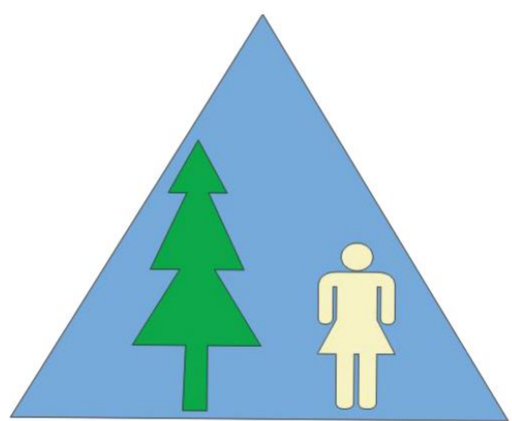


ANNUAL REPORT 2016-2017



YOU AND I FOUNDATION HOOGHLY

YOU AND I FOUNDATION HOOGHLY

(Regn. No. 50134356 of 2005-2006 under W.B. Societies Regn. Act 1961)

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

26, Mearber Road, CHINSURAH, HOOGHLY

West Bengal – 712 101

Phone : 9051395833 / 9830064374 / 9432611090

E-mail : youandifoundation@gmail.com

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 (Reg. No. S/1L/34356 of 2005-2006)

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

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, 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 & I Foundation Hooghly' are committed and hardworking and have the belief in achieving our goal.

ANUBRATA MUKHERJEE
Secretary



Who are we in You & I :

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 & I Foundation 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, 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.

Names of the Governing Body Members For the Year 2017-2018

Rahul Ray	-	President
Partha Saha	-	Vice-President
Anubrata Mukherjee	-	Secretary
Rana Manna	-	Assistant Secretary
D N Dutta	-	Treasurer
Deshdulal Chakraborty	-	Member
Manisha Dutta	-	Member

Activities of YOU AND I FOUNDATION HOOGHLY

(From 01st April 2016 to 31st March 2017)

During this year we have managed to organise major events namely

- (1) Tree Plantation Programme (Billion Tree Campaign)
- (2) DAYITTYA – Film Festival & Forum
- (3) Eco-Puja Contest
- (4) Clean Ganga Campaign
- (5) Participation in Poribesh Mela
- (6) Training programme on " Jute Classification & Cultivation "
- (7) Low Cost Natural Farming(Ankur) Project

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 & I Foundation Hooghly’ is a participant in ‘Billion Tree Campaign’ programme of United Nations Environment Programme (UNEP). We have planted 180 trees



in and around Hooghly-Chinsurah. In this programme we have planted trees in five schools namely, ‘Chinsurah Jyotishchandra Vidyapith’, Dunlop Hindi High School’,



Annual Report: 2016-2017 Duff High School, Duff High School. Enthusiastic students, teachers and 43 Bengal BN of NCC helped us to make this programme successful. This programme was observed during 'Aronyo Saptaho(Forest Week) – 2016' from 14-20th July 2016.



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

Eco-Puja Contest :

In order to achieve maximum compliance, a unique **Eco Puja Contest** is being organized for last couple of years in and around Chinsurah to encourage the puja organizers to follow the pollution control guidelines.

This year our organization & Hooghly-Chinsurah Municipality have conducted the 'Eco-Puja Contest' in Hooghly-Chinsurah Municipality area based on the effort and initiative taken by the different Durga Puja committees to maintain pollution control board guidelines during puja. The puja pandals and the activities of the respective puja committees were judged by a panel of experts on 11th October 2016

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) on 14th & 15th October 2016 like last years. The members & volunteers of You & I Foundation 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

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 & I 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).

Training programme on Jute Classification & Cultivation:

YOU & I FOUNDATION HOOGHLY have organized two days training programme on "Jute Classification & Cultivation" on 24.01 2017 at 10 AM to 5 PM at Jani Road, Khoragore village, Chanditala 2 block, , District- Hooghly, West Bengal supported by Agricultural Marketing Department, Government of West Bengal.





Total 30 numbers of farmers had taken part as participants in this training program. Resource materials distributed to participants. Mr. Karan Barui, Scientist, Krishi Vigyan Kendras Hooghly, Dr. Ranu Dhar, Assistant Director of Agriculture, Government of West Bengal, Mr. P. Saha, Technical Person, environmental activist, Vice President, YOU & I FOUNDATION, Mr. D N Dutta, social activist, Executive member, YOU & I FOUNDATION, had delivered their inaugural speeches.

