Green Yatra

Be the Change, Bring the Change ...

A Dedicated *Green Yatra* Towards
A Sustainable and **Green World**

eco city

"We say we love our children and yet, here we are stealing their future right in front of their eyes"

Green Yatra

ABOUT GREEN YATRA

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 our Environment, Mother Nature and Humanity. Our only objective is to create a habitable GREEN Earth, a better world for all living organisms and leave this planet better than we found it.

Our mission is to sensitize people and organizations about the 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. We work PAN INDIA in metro cities.
For more details please visit: www.greenyatra.org

INCEPTION
2008 - 09

CITIES
We work **PAN India** in metro Cities (Ahmedabad, Bangalore, Chennai, Delhi- NCR, Mumbai, Pune)

PROJECTS
Currently 10+ initiatives

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

Green Yatra
Be the Change, Bring the Change...

We Specialize in Assisting Our Partners, Save and Protect The Environment, Biodiversity, Their Business and Health Through an Assortment of Holistic Solutions.

Our **value driven and personalised projects** can help you and your organisation adopt simple, unique and innovate sustainable solutions and ideas to achieve the **United Nation Sustainable Development Goals 2030 (UNSDGs 2030**) and practice complete carbon neutrality in order to establish yourselves as a certified green company.

We hope to help you lead a better and a more sustainable lifestyle.

One Stop Solution for Your Environmental & Carbon Neutrality Needs

Urban Plantations & Green Cover

Rural Sustainability & Empowerment

Carbon Footprint Analysis & Audit

Environmental Awareness & Sensitivity

Sustainable & Carbon Neutral Solutions

Mass Donations

Employee Engagements

Green Yatra

Green Yatra offers a wide array of sustainable solutions & services to multiple sectors of the society ranging from Schools, Colleges, Universities, Hospitals, Corporates, Housing Societies, Hotels, Defense and Government organizations and more.

CORPORATE PREMISES

INDUSTRIAL UNITS

SHOPPING MALLS

HOSPITALS

HOUSING SOCIETIES

EDUCATIONAL INSTITUTIONS

RECREATIONAL CLUBS

HOTELS & RESORTS

Green Yatra

THE CLIMATE CRISIS

Climate Crisis is a term describing **Global Warming, Climate Change** and their consequences. The term has been used to describe the threat of **global warming** to the planet, and to urge aggressive **climate change** mitigation.

GLOBAL CLIMATE EMERGENCY

Although human beings account for only 0.01% of all life forms, they are responsible for destroying 83% of wild mammals and 50% of flora on earth. – The Guardian

In 2019, the global average temp. was **1.1℃** above pre-industrial period, the warmest year since 1850.

A warming of **0.5℃** is likely over all India by the year 2030. This is likely to lead to higher levels of ozone pollution and other air pollution in the major cities.

By 2030, **40%** of the world's population will have no access to drinking water. Globally, women spend 200 million hours everyday to collect water.

In India, 88 million people lack access to safe drinking water. **26%** of India's population practices open defecation, a critical factor contributing to water-borne illness, stunting and death.

Outdoor and household air pollution causes **7 million** premature deaths every year as a result of increased mortality from heart & pulmonary diseases and acute respiratory infections.

76% Indians live in places that do not meet national air quality standards, while 1-in-8 deaths are attributed to air pollution.

Green Yatra

UNITED NATION SUSTAINABLE DEVELOPMENT GOALS 2030

We only have 8 years and a few months remaining before things go beyond our control.

In September 2015, the General Assembly adopted the **2030 Agenda** for Sustainable Development that includes **17 SDGs.** Building on the principle of "leaving no one behind", the new Agenda emphasizes a holistic approach to **achieving sustainable development** for all.

WHAT IS SUSTAINABLE DEVELOPMENT ?

Sustainability – That which meets the demand of the present without compromising the ability of the future.

Sustainable Development is the economic development that is conducted without depletion of natural resources. Sustainability is a paradigm for thinking about the future in which environmental, societal and economic considerations are balanced in the pursuit of an improved quality of life.

