

# isha

## OUTREACH

One life touching another



*“How deeply you  
touch lives around you  
is how rich  
your life is.”  
-Sadhguru*

Annual Report 2015-16





**Isha Outreach**, the social development branch of **Isha Foundation** (founded by Sadhguru Jaggi Vasudev) has been involved in several path breaking - environmental, educational, health and community revitalization efforts in rural India. - Working primarily in South India, Isha Outreach has become an example of the transformation that human intention and effort can bring about.

One of Isha Outreach's main projects towards development in rural India is the **Action for Rural Rejuvenation**. The project Action for Rural Rejuvenation

(ARR) has been initiated with the aim of boosting the well-being of the body, mind and economy of the people in rural India and thereby uplifting their lives.

For several years, Isha has closely been involved in improving farmers' situations and the general state of agriculture in Tamil Nadu. Since 2013, Isha has been focusing on supporting **Farmers Producer Organisations (FPO)** as a means for small farmers to find better prices for their products and also expand beyond their agricultural role.

Isha has also been spearheading a people's movement since 2004, to increase the green cover of Tamil Nadu through **Project Green Hands**. Recipient of the 'Indira Gandhi Parayavaran Puruskar' in 2010, India's highest award for the environment by the Ministry of Environment and Forests, the project has planted several million trees since its inception in 2004.

### **OUR MISSION**

We work to mobilize rural populations and marginalized social groups to transform their communities by providing holistic healthcare, building sustainable livelihoods, empowering farmers, and promoting life in harmony with our environment.



## IshaOutreach Initiatives



### Action for Rural Rejuvenation

#### Health Initiatives



Mobile Health Clinics



Isha Rural Health Clinics

#### Farmer Producers Organization



#### Yoga and Community Games



Gramotsavam and Rural Games



### Project Green Hands

#### Trees for all

#### Trees for Life

#### Green School Movement

#### Isha Agro-Movement



## Highlights this year



-As one of the **biggest floods of the century** hit Chennai this year, Isha deployed its Mobile Health clinics (MHC's) to the flood affected districts of Chennai and Cuddalore with appropriate medicines, vaccines, paramedics and doctors.

- As part of this initiative, Isha offered the **Nilavembu Kudineer herbal preparation to 1 million people**. The preparation prevents contagious diseases such as dengue, chickungunya, swine flu and bird flu.

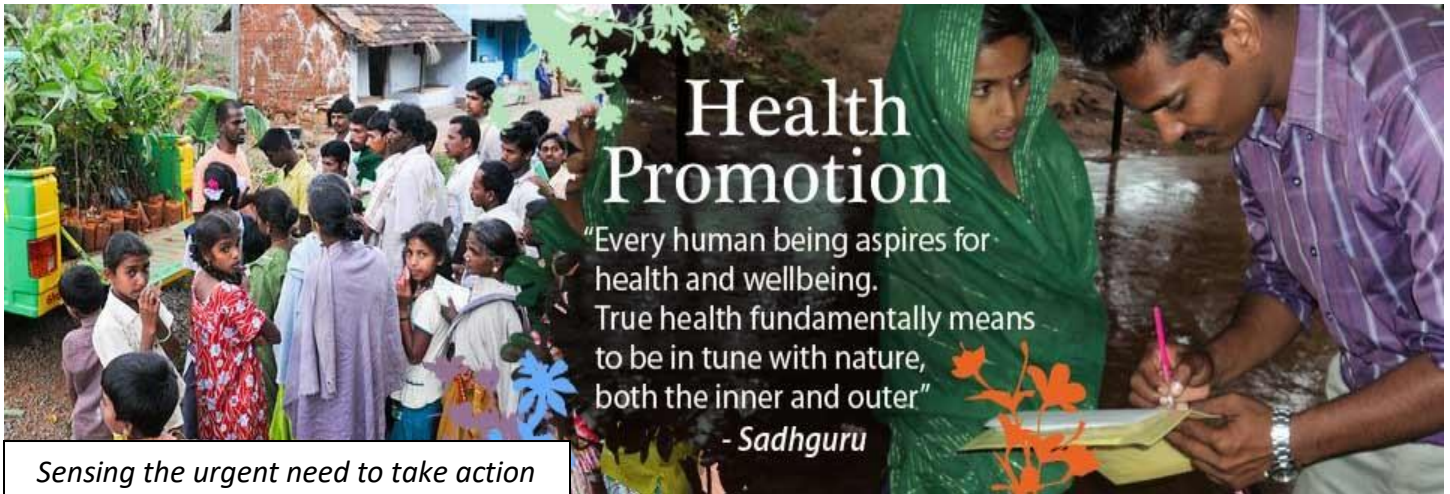


- **Isha Gramotsavam** - Isha's Annual Rural Sports Festival, was held in Coimbatore, with **Padamashree Sachin Tendulkar** as the chief guest.

- 50,63,870 saplings of various tree varieties were produced.
- In 2015-16, the Green School Movement project was launched in Viluppuram district of Tamil Nadu involving 170 Government and Government aided schools to produce 3,40,000 saplings.



## Action for Rural Rejuvenation



*Sensing the urgent need to take action against human suffering in rural India, Sadhguru initiated **Action for Rural Rejuvenation (ARR)**, a rural revitalization program, in 2003. The program provides a comprehensive approach to improved health, livelihood and community revitalization.*

**Action for Rural rejuvenation (ARR)**'s primary objective is to improve the overall health and quality of life of the rural poor. ARR is a unique, well-defined philanthropic effort, which enhances existing development schemes by supporting indigenous models of health, disease prevention and community participatory governance, while offering primary health care services by allopathic treatment as well as native system (Siddha, Ayurveda) of medicines through its dedicated team of qualified and trained personnel.

Throughout this project, health is viewed holistically, involving a multitude of unparalleled components to create healthier environments and wholesome ways of living, targeting the mind, body and spirit concurrently.

## Rural Health

ARR's health initiative is designed to overcome the two main road blocks in rural healthcare – cost and access. One of ARR's innovative solutions has been **Mobile Health Clinics (MHCs)** – healthcare on the move! MHCs are specially designed all-terrain healthcare vehicles capable of reaching areas otherwise inaccessible to conventional healthcare providers. The mobile units combine a pharmacy, awareness generation units and doctor's office, all built into a truck which tours the villages, staffed by a doctor, nurse, pharmacy assistant, and driver. They bring free, high-quality healthcare and are of invaluable assistance to those who are most vulnerable to disease and infection.

