

BIG *Green* journey

Developing a Scaling Up Framework for
Green Livelihood Initiatives

Shailendra Singh Bisht
Gururaja Budhya
Mandvi Kulshreshtha
Sachin Kumar
Sandeep Kumar



Friedrich-Ebert-Stiftung (FES)

India Office: K-70B, Hauz Khas Enclave, New Delhi 110 016, India

© Friedrich-Ebert-Stiftung 2016

The views expressed in this publication do not necessarily reflect those of the Friedrich-Ebert-Stiftung (FES).

Commercial use of all media published by the FES is not permitted without written consent of the FES

Any part of this report may be translated or reprinted with due acknowledgement to Friedrich-Ebert-Stiftung.

The presentation of material in this publication and in maps which appear herein does not imply the expression of any opinion on the part of FES India concerning the legal status of any country, state or city or the delineation of their frontiers or boundaries.

For more information on the document, please contact:

Shailendra Singh Bisht	shailendrabisht@gmail.com
Gururaja Budhya	gururajabudhya@gmail.com
Mandvi Kulshreshtha	mandvi@fesindia.org
Sachin Kumar	samparksachin@gmail.com
Sandeep Kumar	sandeepkumar.jha@gmail.com

Published by

Friedrich-Ebert-Stiftung
India Office
K-70B, Hauz Khas Enclave
New Delhi – 110016
Tel: 91 (11) 26561361-64
Email: info@fes-india.org
URL: fes-india.org

Contents

List of figures	iv
Acknowledgements	v
Abbreviations and acronyms	vi
1. Introduction	1
2. Big Green Regional Consultations (BGRCs)	4
3. Big Green National Consultation (BGNC)	12
4. Big Green Multi-stakeholder Consultation (BGMC)	15
5. Big Green Training Workshops (BGTWs)	18
6. Big Green: Framework for Bringing Scale to Green Livelihood Initiatives	21
7. Conclusion: So, Will Green Go Big?	25
Annexures	
1. Big Green Regional Consultation: Dharmashala Programme and List of Participants	28
2. Big Green Regional Consultation: Ranchi Programme and List of Participants	32
3. Big Green Regional Consultation: Coimbatore Programme and List of Participants	36
4. Big Green Regional Consultation: Nagpur Programme and List of Participants	40
5. Big Green Regional Consultation: Shillong Programme and List of Participants	45
6. Big Green Regional Consultation: Udaipur Programme and List of Participants	50
7. Big Green National Consultation: Hyderabad Programme and List of Participants	55
8. Big Green Multi-stakeholder Consultation: New Delhi Programme and List of Participants	61
9. Big Green Training Workshops: New Delhi and Kolkata Programme and List of Participants	67

List of figures

Figure 1: Locations of Big Green consultations	3
Figure 2: Process flowchart for Big Green Regional Consultations	5
Figure 3: Big Green Regional Consultation - Dharmashala	6
Figure 4: Big Green Regional Consultation - Ranchi	7
Figure 5: Big Green Regional Consultation - Coimbatore	8
Figure 6: Big Green Regional Consultation - Nagpur	9
Figure 7: Big Green Regional Consultation - Shillong	10
Figure 8: Big Green Regional Consultation - Udaipur	11
Figure 9: Big Green Scaling Up Framework	21
Figure 10: Framework Design	23

Acknowledgements

We would like to thank Marc Saxer, Resident Representative, Dr Felix Schmidt, former Resident Representative and Damyanty Sridharan, Senior Advisor, Women's Empowerment and Gender Equality, at Friedrich-Ebert-Stiftung (FES) India for timely reviews and participating in various consultations. We are also grateful for the insights that emerged from Friedrich-Ebert-Stiftung's climate change project. The staff at FES, New Delhi, gets our heartfelt gratitude for arranging for all the travel, accommodation and hundreds of smaller details for the various consultations and for bearing with our work on weekends at the office premises. Those cups of coffee and snacks helped us gain a few extra pounds over the last two years.

Various experts in green livelihoods helped us on our long and eventful journey. Padma Shri Dr Anil Joshi, Carmo Noronha, Dr K V Raju, Dr N Sridharan, Dr Sharada Nayak, Dr Vijay Mahajan, Dr Arun Chandan, Dr Shylajan, Dr Praveen Srivatsava, Jojo Mathew George, Dr Ravi Jain and Dr Glenn Christo provided us valuable inputs at various stages of the project. Our regional and national consultation would not have been possible without the support of our Big Green volunteer organisers across India. Manuj Sharma and Amit Mehta at Dharamshala; Santosh Oraon at Ranchi; Dr Shiv Kumar and Sabitha Bhojan at Coimbatore; Dr Kitboklang Nongrum at Shillong; Nishant Mate at Nagpur; and Niranjan Sharma and Ashwini Paliwal at Udaipur helped us in ensuring participation of green livelihood organisations, accessible venues, and flawless hospitality. Vice Chancellor Dr J Mahender Reddy, Deputy Director, Dr Venkata Seshaiyah Sakalya, Marketing and Strategy Area Coordinator, Dr Venu Gopal Rao, faculty members, administrative staff and student volunteers of Prakriti Club of ICFAI Business School (IBS), Hyderabad deserve special mention for making our Big Green National Consultation (BGNC) a great success.

We would like to thank our intern Divya Bisht who coordinated our initial literature search and Green

Livelihood Initiatives (GLI) identification. Harneet Singh Bhatia has been a constant companion and has single-handedly put together the entire visual journey through a series of picture collages and a video documentary. Priya Roy has helped us in analysing the interviews and focus group discussions.

Our sincere thanks to Jagdamba Prasad Maithani and Rajeev Rustagi for helping us in project design and reaching out to green champions.

Gururaja would like to thank all the experienced stakeholders for enriching his knowledge and the Big Green team for being caring companions throughout the process.

Mandvi would like to thank her mother, Kirti Kulshreshtha and husband, Sushant Pandey for their unquestionable support all through the Big Green journey. She would like to personally thank Damyanty Sridharan for being a wonderful mentor and providing creative space. She loved shopping for original organic goods during the field visits and remains grateful to green champions for sharing invaluable indigenous wisdom on improving one's mental and physical health.

Sachin would like to thank his wife, Pratibha and sons, Shashwat and Sankalp for bearing with his long trips away and letting him spoil their Sundays. He would like to acknowledge the support of his college principal, Shri Mohinder Chaudhary, who encouraged him at every juncture.

Sandeep would like to thank his wife Jyoti and daughters Koushaki and Aitareya.

Shailendra would like to thank his wife Archana and daughter Aru for indulging him by listening to his green champion stories.

Shailendra Singh Bisht
Gururaja Budhya
Mandvi Kulshreshtha
Sachin Kumar
Sandeep Kumar

Abbreviations and acronyms

AAGAAS	Alaknanda Ghaati Shilpi Federation
BGRC	Big Green Regional Consultation
BGNC	Big Green National Consultation
BGMC	Big Green Multi-stakeholder Consultation
BGTW	Big Green Training Workshop
CRLI	Climate Resilient Livelihood Indices
CSR	Corporate Social Responsibility
DRISC	Disaster-proof, Rules and Regulations, Infrastructure, Supporting Institutions and Competitivescape
FES	Friedrich-Ebert-Stiftung
FES-YLTT	FES Young Leaders Think Tank
GDP	Gross Domestic Product
GEP	Gross Environment Product
GLI	Green Livelihood Initiatives
HESCO	Himalayan Environmental Studies and Conservation Organisation
IBS	ICFAI Business School
IFHE	ICFAI Foundation for Higher Education
IT	Information Technology
NABARD	National Bank for Agriculture and Rural Development
NGOs	Non-governmental Organisations
PRI	Panchayati Raj Institution
SOJE	Social Justice and Equity



1

Introduction

A tale of two oxymorons: 'Green Livelihood' and 'Big Green'

Climate change issues score very high on the development agenda. For a developing country like India, it is not only about environment protection but also about addressing growing aspirations of its young and burgeoning population. Adverse effects of climate change have been compounded by poor livelihood planning and non-participatory governance structures. India needs to create quality jobs at an unparalleled rate if it wants to transform from a middle to high income country. In this regard, urban and rural livelihood missions initiated and implemented by the state (like the National Urban Livelihood Mission or the National Rural Livelihood Mission) become an economic necessity. At the same time, it is equally important that livelihood initiatives remain green and are climate resilient.

In spite of recent global environmental consciousness, it is observed that there are conflicting approaches towards ecology and the economy. Traditionally, as well, environment and livelihood are seen as competing forces. Relying on conventional ways of employment generation at the cost of excessive and indiscriminate exploitation of natural resources is unsustainable and may turn out to be self-defeating. Though there have been sporadic Green Livelihood Initiatives which combine environment and livelihood in a sustainable manner, the size of these interventions and their impact have been limited, where impact is calculated in terms of number of lives who directly benefit. Such initiatives are highly localised and fragmented. Driven by specific individuals, these initiatives largely remain unacknowledged. Even where the balance between ecology and the economy seems to have been achieved, it is often at the expense of opportunities for disadvantaged sections of society whether they are producers or consumers. While extant literature on livelihoods, document the necessity and sustainability of such efforts, there is not much evidence of successful

replication of success stories beyond the immediate neighbourhood. Such initiatives either wind up after the project cycle or at best, remain a local success story.

The need of the hour is to bring these small and limited green initiatives to the centre of developmental discourse. However, this is not easy and needs an effective alignment of all stakeholders – government, non-governmental organisations (NGOs), the public sector, the private sector and civil society. Once this happens it could enunciate a new approach to sustainable development. Finding the right balance between ecology, economy and equity is crucial for achieving social democratic ideals in any country. The idea of responsible consumption and distributive justice is at the core of social justice.

