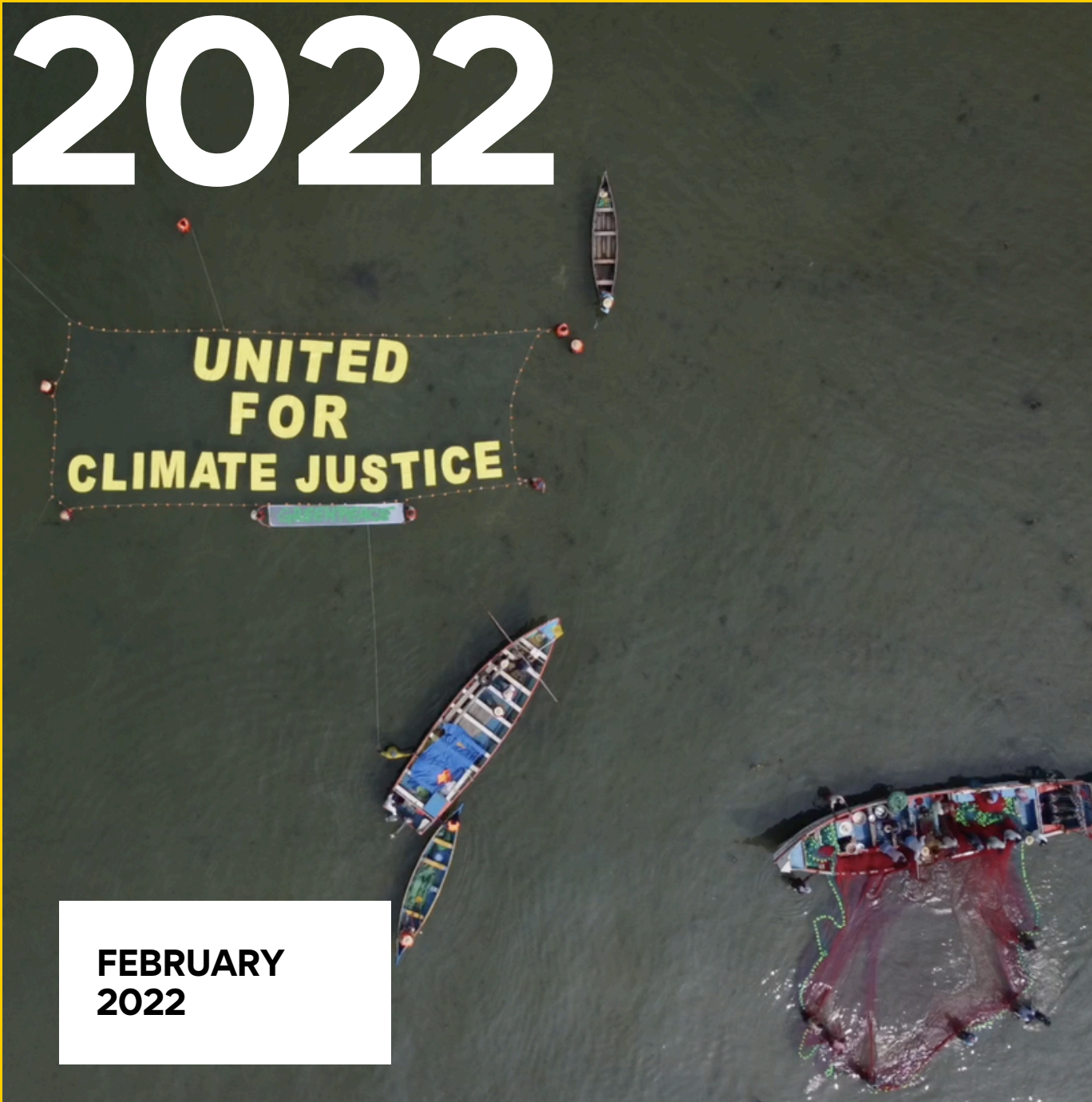


GREENPEACE
ग्रीनपीस

ANNUAL REPORT

2022



**UNITED
FOR
CLIMATE JUSTICE**

**FEBRUARY
2022**

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MESSAGE FROM THE EXECUTIVE DIRECTOR



**BINU
JACOB**

Executive Director

The Covid-19 pandemic changed the climate movement forever. It was a disruption that brought us all together, yet divided us along clearly demarcated lines of systemic inequities. It changed the way we thought, communicated, and socialised. It brought out the best and worst in us. Going into 2022 we knew nothing was ever going to be like before.

After months of halted work, our fundraising engagement team were finally beginning to go out on the streets. But what they encountered were masked up people, too skeptical to stop for strangers. Our communications team was trying all kinds of storytelling to get through to an audience already consuming an extraordinary amount of information on social media. All of us were devastated by the tragedies that had unfolded over the past two years. We needed hope then more than ever. Hope that things will be normal again. But, wasn't it the so-called normal that brought us here?

The climate movement had organically become intersectional in process. Of course the concept of intersectionality in climate movements existed long before Covid, with many predicting the inevitable convergence of rights-movements - from feminism, to casteism, racism, labour movements, student movements, farmer movements and of course climate. But many of us assumed it was a choice we could avoid making if it was too inconvenient at that moment. That we could operate within the comfortable limits of only addressing the climate crisis - in a genderless, casteless and classless way. However, the pandemic forced us to face the fallacy of our beliefs. The tragic inequities, worsened by the pandemic and left bare for the world to see could no longer be boxed up into one single category. We were all standing in the same muddy waters, although some of us in deeper ends than others.

Our campaign on sustainable mobility that launched this year aims to tackle the transport sector - the 3rd largest contributor to emissions in India. The team sat through hours and hours of debates, discussions and disagreements to find strong narratives and heroes in this story. And what emerged decisively through it all was a case to centre the campaign around the concept of feminist cities. Feminist cities are built keeping the needs of the most marginalised in mind - women and other gender minorities, children, the aged, persons with disabilities and more. Power The Pedal allowed us to address the issue of unequal access by mobilising low-wage women communities, who took up cycling and fronted the cause of sustainable cities. The cycles delivered by Greenpeace India were also customised to the needs of the working Indian woman, through a test and feedback exercise. The women cycling communities today stand as our co-campaigners, championing the cause of sustainable transportation in the face of the climate crisis.

We continued to impose pressure on the Central Pollution Control Board(CPCB), urging them to update India's air quality standards, in tandem with the new guidelines shared by WHO in September 2021. Our volunteers delivered postcards and petitions signed by over 10,000 citizens demanding that NAAQS be updated. We were joined by Warrior Moms - a network of mothers from across India demanding clean air and climate action for the benefit of children.

Growing Together - our campaign on Sustainable Agriculture witnessed the arrival of 150 organic women farmers on the stage. Through our #IGrowWithNature initiative, launched in 2020, the women farmers, who were trained in ecological farming techniques, were growing their own organic kitchen gardens that ensured nutrition on the plate AND in the soil. We also hosted our first Chef's Table with indigenous and climate resilient rice, to foster a deeper understanding among urban consumers about the journey of their food.

These Chef's Tables were instrumental in building a counter narrative to the Indian government's plans for mandatory Rice Fortification, by offering a ready alternative in resilient, local foods. In addition to this, what came as a shot in the arm for our campaign was the Bihar government's recognition of our allies, the Jamui farmers, by offering them a seat at the table of the state's pre-budget consultations.

We engaged in responsive work in the face of extreme weather events. The urban floods in Bengaluru disrupted everyday life, threw the city into a traffic gridlock and exposed our flawed urban planning.

“The women cycling communities today stand as our co-campaigners, championing the cause of sustainable transportation in the face of the climate crisis.”

“Our cumulative work of 2022, makes me proud, reassures me that we will always find a way to speak to power, fight for justice and stay the path.”

Decades of undemocratic planning with expensive car-centric road networks, deprioritised bus and cycle lanes and encroachments of catchment areas had exacerbated the impacts of excessive rainfall. Alongside capturing stories of those most impacted, Greenpeace India released an open letter to the Chief Minister of the state, demanding attention to the cause of climate resilient cities. As part of setting the foundations for our Climate Justice campaign, we also released reports highlighting the alarming rise in extreme heat events across India.

Towards the end of the year, in the run up to COP, we engaged with the fisherfolk communities in Chellanam, a small fishing village in Kerala to highlight some of the most visible impacts of the climate crisis. With rapid coastal erosion and change in the oceanic temperature and biodiversity, fishing communities in India have seen lesser work days and hence increased vulnerability. In collaboration with the fishing communities, Greenpeace India hosted a student workshop, a panel discussion featuring Member of Parliament Hibi Eden and a dramatic action with fisherfolk unveiling a banner that read United For Climate Justice along the Chellanam harbor.

It was nerve wracking to start this year as all of us had witnessed unspeakable devastation in our close circles during the pandemic. I have to admit I was worried about the challenges that lay before us. But as I see the cumulative work of 2022, it makes me proud, reassures me that we will always find a way to speak to power, fight for justice and stay the path. We cannot lose hope, and it comforts me to see that we did not in the face of the biggest health crisis of our generation. I would like to thank everyone who made this happen. Our supporters, donors, staff, volunteers, vendors, allies, mentors, and so many others who encourage and inspire us to do better - it is thanks to your willingness and generosity that we can work on issues that matter the most.

Thank you for standing with us.

In Solidarity,

Binu Jacob,
Executive Director - Greenpeace India





HIGHLIGHTS

A STRONG START TO 2022: DEMANDING SUSTAINABILITY, EQUITY, AND ACCOUNTABILITY.

JANUARY, FEBRUARY, AND MARCH 2022

Greenpeace India kicked off 2022 with a clear focus on tackling air pollution, climate change, and food security. The first three months of the year saw active campaigns, impactful reports, and community-driven efforts aimed at creating real change.

In February, we launched the Power The Pedal Campaign, partnering with women from low-income communities in Delhi and Bengaluru. This initiative encouraged cycling as a safe, affordable way to travel, empowering women, breaking down gender barriers, and pushing for cleaner cities. The response was overwhelming, with more women joining the movement to take back their streets and demand better transport. The campaign wasn't just about reducing pollution but about ensuring equal access to safe mobility for all.

At the same time, the IQAir Air Quality Report brought attention to the severe pollution crisis in India. New Delhi was named the most polluted capital city in the world, and the report revealed that India had 11 out of the 15 most polluted cities in South Asia. Greenpeace India stepped up efforts to demand stronger air quality regulations and stricter measures to protect public health. Our report, *Are Cities in Southern India Breathing Safe Air?*, served as an eye-opener for both policymakers and the media, showing the grim reality of pollution beyond Delhi. The report called for urgent action to improve transport systems and air quality across the country, emphasising that no one is safe from the impacts of poor air quality.

In Jamui, Bihar, we turned our focus to food security. Farmers there were already adopting organic farming as a solution to both food shortages and malnutrition. They put forward recommendations to the Bihar government, urging them to support organic agriculture through incentives and policies. The effort was an important step toward creating sustainable, local food systems that could withstand the challenges posed by climate change.

As we moved into March, Greenpeace India kept up the momentum. On International Women's Day, we recognised the critical role of women in climate science and activism, especially as women are often the most affected by climate impacts. Their leadership is crucial for finding practical solutions to the climate crisis.

In Bengaluru, we took our campaign for cleaner transport a step further by projecting the message “Cycle is the Solution” on the Kempegowda Tower. This public display called for better cycling infrastructure and reinforced the need for more sustainable transport options in cities across India.

In Jamui, students and teachers continued working on the Jamui Kitchen Garden project, growing their own organic food and learning about sustainable farming. This project helped ensure access to fresh, nutritious food and taught local communities about the importance of self-reliance. At the same time, farmers continued to push for policy changes to support organic practices and reduce the reliance on chemical-based agriculture.

By the end of March, Greenpeace India had already made significant progress. From supporting women's mobility to advocating for better air quality and sustainable farming, we continued to work towards creating healthier, cleaner, and fairer communities. With ongoing support from our partners and donors, we are confident that we are laying the groundwork for a better future.

