call** to 092480 74030  
can make all the difference.



# DIGITAL MEDIA

## A YEAR OF ENGAGEMENT

### STORIES      BLOG POSTS      PHOTOS      VIDEOS



The year 2012 was the year of engagement for the digital media team (DMT). As part of our engagement strategy, we initiated a new style of communication for our online audience where almost all requests were followed up according to supporters' needs. It was the year of a lot of firsts.

- **Hindi version** of Greenpeace India website.
- **GreenWired**, beta version of a social networking platform for Greenpeace India volunteers.
- **Greenpeace Extra (GPx)** - Greenpeace India's free online petition site.
- **Forest Hero** - a Facebook application.

During our coal-forest work, we maintained high engagement on our social networks and emails. Thanks to that, we were rated as the second-best brand on Facebook for engagement in India. Fifteen-year-old Vibhawari Jammi, one of our supporters from Hyderabad was extremely motivated by our Junglistan campaign. She got close to 200 people to support the campaign.

Listed below are the main campaigns that we worked on this year.

### CAMPAIGNS

### ENGAGEMENT

One of the biggest and significant pieces of work accomplished by the DMT in 2012 was the digital mobilisation around the second phase of the Junglistan campaign. For three months, the entire team worked on this campaign, engaging people beyond a petition sign up. The digital mobilisation work done around this campaign, has become a success story for mobilisation in the Greenpeace world and beyond. The work on this campaign will continue in 2013.

# DIGITAL MEDIA

## CAMPAIGNS

### SAVE JUNGLISTAN

## ENGAGEMENT

### OTHER CAMPAIGNS

The second phase of Junglistan campaign was launched on July 19, 2012. A special micro-site was dedicated to this campaign. Based on the technique of storytelling, we developed the narrative of Brikesh Singh's journey to protect the forests of Central India. This covered the story of the previous Junglistan campaign and the time Brikesh spent in a forest threatened by coal mining.

The target was to reach 100,000 signatures before the United Nations Convention on Biological Diversity (CBD) convened in Hyderabad. The petition asked the PM to announce a moratorium on coal mining in the forests of Central India.

Every petition signer received their own personalised urls, which they could share with their friends and get them to sign the petition. Using the concept of gamification, we created a leaderboard for the petition signers. People earned points for sharing, tweeting and getting more people to sign the petition.

We crossed the target of 100,000 signatures and the numbers are still growing. There were other milestones created during this campaign as well.

**MOST IMPORTANTLY WE NOTICED AT THE START OF THE YEAR THAT RESPONSE RATES TO ALL KINDS OF ASKS WERE DROPPING. DURING THIS PROJECT, WE REVERSED THAT TREND AND RE-ENERGISED OUR LIST AS WELL AS REACHED OUT TO NEW PEOPLE. OUR ENGAGEMENT LEVELS AS MEASURED ON SOCIAL MEDIA ARE HIGHER THAN EVER BEFORE.**

We also found our young cyberactivist who has done the most to promote the campaign and gained media coverage when it came to the CBD phase. This work is now being used as a case-study by other Greenpeace offices and organisations around the world.

**WE SAW OUR BEST EVER GROWTH RATES ON BOTH FACEBOOK AND TWITTER.**

**17.801** NEW PEOPLE ON   
**3.145** NEW PEOPLE ON 

{ We used a new platform to enable gamification of sharing which we incentivised by offering cyberactivists the opportunity to come and be part of the on-ground work in Chandrapur. }

# MILESTONES

AT PRESENT THE PROJECT HAS **9,04,991** SIGNATURES, OF WHICH **7,32,534** SIGN UPS CAME FROM THE **MOBILE TEAM** AND **1,29,671** FROM **DMT**. THE NUMBERS ARE STILL GROWING.



*We started building a group of committed online activists including designers, journalists, bloggers and those very active on social media who are now freely volunteering their time for us. Our Facebook community is becoming self-moderating thanks to the interaction of these people.*

*Many times questions are answered by the community in a matter of minutes.*

We carried out a coordinated one-day social media push, which gave us our best day of the campaign in terms of number of people visiting the site and signing petitions and made our site the most tweeted link in the country on that day. We also involved more than 15 celebrities in the push, many of whom now regularly interact with us on social media. This also synchronised well with the news wave around the corruption report and was part of the public pressure that put the Government on the back foot over coal block allocations.

