

IMPLEMENTATION PLAN FOR PROTECTING THE OUTSTANDING NATURAL AND CULTURAL ENVIRONMENT OF ARUNACHALA



SRI JOYDIP

www.srijoydipashram.org

PROTECTING THE OUTSTANDING NATURAL AND CULTURAL ENVIRONMENT OF ARUNACHALA



BACKGROUND

In July 2016 , there where 180 trees felled in Mount Arunachala Hill in Tiruvanamalai, to widen Girivalam pathway, despite an interim stay by National Green Tribunal bench on felling trees.

Mostly farmers and natives, who for generations have preserved and protected the scared grooves and forest vegetation of the hill, claimed that contractors are continuing to execute the road widening project by cutting trees indiscriminately, though the district administration on record maintains to have stopped all the work pending further orders from the tribunal.

Sri Joydip Ashram has already worked on 2014 and recommended for protection, of the outstanding cultural and natural environment of Arunachala, in United Nations Global Compact. We have now started a grass root movement to implement our earlier project of *“Protecting the outstanding natural and cultural environment of Arunachala”*.

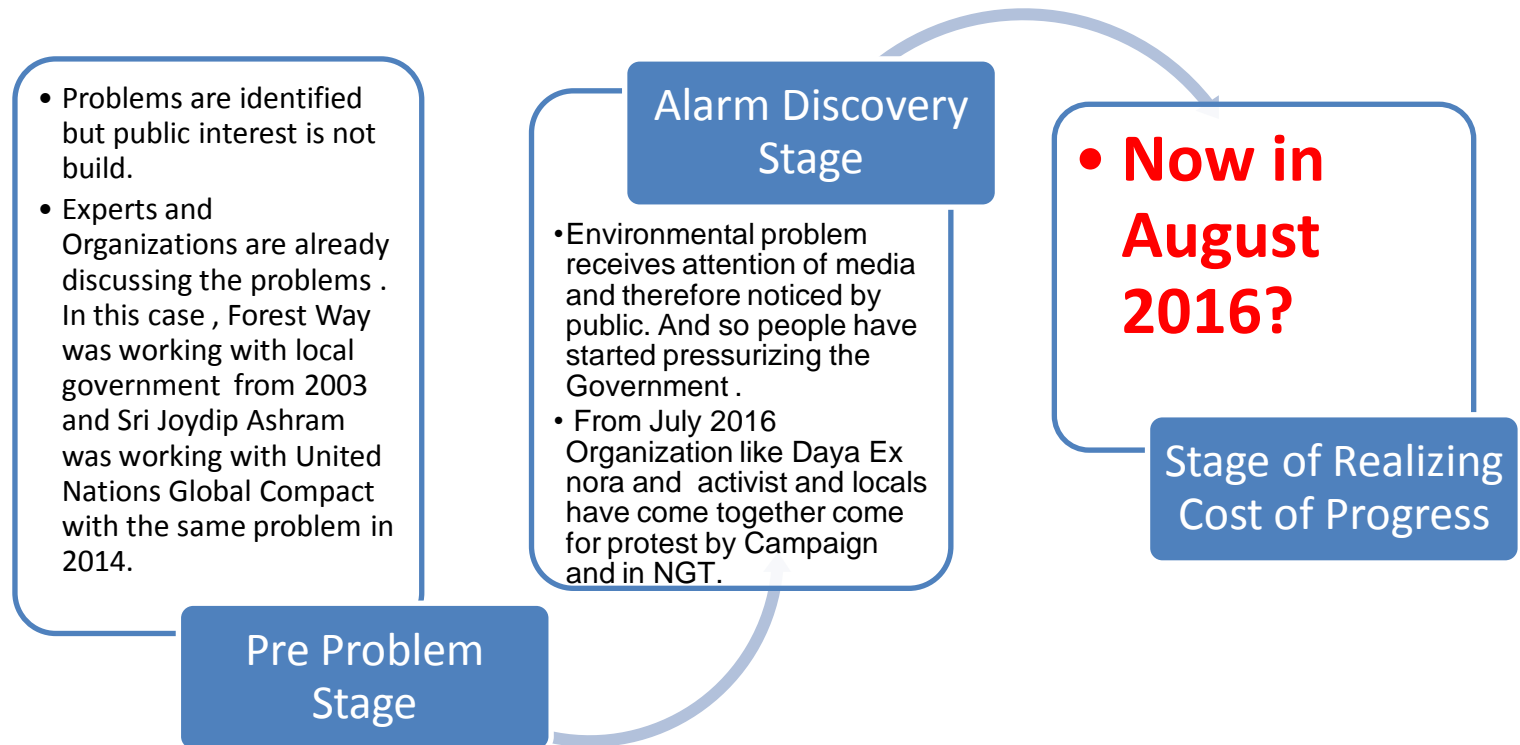
SRI JOYDIP

www.srijoydipashram.org

PROTECTING THE OUTSTANDING NATURAL AND CULTURAL ENVIRONMENT OF ARUNACHALA



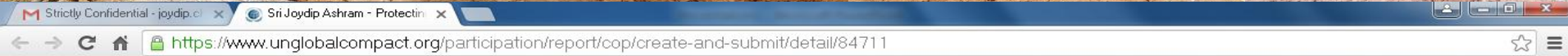
DEVELOPMENT OF AN ENVIROMENTAL MOVEMENT



SRI JOYDIP

www.srijoydipashram.org

PROTECTING THE OUTSTANDING NATURAL AND CULTURAL ENVIRONMENT OF ARUNACHALA [EARLIER WORK]



United Nations
Global Compact

About | News | Sign In | Translate ▾ Search

WHAT IS UN GLOBAL COMPACT?

PARTICIPATION

TAKE ACTION

ENGAGE LOCALLY

EXPLORE OUR LIBRARY

Communication on Engagement

IN THIS SECTION ▾

Protecting the Outstanding Natural and Cultural Environment of Arunachala

Participant [Sri Joydip Ashram](#)

Published 2014/06/28

Time period July 2014 – December 2014

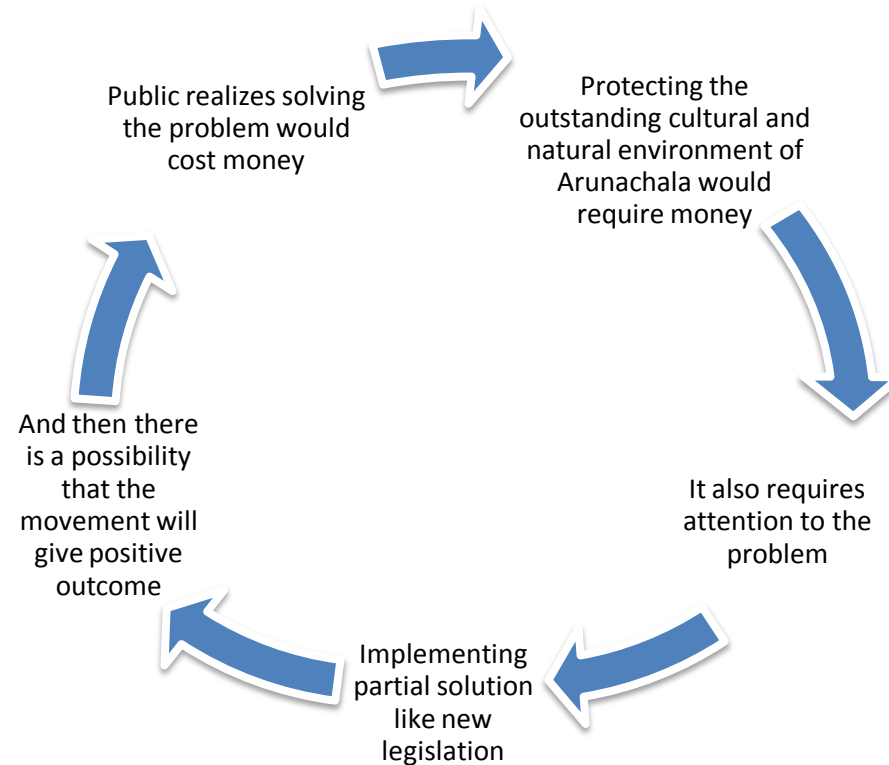


SRI JOYDIP
www.srijoydipashram.org

PROTECTING THE OUTSTANDING NATURAL AND CULTURAL ENVIRONMENT OF ARUNACHALA



WHAT IS THE STAGE OF REALISING COST OF PROGRESS?



