

# ORGANISATIONAL PROFILE

## PARIBESH UNNAYAN PARISHAD

(COUNCIL FOR ENVIRONMENTAL DEVELOPMENT)



### Present Address

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### Rural Unit

#### AMARGRAM

Village : Phulbari, P.O. : Sagar Phulbari,

Dist.: South 24 Parganas, West Bengal, INDIA

### THRUST AREAS OF ACTIVITY

Alternative Education, Climate Resilient adaptation activities (salt tolerant Paddy), Biodiversity Conservation, Traditional Paddy Conservation, Integrated Farming; Environment, SHG strengthening, SC & ST Community Development, Organic Farming,

### GENERAL INFORMATION

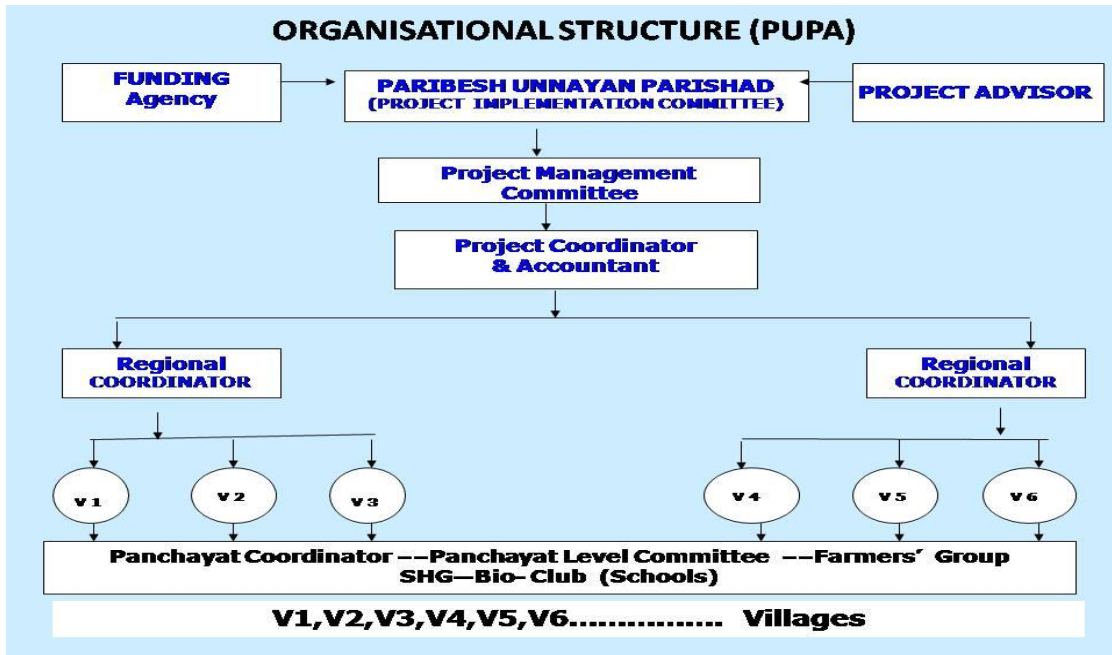
Name of the	PARIBESH UNNAYAN PARISHAD
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<b>Organisation</b>	
<b>Year of establishment</b>	1990
<b>Registration details</b>	Registered under W.B. Societies Registration Act, XXVI of 1961. No S/67338 of 1991
<b>CONTACT DETAILS:</b>	
<b>Contact Person</b>	<b>Dr. A. Misra, Secretary</b>
<b>Address (City)</b>	Regd. Office: 8/1B, Raipur Road (East) Kolkata 700 032, 033 2413 6640 (R), Mobile: 9002497090 City office: 100/6 Sreerampur North, Kolkata 700084
<b>Address (Rural)</b>	<b>Amargram</b> , Vill- Phulbari, P.O.-Sagar Phulbari S. 24 Parganas, Sagar Island; Pin – 743373
<b>E-mail</b>	amargram.pupa@gmail.com
<b>E-Link</b>	www.pupaamargram.org ; www.facebook.com/amargram.pupa; http://amargrampupa.blogspot.in