BUILDING MOMENTUM

APRIL TO JUNE 2022

In April 2022, Greenpeace India launched several campaigns focused on improving air quality, promoting sustainable work practices, and enhancing climate resilience. The month began with the launch of our petition to revise the National Ambient Air Quality Standards (NAAQS), urging the Central Pollution Control Board (CPCB) to update air quality norms based on the latest WHO guidelines. With support from over 10,000 citizens, the petition called for stronger policies to protect public health, particularly in cities grappling with high pollution levels.

We also introduced the 'Let's Flex It' initiative, aimed at supporting companies that had implemented flexible work policies. By promoting remote work, this program sought to reduce traffic congestion and air pollution, encouraging more sustainable work practices.

In May, Greenpeace India released its Heatwaves Trends Report, highlighting the growing frequency and intensity of heatwaves in India. The report underscored the increasing threat to public health and the environment. We called on the government to implement a robust and effective Heatwave Action Plan and take immediate steps to protect vulnerable communities.

In Jharkhand, we released our Rice Fortification Fact-Finding Report, challenging the government's push for rice fortification as a solution to malnutrition. Our research revealed harmful side effects for local communities, pushing us to advocate for a shift towards natural, diverse diets that promote long-term health. Meanwhile, in Kedia, Bihar, Greenpeace India's organic farming project gained recognition from the Bihar government. This milestone gave a significant boost to organic farming in the region and encouraged more farmers to adopt sustainable practices.

In June, we hosted The Chef's Table, an event that brought together chefs, nutritionists, and activists to discuss dietary diversity, sustainability, and the future of food. Held in collaboration with The Slurp Studio, this event highlighted rice's role as a sustainable food system staple.

On World Bicycle Day, we celebrated women cyclists in Kolkata with a rally, advocating for better cycling infrastructure and safer transportation.

Our #PoweringChangeWithEachPedal report also pushed for sustainable transport solutions.

Lastly, our Organic Kitchen Garden Project in Jamui, Bihar, continued to grow, with 187 women farmers working on small-scale, sustainable farming initiatives. This project ensured food security for local communities and promoted organic farming practices.

ADVANCING CLIMATE JUSTICE

JULY TO SEPTEMBER 2022

July 2022 marked a significant step forward for environmental protection in India as the government's ban on single-use plastics took effect. While the ban was a step in the right direction, it remains limited, targeting only a few single-use plastics (SUPs) and excluding the FMCG sector. We saw this as just the beginning. To drive lasting change, we organized upcycling and reuse workshops, helping communities shift to sustainable alternatives and reduce plastic waste, efforts aimed to cultivate a culture of sustainability, decreasing dependency on disposable plastic.

In August, Greenpeace focused on global environmental issues, highlighting a setback in ocean protection. On August 27, the long-awaited UN Ocean Treaty talks collapsed, delaying critical progress on creating marine sanctuaries and safeguarding ocean ecosystems. Greenpeace India called for urgent negotiations to revive the treaty, stressing that leaders must act swiftly to prevent further damage to our oceans.

September brought renewed attention to air pollution in India. In response to the World Health Organization's (WHO) revised air quality guidelines, Greenpeace India demanded action from the Central Pollution Control Board (CPCB), which had not yet responded. Despite the WHO's updated standards, millions of citizens continued to breathe polluted air. In April, Greenpeace India launched a powerful petition campaign, with over 10,000 citizens urging the CPCB to revise the National Ambient Air Quality Standards (NAAQS). To symbolize this push, an art installation of a tree made from 10,000 postcards was set up outside the CPCB office. Created by artist Satish Kumar, the "Tree of Life" symbolized the collective desire for cleaner air.

The month also saw Greenpeace India's continued push for dialogue. We launched the Climate Commons series, bringing together experts and communities to address the intersection of climate change and vulnerable communities. This collaborative initiative aimed to drive grassroots climate action, particularly in vulnerable regions.

After devastating floods in Bengaluru, Greenpeace wrote an open letter to the Chief Minister, urging climate-resilient infrastructure and disaster preparedness. This letter called for sustainable transportation and localized climate solutions to mitigate the city's climate risks.

As part of our Power the Pedal initiative, we organized cycle repair workshops to empower women from lower-income communities, ensuring access to affordable, safe transport. Additionally, in Jharkhand, we promoted the benefits of dietary diversity through indigenous food systems, encouraging sustainable practices to boost food security and climate resilience.

To conclude, Greenpeace released the Clean Air for Blue Skies report, highlighting the global inequities in air quality, with India among the worst affected. We called for immediate action to ensure clean air for all.

UNITED IN CLIMATE JUSTICE

OCTOBER TO DECEMBER 2022

The last quarter of 2022 saw Greenpeace India intensifying its focus on sustainable, community-led solutions to the climate crisis. In October, we celebrated Bihar Prithvi Diwas, emphasizing organic farming as a key strategy for climate action. By working with local farmers, educators, and communities, we highlighted the need for sustainable agricultural practices and the role of grassroots movements in combating climate change.

In Jharkhand, Greenpeace took this message further by organizing a seminar with the state government on the importance of dietary diversity in addressing climate change. We focused on the dangers of rice fortification and the benefits of indigenous, climate-resilient crops like millets. This initiative aimed to shift the focus from quick fixes to long-term, community-centered solutions for food security and nutrition.

Meanwhile, in Bihar's Jamui district, Greenpeace launched the Living Soils - School Initiative, an educational project designed to inspire the next generation of climate-conscious farmers. By working with local schools, we encouraged students to learn organic farming techniques and instilled a sense of responsibility towards eco-friendly agricultural practices, empowering them to contribute to sustainable food systems in their communities.

In Bengaluru, our FLEXICITY Report highlighted the positive impact of hybrid working on reducing vehicular emissions. The report emphasized the role of flexible work policies in improving air quality and called for permanent shifts in work and mobility patterns. At the same time, our Reimagining Public Transport discussion urged urban planners to prioritize buses in Bengaluru's transport network to create a more affordable, efficient, and eco-friendly public transport system.

In November, while the political fraternity took part in the global climate conversation during COP27, Greenpeace India amplified voices of the vulnerable by organizing events in Kerala to demand urgent action for climate justice. Working with local fishing communities in Chellanam, we unfurled a 27 ft by 60 ft banner in the open waters that read "UNITED FOR CLIMATE JUSTICE," drawing attention to the vulnerabilities of coastal communities affected by climate change.

Finally, in December, we launched a Community-Supported Agriculture initiative in Patna, connecting organic farmers with consumers seeking healthy, climate-friendly food. This model strengthened the connection between people and their food, demonstrating that small changes in consumption can drive lasting environmental impact.

SUSTAINABLE AGRICULTURE

1

SEEDS OF CHANGE: GREENPEACE AND JAMUI FARMERS SHAPING THE FUTURE OF SUSTAINABLE AGRICULTURE

In the heart of Bihar's Jamui District, a transformative movement in agriculture is taking root, changing the landscape for both the environment and the livelihoods of local farmers. What began as a small initiative has now blossomed into a powerful shift toward sustainable, organic farming, with Greenpeace India playing a pivotal role in catalysing this grassroots movement, partnering with local farmers since 2014.



The journey of Jamui's farmers began in the village of Kedia, Bihar's first "Living Soils Model Village," where local farmers adopted organic farming practices to combat the environmental and economic challenges they faced. Today, their success has set a benchmark for organic agriculture in Bihar, proving that ecological farming is not just possible but a powerful tool for environmental recovery, economic resilience, and community empowerment. The once modest practice has expanded to over 29,000 hectares of certified organic land, a remarkable leap from just 100 hectares a few years ago.

CERTIFIED ORGANIC FARMING LAND

**100
HECTARES**



**29,000
HECTARES**

WOMEN AT THE FOREFRONT

A key part of this success story is the work of women farmers in Jamui. Through Greenpeace India's #IGrowWithNature initiative, launched during the COVID-19 pandemic in 2020, over 150 women farmers were trained in ecological farming techniques and empowered to establish Organic Kitchen Gardens (OKGs). These small-scale gardens, supported by Greenpeace and Jeevika, are not only providing nutritional security but also reducing dependence on chemical inputs, which can be expensive and harmful to both the environment and health.



Women farmers in Jamui, Bihar, are at the forefront of the #IGrowWithNature initiative by Greenpeace India, championing organic farming and eco-friendly practices to promote community empowerment and environmental sustainability.

“The gardens became a cornerstone of food security for many households, particularly during a global crisis when supply chains were disrupted; the entire community benefited,” says Ishteyaque Ahmed, Campaigner for Food for Future, Greenpeace India. The financial savings from not having to purchase chemical fertilisers have been reinvested into education, healthcare, and improved livelihoods, creating a ripple effect of positive change in the community.

The #IGrowWithNature initiative has also become a platform for women to take leadership roles in both agriculture and environmental stewardship. Women like Sunita Devi have not only embraced organic farming but have also adopted innovative technologies, such as biogas plants, which convert methane from animal waste into clean cooking fuel. This shift away from firewood has reduced deforestation and air pollution, contributing to the overall sustainability of the region. Additionally, the establishment of decentralised seed banks has preserved heirloom seeds and protected local biodiversity, which is essential for food security in the face of climate change.

FROM GRASSROOTS TO GOVERNMENT

For over a decade, Greenpeace India has relentlessly championed the cause of chemical-free farming. What began as an alternative vision for agriculture has now grown into a powerful movement that not only thrives within the farming communities of Bihar but has also captured the attention of the Bihar government. Jamui, particularly those from Kedia and surrounding villages, have become pioneers within the farming community and policymakers to demonstrate the real possibility of a sustainable, organic future.



Women farmers in Jamui, Bihar, are at the forefront of the #IGrowWithNature initiative by Greenpeace India, championing organic farming and eco-friendly practices to promote community empowerment and environmental sustainability.

The Bihar government, recognising the transformative impact of this organic farming revolution, invited Jamui's farmers to present their experiences and proposals at the state's 2022 pre-budget consultations. This moment marks a pivotal shift in agricultural policy, with organic farming now seen as a vital solution for both environmental sustainability and rural economic development. As Greenpeace's Campaigner for Sustainable Agriculture, Isteyaque Ahmed, observes, "The farmers' proposals to the government, including incentives for organic farming, minimum support prices, and collective growth strategies, mark a successful policy intervention. If implemented, these measures could build a more sustainable and resilient agricultural system, one capable of adapting to the challenges of a rapidly changing climate, while also ensuring long-term financial and nutritional security for farming communities."

Greenpeace's role in this movement has been instrumental, providing technical training, organising exposure visits, and advocating for policy changes that support sustainable farming. Jamui's success exemplifies the power of community-driven organic farming in addressing environmental degradation and economic inequality.

INSPIRED YOUTH

The youth of Jamui are also playing a crucial role in this movement. At Sakhikuda Government School, a group of high school students is leading an organic farming revolution, tending to their school's organic kitchen garden and encouraging their families to adopt sustainable practices. These students are learning the value of ecological agriculture and spreading the message of organic farming through local rallies focused on go-dan (cow dung donation) and Beej-dan (seed donation).



Students at Sakhikuda Government School are at the forefront of Jamui's organic farming movement, growing their own food and inspiring their communities through initiatives like go-dan and Beej-dan, championing sustainable agriculture for a healthier future.

For students like Seema Kumari, this initiative has transformed their lives: "I've always been involved in farming, but here at Sakhikuda School, I'm growing my own food, and it tastes better, sweeter, and is more nutritious than what we buy from the market," she says.

A VISION FOR THE FUTURE

The success in Jamui has not only improved farmers' livelihoods but has also laid the groundwork for a more resilient agricultural system that can weather the challenges of the future. With continued collaboration between Greenpeace, local farmers, and the Bihar government, Jamui's farmers are now turning their attention to scaling their model. Farmers have successfully partnered with a Farmer Producer Organisation (FPO) in Kolkata to market their organically grown produce, providing a stable source of income.

As the movement continues to grow, the farmers of Jamui are setting the stage for a healthier, more sustainable agricultural system that will contribute to Bihar's environmental and food security for generations to come. "Jamui is more than just a success story, it is a model for the rest of the country," says Ahmed.

"By embracing ecological practices, the farmers of Jamui have not only improved their livelihoods but have also set the stage for a healthier, more sustainable agricultural system that can withstand the challenges of the future."