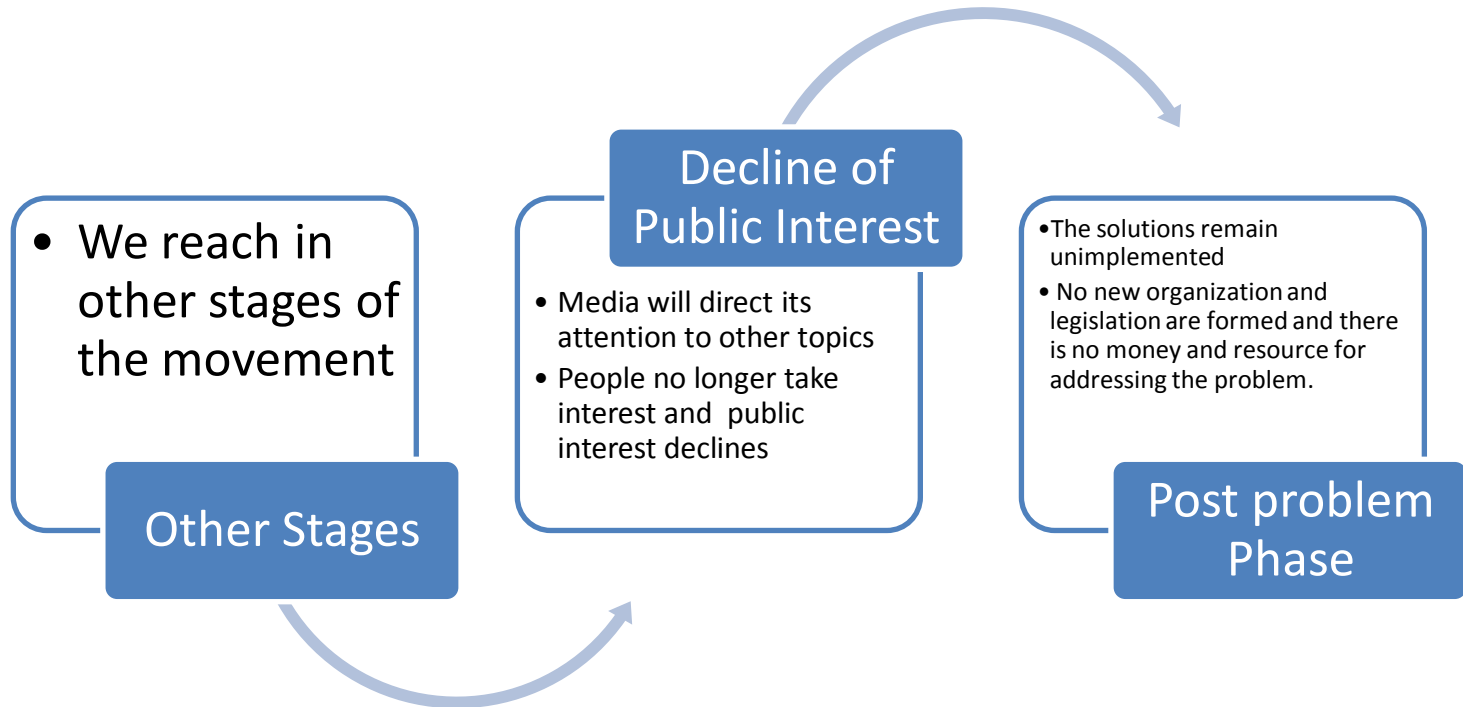
SRI JOYDIP

www.srijoydipashram.org

SUSTAINABLE DEVELOPMENT OF SAVE GIRIVALAM PATH MOVEMENT



WHAT HAPPENS WHEN WE DON'T REALIZE THE COST OF PROGRESS ?



PROTECTING THE OUTSTANDING NATURAL AND CULTURAL ENVIRONMENT OF ARUNACHALA



STRATEGIES (RIGHT THINGS) FOR GROWTH HACKING OF SAVE GIRIVALAM PATH MOVEMENT

CHARGING A PENALTY OF 120 CRORE FOR DESTROYING 180 TREES IN NGT

ENSURES RESOURCES FOR PROTECTING THE OUTSTANDING CULTURAL AND NATURAL ENVIRONMENT

GIVES A LONG TERM PUBLIC AND MEDIA ATTENTION OVER THE PROBLEM



FORMING AN NEW LEGISLATION ARUNACHALA ACT

POLITICAL LOOBBYING IN PARLIAMENT AND ASSEMBLY FOR CONSIDERING ARUNACHALA AS EDUCATION HUB OF ADVAITA PHILOSOPHY AND GIVING IT AN IMPORTANT LEGAL STATUS

THIS HELPPS MORE FUNDS , RESOURCES AND PUBLIC ATTENTION FOR THE PROTECTING THE OUTSTANDING NATURAL AND CULTURAL ENVIROMENT OF ARUNCHALA



FORMING A NEW ORGANISATION / COMMITTEE TO LOOK AFTER THE PROBLEM

INCREASING THE ENVIROMENTAL CONCIOUSNESS AROUND ARUNACHALA

BUILDING A BETTER ADMINSTRATIVE SYSTEM FOR IMPLEMENTING THE LEGAL STATUS.

