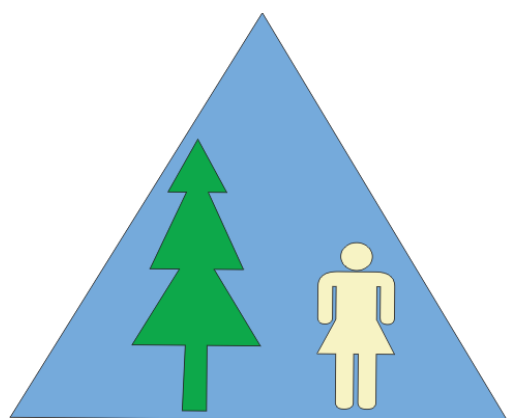


# **ANNUAL REPORT 2018-2019**



YOU AND I FOUNDATION HOOGHLY

**YOU AND I FOUNDATION HOOGHLY**

**Registration No: SO134356 of 2005-2006 under W.B. Societies Registration Act 1961**

**Legacy Registration No: S/IL/34356 of 2005-2006**

**[Affiliated to Nehru Yuva Kendra Ministry of Youth Affairs & Sports, Govt. of India]**

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**FROM THE SECRETARY'S DESK :**

YOU AND I FOUNDATION HOOGHLY started its journey from July, 2005. It is registered under West Bengal Societies Registration Act of 1961 (Registration No: SO134356 of 2005-2006)

YOU AND I FOUNDATION HOOGHLY is a registered non-profit civil Society organization for environment conservation & sustainable agriculture.

It envisages reciprocal partnership & participatory policy frame for commons to promote sustainable environment development & wise use of natural resources.

YOU AND I FOUNDATION HOOGHLY work in the field of alternative development programs by developing peoples' traditional know-how in the field of environment, agriculture, energy, climate change program, sanitation and income generation.

We command a fair amount of community support and recognition. We are planning to build on this goodwill and extend our support in accelerating the case of awareness generation and meaningful involvement in programmes that benefits the cause of humanity by ensuring a pollution free environment and promoting ecological balance.

We at 'YOU AND I FOUNDATION HOOGHLY' are committed and hardworking and have the belief in achieving our goal.

**ANUBRATA MUKHERJEE**  
**Secretary**

Who are we :

We are a small group of people having identical purpose & mindset who dare to reconstruct the green heaven by fighting away the polluting forces from our society.

The group gathered under the umbrella of YOU AND I FOUNDATION HOOGHLY in the form of a society under West Bengal Societies Registration Act. We have also got the affiliation from 'Nehru Yuva Kendra', Ministry of Youth Affairs, Govt. of India. The body comprises of University lecturers, Social scientists, Environmental experts, Agroecologist, Management professionals and others from different professions along with school/college students.

Mission Statement:

Our common goal is to achieve a pollution free environment to develop and support a socially, economically and ecologically sustainable community life style around us for the survival of life as a whole. We envisage reciprocal partnership & participatory policy frame for commons to promote environment conservation, sustainable agriculture development & wise use of natural resources.

## Activities of YOU AND I FOUNDATION HOOGHLY

(From 01<sup>st</sup> April 2018 to 31<sup>st</sup> March 2019)

During this year we have managed to organize major events namely

- (1) Tree Plantation Program (Billion Tree Campaign)
- (2) Capacity Building Training Program on Ecological Agriculture
- (3) Ecological Agriculture (Ankur) Project
- (4) Eco-Puja Contest
- (5) Clean Ganga Campaign
- (6) Participation in Poribesh Mela

Other than the following we also organised different day celebration, events and awareness campaigns. In these programmes we have got other organisations like Hooghly-Chinsurah Municipality, Nehru Yuva Kendra, Environment Academy (Sabujer Avijan), National Cadet Core(NCC) – 43 BN as our supporter. Different school, college authorities and their students, CBOs of Hooghly-Chinsurah and Chandernagore area were also came forward to make our initiatives successful.

### Tree Plantation Programme ( Billion Tree Campaign ) :

‘YOU AND I FOUNDATION HOOGHLY’ is a participant in ‘Billion Tree Campaign’ programme of United Nations Environment Programme (UNEP). We have planted 200 trees in and around Hooghly-Chinsurah. In this programme we have planted trees in three schools and one college namely, ‘Chinsurah Jyotishchandra Vidyapith’, ‘Dunlop Hindi High School’, ‘Chinsurah Duff High School & Hooghly Women’s College’. Enthusiastic students, teachers helped us to make this programme successful. This programme was observed during ‘Aronyo Saptaho(Forest Week) – 2018’ from 14-20<sup>th</sup> July 2018.



