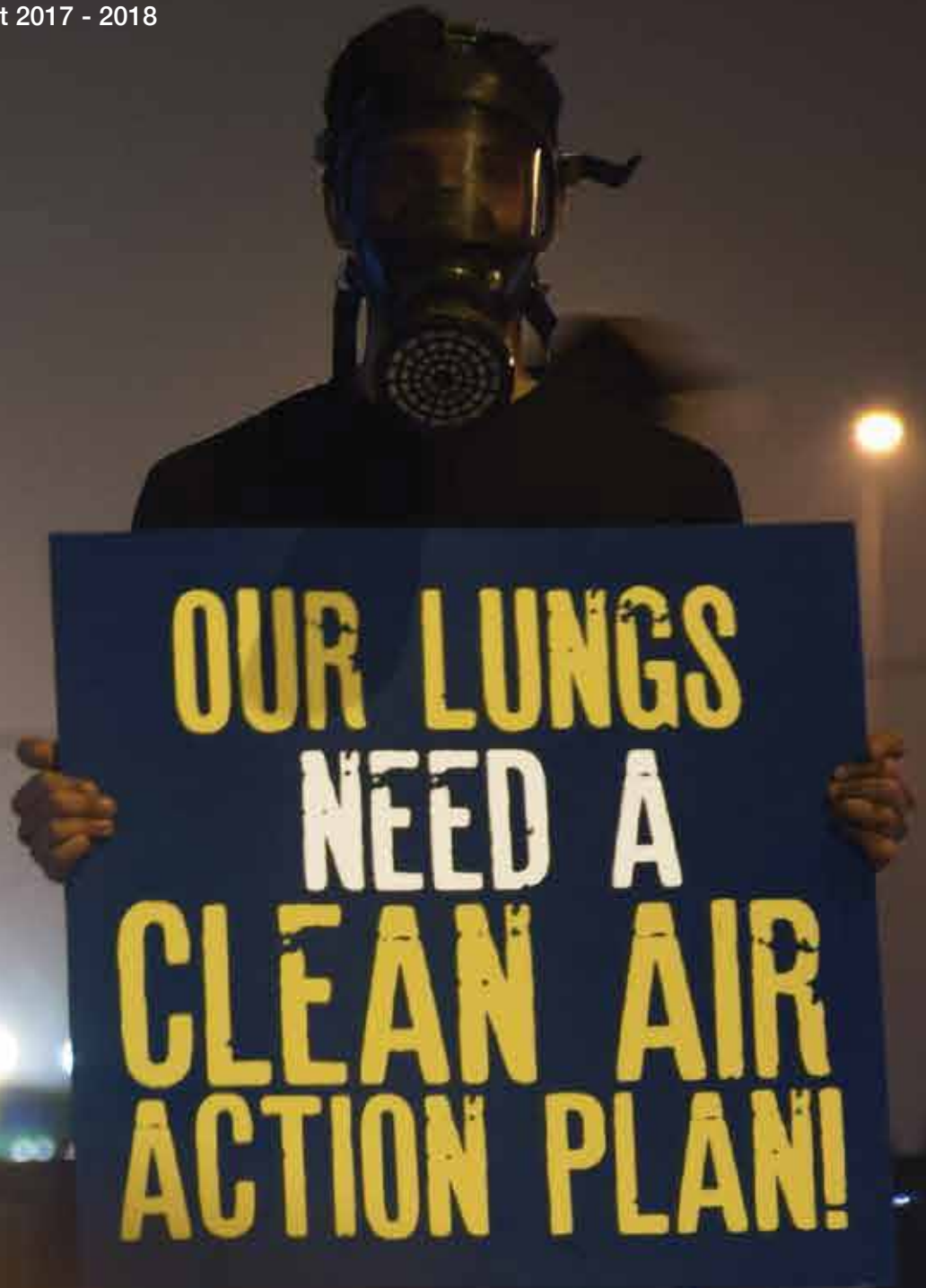


**GREENPEACE**  
ग्रीनपीस

# PEOPLE POWER for CLEAN AIR

Annual Report 2017 - 2018



# CLEAN AIR HEROES

Mumbai



CLEAN AIR NATION

#MumbaiAirPollution

GREENPEACE

**Edited, printed and published by:**  
Ramesh Singh for Greenpeace India Society  
which has its office at:

#173, 9th Cross  
1st Stage, Indiranagar  
Bangalore - 560038  
India

**Supporter Services:** 1800 425 0374/ 080 22131899

[supporter.services.in@greenpeace.org](mailto:supporter.services.in@greenpeace.org)

[www.greenpeace.org/india/en/](http://www.greenpeace.org/india/en/)

**Design:**  
Penmi Rungsung

**Cover Image:**  
Saagnik Paul / Greenpeace  
Protest Sign at India Gate in New Delhi.

*Printed on 100% recycled paper*

Citizens Pledge for Clean Air in Mumbai.  
© Benjamin Thomas / Greenpeace

CLEAN AIR NATION

# TABLE OF CONTENTS

## p. 03

### I. **Towards a Green Consciousness**

- I.1 Inspired by Greenpeace
- I.2 Nothing is Stronger than the Heart of a Volunteer!
- I.3 People Power

## p. 07

### 2. **Letter from the Board Chair**

## p. 09

### 3. **Energy Transition: Coming Soon to an economy near you!**

- 3.1 Momentum for Clean Air
- 3.2 Airpocalypse II
- 3.3 Greenpeace India and Citizens for Clean Air: Reckoner

## p. 13

### 4. **Phasing Out Coal: Necessary and financially feasible**

- 4.1 Coal and Climate Change
- 4.2 Let's Stand Up for Clean Energy

## p. 15

### 5. **Delivering on Sun for Renewable Energy** RE for India

## p. 16

### 6. **Living Soils for Sustainable Livelihoods** Kedia Shows the Way

## p. 17

### 7. **Celeb Engagement Setting a Green Trend**

- 7.1 Ambassador of Hopes
- 7.2 Rainbow Warrior

## p. 19

### 8. **Mobilisation: Go Spread the Word**

## p. 21

### 9. **Communications and Media: The Good Word**

## p. 23

### 10. **In Support of Greenpeace** Fundraising: The Impact

## p. 24

### 11. **How Greenpeace India utilised its funds**

AT THE CORE OF EVERY GREENPEACE CAMPAIGN, NEWER PEOPLE, DISTINCT VOICES, AND INDOMITABLE PASSION JOIN FORCES TO GIVE US CLEANER AIR, HEALTHIER SOIL AND A BETTER PLANET.