**WE SET A TARGET FOR PURE ONLINE FUNDRAISING OF **Rs. 4,00,000** AND MANAGED TO RAISE **Rs. 6,15,000** WITH ONLY 2 FUNDRAISING ASKS DURING THE WHOLE 3 MONTH PERIOD. WE ACHIEVED THIS BY WORKING ON BUILDING A STRONG NARRATIVE INTO WHICH WE WOVE THESE TWO ASKS. WE ALSO PROVIDED OPPORTUNITIES FOR UNPROMPTED DONATION AS A PART OF OUR COMMUNICATION.**

We started to build a base of bloggers and built relationships with the biggest online portals:

**Yahoo!**  
**Rediff**  
**MSN**



# DIGITAL MEDIA

## CAMPAIGNS

SAVE JUNGLISTAN

## ENGAGEMENT

## OTHER CAMPAIGNS

DMT also worked on certain international and national campaigns this year.

### The famous Greenpeace ship Esperanza came to India with the mission of exposing illegal fishing in the Indian waters.

The online campaign targeted Minister of Agriculture Sharad Pawar and asked him to protect India's fish stock. This campaign also tested the concept of gamification with a leaderboard that ranked people who got the most number of friends to sign the petition. The winner went on-board the Esperanza with the rest of the crew.



### The international campaign to save rainforests

**in Indonesia from destruction focused its attention on KFC.** The international fast food chain sources its packaging material from companies responsible for rainforest destruction. Greenpeace India also joined this effort to ask KFC to stop using packaging that comes from rainforest destruction.



We joined the international campaign to get Apple, Amazon and Microsoft to power their cloud technology with clean energy.



# DIGITAL MEDIA

## GREENPEACE EXTRA

Greenpeace Extra or GPx is people powered website that allows individuals and communities to start, run and win campaigns on issues of their choice. It is an attempt to help and empower individuals who want to bring about change on various levels and increase participation in our democracy, which will eventually add to the activism for environment and peace. A dedicated member of staff is solely in-charge of this platform.

Though the platform is run by Greenpeace India, the campaigns or issues run on the site are not endorsed by Greenpeace India. However, the campaign which make it to the featured category get strategic support from the staff member in-charge of this campaign.

Within its soft launch phase, GPx has seen some interesting campaigns and victories.

### MILESTONES AND ACHIEVEMENTS

**Lalbagh petition:** The Lalbagh Walker Association started a petition to stop the construction of a parking lot in Bangalore's iconic park. Initial protests in the park helped halt the construction in Lalbagh.

**Industrial Waste:** Umang Choudary, a super activist from Jharkhand started a petition on GPx to stop a company from dumping illegal toxic waste in an eco-sensitive area in his village. With support from the local community he succeeded. Now he awaits an order from the court which will announce the compensation that the company needs to pay to the affected people.

## CAMPAIGNS

## ENGAGEMENT

Greenpeace India has been around for eleven years and over these years, we have run various campaigns. In 2012, four years after starting an online team, we decided that we need to put in more effort to make our supporters feel more involved in the process of bringing about change.

As a part of this new change, we introduced two new tools in 2012 - GreenWired and Greenpeace Extra.

## FACEBOOK APPLICATION

THE FOREST HERO APPLICATION WAS DEVELOPED FOR THE JUNGLISTAN PUSH. IT WAS READY JUST AS THE PROJECT GOT OVER, SO WE DECIDED TO BUILD A BIGGER PLAN AROUND IT AND RELEASE AT AN APPROPRIATE TIME. **THE IDEA IS BASED ON SOME WORK DONE BY THE SWEDISH STATE BROADCASTER TO PROMOTE THEMSELVES WHICH WENT VIRAL, BUT INTEGRATED WITH FACEBOOK TO ALLOW MORE SHARING OPTIONS.**

THE APPLICATION INTEGRATES WITH THE FACEBOOK ACCOUNT OF THE USER TO ADD THE IMAGE OF THE USER IN THE VIDEO. THERE ARE SEVERAL POINTS IN THE FILM WHERE A PHOTO OF A "HERO" APPEARS. THIS IS WHERE THE IMAGE, ADDED BY USER, SHOWS UP. THE USER GETS A UNIQUE LINK TO HIS/HER VIDEO, WHICH THEY CAN SHARE WITH THEIR FRIENDS. THE APPLICATION WAS LAUNCHED ON DECEMBER 20, 2012, ON ALL GREENPEACE INDIA'S WEB CHANNELS.