Ahmed | Farmer



2

DIETARY DIVERSITY TO COMBAT CLIMATE CHANGE AND NUTRITIONAL INSECURITY

RETHINKING RICE FORTIFICATION IN THE AGE OF CLIMATE CHANGE AND NUTRITIONAL SECURITY

India stands at a crossroads, where the country's health crisis, marked by widespread malnutrition and anemia intersects with the growing threat of climate change. As India strives to tackle these challenges, Greenpeace India's Food for Future campaign has raised its voice against a policy that, while well-intentioned, may do more harm than good: the mandatory rice fortification initiative. This policy, aimed at addressing micronutrient deficiencies, dangerously oversimplifies a complex problem. It ignores the underlying causes of malnutrition and climate vulnerability and, perhaps more alarmingly, could lock Indian agriculture into a dangerous path of monocropping and unsustainable practices. At Greenpeace, we are committed to ensuring that solutions to India's food security crisis are both effective and sustainable—not short-sighted quick fixes that could worsen the very issues they aim to solve.

INDIA'S CLIMATE AND NUTRITIONAL CRISIS: A CALL FOR URGENT ACTION

The year 2022 began with a deep dive into the intersection of the nutritional crisis and the proposed solution of rice fortification, alongside its link to the growing climate crisis. Over half of India's women and children suffer from anaemia, with iron deficiency playing a key role. However, our report, "Adding Diversity to the Plate," highlights that anaemia is just the tip of the iceberg. The root causes of poor nutrition are multifaceted, ranging from insufficient protein and essential vitamins to, most importantly, a lack of dietary diversity. The government's focus on rice fortification fails to address these complexities, offering a one-dimensional solution to a multifaceted issue.

At the same time, India is facing a climate crisis that is decimating agricultural systems. From devastating floods to relentless droughts, climate change is undermining the livelihoods of small-scale farmers, exacerbating food insecurity, and straining the nation's ability to feed its population. The emphasis on boosting rice production through fortification is misguided and counterproductive.

Greenpeace offers evidence-based solutions centred on sustainable, diverse agricultural practices. These not only help mitigate the climate crisis but also address malnutrition in its full complexity.

As Greenpeace's Food for Future campaigner Ishteyaque Ahmed says, "The government's push for rice fortification will lock farmers into monocropping, an agricultural system proven to be nutritionally and financially unsustainable, and ill-equipped to withstand the challenges of a changing climate."

THE MISSING EVIDENCE

Greenpeace India's commitment to transparency has led us to submit a series of Right to Information (RTI) requests, delving deeply into the government's rice fortification policy. What we uncovered was both shocking and revealing. Contrary to official claims, there was a startling lack of scientific evidence to justify the widespread distribution of fortified rice.



Greenpeace India's fact-finding team in Jharkhand uncovered alarming issues with the government's one-size-fits-all rice fortification policy. The investigation revealed serious health risks posed by iron-fortified rice in communities with genetic blood disorders like Thalassaemia and Sickle Cell Anaemia, highlighting the need for region-specific, evidence-based nutritional solutions.

The RTI request filed with the Indian Council of Medical Research (ICMR) confirmed that the government had not conducted any studies to assess the health impacts of fortified rice, particularly on vulnerable populations such as pregnant women, children, and malnourished individuals. Even more troubling was the government's own referenced study on iron-fortified rice in school meals, which found no significant difference between the fortified rice and the control group in terms of reducing anaemia rates.

This discovery only reinforced Greenpeace's core message: fortification is not a substitute for genuine, comprehensive solutions to India's malnutrition crisis. The lack of scientific backing and real impact highlights the urgent need for more effective, evidence-based approaches to address this pressing issue.

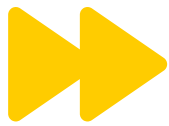
FACT-FINDING MISSION REVEALS THE RISKS OF FORTIFIED RICE FOR VULNERABLE GROUPS

In May 2022, Greenpeace India, in collaboration with the Right to Food Campaign (RTFC) and the Alliance for Sustainable & Holistic Agriculture (ASHA-Kisan Swaraj), embarked on a fact-finding mission to Jharkhand. The purpose was to investigate the impact of the government's rice fortification programme on vulnerable populations, particularly in regions where genetic blood disorders, such as Thalassemia and Sickle Cell Anaemia, are widespread.

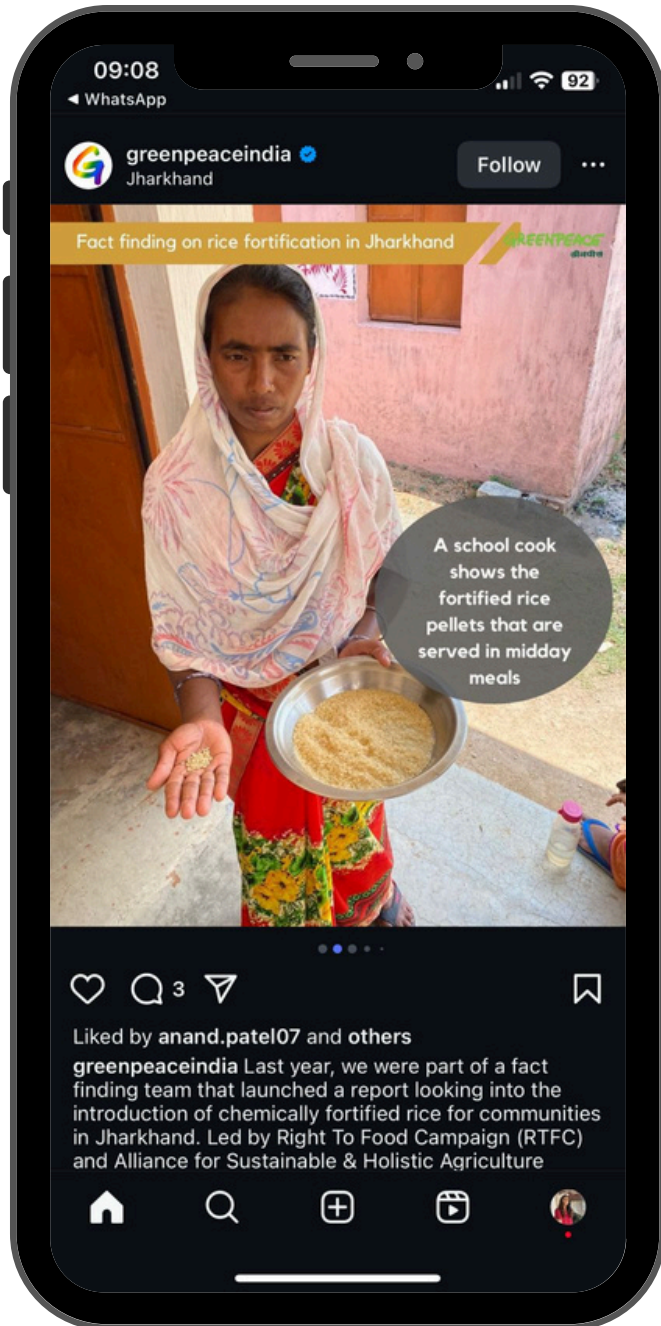


What we discovered was deeply concerning. In communities already grappling with these conditions, the introduction of iron-fortified rice posed significant health risks. For individuals with Thalassemia or Sickle Cell Anaemia, excessive iron intake can lead to serious complications, including organ damage and other life-threatening conditions. Far from being a beneficial intervention, fortifying rice with iron could, in fact, exacerbate these genetic blood disorders, causing harm to those it was intended to help.

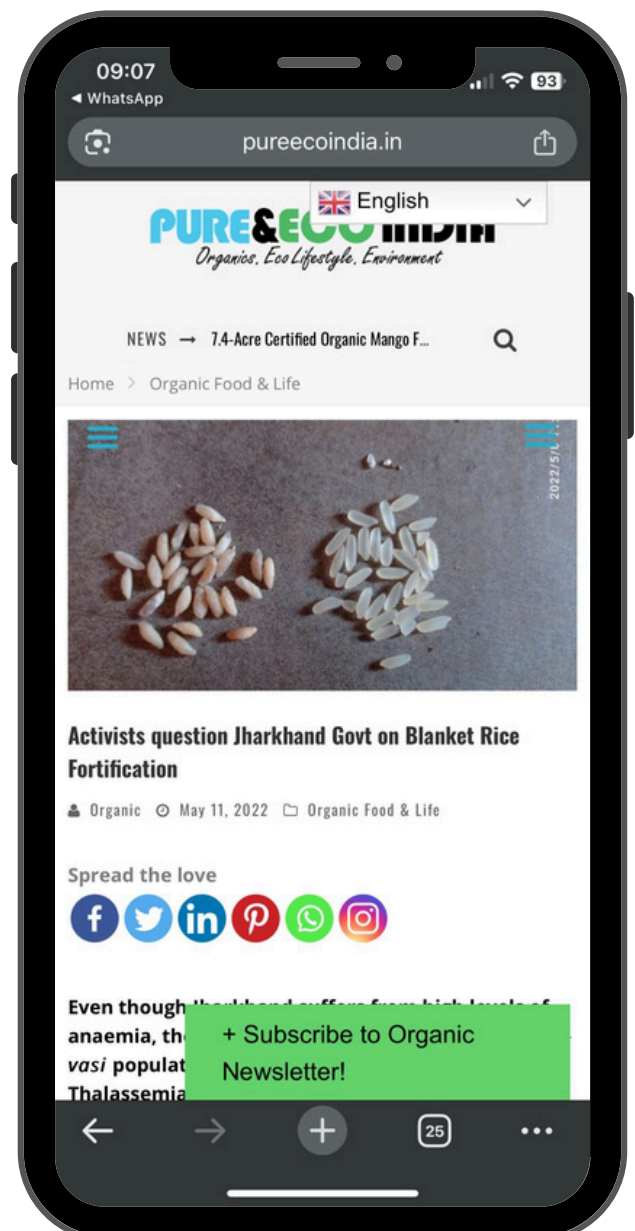
“The findings are clear, the blanket distribution of fortified rice is not a suitable solution for all. Rather than relying on a one-size-fits-all approach, we argued that the government must prioritise local, diverse, and community-driven nutritional interventions. Every region has unique dietary needs, and a holistic approach to nutrition should include culturally appropriate, sustainable, and region-specific strategies.” Says Rohin Kumar Food for Future Campaigner who led this Fact finding team.



MEDIA FEATURES



Greenpeace Fact Finding Team launches a report looking into the introduction of chemically fortified rice for communities in Jharkhand | Instagram Post by Greenpeace India



Activist Question Jharkhand Govt on Blanket Rice Fortification | Feature on Pure&Eco India

CELEBRATING THE RICH LEGACY OF RICE DIVERSITY

At Greenpeace India, we understand that change begins with conversation. That's why in June 2022, we hosted The Chef's Table, a pioneering event designed to bring together chefs, connoisseurs, journalists, food activists, nutritionists, influencers, and experts to discuss dietary diversity, sustainability, and the future of food. Held in collaboration with The Slurp Studio, this unique event highlighted rice's potential not only as a staple but as a symbol of a more sustainable food system.



Celebrating Rice Diversity at The Chef's Table, A glimpse from Greenpeace India's The Chef's Table, showcasing local rice varieties and promoting sustainable, diverse food systems.

The evening was a celebration of local, diverse diets. Guests enjoyed a five-course meal made entirely from locally sourced ingredients, showcasing rice's versatility in supporting nutritious, varied meals. More importantly, it emphasised the urgent need to shift towards food systems that benefit both human health and the planet.

Notable figures such as singer Vasundara Das and renowned chefs joined the conversation on supporting local, indigenous food systems. Rajesh from Tapco Wayanad and Ghani Khan from the Rice Museum further underscored the importance of preserving the diversity of rice varieties and promoting sustainable farming practices.

“Rice is more than just a staple; it is a cornerstone of India’s agricultural and cultural heritage. India is home to over one lakh indigenous rice varieties, each suited to local climates. Some salt-tolerant, others drought-resistant, and some able to withstand flooding. This biodiversity offers solutions to the climate crisis” Said Benson Issac, Program Director at Greenpeace India.