## I. Towards a Green Consciousness



Protest Sign at India Gate in New Delhi.  
© Saagnik Paul / Greenpeace

### I.I Inspired by Greenpeace

*“Greenpeace is made up of both staff and volunteers, and that is the beauty of it. People, without worrying about whether they are getting paid or not, without worrying about which country they belong to (it’s an international organisation), come together without flags because the planet is one planet, and we live on it. We are inspired by the people who belong to Greenpeace, and all the volunteers in it.”*

#### Anand Patwardhan

Award-winning documentary filmmaker on social rights themes.

## I.2 Nothing is Stronger than the Heart of a Volunteer!

“Greenpeace India campaigns are people-centric”, says Greenpeace India Actions Manager, Teju Erappa.

In tandem with this spirit, in 2017, we garnered huge support from the resident welfare associations (RWAs) in Delhi for our Solar House on Wheels campaign. In certain places, we were touched to see the presidents of RWAs help us navigate the solar bus, mobilise residents of the society, make presentations on the efficacy of solar energy, and even organise snacks and water for Greenpeace volunteers.

Partnering with our composting campaign, a resident of Bangalore shared her experience with 110 students who were part of our cyclothon event. Over 3,000 pots were filled with seeds and plants by Bangalore’s citizens, and many committed to start practicing waste segregation and composting.

The U-17 FIFA was one of the biggest international sporting events that was hosted by India in 2017, with matches at the Jawaharlal Nehru Stadium in Delhi. During the event, Greenpeace India, together with other organisations and volunteers drew attention towards the problem of air pollution in India.

Greenpeace India hosted the iconic ship Rainbow Warrior in three cities - Goa, Mumbai and Cochin. A series of activities were hosted in these three cities. It was opened up for NGOs, environmental groups, Greenpeace volunteers, students, social activists and

journalists to board the ship, to learn about the work of the Rainbow Warrior across the globe, and her role in saving our planet. The ship hosted workshops and events around Greenpeace India’s Food for Life and Renewable Energy campaigns.

Around 100 individuals participated in a protest outside the Ministry of Environment Forestry and Climate Change (MoEF&CC), Government of India, to raise their voice against the emission standards for thermal power plants not being implemented. It was yet another example of how people from all walks of life including students, activists, working professionals and groups are coming together to demand clean air. More recently, 22 Greenpeace activists took legal and physical risks to highlight this life and death issue – some to unfurl a banner in Mumbai, others to stand in front of the Badarpur Thermal Power Plant. This action generated widespread news, and drew social media attention.



Action at the Ministry of Environment and Forests in New Delhi  
© Saagnik Paul / Greenpeace



Citizens of New Delhi with the Solar Comet Bus.  
© Saagnik Paul / Greenpeace

### I.3 People Power

Greenpeace India activist and Actions co-ordinator Ali Abbas is elated that 2017-2018 saw People Power in full force. “We took the Solar bus to almost all segments of society. We covered all areas from rich bungalows to middle class apartment buildings, and slum communities. It was overwhelming to hear appreciation from the people who visited the bus. In a society near Vishwavidhyalaya, a parent wanted his 12-year-old son to enrol as volunteer for Greenpeace,” he beams. “And what touched me most, was that people from all walks of life braved the Delhi heat to spread awareness on solar. Others worked by the night, to help us install a 30ft by 30ft vertical gardens in Bangalore. Some dressed in traditional attire, welcomed the Rainbow Warrior crew in Bombay. And some others braved legal risks to organise peaceful demonstrations across the country.”

Each Greenpeace campaign in 2017-2018 shows how people have chipped in, ranging from participating in focussed discussions to making petitions and driving public engagement activities while taking risks along the way. This year has been about people power all the way.

**PEOPLE  
POWER  
WINS**



Banner on the Rainbow Warrior Docked in Mumbai.  
© Sajjan Ponappa / Greenpeace

## 2. Letter from the Board Chair

---

The year 2017-18 was one when Greenpeace India bounced back after being challenged severely. The past few years have been tumultuous with government crackdowns, leadership transitions and a rapidly declining environmental scenario in India. In the face of these the resilience displayed by the organisation in springing back has been nothing short of remarkable. The key approach for the organisation during 2017-18 was to focus on working with others in all our campaigns and expressing solidarity where needed. Whether with coalition partners or volunteers, or donors, this year showed that it is possible for environmentally conscious people to come together to stand up for what is right. Even if the results are not always immediate, visible or encouraging, this was a year of hanging in and staying engaged, not losing heart, not losing focus.

Rainbow Warrior, Greenpeace's energy efficient sailing ship, and a symbol of pride, arrived on the shores of India to provide a platform in creating dialogues on climate change, renewable energy and sustainable agriculture. Greenpeace India and its friends and patrons welcomed the iconic ship and heard of its heroic feats and experience.

The older generation needs to remember that "we borrow the world from our children" and trust and support the immense potential of youth. As a teacher I am reminded of this daily and it was wonderful to see the conviction with which young people led wonderful campaigns in Greenpeace India. Pioneering climate wins and seeking more accountability, the organisation always is increasingly becoming a voice of strength and values to reckon with. It is also refreshing to see that despite unforeseen changes and shifts, both internally and externally Greenpeace is standing in solidarity with other civil society organisations, who support sanity, stand up and speak truth to power. Focusing on certain issues and persevering, often with no end in sight, is one of the key strengths of Greenpeace India and will continue to be so.