## **ORGANISATION'S VISION/ MISSION/ AIM/ OBJECTIVES**

<b>Vision</b>	PUPA's vision is to restore the sanctity of Environment by systematically removing the major impacts on environment resulted due to need (Poverty) and greed (quick benefits) of the populace by environmentally literate community through their need-based capacity building. Further, it's vision is to develop <b>replicable Model Village (AMAR GRAM)</b> , with people's participation, along with its <b>Management Plan</b> , which promote sustainable, eco-friendly and equitable socio-economic development of rural people primarily through local resource management
<b>Mission</b>	The primary <b>mission</b> of PUPA is to improve the quality of life and livelihood of the communities in rural and urban areas through <b>education, training, research and consultancy</b> so as to establish self-sustained, self-maintained and continuous with dynamic growth with a goal of equitable distribution & environmental conservation
<b>Aim</b>	PUPA's aim is to develop replicable Model Villages ( <b>AMARGRAM</b> ), with people's participation by promoting sustainable, eco-friendly and equitable socio-economic development of rural people primarily through local resource management and by raising the sense of belongingness (ownership) among the villagers towards their own village (resources), and also by demonstrating the usefulness of equitable sharing of the benefits.
<b>Objective</b>	The primary objective is to organise and arrange environment education, awareness and rejuvenation programmes for the protection, preservation and improvement of our environment by arranging lecture, seminar, workshop, exhibition, eco-camp, nature-study camp, action-oriented eco-development programme, etc. for sustainable development.

## **ORGANISATIONAL STRUCTURE**



## INFRA-STRUCTURAL FACILITIES AVAILABLE

Organisation has long experience in the field of survey, environmental mapping, waste management, Education (environmental education), vermicomposting & related activities and biodiversity conservation. It has carried out Paribesh Prahari Prakalpa, NEEPS programme, NEAC programme, WWF-funded project, State Environment Department supported project, MHRD supported project, NABARD, State Pollution Control Board, UNDP, CEE supported project for research & awareness generation. These are evidenced from the copies of the Annual Reports attached hereto.

Immovable evidences for the activities of the Organisation is a **Vermicomposting Unit** and a '**Community Education Centre cum Rest House**' at Sagar Island, a working space at Garia, Kolkata where, regular practical training on rural development planning, tailoring, food processing, Integrated Farming System, Vermicomposting, Organic farming is being imparted. One Vermi Hatchery with the objective of giving loan of worms to the farmers has also been established at Sagar Island.

Recently, a **Science Centre** has been established at the Rural Centre of PUPA to provide scope of hands on activities on science subject to the local students.

## Key Professionals associated with the Organisation

Name, Designation & Relationship with the NGO	Experience	Role played at PUPA

1.	<b>Dr. Santanu Mitra</b> Ph.D.(Economics) Lecturer, Women Polytechnic, Management <b>President, PUPA</b>	<b>Ph.D. in ‘Community Participation in Public Action’;</b> Experience in the field of Experimental & Development Economics.	Community Mobilization, PRA, PLA, Cost-benefit analysis & evaluation of the project <b>(ECONOMIC PLANNING)</b> <b>Cost-Benefit Sharing Model</b> <b>is his brain child</b>
2.	<b>Dr. A. Misra,</b> Ph.D.(Zoology), Diploma in Integrated Coastal Zone Management (UK), <b>Secretary, PUPA</b>	Taxonomy & ecology of earthworms; EE related lesson planning; Vermicomposting, integrated farming, rural development planning, etc.	Overall supervision, coordination and guidance; planning & implementation of projects
3.	<b>Dr. Sudipta Tripathy,</b> M.Sc (Ag.) Manager, Horticulture Farm, Calcutta University <b>Member, PUPA</b>	Research experience in the field of agriculture in salt reclaimed areas of Sundarban.	Supervision of the training programme & guidance in the field relating to farming activities.
4.	<b>Sri S.K.Chanda</b> Retired Chief Artist, Zoological Survey of India <b>Member, PUPA</b>	Long professional experience of teaching & practicing drawing & painting.	Cultural component of the project.
5.	<b>Ms. Sunita Das</b> Lecturer, Women Polytechnic, Kolkata; <b>Member, PUPA</b>	Specialised in Accountancy & Computer .	SHG related activities
6.	<b>Sri Arnab De</b> B.Sc.(Hons), Certificate in Vermicomposting, STEP (IIT, Kharagpur) <b>Member, PUPA</b>	Ten years’ experience in promoting vermicomposting, Mushroom Culture and Livestock development.	Livestock development & vermicomposting.
7.	<b>CA T.K.Datta</b> Chartered Accountant <b>Well wisher, PUPA</b>	Accounting & Auditing.	Financial planning.
8.	<b>Dr. Subrata Kar</b> Ph.D.(Zoology) Fish Section, Zoological Survey of India, Kolkata <b>Treasurer, PUPA</b>	Taxonomy of freshwater & estuarine fishes and pisciculture.	Pisciculture related livelihood development.
9.	<b>Dr. P. Ray</b> Retd. Scientist-in-charge, Regional Museum of Natural History, Bhubaneswar <b>Member, PUPA</b>	Research experience in taxonomy of high Altitude Amphibians. Extensively studied different ecosystem of India with special reference to animal diversity; establishing natural history Museum to educate visitors on Environmental Studies	Biodiversity education & conservation.