Scaling up green livelihoods is central to any framework of sustainable development. Firstly, the success of these initiatives is directly linked to the increase in household income, as well as improvement in quality of life, of the individual as well as the community. These initiatives practically aim "To reach the greatest possible number of poor people, and to motivate and empower the greatest number of communities to take control of their own lives" (Gillespie, 2004)¹. Secondly, it sensitises the market to endorse green products and services, without charging a premium for their exclusive nature. It transforms the notion of limited luxury into a mass aspiration that is liveable. Thirdly, and most importantly, the economic contribution of these small and medium enterprises is acknowledged not only at the local level, but gets included in the overall growth and gross domestic product (GDP) thereby affecting the political economy of the country. As a result, scaling up gives more visibility, voice and negotiating power to thousands

¹ Gillespie S. (2004). *Scaling up community driven development: a synthesis of experience. Food Consumption and Nutrition Division Working paper no. 181. Washington, DC: International Food Policy Research Institute.*

of GLI practitioners to advocate for socially just and inclusive development policies.

Big Green

The FES Working Group on Climate Change (under the International Department on Sustainability) has the broad objective of shaping climate policy in a socially just way. FES offices across the world have initiated activities and discussions leading towards sustainable and innovative green economies.

The FES India Big Green initiative intends to inform development and livelihoods practitioners about a framework which can help bring scale to local initiatives to address and mitigate effects of climate change. The process entails long-term interventions, proactive planning and optimal use of available resources. This would help maintain a balance between aspirations and resources, and resume focus on the core concern of community driven development initiatives. This would be accomplished at two levels: a) familiarising green champions who are implementing Green Livelihood Initiatives across India, with best practices as enunciated in the scaling up framework; and b) engaging with policy shapers to influence livelihood and environmental initiatives.

The process and the reach

As the initial step, existing Green Livelihood Initiatives across different physiographic regions in India were documented and analysed. This was done through literature survey, internet based research, focus group discussions and preliminary field visits. The organisations were selected based on the following parameters:

- ❖ working on environment issues with a livelihood focus or on livelihoods with an environment focus;
- ❖ operational for more than three years, and running a green livelihood project for at least one; and
- ❖ have a natural resource management component with a strong role of the community.

As part of a stage-wise consultative process, regional consultations were held in six diverse locations with over 90 green livelihood practitioners and organisations. These locations were chosen based on their physiographic uniqueness, as livelihoods are significantly

dependent on terrain, climate and vegetation in a given region. Each consultation took place at the centre of a physiographic division, or in the transition zone of two or more physiographic regions. The chosen physiographic regions were northern hills, peninsular plateau, coastal, plains, deserts and the north-east in India. The participating organisations came from within a 100-150 km radius of the city where consultations were held, covering the length and breadth of India. The map on the opposite page shows the detailed outreach (Figure 1). The participants represented NGOs, cooperatives, self-help groups, government agencies and private enterprises. Although most of them had their focus interventions on green livelihoods – agro or forest based – many had diversified intervention projects going up the value chain.

In the next stage, the results and analysis from these regional consultations were shared with experts at a national consultation held in Hyderabad. The idea was to validate the findings from regional consultations, and augment them with expert comments. Well known national level activists, researchers, economists, urban planners, livelihood experts, government officials, international action research institutes and management gurus reviewed the analysis, and presented their own reflections and experiences related to the issue. Likewise, in the multi-stakeholder consultation that was organised a year later in New Delhi, the final product - a 'Framework for Scaling Up' - was shared with similar subject experts and stalwarts from the livelihood sector. GLI practitioners got an opportunity to discuss their organisational vision and scale up plans with these experts.

This was followed by two training workshops wherein 30 organisations got hands-on training on assessment of their on-going projects, and how to scale up these using the Big Green framework. With help of meticulously planned, interactive worksheets and inputs from the Big Green team on creating economically as well as ecologically viable and socially just livelihood models, the participants could envision their own project models at the end of these training sessions. These participants were also seen as multipliers, who would communicate the same to fellow practitioners in their region and ensure implementation of green methods for betterment of the larger community.

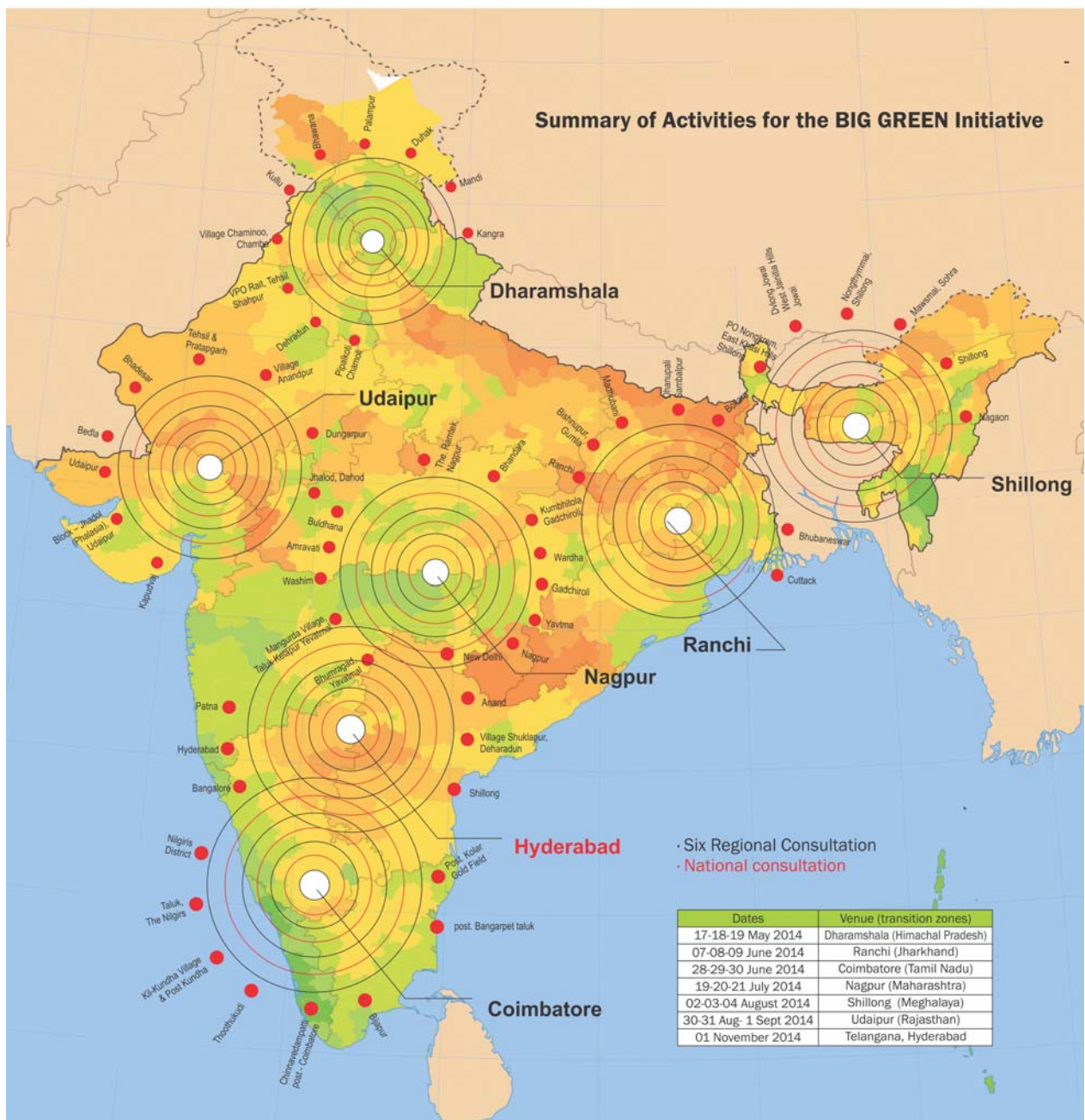


Figure 1: Locations of Big Green Consultations

Within the two-year span of this project, we have been able to convene and engage with as many as 100 green livelihood organisations and over 1,000 beneficiaries. Alongside, this whole process had brought together over 200 plus GLI practitioners, livelihood experts, academicians, social sector experts, researchers, government officials, private sector companies and corporate social responsibility (CSR) initiatives under one roof. The process provided a platform for stimulating exchange of ideas and conceptual understanding related to green livelihoods and a green economy, an exercise which usually gets ignored in the day to day running of organisations. The process has generated a rich data bank of human resources and a vast pool of knowledge on this issue. Many partnerships

have been formed, informal networks created, to continue this exchange and leverage the energy from multiple sources.

This report attempts to sum up the Big Green journey over nearly two years since its inception. It captures a summary of six regional consultations, two national multi-stakeholder consultations and two training programmes on the Big Green scaling-up framework for livelihood practitioners. The final part of the report gives an abridged version of the Big Green framework.



2.

Big Green Regional Consultations

May-August, 2014

The very first stage of the Big Green project was to understand green livelihoods from close quarters. Therefore, six regional consultations were organised to get a first-hand experience on GLIs. The regional consultations were held between May-August 2014 beginning at Dharamshala (Himachal Pradesh) and followed at Ranchi (Jharkhand), Coimbatore (Tamil Nadu), Nagpur (Maharashtra), Shillong (Meghalaya) and Udaipur (Rajasthan).

The regional consultations followed a five-step approach. In the beginning, to set the stage, the participants were asked to talk about what the word 'green' meant to them. Later, through the fish bowl exercise, key questions and concerns related to the issue were highlighted. This was followed by focus group discussions where participants shared their experiences related to scaling up of their initiative. In the penultimate stage, interviews were conducted with select participants where their Green Livelihood Initiatives were discussed in detail.

At the end of each consultation, field visits were organised to facilitate a deeper understanding of select livelihood initiatives. This exercise presented an opportunity to closely look at different aspects of green products and

services. At the same time, interactions with beneficiaries provided significant inputs for the development of the framework. The image given below shows the process flowchart used during the regional consultation for arriving at specificities related to Green Livelihoods (Figure 2).

In these consultations, we interacted with 129 green champions representing 89 organisations, through 15 focus group discussions, had 31 in-depth interviews and conducted 17 field visits.

The following pages sum up key takeaways from each consultation (Figures 2-8).