“Moreover, these indigenous varieties are often far more nutritious than the polished, white rice typically sold in markets or distributed through the Public Distribution System (PDS). Varieties like Kalabhat and Parmai Sal are rich in iron, zinc, and antioxidants, nutrients that could address India’s iron deficiency crisis without relying on chemical fortification.” adds Issac.

At Greenpeace, we believe that food should be a force for change. The Chef’s Table is just one example of how food can build deeper connections between farmers, consumers, and academics, driving a shared vision for a healthier, more sustainable future.

SWADISH: CELEBRATING TRIBAL FOOD FOR CLIMATE RESILIENCE

In September 2022, Greenpeace India partnered with the Jharkhand Slow Food Community to host SwaDish in Ranchi, celebrating indigenous foods like millets, pulses, and locally grown grains. This event highlighted the nutritional and climate-resilient benefits of traditional food systems, demonstrating that the true solution to malnutrition lies in embracing biodiversity, rather than relying on industrial agriculture or synthetic fortification.

SwaDish showcased dishes prepared by indigenous chefs, emphasising the diversity of local foods that have sustained communities for generations. Millets and pulses, resilient to climate change, are nutritionally rich and environmentally sustainable alternatives to monocrops. The event brought together government officials, activists, and experts, including Jean Dreze and Dayamani Barla, to stress the importance of preserving indigenous food knowledge and systems.



Economist Jean Dreze at Greenpeace India's SwaDish event, highlighting the importance of indigenous foods like millets and pulses in combating malnutrition and climate change.

Greenpeace India has been working closely with the Jharkhand government to integrate these climate-resilient, nutritious foods into the Public Distribution System (PDS). By promoting millets and pulses in PDS schemes and advocating for multi-cropping practices, we aim to strengthen food security and fight malnutrition in rural communities. Our ongoing efforts call for a shift towards food systems that protect both human and environmental health, ensuring that indigenous foods play a central role in India's future food security.

THE WAY AHEAD: BUILDING A FUTURE FOR SUSTAINABLE, CONSUMER-SUPPORTED AGRICULTURE

The future of food security is bright, rooted in the strong connections between consumers and farmers. In December 2022 we launched our first Community-Supported Agriculture (CSA) model in Patna. It is an exciting step towards this vision. By directly linking organic farmers with consumers eager to embrace healthy, climate-friendly food, we are nurturing a resilient, sustainable food system for the future. The vibrant energy at the launch event—filled with diverse produce, passionate farmers, and engaged consumers—demonstrated the power of community solidarity. Through CSA, we're building a future where local, climate-resilient food systems thrive, supporting both farmers and communities. As we continue advocating for policies that promote diverse, region-specific solutions, we are confident that this model will inspire change and contribute to a healthier, more sustainable food landscape, driven by shared responsibility and collective action for generations to come.



SUSTAINABLE MOBILITY

1

POWER THE PEDAL

PEDALLING TOWARDS CHANGE: WOMEN FIGHTING GENDER BARRIERS AND CLIMATE CHANGE

"If we want our cities to be sustainable, we need to start by making them accessible to everyone. For too long, our urban spaces have been designed for cars and motorised vehicles, leaving out women and other vulnerable groups who rely on safer, non-polluting modes of transport like walking or cycling." says Climate and Energy campaign manager Avinash Chanchal.



"Since we started this community, we've noticed more women cycling on the streets. It feels like the streets finally belong to everyone. Just seeing more women out here makes us all feel safer and more empowered." Kusum, Member of the Power the Pedel community in Delhi

This perspective lies at the heart of Power the Pedal (PTP), a campaign by Greenpeace India that is transforming urban mobility for women. By empowering women from lower-income communities in cities like Delhi, Bengaluru, and beyond, the initiative is driving not just a fight against the climate crisis but also a challenge to the deeply ingrained gender and socio-economic issues that have historically excluded them from public spaces and independent mobility.

With 500 women cyclists already on the road, Power the Pedal has created a movement. Women are asserting their right to safe, sustainable, and empowering transportation, while simultaneously fighting air pollution and advocating for a future of inclusivity and sustainability. The message couldn't be more powerful, when women take to cycling, they reclaim public spaces and transform the narrative of urban transport for the better.

THE BEGINNING

The year 2022 pedalled into action with a surge of excitement and triumph, a victory forged through months of hard work and dedication. Thanks to the dedication of our supporters, donors, volunteers, and the indomitable spirit of the women involved in Power the Pedal, the first 500 bicycles were being delivered. This moment of achievement was a result of resilience, reflected in the fact that this campaign had shaped itself through the thick of the pandemic and the moment birthed at the peak of the second wave of COVID-19.



"From the challenges of the pandemic to 500 bikes on the road, Power the Pedal is a triumph of resilience, community, and the unstoppable spirit of women reclaiming their streets made possible by the unwavering support of our donors every step of the way." Binu Jacob Executive Director Greenpeace India

FROM CONCEPT TO ACTION: A CAMPAIGN BUILT ON COLLABORATION

“When we first conceptualised Power the Pedal, we faced numerous uncertainties. How could we design a solution that worked for women, particularly those from low-income communities with limited access to transport options? How could we ensure that cycling was culturally appropriate, comfortable, and accessible?” said Climate and Energy campaign manager Avinash Chanachal.



Redesigning mobility, one cycle at a time. A collaboration that led to the creation of a bike tailored to women's needs, making cycling more accessible.

Our collaboration with women workers in Bengaluru and Delhi became a powerful learning experience. Initially, we tested bicycles with a small group of 25 women, gathering feedback to understand what features would make the bikes more suitable. We soon realised that most cycle manufacturers were not creating bikes that fit the needs of Indian women, especially those wearing traditional attire. This exclusion of women from the mobility map was a stark revelation. Recognising this need, Power the Pedal became a crucial intervention in the cycle market, pushing for more inclusive designs.

Fortunately, Hero Cycles stepped in to support our efforts, creating custom bicycles for Power the Pedal to meet the women's needs. From there, we held cycle training workshops in collaboration with organisations like Bangalore Bicycle School, Samadhan Abhiyan, and Delhi's Bicycle Mayor, Mr. Dalip Singh. For many of these women, learning to cycle was not just about transport, it was a transformative experience that gave them the freedom to break free from socio-economic constraints and reclaim their independence.

CYCLE REVOLUTION!

In 2019, Bengaluru had over 80 lakh registered vehicles, the second-highest in the country. Studies show that cars occupy nearly 76% of the road space in the city. Similarly, in cities like Delhi, where cars and two-wheelers occupy over 75% of the road space but only account for 20% of commuting needs, the urban transport system has long been designed to serve private, motorised vehicles.

But change is underway. On February 27, 2022, Greenpeace India projected a powerful message on the Kempegowda Tower at Corporation Circle in Bengaluru: Cycle is the solution! The projection celebrated cyclists silently fighting air pollution in Indian urban spaces and while paying tribute to the city's founder, Kempegowda, whose long term vision built the city on a model of self sustenance.

As Prabhakar Behera, one of the key Greenpeace activists behind the projection says “The projection seen by millions of residents, should serve as a wake-up call for both citizens and policymakers, urging a shift away from car-centric infrastructure towards spaces that cater to everyone. A cycling revolution in our cities will not only make our streets cleaner and safer, but also more accessible for all. Power the Pedal is a key part of that revolution. It challenges both the existing infrastructure and the prevailing attitudes that have long sidelined the masses, particularly women.”



"The projection on Bengaluru's Kempegowda Tower was a call to action, urging citizens and policymakers to shift towards inclusive, sustainable urban spaces. Power the Pedal is leading the way, challenging outdated infrastructure and creating safer streets for all." Prabhakar - Outreach Team Greenpeace India

WORLD BICYCLE DAY

On World Bicycle Day (June 3), Greenpeace India released a report titled *Powering Change with Each Pedal*, sharing stories from women across India who are transforming urban mobility. In Kolkata, over 100 cyclists joined a rally organised by Greenpeace India and its allies to emphasise the need for a cycling-friendly city. The event highlighted the importance of non-motorised transport like cycling and walking and called for a robust public transportation system to combat air pollution.



*On World Bicycle Day (June 3), Greenpeace India launched *Powering Change with Each Pedal*, celebrating women transforming urban mobility. In Kolkata, 100+ cyclists rallied for a cycling-friendly city and better public transport. Highlighting cycling's environmental and practical benefits, the event showcased how women are reducing emissions and gaining independence through sustainable transport.*

Cycling, while simple, holds enormous potential. Just one daily ride can reduce an individual's carbon emissions by up to 67%. For millions of low-income Indians, cycling is not just sustainable but also practical. Many of these women rely on cycles for their livelihoods, and in doing so, they reduce both their carbon footprint and their dependence on others. As Annapurna, a garment factory labourer and one of the cyclists, shares: "I feel independent and good to park my cycle in the same garage as the men."

NATIONAL DAY OF ACTION

On the National Day of Action, cyclists from over 60 cities came together to show their solidarity and reclaim their space on the streets. Participants decorated their cycles with lights and flowers, holding placards demanding better policies that prioritise non-motorised, environmentally friendly commuters. The event underscored the message that a city designed for cyclists is a city that works for everyone—healthy, sustainable, and inclusive.



On National Day of Action, cyclists from over 60 cities united to demand better policies for non-motorised, eco-friendly transportation. Decorated with lights and flowers, they called for cycling-friendly infrastructure, advocating for healthier, sustainable, and inclusive cities. The event highlighted the power of collective action for a car-free urban future.

By advocating for cycling-friendly infrastructure, these participants are pushing for a future where urban spaces are not dominated by cars and motorised vehicles but are designed for people. As we continue to work toward a more sustainable future, the National Day of Action was a reminder that change is possible when people unite for a common cause.

THE ROAD AHEAD

Through cycle repair and maintenance workshops, we ensure that the women of Power the Pedal stay on the road to independence. These workshops also serve as spaces for women to provide feedback on their experiences, helping us improve future cycles and services.

Women from diverse backgrounds are now riding through the streets of Bengaluru and Delhi, challenging gender norms and environmental challenges. Women are not just commuters, they are climate action champions. They're reducing their carbon footprint, fighting air pollution, and creating a vision for cities that prioritise people over private vehicles. As Binu Jacob, Greenpeace India's Executive Director, puts it: "When women take over our roads with their cycles, they become champions of climate action and gender justice in our cities."

Our goal is to expand this community to 5,000 women cyclists, creating a bold and proud group of women who will not only share the streets with other commuters but also lead the way in transforming the urban mobility landscape. Change often starts small, but it grows exponentially as more people join the movement.

So here's to the women of Power the Pedal, for they are not just riding bikes, they are riding the wave of change. Their journey is just beginning, and we invite you to join them in this movement for a more sustainable, equitable, and climate-resilient future.



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REIMAGINING URBAN MOBILITY

PROTECTING BENGALURU'S BUS PRIORITY LANE FOR A SUSTAINABLE, INCLUSIVE FUTURE

As urban centres across the world continue to grapple with the dual crises of traffic congestion and air pollution, cities like Bengaluru have begun taking bold steps towards sustainable solutions. One of the most innovative and impactful initiatives to emerge in recent years is the Bus Priority Lane (BPL). By prioritising buses over private vehicles, the BPL offers a simple, yet revolutionary, solution to reduce congestion, improve commute times, and, crucially, cut down on carbon emissions.



On March 26, 2022, Greenpeace India took action by painting 'Protect the Bus Lane' on Bengaluru's Outer Ring Road. This powerful message calls for prioritizing public transport, creating a safer, more sustainable city for all.

But with powerful private interests pushing to dismantle this key infrastructure, the struggle to protect and expand the BPL has become central to a growing movement for sustainable urban mobility. In response to the recurrent and growing threat, Greenpeace India has been at the forefront of advocating for these lanes. On 26 March 2022, Greenpeace India campaigners and volunteers symbolically painted the message "Protect the Bus Lane" on the Outer Ring Road, one of the busiest corridors in Bengaluru. "Through this public display, we sent a strong message: public transport must come first. It's not just convenient for commuters, but a crucial step towards reducing the city's carbon footprint and tackling the climate crisis," said Sharat MS, Campaigner for Climate and Energy.

