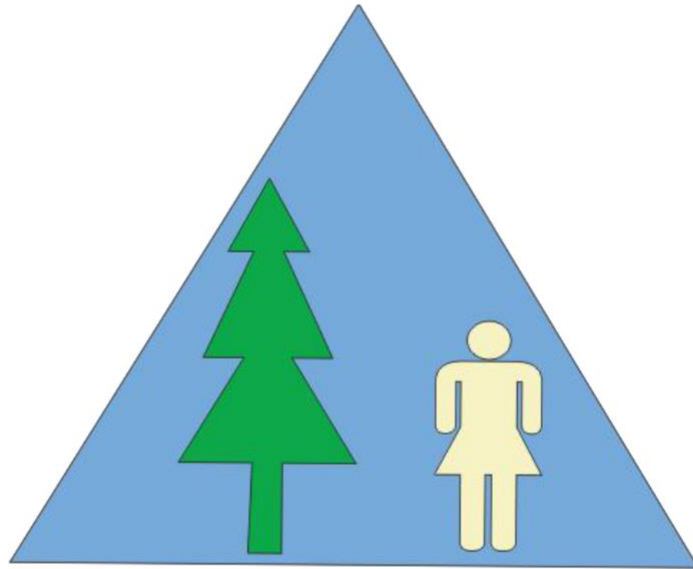


Annual Report 2014-2015



YOU AND I FOUNDATION HOOGHLY

YOU AND I FOUNDATION HOOGHLY

(Regn. No. SO134356 of 2005-2006 under W.B. Societies Regn. Act 1961)

[Affiliated to Nehru Yuva Kendra Ministry of Youth Affairs & Sports, Govt. of India]

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FROM THE SECRETARY'S DESK :

YOU AND I FOUNDATION HOOGHLY started its journey from July, 2005. It is registered under West Bengal Societies Registration Act of 1961 (Reg. No. S/1L/34356 of 2005-2006)

YOU AND I FOUNDATION HOOGHLY is a registered non-profit civil Society organization for environment conservation & sustainable development.

It envisages reciprocal partnership & participatory policy frame for commons to promote sustainable environment development & wise use of natural resources.

YOU AND I FOUNDATION HOOGHLY work in the field of alternative development programs by developing peoples' traditional know-how in the field of environment, energy, climate change program, sanitation and income generation.

The first programme we undertook as a means to invoke awareness and encouragement was the Eco-Puja Contest. The overwhelming response of the community propelled us to undertake similar projects. Hence, we followed it up with involvements in other festivals.

Now, we command a fair amount of community support and recognition. We are planning to build on this goodwill and extend our support in accelerating the cause of awareness generation and meaningful involvement in programmes that benefits the cause of humanity by ensuring a pollution free environment and promoting ecological balance.

We at 'You & I Foundation Hooghly' are committed and hardworking and have the belief in achieving our goal.

Partha Saha
Secretary

Who are we in You & I :



We are a small group of people having identical purpose & mindset who dare to reconstruct the green heaven by fighting away the polluting forces from our society.

The group gathered under the umbrella of You & I Foundation in the form of a society under West Bengal Societies Registration Act. We have also got the affiliation from 'Nehru Yuva Kendra', Ministry of Youth Affairs, Govt. of India. The body comprises of University lecturers, Social scientists, Environmental experts, Management professionals and others from different professions along with school/college students.

Mission Statement:

Our common goal is to achieve a pollution free environment to develop and support a socially, economically and ecologically sustainable community life style around us for the survival of life as a whole.