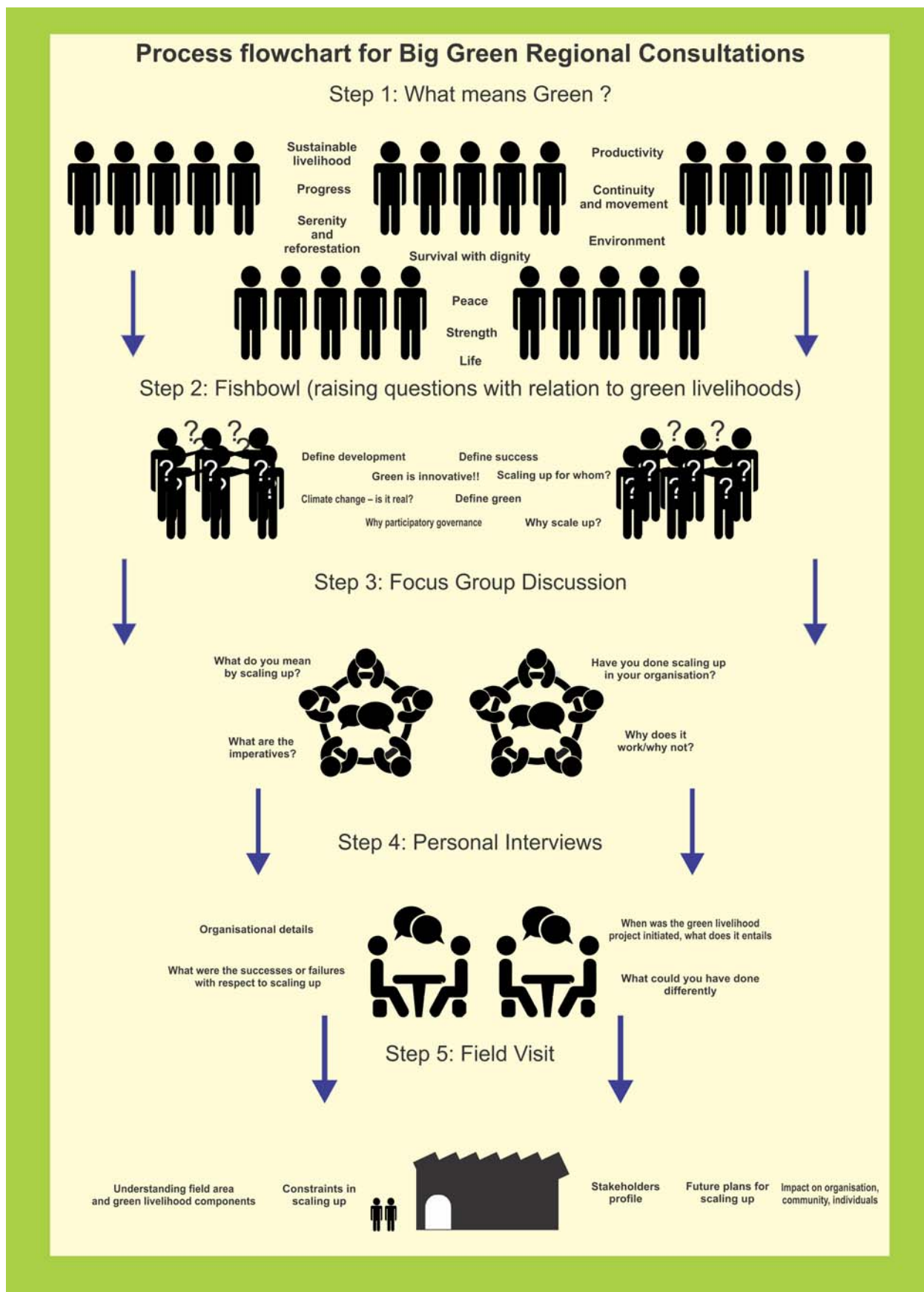
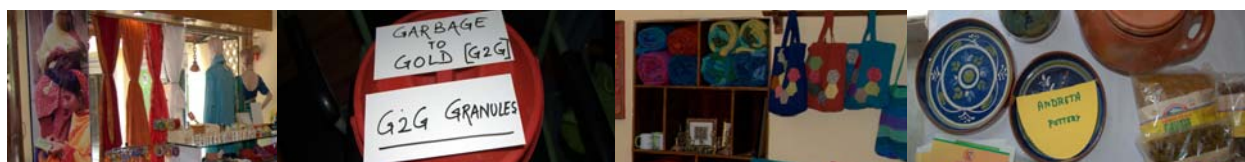


Figure 2: Process flowchart for Big Green Regional Consultations



Voices from the Grassroots

DHARAMSHALA

HOST PARTNER / SOCIETY FOR ENVIRONMENTAL & RURAL AWAKENING (ERA), DHARAMSHALA

MAY 17 - 19, 2014

"In an entrepreneurship model, volunteerism has limitations. We need to engage professionals first & then volunteers."

"Green livelihood should bring green currency notes in the pockets of the people, then only it is green."

18 ORGANISATIONS
28 PARTICIPANTS
03 FOCUSED GROUP DISCUSSIONS
03 IN-DEPTH INTERVIEWS
03 FIELD VISITS

"You cannot protect environment until you link it to livelihoods."

"People have land but they still seem to think they have nothing. They would rather take a 5000 rupee job then work on their land & build livelihood."

WHAT IS GREEN?

PROSPERITY
AN ENERGY BALANCING COLOR
MY KITCHEN GARDEN
FRESH AIR TO BREATHE
LINKS LIVELIHOODS & RESOURCES
POSITIVE ENERGY

KEY CHALLENGES

DIVERSE REALITIES
LIMIT REPLICATION.

LACK OF
TRANSPARENCY.

RELUCTANCE TO
ADHERE TO QUALITY
STANDARDS.

LACK OF MARKETING
TACTICS & SKILLS.

LIMITED EXTERNAL
SUPPORT.

REVERSAL OF
CULTURAL ROLES

WHAT IS SCALING UP?

Just and respectable livelihoods.
A research based effort that is in tune with the ever changing environment.
Participation of beneficiaries at all levels.
Increasing the number of skills developed.
Economically viable organization & benefits to people.
Multiplication of activities.
Maximum inclusion of people from bottom of the pyramid.
Diverse and decentralized supply.

BENEFICIARY DRIVEN
DEMAND.

ABUNDANCE OF
RAW MATERIALS.

ORGANIZATIONAL
VISION.

ENVIRONMENTAL
CONCERNS OF
BENEFICIARIES.

ADEQUATE HIERARCHY

STRENGTH BASED
APPROACH

TECHNICAL SUPPORT
SYSTEM

KEY ENABLERS



BIG Green

FRIEDRICH
EBERT
STIFTUNG

Framework for Bringing Scale to Green Livelihood Initiatives

Figure 3: Big Green Regional Consultation - Dharmashala



Voices from the Grassroots

RANCHI

JUNE 07-09, 2014

"If participatory governance does not happen, we'll have red development instead of green development."

"Scaling is a cultural issue, not just infrastructure."

"Successful GLI is seen, felt; and others want to learn from it."

"Too much democracy is not good, some decisions are to be taken by experienced officials."

- 12 ORGANISATIONS
- 15 PARTICIPANTS
- 02 FOCUSED GROUP DISCUSSIONS
- 07 IN-DEPTH INTERVIEWS
- 03 FIELD VISITS

WHAT IS GREEN?

- LAND, WATER, FOREST
- LIFE, STRENGTH & LIVELIHOOD
- CONFLICT BETWEEN GREEN & GREY
- SAFE ZONES
- CONTINUITY & MOVEMENT

WHAT IS SCALING UP?

- Increase in number of beneficiaries & area of work
- Increase in activities & output
- To reach the unreached
- Influencing policy as a pressure group
- Increasing organizational capacities
- Economic efficiency, increase in per capita profit
- Going beyond specified targets in the form of achieving unintended, intangible outcomes

KEY CHALLENGES

- TRADITIONAL LIVELIHOODS SEEN NON-ATTRACTIVE
- BENEFICIARIES DON'T OWN UP THE PROCESS
- RIGID ORGANISATIONAL STRUCTURE
- DIFFERENT STATES, DIFFERENT LAWS (EG. NTFP)
- NO ENABLING SUPPORT AGENCY
- LACK OF INTERNAL EXPERTISE

- LEVERAGING GOVT. FUNDING
- LEGAL FRAMEWORK
- PARTNERING WITH INTERNATIONAL DONORS
- SOCIAL MEDIA FOR CAMPAIGNING & AWARENESS
- MOBILE PHONES FOR SENDING MESSAGES
- BENEFICIARIES AT THE EARLY STAGE WOULD BE CHANGE-AGENTS FOR NEXT STAGES

KEY ENABLERS



BIG Green



Framework for Bringing Scale to Green Livelihood Initiatives

Figure 4: Big Green Regional Consultation - Ranchi



Voices from the Grassroots COIMBATORE

JUNE 28 - 30, 2014

“Urban population needs to become more aware. They need to get out of the mindset of green as luxury.”

“In green living, being process driven is both means and the end.”

- 09 ORGANISATIONS
- 09 PARTICIPANTS
- 02 FOCUSED GROUP DISCUSSIONS
- 07 IN-DEPTH INTERVIEWS
- 03 FIELD VISITS

“Spreading stakes minimizes the risk.”

“Displacement of tribals is the key reason for ecological imbalance.”

“Local is good notion should be spread.”

KEY CHALLENGES

- MORE BUSINESS FOCUS, LESS SOCIAL
- MORE USAGE OF NATURAL RESOURCES BY OUTSIDERS
- CONFLICTS DUE TO PARTICIPATIVE FUNCTIONING OF NGOs
- LACK OF TECHNOLOGY
- EXTREME EVENTS NOT FACTORED IN
- DONOR DRIVEN PRIORITIES
- ONE MAN SHOW

- MANGROVES
- EDUCATION FOR SUSTAINABLE LIVING
- KALAMKARI FABRIC
- PRODUCTIVITY
- SERENITY & REFORESTATION
- SERVING EVERYONE ORGANICALLY

WHAT IS SCALING UP?

