



# Green Yatra

Be the Change, Bring the Change ...

A dedicated **Green Yatra** towards a sustainable and green world

# About Us

**Green Yatra is a registered NGO with 12A, 80G, FCRA and UNEP.**

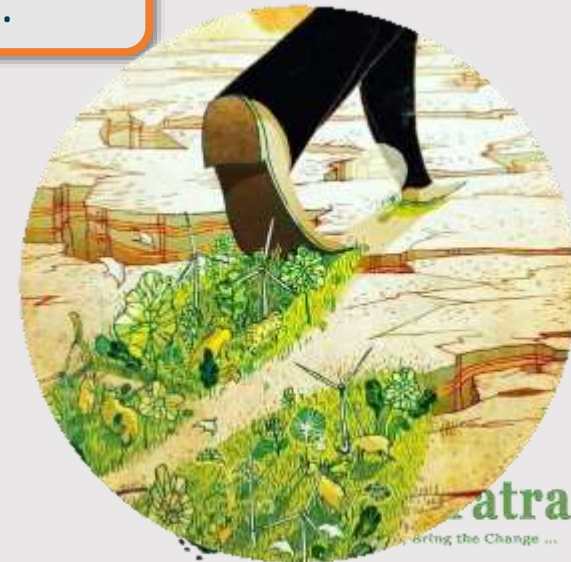
Green Yatra is a leading environmental NGO of India and a dedicated Green Yatra (a green journey) toward protection, conservation and betterment of Environment, Mother Nature and Humanity since 2008-09. Our only objective is to create a habitable GREEN Earth and a better world for the present and future generations. Our primary objectives have always been to leave the world better than we found it. Green Yatra works PAN INDIA in metro cities.

Our mission is to sensitize the people about value and importance of the environment, environmental issues and its adverse impact on our lives and empower them to contribute to a Sustainable and GREEN World. For more details please visit: [www.greenyatra.org](http://www.greenyatra.org).

All our workshops, tree plantations, presentations, awareness programs and educational activities are ABSOLUTELY FREE for Govt. schools, colleges and housing societies.

## Our Projects:

- Pedh Lagao
- Miyawaki Urban Forest
- Sustainable solutions
- Green Celebrations
- Annual Green Tutorials
- Green Campus
- Project Jal
- Sustainable village
- Zaroorat – A need
- Bag for Cause
- Go Green Ganesha
- Green Youth, Green India
- Green Societies, Green Earth



# What We DO

## Our Popular Projects

We have been associated & working with 200+ fortune & other companies, 200+ prestigious colleges, universities, 1000s of schools across India & 1000s of housing societies in Mumbai through our various projects to nullify the environmental imbalance caused by us & our society at large.



PEDH LAGAO



SUSTAINABLE SOLUTIONS



GREEN CELEBRATIONS



ANNUAL GREEN TUTORIAL



GREEN CAMPUS



PROJECT JAL



SUSTAINABLE VILLAGE



ZARoorat – A NEED



# Pedh Lagao पेड़ लगाओ

Dedicated to plant **#10CroreTREESby2025** PAN India

Pedh Lagao is not a just simple tree plantation project, it is an action oriented innovative approach to revive Indian urban GREEN cover, creating sustainable livelihood for rural communities. It's a mission to empower women, an employment creation, socio-economic, socio-environmental, water catchment, biodiversity, environment, wildlife and forest promotion & protection programme. So far, we have saved & protected many million trees and planted over 509, 452 with **90% + survival**. We do different types of tree plantations as per requirement:

## Conventional Urban Plantation

In the effort to make cities green we try to take up any opportunity presented, to plant trees on protected landscapes such as housing societies, school and college campuses, public/government gardens, and grounds Thereby increase greenery, fresh air and habitats for fauna to benefit



## Rural Livelihood Plantation

We do plantation in villages near metro cities with a motto to support farmers with sustainable livelihoods and stop their migration to urban areas to seek livelihood. We help farmers with the best quality of fruits tree saplings, training for innovative plantation methods and maintenance tips for fast and healthy growth of saplings.



## Mass Tree Plantation

This projects sole objective is to rejuvenate degraded land, create lush greenbelts and forests to neutralize the impact of global warming and climate change Thereby creating livelihood to local tribal communities and shelter for birds and wild animals.