## GreenWired

GREENWIRED IS AN ONLINE NETWORKING PLATFORM EXCLUSIVELY FOR GREENPEACE VOLUNTEERS.

THE PURPOSE OF GREENWIRED IS TO INSPIRE, ENGAGE AND MOBILISE PEOPLE AROUND A SHARED VISION OF A GREEN AND PEACEFUL FUTURE. GREENWIRED ALLOWS MEMBERS TO SHARE IDEAS, INTERACT, START PROJECTS AND IMPLEMENT THEM AS WELL. THE PLATFORM WAS OFFICIALLY LAUNCHED ON FEBRUARY 7, 2013.

WE INTRODUCED OUR VOLUNTEERS (BOTH ONLINE AND OFFLINE) TO THE PLATFORM, WHERE THEY CREATED PERSONAL PROFILES AND STARTED CONVERSATIONS WITH EACH OTHER. FROM DELHI TO CHENNAI, VOLUNTEERS BEGAN DISCUSSING ENVIRONMENTAL ISSUES THAT CONCERNED THEM ON BOTH NATIONAL AND INTERNATIONAL LEVELS.

VOLUNTEER-LED CAMPAIGNS (MOST NOTABLY THE ONES RELATED TO 'SAVING THE ARCTIC') HAVE ALREADY BEGUN AND OFFLINE MEETINGS ARRANGED THROUGH GREENWIRED HAVE ALSO STARTED TAKING PLACE. GREENWIRED HAS 170 MEMBERS AND THE NUMBERS CONTINUE TO GROW.

## GREENPEACE IN HINDI

Greenpeace India launched its Hindi website in May 2012. The purpose of this website is to tap into the larger online Hindi audience and grow its supporter base.

To test our Hindi work, we ran the Junglistan campaign in Hindi. We made a microsite in Hindi, and came up with Hindi posts for social media as well. Apart from this, we gave people on our email list an option to read our email in Hindi. Those who opted for Hindi were then sent emails in Hindi during the entire Junglistan project and projects after that. With this campaign, we were able to get around 3,000 Hindi supporters.

We got in touch with popular online news websites like Dainik Bhaskar, NBT, Visfot.com, Amar Ujala, etc, and bloggers, who published our Junglistan stories on their websites/blogs. We also got some free web advertising opportunities with popular news portals like visfot.com.

Our work in Hindi is still in its nascent stage. We hope to develop it further in the coming years.

### Conclusion

It was an eventful year and we hope to take forward and improve the work we accomplished during this time. In 2013, we plan to extend the engagement and listen to our supporters to gather quality support for our campaigns and for the environmental movement in India. After all, it's our supporters who make us Greenpeace, and it's the power of our supporters that make governments and companies fear us.



# FUNDRAISING

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## ENGAGING SOCIETY AND FUNDRAISING

©Greenpeace

# GREEN WARRIOR

Green Warrior carries the mission of Greenpeace to schools and colleges for a more socially responsive initiative. Youth can play a vital role in spreading the message of environment protection. Green Warrior attempts to motivate students, teachers, parents, organisations and working professionals to take actions that will help the environment.

The programme covers 3 aspects of environmental education:

- 1 **Conducting workshops** on environmental issues in schools.  

- 2 **Field visits** for students to get a practical understanding of the issue.  

- 3 **Organising events and exhibitions** for students to express their opinions on the issue.  


It is a volunteer-run programme. Volunteers coordinate with partner organisations who work with us and also organise field visits to students. Most of our volunteers are working professionals and college students.

The benefits are:

- 1 **Awareness** about environmental issues.  