For complicated cases which need further investigation or treatment, the MHCs often refer patients to **Isha Rural Health Clinics (IRHCs)**. IRHCs are clinics in centrally situated rural locations which serve up to 30-60 surrounding villages and an average of sixty patients daily. They provide communities with 24-hour access to affordable and expert healthcare services.



## Mobile Health Clinics(MHC)

### **Chennai and Cuddalore Relief efforts by MHC this year –**

In December 2015, one of the worst floods of the century hit Chennai and the surrounding coastal areas. Sadhguru at this time appealed to all volunteers to help out in whichever way they could.

The Mobile Health Clinics equipped with doctors and paramedics were sent to the flood hit areas to provide free consultation and treatment to people who could not move out.



*“After the Tsunami, ISHA volunteers have played a big role in helping our coastal community rebuild in a more permanent, safe and effective way. They have taught us yoga, established herbal gardens and community games and have been providing high quality free medical care at our doorsteps.”*

**- Nayakarpettai, Cuddalore District**



As part of this initiative, Isha offered the Nilavembu Kudineer herbal preparation to 1 million people. The preparation prevents contagious diseases such as dengue, chickungunya, swine flu and bird flu. 320,000 people have received the medicine so far.



Volunteers distributed food items and essential amenities in flood-affected areas. Rice, water, children's diapers, clothes for men, women and children, sanitary napkins, toothpastes, toiletries, biscuits, bedspreads and blankets were offered to affected populations.

#### Patients treated in Chennai

<i>Village</i>	<i>Total Patients</i>	<i>Male patients treated</i>	<i>Female patients treated</i>
Kullathur	291	113	178
Vyasarpadi -Gandhipuram -1	173	63	110
Vyasarpadi -Kalyanapuram -2	373	112	261
Manali-Ambethkar street	183	78	105
Kurukku pettai-Nethaji street	202	84	118
Anakaputhur	380	84	296
Karaiyansavadi	312	112	200
Vyasarpadi -3	326	128	198
<b>Number of relief camps</b>	<b>8</b>		
<b>Number of days</b>	<b>6</b>		
<b>Grand Total</b>	<b>2240</b>		

#### Patients treated in Cuddalore district

<i>Village</i>	<i>Total</i>	<i>Male patients treated</i>	<i>Female patients treated</i>
Alappakkam	123	M-38	85
Periyapattu	111	25	86
Kamalimedu	86	29	57
Thyakavalli	43	8	35
Aandaar mulli pallam	125	29	96
Silambimangalam	91	40	51
Madavapallam	15	0	15
Koththattai	125	32	93
Kalkunam	174	51	123
Bhuthampadi	56	15	41
Periyakattupalayam	126	52	74
Vishoor	97	35	62
Kadampuliur	98	34	64
Malikampattu	84	25	59
<b>Number of relief camps</b>	<b>14</b>		
<b>Number of days</b>	<b>6</b>		
<b>Grand Total</b>	<b>1354</b>		





## Achievements of MHC this year

6 Mobile Health Clinics were functional in 2015.

#villages touched/week: 212 villages

Total # of visits to these villages: 6017

## Patients treated by MHC this year

<b>Total # of Patients</b>	82862
<b>Male</b>	30077
<b>Female</b>	52785
<b>Paediatrics</b>	10826
<b>Geriatrics</b>	33453



## Patients Share

**Perumal, 69 years,  
Nathegoundenpudur Village, Coimbatore**

*I have severe joint pains and when I came to know about Isha Free Mobile clinic visiting our village every week for free treatments, I started getting their free treatment, medicines and Pain relief oils all free of cost.*

*I am getting their free medicines and checking my blood pressure level every week, thereby keeping it in control. My financial situation is very low, and for sure I would not be able to buy these medicines every week, but for the Isha Free Mobile Clinic is supporting me.*

*For people like us, this is a real blessing. I thank Isha on behalf of all of them."*

**Ramathal Iyyasamy, 70 years, Alandurai  
(Coimbatore District)**

*"Our village is deprived of Transport and Hospital facilities due to which we have to travel very long distances for our livelihood. It becomes very difficult for aged people to travel for any medical treatment to the nearby hospital. Since Isha Free mobile clinic is visiting our village and treating us and giving medicines free of cost we are feeling really very blessed and happy.*

*I am getting treatment and medicines for my high blood pressure and am very satisfied by this facility."*



## Isha Rural Health Clinics(IRHC)



Isha Rural Health Clinics (IRHC)s respond to a community's need for **affordable and accessible quality health care**. Two of the IRHC's have been equipped with a lab, pharmacy and facilities for minor surgery. Each IRHC serves 30 to 60 surrounding villages and treats an average of 60 patients daily. Most of the allopathic medicines are procured in bulk directly from the producer and sold at 50% market price. Master Health Check-up at subsidized rate is conducted quarterly.

Each IRHC is equipped with a lab, a pharmacy with medicines available at 50% discount, and minor surgery facilities. Apart from its in-house doctor, the IRHC also has a team of visiting specialists for

gynaecology, ENT and paediatrics. What makes these clinics really special is that many among the 10-member staff in each clinic are full-time volunteers.

### This year



### Alandurai IRHC 2015-16

Month	Villages covered	Total Patients	Average patients/day	Total Tests	ECGs done
April	35	666	22	233	28
May	39	858	28	153	19
June	35	869	29	269	32
July	38	912	29	287	19
August	37	923	30	339	25
Sept	33	960	31	285	18
Oct	29	1017	33	384	26
Nov	32	1337	48	382	22
Dec	31	1230	40	355	22
Jan	39	928	32	324	12
Feb	30	981	34	410	34
March	35	793	26	311	33

Top three investigations: Blood Sugar, Urine (gravindex), ECG

**Dental Care service** is available in one of our IRHC at Alandurai Village, Coimbatore district since 2012. It provides service at cost for following procedures: Scaling, Temporary filling, Extraction, permanent filling suturing and Abscess drainage. **Total Dental Consultations this year: 596**

### Salem IRHC 2015-16

Month	Villages covered	Total Patients	Average patients/day	Total Tests	ECGs done
April	33	343	13	321	24
May					
June	53	608	23	395	14
July	57	679	27	450	17
August	36	461	17	252	16
Sept	38	493	19	400	32
Oct	40	519	20	296	23
Nov	40	571	23	136	12
Dec	35	732	24	152	19
Jan	35	409	16	183	11
Feb	28	396	15	290	19

Top three investigations: Blood Sugar, Urine Alb Sugar, HB for Diabetes

### IRHC Camps held this year

#### Salem IRHC

##### Event: Neuro & General camp

In association with Dr.K.Balaji, DM Neurology NIMHANS, Bengaluru, Fellowship in Epilepsy, Austin Hospital, Melbourne Consultant Neurologist & epileptologist, Dr. Parameshwari MBBS, Neuro & General camp was conducted on 4<sup>th</sup> March 2016 in Kullapanayakanur IRHC.