SRI JOYDIP

www.srijoydipashram.org

PROTECTING THE OUTSTANDING NATURAL AND CULTURAL ENVIRONMENT OF ARUNACHALA



IMPORTANT TIMELINES

- 5th August** – Launching of Whispering Campaign “Together we will go far” to bring all the stakeholder of Save Girivalam Project together.
- 10th August** - Joint Meeting of All NGO’s and Activist on “Protecting the outstanding natural and cultural environment of Arunachala.
- 11th August** – Workshop of Digital PR strategies for Media Campaign on Save Girivalam path projects volunteer. Fundraising training for Save Girivalam Project Volunteers. Political lobbying for Arunachala Bill and Arunachala Act starts.
- 15th August** – Launch of “Digital PR Campaign of Save Girivalam Path”
- 17th August** – Hearing on NGT
- 18th August** – Release of “Root of I” on demanding special attention of Arunachala Bill and Arunachala Act and sending to Indian Film Festival and Kolkata Film Festival.

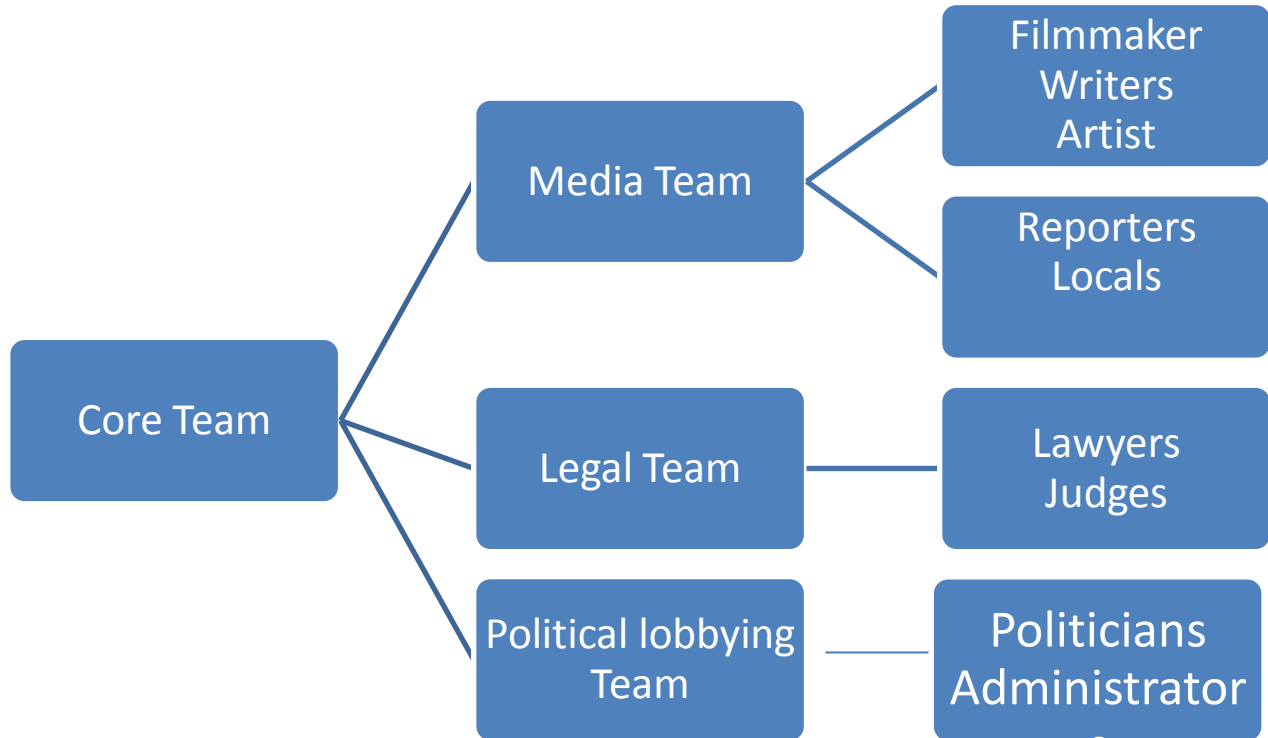
SRI JOYDIP

www.srijoydipashram.org

PROTECTING THE OUTSTANDING NATURAL AND CULTURAL ENVIRONMENT OF ARUNACHALA



ORGANISING PROTECT ARUNACHALA ENVIRONMENT MOVEMENT



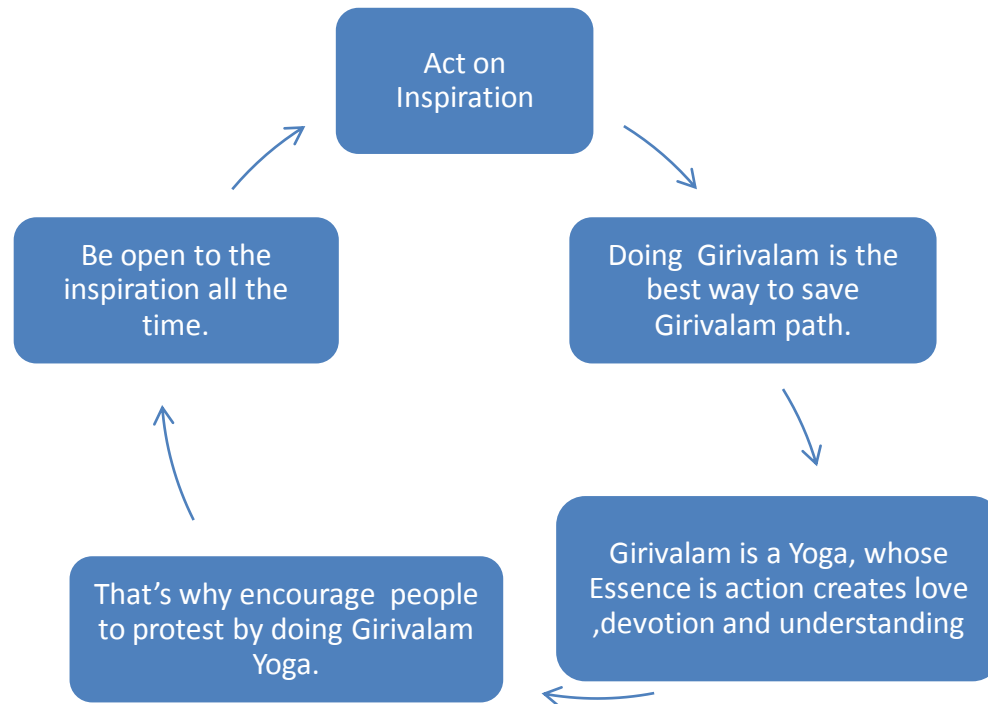
SRI JOYDIP

www.srijoydipashram.org

SUSTAINABLE DEVELOPMENT OF SAVE GIRIVALAM PATH MOVEMENT



OPERATING PHILOSOPHY OF SAVE GIRIVALAM PATH MOVEMENT