# Miyawaki Urban Forest

## Natural, Native, Fast Growing Urban Forest

### DENSE URBAN FOREST IN LESS TIME AND LESS SPACE

The Miyawaki Method invented by Japanese botanist and expert in plant ecology Dr Akira Miyawaki. Method is a unique and innovative Potential Natural Vegetation concept, proven to work worldwide, irrespective of soil and climatic conditions. More than 3,000 forests have been successfully created worldwide using this methodology.

- Cities are slowly converting to **concrete jungle**.
- Number of **trees per person** in the city is **very low** and decreasing every year.
- We need a solution which can **bring exceptional results in less space & time**.
- Also city has many small patches but not very big patch of land. So we need to make **dense forests** in such patches to **restore the balance**.
- **Miyawaki method** of plantation is the answer.
- Around 12000 saplings can be planted in one acre of land





# Miyawaki Urban Forest





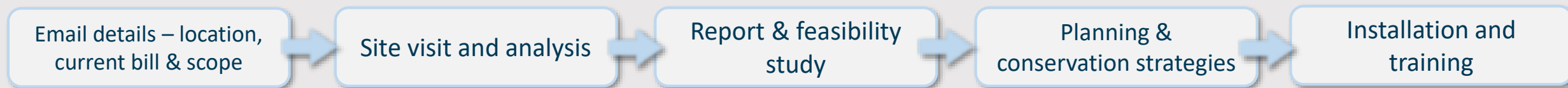
# Sustainable Solutions

## Be Carbon Neutral, Save Money and Support Mother Nature

Sustainability – The ability to meet the needs of the present without compromising the needs of future generations.

As many leading organizations take the step to a green world for a better future, green workspaces can play a major role in it. Sustainable Solutions enables you to become a Green Company. It is a simple, well planned, strategic, scientific data base and analytical audit process of Water, Energy, Waste and Carbon footprint and provide best possible strategy to mitigate these issues. In the whole practice it saves your valuable money along with positive impact on society and our planet Earth.

### Process:



Water Footprint



Carbon Footprint



Energy Footprint



Waste footprint

# Benefits of Sustainable Solutions Audit



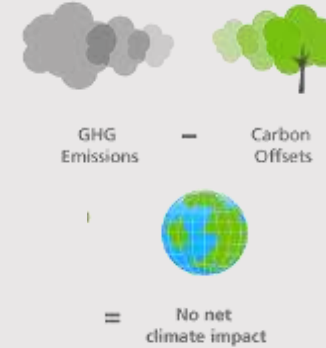
**SAVE MONEY**



**CSR BENEFITS**



**GREEN COMPANY**



**CARBON NEUTRAL**



**BETTER WORKPLACE**



**GREEN  
CERTIFICATION**



**PUBLICITY &  
BRANDING**



**INCREASED EMPLOYEE  
PRODUCTIVITY**



**REDUCE INDOOR &  
OUTDOOR POLLUTION**



**SAVE THE  
ENVIRONMENT  
& YOUR HEALTH**



# Green Celebrations

## Plan a Green party – save the environment and money

It is becoming increasingly important to practice sustainable living in our daily lives for a better present and future, may it be at home or work. People are adopting green lifestyle; however, we forget it during parties, weddings and festival celebrations?

For every celebration, every accomplishment – corporate conferences, promotion, a meetings or convention, milestones, wedding reception, birthdays, political & religious gatherings – tons of resources are misused and wasted. In our effort to a greener future, we propose to turn these occasions sustainable whilst saving your money through innovative and unique approach and ideas.

### Green Events Objectives:

- Saving the environment, resources and your hard-earned money
- Achieve strategic goals which serve economic, environmental and social interests
- Reduce negative impacts and harm on land and resources
- Bring positive results for local and global society to inspire sustainable change
- Improve quality of reception facilities – transport, catering, workspaces
- Measure and exhibit performance of sustainable practices
- Educate and motivate attendees in green efforts



# Annual Green Tutorials (AGT)

## Better living through awareness, training and workshops

*Do you know where your water is sourced from? And how safe it is?*

*Do you know where your food is grown and it is mostly contaminated by harmful chemicals?*

*What happens to your trash? 95% Indians are E-waste illiterate*

*Do you know the cost of Oxygen you consume daily? Yes, most of population of world can't afford a single day Oxygen*

**As educated professionals we are ignorant of the most fundamental parts of our lives – water, food, waste & energy.  
The environment around us is rapidly degrading, and we must ACT now by simple steps.**

We provide various innovative tutorials & workshops to educate, execute green actionable steps and have fun! In order to succeed in achieving sustainability goals - **effective communication**, sharing what you know and stimulating appropriate action is key. Involving, informing & training all stakeholders and employees in order to instigate responsible action. A community effort to create a bigger impact.