- Increase in membership base, catchment, production, procurement, employment days, product portfolio.
- Horizontal scaling up: increase in number of people (doing same work)
- Vertical scaling up: same number of people but increase in number of interventions
- Using beyond the usage - recycling.
- Replication of successful models
- Rights of access for indigenous people but not limiting to them.
- Reach a level of secured mutual guarantee.

- INDIGENOUS KNOWLEDGE
- SYSTEMS & PROTOCOLS MUST EMERGE FROM CULTURE
- KNOWLEDGE MANAGEMENT
- FLEXIBLE ORGANIZATIONAL STRUCTURE
- FOLLOW UP & ASSESSMENT
- FAVORABLE PRICING POLICY
- GOVT. MONITORING OF STANDARDS

KEY ENABLERS



BIG Green



Framework for Bringing Scale to Green Livelihood Initiatives

Figure 5 :Big Green Regional Consultation - Coimbatore



Voices from the Grassroots

NAGPUR

JULY 19-21, 2014

"Limited focus has been at the grass root level to think green initiatives from mass livelihood perspectives."

"NGOs are not equipped to handle green livelihood issues..."

KEY CHALLENGES

OTHER ISSUES
OBSCURING
LIVELIHOOD ISSUES

RIGIDITY OF
STRUCTURE WITH
EXPANSION - LESSER
OPENNESS TO
SPONTANEITY

MOVEMENT TO
OTHER MARKET(S)
WITHOUT BUILDING
LOCAL MARKET

INSUFFICIENT &
INACCURATE
INFORMATION
TO THE
COMMUNITY

21 ORGANISATIONS
25 PARTICIPANTS
04 FOCUSED GROUP DISCUSSIONS
05 IN-DEPTH INTERVIEWS
02 FIELD VISITS

WHAT IS GREEN?

SURVIVAL WITH DIGNITY
GREEN LIGHT - READY TO GO
POSITIVITY
MISUSE OF GREEN
TO DISPLACE TRIBALS
BETTER LIVING

WHAT IS SCALING UP?

Increase in quantity,
improvement of quality
More people in more geographies
Integrated process which includes
producers, buyers & sellers
Change from informal process into
a structure (eg. a producer company)
Change in the mindset where
community owns up the initiative
Community ownership of
the entire product cycle

"Let's not compartmentalize agriculture vs. forest."

"What could be bigger existing green scalable thing than agriculture in the world."

ECONOMIC
SUSTENANCE OF THE
CORE TEAM
OPTIMISATION OF
EXISTING KNOWLEDGE
UNDERSTANDING
OPPORTUNITY
DECENTRALIZED
SYSTEMS OF
DECISION MAKING
EMOTIONAL CONNECT
AMONG THE COMMUNITY
FAVOURABLE
REGULATIONS
MICRO LEVEL RESEARCH
IS REQUIRED

KEY ENABLERS



BIG Green



Framework for Bringing Scale to Green Livelihood Initiatives

Figure 6: Big Green Regional Consultation - Nagpur



Voices from the Grassroots SHILLONG

HOST PARTNER / MARTIN LUTHER CHRISTIAN UNIVERSITY & CITIZEN'S FOUNDATION, SHILLONG

AUGUST 02-04, 2014

"In the beginning we should focus more on environment protection; later focus should shift on income generation."

"I can process fallen fruits in my village, but who will buy that? Where is the market?"

KEY CHALLENGES

- CONVINCING YOUTH TO GO FOR GREEN LIVELIHOODS
- ACCESS TO MARKETS
- GREEN ALSO MEANS RESTRICTIONS
- UNCERTAIN VIABILITY OF GLIs
- DEPENDENCE ON HANDOUT/DOLE
- CARRYING CAPACITY OF NATURAL RESOURCES

12 ORGANISATIONS
23 PARTICIPANTS
02 FOCUSED GROUP DISCUSSIONS
04 IN-DEPTH INTERVIEWS
03 FIELD VISITS

WHAT IS GREEN?

MEDICINAL PLANTS
SACRED GROVE
BIODIVERSITY
HEALING, PEACE, POSITIVE ENERGY
SUSTAINABLE LIVELIHOODS
STEWARDSHIP NOT OWNERSHIP

WHAT IS SCALING UP?

Empowerment of our beneficiary to such an extent that they do not need us.
Influencing policy.
Increase in number and quality.
Expansion from one to many markets.
Up scaling the mind of people to look beyond their villages.
More skills (for disabled) for better employability.
Networking to multiply the impact.
When the employee we train, leave and join other organization but work towards our larger goal, that is up scaling.

"We need to convert dreamers of job in to creators of job."

"Tribals have land. They do not know how to use it properly. Tribals do not know enough in order to survive in contemporary world."

BY LEVERAGING TECHNOLOGY
BY RECRUITING SPECIALISTS AS WE GROW
DOCUMENTATION AT EVERY STAGE
DEVELOPMENT OF SECOND LINE OF LEADERSHIP
INTERNAL & EXTERNAL MONITORING MECHANISMS

KEY ENABLERS



BIG Green



Framework for Bringing Scale to Green Livelihood Initiatives

Figure 7: Big Green Regional Consultation - Shillong



Voices from the Grassroots

UDAIPUR

HOST PARTNER / ASTHA SANSTHAN, UDAIPUR
AUGUST 30 - SEPTEMBER 01, 2014

"We are non-profit organizations. Scaling up is generating revenue - how to resolve the dilemma?"

"Business is about competition, there is no place for emotions. With emotions you can not build a business."

17 ORGANISATIONS
29 PARTICIPANTS
03 FOCUSED GROUP DISCUSSIONS
05 IN-DEPTH INTERVIEWS
03 FIELD VISITS

"First define your priorities & decide where to focus."

"Youth must get an idea about use of natural resources locally without destroying it."

"Let us marry traditional wisdom & modern know-how."

WHAT IS GREEN?

ENVIRONMENT
PRESENT STATUS OF ENVIRONMENT
PROGRESS
PROSPERITY
NURTURANCE & NOURISHMENT

KEY CHALLENGES

- DEPENDENCY ON GRANTS
- LACK OF EXPLORATION OF NEW SOURCES OF RESOURCES
- IMPROPER PLANNING OF SOURCING OF FUNDING
- LESS ATTENTION ON FINANCIAL & QUALITY ASPECT

WHAT IS SCALING UP?

Making small to big.
Increase the number of staff.
Increase the number of beneficiaries.
Add on new programme areas.
Initiating new projects.
Add on new geographical locations.

KEY ENABLERS

- DEMAND & NEED
- EXPERIENCED CORE OF PERSONNEL
- SCOPE FOR COST EFFECTIVENESS
- VIABILITY
- SELF SUSTAINABILITY - SOCIAL & TECHNICAL








Framework for Bringing Scale to Green Livelihood Initiatives

Figure 8 : Big Green Regional Consultation - Udaipur





3

Big Green National Consultation

01 November 2014

The learnings from six regional consultations was put together in the form of a draft framework for scaling up GLIs. A national consultation was organised at the end of the year with the objective of sharing the draft framework by providing a platform for dialogue between academicians, livelihood practitioners and policy makers. The consultation was held in association with IBS, Hyderabad.

The consultation was attended by livelihood practitioners representing NGOs, Panchayati Raj Institutions representatives (PRIs), state and district level authorities, CSR funding organisations, transnational and national organisations, policy makers, the media, professionals, and faculty and students of IBS, Hyderabad.

In his welcome address, Prof J Mahender Reddy, Vice Chancellor, ICFAI Foundation for Higher Education (IFHE) stressed the need to balance employment led growth and environmental conservation which has always been a challenge for the political economy. With the demographic dividend and an aspirational population, the ability to achieve this balance has



wavered in different geographies and has led to socio-economic turmoil. He concluded by highlighting the urgent need to ensure environment conservation and livelihood generation through participatory governance.

The chair of the inaugural session, Dr Anil Prakash Joshi, Padma Shri awardee, founder of Himalayan Environmental Studies and Conservation Organisation (HESCO) spoke on 'Green Drive, Ecology and Economy'. In his presentation, Dr Joshi asserted that "ecology is stable





economy" and suggested that the government should consider gross environment product rather than GDP.

Prof. KV Raju, Director, Development Management Institute, Patna, delivered his keynote address on 'Scaling Up Green Livelihood Initiatives'. Highlighting intertwined complexities of ecology, economy and equity, Prof Raju introduced the Climate Resilient Livelihood Indices (CRLI) framework. The conceptual framework represents the dynamics of climate-human-environment interactions

A series of four thematic sessions, based on enablers as enunciated in the draft framework, followed the inaugural session. The enablers were: 1) information technology (IT) function and infrastructure; 2) human

resources and leadership; 3) markets and regulations; and 4) finance. In each parallel session, panel members included a Big Green team member, a senior academic researcher, a representative from each regional consultation and a theme-expert-cum-practitioner. During the four thematic sessions, experts deliberated on the above mentioned enablers which facilitate different stages of the scaling up process.

Key findings

1. IT function and infrastructure

- ❖ The relevance of the IT function and IT infrastructure is unquestionable, not only for scaling up a project but also for its sustainability.



Big Green Journey

However, maintenance of technology at the local level would be very important for it to be an effective enabler.

- ❖ A greener perspective and use of technology should not stand opposite each other.

2. Human resource and leadership

- ❖ A leader should have vision, a clear sense of purpose and must act as a facilitator.
- ❖ Attracting and retaining the right talent remains the biggest challenge for the development sector. Thus, the ultimate beneficiary (such as a farmer) must be groomed for a leadership role.



3. Market and regulations

- ❖ Markets must avoid exploitation in the absence of clear regulations and multiple taxation systems of different states.
- ❖ It is important to organise green livelihood initiatives, and make them aware of market regulations and quality standards.



- ❖ GLI practitioners also need to be trained in sustainable harvesting techniques.