People from the nearby villages like Kullapanayakanur, Thippampatti, Samakotampatti Vedapatti, Thumbalpatti, Nulathukombai, Kammalapatti, Kuralnatham, Suriyur and Panamarathupatti made use of this camp. **Around 157 patients were screened. Neuro & General patients were given treatment and advice.**





## Alandurai IRHC



### *Neuro, General & Dental camps*

In association with Dr.K.Balaji, DM Neurology NIMHANS, Bangalur, Fellowship in Epilepsy, Austin Hosppital, Melbourne Consultant neurologist & epileptologist, Dr.Poornima BDS and Sw.Janista MBBS, Isha conducted a Neuro, General & Dental camp on 7<sup>th</sup> February 2016 in **Alandurai IRHC**.

People from the nearby villages like Pooluvampatti, Irruthupallam, Semmedu, Nathegounden Pudur, Srinivasapuram & Alandurai made use of this camp.

***Around 18 patients were screened neuro, 61 patients were screened general & 21 patients were screened dental.***

### *Eye Camp*

In association with Shankara Eye Hospitals, Isha conducted various eye camps to eradicate cataract for the peoples from the nearby villages.

From 2008 to 2016, Isha has conducted 13 Eye camps in **Salem IRHC**. People from the nearby villages like Kullapanayakanur, Thippampatti, Samakotampatti Vedapatti, Thumbalpatti, Nulathukombai, Kammalapatti, Kuralnatham, Suriyur and Panamarathupatti made use of these camps.

**Around 1503 patients were screened out of which 424 patients were selected for Cataract Surgery and surgery done in these camps.**

**#patients screened for eye problems:**

**94**

**#cataract surgeries done: 19**



## Farmer Producer Organization(FPO)

According to the Government of India's estimates, on average, since 2001, a farmer has committed suicide every 30 minutes. National Crime Records Bureau records show that at least 284,694 Indian farmers have taken their lives since 1995. Poverty and debt coupled with changing climate patterns, soil erosion, and lack of market savvy take a debilitating toll on a farmer's lot.



The government has taken note of this disturbingly unrelenting trend in suicide rates, and has introduced several schemes to change the agricultural landscape. One such scheme has been to encourage the formation of Farmer-Producer Organizations (FPO), which bring farmers together, allowing them to make a joint agricultural effort.

### Concept of FPO

1. Farmer Producer Organization (FPO) is a private entity which is run by farmers. It is a central government project with Small Farmers Agribusiness Consortium (SFAC) acting as a nodal agency on behalf of the Ministry of Agriculture, Govt. of India.
2. In an FPO the Shareholders are farmers who are having land and the Board of Directors (BoD) of FPO is a farmer, elected by shareholders of the Company.
3. The main motive of FPO is to provide a sustainable business sense to the farmer and provide them with the market linkage.
4. All the government schemes for FPO are implemented only by SFAC.



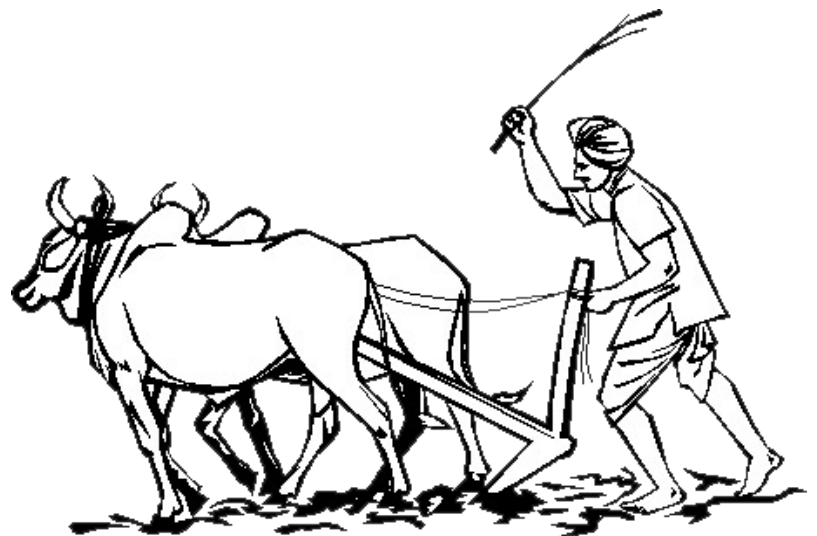
With Sadhguru's guidance and vision, Isha has been closely involved in improving farmers' situations and the general state of agriculture in Tamil Nadu for many years. Considering its past experience in agro-forestry, creation of herbal gardens and collaboration with other agricultural NGOs, Isha was asked by the Small Farmer's Agribusiness Consortium (SFAC), Dept. of Agriculture, Govt. of India to support and guide the farmers of Thondamuthur block, Coimbatore, in forming an FPO and carrying out collective activities.



In May 2013, 500 farmers in Thondamuthur block formed the **Velliangiri Uzhavan Producer Company Ltd. with the support of Isha Foundation**. The company has been working to increase agricultural productivity and through collectivized production and aggregation of produce, creating greater market gain for the member-farmers.

## Mission

- Reduce production cost of cultivation through input linkage of FPO
- Increase productivity through training in new technologies
- Proper marketing linkage for increasing income and ensuring sustainable development.