### We conduct workshops and discussions on environmental topics and subjects

- SDG 2030 and impact on us
- Climate emergency – true/hoax?
- Can we live without bees?
- Do we live better than our ancestors?
- E-waste – A Bomb to explode
- Simple ways to save water and energy
- Why Strike off Plastic – For a better Future
- What will happen if everyone become vegetarian?
- Wealth from Waste
- And many more...





# Green Campus

## Future change-makers – Schools, Colleges, Institutes

We believe that the younger generation is our future and has the potential to be change makers. It is this belief that fuels our programs focused on the youth. We have opted for a unique reverse approach to save Mother Earth – where children/youth will teach and inspire their parents, elders, teachers and friends by going green in daily life. In the process, youth will become sensitized towards the environment and learn important life skills.

We promote change through theory and practical implementation of green concepts. Our unique content explores scientific research, visual content, and facts & figures along with workshops and practical to discuss various environmental related issues, their impacts and solutions. Our objective is to inspire students to move beyond textbooks.

We instill sustainability concepts through green campus - by creating green backyard orchards, vegetable gardens, and green technology such as rainwater harvesting systems, solar panels, waste management. And we create awareness about the Panchmahabutas/5 great elements - Earth, Water, Energy, Air and Sky - and inspire them to create a positive change to our environment and influence others around them.



# Project Jal

## Maintaining Hydrological Cycle

As per Niti Aayog report, India is suffering from the worst water crisis in its history and 21 cities like Mumbai, Delhi-NCR, Bangalore, Chennai, Hyderabad are likely to run out of groundwater by 2020. By 2030, the country's water demand is projected to be twice the available supply," "This will cause severe water scarcity for hundreds of millions of people. Approximately 200,000 people die every year due to inadequate access to clean water and it's "only going to get worse".

To resolve this issues Project Jal is working extensively in different aspect and sectors across the India E.g.

1. **Water conservation and management, rainwater harvesting:** We use different methods as creating small check dams, LBS, CCT, kunds/well, ponds, soak pits, trenches and artificial water bodies to tap rain and stream water.
2. **Water Bodies Rejuvenation and Creation:** We Rejuvenate existing water bodies (lake, pond, river) and create new ones: So far we have rejuvenated 15+ lakes and ponds in Delhi NCR and Bangalore.





# Sustainable Village

## Empowering Rural India

Objective of sustainable village to stop migration & make it sustainable in all aspect as: a village that earns from its green back yard orchards, agroforestry and cash crops, that is clean and green, a village that is conserving rainwater to increase ground water and creating their own water resources. A village using alternate source of energy (solar lights).

To achieve this goal we focus and work mainly in following areas:

1. **Sustainable income source:** by training community members for cash crops agroforestry, local handicraft etc.
2. **Creating Sustainable Natural Water Resources:** We rejuvenate existing water bodies & create new ones, setup rainwater harvesting units to tap rain & flowing water streams to increase the water table for irrigation and natural safe drinking water uses.
3. **Creating a Green Economy:** We create sustainable income source by livelihood fruits tree plantation and providing technical and innovative agriculture / horticulture methods training from across the globe to increase per capita income in just a few years.
4. **Lighting Streets and Roads:** for after sunset by installing solar lamps.

Apart from this, we support & provide guidance in financial literacy to avail government schemes, create SHG etc.



# Zaroorat – A Need

## Because your old stuff can be someone's new gift

Zaroorat - A Need works on a premise that one man's waste can be another man's richness. . The main goal of project is to appropriate basic living needs from a place of abundance to a place of need. Project works to provide the necessary things to lakhs of poor and needy people who face great hardship and health risk due to lack of proper clothing and other basic things in far-flung areas, urban slums of the country. The project is based on Reduce, Reuse, Recycle and Realize model.

We collect all kind of old household materials in good condition good condition as clothes, books, toys, stationary, computers, electronic appliances, utensils etc. after sorting, repairing, sewing, packaging, distribute in the place of need across the country.

**Impact/Outcome:** Since inception, we have collected and distributed millions of old households' stuff and touching millions of lives across India.

We arrange home pick up service across Mumbai and suburbs.