4. Finance

- ❖ The panel's consensus was that grants should never be the ONLY option for funding scale up processes.
- ❖ In the initial phase of Green Livelihood Initiatives, financial matters are ignored. It is important to train practitioners and teach them the basics of financial management and hire professional in the process of scaling up.



In his valedictory address, Dr N Sridharan cautioned participants. He asked: "while green can sustain people and their livelihoods, can people and their livelihood sustain green"? He also asked practitioners that it is not just about green, it is about the rainbow colors of our ecosystem - not just green forests, but blue rivers, earth, water resources and so on.



4

Big Green Multi-stakeholder Consultation

12 October 2015

Key lessons and insights got incorporated in to the draft framework. A multi-stakeholder consultation was organised at India International Centre, New Delhi to firm up the revised framework for scaling up GLIs. It also aimed at engaging policy shapers who are active in the sectoral interface of environment and livelihoods. It was attended by GLI practitioners from civil society organisations; government agencies; corporate foundations; representatives from PRIs; state level and district level authorities, funding organisations, transnational and national organisations.

The key note address was delivered by Vijay Mahajan, a renowned livelihood expert, on Socially and Ecologically Sustainable - Innovative Green Economy. In his address, Vijay Mahajan highlighted that the collective wellbeing of society is overburdened by the profitability of economic activities, resulting in utter neglect of social-environmental concerns. He urged an "intellectual reframing" by revisiting theoretical foundations of economics, notions of development and growth, and accounting practices. Pointing out that the cost of not going green is "too much"; he informed that not even 1 per cent of total bank credit goes to the real beneficiaries - the poor. It is important to bring capital to the green economy. At the same time, he warns, merely bringing finance to green initiatives will not deliver goods without proper legislative support and institutional infrastructure. He finally urged cultivating an eco-friendly lifestyle as the first step towards developing an innovative green economy.

The key note address was followed by another presentation entitled 'Don't miss the green growth bus' by Marc Saxer, Resident Representative, FES India. He pointed out that due to a number of changes in recent times, political and corporate perceptions towards adoption of and commitment to a green economy are changing. Gradual exit from the carbon economy is in the offing in many countries, including Germany. In India, it has become fashionable to dismiss the green growth agenda as a western fad. This may prove to be a



dangerous misconception which could seriously impede India's developmental path which is all set to gain from demographic dividend. Stuck in the fossil regime, volatile commodity markets, geopolitical risks and insufficient energy efficiency are bound to become a major liability to sustainable development in India. All of this means that the window of opportunity for export-led manufacturing growth is closing, turning industrialisation into a gigantic race against time. If India hopes to prevail in this race, it must not miss the "green growth bus".

Marc's presentation was followed by a short documentary which attempted to capture the journey of the Big Green project. Now, it was time to share the draft framework for scaling up GLIs. In his presentation, Shailendra Singh Bisht summed up key components of the GLI ecosystem and enablers. The key assertions presented by him became the basis for the following panel discussion.

In the first panel discussion on supply and demand dynamics, it was observed that supply fails to meet the current demand at an affordable price. However, as one of the panellists noted, other than affordability and availability there are also issues related to authenticity and packaging. It was suggested that authenticity can be achieved by organic certification, honest communication from the producer, and eco labelling. It was noted that most constraints related to GLIs come from the supply side primarily due to limited carrying



capacity and seasonality of natural resources. On the demand side, penetration of green products into local and regional markets, and sustainability of demand remain core challenges. Access to raw material, fair pricing and benefit sharing were some of the other issues which were discussed by the panel.

The second panel discussion focused on issues related to the ecosystem for GLIs. During BGRCs it was noted



that the ecosystem can be facilitative as well as inhibitive. The panel observed that proper analysis of the ecosystem is not undertaken before initiation of GLIs primarily due to lack of awareness. At the same time,



there are a number of financial, legal, administrative bottlenecks in the ecosystem which make it difficult for GLIs to stay profitable. As an example of lack of government support for green products, it was cited that there is no minimum support price for a number of organic products. Financial institutions have been found to be discriminatory and bureaucratic. Lack of proper networks and linkages are also hampering sustenance of GLIs. In an ecosystem, which is dominated by wholesalers and big traders and where information asymmetry is rampant, securing a fair deal for the marginalised becomes a real challenge. On top of it, the burden of environment protection also falls on the poor. In a context where taxation regimes and legal systems are anti-GLI, fundamental reforms are needed in order to make the ecosystem conducive for these initiatives.

The third and final panel discussed issues related to enablers that help create and sustain this ecosystem. The enablers help in leveraging the ecosystem and are a bridging mechanism between supply and demand sides. It was emphasised that three sectors - social, political and corporate must converge to scale up GLIs. Panellists also urged livelihood practitioners to create a balance among the paradigms of green, livelihood and development. The capacity of indigenous people to innovate is generally ignored or being inadequately leveraged. In order to reach global markets, local markets are being ignored. Grassroots collectives must be supported to act as one of the key enablers in the context of GLIs.

Sabina Dewan shared the experiences of Just Job Network in the area of climate change and green jobs. She lamented that in the absence of poor databases related to climate change, it becomes difficult to





negotiate with policy makers. In the context of climate change induced migration, protection of livelihoods assumes prime significance. Referring to a study, she also highlighted the immense potential the renewable sector offers for new jobs. Climate change does not need a specific policy or scheme or mechanism, the government just needs to address and adjust other policies in a way that they respond to climate change.



In her valedictory remarks, Dr Sharada Nayak, a renowned educationist, emphasised the importance of education as an essential prerequisite for any long term successful change - social, economic or environmental. Sharing a number of anecdotes from diverse contexts and geographies, Dr Nayak exhorted the audience to engage in a lifelong learning process in order to ensure that GLIs are scaled up successfully.



5

Big Green Training Workshops

10-11 October and 20 - 21 November, 2015

Under Big Green, two training programmes, each for two days, were organised - the first in New Delhi and the second at Kolkata. The first training workshop was attended by 21 participants from 11 organisations largely drawn from the BGRCs at Dharamshala, Nagpur and Udaipur. The second training workshop was attended by 18 individuals representing 10 organisations, drawn from people who contributed in the BGRCs at Ranchi, Shillong and Coimbatore along with a few participants working on green livelihoods at nearby places.

From the six BGRCs, a number of insights had emerged and a series of best practices got documented which resulted in a framework for scaling up GLIs. The training workshop's core objective was to share key insights, best practices and the framework with the green champions. The training workshops aimed at enabling participants to:

- ❖ articulate the concept and relevance of Big Green;
- ❖ identify an initiative suitable for scale up;
- ❖ list and explain components of the conceptual model (demand, supply, ecosystem and enablers); and
- ❖ integrate key insights from this model with field experience in order to develop a Big Green plan for their initiatives.

It was hypothesised that the participants would get into the discipline of 'framework thinking', and at the same time, the framework would get firmed up further, based on their comments and suggestions. It was further expected that the participants would double up as multipliers or trainers and follow up on these trainings in their respective regions.

Welcome remarks were followed by the screening of a short documentary which attempted to capture the journey of the Big Green project since its inception to



the development of the framework. In the icebreaking activity, participants drew two images - one showing the pre-training situation and second one showing post training changes. Based on their drawings and the summary of the pre-workshop questionnaires, expectations from this workshop were discussed.

In the first training session, participants were given a summary of eight theoretical formulations of scaling up which they discussed, debated and understood in the context of their own GLIs. They were given a case study of Badrinath Prasad Tokri Karyakram (Badrinath offering basket programme), an initiative of Alaknanda Ghaati Shilpi (AAGAAS) Federation, an Uttarakhand based organisation. Then the facilitators discussed the concept of scaling up in the context of GLIs as understood in the Big Green framework. Participants applied the key insights in the context of the case study





so that the concepts could be understood and internalised properly.

In the next session, the concept of enablers was introduced. It is important to be mindful about enablers before the initiation of the livelihood project so that the ecosystem for GLIs can be successfully leveraged. A set of design and management enablers were discussed which was followed by small group work where the participants attempted to analyse key enablers in the context of the given case study. During the presentation of group work and question-answer session, a number of useful insights emerged related to key enablers.

Day two of the workshop began with a quick recap of the previous day's proceedings and sharing of key learning - both from the individual as well as the organisational point of views. The first session of the day discussed the concept of an ecosystem. The components of an ecosystem, as revealed through BGRCs include: leadership, regulation, policies, capital, technology and human resources. Participants discussed key nuances of these components and through the case study understood the key points.

The second session of the day aimed at orienting participants to the dynamics of demand and supply in the context of scaling up GLIs. In order to acquaint them with supply and demand constraints, role-plays were conducted where participants switched roles of a supplier and different types of buyers. They kept making notes of the issues which came up during negotiations which they later presented in the plenary.

In the final session, all the concepts were put together in the form of a framework and participants could see how the constructs of enablers, ecosystem and demand/supply all come together to form an organic whole: they are parts of one story. In the final group work, participants sat together organisation-wise and on a given template, plotted the specific details related to each component of the framework keeping in view one of the GLIs their organisation was scaling up or was planning to scale up soon. Each organisation presented a scale up plan in detail and got inputs from the facilitators and fellow participants. They took away their draft plan to develop them further in consultation with other stakeholder back home.





In the session of feedback/evaluation, participants were unanimous in acknowledging that it was the first time they received formal input on the idea of scaling up. While they have been involved in the process of scaling up for years, they felt they were now in a better position to deal with the process effectively. They also thanked

the organising team for helping them develop 'framework thinking' and giving an invaluable networking opportunity with similar organisations from whom they got a number of ideas during both formal and informal interaction.



All the consultations that were organised under Big Green provided us with unique experiences. The regional consultations gave us a chance to appreciate green practices and services at their place of execution. We got the opportunity to travel through the length and breadth of the country and meet most inspiring visionaries, observe green livelihoods and develop an understanding of the same. During the national consultations, we interacted with experts who put these experiences in perspective. They helped us design a more nuanced framework. The training workshops were our labs for putting all our learnings together and sharing the knowledge with our green champions.