Simultaneously, to gauge the pulse of the city, Greenpeace India engaged in outreach efforts across Bengaluru, speaking directly with residents about the significance of the Bus Priority Lane. The results revealed an outpouring of support for public transport as a lifeline for millions, particularly those from lower-income communities. One commuter shared, "I am a labourer and cannot afford a private auto rickshaw. The bus lane will save me money and time." For students like Aslam Altaaz, the BPL offered a reprieve from the stress of navigating traffic: "I'd rather take the bus to college. It's far less stressful than riding my scooter."

For many, the Bus Priority Lane isn't just about convenience; it's about survival. It provides a cost-effective and accessible mode of transport for workers, students, and families who rely on buses for daily commutes.

In response to the growing movement, we launched a petition calling on the Directorate of Urban Land Transport (DULT) and Bengaluru's Bruhat Bengaluru Mahanagara Palike (BBMP) to ensure that Bus Priority Lanes remain a permanent fixture in the city's transport network. Thousands of citizens rallied behind the campaign, advocating for policy reforms that prioritise sustainability and inclusivity in Bengaluru's urban mobility planning.

REIMAGINING BENGALURU'S PUBLIC TRANSPORT: A PATH TO SUSTAINABLE MOBILITY



"Sustainable transport isn't just about cleaner streets, it's about urban justice. When we prioritize public transport, we create a system that's accessible, affordable, and fair for everyone, ensuring that all communities, especially the most vulnerable, have equal access to mobility." Sharat MS Climate and Energy Campaigner

Bengaluru, one of India's fastest-growing cities, faces severe traffic congestion and rising air pollution. While the expansion of private vehicle infrastructure continues, the city's public bus system has been neglected, worsening congestion and contributing to increased greenhouse gas emissions. Greenpeace India believes that a fundamental shift is needed to create a safe, affordable, and sustainable bus-based public transport system in Bengaluru.

To better understand the realities faced by bus riders, Greenpeace India released the 'Bustling Through Bengaluru' report, a comprehensive study conducted between January and February 2022. The report surveyed 558 bus users across five major bus stops in Bengaluru, highlighting the vital role buses play in the city's transport network. A staggering 88 percent of respondents said they preferred buses over other modes of transport due to their affordability and convenience.

The report also uncovered the lasting impact of the COVID-19 pandemic on bus travel. Two-thirds of respondents reported longer waiting times and higher travel costs, with women disproportionately affected. These findings emphasise the urgent need for improvements to the public transport system, particularly for vulnerable groups like women.

Despite these challenges, there was clear optimism among respondents, many of whom expressed strong support for change. They called for more buses, improved schedules, dedicated bus lanes, and better first-and last-mile connectivity. A remarkable 79 percent of respondents supported fare-free transport for women and students, demonstrating a widespread desire for equitable mobility.

Sharat MS, Greenpeace's Climate and Energy Campaigner, stated, "The public's message is clear. People want a robust, accessible, and sustainable public transport system. This is crucial for tackling urban congestion and combating the growing climate crisis. Public transport should prioritise equity, ensuring that all citizens, regardless of gender, income, or background, have access to safe, affordable, and comfortable mobility. Transport systems must be inclusive and gender-sensitive, meeting the needs of women, children, and marginalised groups."

The growing demand for equitable public transport is part of a broader movement for sustainable, people-centred urban mobility. Protecting Bengaluru's Bus Priority Lane is the first step in a larger fight to make public transport the first choice for all citizens, not a last resort. The city's future cannot be built around private vehicles. Instead, it must centre on sustainable, people-first infrastructure.

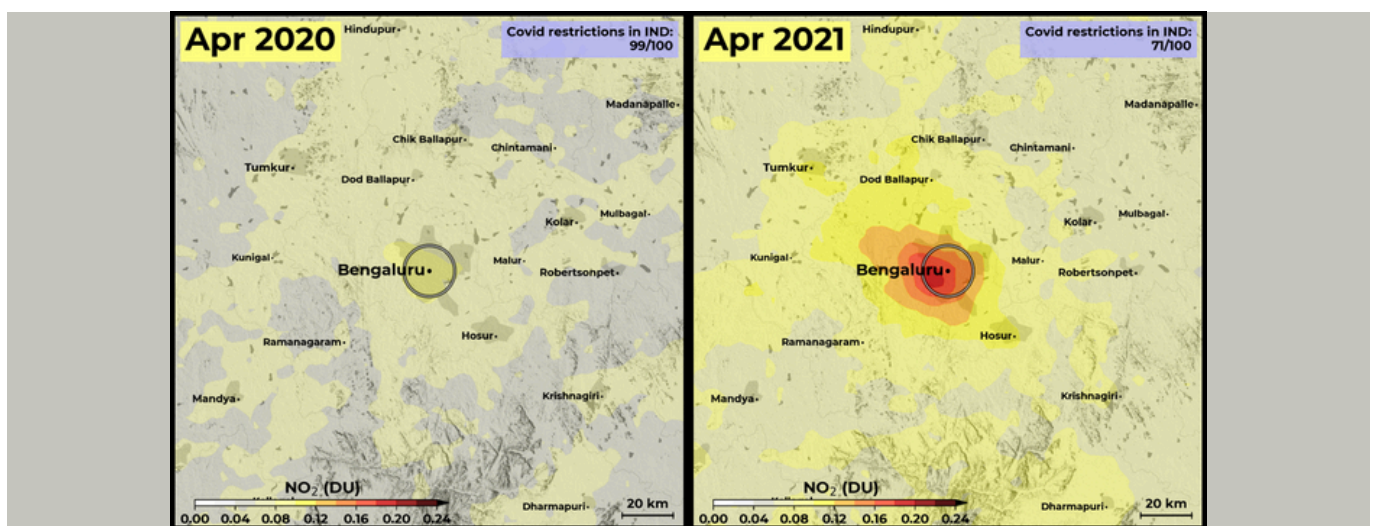
LETS FLEX IT!

India's urban population is growing rapidly, and cities like Bengaluru are grappling with increasing traffic congestion and air pollution. While investments in public transport and infrastructure for pedestrians and cyclists are crucial, we have identified flexible work policies as an effective way to reduce emissions and ease congestion in our cities.

We launched Let's Flex It!, a campaign designed to track and celebrate companies that are adopting flexible work practices with positive environmental outcomes. Through our leaderboard, we aim to showcase how remote and hybrid work models can directly reduce traffic, improve air quality, and contribute to more sustainable urban living. Research conducted on Bengaluru's air quality during the COVID-19 lockdowns demonstrated a clear connection between reduced traffic and improved air quality, highlighting the significant environmental benefits of flexible work policies.

Amruta Nair Campaigner at Greenpeace India added "Studies estimate that flexible work practices could reduce India's carbon emissions by 181,000 tonnes per year, with even a modest reduction in office commuting leading to a 10% drop in air pollution. In Bengaluru, a city with over 67,000 IT companies and 80 Lakh registered vehicles, even a small shift towards remote or hybrid work could have a transformative impact on both congestion and emissions."

At Greenpeace India, we are constantly seeking innovative solutions to address the climate crisis. Through Let's Flex It!, Greenpeace India aims to inspire more companies to adopt flexible work models. By the end of 2022, our goal was to onboard at least five more companies, potentially removing 10,000 fossil fuel-powered vehicles from the roads during peak hours. This initiative demonstrates that flexible work is not only a strategy for improving employee well-being but also a powerful tool for combating climate change.



This map, contrasting air quality during work-from-home and the return to office life, powerfully underscoring the transformative impact of flexible work policies on the environment.



CLIMATE AND ENERGY

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CLIMATE AND ENERGY

TREE OF LIFE: PUSH FOR STRONGER AIR QUALITY STANDARDS

In September 2021, the World Health Organization (WHO) revised its air quality guidelines for the first time in 15 years, setting stricter standards for key pollutants based on the latest scientific evidence. However, despite the WHO's revisions, the CPCB has yet to take action. This delay leaves millions of citizens across India exposed to harmful levels of pollution.



"The 'Tree of Life' symbolizes the interconnectedness of all people in the fight for cleaner air. It highlights the unity we share in our pursuit of a healthier, more sustainable world." — Artist Satish Kumar

After more than six months of inaction from the CPCB, Greenpeace India took charge on 22nd April, installing an art installation as a powerful symbol of the urgent demand for cleaner air. In a bold call to action, over 10,000 citizens joined Greenpeace by signing petitions and sending postcards to the Central Pollution Control Board (CPCB), demanding a revision of India's National Ambient Air Quality Standards (NAAQS). This collective push was symbolised in a striking art installation of a tree made of 10,000 postcards, each carrying a citizen's plea for cleaner air outside the CPCB office. The tree, created by artist Satish Kumar and painted by Greenpeace volunteers, represented the "Tree of Life". As artist Satish Kumar said, "The Tree of Life highlights the interconnectedness of all people in the fight for healthier air."

This action aimed to keep pressure on the authorities and underscore the need for immediate revisions to the air quality standards. We also worked closely with vulnerable communities, particularly mothers, children, and senior citizens, who are most affected by air pollution. These groups, alongside our supporters, are demanding their fundamental right to breathe clean air. As Bhavreen Kandhari of Warrior Moms noted, "Pollution is exacerbating health complications, especially for women and children. It's no longer just a health problem—it's a social and psychological issue. We need clean air for ourselves and for future generations."

In our formal submission to the CPCB, we have called for an immediate revision of the NAAQS, grounded in the latest scientific evidence. "The revised guidelines by WHO have made it clear. No level of air pollution is safe, and India must urgently align its National Ambient Air Quality Standards (NAAQS) with these global best practices. This is not just an environmental issue, it is a public health necessity," said Campaign Manager Avinash Chanchal.

Our RTI request revealed that the CPCB has sanctioned a one-year study to review the NAAQS, but any changes will depend on the study's findings. The longer we delay, the longer we expose millions to the devastating health and economic costs of air pollution.

UNITED FOR CLIMATE JUSTICE: AMPLIFYING VULNERABLE VOICES AT COP

In November 2022, as global leaders gathered at COP27 to discuss the future of climate action, Greenpeace India organised a series of impactful events in Kerala to highlight the critical importance of climate justice. From 5 to 8 November, we worked alongside local communities in Kochi and Chellanam to demand urgent action on climate change and ensure that those most affected by its impacts were heard.

One of the most significant actions took place at Chellanam Harbour, a region severely impacted by coastal erosion. In collaboration with local fishing communities, Greenpeace India unfurled a 27 ft by 60 ft banner on the open waters, bearing the message "UNITED FOR CLIMATE JUSTICE." This symbolic gesture called attention to the growing vulnerabilities faced by coastal communities in Kerala and underscored the need for urgent, justice-driven climate solutions.