10.	<b>Dr. Narayan Das</b> , Principal (Retd.), Berachampa College, N. 24 Parganas	Vast teaching experience in Biology	Biodiversity Conservation.
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## MAIN AREAS OF OPERATION

PUPA helped the local community at **Sagar Block** and **Patharpratima Block**, Sundarbans by empowering them through proper training (especially on capacity building, eco-friendly and alternative employment generation activities like Vermicomposting, kitchen gardening, diversified integrated farming including poultry, livestock, fishery, forestry, etc.) to uplift themselves on their own through effective conservation and management of local resources, soil health and most importantly their living environment. This undoubtedly resulted in Sustainable economic growth in the targeted area.

## PROGRAMME STRATEGIES

### 1. Education & Awareness on recent environmental issues, particularly Climate change.

2. **Community Mobilisation for Ownership:** Developing village work plans, interpreting village baseline using participatory rural appraisal, building rapport and community trust to local livelihood interventions.

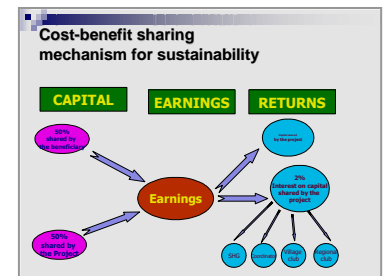
3. **Community Institution Building:** Facilitating flexible kinship based community led self help institutions and prioritised work plans for villages.

4. **Integraed Farming Systems Approach:** Community participation in Rain-water harvesting measures; paddy-duck-fish cultivation; vermicomposting; Azolla cultivation; diversified horticulture activities; livestock development (small ruminants and poultry); kitchen garden establishment; nursery development and crops programme.

5. **Local Capacity Building:** Selection of local women and men village volunteers to be trained and skill upgradation in every area of action.

6. **Education:** School-based and Community-based Environment education for the Conservation of the ecosystems and associated faunal and floral resources.

7. **Cost-Benefit Sharing System:** Establishing strong cost sharing & benefit sharing mechanism for most of the activities for the sake of sustainability



**SECTORS OF SPECIALISATION** (e.g. Education, Awareness, Livelihood, Capacity Building etc.):

**THRUST AREAS:** Alternative Education, Climate Resilient adaptation activities (salt tolerant Paddy, Integrated Farming, etc); Environment; Biodiversity Conservation; SHG strengthening; SC & ST Community Development, Organic Farming, Traditional Paddy Conservation, etc.