6. Big Green: Framework for bringing Scale to Green Livelihood Initiatives

In this section of the report, we would like to present Big Green framework. This framework is based on insights developed through extensive field work during six BGRCs and intensive deliberations with experts during the BGNC and BGMC. We refined the framework after receiving feedback from green champions during two training workshops.

The impact of any livelihood project can be measured in terms of financial and economic parameters comprising of income, employment and revenue. We would like to recommend that for impact evaluation of any GLI, we must include sustainable use of environment and social Justice and equity (SOJE) including gender justice and empowerment of the marginalised. The 'Big Green Scaling up Framework' has four interdependent components: *demand* and *supply*; *ecosystem*; *opportunity*; and *enablers*. While *demand*, *supply* and *ecosystem* exist in some form in existing literature, we believe that '*enablers*' are the key contributions from the scaling up framework.

Big Green Scaling Up Framework

Green livelihood is primarily a *supply* side phenomenon. *Supply* is a fundamental limiting factor due to the carrying capacity of natural resources. At

the same time, there is no dearth of *demand* for green products and services. In most cases, *supply* fails to match up with *demand*. The *ecosystem* is the given macro-economic factor condition, which is dynamic in nature. *Enablers* are devices to connect the two sides (*supply* and *demand*); they are a bridging mechanism. *Enablers* would evolve with GLIs moving through different levels of scaling up. They help in understanding and leveraging *ecosystems* and provide the technical know-how. It is hypothesised that a thorough understanding and application of the Big Green Scaling Up Framework would make it easy for GLI practitioners to scale up their interventions.

Figure 9 below enunciates composition of the four components.

- ❖ **Supply and Demand**
- ❖ **Ecosystem**
- ❖ **Opportunities**
- ❖ **Enablers**

We envision these components with the following analogy: *demand* and *supply* are two sides of a river. In most cases, the *supply* side fails to connect with the *demand* side. The river is the *ecosystem* which is dynamic

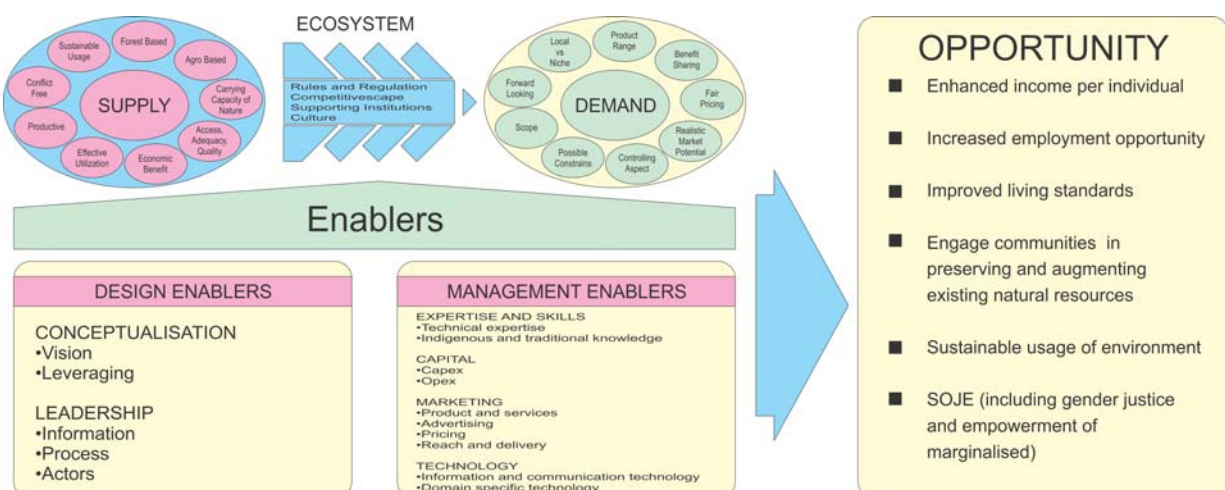


Figure 9: Big Green Scaling Up Framework

in nature. For a GLI the major challenge is creating and sustaining an *ecosystem* that helps meet *demand* with *supply* in a way that would make the initiative scalable. 'Enablers' bridge the two sides (*supply* and *demand*): they are a bridging mechanism (Figure 10).

1. SUPPLY AND DEMAND

Overall, *supply* in the context of scaling up green livelihood initiatives encompasses the elements of environment, sustainability, economic benefits and effective utilisation of the *supply* chain.

Supply in the context of scaling up green livelihoods encompasses raw materials, which includes:

- i. **Primary:** Forest, water, soil, earth, fisheries;
- ii. **Secondary:** Poultry, pickle, food processing, craft, art, clothes;
- iii. **Tertiary:** Ecotourism, recycling, waste management, green facility maintenance (biogas maintenance), nature walks, ecotourism; and
- iv. **Human resources:** Availability of sufficient and appropriate human resources for various green livelihood initiatives should be considered as *supply*.

While *supply* is a critical and primary lever of green livelihood initiatives, *supply* in the context of Big Green has certain specific characteristics which distinguish it from the typical '*supply*' concept.

- ❖ **Sustainable usage:** Including extraction but not limited to it.
- ❖ **Conflict free:** Carrying capacity of natural resources.
- ❖ **Productive:** Income generating and regenerative; both for nature and users.

Demand refers to an immediate next buyer concept and for GLIs does not pertain to derived *demand*

Components of *demand* from Big Green perspective are:

- ❖ Local markets vs. niche markets;
- ❖ Product range;
- ❖ Pricing (fair pricing, not skimming pricing; sustainable for maximum impact: consumer friendly to maximise spread and no more a 'luxury', a liveable mass aspiration); and
- ❖ Controlling aspect – do we have any control on *demand* or not.

Constraints to *demand* from the Big Green perspective are:

- ❖ Carrying capacity of natural resources;
- ❖ Cultural practices and restrictions; and
- ❖ External factors like the global financial environment, policy and political changes.

2. ECOSYSTEM

We define *ecosystem* to be inclusive of facilitative as well as inhibitive factors for scaling up Green Livelihood Initiatives. The *ecosystem* is critical for feasibility and sustainability assessment. Various components of an *ecosystem* in the context of GLI can be listed as: Disaster proof: Rules and regulations: Infrastructure; Supporting institutions; and Competitive scape (DRISC). By ensuring 'Disaster proofness' of all the components, we would be able to make it resilient towards natural calamities. The details of DRISC are given below.

a) Rules and regulations

- i) Directly impacting the domain sector (agriculture, forestry, tourism and the environment).
- ii) Impacting specific initiatives; specific functions of a GLI initiative.
- iii) Multiplicity and overlapping of regulatory regimes:
 - ❖ Multiplicity driven by agencies;
 - ❖ Multiplicity driven by location; and
 - ❖ Multiplicity driven by governance level

b) Infrastructure including physical, financial and others (capacity building, etc.).

c) Supporting institutions which include livelihood support agencies for capacity building and research such as BASIX Consulting and Technology Services (ACCESS Development Services (ACCESS) and National Bank for Agriculture and Rural Development (NABARD), formal grant giving institutions and government support agencies.

d) Competitivescape which includes

- ❖ Number of players
- ❖ Type of players
- ❖ Alternative products
- ❖ State as a player

3. ENABLERS

We have visualised two sets of '*enablers*'

Figure 10: Framework design



a. Design 'enablers'

- ❖ **Conceptualisation:** The design of the GLI model must have the capacity to upgrade itself to the next level by looping in feedback from current transactions and activities.
- ❖ **Leaders:** All actors responsible for strategic decisions must be in sync and ensure that the vision is felt by all stakeholders.

b. Management enabler

- ❖ **Skill/expertise** involves both technical and indigenous skills and knowledge available and needed in the ecosystem.
- ❖ **Capital** includes managing capital and operational expenses.
- ❖ **Marketing** of organisation as well as products/ services through an efficient marketing mix of product, price, promotion and place would increase reach and sustainability of the GLI.
- ❖ **Technology** for scaling up forces us to use technology for transformational purposes and not just as support tool. Technology may be used for reducing drudgery and health hazards, decreasing wastage, adding revenue, increasing dignity of work and not replacing the human resource.

4. OPPORTUNITY

Opportunity includes scaling up in terms of value or volume of green sustainable livelihood initiatives. We have considered opportunity in a holistic manner – both direct and indirect impact on livelihoods of individuals and pressure on the environment. We have tried to conceptualise opportunity being one that balances individual gain with collective well-being.

- a. **Elements of opportunity:** A Green livelihood opportunity is a comprehensive concept and encompasses five elements.

- ❖ **Income:** Represents growth in monetary gain of an individual i.e. gain and growth in terms of the Rupee. This can be either through improved income per unit of work or enhancement in units of work or both.
- ❖ **Employment:** Represents employment of the unemployed or under-employed or substitute employment for the relevant section of society with the core being inclusion of more people in the initiative in a meaningful way.
- ❖ **Sustainable usage of environment:** Represents exploitation of natural resources. Not using one's environment in a sustainable way has an opportunity cost in itself. As an initiative scales up it should not exploit the environment unsustainably otherwise the future cost may offset current gains.
- ❖ **Social Justice and Equity (including gender justice and empowerment of the marginalized):** Represents improvement in SOJE: a key variable to explain opportunity in the context of scalable green livelihoods.
- ❖ **Revenue:** In our context, revenue is the direct measure of overall financial gain of the institution or organisation which is linked to a green livelihood initiative.

- b. **Measure of opportunity:** One of the key concerns of the green champions was to determine if an initiative is scaling up and if it is scaling up, then is it creating the relevant impact. We placed special emphasis on this aspect during all our consultations because various leaders from the field mentioned the need for a proper and relevant metric to measure 'opportunity'.



7

Conclusion: So, Will Green Go Big?