The Greenpeace Board has been intently listening to all your concerns, feedback and advice and has been steering the organisation's direction during this difficult period. On behalf of the board, I wish I could thank each one of you personally, for believing in Greenpeace India and for supporting its goals, which are to bring about an environmentally sane world and leave a livable world for the coming generations, a world where there is justice, equity and peace. I am sure these are not values that are unique to Greenpeace, but to many groups and organizations, millions of individuals, with and without voice. This is not work just for the visible few, but for and on behalf of the many whose faces we don't see, whose voices we don't hear.

We would be happy to hear from you and would request you to continue sharing your feedback, and perspectives, for this annual report and our work,

**Gauthama G**  
On behalf of the Board  
Greenpeace India

---





*“I’ve been a part of Greenpeace India for a few years now, and have actively been involved as an activist in a couple of actions. I was eager to participate in the Clean Air Nation campaign after a two-year-long break. It was satisfying to meet our fellow climbers and activists after a long time. My involvement in the campaign has given me insight about the air quality issue not only in Bangalore, but in other parts of India as well. The outcome of the campaign has been good. Also, Greenpeace India’s campaigns have had a significant impact on the media. Through these campaigns, they have touched many lives.”*

**Nishan Iappa**

Marketing executive for a start-up, part-time musician and Greenpeace India volunteer

*Nishan is among a growing supporter group that pitches in with Greenpeace India’s energy transition campaign, to voice the need for clean air, phase out coal and switch to renewable energy.*

### 3. Energy Transition: Coming Soon to an economy near you!

“The need for energy transition,” says senior campaigner Nandikesh Sivalingam, “comes from the fact that conventional sources of electricity such as coal have massive impacts on air, water, land, livelihood, public health, and on climate. Hence, the only way forward for the country to develop without destroying our natural resources and people, is to move to cleaner forms of energy like solar and wind, while ensuring that air pollution from existing coal plants is minimised.”

With this clarity, the energy transition campaign for 2017-2018 was focused on ensuring that India has a systematic action plan to tackle air pollution. Reducing air pollution emissions from the coal sector in accordance with India’s new emission standards is part of the action plan. Our renewable energy (RE) campaign involved increasing consumer awareness on rooftop solar power in Delhi to ensure that the RE uptake increases. We also pushed the Bihar State Government to renew its RE policy to include micro grids as a key feature.

#### 3.1 Momentum for Clean Air

India is facing a massive, life threatening air pollution crisis, and so Greenpeace India’s Clean Air campaign received the maximum thrust. In January 2018, the Airpocalypse II report was released, a follow up of the Airpocalypse I report the previous year. Both the reports highlighted that air pollution is a national issue, and not just limited to Delhi..

With the Clean Air campaign gaining prime focus for the year 2017-2018, there have been on-ground changes in terms of policy making, and with respect to the participation of citizens in lobbying for government policies. The Government of India announced a National Clean Air Programme (NCAP) in December 2017, and the Ministry of Power committed to implement the emissions standards for thermal power plants.

Working actively with a broad coalition, we have got the powers that be to move, albeit slowly, on the issue. “Today, no issue can be won as an individual or by one group alone,” says Nandikesh. “It requires a wide variety of people like donors, volunteers, NGOs, lawyers, and even like-minded politicians. This year, the air pollution campaign had many coalition partners including Greenpeace India, Go Green and The Climate Agenda.”

*“I see our future going up in smoke. My involvement in the Clean Air campaign has been very intense because I care for our future. I am glad that I have been part of the campaign, and the resultant change it has brought about in government policies and people’s attitudes. Influenced by me, people I know have started taking tiny steps by speaking about the air quality in our country, and making small initiatives to personally control air pollution.”*

**Bhanu Priya**

Activist, Clean Air Campaign

Sunil Dahiya, Senior Campaigner, Climate and Energy, points out: “The change for a better planet cannot be achieved just by us at Greenpeace alone, we need a larger momentum. An effective campaigner is one who is able to create and motivate many other campaigners by imparting his/her knowledge and expertise. The government coming up with the National Clean Air Programme (NCAP) would never have been possible without the national momentum against rising air pollution. This momentum is fuelled by hundreds of Clean Air activists and campaigners at Greenpeace and beyond, among the larger coalition partners.”

In the ongoing fight for a Clean Air Nation, for Sunil and like-minded campaigners, the idea is to monitor whether

India is moving in the right direction. We developed the Clean Air Nation campaign to have comprehensive, systematic, and time-bound legislations. In India, until very recently, the air pollution campaigns were directed towards big cities. All actions in Delhi, up until now, have been about tackling transportation. Insufficient attention has been paid to other major sources of air pollutants: power plants, industries and waste burning. We are now endeavouring to cut emissions from the most polluting industries, and transition to fossil-fuel-free modes of transportation in our bid for a Clean Air Nation. “The dream to have breathable air quality seems to be more realistic now as compared to a few years earlier, says Sunil. “But yes, all this will take a lot more time and sustained effort from all of us.”

## 3.2

### Airpocalypse II

Among the most significant steps taken to highlight the situation of worsening air quality across the country, was the launch of the Airpocalypse II report in January 2018. In a bid to highlight the air pollution crisis, the Airpocalypse II report analysed the PM10 annual average recorded for 280 cities, covering a population of 630 million, or 53% citizens of the country's total population. A massive part of the population, 580 million (47% of the population), are living in districts where no air quality data is available. Out of 630 million, close to 550 million people live in areas exceeding national standards for PM10, including 180 million living in areas where air pollution levels are more than twice the stipulated limit of 60 ug/m3, which has been set by the Central Pollution Control Board (CPCB). As a result, 47 million children are worst affected, the report indicated. Airpocalypse II urged the government to institute a robust air quality monitoring system, and enforce strict emissions regulation systems, apart from banning waste burning and other measures to clean the air. This follows the Airpocalypse I report launched in January 2017, which surveyed PM10 data for 168 cities and towns.