Names of the Governing Body Members For the Year 2015-2016

Rahul Ray	-	President
Deshdulal Chatterjee	-	Vice-President
Partha Saha	-	Secretary
Debasis Chakraborty	-	Assistant Secretary
Anubrata Mukherjee	-	Treasurer
Rana Manna	-	Member
Manisha Dutta	-	Member

Activities of YOU AND I FOUNDATION HOOGHLY

(From 01st April 2014 to 31st March 2015)

During this year we have managed to organise major events namely

- (1) Tree Plantation Programme (Billion Tree Campaign)
- (2) DAYITTYA – Film Festival & Forum
- (3) Eco-Puja Contest
- (4) Clean Ganga Campaign
- (5) Participation in Poribesh Mela
- (6) Training programme on "Plasticulture application in Horticulture"
- (7) Low Cost Natural Farming(Ankur) Project

Other than the following we also organised different day celebration, events and awareness campaigns. In these programmes we have got other organisations like Hooghly-Chinsurah Municipality, Nehru Yuva Kendra, Environment Academy (Sabujer Avijan), National Cadet Core(NCC) – 43 BN as our supporter. Different school, college authorities and their students, CBOs of Hooghly-Chinsurah and Chandernagore area were also came forward to make our initiatives successful.

Tree Plantation Programme (Billion Tree Campaign) :

'You & I Foundation Hooghly' is a participant in 'Billion Tree Campaign' programme of United Nations Environment Programme (UNEP). We have planted 160 trees



in and around Hooghly-Chinsurah. In this programme we have planted trees in five schools namely, 'Chinsurah Jyotishchandra Vidyapith', 'Dunlop Hindi High School', 'Duff High School'. Enthusiastic students, teachers and 43 Bengal BN of NCC helped us to make this programme successful. This programme was observed during 'Aronyo Saptaho(Forest Week) – 2014' from 14-20th July 2014.

Apart from tree plantation in the above mentioned schools we have also planted trees at different locations of Hooghly-Chinsurah Municipal Area.

Eco-Puja Contest :

In order to achieve maximum compliance, a unique **Eco Puja Contest** is being organized for last couple of years in and around Chinsurah to encourage the puja organizers to follow the pollution control guidelines.



This year our organization & Hooghly-Chinsurah Municipality have conducted the 'Eco-Puja Contest' in Hooghly-Chinsurah Municipality area based on the effort and initiative taken by the different Durga Puja committees to maintain pollution control board guidelines during puja. The puja pandals and the activities of the respective puja committees were judged by a panel of experts on 11th October 2014.

Clean Ganga Campaign ('Nirmal Ganga Abhijan') :



You and I Foundation and Hooghly-Chinsurah Municipality organized the '**Clean Ganga**' campaign during the immersion of idols (Durga Puja) on 14th & 15th October 2014 like last years. The members & volunteers of You & I Foundation had teamed up with the laborers & officials of the Hooghly-Chinsurah Municipality, local administration, police authority and supervised the entire cleaning operation of immersed idols immediately after the immersion at different ghats of Ganga. A booth was erected at Annapurna Ghat, Chinsurah to conduct the whole operation in a disciplined manner and also to help public and puja committee members Mr. Asit Majimder (MLA), Mr. Gourikanta Mukherjee (Chairman, Hooghly-Chinsurah Municipality), other councilors of Hooghly-Chinsurah Municipality and other administrative officials were present to conduct the whole operation smoothly. The structures of the idols were collected as soon as the idols were immersed in the river to minimize the pollution. Flowers, leaves and other materials used in puja were collected separately in waste bins placed at the ghats. Wastes collected from the river were disposed off at the municipal dumping side.

The You & I team was totally successful in convincing a major number of puja organisers to follow proper guidelines of immersion of WBPCB at four designated ghats of the River Hooghly (Ganga) for this purpose. You & I Foundation continued such activities even after Durga Puja during the immersion of Laxmi, Kali, Kartik and Saraswati idols in different ghats of Hooghly (Ganga).



Training programme on "Plasticulture application in Horticulture :

YOU & I FOUNDATION HOOGHLY have organized a training programme on "Plasticulture application in Horticulture" Subject: Micro irrigation, green house, agricultural shade net house building, poly house, insect proof net house, plastic mulch, pond lining, composting & soil health management on 19 th February, 201 at 10 AM to 5 PM at Suchandra lodge, MD block, Bagnan, District- Howrah, West Bengal jointly with Precision Farming Development Centre, Agricultural & Food Engineering Department, Indian Institute of Technology, Kharagpur and in association with Patanjali Yog Samity, Howrah.