Mr. Karan Barui, Scientist, Krishi Vigyan Kendras Hooghly delivered resourceful speech on jute cultivation & classification etc agricultural technique. The crop productivity is greatly influenced by the growing environment & management practices.

Low Cost Natural Farming Project –Ankur:

YOU AND I FOUNDATION HOOGHLY 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 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 natural farming techniques to reduce forced migration in the lean season, protein malnutrition, micro-nutrient malnutrition, farming risk reduction, increasing farm based income etc.

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 Natural and 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 chemical fertilizer- free & chemical pesticide -free farming thereby promoting the Natural resilience.
2. Introduction and intensification of natural resources by cultivating native vegetable, crop, grain, food and thereby conservation of varieties of native seeds.
3. Promotion and support for the establishment of markets of toxic free agriculture products.

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

Purpose: The project has the specific purpose for promoting involvement in low budget natural farming. This also aims towards building up the community seed bank for



YOU AND I FOUNDATION HOOGHLY

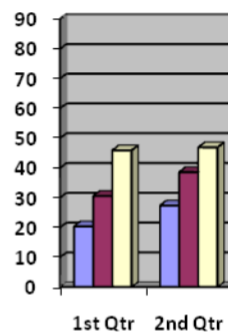
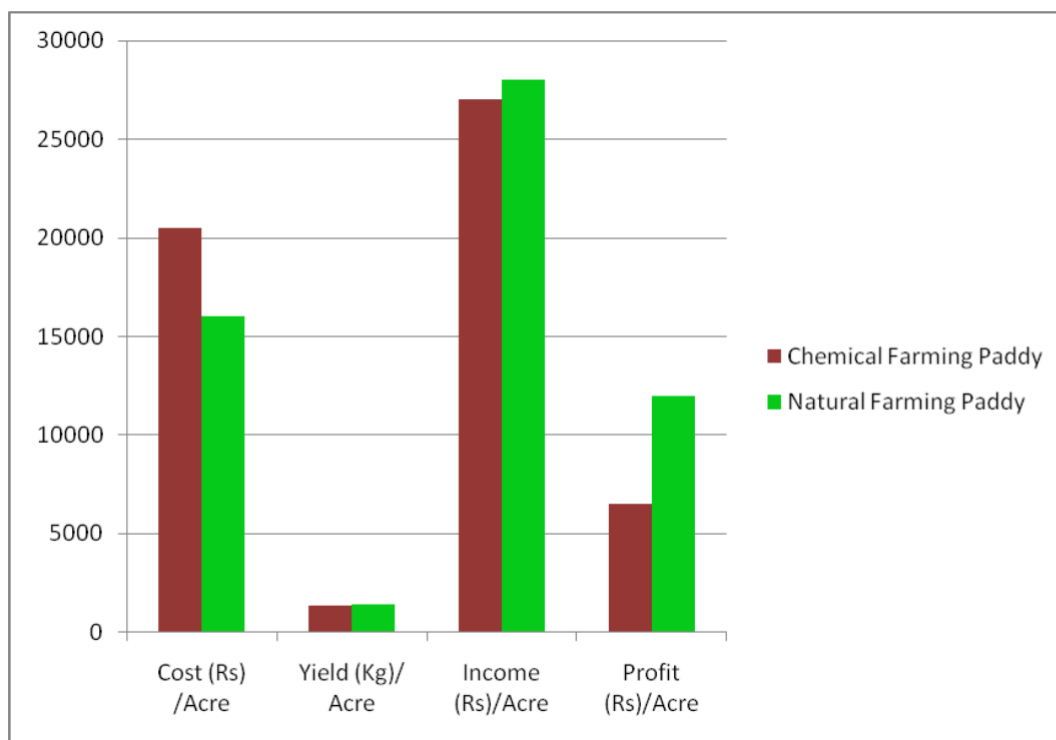
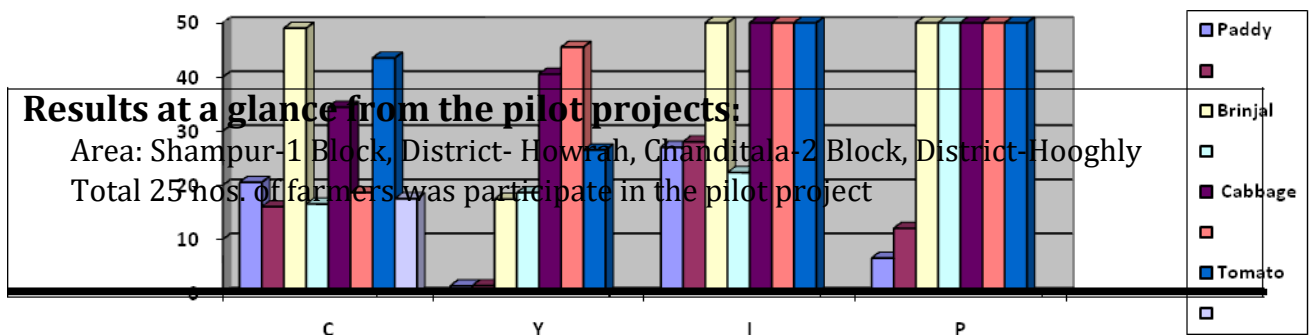
Annual Report: 2016-2017 conservation of native seeds of different crop species. The introduction of low budget natural farming could trigger social developments through income generation yet preserving natural resources and making self-sufficiency in crop yield.