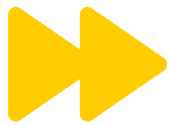


Greenpeace India's call for climate justice at COP27 resonated across the media, with immense coverage of our impactful actions. We amplified the voices of those most affected by climate change, demanding urgent, justice-driven solutions for a sustainable future

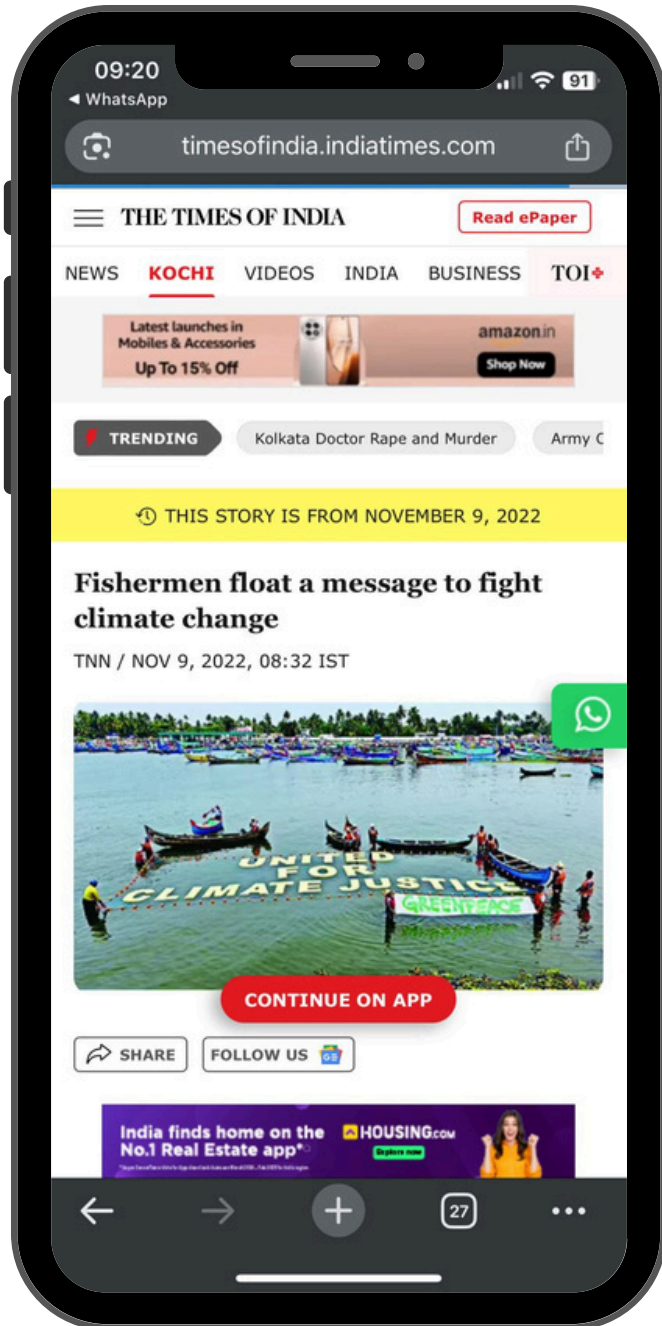
Alongside this powerful display, we hosted a three-day storytelling workshop aimed at empowering the youth of Kerala. The workshop trained young participants to document and share personal accounts of how climate change is affecting their communities. These stories not only shed light on the hardships faced by these communities but also highlighted the resilience and innovative solutions being developed on the ground to adapt to the changing climate.

To further amplify the conversation around climate justice, Greenpeace India organised a Roundtable Conference, bringing together eminent speakers from various sectors, with a particular focus on communities most impacted by climate change. The discussions covered key topics such as climate vulnerability, adaptation strategies, loss and damage, and the essential role of community-led initiatives in shaping climate action. The conference provided a platform for critical stakeholders to share knowledge, experiences, and solutions, emphasising the importance of integrating climate justice into the global climate agenda.

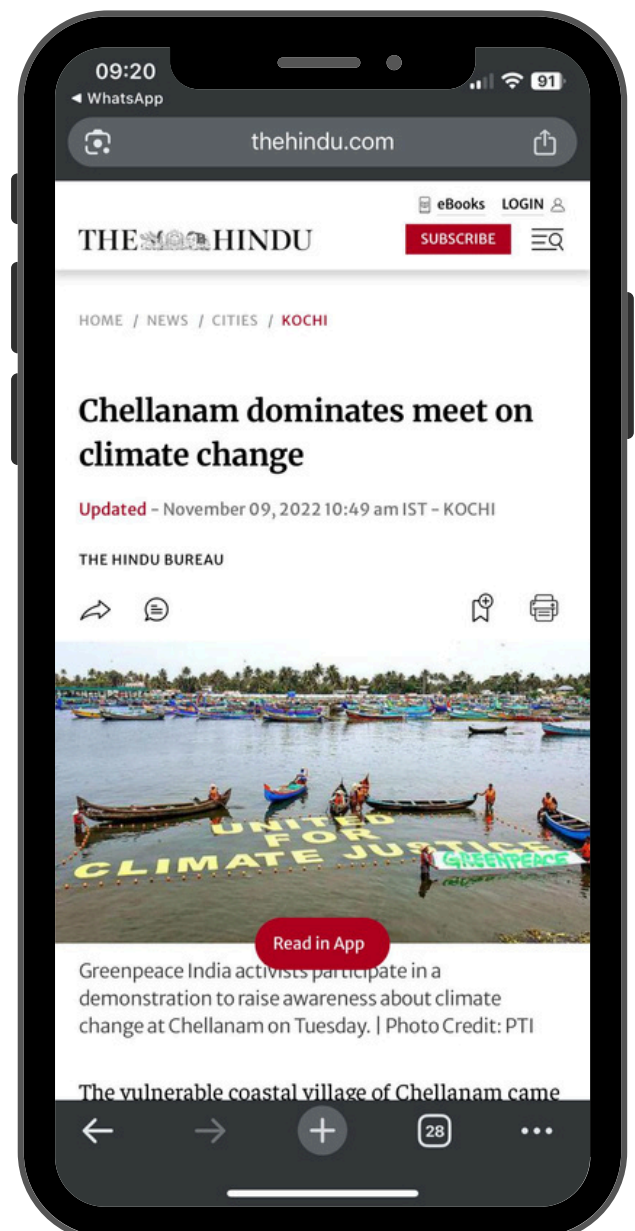
Amruta Nair, Campaigner at Greenpeace India said “These events in Kerala demonstrated the power of solidarity among vulnerable communities and reaffirmed the message that climate justice must be at the heart of international climate negotiations.” By highlighting the experiences of those on the frontlines of climate change, Greenpeace India reinforced its commitment to advocating for a fairer, more inclusive approach to tackling the climate crisis, one that ensures no one is left behind.



MEDIA FEATURES



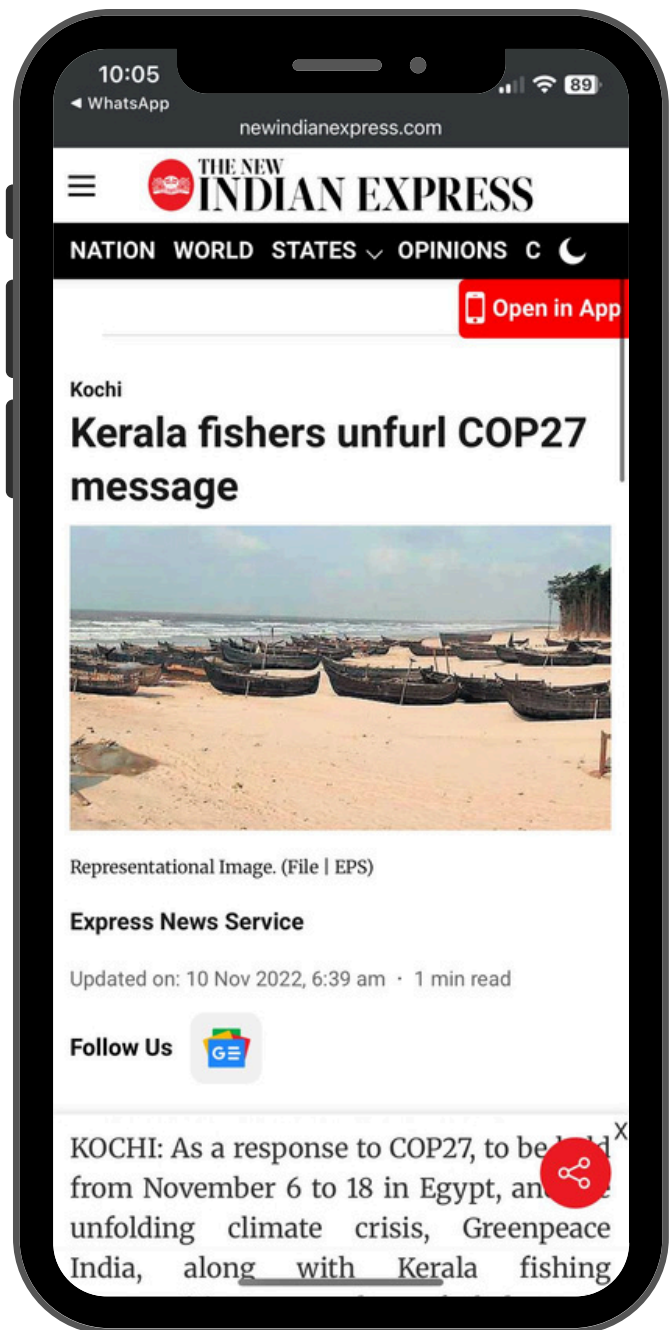
Fishermen float a message to fight climate change | The Times of India



Chellanam dominates meet on climate change | The Hindu



MEDIA FEATURES



Kerala fishers unfurl COP27 message | The New Indian Express



Greenpeace India | Times Content | TOI

LETTER TO CM

Greenpeace India's open letter to the Chief Minister of Karnataka following Bengaluru's devastating floods aimed at shifting the narrative from reactive disaster response to proactive climate resilience. The letter called for systemic changes, highlighting the need to halt environmentally destructive projects, invest in sustainable public transport, and prioritise community-driven climate action. It framed climate resilience not just as an environmental issue, but as one of justice and equity, urging that the city's future be built on inclusivity, sustainability, and a commitment to protecting the most vulnerable communities from the escalating impacts of climate change.

Letter to the CM

CLICK THE ICON TO ACCESS THE LETTER →



RESEARCH AND REPORTS

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RESEARCH AND REPORTS

ARE CITIES IN SOUTHERN INDIA BREATHING SAFE AIR?

While air pollution in northern Indian cities like Delhi has long dominated national headlines, the growing pollution crisis in southern India has largely been overlooked. Greenpeace India stepped in to address this crucial gap by launching a study that examines air quality in 10 major cities across southern India.

With data sourced from the Central Pollution Control Board (CPCB), the following cities were included in the study: Bengaluru, Hyderabad, Chennai, Amaravati, Visakhapatnam, Kochi, Mangalore, Puducherry, Coimbatore, and Mysore.



The study revealed that pollution levels in these cities pose a significant health risk, with annual average concentrations of PM2.5 and PM10 far exceeding the revised World Health Organisation (WHO) standards, despite pandemic-induced lockdowns and reductions in economic activity. This alarming trend suggests these cities are on track to experience the same public health and economic impacts already seen in northern India.

As Avinash Chanchal, Manager of the Climate and Energy campaign, stated: "This report aims to inform and empower both citizens and decision-makers. We are not simply presenting a crisis; we are calling for action. Not all hope is lost; the solutions are within reach, but they require strong political will, public support, and systemic changes at every level of society. Our report outlines clear, evidence-based recommendations for combating pollution, such as transitioning to renewable energy, prioritising clean transport options, and enforcing stricter air quality standards."

The findings were covered by over 40 vernacular media outlets, helping to drive home the message that air pollution is a nationwide issue that demands immediate, coordinated action from local and state governments, industries, and the public.

AN AIR QUALITY ANALYSIS OF 10 CITIES FROM SOUTH INDIA

CLICK THE ICON TO ACCESS THE REPORT →



HEATWAVES: TRENDS IN A CHANGING CLIMATE AND SUMMERS LIKE NONE OTHER

In 2022, India endured some of its most extreme heat waves, with temperatures surpassing 45°C in many regions. Driven by climate change, this escalating crisis is posing a significant threat to public health, agriculture, and the economy.

Through our reports Heatwaves: Trends in a Changing Climate and Summers Like None Other, Greenpeace India highlighted the alarming rise in extreme heat events in cities across India. Our research revealed a substantial increase in extreme heat days, with cities like Shimla and Bhopal seeing a 183% increase in days with extreme heat in April 2022, among other months, compared to the same months in 2021.

Avinash Chanchal, Climate and Energy Campaigner at Greenpeace India, warned: "These heat waves are linked to rising global temperatures, which are not only making heat events more frequent but also more dangerous due to increased humidity."

The consequences for public health are severe." Heat-related illnesses, such as heatstroke, dehydration, and aggravated respiratory and cardiovascular conditions, are on the rise.

Ishteyaque Ahmed, Campaigner for Food and Future, added: "Heatwaves are devastating agriculture, with crops such as wheat and rice suffering. By 2030, heat-related labour losses could cost India significantly."