## Education

**School Programme :** More than ten years' experience of working with the school students of class VI to VIII from nearly 30 schools of four districts of West Bengal (Kolkata, Hooghly, North 24 Parganas, South 24 Parganas)

- **Paribesh Prahari Prakalpa** — This is a long-term project aimed at educating the school students, including children about the present state of our environment through classroom interactions and after-class activities. At present there are nearly 15 schools in our network.
- **National Environment Education Programme in Schools (NEEPS)**— This programme, supported by CEE, Ahmedabad, was organised at 20 schools of four districts (Kolkata, Hooghly, South 24 Parganas, North 24 Parganas) of West Bengal in the years 1999-2000, 2000-2001 & 2001-2002. The activities include Teachers' Workshops, Consultation cum Training Workshop, Activity Workshop Classroom Activity, Out-door activity, Nature Study camp, etc.
- **Supporting Basic Education programme:** Nine such centres were established involving more than 100 children between the age group of 4+ to 5+ at Sagar Island, of which one (STUDY CENTRE) is continued with emphasis to put on the 'Play-way methods of learning', 'learning from the nature', 'ethical & science education' etc., so as to reduce the study pressure and also to develop a sense of love for the nature and their own village from the very early age.
- **MHRD/EOSE Programme :** With a view to strengthen Environmental Education (EE) in school system, the Ministry of Human Resource Development, Government of India, have taken several initiatives. Environmental Orientation to School Education (EOSE) is one such initiative. We have been entrusted by CEE, Ahmedabad to undertake an MHRD/EOSE project, entitled  
*" Development of Supplementary and workable environment education material for the Secondary School teachers and the students of Class VI and VII in West Bengal" in the year 2000-2001 and 2003-2004.*
- **Environment Education in Schools: Green School (Green Boy & Green Girl) Programme, Paryavaran Mitra** (CEE partnership), Low-carbon education programme, Green Commonwealth Game programmes (CEE partnership) are some of the EE programmes in schools
- **Pallisree Study Centre :** Morning Session (curricular support to poor students & after-noon Session ( 5-6 yrs age) – learning with fun, games & activities.
- **Krishna-Suchitra Memorial Study Centre for pre-primary children**  
 We have started an innovative learning Centre ( Nature-base education) at Sagar Island with initial support from Dr. Santanu Mitra, President, PUPA (in memory of his mother) in the year 2015. The idea of the learning Centre is to involve the children from their pre-school school age ( 4 yr to 6 yr),



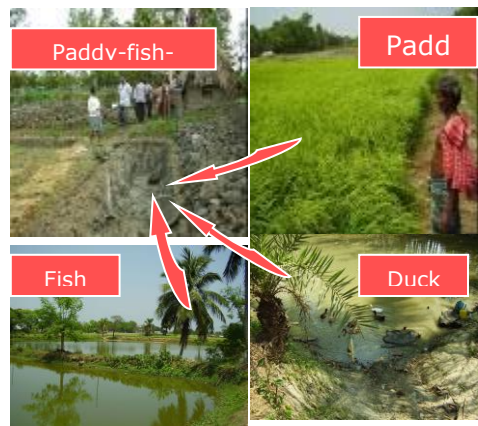
## Awareness

- i) **National Environment Awareness Campaign Programme (NEAC)** : This national programme is being implemented since 1986 by MOEF. We have been participating with this programme since 1994. The activities were adjudicated in the state of West Bengal by RRA and we are placed in A+ category all along.
- ii) **Biodiversity Conservation Programme** : This programme was sponsored by WWF-India in the year 1997. Socio-economic Survey, biological sampling and mass awareness programme was undertaken in the Sundarban areas on the impact of mass collection of prawn seeds in the canal and rivers of Sagar Island and Gosaba Blocks, Sundarbans.
- iii) **Environmental Awareness programme** : We have undertaken a project supported by West Bengal Pollution Control Board, involving the local clubs of the CMC Ward No. 95, Kolkata in the year 1999. Various climate & biodiversity awareness programmes are being continued with support from State Pollution Control Board, W.B. Biodiversity Board, WWF-India, Jnan Chandra Ghosh Polytechnic, etc.
- iv) Regular Environmental Awareness programmes with issues, like biodiversity, climate change, global warming are continued.

## Livelihood intervention

### Activity I : Integrated farming:

The objective of this activity is to encourage the local farmers to practice integrated farming by giving technical know-how and marginal financial support. The beneficiaries are trained and supported to develop an integrated farm in their farmlands. They have agreed to return worms, seeds, saplings, any other farm product or even cash as decided by the members of the farmer's club of the respective villages. These returns will be deposited in the village revolving fund and utilized to replicate more integrated farms in the locality.