Total 140 numbers of participant including 90 numbers of farmers, members of community based organizations (CBOs), NGO professionals, members of SHG along with Patanjali official & members had taken part as participants in this training program. Resource materials distributed to participants. Mr. A K Karan, Scientist, Precision Farming Development Centre, Agricultural & Food Engineering Department, IIT, Kharagpur, Mr. P. Saha, Technical Person, environmental activist, Executive member, YOU & I FOUNDATION, Mr. D N Dutta, social activist, Executive member, YOU & I FOUNDATION, Mr. Prabir Ghosh, President- Patanjali Yog Samity, Howrah had delivered their inaugural speeches.



Mr Santosh DT, Research Scholar, Precision Farming Development Centre, Agricultural & Food Engineering Department, IIT, Kharagpur delivered resourceful speech on green house, agricultural shade net house building, pond lining, composting etc agricultural technique. The crop productivity is greatly influenced by the growing environment & management practices. Under open field cultivation, it is not possible to control the growing environment plants, thereby affecting the quality & productivity of the crop. The main purpose of protected cultivation is to create a favorable environment for the sustainable growth of crop so as to realize its maximum potential even in adverse climate condition. Protected cultivation in the forms of greenhouses, agricultural shade net house, mulch etc. offer several advantages to grow crops of high quality & yields.

Agricultural shade net house protects crops from U.V. spectrum light, reduces temperature. The advantages of shade nets are growing vegetables under off season summer, enhanced yield during summer.

The outcome of the training programme was widely accepted by the farmers present there. Most of the farmers were interested to adopt the technique in their farms. Since the initial setup cost is quiet expensive there was mixed reaction about availability of grants and loans from the depart

Low Cost Natural Farming Project(Ankur):

Farmers continue to use expensive chemical fertilizers & pesticides to enhance production from their cultivation. Such expensive chemical fertilizers



& pesticides are now proved to operate in a positive feedback cycle towards destruction of the climate (environment hazards) and soil condition thus enhancing the risk of crop failure.

By improving degraded soils by using sustainable soil fertilizing as well as water holding capacity techniques such as compost, fertilizer trees, crop rotation and bio char soil fertility and sustainable soil moisture will increase dramatically. By adding the usage of conservation tillage techniques yields are increased and production both diversified as well as becoming an all year round activity. Thus food security is assured.

The restoration of niches in the agricultural environment is the goal that may be achieved by

1. Introduction, intensification and optimization of chemical fertilizer- free & chemical pesticide -free farming thereby promoting the Natural resilience.
2. Introduction and intensification of natural resources by cultivating native vegetable, crop, grain, food and thereby conservation of varieties of native seeds.
3. Promotion and support for the establishment of markets of organic-farming products at Shampur-1 Block in Howrah and Chanditala-1 in Hooghly.

Target Group: small, marginal, poor farmers across Shampur-1 Block in Howrah and Chanditala-1 in Hooghly benefit from the project.

Purpose: The project has the specific purpose for promoting involvement in low budget natural farming. This also aims towards building up the community seed bank for conservation of native seeds of different crop species. The introduction of low budget natural farming could trigger social developments through income generation yet preserving natural resources and making self-sufficiency in crop yield.

Project demography:

DISTRICTS	Blocks	No. of G.P.	geographical Area in ha.	Population	Total Farmer	No. of farmers in all farmer	Farmer in hectare	Irrigation in hect or
Howrah	Shampur-1		11392	226756	41259	21525	9000	7002
Hooghly	Chanditala-2	12	8169.641	158396	3585	3435	4129.335	

Methodology:

Networking, Capacity building, awareness generation, training, Field demonstration, monitoring, advocacy etc. Improved dry land crop production through strategies such as using prepare of compost manure, liquid fertilizer, bio-pesticide, soil mulching, irrigation to provide long term soil fertility, crop rotation, intercrop, Companion Planting and deterrents Ecological Pest Management (EPM). Promotion of high nutritional crops and indigenous foods Farming for the market and organic marketing development.