Greenpeace India is calling for immediate government action to protect vulnerable communities. This includes the establishment of early warning systems, strengthening public health infrastructure, and ensuring timely advisories during heatwaves. Amruta Nair, Campaigner at Greenpeace India, stressed: "These measures are vital to protect those most at risk, particularly outdoor workers, the urban poor, children, and marginalised groups who often lack access to cooling centres, clean water, and medical care."

In the long term, we advocate for building urban resilience by prioritising green spaces such as parks, rooftop gardens, and water bodies, which can help mitigate the urban heat island effect and reduce temperatures in crowded areas. Governments must invest in climate-resilient infrastructure to protect communities from increasingly frequent and intense heat waves.

"We demand a concrete Heatwave Action Plan, which must also include the transition to clean, renewable energy; otherwise, the intensification of heatwaves will only worsen," said Avinash Chanchal.

Phasing out fossil fuels and accelerating the shift to renewable energy sources such as wind and solar power is crucial for reducing carbon emissions and slowing climate change.

A Report on the Heatwave crisis in Ten Indian Cities

CLICK THE ICON TO ACCESS THE REPORT →



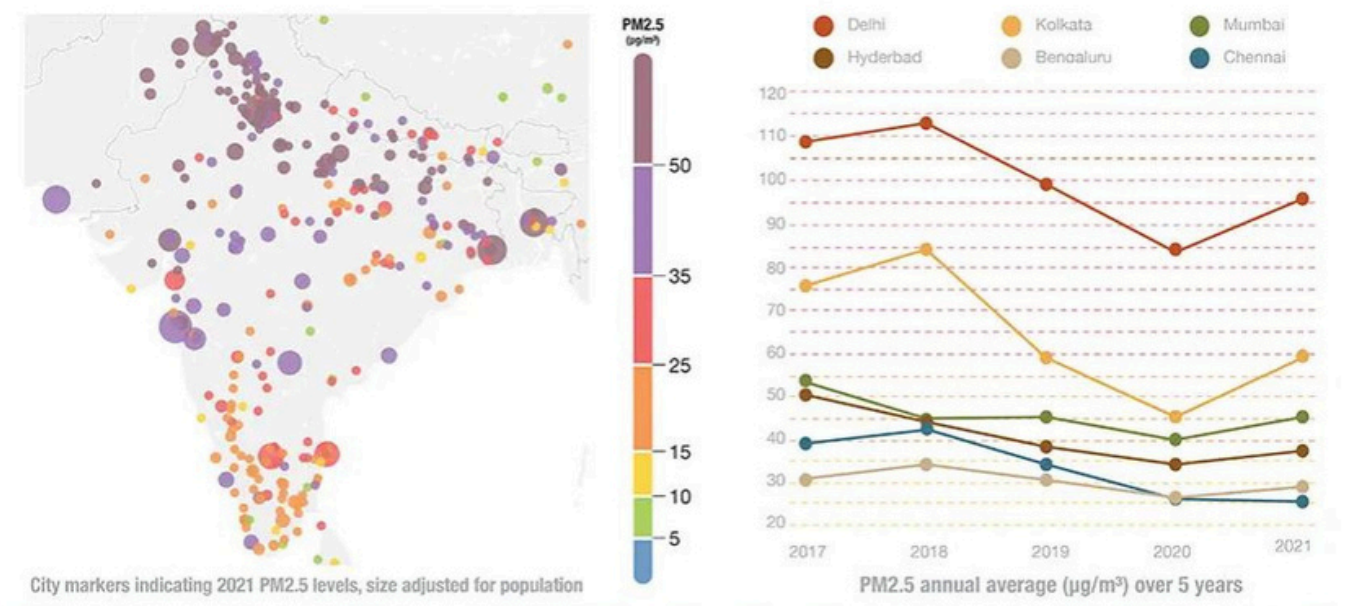
INTERNATIONAL

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INTERNATIONAL

INDIA'S AIR POLLUTION CRISIS: AN URGENT CALL FOR ACTION

In March 2022, Greenpeace India, in collaboration with IQAir Visual, released a crucial report on air pollution that paints a grim picture of India's air quality crisis. Despite temporary improvements during the pandemic lockdowns, India continues to dominate global air pollution rankings, with 35 out of the 50 most polluted cities in the world. The report reveals that in 2021, India's annual average PM2.5 levels stood at $58.1 \mu\text{g}/\text{m}^3$, almost 12 times the World Health Organization's (WHO) safe limit of $5 \mu\text{g}/\text{m}^3$ marking the end of a brief period of improvement.



A graph showing how the pollution levels in Indian cities have reached alarming levels, with some cities being among the most polluted in the world, calling for urgent action.

The troubling reality is that pollution levels have surged back to pre-pandemic levels, with nearly 50% of Indian cities now exceeding $50 \mu\text{g}/\text{m}^3$ more than ten times the WHO's recommended limit. This dangerous air quality is directly linked to a rise in respiratory diseases, heart conditions, lung cancer, and premature deaths. Alarming, no Indian city met the WHO's revised air quality standard of $5 \mu\text{g}/\text{m}^3$ in 2021.

"While the report comes off rather pessimistic, the solutions to air pollution are already within reach. Particulate matter pollution is driven largely by fossil fuel burning, which also drives the climate crisis. It is time for governments to invest in renewable energy for transport and to build infrastructure that supports clean mobility, such as cycling, walking, and public transport." said Greenpeace India's Campaign Manager, Avinash Chanchal.

The report underscored our calls for urgent systemic action. Governments at all levels must strengthen the National Clean Air Programme, accelerate the transition to renewable energy, and prioritise active mobility solutions. Rising pollution levels are not only damaging public health but are also exacerbating the climate emergency, making immediate action more critical than ever.

IPCC REPORT

The release of the IPCC's Working Group II report in February 2022 marked a critical moment in the escalating climate crisis, revealing the immediate and devastating effects climate change is already inflicting on people and ecosystems. The report highlights the urgent need for collective action, with effective adaptation requiring comprehensive planning that integrates ecological health with human welfare.

As Greenpeace India's Campaign Manager, Avinash Chanchal, explained, "Even with rapid decarbonisation, significant climate impacts will remain unavoidable through 2040, with 32 to 132 crore people potentially pushed into extreme poverty in the next decade. Limiting global warming to 1.5°C is crucial to avoid the worst outcomes, but even then, we will face severe impacts, including water scarcity for 35 crore people by 2030 and a high extinction risk for 14% of terrestrial species."

Greenpeace India has long emphasised that climate change is a human rights issue, and the report reaffirms how vulnerable communities, especially in the Global South, are bearing the brunt of this crisis. The report also highlights the critical link between the climate and nature crises—an issue Greenpeace has consistently championed. Protecting and restoring ecosystems is essential to building resilience and safeguarding vital services like clean air, water, and food.

Key takeaways from the IPCC report on Mitigation

CLICK THE ICON TO ACCESS THE REPORT →



As Sharat MS, Greenpeace's Climate and Energy Campaigner, emphasised, “Governments must face the facts with brutal honesty. The widening gap between adaptation needs and the losses people face requires urgent action. Extreme weather events, rising sea levels, and ecosystem degradation are no longer distant threats, but daily realities.”

The IPCC report serves as a reminder that climate action must go beyond mitigation and address systemic injustices, calling for transformative change across agriculture, infrastructure, and energy systems to create resilient, sustainable communities for all.

GREENPEACE FRANCE'S TRIUMPH AGAINST FOSSIL FUEL INFLUENCE IN EDUCATION

In January 2022, Greenpeace France, in collaboration with La Sphinx (an alumni association of École Polytechnique) and Anticor, secured a significant victory in the fight to protect academic institutions from the fossil fuel industry's undue influence. After two years of campaigning, TotalEnergies was forced to abandon its controversial plan to build a Research and Development (R&D) facility on the campus of École Polytechnique, one of France's leading engineering schools.

The proposed project sparked widespread concern among students, faculty, and civil society organisations, who feared the growing presence of fossil fuel corporations on university campuses. Greenpeace and its allies raised ethical questions about the implications of such corporate influence on education, especially amid the urgent need for climate action.

This victory resulted from a strategic combination of legal challenges and grassroots mobilisation. Greenpeace, La Sphinx, and Anticor filed a formal complaint with the national financial prosecutor, highlighting potential conflicts of interest and putting significant pressure on TotalEnergies. As public awareness grew, the demand for transparency intensified, leading to TotalEnergies withdrawing its plans.

Edina Ifticène, Greenpeace France's oil campaigner, said: “This victory is a powerful reminder that the fossil fuel industry's influence over academia is not inevitable. With collective action, we can protect education from corporate agendas that threaten our planet.”

This win not only protected the independence of École Polytechnique but also sent a clear message, that corporate overreach in academia can and must be challenged. It underscores the importance of vigilance in defending academic spaces from industries that delay climate action.

INDIA'S PLASTIC BAN: GREENPEACE INDIA'S VIGILANT AND PROACTIVE ROLE IN TACKLING PLASTIC POLLUTION

On 1 July 2022, India took a bold step in the fight against plastic pollution by implementing a ban on select single-use plastics, including plastic cutlery, earbuds, and decorative thermocol. This was a significant milestone in reducing plastic waste, and Greenpeace India celebrates this achievement as a crucial victory for the environment. However, we remain committed to ensuring this is just the beginning of a broader transformation.

While the ban is a positive development, Greenpeace India has been clear that it is only one piece of the puzzle.. The larger challenge lies in tackling excessive plastic consumption, particularly across industries like FMCG and fast fashion. These sectors continue to generate vast amounts of non-recyclable plastic waste through unsustainable packaging and production practices. Greenpeace India has been at the forefront of advocating for systemic change, calling for policies to reduce plastic production, promote sustainable alternatives, and hold corporations accountable for their role in pollution.



"The plastic ban is a significant step forward, but it's just the beginning. We must continue advocating for sustainable alternatives, reduce excessive plastic consumption, and hold industries accountable. True change lies in systemic shifts and empowering communities to lead the way." Advocate Prashant

As Greenpeace India advocate Prashant noted, “While the plastic ban is a step forward, we must continue pushing for affordable, sustainable alternatives and address the economic systems that drive plastic use.” Greenpeace remains dedicated to pushing for long-term solutions that protect both the environment and public health.

Greenpeace India has actively promoted a culture of reuse and upcycling. Working directly with communities in Delhi, especially women cyclists and students, encouraging creative solutions like upcycling old clothes into reusable bags. This grassroots approach not only reduces reliance on plastic but empowers communities to create their own sustainable alternatives.

SETBACK AT UN OCEAN TREATY TALKS

In August 2022, the United Nations Ocean Treaty negotiations ended in a setback as negotiators failed to finalise an agreement to create Ocean Sanctuaries that would protect 30% of the world’s oceans by 2030. While some progress was made, critical issues, including financing mechanisms, remained unresolved, and key countries, including members of the High Ambition Coalition, did not demonstrate the urgency needed.

Greenpeace, through its Protect the Oceans campaign, expressed deep frustration with the delays. Laura Meller, Greenpeace’s campaign leader, warned that further setbacks would have severe consequences for billions of people who depend on oceans for food, livelihoods, and climate regulation. Scientific consensus supports the need to protect at least 30% of the oceans by 2030 to safeguard marine life and global biodiversity.

Despite this, Greenpeace remains committed to pushing for a Global Ocean Treaty, mobilising global efforts to meet the ambitious goals required for ocean protection and a sustainable future.



TESTIMONIALS

**STEVEN
HEWINS**

Fundraiser -Chennai

Working with Greenpeace is both a deeply moving and motivating experience. Having been personally affected by climate change, and witnessing its devastating effects on so many others in our country, I find it heartening that Greenpeace is taking significant action. Being part of this mission is incredibly inspiring.

Knowing that Greenpeace is actively addressing these issues gives me the drive to continue supporting the cause. One moment that truly highlighted the importance of my role was during an outreach event in Chennai. After enrolling a donor for financial support, we had a meaningful conversation about the urgency of addressing climate change and environmental challenges. The donor emphasized how crucial it is for "young people" like us to take action and work towards the collective good of humanity. This feedback made me feel validated in my efforts and proud to be part of this movement.

From the recent floods in Chennai to the frequent flash floods across India and around the world, it's clear that these environmental crises are affecting millions. Greenpeace India's work is essential because it directly tackles global environmental issues, particularly climate change. The impact we make on people's lives and the environment is what keeps me motivated every day.