Reduce impact on climate change

Cut costs & save money

Mass awareness & popularity

Adhere to international standards

Reduce waste generated

Protect surrounding environment

Improvement of lifestyle and well-being

SUSTAINABLE DEVELOPMENT

Preserving natural resources & ecosystems

People & Place
Delivering adaptable, accessible and connected places for people

equitable

liveable

Sustainable

Economy
Supporting equitable economic development opportunities

viable

Environment
Conserving and protecting natural ecosystems and resources

Green Yatra

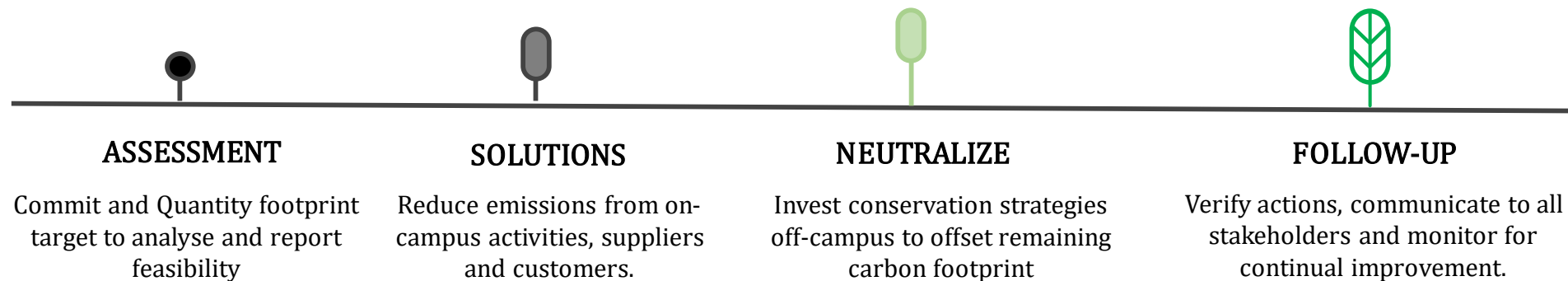## THE GREEN JOURNRY (*GREEN YATRA*)

This is how Green Yatra will help you to achieve UN SDGs 2030

Our world is on the verge of the biggest climate crisis, but we believe that "Prevention is Better than Cure." Hence, our vision is aligned with the visions and goals of the Paris Agreement and United Nation Sustainable Development Goals to protect humanity and environment before we lose control and fall pray to global warming.

It is everyone's responsibility to follow and work in order to achieve UN SDGS 2030, whether you are an individual, a group, a community, an organization or a country because there is only one earth and we are its children. It is our home and without it, we wouldn't be here.

We are working tirelessly to achieve SDG 2030 and help people and organizations to achieve the same for a better and more sustainable future for all. Our innovative projects are thoughtfully designed and dedicated to achieve these Global Goals by 2030.