### Activity II : Vermicomposting:

The objective of this activity is to popularize and propagate the on-farm production of Vermicompost.



SHG members selected by their group have received 200 or multiples of 200 worms from the Vermi-Hatchery set up by the implementing agency. The implementing agency has taken care of training the locals in culturing the worms. The practitioner has agreed to return 50% extra worms in addition to the worms given to him within six months. These worms again will be distributed among other



members of the group with the same principle as per the decision taken by their group.

**Vermicomposting** : This activity starts with a project of the Dept. of Environment, Govt. of West Bengal during the year 1990 to 2001. Following books published:

In addition, a **VCD on Vermicomposting** (40 minutes) supported by NABARD, regional office, Kolkata is prepared and several **popular articles** have also been published.

Regular awareness cum training programmes is also being conducted at village areas of Sagar Island with support from Jnan Chandra Ghosh Polytechnic, SDB, NABARD, etc. for promoting the activities. Popular articles are also published in magazines and also in proceedings of Scientific Workshops.

**Activity III: Kitchen garden (Nutritional):**

The objective of this activity is to make the interested local families to cultivate the vegetables in their backyard for their consumption as well as livelihood and conservation of local varieties of vegetables.

Selected villagers are supplied with the seeds/cuttings of locally available and suitable varieties of vegetables. The practitioner has agreed to preserve and return double the number of seeds she/he has taken after harvesting, which in turn will be distributed among the other members of the group with the same principle.

**Activity IV: Livestock Development (Poultry):**

The objective of this activity is to inculcate the habit of self-dependency within the members of the self help groups (SHGs) and reviving the traditional skill of chick breeding.

Initially 5 chicks are given to the selected members of the SHG. The recipients are selected by the other members of the group. The benefited member has bought 5 more chicks with her money and start rearing the chicks. The implementing agency/local CBO will provide necessary tips and also proper veterinary care with the help of local veterinary doctors (*Prani bandhu*). After the Chicken started laying eggs the practitioners will be returning the money received from the project along with 2% interest. The interest is distributed among the parties (SHG, Coordinator & local Clubs) formed as local institution and the original money is deposited in SHG's Bank Account.



**Activity V: Organic farming:** To promote the organic farming and to protect the lands in project villages from chemical fertilisers, organic manure preparation techniques like NADEP, Vermi composting, Jeebamrutha, Liquid manure, Fish Tonic, etc. are prepared & used. Awareness generation through meetings was initiated and 16 farmers from 6 villages are selected for demonstration purpose in the first lot. Construction of compost pits in six villages and more than 75 farmers involved and organic manure preparation process is in progress. Farmers are using this manure in their own field.

**Activity VI: Rain water Harvesting:** Due to lack of proper irrigation facility more than 80% of the cultivable land is remaining barren. Therefore, excavation of land and renovation of old silted ponds were considered to be one of the most important activities during the SGP project period. At sagar island most of the house owners have one or more ponds for domestic use. During village baseline survey coordinators approached SHG members to undertake low cost rainwater harvesting technology keeping the possibility of extra agriculture during the winter and summer season by the rain water harvested using this technique. During this process not only extra water is stored but the excavated mud was also used for making bunds. The bunds are used for growing vegetable plants. **52 ponds** were excavated/re-excavated in 35 groups in 16 villages.

**CAPACITY BUILDING** (Village development Planning, Vocational training, Integrated Farming System, et.)

Considering the importance of capacity building of the community, which enables members of a community to draw on the skills and resources they need to take control and improve their lives, we organised intensive trainings, focus group workshops, seminars, discussions, PRA meetings, weekly meetings for coordinators, exposure and exchange





visits to successful projects areas. All these were arranged with an aim to ensure capacity building, and empowering experience for communities engaged in development programmes, so that their capacity is sustained after the programme ends.