**GK KUSHVANTH
SAI**

Fundraiser -Bengaluru

As an organization, Greenpeace India is deeply committed to sustainable solutions and is responsive to the ground realities and diverse needs of communities facing the climate crisis. Being a part of Greenpeace India as a Fundraiser inspires me to raise funds, helping the organization address crucial socio-environmental concerns.

While many organizations are working towards environmental protection, Greenpeace India stands out with its unique approach. It not only focuses on policy-level changes but also conducts in-depth research on grassroots communities, taking into account the socio-economic and environmental challenges. Greenpeace India recognizes the interconnectedness of these issues, especially in a country like India, and works to create meaningful, lasting change

TELUGU PRUTHVI RAJ

Group Coordinator – Hyderabad

Personally, I've always been concerned about environmental issues like air and plastic pollution, as they directly affect our health and the planet. The degradation of air quality and the harm caused by plastic waste are alarming, and the consequences are felt globally,

particularly by vulnerable communities and marine life. This is why Greenpeace India's mission resonates so deeply with me.

Greenpeace advocates for peace, global disarmament, and non-violence, and its focus on addressing urgent environmental challenges is inspiring. The organization works tirelessly to raise awareness about the pressing issues we face, from climate change to deforestation, while connecting these crises to the future of our planet. Greenpeace's emphasis on the long-term impact of these issues on future generations is both eye-opening and motivating.

Being part of this mission has been incredibly rewarding. The work we do at Greenpeace is more than just a job, it's a commitment to creating meaningful change. Every day, I'm motivated by the knowledge that our efforts help protect the environment and promote sustainability for the future. I'm proud to be part of this important movement, working toward a healthier, more sustainable world for generations to come.

SOURABH

Group Coordinator
– Delhi

During my college days, Greenpeace's campaigns were a frequent topic of discussion, and being part of the organization has added immense value to my professional journey. Greenpeace's unwavering determination to challenge the biggest corporations and fight for the environment is deeply inspiring.

Despite facing lawsuits and government pressure, Greenpeace continues to raise its voice for environmental issues, safeguarding life on this planet.

As a fundraiser, I have the opportunity to engage and mobilize the public, connecting their concerns for the environment with a chance to create real, lasting change through donations. A proud moment for me was during a fundraising event in Chandigarh, where I met a man who had relocated from Delhi due to the severe pollution. His resonance with Greenpeace's campaigns on clean mobility inspired him to become a regular donor—and he even encouraged his colleagues to get involved.

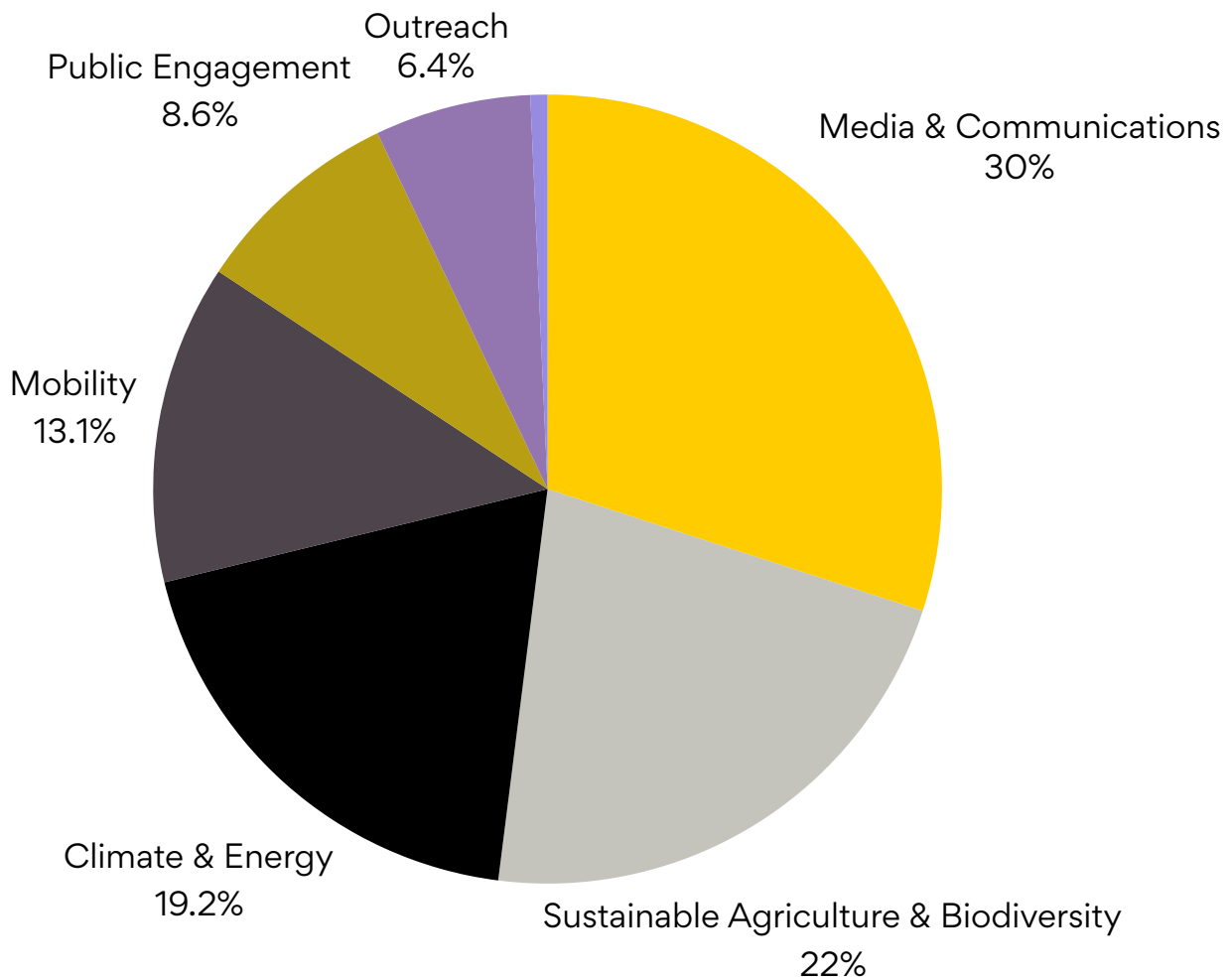
In today's world, where resources are limited and pollution levels rise, Greenpeace India's work is crucial. Addressing environmental crises, like pollution and heatwaves, is more urgent than ever. My role as a fundraiser has taught me valuable skills in leadership, public speaking, and team management, helping me contribute to Greenpeace's mission of protecting our planet.

INCOME & EXPENDITURE ACCOUNT

FINANCIAL YEAR 2022-23

Greenpeace Environment Trust	
Income & Expenditure Account for the Financial Year 2022-23	
Particulars	2022-23 (Rs.)
INCOME	
Donations Received	78,503,766.00
Interest Income	4,114,894.00
Other Income	44,981.00
TOTAL INCOME	82,663,641.00
EXPENDITURE	
Program Expenses	Rs
Climate & Energy	4,422,472.00
Sustainable Agriculture & Bio Diversity / Food for Future	5,069,827.00
Mobility	3,024,579.00
Outreach	1,470,465.00
Media & Communications	6,924,580.00
Public Engagement	1,980,594.00
Strategic Program	166,495.00
Other Expenses	-
Public Awareness & Fundraising	37,834,803.00
Depreciation	848,335.00
Administrative Expenses	9,039,180.00
TOTAL EXPENSES	70,781,330.00
Excess of Income over Expenditure	11,882,311.00

GPET EXPENDITURE FY-2022-23

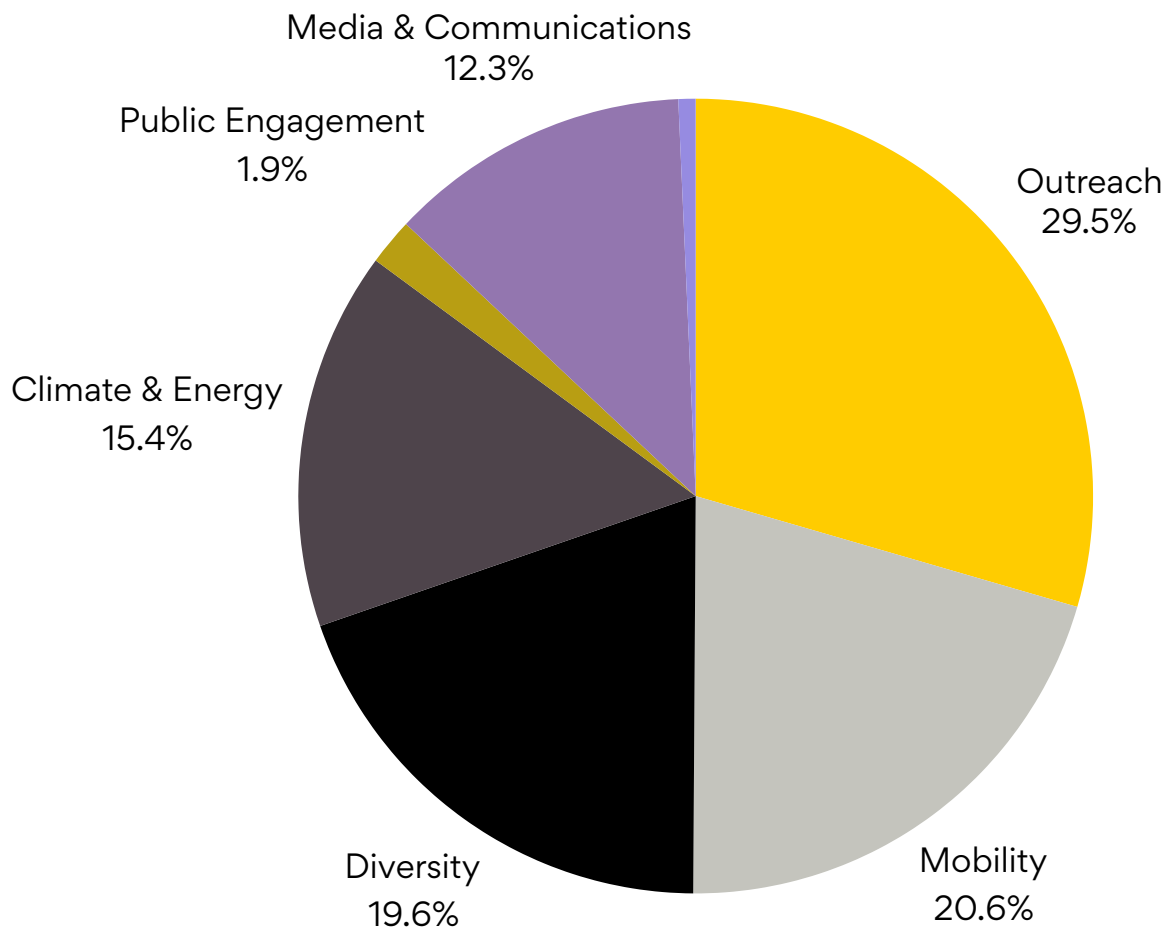


INCOME & EXPENDITURE ACCOUNT

FINANCIAL YEAR 2022-23

Greenpeace India Society	
Income & Expenditure Account for the Financial Year 2022-23	
Particulars	2022-23 (Rs.)
INCOME	
Donations Received	47,567,448.00
Interest Income	6,887,785.00
Other Income	127,638.00
TOTAL INCOME	54,582,871.00
EXPENDITURE	
Program Expenses	Rs
Climate & Energy	2,827,983.00
Sustainable Agriculture & Bio Diversity / Food for Future	3,604,579.00
Mobility	3,782,122.00
Media & Communications	5,418,975.00
Public Engagement	2,258,045.00
Outreach	367,668.00
Strategic Program	138,305.00
Other Expenses	-
Public Awareness & Fundraising	10,820,435.00
Depreciation	989,268.00
Administrative Expenses	12,277,978.00
TOTAL EXPENSES	42,485,358.00
Excess of Income over Expenditure	
	12,097,513.00

GPIS EXPENDITURE FY-2022-23



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