# Impact

Help and benefit the world



**BOOST LOCAL  
ECONOMY**



**SAVE MONEY & THE  
ENVIRONMENT**



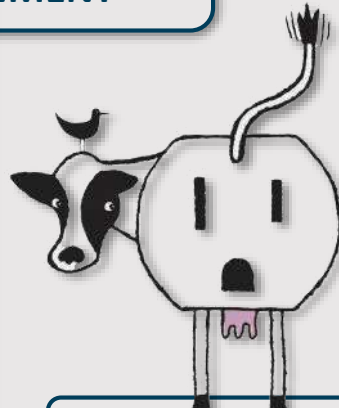
**COMBAT  
POLLUTION**



**REDUCE AND RECYCLE  
WASTE**



**SAVE WATER**



**OFFSET CARBON**



**SAVE FOOD**

# Volunteering

## Employee Engagement

Volunteering and employee engagement is essential part of our programs whether it is project planning or execution. On regular basis each and every activities will be executed by the help of volunteers as per their availability as planning of the activity, tree plantation, interaction with people and stake holders, conducting workshop, training to students/farmers, site cleaning, painting designs, painting, running awareness campaign, maintenance drive and review/feedback from regular and local and convincing for their participation.

Our volunteers get hands-on experience to engage with mother nature and invaluable environmental knowledge through different activities and environmental session by our team experts. We will try to ensure after attending our activities and environmental session you won't be the same person toward the environment.





# WHY Green Yatra

## 1. Most Trusted Environmental NGO in India

300+ fortune and other prestigious companies. Largest network of 200+ reputed colleges, universities, 1000s of schools across India and 1000s of housing societies in Mumbai, Pune, Ahmedabad who have trusted us for years.



## 2. Most Loved Environmental NGO By Govt. Bodies

We are working and supported by prestigious local, State and central govt. organizations E.g.: IOCL, Defense Forces, BMC, SRPF, IITs, IISc, CISF, Mumbai & Delhi Police, MCD, NDA, railway etc.





# WHY Green Yatra

## 3. Environment NGO with PAN India Strong Presence

Mumbai



Chennai



Delhi-NCR



Pune



Bangalore



Gujarat



## 4. Most talked Environment NGO in India by Media





# WHY Green Yatra

## 5. Pioneer of Innovation in the Field of Environment



### Lack Of Space To Plant Trees In Mumbai Prompts An NGO To Adopt A Japanese Method To Grow Forest Within City

Mumbai based NGO Green Yatra is on a mission to increase country's green cover by planting 10 crore trees by 2025

Maharashtra, News  
Written By: **Aastha Ahuja** | Edited By: **Sonia Bhaskar**  
February 08, 2019 11:52 AM



**New Delhi:** Mumbai's concrete jungle expands defiantly at the cost of green cover, which is currently at a mere 13 percent as against the 33 percent recommended by Ministry of Environment,

## 6. Most Innovative Environmental Projects by any Environmental NGO in India

- **Bag For Cause** was selected in **top 50 innovative ideas** by Swachh Bharat Abhiyan, GOI initiative.
- Innovative plantation technologies like Miyawaki, Panchratna Fruits Forest/Garden, Cluster and trench.
- **Sustainable Solutions and Green Celebration** are unique concept which are being used by any NGO to save Nature.
- **Green Youth Green India:** Brought 200+ colleges and universities under one umbrella.
- **Free Tree Plantation-** Innovative Plantation concept to increase green cover in metro cities.
- **Zaroorat** – Your old stuff can be some one's gift and save Mother Nature.
- **Use of Innovation:** We use best, latest, innovative, modern as well as traditional and ancient methods in the field of environments from across the globe.





# WHY Green Yatra

## 7. NGO with Engagement of All Sector of Society

Our innovative projects reach out to all sectors of society – Rural communities, Urban dwellers, youth, elders, underprivileged, the rich, farmers and children. Connecting to everyone & touching millions of lives while saving the environment.



## 8. Qualified, Professional and Passionate Team

We are team of qualified, passionate and professional from different fields of Environment, Agroforestry, Taxonomy, Botany, Horticulture, Agriculture, Water Conservation, Engineering, Finance, Psychology & Medicine, from reputed institutes like, **New York University & Melbourne University, IIM, TISS, KVK, MU, DU** etc.

Our team is expert in project, planning, execution and environmental event management.