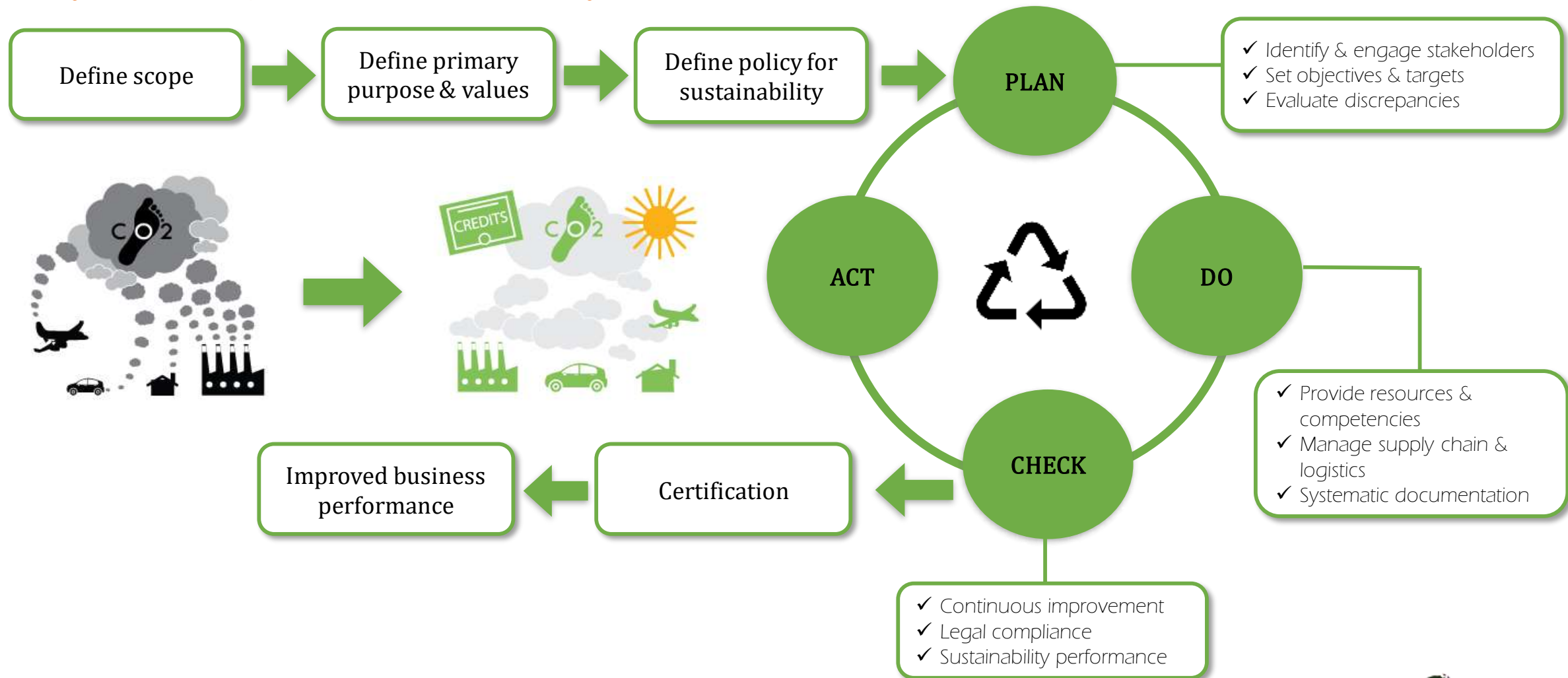## *OUR PLANET,   OUR FUTURE,   OUR RESPONSIBILITY.*

ASSESSMENT	SOLUTIONS	NEUTRALIZE	FOLLOW-UP
Commit and Quantity footprint target to analyse and report feasibility	Reduce emissions from on-campus activities, suppliers and customers.	Invest conservation strategies off-campus to offset remaining carbon footprint	Verify actions, communicate to all stakeholders and monitor for continual improvement.

Green Yatra

IMPLEMENTATION PROCESS

Offset your carbon footprint before 2030 – carbon sink by 2050

Define scope → Define primary purpose & values → Define policy for sustainability → **PLAN**

PLAN
- ✓ Identify & engage stakeholders
- ✓ Set objectives & targets
- ✓ Evaluate discrepancies

DO
- ✓ Provide resources & competencies
- ✓ Manage supply chain & logistics
- ✓ Systematic documentation

CHECK
- ✓ Continuous improvement
- ✓ Legal compliance
- ✓ Sustainability performance

ACT

Improved business performance ← Certification ← **CHECK**

Green Yatra

OUR POPULAR PROJECTS

Our projects cover all aspects of Global Goals and Carbon Neutral Protocols which helps businesses calculate their carbon footprint through a combination of efficiency measures.

All our projects are uniquely curated with the aim of providing multiple solutions under one roof. From the very first step of carbon footprint audit to on-ground practical and scientifically proven solutions, we help your organization to achieve complete carbon neutrality.

PEDH LAGAO	SUSTAINABLE SOLUTIONS	GREEN CELEBRATIONS	ANNUAL GREEN TUTORIAL
GREEN CAMPUS	PROJECT JAL	SUSTAINABLE VILLAGE	ZAROORAT – A NEED

Green Yatra

SUSTAINABLE SOLUTIONS

Our Sustainable Solutions ensure achieving five major SDGs, Improving Carbon Footprint, Saving Money & Supporting Mother Nature.

Sustainable Solutions is broad, well planned science-based approach to measure, reduce and mitigate carbon emissions. We have a transparent framework through which we identify, analyze, measure, reduce and deliver internal and external emission projects which suits your business in order to make you more carbon neutral.