Project demography:

DISTRICTS	Blocks	No. of G.P.	geographical Area	Population	Total Farm	No. of Marginal	Farmers engaged	Irrigation
Howrah	Shampur-1		11392	226756	41259	21525	9000	7002
Hooghly	Chanditala-2	12	8169.641	158396	3585	3435	4129.335	

YOU & I FOUNDATION HOOGHLY have organized many training programme on "Low Cost Natural Farming" at Shampur-1 Block, District- Howrah, Chanditala-1 Block, District- Hooghly. Farmers, members of community based organizations (CBOs), had taken part as participants in those training program. The Resource person delivered resourceful power point presentation on the subject. Resource materials distributed to participants. The outcome of those training programme was widely accepted by the farmers participant. Most of the farmers were interested to adopt the technique in their farms.



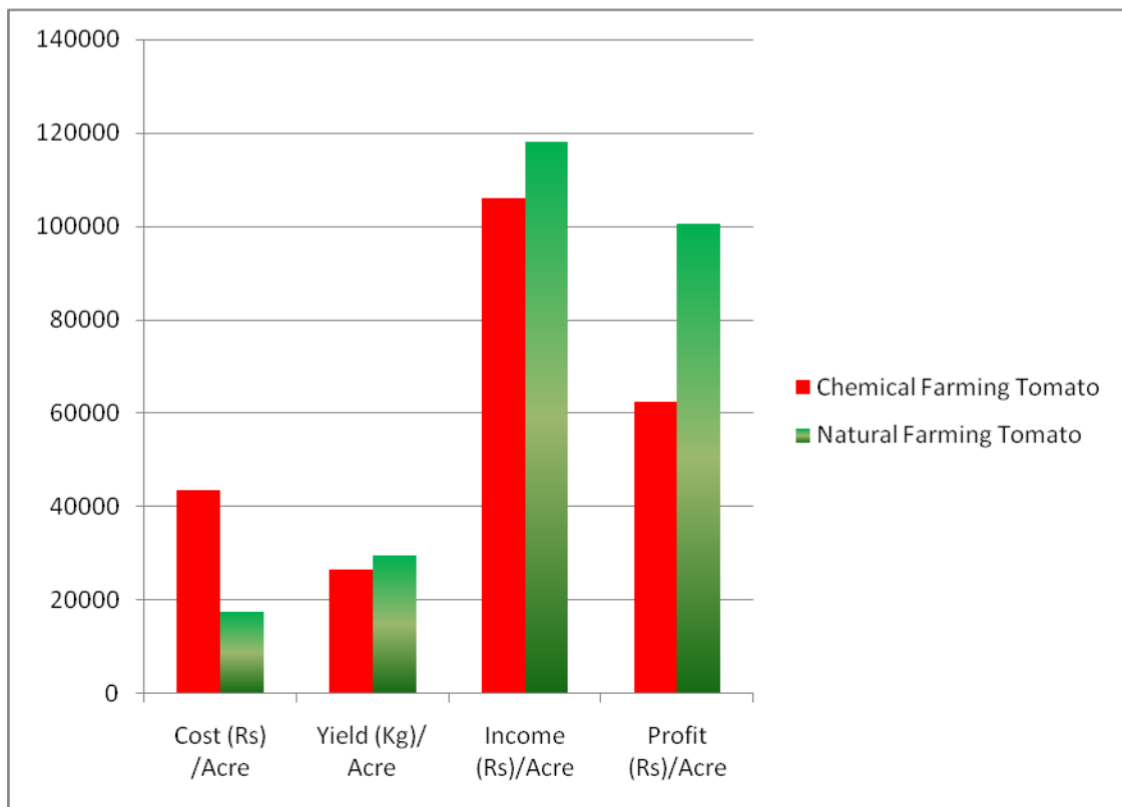
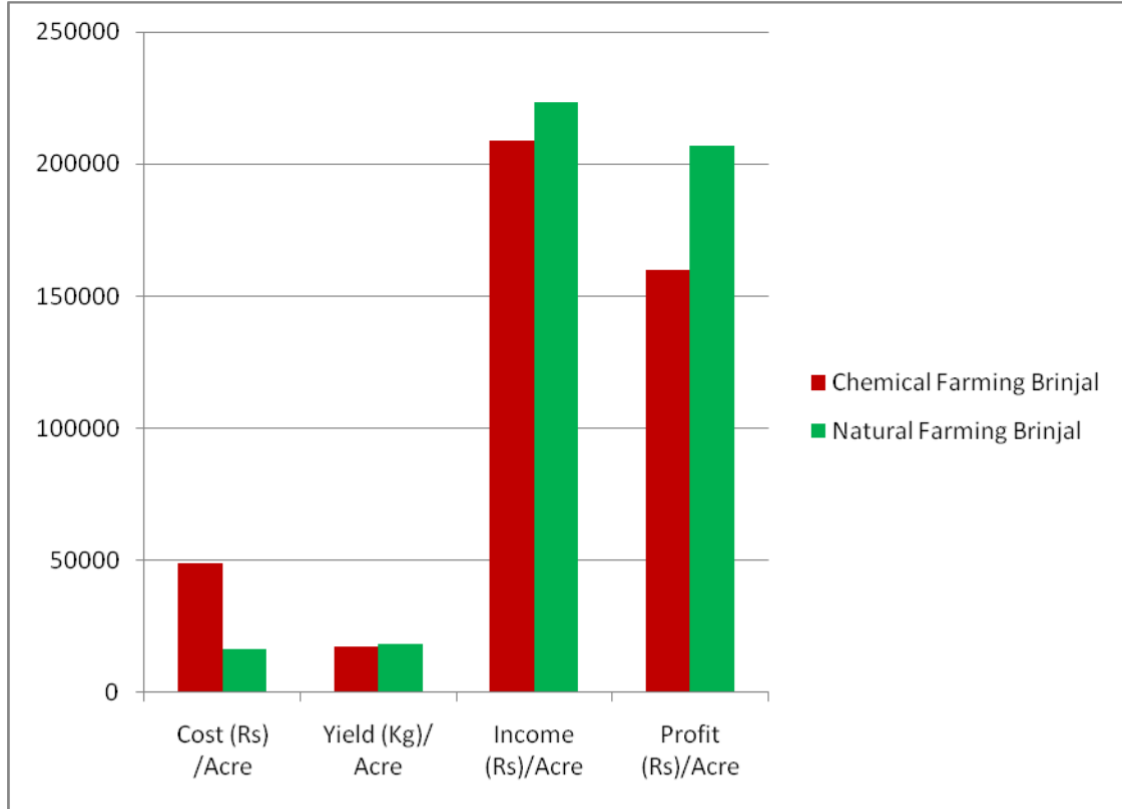




Photo of Low Cost Natural Farming training programme at village-Nabagram, Block- Shyampur 1, District-Howrah.

We help farmers and consumers through awareness of benefits of local, fresh toxic free agriculture product as nutritious food and training and harm to the health from Chemicals which are destroying biodiversity, trapping farmers in to the debt and suicides and spreading diseases epidemics in society. Our new campaign on connects the City to the country side through healthy and safe food.





Photo of paddle pump for irrigation

YOU AND I FOUNDATION HOOGHLY 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 HOOGHLY has started Toxic Free Agriculture Product Retail Center at Chandannagore in District Hooghly. We have connected biodiversity conservation with organic production.

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 specializes in Rooftop Organic Farming, Rooftop Farming of fruits, Rooftop Organic Farming kit, Organic Kitchen Gardening, Organic Balcony stands, 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 20th December 2014 to 25th December.2014. A stall was erected with the main theme 'Himalayan Biodiversity Conservation' where we displayed different photographs on our Himalayan birds and mammals to create mass awareness about this major environmental problem.



Stall at PARIBESH MELA, Chandannagore

In that 'mela', we also displayed different books and magazines and distributed leaflets to make people aware and how they can minimize the effects of climate change. The produce like paper hand-made bags, envelopes etc. of our self-help group 'Udita' was also exhibited in our stall.