



Green Yatra

Be the Change, Bring the Change....

(Regn. No. E/6392-Thane)

ABOUT GREEN YATRA

Green Yatra is a registered non-profit trust and non-government organization (NGO) dedicated to the protection and conservation of our Mother Earth and Environment. We strive to maintain the integrity of the ecosystem for the benefit of all living creatures by introducing and adopting simple green lifestyle and eco-friendly ideas in our daily lives.

Green Yatra was started and run by individuals who share a strong love and passion for protecting and respecting our only source of life—Mother Nature. We believe in ACTION by doing as much as we can to preserve our environment. Sitting idly, complaining, blaming the system, societies, or commenting on internet forums are THINGS WE DO NOT DO. We believe that by working logically, strategically, and practically with prevention and solution oriented approaches is the only way to reach our goal of nature conservation. The impact and success of **Go GREEN Ganesha** is a token of our dedication and hard work. *Our main objectives has always been to leave the world better than we found it so we are working sincerely with devotion toward bringing out the VALUE of our nature, hoping for your complete support...*

OUR VISION

All of our endeavors have the sole objective to ensure a well-balanced ecosystem, natural resources and green pollution-free Earth for our present and future generations along with all living creatures in it.

WHAT WE DO

We work with individuals to make a change on a mass level and take pride in being a stand-alone platform, where several parties can join in this revolutionary movement. So if you are a householder, a corporate house, an educational or non-educational institution, a social group, an NGO, a social entrepreneur, or simply a person who is interested in on-going environmental work, Green Yatra is the place for you! Our mission is to assist in solving environmental problems and promote cooperation among similar groups and people by supporting the free exchange of information and public participation in environmental decision making. We aim to be involved in and perform all such acts that may assist in or are conducive to fostering environmental education, protection, and security. We are mainly concerned with generating mass awareness and deepening of national and international public debate on environmental issues. We are involved in mobilizing local communities via high-pitched campaigns such as **Go GREEN Ganesha**, **Go GREEN Kids** and **Zaroorat - A Need**. We are also involved in legal activism through public interest litigation and persistent advocacy with the media, opinion makers,

and other stakeholders. One of our key goals is to educate the public on various sources of pollution and its adverse impact and show how we can all strive to be greener in our daily lives.

Here at Green Yatra, we also try to bridge the gap between social work and technology by allowing anyone to contribute to our developmental work using the internet (e.g., blogs and social sites such as Facebook, Orkut, MySpace, Twitter, etc.). We are working on various public interest causes and have effectively worked with local communities, government agencies, media agencies, and regional and international NGOs to bring to light major threats to our sensitive habitats and communities and ensure proper environmental decision making.

GREEN YATRA sees its role in creating awareness among people by recognizing their personal impact on global warming and promoting activities that support this goal. In this endeavor, we look forward to working with all interested citizens of India, the World, and anyone who can help in any form such as through volunteers, resource persons, financial sponsors, or networking agents.

OUR PROJECTS

Go GREEN Ganesha

Go GREEN Ganesha is a fight against using harmful materials, such as Plaster of Paris for Ganesha Idols. Its main goal is to save our marine life and environment by adopting **Go GREEN Ganesha** (eco-friendly) idols as an environment-saving alternative to the harmful Plaster of Paris (PoP) Ganesha idols that are widely used during the Ganesha festival a popular festival of India. Along with creating awareness, we also provide solutions by introducing Eco friendly Ganesha Idols. In coming year, we are planning to introduce more powerful, logical, strategically, and practical solutions to replace Plaster of Paris's (PoP) Ganesha Idols with eco-friendly bio degradable Green Ganesha idols.

Some of the prominent supporters of **Go GREEN Ganesha** 2010 were 93.5 RED FM, MPs Mr. Milind Deora, Mr. Sanjay Nirupam, Mayor of Mumbai—Mrs. Shraddha Jadhav, Mayor of New Mumbai—Mr. Sagar Naik, respected social activists such as Dr. Ravi Kant Singh (Winner of SARRC Youth Award 2009 and Oscars of the medical world, The British Medical Journal Awards 2011) as well as local and national print and electronic media agencies, and social internet networking media.