**More than 3,000 volunteers and 1000+ interns have worked with us from across the globe.**





# WHY Green Yatra

## 9. 3800+ Environmental Events and Activities

In just 3650 days (10 years) 3800+ events; social awareness campaign, workshops, events and activities including many big marathons with different colleges, schools, companies, corporate houses and housing societies across India.



## 10. Regular And Transparent Audits

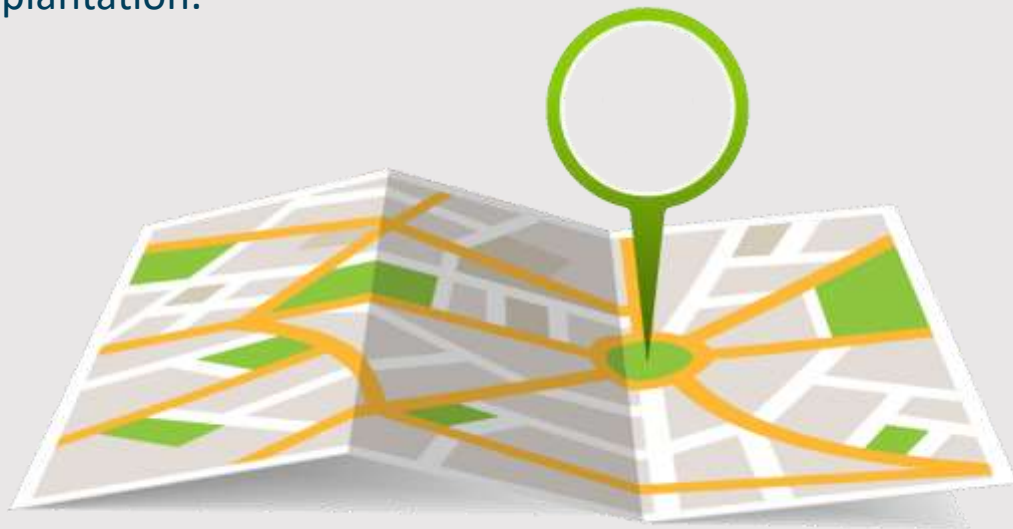
- Green Yatra follow regular and transparent audit process whether it's financial audit or tree audit.
- We do regular audit of the plantation sites. This ensures we know the survival rate and growth rate of the saplings and monitor their health.
- Audit reports are shared with corporate on regular basis till the maintenance is done.



# WHY Green Yatra

## 11. Rigorous Plantation Site Selection Process

- We just do not plant saplings anywhere before plantation we rigorously scrutinizing through the plantation site & selection process.
- Green Yatra plants saplings in a location only if we feel that saplings will be safe and will grow to become trees.
- Proper care is taken to identify potential areas for creating a forest. Locals and govt. agencies are consulted. And proper approvals are sought from govt. agencies before any plantation.



## 12. 90% + Survival Rate of Planted Saplings

- We believe that plantation is just the tip of the iceberg. Taking care of the saplings is the most challenging part. 1<sup>st</sup> step is choosing tallest and healthiest saplings.
- Regular watering, de-weeding, bund preparation, manure addition starts post-monsoon & lasts till the next monsoon. We take care of planting saplings till they are **self-sustainable**.





# Benefits

Positive mark for you, the future and environment



**BETTER HEALTH**



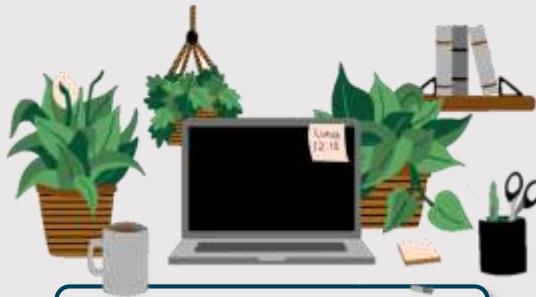
**REDUCE POLLUTION**



**POSITIVE INFLUENCE  
ON OTHERS**



**BUILD A LEGACY**



**BETTER WORKPLACE**



**SAVE MONEY**



**RESOURCES FOR  
FUTURE GENERATIONS**



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Facebook/Twitter/Instagram: GreenYatra

Mumbai, Pune, Ahmedabad, Bangalore, Hyderabad, Delhi-NCR, Lucknow, and many more cities.

**Did You Know World's maximum population can't afford a Single days Oxygen?**

A human consumes oxygen worth about Rs. 13 lakhs per day.

*Dr. Govind Singh, director, Delhi Greens. Source: Times of India*



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