## 3.3

### Greenpeace and Citizens for Clean Air: Reckoner

The Clean Air Nation campaign gained momentum starting March 30, 2017, with 1,05,241 citizens represented in a petition submitted to the MoEF&CC. The petition sought the timely implementation of emissions standards for thermal power plants, with no dilution. In turn, the Ministry responded to Greenpeace India and its coalition partners with the assurance that there will be "no dilution of emissions norms".

In May 2017, Greenpeace India demanded timely and quick implementation of the new emissions standards.

In October 2017, Greenpeace put forth a brief analysis which stated that the PM10 levels in the six cities hosting the FIFA U-17 World Cup were well beyond the acceptable standards in the previous year.

In the wake of the blanket of post-Diwali smog in Delhi, a Greenpeace India statement reiterated the need to check the major sources of pollution and curb episodic sources such as firecrackers in a bid for a round the year breathable environment across geographies.

In November 2017, Greenpeace India demanded a Regional Action Plan to control air pollution in Uttar Pradesh.

In December 2017, we welcomed news that the NCAP has been formulated to fight the air pollution crisis in India.

While January 2018 saw the release of the Airpocalypse II report, February 2018 saw Greenpeace emphasising the importance of having a comprehensive, systematic, time-bound Clean Air Action Plan with clear financing mechanisms, and fixed accountabilities as the only way forward to a Clean Air Nation.

Environment protection organisations including Greenpeace India, Go Green and The Climate Agenda joined other civil society groups in Lucknow in February 2018 to organise a symposium on air pollution at the Sheroes Café.

In March 2018, Greenpeace India advocated that while the NCAP is a good start, it lacks transparency, specificity, and a timeline among other parameters, while one can make it strong enough to be able to reduce pollution levels. And in Mumbai, a group of climbers, who are also environmental enthusiasts, pinned a 60 foot by 22 foot banner to the Vashi Bridge demanding 'Mumbai Clean Air Now!'



# साफ हवा मेरा अधिकार

**#MyRightToBreathe**

 **CLEAN AIR  
NATION**

**GREENPEACE**  
ग्रीनपीस

*“One hot sunny afternoon in March, I received a call from our mentor at Greenpeace asking about my interest in joining an upcoming volunteer session. Just when I thought I couldn’t have spent the day any better, came the surprise announcement of volunteer-activists’ participation in an upcoming activity. The intention was to stand in the gap, and raise concerns of over 1,00,000 Indian citizens about the careless implementation of strict standards for all coal-fired thermal power plants across India. And that was not all, news suggested that there was also a discussion within the government body that there will be a weakening of these standards. I wanted to do something about it because this seemed like a thoughtless decision. I stepped up to the role of an activist. My dream was coming true; the dream of being part of an adventurous, thrilling, risky, and impact-creating action. As the D-day closed in, my excitement grew stronger. I took up the daring responsibility of wearing a large, 4-kilogramme-heavy black lung that read ‘Coal Kills Air’ for over two hours.”*

**Shweta Mittal**  
Greenpeace India Activist

## 4. Phasing Out Coal: Necessary and financially feasible

As the polluting fumes engulf the nation and pose a health hazard, it is imperative that India moves away from coal. Globally, various countries have already committed to stop consuming this killer energy source.

### 4.1 Coal and Climate Change

The world faces a steep challenge to keep temperature rise as close to 1.5 degrees C as possible, in keeping with the Paris Climate Agreement. India and many other developing countries will be among the worst hit by climate change, even as we struggle to pull millions out of poverty, contends Ashish Fernandes, senior campaigner, Greenpeace. “Happily, renewable energy is now almost always more economic than building new coal power plants,” says Ashish. “With clean energy costs falling so rapidly, India does not need to repeat the West’s mistakes. Solar and wind power are now the cheapest new forms of electricity generation. And unlike burning coal, they do not create toxic air pollution.”

A December 2017 Greenpeace analysis, Uncompetitive: Coal’s Cost Disadvantage Grows as Renewable Tariffs

Plummet found that new renewable energy is cheaper than approximately 65% of India’s existing coal power generation, and that the country could save as much as Rs 54,000 crores annually in reduced electricity costs by replacing expensive coal power plants with cheaper renewable energy, while also reducing deadly air pollution. This means lower electricity bills at home if we phase out older, expensive coal power, and replace our electricity needs through a combination of energy efficiency and clean energy sources such as solar and wind.

The ambitious 175 GW renewable energy target by 2022 that the Government has adopted, is a positive step in the right direction, and roadblocks to implementation must be removed. But, it is pointless building this much renewable energy if we continue to build more coal plants as well.

In January 2018, the Central Electricity Authority finalised its National Electricity Policy (NEP). The NEP validated a September 2016 Greenpeace analysis which showed that India is currently building far more new coal plants than will be required. As a result of this overcapacity, many coal projects are now uneconomic,

## 4.2 Lets Stand up for Clean Energy

and have contributed to the rising non-performing assets in the banking sector. Despite this, there are still about 100 GW of coal plants being proposed. If we value clean air, water and healthy forests free from coal mining, we must abandon these plans, and switch to clean sources of energy while adopting more sustainable lifestyles. The time to transition the Indian economy from one dependent on dirty coal power to one powered by clean energy, is now.

In June 2017, sixty three signatories from civil society organisations, medical professionals and concerned citizens all over India wrote to the Minister of Environment Forest and Climate Change, urging implementation of new norms for emissions standards and water use of the coal-fired thermal power plants. In September, the National Green Tribunal (NGT) pulled up the MoEF&CC, giving the Ministry a last chance to ensure compliance by the thermal power plants to the December 7, 2015 notification to reduce air pollution. And in December 2017, Greenpeace drew focus on the fact that even as India struggles to breathe, over 300 coal power plant units are violating air pollution laws, and the MoEF&CC does nothing. In March 2018, environmental activists from different social backgrounds held a protest outside the Badarpur Power Plant to remind the MoEF&CC to enforce an immediate NCAP.