## Outcomes 2015-16

Total Number of farmer members	1000
Number of small and marginal farmers	669
Number of BODs (Board of Directors)	11
Number of Cluster Groups	19
Total Cultivation Areas	5291.24
Coconut Facilitated	2817281 kgs/Amount – 58311351
Coconut mattai (Husk) facilitated	Amount – 5665555
Input shop turn over	9127242
Value addition products – Coconut Oil	536049
Outlet Shop facilitated	282681
Bolero Pick up	62900
Trainings organized	7
Farmers Trained	146

## Overall benefits this year



- Coconut & Arecanut Farmers are harvesting & selling their products without any difficulties
- Compared to outside mediators, farmers are getting more profit by selling their products through VUPCL
- Farmers are solving their field difficulties immediately by VUPCL's proper counseling
- Farmers are availing all types of organic & in-organic fertilizers and pesticides at low cost in their locality
- **Farmers benefitted through value addition unit (Coconut oil)**
- **Farmers sold their products directly through outlet shop**
- **Farmers gain knowledge from other FPO's experience** through agri based mega consortium meetings
- **Farmers produced organic manure themselves and used in**

**their fields.** It reduced their productivity cost.

- **VUPCL is acting as a bridge between the farmers and Government departments.** So, the farmers are receiving all benefits like, drip irrigation Crop insurance, etc.
- **VUPCL supports farmers to form a liability group** and link with nationalized banks. So, those farmers were benefitted by getting loans with very low interest.
- Small farmers are availing transportation facility (Goods vehicle) on rental basis at nominal cost
- Production quality improved through organizing various trainings
- Farmers gained field knowledge through various trainings

## VUPCL's Future plans

- **Impart training and support in marketing agri-based value added products.** For example, Coconut milk, Rose Milk, Millets Snacks. Creating self-employment this way will help stop urban migration of the villagers and also their per capita income will increase.
- **Train the farmers on Azola, Millets products and marketing,** Nalla keerai (Greens), Business plan, etc.
- **Scaling up coconut marketing**
- **Vegetable sorting, grading and marketing**
- **Increasing coconut retail marketing**
- **Organize exposure visits on agri products marketing** (Coconut, Banana, Vegetables and Coconut oil)
- **Expand input shop**
- **Moving outlet shop to primary location**



## Trainings conducted by VUPCL this year



### Rain Water Harvesting Training

This program was arranged by FPO at Pulla Goundan Puthur on 18<sup>th</sup> April 2015. Follow up training was given to the farmers at Isha yoga center on 28<sup>th</sup> May 2015. **Around 60 farmers participated in this program.** Mr. Ayyappa Masagi, Water Literacy Foundation, Bangalore, facilitated this session. The topic of this session was "Converting dry land into wetland - Ground water improvement". He explained about non irrigational agricultural system, bore well yield increasing, and rain water harvesting. He insisted the farmers to do this practice in their field.

### Vegetable Cultivation Training

This training was organized by FPO at Pulla Goundan Puthur on 28<sup>th</sup> October 2015. **27 farmers attended this program.** Mr. Mishra, from Camson, taught the methods of cultivation and its benefits.



### Panchkaviyam & Amirtha Karaisal Training



This training program was conducted by FPO at the Rotary Club, Thondamuthur on 3<sup>rd</sup> November 2015. **Main motive of this training was regarding the preparation and usage of Panchakaviyam & Amirtha Karaisal.** Totally, **15 members attended this training.** Mr R. Venkatarasa facilitated this training.

## FPO Sharings

**Coconut Cultivator, Farmer Name: M Kuppuraj**  
**Cluster Name: Thondamuthur**



I would get a very low cost for coconuts from the traders before the initiation of FPO. Now we are getting price updates every day and it's very useful to know the market status. FPO is taking care of all farm activities during harvest, thus we are feeling far better now and getting profit in excess as compared with previous transactions. Through cluster meeting, we came to know about the price of coconuts, marketing strategies to sell coconut at a higher cost and also about the steps in relation with providing trainings to coconut growers. The FPO was very transparent in its transactions and not looking for profit, they worked as a service rendering institution. . I thank all the farmers for this

initiative of FPO.

**Arecanut Cultivator, Name: R. Shanmugam**  
**Cluster Name: Semmedu**

I joined the FPO after seeing the growth and trust by the fellow farmers of our area. I sold 200 kg via FPO, in which I got a profit of Rs.2 to Rs.3 per Kg.

Even a single phone call is enough to sell the Arecanut via FPO, as they take care of all the procedures, thus making us put in minimum effort. We are getting money the next day itself and feel at ease as its rooted through FPO. All farmers are cooperative and taking this FPO in a positive way. SMS about Arecanut market price was very useful to us (Chithradurg and Channagiri Market prices).

I attended the cluster meeting twice and it's useful to get various details in relation with Agriculture and also information about the activities of the FPO.





## ARR - Yoga and Community Games

ARR ensures the **holistic development of villagers** through yoga, sports and wellness programs which enable and inspire the rural populace to take ownership of their life situations.

**Community games** improve self-esteem and health while fostering a healthy spirit of competition and community.

**Yoga programs** provide villagers with holistic practices enabling a proactive approach to well-being.

Participants have reported regular practice of these simple, easy-to-grasp methods has cured chronic diseases e.g. ulcers, asthma, allergies and depression in addition to freeing many villagers from alcohol and tobacco addictions thereby improving their overall sense of wellbeing and joy.



### **Rural Sports**

*“Sport is a simple way of making a human being function beyond his limitations, with a certain exuberance of life.” - Sadhguru*



*Sports, has become ARR's first step towards introducing any developmental activities in the rural community.*

As part of the efforts of Action for Rural Rejuvenation (ARR), **team sports and recreation** have been encouraged in rural areas of southern India to provide a **healthy alternative to the growing problem of abuse and addiction**. This simple but powerfully uplifting intervention renews the joy and spirit of communal kinship **beyond caste, religion and economic background**. Playing games every day in the evening has brought a spectacular change in the lives of many villagers. **For women**, the blossoming of their self-confidence and spirit of initiative in this space is the bedrock for societal change tomorrow.

## Our process

### *Mobilizing the community and village people*



#### *Inspiring the village heads:*

Usually it has been seen that it is easier to first appeal to the key influencers of the village to come out and play, as others then tend to follow. Once the key people are inspired, we hold a training program for village volunteers, teachers and Panchayat leaders. The training includes inspirational talk sessions on how to bring the community together beyond caste and creed using games, sports and simple forms of yoga.