many training programme on

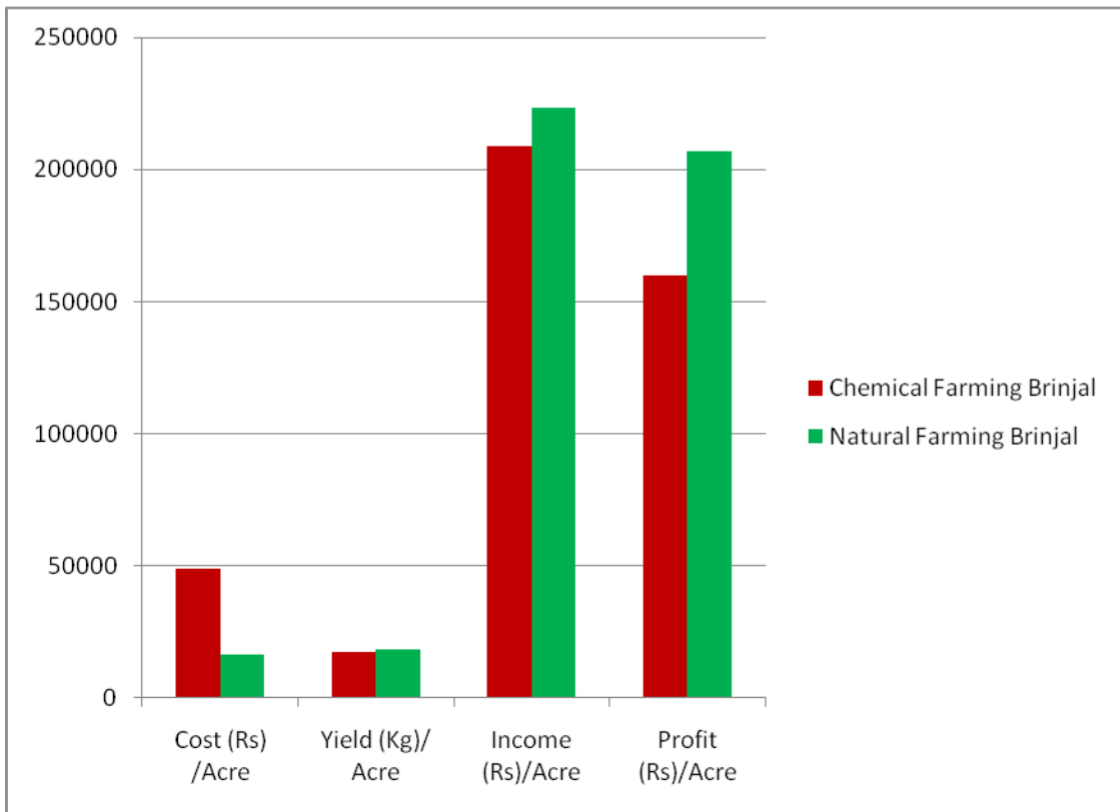
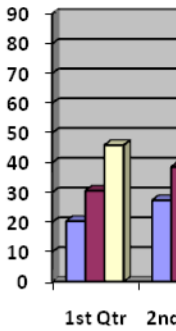
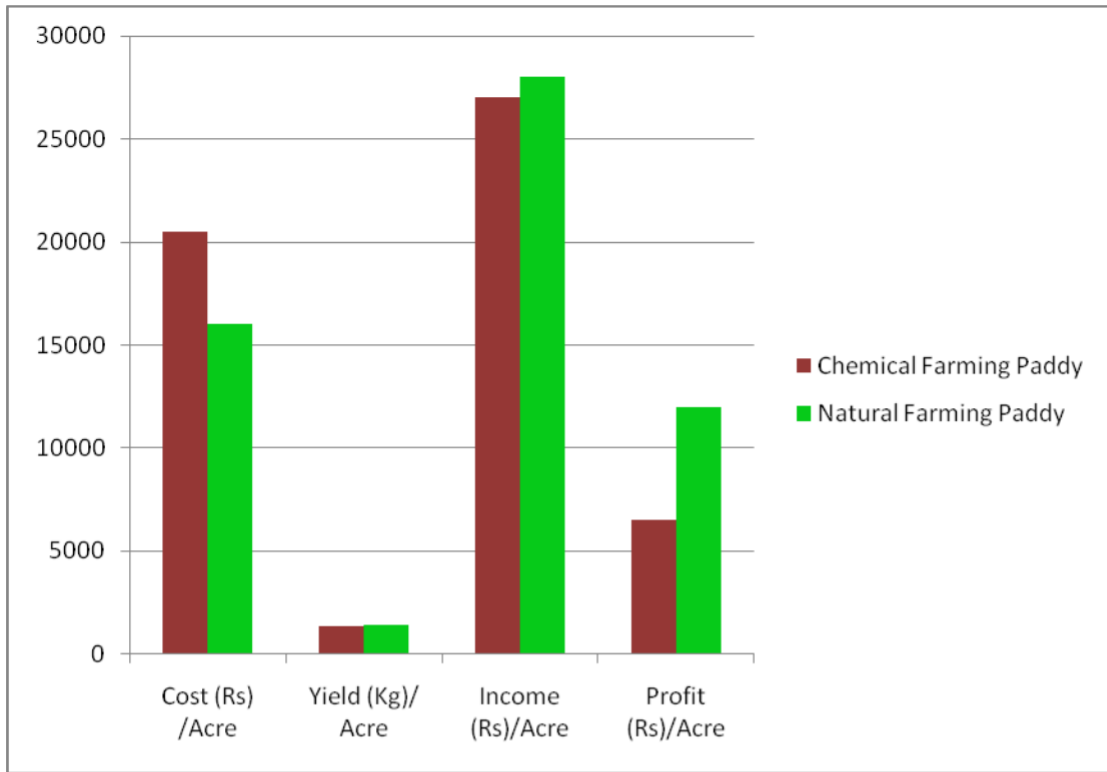
"Low Cost Natural Farming" at Shampur-1 Block, District- Howrah, Chanditala-1 Block, District-Hooghly. Farmers, members of community based organizations (CBOs), had taken part as participants in those training program. The Resource person delivered resourceful power point presentation on the subject. Resource materials distributed to participants. The outcome of those training programme was widely accepted by the farmers participant. Most of the farmers were interested to adopt the technique in their farms.