*“I have been associated with Greenpeace for 9 years. I took care of the public engagement activities for the Solar Shakti campaign, and worked closely with the actions team to promote the implementation of rooftop solar in Delhi.”*

**Anasua Sen**

Engineer and Greenpeace activist

## 5. Delivering on Sun for Clean Renewable Energy

---

Greenpeace India has been advocating for expanding renewable energy (RE) for over a decade now. Its rewarding to see governments finally get on board and push for more.

### RE for India

“Importantly, we work on decentralised models which benefit and empower citizens directly, in both rural and urban India,” emphasises Pujarini Sen, Greenpeace India’s renewable energy campaigner. In 2017, after our policy win in 2016, when the Delhi Solar Policy which we had been campaigning for was finally released, our focus was twofold -- to encourage implementation which was sorely lacking despite the policy and regulations, and to lay the foundation for the campaign to go national, specifically, in the southern states. We ran a campaign during peak summer in Delhi with the Solar Comet aka Solar House on Wheels. We connected those interested in going solar with service providers in Delhi and across the country. Assessing, deciding and installing is a long process, but so far, in Delhi, Greenpeace and its partners from Solar Shakti have helped 34 residential houses, at least three of which are group housing complexes, also 5 industrial, 2 institutional, one non-profit and one commercial establishment install close to 195 KW of solar energy. We are hoping that the figures from across the country will be just as impressive.

In 2017, the Solar Shakti project aimed at busting myths and assumptions, while beginning to create a mindset shift among the middle class towards solar energy. “We engaged with many Resident Welfare Associations

(RWAs) in Delhi, and facilitated detailed interactions for residents with a view to getting them to understand the package of benefits available to them, and securing commitments to install solar,” explains Renny Lopez, project leader, Solar Shakti campaign. We turned a regular CNG bus into the Solar House on Wheels. Our team of experts, photographers and mobilisers drove around Delhi in a bus equipped with appliances run on solar power. It was indeed the real deal. It was a live demonstration of the concept of solar powering your entire house. The bus was stationed across Delhi at many notable spots, at the RWAs, and among the urban-rural communities.

Greenpeace India’s thrust for people power manifested eloquently via the Solar Shakti project. The motive of the campaign was to enable people to become energy prosumers. We continuously stressed on the economic viability of solar for even the middle class population. And as a result, many Delhi residents and RWAs participated in the knowledge transfer, and were willing to go solar almost immediately. “To almost everyone, the look and feel of the solar bus was unbelievable,” says Renny.

The Solar Comet has certainly made an impact. The residents of Rishi Apartments, one of the first groups of housing societies in South Delhi, are now using solar for all their common electricity needs, including lifts and pumps.



*“Over the past two years, the other farmers of Kedia and I have done everything to keep our soil alive. Ever since Ishteyaque Ahmed from Greenpeace visited Kedia, he has been a good guide to us. We have made a model village and prepared our own compost. People from near and far visit our village, even the mantris (ministers) come here. We will now show other farmers how to keep their soil alive. In 2017, we cultivated chemical-free paddy, wheat and vegetables. Without chemicals, the food tastes really good, and people who visit us say the bhojan (cuisine) is very tasty. Going forward, we want to form a co-operative society so that our produce is able to fetch us good price.”*

**Rajkumar Yadav**

Farmer in village Kedia, Greenpeace activist

## 6. Living Soils for Sustainable Livelihoods

“In 2013, Kedia’s farmers approached Greenpeace India’s Living Soils campaign team to visit their village and help rejuvenate the soil for a sustainable farm livelihood,” recalls Greenpeace India campaigner Ishteyaque Ahmed. “Our Living Soils team designed the model in consultation with farmers, government officials and other key stakeholders including civil society groups. The model was initiated by utilising government money which was scattered under several schemes.”

### Kedia Shows the Way

The Kedia community is an organised force now, championing the cause of soil rejuvenation and enhancement of rural livelihoods by steadily moving towards ecological farming practices. The local elected representatives, the administration and the civil society bodies of the region, have become very supportive of the initiatives taken by Kedia’s farmers. In 2014, what started off as a collaboration between farmers, the Jamui Administration and Greenpeace India in a remote village called Kedia in Bihar, all came together with the intention of creating a model to make agriculture a sustainable and remunerative livelihood for farmers, and went on to address the multifaceted agrarian crisis via the collective route. The basic objective behind the intervention was to rejuvenate the soil, and it resulted in minimised agro-chemical inputs and input costs, water conservation and enhanced biodiversity. It empowered and organised farmers and climate-resilient

agro-ecology. “Our endeavour was to convert a conflict-prone village with 97 farming families into an ecological agriculture model, and over time, it has generated national and international interest and won us endorsements,” says Ishteyaque. At least a dozen international agriculture researchers and experts have visited Kedia to understand how, in the post green revolution era where farmers had been using chemicals, especially nitrogen, they have all collectively given up chemical fertilisers to rejuvenate the soil towards sustainable farming practices and methodologies.

The Kedia Model and the Bihar Living Soils campaign have successfully influenced the Bihar State agriculture policies. “The government has committed to create one organic farming model village each, in all the 38 districts of the state,” smiles Ishteyaque. “Moreover, the government has also started working on developing approximately 5,100 km long organic farming corridors along all the national and state highways, and along the River Ganges.”



