THE SCOOP ABOUT FUNDRAISING AT GREENPEACE!

- Banu Priya

The amazing journey began 3 years ago when I joined Greenpeace India as a street fundraiser; I wasn’t sure where this journey would take me. Today, Greenpeace has become family to me!

Essentially, my job is to go out on the streets and speak to people every day, and urge them to support Greenpeace financially. I approach 80-100 individuals every day, engage with them in a dialogue on what Greenpeace is and how our environment is facing deadly threats. Many people turn away, but a few stop to listen and those are the ones that stay with us forever and make all the difference.

My job might seem like pushing water uphill with a rake! I won’t deny that it is difficult to face so many rejections every day. However, the passion to save my environment drives my spirit. Every individual who agrees to join hands with us inspires me.

If not today, then it’s no other day to save the environment and the future of our planet. I have found a meaningful way to contribute back to the environment. My planet is my home. With that conviction, I walk out every morning and spread the word to save our mother nature.

Greenpeace does not take any donation from corporates or governments. Greenpeace is fiercely independent and survives on donations solely from individuals like you.

Recommend a Friend
Have a friend who loves the planet?
Send us their name and phone number and we’ll call them!
SMS GREEN <name> <number> to 9220092200

Supporter Services
Email: supporter.services.in@greenpeace.org
Phone: 1800 425 0374
(Monday to Friday, 9:00am to 7:00pm)

New address/ email/ phone number?
Email your current contact information to supporter.services.in@greenpeace.org

If working for a cause and increasing awareness is what you are looking for, then write to us: syed.asifullah@greenpeace.org

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Year ends are always a time of reflection. 2014 has, by and large, been a sea of high and low tides at Greenpeace India. In June 2014, following an alleged report by the Intelligence Bureau which called us anti-national and anti-development, Indian Government restricted our lawful access to the funds that we receive from our international donors. This was a direct attack on democracy and our fundamental right to free speech.

Despite of the government’s recurring attempts to crush Greenpeace India’s right to hold diverse opinions, we reached significant milestones and moreover won a campaign this year! You might ask, how? How were we able to continue with our work successfully? It was only possible because Greenpeace believes in people-powered movements; Individuals like yourself have time and again supported us morally and financially.

Amidst these hard times, our extremely efficient team of fundraisers vowed to not see things as dreadful as it appeared, and instead diligently continued to raise funds. I’m myself amazed by the conviction in their courage, thanks to which we have over 3 lakh financial supporters in India alone till date.

It is the Indian supporters like you who make us as Indian as we are and that keeps us going with the indomitable spirit that Greenpeace is so well know for. With you we exist, and we campaign only with your unstinting support to Greenpeace!

“Change does not roll in on the wheels of inevitability, but comes through continuous struggle” -this well known line complements our ongoing battle to save the forests over coal, life over strife and people over profit. Victories do not happen overnight, incredible nature-lovers like you give us the indispensable support and strength at every step to save our beautiful planet.

2014- A YEAR OF UPHILL BATTLES AND MILESTONES!

This was a yet another amazing year! There were huge victories, significant milestones and some hard times as well. We bring to you a summary of the major highlights:

Now that’s what we call a victory! A report launched by Greenpeace India in early August revealed a shocking truth that our national drink- tea- contains traces of illegal pesticide residues. Following the huge force and flurry from over 50,000 tea and environment lovers, 4 major tea brands- Hindustan Unilever, Tata, Girnar and Wagh Bakri agreed on safe and sustainable cultivation of tea. What a historic victory, friends!

Dharnai lights up after 30 years of darkness! Greenpeace India, with the help of BASIX and CEED, set up a solar powered smart micro-grid in the village Dharnai, Bihar that is supplying clean electricity to the entire village, 24x7. Decentralised and a sustainable solution to rural electrification. If this isn’t development, then what is?

Fight to save the Mahan forest goes global! Greenpeace India and villagers from communities around Mahan relentlessly protested against Essar’s destructive plan of coal mining under the forest. The campaign managed to mobilise over a million forest-lovers in and outside India to come together and support the cause.

SC leaves us thrilled to bits! The Supreme Court, in late August, cancelled 214 out of 218 coal block allocations on grounds of arbitrariness, legal flaws, lack of transparency and fairness. This includes the Mahan coal block and gives hope to activists calling out against mindless mining clearances that violate rights of forest dwelling communities and destroy wildlife. The villagers in Amelia along with the Mahan Sangharsh Samiti gathered and celebrated the SC declaration.