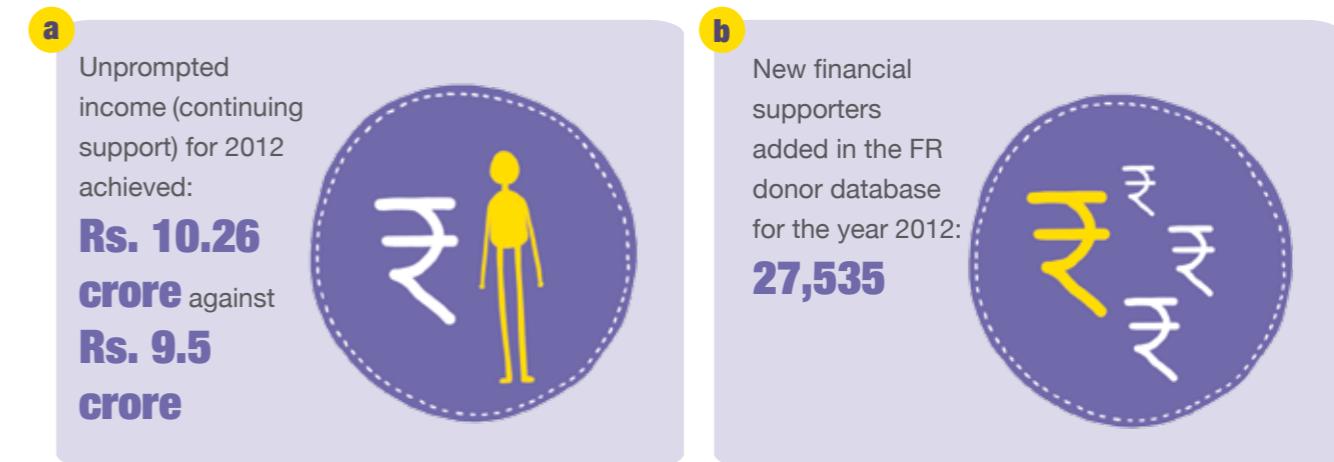
- 2 **Field trips** to bio-diversity hot-spots.  

- 3 **Introduction to technological innovations** in the field of renewable energy.  


The results of the Green Warrior programme in 2012, which was active in Delhi, Kolkata, Chennai and Hyderabad, are:

No. of petitions <b>14,695</b> 	No. of volunteers <b>151</b> 	No. of schools <b>46</b> 	No. of financial supporters <b>7</b> 
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# DATABASE



## MIDDLE DONOR (MD)

This branch was created with the sole intention of increased communication with supporters. MD aims for greater interaction throughout the year. More campaign updates, visits by supporters to Greenpeace offices and involvements in our campaigns have been the essence of the programme. Last year, one of our founding members of Greenpeace, Mr. Robert Hunter launched his book 'Warriors of the Rainbow' on the occasion of our 40th Anniversary. This book which chronicles our movement in our founding years, was presented and gifted to a group of MD supporters in a small get together.

The programme was able to nurture relationships with important supporters across the country that were established during the earlier years. **The average income from our supporters grew significantly to Rs.7,570.** The MD unit was able to build relationships with certain foundations which were keen on various campaigns supported by Greenpeace. The overall targets were over achieved and the perfect base was then created for the MD programme to become the Major Donor programme.

**GREEN WARRIOR ATTEMPTS TO MOTIVATE STUDENTS, TEACHERS, PARENTS, ORGANISATIONS AND WORKING PROFESSIONALS TO TAKE ACTIONS THAT WILL HELP THE ENVIRONMENT.**

## COMMUNITY FUNDRAISING (CFR)

In 2012, the CFR unit has achieved:



**3** **Door to Door (D2D)**  
fundraising was tested in September 2012. After witnessing its success, a dedicated team will be created in every city where Greenpeace has its office.

## MOBILES

**LIST GROWTH:** Mobiles has established itself as an effective tool to mobilise Indian citizens for campaign support. **This year we got 13,30,000 unique mobile petitions from all over India, for different campaigns (highest being Junglistan – coal vs. forest fight, 7,40,000 petitions).**

### SMARTPHONE INTEGRATION FOR DATA ACCURACY:

**Mobiles in action:** The mobiles team in association with the Campaigns department published a full-page anti-nuclear advertisement in two English dailies, The Hindu and Business Line, intended to shake India's political establishment, including the Prime Minister, and other stakeholders. It also carried a call-to-action for joining the mobile petition campaign. The advert was a high point not just because it was much-talked about in India's power circle but also because it was crowd-funded by 34,000 anti-nuke mobile activists.

**The mobiles team managed to raise Rs 6 lakh for the advert.**

**Means to reach out to people:** Mobiles unit used SMS, IVR (voice messages by the campaigners), posters with missed call numbers, online spots, videos on YouTube, newspaper spot, etc.

**Fundraising:** The year 2012 has seen mobiles making a significant contribution to fundraising. **The mobiles team along with support from Tele-fundraising has raised Rs 32.7 lakh.**

**New technology for campaign support:** Of the 80,000 people in the database, mobiles unit has managed to establish long-term association with 85% of them through the frontline team. While some supported us in campaign petitions, some have turned into financial contributors.