As many leading organizations take the step towards a green world for a better future, green workspaces can play a major role in it. Our Sustainable Solutions enables your transformation into a Green Company. With simple, well planned, strategic & scientific data collection method and analytical audit process of Water, Energy, Waste and Carbon footprint to provide the best possible solutions to mitigate these issues. The entire practice saves your valuable money along with creating a positive impact on the society and our planet Earth.

WATER FOOTPRINT	ENERGY & TRANSPORT FOOTRPINT	WASTE FOOTPRINT	RESOURCE FOOTPRINT
An indicator to track amount of (direct and indirect) water consumed in an organization by stakeholders and used to produce the goods and services.	Most important and highest contributors to GHGs emissions. Total load analysis to increase efficiency and optimize use of renewable alternatives.	Measure types of waste produced and managed to effectively reduce, upcycle, recycle and dispose off responsibly to achieve net-zero landfill.	Calculation of your food, goods and services consumption in terms of carbon emission. Enabling a complete profile of your carbon footprint.

SUSTAINABLE SOLUTIONS

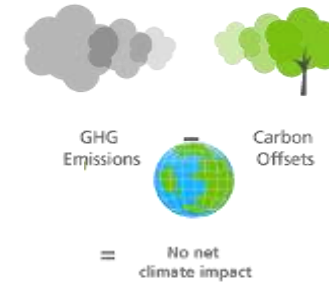Benefits of Sustainable Solutions Audit

SAVE MONEY

CSR BENEFITS

GREEN COMPANY

CARBON NEUTRAL

BETTER WORKPLACE

GREEN CERTIFICATION

PUBLICITY & BRANDING

INCREASED EMPLOYEE PRODUCTIVITY

REDUCE INDOOR & OUTDOOR POLLUTION

SAVE HEALTH & ENVIRONMENT

PEDH LAGAO पेड़ लगाओ

Dedicated To Plant #10CroreTREESby2025 PAN India

Tree plantation is one of most effective and widely proven method of controlling and mitigating air pollution and to achieve carbon neutrality. **Pedh Lagao** is not a just simple tree plantation project, it is an action oriented innovative approach to revive the Indian urban **GREEN** cover, creating sustainable livelihood for rural communities. It is a mission to generate employment, improve socio-economic & environmental conditions, increase water catchment, biodiversity, wildlife, forest promotion & protection programs. So far, we have saved & protected millions of trees and planted over half million with 90% + survival.

Conventional Urban Plantation

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 to flora and fauna.

We strictly plant indigenous species of plants to bring back our lost urban biodiversity for a healthy and pollution free urban space.

Rural Livelihood Plantation

Controlling pollution and providing better environment, Livelihood to farming communities, Green and sustainable economies, Conventional Crops with Fruit Forest, Healthy chemical-free local fruits supply.

We plant livelihood Fruit Trees in the outskirt of the metro cities (PAN India) to **support farmers** and increase green cover around the cities to mitigate pollution.

Mass Tree Plantation

India has almost **30% degraded land** which equivalent to the total area of Maharashtra, MP, and Rajasthan combined. Mass tree plantations & mega water conservation projects are the solution.

We aim to rejuvenate degraded land, create lush greenbelts and forests to neutralize the impact of global warming and climate change. Thereby, creating livelihood to local communities and shelter and food for birds and wild animals.

Green Yatra

MIYAWAKI URBAN FOREST

Native Dense Urban Forest In Less Time And Less Space

The Miyawaki Method was invented by Japanese botanist and expert plant ecologist, Dr. Akira Miyawaki. Its unique and innovative method of **Potential Natural Vegetation** has proven to work worldwide, irrespective of soil and climatic conditions. So far, more than 3,000 forests have been successfully created worldwide using this method.

Cities are slowly converting to concrete jungle. Number of trees per person in the city is very low and decreasing every year. (India 28, USA 716, China 102)

We need a solution which can bring exceptional results in less space & time.

Cities have many small patches but not adequate big patches; therefore, we need to create **urban dense forests** in these patches to **restore the balance**.

Miyawaki method helps us fulfill the SDGs and substantially improves our ecological footprint.

Green Yatra
Be the Change. Bring the Change...

Miyawaki Forest

10x — 10 times faster growth.
30x — 30 times more denser.
100x — 100 times more biodiverse.
30x — 30 times better noise and dust reduction.
30x — 30 times better Carbon-dioxide absorption
100% — 100% Native Tree.
100% — 100% organic forest.