SRI JOYDIP

www.srijoydipashram.org

PROTECTING THE OUTSTANDING NATURAL AND CULTURAL ENVIRONMENT OF ARUNACHALA



WISE ACTION FOR SAVE GIRIVALAM PATH MOVEMENT

Media Trial

- Do it by encouraging people by protesting procession in doing girivalam in 14 km stretch with placards
- Ask people to dress as tree with mouth shut and move around the path and carry placards , that I am this tree and I have been killed.
- Cover this creative expressions in media , in digital and print media . Make films and also give interviews, in night make candle walks and turn a grassroots movement around the girivalam path

Legal Trial

- Show footages of audio visual of the coverage of the movement and ask them why they should give penalty of 120 crores
- Start making petition for penalty and keep the legal pressure on by doing Girivalam at the time of NGT hearing with live telecast in NGT and other media channels that pressure is created on NGT.

Political Lobbying

- Ask political parties to show protest by doing process around the Girivalam path
- Ask them to start a new legislation and hand it as a Bill to Parliament through Ministry of HRD.

SRI JOYDIP

www.srijoydipashram.org

**PROTECTING THE OUTSTANDING NATURAL AND CULTURAL
ENVIRONMENT OF ARUNACHALA**



**PROTECT THE OUTSTANDING NATURAL AND
CULTURAL ENVIROMENT OF ARUNACHALA**

THANK YOU