## DIRECT DIALOGUE (DD)

The year 2012 has been an eventful year for DD. Across 10 cities in India, our team spoke to more than 3,00,000 people on the streets making them aware of our campaigns & seeking support from them.

**More than 20,000 people pledged their support to Greenpeace by committing to give a small donation every month.** We have been successfully reaching out to an audience which will play a key role in shaping India's future.

DD continues to be one of the most important ways through which we have been able to garner support from individuals in India. DD has always been our main source of funds.

## SUPPORTER SERVICES

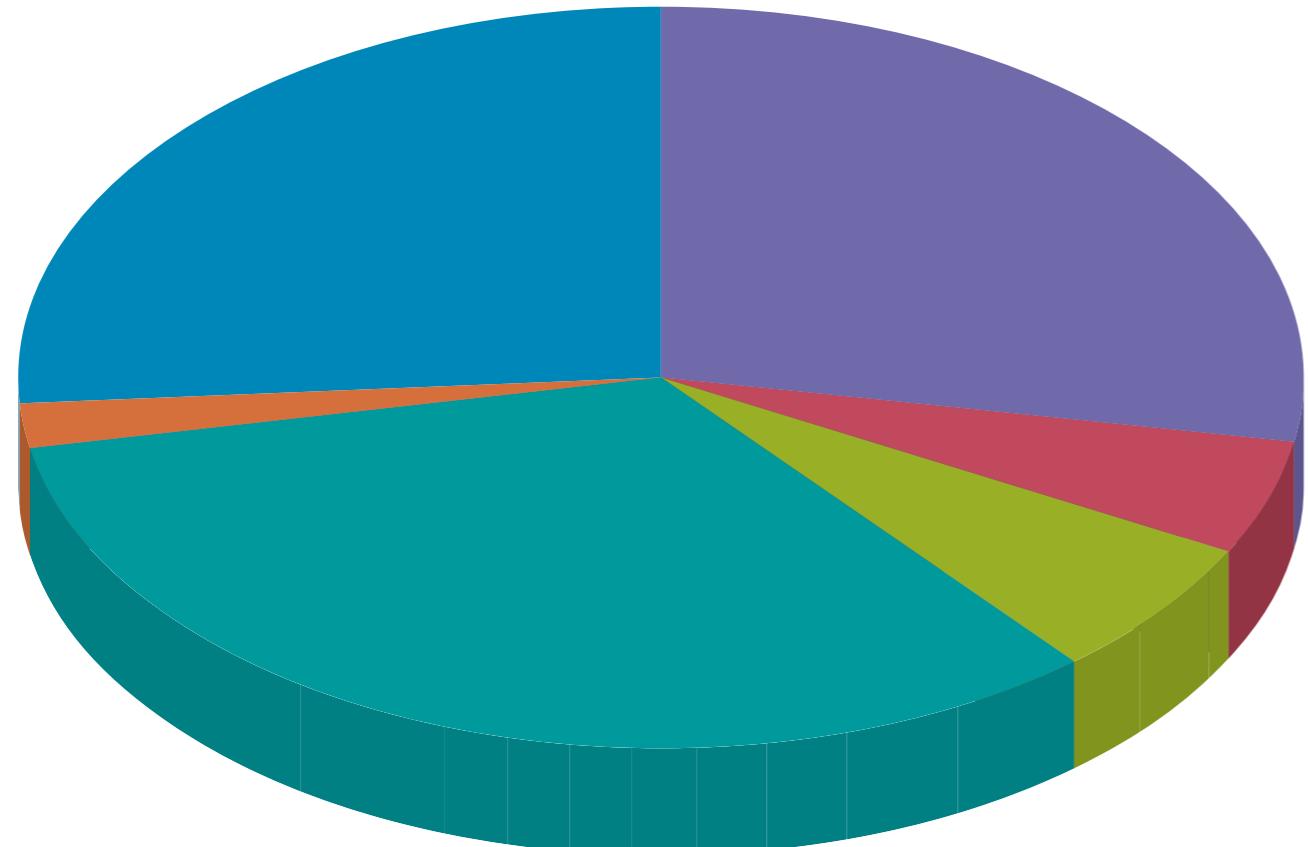
Support from individuals across the country is what has helped Greenpeace in sustaining its credibility and continue its work of protecting the world against some of the biggest environmental threats that we face today. Our principle of not accepting funding from any political parties, governments or corporations, has helped us maintain our independence for over 40 years now. With the number of individuals contributing to our work increasing significantly, we have been able to commit more resources to our fight against coal, genetically engineered food, etc.