#### *An invitation to come play*

Isha volunteers have devised a strategy to go to each home in the village during the day, many times accompanied by the key people from the village, inviting the villagers to come join. Initially only a few come out, however, within a month or so, one sees the curious onlookers slowly getting converted into players. It doesn't take much time before the court is usually full of the 22 member team, with several others from the village actively cheering them on. Each day, before the games begin, everyone participates in an Upa-Yoga session to improve flexibility, stamina and capabilities in sports

#### *Developing sports skills and teams*

We identify leaders from among the group, and let them create the village team. In every **village two teams are created - one male team for volley ball, and another female team for throw ball**. Depending on their enthusiasm, Isha provides a coach that comes in at least once a week to train them, improve their fitness and sports skills, while making them thorough with the principles of volleyball and throw ball respectively.



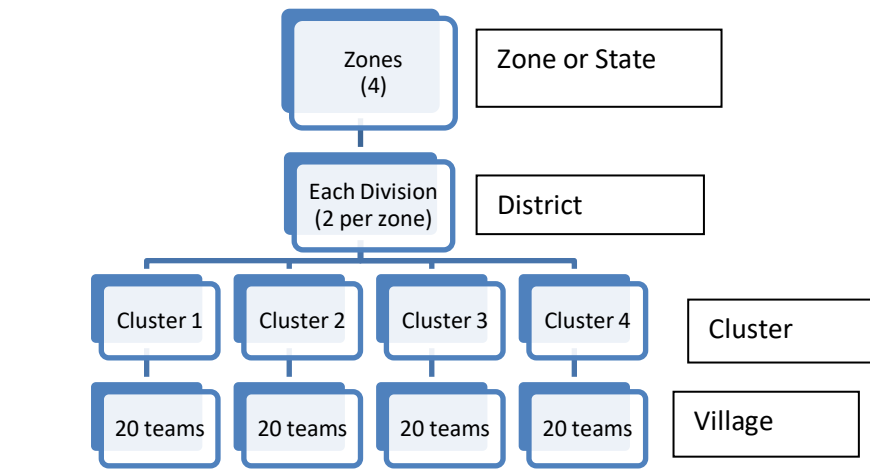
#### *Instilling the pride to win*



The impact of yoga and games has been tremendous and keep the villagers coming back regularly. However, once Isha organized **inter-village and Gram Panchayat level competitions**, there has been no stopping their joy and enthusiasm. It stirs the strong emotion of pride and camaraderie among villagers.

Isha organizes the tournaments at various levels in the 4 zones in Tamil Nadu (i.e North, South, East, West). The four levels of tournaments are - village, cluster, district level and state level (State level started only in 2007).





Thousands of people gather at volleyball and throw ball tournaments as spectators and competitors.



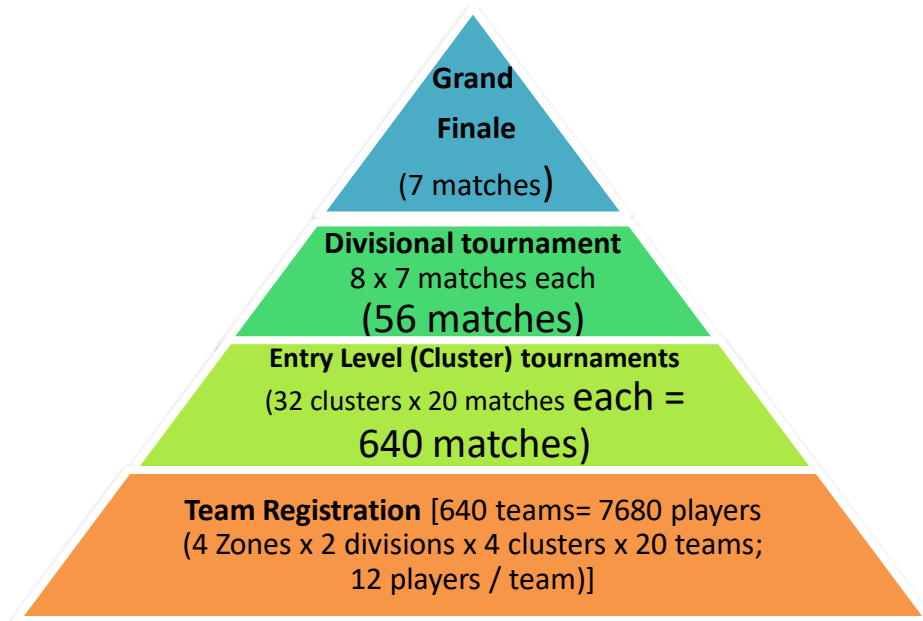
*"There is such joy and pleasure of watching these inter-village tournaments, where the older women actually play with the youth and win the games. This is the miracle of sport." -Sadhguru*



## Achievements

Parameters	Total
Rural Isha Yoga program participants	150,000
Volley ball & throw ball teams	640
Number of players	10,200
District level tournaments	27
Gramotsav - State level rural sports festival	4
Gramotsav participants	1,200,000

With the coverage of 1020 revenue villages and 12 lakh population 640 teams (total of 7680 players) registered for the tournaments. Over 700 matches were organized to select the winner of the “Isha Cup 2015”.





## Isha Gramotsavam 2015 – A celebration of Rural Life through Sports

Isha Gramotsavam - a unique celebration of the land and culture that nourished thousands of generations of people in this part of the country. Gramotsavam, literally means 'celebration of the village' and the village has been the focus of a number of carefully designed interventions of the Isha Foundation aimed at bringing health, well-being and prosperity among the rural masses, which accounts for 75% of the country's population.



Hundreds of thousands of villagers have gathered regularly to witness the festival, which has evolved over the years into a much-looked forward to event.

The event specifically highlights the role of sports in rural life by featuring the final rounds of the state-wide inter-village sports tournament. Featuring volleyball for men and throwball for women, **the tournament is an opportunity for every villager – man or woman, young or old, irrespective of caste or creed – to revel in the joy of the game and the spirit of competition and collaboration. Every village is eligible to enter a team in the tournament.**



When 25 districts of Tamil Nadu come together to play a rural Olympics, the environment is sure to be charged with excitement, with a sportsman's spirit being displayed by one and all! Amazingly, Isha Gramotsavam not only includes more than 10,000 players, but also dissolves the boundaries of gender, age and caste, [bringing all together on a common ground](#) – or sports field, to be exact!