Go GREEN Kids

Go GREEN Kids is a unique, innovative international environmental educational and practical Not for profit initiative. We believe that the younger generation is our future and has the potential to be change makers. It is the belief that fuels our campaign and we have opted unique **reverse/ retrograde**

approach to Save Mother Earth, where children aged between 6-18 yrs will Teach and Inspire their Parents, Elders, Teachers and Friends by going green in daily life, by learning how to be more respectful of our Mother Earth, to learn of ways to reduce pollution, recycle and contribute towards a Greener life for all of us. In the process children and schools will also win cash prize of **INR. 4, 00,000, scholarships, National Media coverage** and lots of other benefits... **Everything is absolutely free.**

In turn, this initiative will install in our children a more respectful, proud, and conscious character, which will enable them to be even more valuable and appreciated members of our society. **Each and every student will awarded with a participation certificate as an encouragement which will be life time asset and credential to them.**

Go GREEN Kids initiative concerns with making children aware and helps in sensitizing their minds so that they may be proactive in caring for our environment. We hope to develop and deliver practical and logical approaches toward every aspects of environment saving and conservation as global warming, how they can contribute and support by adopting a green lifestyle and in the process to help & preserve Mother Nature.

Our vision is to form the largest network of young students from around the country and world that would not see environmental preservation as a chore, but would understand its importance and act willingly toward a greener present and future.

We have planned to accomplish this through our campaigns, talk shows, events, dramas and plays, site visits (as Zoo, National parks, rivers, Nature garden, slums, polluted as well as clean natural sites), **Eco- Natural picnics, tree plantation, workshops, audio visual presentation, scientific researches and international online forum and activities** (includes blogs, website, online community, groups, and forums), where we will discuss various environmental related issues and their impacts and solutions as global warming, alternate energy sources and sustainable living,. We also want to provide a platform for green ideas, concepts, and education that supports underprivileged kids. Our unique content does not only focus and prioritize on theoretical concepts but also on real facts, figures, images, videos, and scientific research.

“ZAROORAT - A NEED”

Zaroorat - A Need is a Green Yatra Initiative, which works on a premise that one man’s waste can be another man’s richness. It is not only possible, but realistically doable. **Zaroorat - A Need** project does not wait for disasters to strike before we are ready to provide for basic human living needs. It’s a bank that makes a difference as it does not deal in money, but in old Clothes, Toys, Books, Stationary etc. and other lots of basic needs durable goods, one of the basic human needs after food and shelter.

"The main objective of **Zaroorat - A Need** is to provide the necessity things to millions of poor and needy people facing great hardship and health risk due to lack of proper clothing and other basic things in far flung areas and urban slums of the country. We work towards nullifying the misbalance caused by

us, our society, and people; and urge the “Reduce, Reuse, Recycle and Realize” mentality in living our daily lives here on our beautiful planet Earth.

You can donate almost everything like books, stationary, clothes, utensils, electrical appliances (Mobile, computer), bed sheets, toys, blankets, shoes, sporting goods..... Anything that you don't use anymore might help someone in need. These items will be sorted, repaired, sewed, packed, transported and distributed to the rural areas & urban slums throughout India.

Zaroorat - A Need is a united sustainable effort that works through your valuable contributions. The collection, sorting, sewing, packing, repairing of electronic products, transportation and distribution of clothes and other things are done with a proper planning, management and execution. We have several dedicated teams who look after different phases of work. This whole process cost us a small budget per piece.

The main goal of **Zaroorat - A Need** initiative is to appropriate basic living needs from a place of abundance to a place of need. We have high hopes that those of us who are more fortunate will respond to this call of balance, care, compassion and all will join hands with Green Yatra to feel the sheer joy of giving and helping our Mother Earth to make it more beautiful, clean, green and pollution free for better Present and Future.

A small part of effort on your part can result in a big leap of difference for a fellow human being who is less fortunate and will help to save our Mother Nature and Environment.

We have high hopes that those of us who are more fortunate will respond to this call of balance, care, compassion, and will join hands with Green Yatra to feel the sheer joy of giving and helping our Mother Earth to make it cleaner, greener and pollution free for a better present and future.

In initial phase we are planning to set 100+ collection centres across Mumbai in different places as residential housing societies, shopping centres, malls, corporate parks, schools, colleges and industrial areas.

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