*“When I first read about the first Rainbow Warrior, my biggest ambition was to be on it. The difference is that when people talk about development they don’t talk about sustainability. The tragedy is that we have only one planet to live on. And the biggest tragedy is we are screwing it up. Unless we wake up to that fact very quickly, and do something about it, we’re not going to have a planet to live in. I don’t think any government, including ours, has woken up to the fact – other governments say climate change doesn’t happen. Our government says climate change happens, but doesn’t do anything about it. Unless we can really address these issues, not just on a government level... unless governments can be pressured to do something, they won’t. Because, governments, and not just ours, most governments, they only look at the economics – they do not look at livelihoods. Above all, they only look at human development. But we are only one species on earth. Greenpeace looks at sustainability for every species, and I think we need to understand that really well. Of all the ways that energy is produced, coal is the one that we use the most, and I think that there are enough alternatives now. We have used solar power traditionally. I remember my grandmother used to dry pickles and papads in the sun, and we still do use solar power. But today, we have the technology to use it for electricity – and that’s the point. It can now be done in a manner which is economically viable. We end up paying large amounts of money for electricity, and electricity bills are humongous. Just this year, in the annual general meeting on the 15th of August, we decided that we were going to investigate the possibility of going solar. I think that’s the wisest thing our society has ever done. I just hope more and more urban societies, and houses, and individuals take on solar power. I certainly intend to do it. I pledge to go solar.”*

**Suhasini Mulay**

Award-winning actress, and Greenpeace activist

## 7. Celeb Engagement Setting a Green Trend

---

Roping in sincere and influential celebs as campaigners has been an important facet of Greenpeace India’s profile over the years. “In 2017 too, celeb engagement has helped in a big way,” says Greenpeace India’s PR and Political Affairs Advisor, Nirmala Karunan. “Celebrities enable outreach of people. For instance, we are urging people to pledge to go solar, and actress Suhasini Mulay has lead the way. She has pledged to go solar at home, and on her farm. Also, for the fundraisers, celeb involvement in our campaigns enables the increase of donor counts. Even key stakeholders get involved as a result.”

*“For me, it’s a big honour to be on this ship. This ship is legendary – the kind of battles it has fought is what we would call the new world war that is happening all over the planet. The war is not a bloody battle, but it most definitely is a battle that will lead us into the future, and a better future for the planet. This is one of those ships that I’m today so proudly standing on. It completely symbolises what we are looking for today. We are looking for hope for this planet. We’re looking for a greener planet. Greenpeace says it all.”*

**Raveena Tandon**

Actor

## 7.1

### **Ambassador of Hopes**

*“It’s really an ambassador ship that travels around the world from port to port, generating the attention of media people, creating awareness, being an inspiration for young people to become enjoined in the battle.”*

**Prahlad Kakkar**

Renowned ad-filmmaker

## 7.2

### **Rainbow Warrior**

Raveena and Prahlad are referring to the iconic Rainbow Warrior, which sails the oceans of the world to raise awareness of, and take action to prevent environmental crimes. The current Rainbow Warrior (the third generation of its name) made its maiden trip to India in 2017, catching media attention, drawing the support of celebs and lay people alike.

Ad man Prahlad Kakkar cooked an organic meal with produce grown by our Kedia farmers for visitors to the Rainbow Warrior. Actors Raveena Tandon and Suhasini Mulay, singer Shaan and documentary filmmaker Anand Patwardhan attended the event, discussed organic farming and renewable energy. More than a hundred people visited board the ship.

*“We are at the right place and time to bring about changes. We need to be sure of having an answer for our grandchildren when they ask us about how we contributed to make their lives easier. The government is offering a subsidy of 30% on solar installations currently. Make the change, Go Solar!”*

**Shubhra Chaturvedi**

Co- Founder, Meraki Essentials/Author Project

## 8. Mobilisation: Spreading the Word

---

“The main aim of the Mobilisation team for 2017-2018, was to create a group of solar champions, to grow a community of solar stars,” says Deb Kumar Chattopadhyay, Head Mobilisation, Greenpeace India. “Also, to inspire agents of change, mainly students, to spread the message of composting and segregation.”

This year, the Mobilisation team engaged with people across the spectrum via online and offline platforms to maximise impact, and engage citizens in a consolidated effort for a greener, pollution-free nation.

For example, as part of our Solar initiative, 673 pledges were signed, and 185 more people signed up via our missed calls initiative, totalling the number of pledges to 858. We recorded an 85.8% achievement on this initiative, and recruited 29 solar stars. Our Waste to Food campaign included the Cyclothon activity with over 125 students from three major institutions who participated in our 5 kilometre long cycle rally to raise awareness.

As part of the Student Conference on Conservation (SCCS) initiative, we engaged with over 200 plus students.

Our Air Pollution campaign in Mumbai saw street activities across four locations in Mumbai including Churchgate, Mahim East and West and Bandra. Over 300 people participated in the street plays. Our second round included Mahila Mandals in Mahim and Jogeshwari, with around 300 people participating. In our third activity, around 400 National Service Scheme (NSS) volunteers from ten Mumbai colleges participated at Juhu Beach.

As part of our Agra and Bareilly drive, we met with the Mayor at the Municipality and submitted a document highlighting the need for a regional Clean Air Action Plan for the state of UP with some critical points on the Action Plan. We followed this up with a community engagement campaign, and distributed pamphlets to highlight the issue of air pollution. We had two community meetings, and also met with activist Farhat Naqvi and the local ward councillor, Sarvesh Rastogi who pledged his support to us.

In Lucknow, we conducted around 25 meetings with various stakeholders including government officials, doctors, scholars, writers, journalists, students, political activists, NSS coordinators and citizens groups. To create a buzz around the event, we used the launch of Airpocalypse II as a critical relationship-building tool with the media. This was followed by an activity in Indira Nagar with self-help groups in a community. In order to mobilise youth in more significant numbers, we had an event with the law students of Lucknow University on February 1, 2018. The buzz culminated at Sheroes Café, which is run by acid attack survivors, in collaboration with the Go Green, Save Earth Foundation.



Citizens Pledge for Clean Air in Mumbai.  
© Benjamin Thomas / Greenpeace



*“Help Delhi Breathe and the People Powered Movement to Clear Delhi’s Air: Outrage doesn’t often transform into action and policy change. Just ask the people of India who have been inhaling increasingly toxic air for decades. Now, Help Delhi Breathe is building a movement that puts the people of Delhi’s frustrated communities out front and leading the way towards clean air.”*

**Ruhie Kumar**

Communications Specialist, Greenpeace India

## 9. Communications and Media: The Good Word

---

The year 2017-2018 has been an exciting time for Greenpeace India’s Communications team. “We made it big on pushing the clean air narrative, successfully taking the story out of Delhi, and into other parts of the country,” says Ruhie Kumar, Communications Specialist, Greenpeace India.