**This year** - Sachin Tendulkar joined Gramotsavam to watch the spectacle of **7,500 players, and 640 teams, 70,000 spectators, 32 Rural Art Forms, and Rural Cuisine**

This year Sachin Tendulkar presided over the event along with Sadhguru, to inspire the rural people. Sachin was so impressed by this intervention, that he requested Isha to recreate Gramotsavam in his adopted villages in Andhra Pradesh.



## We need an immediate change in our lifestyles: Sachin Tendulkar

P Sangeethal TNN | Updated: Sep 7, 2015, 19:44 IST

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Sachin Tendulkar and Jaggi Vasudev

The Codissia Grounds was packed to the rafters at as early as 2 pm. The occasion was the grand finale of the annual edition of the rural sports meet- Isha Gramotsavam- held by a spiritual organization in the city. The sports meet is a celebration of village life that showcases the essence of rural Tamil Nadu through a display of rural sports, art, drama, music and dance.





## Sharings

*Another important aspect of sport is the level of physical fitness it brings. Today, among rural communities in India, musculoskeletal problems are one of the three major health issues. After we brought sport into action, we also introduced [yoga](#), and this has brought a huge change in the way people live. People have grown out of their smoking and drinking [addictions](#) and are now working to be fit because they want to get into the sports teams.” -Sadhguru*



### Women of Muruganpudur Village – Gobichettipalayam.

*“Yoga and Games are our path to Mukti”*

*Champions of throw ball 8 times running, the village women’s team attributes all their success to the men in their families. The men are so proud of the prowess of their women that they coach, cajole and support them to greater and greater proficiency every year. One of these women has just delivered her first child a month and a half ago. But when she heard that Sachin Tendulkar would be giving away the awards, she’s determined to compete. She has her father’s full support. “I learnt to manage the failure gracefully, the game has matured me!” also shared one of the younger member of the team.*

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*In 2004, when Sadhguru invited the people of Anna Nagar for a yoga program, there was only one taker. Even when Sadhguru said, “If not yoga, how about just a game?” only a few showed interest. But that one man, Sellakumar, touched and inspired, was enough to cause a revolution. Being a man from the so-called higher classes, he faced social ridicule and near ostracism, but still chose to spend all his energies to bring his village together through sport. Because of his dedication, the games have now grabbed everyone’s attention!*



## Project Green Hands

**'Help Us Grow a Greener Tomorrow'**

*"If you are plant a tree, you are making a statement that you care for the world, the people, and life on the planet, beyond yourself". – Sadhguru*



Project GreenHands (PGH), a grassroots ecological initiative established by Isha Foundation, has grown out of a deep concern for the rapidly changing ecology in Tamil Nadu and beyond. Drawing extensively on community involvement, the project aims to create awareness about the role of green cover through hands-on participative experience.

We intend on enabling the rural millions who struggle with desertification, malnutrition and poverty, to enjoy sustainable levels of self-sufficiency in harmony with living systems. To this end each strata of our society has been mobilized into united action and pooled their resources towards planting and propagating millions of saplings.

Since its inception in 2004, nearly **19.9 million saplings** have been planted in Tamil Nadu and Pondicherry.

### Objectives

To produce and distribute 3.3 million saplings through 51 nurseries established across Tamil Nadu under the model **'Trees for all'**

To train 9,000 school children from over 175 schools in Viluppuram district to produce 3,50,000 saplings by establishing nurseries in schools under the **'Green School Movement'** model.

To produce and distribute 200,000 saplings for agro-forestry plantation in farmlands as part of **'Trees for Life'** model.

To introduce organic farming to farmers across Tamil Nadu





## Trees for All

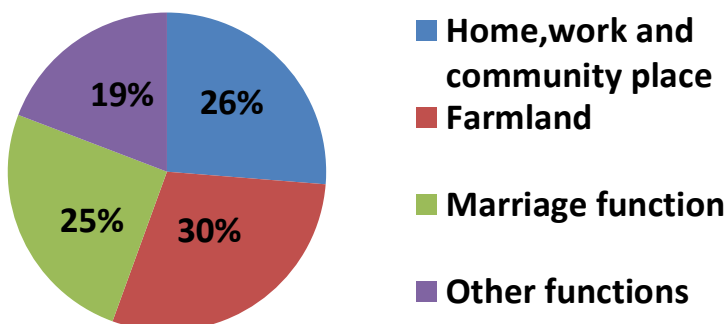


PGH has over 40 nurseries established across Tamil Nadu through which saplings are produced and distributed to people throughout the year. PGH sources seeds from reliable, quality suppliers from Andhra Pradesh, Tamil Nadu and other parts of India.

The saplings raised through the nurseries are given to general public through awareness programs. ***PGH encourages sapling distribution in marriage***

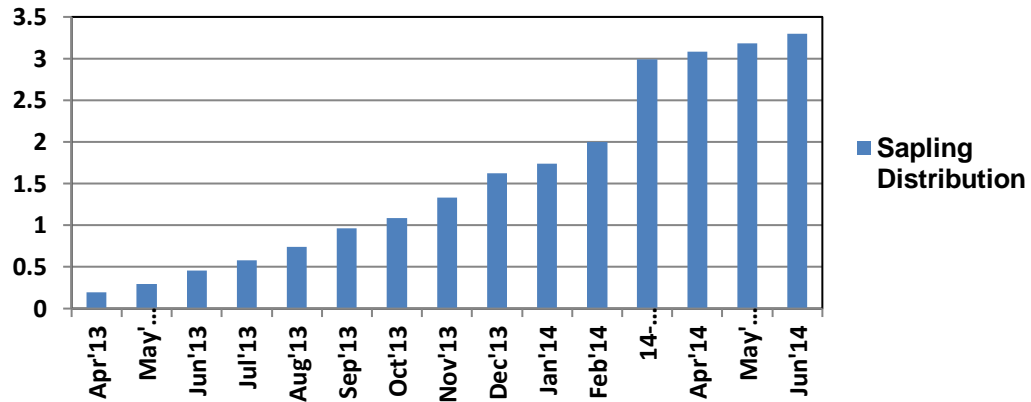
***ceremonies, special occasions and public functions.*** Awareness programs are conducted and saplings are distributed for plantation. NGOs, school children, companies, education institutions, and general public are involved in making this happen.