Lego, Le Victoire! Following our campaign, Lego ended its 50 year partnership with Shell (Shell is the oil giant racing to exploit the pristine Arctic for dirty oil). Lego got awesome and joined hands with Greenpeace to Save the Arctic. Again, this victory is unthinkable without the support from millions of individuals in and outside India.
**HUMANS AND WILD ELEPHANTS BEAR THE BRUNT OF DEFORESTATION IN CHHATTISGARH**

Greenpeace India’s thorough investigation and report, Elephant in the Room, revealed unimagined consequences of deforestation in Central Indian states like Chhattisgarh, Odisha and Jharkhand! Rapid deforestation in Odisha and Jharkhand forced wild elephants to migrate to the forests of Chhattisgarh in the 1980s.

Data obtained from the state forest departments show increasing incidents of Human-elephant conflict. The three states together have only close to 10% of the elephant population of India but account for about 65% of human death due to human-elephant conflict.

<table>
<thead>
<tr>
<th></th>
<th>Chhattisgarh</th>
<th>Odisha</th>
<th>Jharkhand</th>
<th>Chhattisgarh + Odisha + Jharkhand</th>
<th>All India</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of elephants</td>
<td>247</td>
<td>1930</td>
<td>688</td>
<td>2865</td>
<td>30051</td>
</tr>
<tr>
<td>Average human casualty by elephants / year</td>
<td>25</td>
<td>59</td>
<td>108</td>
<td>192</td>
<td>300</td>
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<tr>
<td>Number of people killed / 100 elephant / year</td>
<td>10</td>
<td>3</td>
<td>16</td>
<td>29</td>
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Adding to this, further expansion of coal mining plan in Chhattisgarh is slowly engulfing more and more forest area, adding to the misery of the wild elephants. Elephants get into conflicts with humans as they often wander into the villages, resulting in loss to property, human and elephant lives.

Between 2005 and 2013, 198 human lives have been lost due to elephants trampling down houses, and 14 elephants have died due to electrocution. Elephants, the majestic creatures full of power and wisdom aren’t the only ones suffering from this extreme environmental displacement; the forests are also home to leopards and sloth bears, and maybe even tigers.

With you, we now urge the Centre and the state government to avoid auctioning coal blocks within the forests and set-up an independent committee to study the elephant movements in the state. We ought to be bear in mind that elephants do not forget!

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**VOLUNTEERS RUNNING HIGH AND FAST!**

What can a tiny group of volunteers do? Allow us to answer that once-Something commendable!

A tiny idea of opposing the genetic modification of crops sprout into something big after a few Greenpeace volunteers visited a small affected village on the Pune-Mumbai highway. What happened next was amazing! Lots of brainstorming sessions, dancing, a flash mob, and a marathon! The volunteers left no opportunity to do something creative and extraordinary. A flash-mob was organised to inspire people to participate in the ‘Say No to GMO’ marathon. On December 21st, brimming with energy and enthusiasm, the marathon took place. Not to forget, it ended with lots of GM-free bananas and biscuits.

Even if the plan didn’t go like clockwork, the passion ran high. After all, there’s nothing more than the spirit that matters. The whole essence of the ambitious event was to join hands for a cause-keeping risky and hazardous genetically modified food crops away from our plates; Because nobody can meddle with our food!

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**INcredible Kumi Visits Our Incredible India!**

On his visit to India, Kumi Naidoo, Greenpeace International Executive Director along with his Indian counterpart Samit Aich, met with Mr. Prakash Javadekar on the 10th November 2014.

The meeting was the first ever interaction between Greenpeace and the government after our international funds were blocked in August 2014. In his conversation with the Minister for Environment and Forests Mr. Javadekar, Kumi clarified Greenpeace India’s campaigns and shared their concerns about the curbs that the environmental watchdog is facing in the country. Mr. Javadekar acknowledged Greenpeace India’s role and proposed to invite us for upcoming civil society consultations that the minister plans to conduct before climate talks at Lima in Peru.

With more and more people around the world waking up to major threats that our planet is currently facing and all the natural resources we stand to lose, India too must make the necessary plans to protect and preserve our country’s natural resources and take the right steps in doing so.