**Thank you everyone for joining Greenpeace and giving us the strength to continue our fight. It is only through the collective voices of our supporters that we can tackle environmental problems and promote solutions.**

**OUR PRINCIPLE OF NOT ACCEPTING FUNDING FROM ANY POLITICAL PARTIES, GOVERNMENTS OR CORPORATIONS, HAS HELPED US MAINTAIN OUR INDEPENDENCE FOR OVER 40 YEARS NOW.**

# GREENPEACE INDIA SOCIETY

## CAMPAIGNWISE EXPENSES FOR 2012



## BALANCE SHEET AS AT 31/12/2012

GREENPEACE INDIA SOCIETY, New No. 47 (Old No. 22), II Cross Street,  
Ellaiyamman Colony, Gopala Puram, Chennai-600086

LIABILITIES		ASSETS		
Particulars	Amount	Figures for 2012	Particulars	Figures for 2012
Net Op.Balance of Surplus Corpus Fund received Add: Profit (+) or Loss (-)	65734002 0 38014308	103748310 9186089	Fixed Assets Cash & Bank Balances Money on Deposit Prepayments Receivables Advances	3134475 15479388 83515411 3659999 5363502 1781624
<b>Totals</b>		<b>112934399</b>	<b>Totals</b>	<b>112934399</b>

## PROFIT & LOSS ACCOUNT FOR THE YEAR ENDING DECEMBER 2012

Expenditures	Figures for 2012	Income	Figures for 2012
Fundraising & Public Awareness Campaign Expenses	45656851	Donations from Local Donors	133630076
Organisational Support Expenses	49008177	International Grants	106539670
Campaign Expenses	63532751	Interest received	7017045
Campaign Support Expenses	51151640	Other Income	176963
Profit carried to the Balance Sheet	38014308		
<b>Totals</b>	<b>247363727</b>	<b>Totals</b>	<b>247363727</b>

For GREENPEACE INDIA SOCIETY

SAMIT AICH  
(Executive Director)

Date: 28<sup>th</sup> February 2013

For GREENPEACE INDIA SOCIETY

ASHISH KOTHARI  
(President)

For R.K.KUMAR & Co.  
Chartered Accountants

C.R.SUNDARARAJAN  
(Partner)



©Sumer Verma / Greenpeace

# PHOTO FEATURE

- LICENSED TO LOOT
- DEFENDING OUR OCEANS

1000  
500  
250  
125  
50  
30  
15  
8  
4  
2  
1



125

# LICENSED TO LOOT

## A GREENPEACE INDIA INVESTIGATION ON THE LETTER OF PERMIT SCHEME

**B**etween December 2011 and February 2012, Greenpeace India sought to document and understand the scale, prevalence and type of industrial fishing being undertaken further out in the Indian Exclusive Economic Zone (EEZ), especially under the Letter of Permit (LoP) scheme operated by the Ministry of Agriculture.