A small holding farmer, who has recently switched to organic farming, is relieved that at last he has found the means to preserve his land, the only source of food security for his family, and contribute to the generous income for his household. A group of young men in a small village have turned into entrepreneurs. Aggregating farm and forest produce from the local community, they have fashioned the products to cater to conscious urban consumers. The urban consumer, in turn, is happy to be using chemical free green products, with a guarantee of authenticity. Environmentalists see this as a positive step towards creating a balance between resources and needs. Traditionalists are celebrating, because they always knew there would come a time when we have to go back to the roots.

A new green discourse is brewing up. However, it is bound by its environment and ecology facade. It is a common misunderstanding that anything green refers only to trees and plants, the general vegetation. Unfortunately, the measure of green is always in terms of how much foliage or green cover a region has. In addition, any green service or product is considered commercially successful when it has yielded profit. A rag picker or a waste recycler who sorts our biodegradables from plastic or glass is as green as a honey collector employing indigenous techniques to extract honey at the right time of the year with the right amount of humidity, without damaging the process cycle. An urban commuter who prefers to use public transport instead of a private car is as green as a household which maintains a herb garden in its balcony. These may have little or no commercial success, but in the long run they have the highest ecological and economic value.

"The cost of not going green is very big!" This sentiment was shared with us by many during the Big Green journey. Going green is simply not an environment protection activity. It demands commitment at a personal as well as political level. It needs a change in

perspective, developing personal habits that are environment friendly, creating an environment where small and medium scale green entrepreneurs can flourish. Economic and social policies need to support these changes. We need to create a balance among the paradigms of green, livelihoods and development.

The international community has devised some mechanisms to curb rampant exploitation of natural resources and check the effects of climate change triggered by industrial activities. Carbon crediting and economic dis-incentivisation has had limited success. Social costs and ecological outlays are still not accounted for. And as always, poor or developing countries shoulder the burden: impeding their economic prosperity. Similarly, national governments not only have policies in place, but they also have the funds (from their national budgets as well as from international funds for mitigation and adaptation) and the reach to regulate non-green practices. But again, the pressure of advancing economic growth by all means is very high.

So then how do we go about pushing this green discourse and making it a lived reality? How do we ensure that green does not remain a luxury but a common denominator for measuring growth and prosperity? How do we make a 'favouring-the-rich' development model more socially just and inclusive?

Through Big Green, we have documented and analysed existing Green Livelihood Initiatives through literature survey, internet based research, focus group discussions, field visits, expert consultations and feedback through training workshops. These small units of GLIs are already incubators of ideas on greening livelihoods. We believe that the Big Green Scaling Up Framework will help green champions in successfully scaling up their initiatives in the given ecosystem. The present framework is limited in its scope of only scaling up projects which already have a green component. Furthermore, it is only a guide for interested groups to

Big Green Journey

scale up their GLIs. It is by no means a list of Do's and Don'ts or a readymade solution for scaling up. It is just a conceptual framework. An additional strategic reflection would be required to develop it further into a model or a theory. Through informal networks and collaborations, green champions will be able to

exchange their experiences with regard to greening and scaling up. They would act as multipliers, thereby accelerating the process of scaling up of green initiatives in their regions. We believe all this would work towards creating a more balanced society with ecology, economy and equity as its corner stone.



Annexures

Annexure I: Big Green Regional Consultation

Framework for Scaling up Green Livelihood Initiatives

Voices from the grassroots

17-19 May 2014, Hotel Pine Valley, Dharamshala

Organised by:

Society For Environment and Rural Awakening (ERA) and Friedrich-Ebert-Stiftung India Office

Programme

Saturday, May 17, 2014

Chairperson: Dr. Arun Chandan, ERA

1200 - 1230 Registration

1230 - 1300 Preparation for the information market

Information market is an open exhibition kind of space, where participants put up visual material like brochures, posters, publications, project outlines, photographs etc. related to their work in the field of Green Livelihood. Each organisation will get space to put up their exhibition.

1300 - 1400 Lunch break

1400 - 1415 Welcome and introduction

A short introduction to FES and its Climate Change Project
By Damyanty Sridharan

A short introduction to ERA and its work
By Dr. Arun Chandan

1415 - 1515 Introduction of the participants

Name, organization, what do you associate with word "Green"

1515 - 1545 What is YLTT?

A short introduction for the participants

By Gururaja Budhya

Why Big Green?

Why are green livelihood initiatives the thing of future and why does YLTT think its important

By Sachin Kumar

Methodology of the Project

Introduction to the programme for the regional consultation

By Mandvi Kulshreshtha

Introduction to the methodology for the BIG GREEN project

By Shailendra Singh Bisht

1545 - 1630 Tea/coffee break

During the tea break, the organizations will present the work they have put up as the information market

1630 - 1800 Open space dialogue

A fishbowl conversation used as open space dialogue will be played out in this session. The idea is to have an open dialogue and develop understanding of the terms used in Green Livelihood Initiatives, like green, upscale, livelihood, common property resource etc. The YLTTians will ask the participants to reflect on these terms based on their experiences in the field.

End of day's programme followed by dinner @ 1930 hours**Sunday, May 18, 2014****0900 - 1100 Focus Group Discussion**

The participants will be divided into three groups. Each group will be hosted by a YLTT member. The participants will be asked to share information from their project to be documented as case study under the BIG GREEN project.

The participants are requested to bring all the documents, brochures, reports (even soft copies for our documentation) for this session.

1100 - 1130 Tea/coffee break

During the tea break, the organisation will present the work they have put up as information market

1130 - 1245 Focus Group Discussion (contd...)**1245 - 1300 Vote of thanks**

By Dr.Arun Chandan and Mandvi Kulshreshtha

1300 - 1400 Lunch break**Internal FES-YLTT Programme****1400 - 1800 In-depth Interviews**

The YLTT will conduct personalized in-depth interview with the partner organization to extract more information about their green livelihood project

Group 1: Rajendra Chauhan, SAHARA, Kullu

By Sachin Kumar and Damyanty Sridharan

Group 2: Kulwant Bhuria, Grameen Seva Ashram, Kangra

By Shailendra Singh and Mandvi Kulshreshtha

Group 3: Dr.Arun Chandan, ERA, Kangra

By Gururaja Budhya and Raajeev Rustagi

End of day's programme followed by dinner @ 1930 hours**Monday, May 19, 2014****0900 - 1200 Field visit to Grameen Seva Ashram**

Kangra Bhawana, Tehsil Palampur, District Kangra, Himachal Pradesh Project: Women SHGs and Organic Farming

1200 - 1330 Transfer to next field visit and lunch**1330 - 1600 Field visit to ERA**

Tehsil Khundian, Distt. Kangra Himachal Pradesh

Project Community Forests and Organic Farming

1600 Departure of FES-YLTT team to Delhi

List of Participants

Name and Organisation	Address	Contact Details
Mr. Narendra Paul Senior Program Manager Chinmaya Organisation for Rural Development (CORD)	Office of the National Director cum CORD Training Centre, Sidhbari, Near Tapovan, Ashram, Dharmshala, Kangra-176057, HP	Tel: 91 (1892) 236987, 234322 Fax: 91 (1892) 235829 Email: cordsidhbari@gmail.com cordsidhbari@sancharnet.in Website: www.cord.org.in
Mr. Bhopinder Mehta Society for Technology and Development (STD)	Malori, P.O. Behna, Tehsil Sadar, District Mandi-175006, HP	Tel: 91(1905) 246154 Fax: : 91(1905) 246155 M: 91- 9418023354 (Mr. Joginder Walia) Email: stapsn@yahoo.com joginderwalia54@gmail.com stdmandi@gmail.com Website: www.stdruraltech.org
Ms. Veena Jamwal, Ms. Surindra Devi and Ms. Jagdamba Devi Vasundhara	Duhak, Distt. Kangra, HP	
Ms. Veena Dhiman Samridhi Mahila Coop Society	Palampur, District Kangra, HP	
Mr. Kulwant Bhuria and Ms. Anjana Devi Grameen Seva Ashram (GSA)	Bhawana, Tehsil Palampur District Kangra, HP	M: 91-9816333513 Email: gsapalampur@gmail.com
Mr. Man Singh Kapoor Natural Environmental and Health Association (NEHA)	Palampur, District Kangra, HP	
Mr. Chandan Bhardwaj Maa Saraswati Society (MASS)		
Mr. Rajendra Chauhan Society for Scientific Advancement of Hill and Rural Areas (SAHARA)	Kullu, HP	Email: rajenderchauhan2008 @gmail.com
Mr. Jugal Kishore Sakhuja Andretta Pottery and Crafts Society	Andretta, Palampur, HP	
Mr. Manuj Sharma, Mr. Rahul Dev, Mr. Sucha Singh and Mr. Hitesh Walia SEWA Himalaya	Village Chaminoo, District Chamba, HP	Email: sewachamba@gmail.com whereismanuj@gmail.com
Mr. Avdhesh Kumar Kangra Mahila Sabha	VPO Rait, Tehsil Shahpur-176208 District Kangra, HP	M: 91- 9218404645 Email: kmsindia429@gmail.com Website: www.kmsindia.org
Mr. Mohit K Gupta, IRADe	New Delhi	
Mr. Prem Sagar, Member Zilla Parishad	Dari - 9, Dharamshala, HP	