Our report Airpocalypse II, which highlighted how severe the issue is across the country, drew extensive media attention. The biggest milestone was getting the message of the National Clean Air Programme released (NCAP). This is India’s first ever clean air programme. We successfully took external news moments to amplify the message for an urgent clean air programme. We put our position out in the media on Union Budget 2018 via press and digital communication tools like Twitter. We amplified stories on urban communities adopting solar energy through our Solar Shakti campaign. Setting an example for Indians on energy revolution, our message Clean Energy = Clean Air has been picked up very well across the board. Changing mindsets and behaviour through the Solar Shakti and Waste to Food campaign – the first was about adopting clean energy solutions for your home, and the second was about urging citizens to segregate and compost their waste. We showcased what the Rainbow Warrior does across the world for environmental campaigning, and took the message to Mumbai and Kochi media. Internationally, we ran the Amazon Reef campaign, highlighting the urgent need for oil companies to take their hands off the Reef in Amazon, which is a pristine and sensitive region. Ecological agriculture is key to our food security, and we amplified the release of this policy based on the Kedia model by

the Bihar Government to the world, using social media videos. We also took the photo video production to a new place -- covering the stories of people and communities on ground near the thermal power plants in Ennore, Tamil Nadu, and Korba, Chhattisgarh. As engagement, we have now been looking at doing more efficient broadcasts in the form of Facebook Lives and Twitter coverage to keep different sets of audiences engaged.

“Responsive work is also key to communications,” says Ruhie, “we amplified the message of the Narmada Bachao Andolan and other civil society allies through our social media platforms.”



Crop art design at Bihar's First Solar Powered Cold Storage in Kedla.  
© Shiv Kumar / Greenpeace

*“I heard about Greenpeace in the `80s when the legend of the Rainbow Warrior was the story doing the rounds. At that time, I was in Germany, and was circulating in a crowd that was concerned about the environment. Ever since, I’ve looked up to Greenpeace as a signature movement, and I knew that I would grow up to support its efforts. So, here I am. I urge more and more people to support Greenpeace. It is the endgame for our planet. The battle against pollution and environmental destruction is almost lost, and efforts like those of Greenpeace are our last saving graces.”*

**Uday Nath**

Donor and Supporter, Greenpeace India

## IO. In Support of Greenpeace

---

*“We need organisations dedicated to the cause of improvement of environment, and Greenpeace is one such. Greenpeace campaigns are innovative and well planned. As a result, it has drawn the necessary attention in many cases, and brought the desired results. Having said that, there is immense scope to improve with the power of newer technology at hand.”*

**Debnath Pal**

Prof of Computational Biology at the Indian Institute of Science,  
Donor and Supporter of Greenpeace India

### Fundraising: The Impact

There’s been a marginal improvement in the donor numbers this year, though it could have been more. It’s a challenging time, as systematic giving is still relatively in its nascent stage. As citizens, we don’t necessarily plan to set aside a percentage of our income for social causes, but we do so for entertainment. That is a conversation we try to have with people. However, we see more and more individuals stepping up. It is not just about financial contribution, but more so to be associated with a cause, and make a difference.

From the fundraising point of view, we’ve had about 8% growth, while we were aiming for 10%. We have improvised on our existing Salesforce database system to keep donor details secure. It helps us better analyse donor behaviour and interventions. We’ve been able to conduct donor engagement activities in the city. The Fundraising teams also engage donors through composting, screening movies, and conduct solar workshops for donors .

*“I support Greenpeace as a global as well as local platform protecting man and environment. Greenpeace has done excellent work in India at a most crucial period. Greenpeace in India has proved its local strength as a sustainable people’s movement.”*

**Tushar Chakraborty**

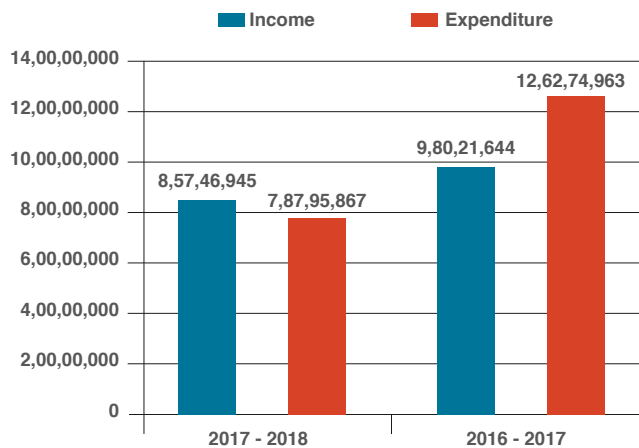
Biochemist and Molecular Geneticist. Donor



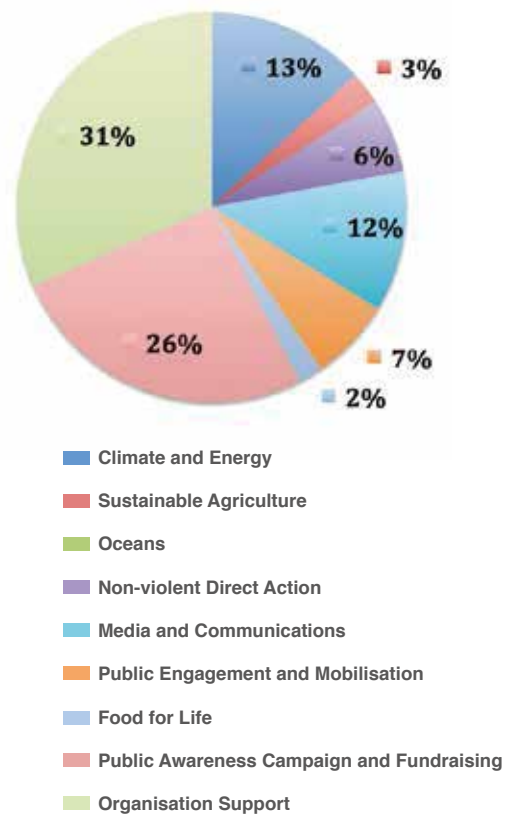
## II. How Greenpeace India utilised its funds