Photo of Tree Plantation at Chinsurah Duff High School during Forest Week– 2018

Apart from tree plantation in the above mentioned schools we have also planted trees at different locations of Hooghly-Chinsurah Municipal Area.

## Capacity Building Training Program on Ecological Agriculture:

YOU & I FOUNDATION HOOGLY have organized one day training program on " Capacity Building Training Program " on 10.01.2019 at 10 AM to 5 PM at sukanta bhawan village- baksha, Chanditala- 2 block, , District- Hooghly, West Bengal supported by ATMA, Department of Agriculture, Government of West Bengal.



Photo of Capacity Building Training Program at Sukanta Bhawan , Village -Bakasha on 10.01.2019

Total 50 numbers of farmers had taken part as participants in this training program. Resource materials distributed to participants. Dr. Sagar Koner, Subdivision Horticulture Officer, Arambagh, Dist.- Hooghly, Department of Horticulture, Govt. of West Bengal, Dr. Ranu Dhar, Assistant Director of Agriculture, Chandital-2 Block, Government of West Bengal, Mr. P. Saha, Agroecologist, environmental activist, Vice President, YOU & I FOUNDATION, Mr. D N Dutta, social activist, Executive member, YOU AND I FOUNDATION, had delivered their inaugural speeches.

Dr. Sagar Koner delivered resourceful speech on different government scheme on Horticulture, agricultural technique and mushroom cultivation. Mr. P. Saha, delivered resourceful speech on Ecological Agriculture with power point presentation. The crop productivity is greatly influenced by the growing environment & management practices.

## Ecological Agriculture Project–Ankur:

YOU AND I FOUNDATION HOOGLY has started sustainable agriculture in West Bengal (some village in District –Hooghly & Howrah) and built a movement for the protection of small farmers through promotion of ecological farming diversity through scientific management of natural resources, fair trade to ensure the healthy, diverse and safe food. Under this project, we encourage participatory planning with the marginal and smallholder, following the principles of sustainable ecological agriculture. For scientific and sustainable management of the farm resources we encourage participatory soil & water health management, indigenous seed management, indigenous knowledge management, maintaining diversification of subsystems/farm enterprises, innovation in harvesting and storing techniques, low cost ecological farming techniques to reduce forced migration in the lean season, protein malnutrition, micro-nutrient malnutrition, farming risk reduction, increasing farm based income etc.





Ecological integrated agriculture and climate resilient skill development program to retain & regain soil fertility effective water management, ensure Biodiversity, Indigenous seed conservation, food and nutrition security. The idea behind the program is to minimize the extensive dependence on chemical fertilizers & poisonous pesticide farming and regain the fertility of the soil and mitigate the risk of farming community by providing them skill development for sustainable agriculture practice. The ecological farming offers diverse benefits, such as livelihood security, natural resource conservation, food self-sufficiency and social development. We are actively networking with the farmers in some districts of West Bengal, India to adopt this process of Ecological integrated agriculture through various training and field demonstration. Today seed has become a big problem area for the farmers as the multinational companies from around the world has made it a means of making money. Normally farmers grow many crops every season but now with the new development only few farmers save seeds. With the time some of the farmers lost the skills of saving seeds, whereas some became dependent on market for the seeds from seed companies, who often promote hybrid seeds. Even the cost of the hybrid seed is up to ten times. Saving own seed means collecting your own seeds to have seed at home for next season's planting. Saving seeds will not only make farmers self sufficient in the seeds but they can also save seeds of their own choice and save money which otherwise they were paying to companies. This way they can help conserve seed diversity and save the traditional, heritage varieties. Local seeds are also well adapted to the local conditions, therefore saving these seeds will ensure availability of these locally adapted climate resilient seeds. We initiate to Ecological Integrated Agriculture program start at community farming at village-Khoragore, Baksha, Duttapur, G.P.- Baksha, Chandital-2 Block, District- Hooghly, and village- Shyampur, Nabagram, , Tethikhola, Narikelbar Shyampur-1Block, village- Juarkole, Shyampur-2 Block, State- West Bengal, India. We started our programme actively network with farmers and collecting data regarding agriculture pattern. Then we organized several awareness, training and demonstration program on low cost ecological integrated farming. We trained the farmers about making of bio-fertilizer and bio-pesticide from available natural resources. We provide training on indigenous seed saving to the farmers time to time through its training as well as directly in the farmers fields. In addition to preserving and distributing indigenous seeds, We are working with small farmers and communities.

We are committed to protect the living Soil - our mother Earth, our identity, the basis of our life and our livelihoods. We keep our soil healthy and fertile through ecological farming practices. We are also committed to keep our mother earth free from hazardous agrichemicals that not only pollute but also destroy the soil food web, the very basis of soil health.