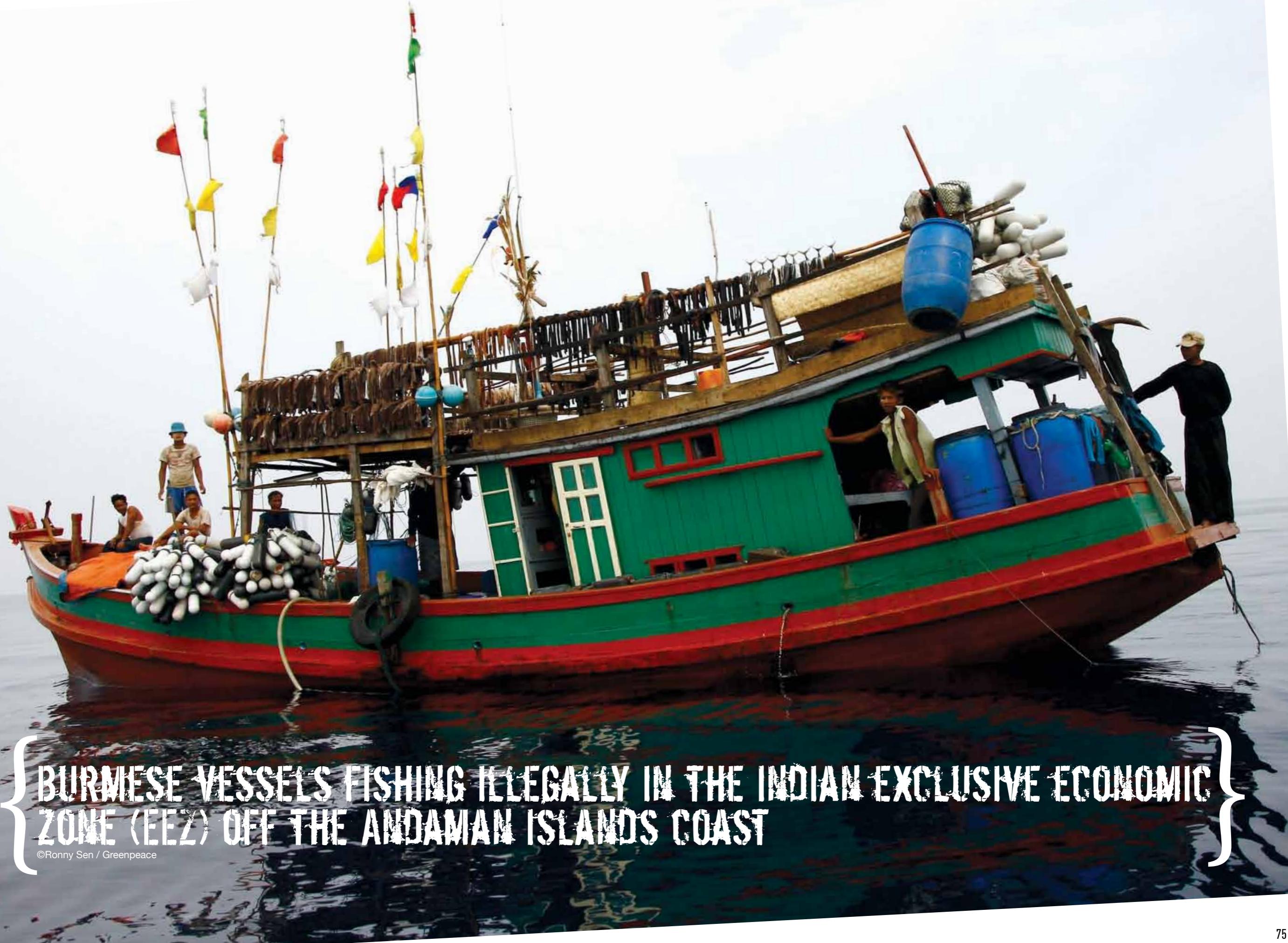
India's seas and associated marine resources sustain the livelihoods of an estimated 10-12 million people dependent on marine fisheries. Since the implementation of LoP, the scheme has been riddled with irregularities and poor enforcement resulting in overfishing and degradation of India's marine environment.

Insufficient monitoring, control and surveillance of fishing activities has led to a proliferation of illegal, unregulated and unreported fishing (IUU). Adding a layer of complexity to IUU fishing is the operation of foreign fishing vessels in the Indian EEZ under the LoP scheme. These foreign based fishing companies are using the loopholes in the LoP scheme to their

advantage. Double flagging is one such loophole where the original vessel owner registers the vessel to a shell company which signs an agreement with an Indian company. For instance, a Taiwanese registered vessel obtains an interim registration certificate from a country like Sierra Leone. This new registration is surrendered to the Indian Mercantile Marine Department to obtain clearance for fishing under LoP scheme. However, the vessel's original Taiwanese registration is retained so that it's dual-registered. This is part of the globally recognised scandal of flag-hopping that allows such vessels to fish in the waters of other countries without having to actually register with them. Dual registration is illegal in India.

The LoP scheme also requires the vessels to display their Indian names prominently while flying the Indian flag. But the name of the original vessel is changed while operating in the Indian EEZ by masking the original name and registration number and painting the Indian name. Currently, eight vessels on the Indian Ocean Tuna Commission (IOTC) list with the Indian flag (LoP vessels) are also concurrently listed on the Western and Central Pacific Fisheries Commission (WCPFC) list.

Apart from environmental and economic impacts, the social impact of industrialised fishing is well established in different parts of the world. With a significant decline in near-shore waters, Indian fishermen have to go further out at sea. Presence of LoP foreign vessels is resulting in declined catch and destruction of marine resources.