### Greenpeace India Society Financials: 2017 - 2018

Comparative Analysis: Expenditure vs Income: 2016 - 2017 / 2017 - 2018

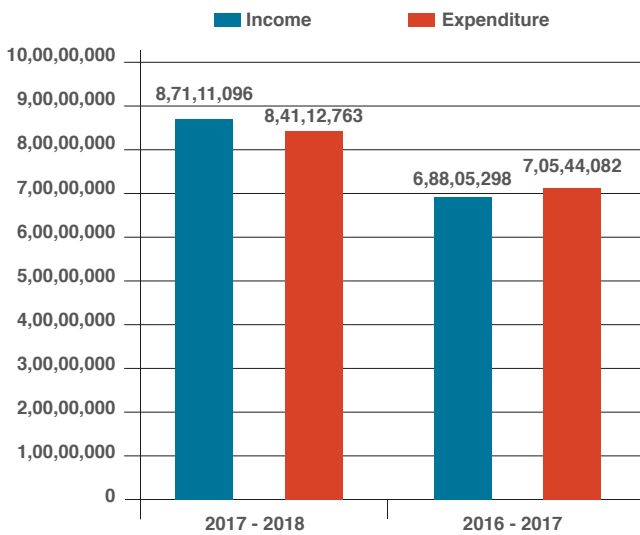


Greenpeace India Society Income and Expenditure Account for the period ended 31st March 2018	
PARTICULARS	2017 - 2018
<b>Income</b>	
Local Donations Received	83,381,341
Interest Income	2,365,604
Other Income	
Profit from sale of fixed assets	
<b>TOTAL</b>	<b>85,746,945</b>
<b>Expenditure</b>	
Climate and Energy	10,359,232
Sustainable Agriculture	2,166,088
Oceans	
Non violent Direct Action	4,863,288
Media and communications	9,175,878
Public Engagement and Mobilisation	5,352,532
Food for Life	1,627,435
Public Awareness Campaign and Fundraising	20,325,121
Organisation Support	24,926,293
<b>TOTAL</b>	<b>7,87,95,867</b>
Excess of (Income over Expenditure) transferred to own Fund	6,951,078

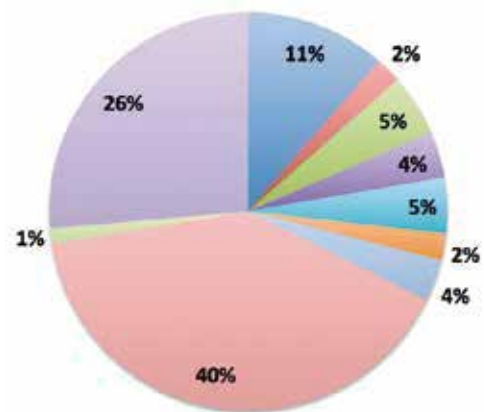


## Greenpeace Environmental Trust Financials: 2017 - 2018

Comparative Analysis: Expenditure vs Income: 2016 - 2017 / 2017 - 2018



Greenpeace Environmental Trust Income and Expenditure Account for the period ended 31st March 2018	
PARTICULARS	2017 - 2018
<b>Income</b>	
Donations Received	8,58,28,818
Interest Income	12,75,989
Miscellaneous Receipts	6,289
<b>TOTAL</b>	<b>8,71,11,096</b>
<b>Expenditure</b>	
<b>Campaigning Expenses</b>	
Climate and Energy	95,77,509
Sustainable Agriculture/ Food for Life	17,77,095
<b>Campaign Support Expenses</b>	
Non violent Direct Action	42,19,438
Media and communications	31,60,491
Public Engagement	37,99,985
Campaign Coordination	18,10,762
<b>Public Awareness Campaign &amp; Fundraising Cost</b>	
Fundraising Expenditure	28,82,922
Fundraising fees	3,36,69,891
Depreciation	10,44,992
Administrative Expenses	2,21,69,678
<b>TOTAL</b>	<b>8,41,12,763</b>
Excess of (Income / Expenditure) transferred to own Fund	29,98,333



- Climate and Energy
- Sustainable Agriculture / Food for Life
- Non-violent Direct Action
- Media and Communications
- Public Engagement and Mobilisation
- Campaign Coordination
- FR Expenditure
- FR Fees
- Depreciation
- Administrative Expenses



**MUMBAI  
CLEAN AIR NOW**

**#MyRightToBreathe**

**GREENPEACE**  
INDIA

# GREENPEACE

ग्रीनपीस

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

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

Greenpeace has been campaigning against environmental degradation since 1971 when a small boat of volunteers and journalists sailed into Amchitka, an area north of Alaska, where the US Government was conducting underground nuclear tests. This tradition of 'bearing witness' in a non-violent manner continues today, and ships are an important part of all its campaign work.

## **Greenpeace India Society**

New No.47 ( Old No. 22), II Cross Street,  
Ellaiyamman Colony, Gopala Puram,  
Chennai - 600 086

**Phone:** 044 42061559

## **Greenpeace Environment Trust**

No. 49/23, 2nd Cross Street  
Ellaiyamman Colony  
Gopalapuram  
Chennai - 600086

## **Head Office**

#173, 9th Cross, 1st Stage,  
Indiranagar, Bangalore - 560038

**Phone:** 080 41154861

**Toll Free No.:** 1800 425 0374 / 18004254594

**Email:** supporter.services.in@greenpeace.org

**[www.greenpeace.org/india](http://www.greenpeace.org/india)**