100 YEAR OLD FOREST IN JUST 10 YEARS.

MIYAWAKI URBAN FOREST

Natural, Native, Fast Growing Urban Forest

6 Months Old Green Yatra Miyawaki Forest

8 Months

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. Be it at home or work, people are slowing adopting a green lifestyle; however, often we forget that parties, weddings and festive celebrations can also be conducting in a green and clean manner.

For every celebration and accomplishments such as corporate conferences, conventions, meetings, promotions, weddings, birthdays, political & religious gatherings, tonnes of resources are misused and wasted every year. In our effort to pursue a greener future, we propose to convert these occasions into sustainable celebrations whilst saving your money through innovative and unique approaches and ideas.

SAVE ENVIRONMENT, RESOURCE AND MONEY

REDUCE NEGATIVE IMPACTS ON LAND AND RESOURCES

IMPROVE QUALITY OF RECEPTION FACILITIES

POSITIVE RESULTS FOR SOCIETY TO INSPIRE SUSTAINABLE CHANGE

EDUCATE AND MOTIVATE ATTENDEES TOWARDS GREEN EFFORTS

MEASURE AND EXHIBIT PERFORMANCE OF SUSTAINABLE PRACTICES

ANNUAL GREEN TUTORIALS

Better Living Through Awareness, Trainings And Workshops

To successfully achieve the UN-SDGs, we must collectively improve our actions. We must continue living a green lifestyle with persistent efforts from every individual.

As educated professionals we are ignorant about the most fundamental part of our lives – water, food, waste & energy. The environment around us is rapidly degrading and we must **ACT** now. With a few simple steps, we too can be environmentally aware and responsible.

We provide various innovative tutorials & workshops to educate and execute green actionable steps without compromising our fun and creative side! To effectively succeed in achieving the UNSDG 2030 - sharing proactive knowledge and stimulating appropriate action is key. Involving, informing & training all stakeholders, employees and students in order to instigate responsible action. We aim to drive a community effort to create a bigger and better impact on the world.

Topics Include:

SDG 2030 and global impact.
Climate emergency – truth or 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 Future?
What if everyone turns vegetarian?
Wealth from Waste.
Green Diwali, Green Christmas.
And so much more!

Green Yatra

PROJECT JAL

Maintaining a Hydrological Cycle by aiming to restore water bodies to avoid the DAY ZERO situation in Indian mega cities.

With India's mega-cities running out of water supplies, villages are our only source of water which we obtain at the cost of rural population. According to the ministry, Tamil Nadu, Rajasthan, Uttar Pradesh, Punjab, Andhra Pradesh, Haryana, Karnataka, Madhya Pradesh and Telangana are among the most parched states in India. Global warming, over-exploitation of water resources and human errors are the reasons India is staring at a Day Zero scenario. Best management practices on decentralized technologies as well waterbody rejuvenation efforts can be undertaken to achieve a NET-ZERO WATER FOOTPRINT.

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

Water conservation and management, rainwater harvesting: We use different methods such as creating small check dams, LBS, CCT, wells, ponds, soak pits, trenches and artificial water bodies to tap rain and stream water.

Water Bodies Rejuvenation and Creation: We Rejuvenate existing water bodies (lake, pond, river) and create new ones. As of now our team of experts have rejuvenated 20+ lakes and ponds in Delhi NCR and Bangalore.

WATER FOOTPRINT → 3R WATER MANAGEMENT → WATER REJUVINATION

Green Yatra
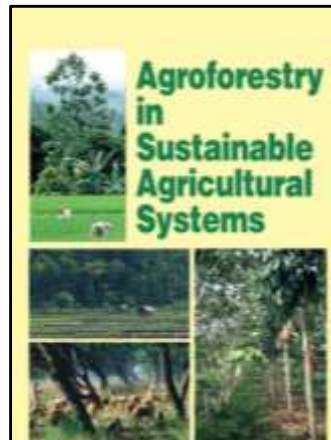
SUSTAINABLE VILLAGES

Empowering Rural India: The soul of India lives in its villages, The future of India lies in its villages

The objective of Sustainable Village is to put an end to migration and develop a village as a self-sustainable and independent unit in all aspects. A village that provides economic, environmental and cultural stability to its inhabitants by collaboratively using Indian ancient wisdoms with a blend of modern and innovative technologies. A village with a sustainable green economy from backyard orchards, agroforestry, natural farming and cash crops. We wish to create a village that is clean, green, healthy and educated, a village that is water and energy independent through methods of water conservation and alternate sources of energy.