### 2015 -16: Sapling Distribution Pattern

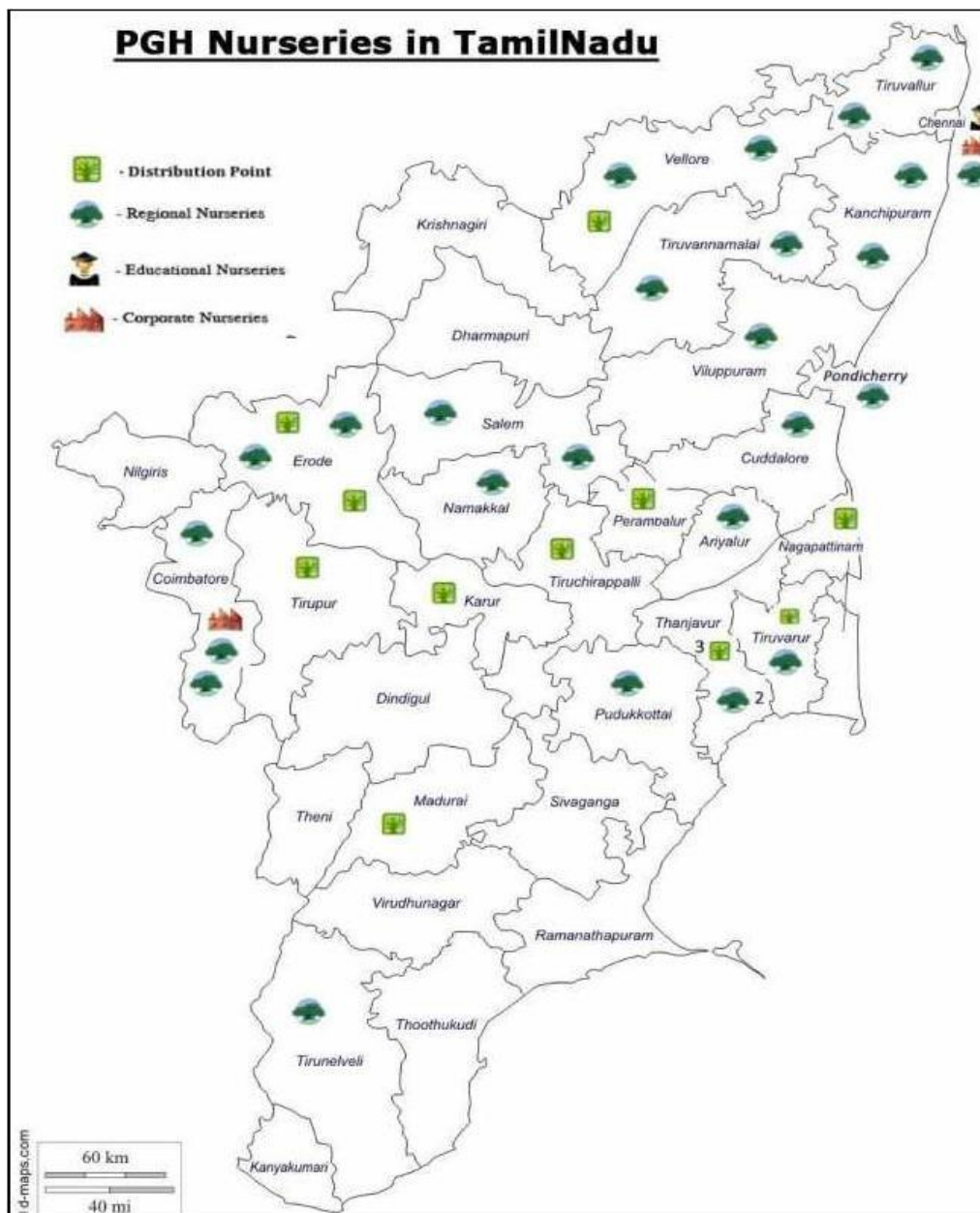


Between April 2015 – March 2016, 50,63,870 saplings of nearly 47 different endemic tree species like fruit trees, fodder, timber, shade giving, flowering and avenue trees were produced out of which **36,00,291 saplings** were distributed to people committed to nurture and grow them into trees.

## 2015 -16: Sapling Distribution



## PGH Nurseries in TamilNadu





## Trees for Life

*“Trees for Life” is a model where Project GreenHands promotes agro-forestry plantation among farmers. Under this initiative, PGH provides tree saplings of around 18 different species that are of ecological and economic benefit to farmers. Ideally, a farmer who operates on one acre of land can easily plant 100 trees in a single line along the periphery of his farm land.*



With rise in price of farm inputs, delayed rainfall, shortage of labour and increased cost of living, the repercussions for an average farmer is far more disastrous than what meets our eye. Most farmers have abandoned traditional, sustainable agriculture and now depend on costly loan from banks or money lenders for continuing agriculture. **To support farmer's livelihood, restore self-sufficiency and reverse degradation, economically beneficial trees are given to farmers for plantation.** Ideally, a farmer who is operating in 1 Acre of land can easily plant 80 trees in a single line along the periphery of his farm land. In PGH we encourage planting of trees in between the crops.

Our model 'Trees for Life' advocates planting of economically beneficial trees in farmlands in addition to the existing crop cultivation. This model helps farmers choose and plant the right kind of tree saplings and take care of all issues like crop failure, soil erosion, water inadequacy, thereby creating a self-sustaining movement.



**Under Trees for Life model, between April 2015 – March 2016, 89,052 saplings were planted in farmlands in Erode, Salem, Cuddalore, Tirunelveli, Coimbatore and Pudukottai districts of Tamil Nadu covering 225 Acres and involving 219 farmers.**

## Green School Movement



As a part of PGH's efforts to involve children in ecological restoration efforts, Green School Movement is designed to create "Eco-consciousness" among school children through a change in their attitude, by involving them in sapling production and plantation. This model is executed in collaboration with the education department of Tamil Nadu.

School children who are members of National Green Corps (NGC) - a program conceptualized and initiated by the Ministry of Environment are trained in sapling production and plantation. From sowing the seed, filling pockets, watering, nurturing and until planting all the activities are done by school children. Children get to experientially see the whole cycle of nature - from a seed till it sprouts, becomes a tree, and produces seeds of its own. Through this model, children become aware and begin to relate to trees as Life.