BURMESE VESSELS FISHING ILLEGALLY IN THE INDIAN EXCLUSIVE ECONOMIC ZONE (EEZ) OFF THE ANDAMAN ISLANDS COAST

©Ronny Sen / Greenpeace



Activists from the Greenpeace ship MY Esperanza expose four Burmese vessels indulging in illegal fishing in the Indian Exclusive Economic Zone (EEZ) off the Andaman Islands' coast. ©Ronny Sen / Greenpeace



Balaji 5, 6 and 9 trawlers were found in complete violation of the guidelines, set by the Ministry of Agriculture, by being registered both in India and in Taiwan ©Ronny Sen / Greenpeace



A crew member cleaning a Tuna fish onboard Balaji no. 5 while fishing under the Letter of Permit (LoP) scheme ©Ronny Sen / Greenpeace

{ MARLIN CAUGHT BY THE LONGLINER, BALAJI NO. 5 WHILE FISHING UNDER  
THE LETTER OF PERMIT (LOP) SCHEME. }

©Ronny Sen / Greenpeace

Greenpeace to save oceans dives deep



**O**n the eve of the high-level segment meetings at the UN conference on biodiversity (COP11) in Hyderabad that saw heads of state decide on measures to safeguard the oceans and wildlife that inhabit them, Greenpeace dove to the sea floor to one of the most bio-diverse areas of the Indian Ocean to send a message to the Indian government that they must protect oceans and communities whose livelihoods depend on the fruits of the seas.

Diving to a depth of 65 feet or nearly 20 meters just off the coast of the Andaman and Nicobar Islands, Greenpeace

activists unfurled a banner reading - India, Protect our oceans now. Greenpeace chose the location because of Andaman Islands' unique marine ecosystems and highlighted what is at stake if protection measures are not taken urgently.

India currently has less than 2% of its marine areas protected. Outside of these areas, unsustainable destructive activities - from large ports to industrial fishing - are threatening India's rich marine bounty, and the many people who depend directly on it for its livelihoods.

If India is serious about prioritising marine and coastal conservation in the country, then our leaders should begin by devising comprehensive means of protecting our offshore waters. With the necessary scientific information in hand, they must then consult with communities, civil society and industry to ensure that effective but equitable measures are put in place.



# GREENPEACE INDIA OFFICE ADDRESSES



KEY	
	<b>HEAD OFFICE</b>
	<b>REGIONAL OFFICE</b>
	<b>OTHER OFFICES</b>

## HEAD OFFICE

### Bengaluru

1. Greenpeace India Society  
#60, Wellington Street  
Richmond Park  
Bengaluru 560 025  
**Tel.:** +91 80 42821010  
2. #338, 8th Cross  
Wilson Garden  
Bengaluru 560 027  
**Tel.:** +91 8067300400

## REGIONAL OFFICE

### New Delhi

Greenpeace India Society  
#A-23, Second floor  
Green Park  
(near Aurobindo Market)  
New Delhi 110 016  
**Tel.:** +91 11 66665000  
**Contact:** Meenu Sharma  
**Mob.:** +91 95605 33700

## OTHER OFFICES

### Chennai

New No. 47, Old No. 22  
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**Contact:** Abilash Subramanian  
**Mob.:** +91 98408 16024

### Hyderabad

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**Tel.:** +91 40 66022361  
**Contact:** Dinesh Jaiswal  
**Mob.:** +91 98669 74648

### Kochi

No 36/292, C-2  
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Lisie Pullepady Road  
Near Lisie Hospital  
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**Contact:** Subhas Kumar Paswan  
**Mob.:** +91 88911 25092

### Kolkata

3/15, Poddar Nagar  
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### Navi Mumbai

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Near Priyadarshani, Ghantali, Naupada  
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**Mob.:** +91 77386 71512

### Patna

Plot No. R - 27  
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Patna 800 025  
**Tel.:** +91 612 2587373  
**Contact:** Md. Saifullah Khalid  
**Mob.:** +91 93044 68443

### Pune

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**Tel.:** +91 20 65612780 / 64004474  
**Contact:** Vijay Pratap  
**Mob.:** +91 85518 00068

### Waidhan

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District Singrauli M.P.  
Waidhan 406 886  
**Tel.:** +91 780 5233053  
**Contact:** Narendra Dubey



Prevent a **blackout.**

A missed call to  
**07676 411 777**  
would give hope to our wildlife.

# **GREENPEACE**

ग्रीनपीस

## **GREENPEACE INDIA SOCIETY**

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