### IMPORTANT PROJECTS

Sl. No.	Title of project	Name of the Funding Agency	Period	
			From	To
1.	Public Awareness on the mass collection of Prawn seeds in the Mangrove ecosystem of Sundarban Biosphere	WWF-India	1997	1998
2.	Survey, Characterisation & Management of urban Domestic Wastes with emphasis on Vermidecomposition	Department of Environment, Govt. of West Bengal	1999	2001
3.	Development of supplementary and workable <b>environment education materials</b> for the secondary school teachers and students of class VI & VII in West Bengal.	Ministry of Human Resource Development, New Delhi	2000 - 2001 ( first phase)	2003 - 2004 (second phase)
4.	National <b>Environmental Education Programme</b> in Schools (NEEPS)	Centre for Environment Education, Ahmedabad	2001	2003
5.	Survey and Characterisation of Garbage and other solid wastes (Domestic) and Management of organic components through vermicomposting	Ministry of Environment & Forests, New Delhi (NEAC)	2004	2005
6.	Capacity Building in Solid Waste Management through Vermicomposting in Rural Areas as Alternative Employment and to promote Organic Farming	Ministry of Environment & Forests, New Delhi (NEAC)	2005	2006
7.	Education & Training for raising mass awareness towards the production and use of organic manures in agro-horticultural fields at Sagar Island, South 24 Parganas, W.B.	Ministry of Environment & Forests, New Delhi (NEAC)	2006	2007
8.	Improving the quality of life & livelihood of rural population through sustainable use of local resources	UNDP/GEF/SGP/CEE	2007	2009
9.	Training (Tailoring, Integrated Farming system)	Jnan Chandra Ghosh Polytechnic	2010-2011	& 2011-12
10.	Documentation of village level bio-resources of seven villages of Mooriganga Gram panchayat for proper conservation and sustainable use	WB Biodiversity Board	2008	2010
11.	Promoting System of Rice Intensification (SRI) at Sagar Island	NABARD	2009	2010
12.	<b>'Service provider'</b> on Organic Farming under Service provider Scheme of NPOF	Dept. of Agriculture (Plant Protection and Quality Control) Govt. of West Bengal	2011	2012
13.	Integrated Coastal Zone Management project on Livelihood improvement at DS-1 GP, Sagar island.	Inst. of Environmental Studies & Wetland Management, Dept. of Environment. Govt. of W.B.	2012	2015

14.	Biodiversity Conservation Park (a project of the W.B. Biodiversity Board)	WB Biodiversity Board	2013-15
15	“Socio-economic upliftment of SC community in identified villages of Sagar Island, South 24 Parganas, West Bengal through skill enhancement and livelihood intervention”	Dept. of Sci. & Technology, Govt. of India	2012-15
16.	‘Conservation of local Agro-Biodiversity for better livelihoods through use of local resources in response poor areas of Sunderban’.	Centre for Environment Education (GEF/UNDP/SGP)	2014-16 ( Sept.,16)
17.	Sustainable improvement of Life & Livelihood of Tribal Communities in selected villages of Sagar Island, S. 24 Parganas, W.B. <b>(ST-Specific Rural Biotechnology Programme)</b>	Bose Institute, Kolkata ( A project supported by DST, Govt. of India)	2016 – 2018
18.	Wipro Earthian Sustainability Education programme, 2018	CEE Ahmedabad	2018-19

### **BOOKS PUBLISHED**

1. **Vidyalaye Paribesh Siksha** — Sikshak Nirdeshika (Class VI & VII)
2. **Vidyalaye Paribesh Siksha**— Chhatra Sahaika (Class VI & VII)
3. **Vidyalaye Paribesh Siksha**— Sabuj Sikshak Prasikshan Sahaika
4. **Kenchor Katha** (in Bengali)
5. **Vermicomposting** — What, Why & How (bi-lingual)
6. **Kencho abong Jaiba Sar** (in Bengali)

### **DOCUMENTS UNPUBLISHED**

1. SAGARDWEEPER MOORIGAGA EK NAMBAR GRAM PANCHAYETER JANA JEEB BAICHITRA NATHEE (**PBR of Moorigaga No. 1 Garm Panchayet, Sagar Island**)

**We are working at present at Sundaban, a climate-sensitive zone, where life is always under stress. They need to learn how to live with climatic hazards by adopting climate resilient livelihood options.**