In a district, with the Chief Educational Officer's approval, 200 schools are involved in this project. In this model, **environmental education is delivered as an experience rather than curriculum based**. Each school takes up a target of producing 2,000 saplings. In a year, a district can, on an average, raise about 4 Lakh saplings.



In the last 5 years, the project has been implemented in Erode, Coimbatore, Trichy, Krishnagiri, Pondicherry and Salem where 31,79,672 saplings have been raised by involving 730,243 students from 2,042 schools.

In 2015-16, the project was launched in Viluppuram district of Tamil Nadu involving 170 Government and Government aided schools to produce 3,40,000 saplings. Pitchandikulam Forest & Bio-Research Centre Auroville, came in as the technical partner for awareness generation.

Particulars	2015-16
Number of schools	170
Saplings produced	3,47,900
Planted in schools	22,766
Distributed to students	2,62,450
Distributed to public	62,684
Students directly involved in sapling production	6800
Students involved in sapling distribution	76,708





## Zero Budget Natural Farming



Begun by Subhash Palekar, an agricultural scientist who promotes and actively educates farmers in natural farming techniques, **ZBNF involves methods that require no cost input from the farmer's side** in terms of pesticides, fertilizers or even irrigation. Natural methods are used to retain and improve soil health,

control pests, and increase yields. A farmer will also be able to produce his own seed, and natural fertilizers are created using cow dung, cow urine and other materials. According to Mr. Palekar, one native cow is all one needs to take up this method of farming on thirty acres of land.

Isha Agro Movement, an offshoot of PGH has been working with farmers with a goal to create a stable and sustained income generating eco-friendly farm. Our experts guide farmers to reduce external inputs, optimize crop design for water conservation, yield and pest management.

With a vision to build a community of natural farmers, Isha Project GreenHands inaugurated the Zero Budget Natural farming (ZBNF), **an eight day continuous training program training program between 10th – 17th December 2015 in Palladam, Tirupur District**

**1,010 farmers from all over Tamil Nadu and other parts of India attended this 8 day program.**

### The ZBNF Training



**Zero Budget Natural Farming**  
For the first time in Tamil Nadu  
**Senapati (Trainer's) Training Workshop**

A golden opportunity to be trained directly by Krishi Ka Rishi  
**Shri.Subhash Palekar**

Special Features	Duration:
<ul style="list-style-type: none"><li>Expense-free farming</li><li>Farming upto 30 acres with one native cow</li><li>Farming with minimum electricity and minimum water consumption</li><li>Producing quality, poison-free food</li><li>Agriculture without external input</li><li>Techniques of multi-crop cultivation for higher net income</li><li>Reducing external labour requirement</li><li>Farming in tune with nature</li></ul>	Eight-day program from 10.12.15 to 17.12.15 (morning 9 AM to evening 6 PM)

**Venue:**  
Sri Vignesh Mahal, Lakshmi Mills Bus Stop, Trichy Road, Palladam, Tiruppur District

**Prior Registration is compulsory**

**Important Points**  
† This program is only for people who are willing to train others in zero budget farming following the course. ‡ Attendance will be taken on all the eight days. Those who attend all the eight days will be provided with continued support and guidance. § Please fill up the application form fully. Based on the details provided, admission and payment details for selected individuals will be communicated through sms/email/phone/whatsapp. ¶ The application form can be downloaded from [www.projectgreenhands.org/ZBNF](http://www.projectgreenhands.org/ZBNF)

Contact: +91 94425 90068 | +91 94425 90037 | [www.projectgreenhands.org](http://www.projectgreenhands.org)  
Completed application forms can be emailed to [info@projectgreenhands.org](mailto:info@projectgreenhands.org)  
You can also send it by post to Project GreenHands, Isha Yoga Center, Vellangiri Foothills, Semmedu post, Coimbatore - 641114. Ph: 94425 90062

With a vision to build a community of natural farmers, Isha Foundation's environmental initiative, Project GreenHands (PGH) organized an 8-day ZBNF Training Program by Mr. Palekar. This program was structured to train farmers completely in the science of ZBNF, so that they would be capable of practicing these techniques upon completion.

The 8-day program empowered participants with an insight into:

- Expense-free farming
- Farming upto 30 acres with one native cow
- Farming with minimum electricity and water consumption
- Producing quality, poison-free food
- Agriculture without external input
- Techniques of multi-crop cultivation for higher net income
- Reducing external labour requirement
- Farming in tune with nature

## PGH Case story



*The Government Higher Secondary School located in Vellaiyur Panchayat of Villupuram district has produced 4568 saplings involving NGC students.*

*Mr.Muthuswamy working as Assistant Head Master played a vital in this endeavour.*

As like other schools involved in the Green School Movement, they had received 2000 covers and seeds from Isha after participating in the Nursery Creation Training Program.

Mr.Muthuswamy already planted 420 saplings in and around the school campus. Being an active tree grower he along with the NGC Coordinator motivated the students to collect available plastic covers from their homes to produce extra saplings. To their surprise the students collected nearly 5000 covers.

The school gets Rs.2500 only as the NGC fund per year, which they have already utilised to procure soil materials for the initial 2000 covers. On seeing the involvement of the students, Mr.Muthuswamy sponsored soil materials to fill the 5000 covers.

Isha GSM field staff instructed the teachers and students to collect locally available seeds from the trees nearby their living area to utilise for the project. With the guidance from the AHM and the Isha Field Staff the students were able to fill 7000 covers with soil materials and sow them with seeds. The NGC students were divided into groups of 10 each who maintained the saplings daily on rotational basis.

**4,568 saplings have grown so far and seeds were re-sowed to produce the remaining saplings.**





**Isha Foundation**, founded by Sadhguru Jaggi Vasudev, is a volunteer-run, international non-profit organization dedicated to cultivating human potential. The Foundation is a human service organization that recognizes the possibility of each person to empower another - restoring global community through inspiration and individual transformation.

Isha Foundation is operated by over 2 Million volunteers from more than 150 city-based centers spread worldwide. The Foundation is headquartered at Isha Yoga Center, set at the base of the Velliangiri Mountains in southern India, and at the Isha Institute of Inner Sciences on the spectacular Cumberland Plateau in middle Tennessee, USA.

Together with its active and dedicated volunteer base, the Foundation's activities serve as a thriving model for human empowerment and community revitalization throughout the world.