To achieve these goals, we primary focus and work on following areas:

- **Sustainable Income Source:** Training community members for cash crops agroforestry, local handicrafts and more.
- **Sustainable Natural Water Resources:** Rejuvenate existing water bodies & create new ones, setup rainwater harvesting units to tap rain & flowing water streams in order increase the water table for irrigation and natural safe drinking water uses.
- **Creating a Green Economy:** Create sustainable income sources by livelihood fruit tree plantations and provide technical, innovative agriculture & horticulture training to increase per capita income in just a few years.
- **Lighting Streets and Roads:** Installing solar lamps on the streets for the convenience of villagers.
- We support and provide guidance in financial literacy to avail government schemes and create SHG etc.

ZAROORAT – A NEED

Because your old stuff can be someone's new gift

Zaroorat - A Need, works on the 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. This project works to provide items of necessity to numerous underprivileged communities who face great hardships and health risks due to the lack of proper clothing and other basic items in far-flung areas and urban slums of India. The project is based on Reduce, Reuse, Recycle and Realize model.

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

Outcome: Since inception, we have collected and distributed millions of old households' items and touched millions of lives across India. We arrange home pick up service across Mumbai city and suburbs.

VOLUNTEERING

Employee Engagement

Volunteering and employee engagement is an essential part of our programs, whether it is project planning or execution. Most of our activities are executed on a regular basis with the help of volunteers as per their availability. They are involved in the entire process including activity planning, tree plantation, interaction with stakeholders, conducting workshops, training students and farmers, site cleaning, painting designs, running awareness campaigns, maintenance drives and gaining reviews and feedbacks from the locals. Together we convince the local communities for their inputs and participation.

Our volunteers get hands-on experience to engage with mother nature and gain invaluable environmental knowledge through different activities and environmental session by our team experts. We ensure that after attending our activities and environmental session your attitude and behavior towards the environment creates a positive and lasting impact.

WHY TO SUPPORT AND WORK WITH US?

Climate change is real and human activities are the main cause. (IPCC)

Most trusted and loved environmental NGO in India by companies, schools, colleges, and govt. organizations.

Environmental NGO with strong **PAN India presence;** engaging with all sectors of the society.

Most innovative environmental projects by any environmental NGO in India.

Qualified and Passionate Team. More than 3,000 volunteers and 1000 interns from across the globe have joined us.

In just **3650 days (10 years) 3800+ events;** social awareness campaign, workshops, events and activities.

Green Yatra follows regular and **transparent audit process** whether it's financial audit or tree audit.

Green Yatra
Be the Change, Bring the Change...

BENEFITS FOR YOU & YOUR ORGANISATION

Positive Mark For You, The Future And Environment

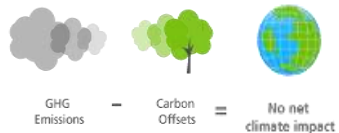**Save more money** & generate new revenue streams by meeting CSR and global objectives of sustainability.

Greater connections & rewards, attract new stakeholders and set up your brand to stand out from competitors.

Improve Branding & Publicity as with rising concerns about climate change, there is increased awareness and support.

Improves **long-term success** and profitability and decreased dependency.

Conservation ecology & support local communities by committing to reduce GHGs & help restore ecosystems.

Improve convenience, experience and lifestyle of employees and residents on campus.

GHG Emissions — Carbon Offsets = No net climate impact

Green Yatra
Be the Change, Bring the Change...

We have been associated and working with 200+ fortune and other prestigious companies, 200+ Reputed colleges, universities, 1000s of schools across India.

If our humble intentions could be described in a picture, then this is it. This is what we aim to achieve and with your support we will create a path towards a better, brighter and a more sustainable present and future.

"The greatest threat to our planet is the belief that someone else will save it."

- Robert Swan

Green Yatra
Be the Change, Bring the Change ...

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

info@greenyatra.org   www.greenyatra.org   +91 99675 38049

Green Yatra
Be the Change, Bring the Change ...