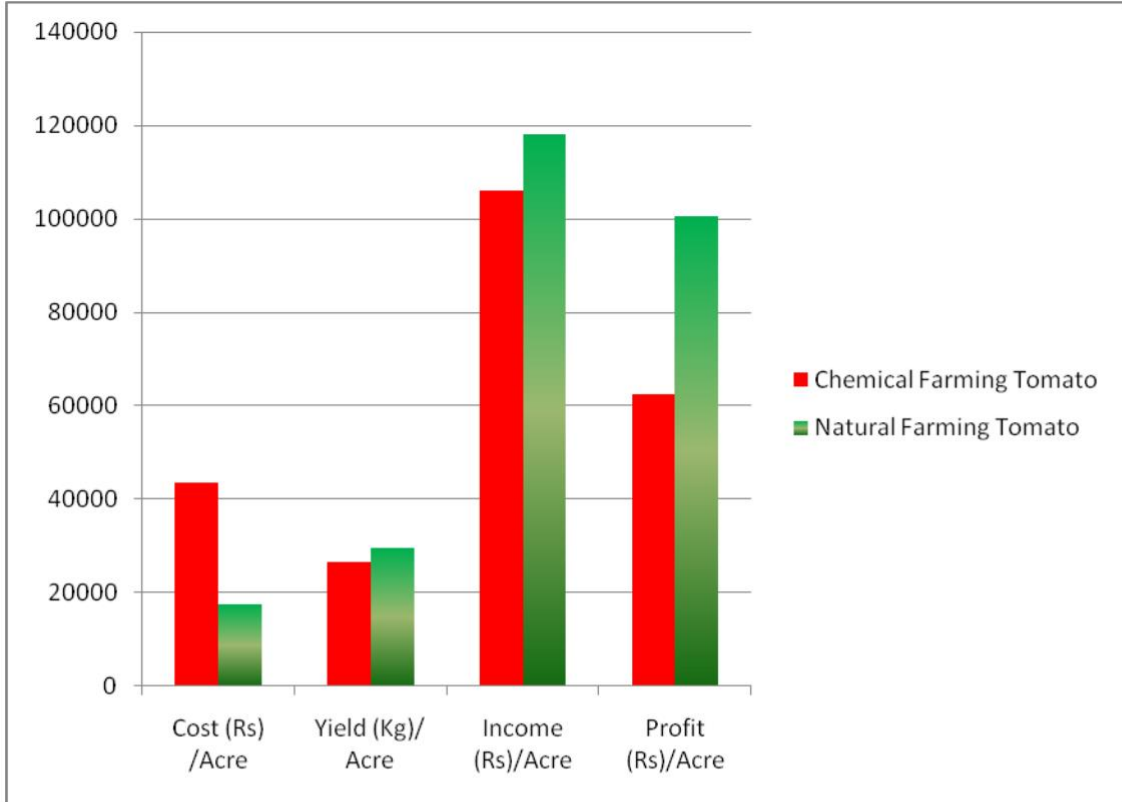
Results at a glance from the pilot projects:

Area: Shampur-1 Block, District- Howrah, Chanditala-1 Block, District-Hooghly

Total six nos. of farmers was participate in the pilot project

Type of Farming	Cost (Rs) /Acre	Yield/ Acre	Income/Acre	Profit/Acre
Chemical Farming Paddy	Rs. 20500/-	1350 KG	Rs. 27000/-	Rs. 6500/-
Natural Farming Paddy	Rs.16000/-	1400 KG	Rs. 28000/-	Rs. 12000/-
Chemical Farming Brinjal	Rs. 49000/-	17400 KG	Rs. 208800/-	Rs. 159800/-
Natural Farming Brinjal	Rs. 16500/-	18600 KG	Rs. 223200/-	Rs. 206700/-
Chemical Farming Cabbage	Rs. 34400/-	40500 KG	Rs. 143500/-	Rs. 109100/-
Natural Farming Cabbage	Rs. 18600/-	45500 KG	Rs. 159250/-	Rs. 140650/-
Chemical Farming Tomato	Rs. 43500/-	26500 KG	Rs. 106000/-	Rs. 62500/-
Natural Farming Tomato	Rs. 17500/-	29500 KG	Rs. 118000/-	Rs. 100500/-





Low Cost Natural Farming training programme at G.P- Shyampur, Block- Shyampur 1, District- Howrah, WB



Low Cost Natural Farming Project at Vill-Narkelbar,Block- Shyampur 1, District-Howrah, WB

Participation in 'Hooghly Paribesh Mela':

We have participated in the 'Hooghly PARIBESH MELA' held in Chandannagore, from 20th December 2014 to 25th December.2014. A stall was erected with the main theme 'Himalayan Biodiversity Conservation' where we displayed different photographs on our Himalayan birds and mammals to create mass awareness about this major environmental problem.



Stall at PARIBESH MELA, Chandannagore

In that 'mela', we also displayed different books and magazines and distributed leaflets to make people aware and how they can minimize the effects of climate change. The produce like paper hand-made bags, envelopes etc. of our self-help group 'Udita' was also exhibited in our stall.

Nature Study Camp:

You and I Foundation as per its mission is engaged in youth awareness towards nature since its inception. This year we have organized a nature study camp with the students of Bandel Haranath N.S. School and Dunlop Hindi High School. We have visited Rajhat village near Bandel to study the inhabits of peacock in that region. Around 65 students and teachers were participants in the programme.