The restoration of niches in the agricultural environment is the goal that may be achieved by

1. Introduction, intensification and optimization of synthetic input free, Natural Resource Management by Sustainable integrated ecological agriculture thereby promoting the natural resilience, income generation and nutritional as well as livelihood security should be the main aims of the project.
2. Introduction and intensification of natural resources by cultivating native vegetable, crop, grain, food and by Conservation of indigenous seeds varieties of paddy, pulses, oilseed, vegetable etc less
3. support for marketing of toxic free agriculture products.



Photo of vegetable toxic free ecological farming at village & GP-Baksha, Chanditala-2 Block

4. The migration of the young and energetic age group from farm sector, addressing these challenges will help in increasing youth's and young farmers involvement in the agricultural sector, and ultimately addressing the significant untouched potential of this sizeable and growing demographic.
5. By introduce of ecological agriculture the input cost of agriculture will be reduce. Thus income from agriculture will be increase.

**Target Group:** 40 nos. small, marginal, poor farmers across Shampur-1& 2 Block in Howrah and Chanditala-2 in Hooghly benefit from the project.





Photo of Beekeeping at farmers field village- Khragore , Chanditala-2 block, Districk- Hooghly



Photo of Training Program on Beekeeping at farm field village- Khragore , Chanditala-2 block, Districk- Hooghly





YOU AND I FOUNDATION HOOGLHY has created a silent revolution transforming biodiversity and organic farming into an anti poverty strategy for small and marginal peasants. We have also brought biodiverse and unique toxic free agriculture products into consumption patterns through direct marketing of our toxic free agriculture products. Beginning with the year 2015, YOU AND I FOUNDATION HOOGLHY has started Toxic Free Agriculture Product Retail Center at Chandannagore in District Hooghly. We have connected biodiversity conservation with organic production.



Photo of Training program on mushroom cultivation at Village- Khoragore, Chanditala-2 Block





Photo of Training program on mushroom cultivation at Village- Khoragore, Chanditala-2 Block



## Clean Ganga Campaign ('Nirmal Ganga Abhijan') :

You and I Foundation and Hooghly-Chinsurah Municipality organized the '**Clean Ganga**' campaign during the immersion of idols (Durga Puja) 2018 like last years. The members & volunteers of Police Commissioner had teamed up with the laborers & officials of the Hooghly-Chinsurah Municipality, local administration, police authority and supervised the entire cleaning operation of immersed idols immediately after the immersion at different ghats of Ganga. A booth was erected at Annapurna Ghat, Chinsurah to conduct the whole operation in a disciplined manner and also to help public and puja committee members Police Commissioner, Mr. Asit Majimder (MLA), Mr. Gourikanta Mukherjee (Chairman, Hooghly-Chinsurah Municipality), other councilors of Hooghly-Chinsurah Municipality and other administrative officials were present to conduct the whole operation smoothly. The structures of the idols were collected as soon as the idols were immersed in the river to minimize the pollution. Flowers, leaves and other materials used in puja were collected separately in waste bins placed at the ghats. Wastes collected from the river were disposed off at the municipal dumping side.

The YOU AND I FOUNDATION HOOGHLY team was totally successful in convincing a major number of puja organisers to follow proper guidelines of immersion of WBPCB at four designated ghats of the River Hooghly (Ganga) for this purpose. You & I Foundation continued such activities even after Durga Puja during the immersion of Laxmi, Kali, Kartik and Saraswati idols in different ghats of Hooghly (Ganga).

## Rooftop & Kitchen Garden:

Our vision to grow organic vegetables on every roof and to convert every building into a living green building, thus generating largest number of urban carbon credits in the world. We specialize in Rooftop gardening, Rooftop gardening of fruits, Rooftop Organic Farming kit, Organic Kitchen Gardening, Organic Balcony stands, Rooftop consultancy for organic farming, Medicinal Plants stand etc.



Photo of rooftop garden





## Participation in 'Hooghly Paribesh Mela:

We have participated in the 'Hooghly PARIBESH MELA' held in Chandannagore, from 22<sup>th</sup> December 2018 to 26<sup>th</sup> December 2018. A stall was erected with the main theme 'Medicinal Plant Conservation and uses' where we displayed different photographs of Medicinal Plant and its medicinal benefit to create mass awareness for preventive health care.



Stall at PARIBESH MELA, Chandannagore

We tried increase interest of younger generations in acquisition of indigenous knowledge and skill in the use of medicinal plant re-sources for health care delivery and increase willingness in the conservation of important natural resources by reducing undue pressure on the wild sources.

We also displayed different Medicinal Plant, books, magazines and distributed leaflets to make people aware.