Name and Organisation	Address	Contact Details
Mr. Prakash Chand Pradhan and social entrepreneur	Gram Panchayat Surani, Block Dehra, District Kangra, HP	
Mr. Vivek Sharma Navaachar Social Development		Email: navaachar@gmail.com
Dr. Arun Chandan, Mr. Pradeep Sharma, Mr. Amit Mehta and Ms. Bables Rana, Society for Environment and Rural Awakening (ERA)	ERA Parisar, Sham Nagar (Thamba), PO and 176030 Tehsil Khundian, District. Kangra, HP	Tel: 91(1970) 272114/272251 M: 91- 9418077783, 9418010624 Email: doctorchandan@gmail.com amit@eraindia.org, postman@ eraindia.org
Mr. Roshan Maurya Gram Adharshila Sewa Trust	Fatehpur Grant, PO Fatehpur, Sahaspur, Dehradun, Uttrakhand	M: 91-9412369034
Mr. Jaswant Singh Negi AAGAAS Federation	Pipalkoti, Chamoli Uttrakhand	M: 91- 8126838531 Email: aagaasfederation@gmail.com
Ms. Damyanty Sridharan Senior Adviser, Friedrich-Ebert-Stiftung	K-70B, Hauz Khas Enclave New Delhi	Tel: 91 (11) 26561361-64 Email: damyanty@fesindia.org
Ms. Mandvi Kulshreshtha Project Manager, Friedrich Ebert Stiftung	K-70B, Hauz Khas Enclave New Delhi	Tel: 91 (11) 26561361-64 Email: mandvi@fesindia.org
Mr. Harneet Singh Bhatia	81, Pocket D, Mayur Vihar Phase II, Delhi - 110091	M: 91-9818307243 Email: hbhatia@gmail.com
Mr. Sachin Kumar Adviser, Division of Education and Livelihood SEWA Himalayas	Village Chaminoo Chamba, HP	M: 91-9816624520 Email: samparksachin@gmail.com
Mr. Shailendra Singh Bisht Assistant Professor Marketing and Strategy Area, IBS, Hyderabad	G-06 , Titanium Tower, PBEL CITY, Peerancheruvu Village, Near ORR APPA Junction, Rajendra Nagar Mandal, RR District Hyderabad - 500008 Andhra Pradesh	Tel: 91 (8417) 236660/61/62 Extn-5006 Fax: 91 (8417) 236653 Residence: 91(40) 23523169 Mobile: 91-9014186419 Email: shailendrabisht@gmail.com
Mr. Gururaja Budhya Secretary (Chief Functionary) Urban Research Centre, Bangalore	E-1, Maithree Apartments, 6th Main, 15th Cross, Malleshwaram, Bangalore - 560 003 Karnataka	Tel: 91 (80) 23364509 Fax: 91 (80) 23567664 M: 91-94488-49353. Email: budhyag@hotmail.com, gururajabudhya@gmail.com
Mr. Raajeev Rustagi	1/5169, Street No. 7 Balbir Nagar, Shahdara, Delhi 110032	Tel: 91 (11) 22329159 M: 91-9810743680 Email: raajeevrustagi@gmail.com

Annexure 2: Big Green Regional Consultation

Framework for Scaling up Green Livelihood Initiatives Voices from the grassroots

07-09 June 2014, Social Development Centre, Ranchi

Organised by

Friedrich-Ebert-Stiftung India Office

Programme

Saturday, June 07, 2014

0930 - 0945 Registration

0945 - 1000 Preparation for the information market

Information market is an open exhibition kind of space, where participants put up visual material like brochures, posters, publications, project outlines, photographs etc. related to their work in the field of Green Livelihood. Each organisation will get space to put up their exhibition.

1000 - 1010 Welcome and Introduction

A short introduction to FES and its Climate Change Project

By Mandvi

1010 - 1045 Introduction of the participants

Name, organization, what do you associate with word "Green"

1045 - 1115 What is YLTT?

A short introduction for the participants

By Sachin Kumar

Why Big Green?

Why are green livelihood initiatives the thing of future and why does YLTT think its important

By Sachin Kumar

1115 - 1130 Methodology of the project

Introduction to the programme for the regional consultation

Introduction to the methodology for the BIG GREEN project

By Shailendra Singh Bisht

1130 - 1200 Tea /coffee break: Networking

(During the tea break, the organizations will present the work they have put up as information market)

1200 - 1300 Open space dialogue

A fishbowl conversation used as open space dialogue will be played out in this session. The idea is to have an open dialogue and develop understanding of the terms used in Green Livelihood Initiatives, like green, upscale, livelihood, common property resource etc. The YLTTians will ask the participants to reflect on these terms based on their experiences in the field.

1300 - 1400 Lunch break**1400 - 1600 Focus group discussion**

The participants will be divided into three groups. Each group will be hosted by a YLTT member. The participants will be asked to share information from their project to be documented as case study under the BIG GREEN project.

The participants are requested to bring all the documents, brochures, reports (even soft copies for our documentation) for this session.

1600 - 1630 Feedback on the day's proceedings and process

Vote of thanks

Tea /coffee break

1630 - 1800 In-depth interviews

The YLTT will conduct personalized in-depth interview with the partner organization to extract more information about their green livelihood project

Group 1: Bikash Rath, Regional Center for Development Cooperation (RCDC), Bhubneshwar
By Sachin Kumar

Group 2: A K Jham Ghoghardiha Prakhand Swarajya Vikas Sangh (GPSVS), Madhubani
By Shailendra Singh

Group 3: R. K. Sahoo, Orissa Project & Marketing Development Centre (OPMDC), Cuttack
By Mandvi Kulshreshtha

End of day's programme followed by dinner @ 2000 hours and departure of out-stationed participants**Sunday, June 08, 2014****0800 - 0900 In-depth Interviews (contd...)**

Group 4: Chitta Ranjan Pani and J.Padmanav Rao, Vasundhara, Bhubneshwar
By Shailendra Singh and Sachin Kumar

0900 - 1000 Meeting with Mr. Ganesh Reddy at Citizen Foundation Office**1000 - 1300 Field visit to Citizens Foundation**

Village Patratu, Near Ranchi, Jharkhand

Project: Organic farming techniques in dry areas

1300 - 1400 Transfer to next field visit and lunch**1400 - 1700 Field visit to Nav Bharat Jagriti Kendra**

Village Chakla near Ormanjhi Zoo, Ranchi, Jharkhand

Project: Waste paper recycling and vermicomposting

End of the day's programme**Monday, June 09, 2014****1000 - 1300 Field visit to Action for Social Advancement**

Village Ambatoli off Getalsud, near Ranchi, Jharkhand

Project: Responsible Crop Initiative

1300 - 1500 Transfer back to Ranchi**Lunch followed by departure of YLTT team**

List of Participants

Name and Organisation	Address	Contact Details
Mr.Amit Burman Regional Manager (Bihar and Jharkhand), Action for Social Advancement	House No.-C/76, Harmu Housing Colony, Sahjanand Chowk, Ranchi- 834 002, Jharkhand	Tel: 91 (651) 2244585 M: 91-7781012626 Email: jharkhand@asabhopal.org
Mr.Asis Ranjan James Programme Manager- Agriculture, Action for Social Advancement	House No.-C/76, Harmu Housing Colony, Sahjanand Chowk, Ranchi- 834 002, Jharkhand	Tel: 91 (651) 2244585 Email: jharkhand@asabhopal.org
Dr. Gautam Bhattacharya Regional Program Manager Citizens Foundation	7, Betar Kendra, Niwaranpur, Ranchi - 834 002, Jharkhand	M: 91-9771461795 Email: gautam@citizensfoundation.org
Mr. Sanjay Malik, Jharkhand Jungle Bachao Andolan	Ranchi, Jharkhand	M: 91 - 9431103041 Email: sanjay_samar@hotmail.com
Mr.Alam Ansari Programme Executive, Nav Bharat Jagriti Kendra	Shantman Nagar, Imam Kothi, Road No. I, Hazaribag Road, Ranchi, Jharkhand	Email: anand@nbjk.org
Ms. Susmita Bhattacharjee Programme Executive Nav Bharat Jagriti Kendra	Shantman Nagar, Imam Kothi, Road No. I, Hazaribag Road, Ranchi, Jharkhand	
Mr. Bhola Sharma Jharkhand Jan Kalyan Samiti	Bokaro, Jharkhand	M: 91-9507683570 Email: jksamiti@gmail.com bholasharmaebv@gmail.com
Mr. K K Pandey Vikas Bharti	Bishnupur, Gumla, Jharkhand	Email: kkpandeyvbb@gmail.com
Mr.Ajay Kumar Jha Programme Manager Ghoghardiha Prakhand Swarajya Vikas Sangh (GPSVS)	Madhubani, Bihar	M: 91 - 8986184730 Email: ajayjpgpsvs@gmail.com
Mr. Chittaranjan Hota Manav Adhikar Seva Samiti	Dhanupali, Sambalpur-768 005 Odisha	M: 91 - 9437050794 Email: cr_hota@rediffmail.com
Mr. Bikash Rath Senior Programme Manager Regional Center for Development Cooperation (RCDC)	Plot no: HIG - 26, K-6, Housing Scheme, Phase - II, Kalinga Vihar, Bhubaneswar-751 019 Odisha	Tel: 91 (674) 2475410, 2475652 Email: rcdcbbsr@vsnl.in rcdcbbsr@gmail.com bikash.rath@rcdcindia.org
Mr. Chitta Ranjan Pani Vasundhara	Plot No.1731/C, Das Mohapatra Complex, Near Maruti Villa Phase-II, PO KIIT Campus, Bhubaneswar-751024, Odisha	Tel: 91 (674) 6045500, 6045501 Email: vasundharanr@satyam.net.in

Name and Organisation	Address	Contact Details
Mr. J. Padmanav Rao Vasundhara	Plot No. 1731/C, Das Mohapatra Complex, Near Maruti Villa Phase-II, PO KIIT Campus, Bhubaneswar-751024 Odisha	Tel: 91 (674) 6045500, 6045501 Email: vasundharanr@satyam.net.in
Mr. Rabindra K. Sahoo Director, Orissa Project & Marketing Development Centre (OPMDC)	Palamandap, Badambadi Cuttack-751012, Odisha	Ph: 91 (671) 2323314 M: 91-9437274487 Email: rabiopmdc@yahoo.com
Mr. Ramesh Chandan Naik Nirman	Bhubneshwar, Odisha	M: 91- 9438294417 Email: Nirman96@gmail.com
Ms. Mandvi Kulshreshtha Project Manager, Friedrich Ebert Stiftung	K-70B, Hauz Khas Enclave New Delhi	Tel: 91 (11) 26561361-64 Email: mandvi@fesindia.org
Mr. Harneet Singh Bhatia	81, Pocket D, Mayur Vihar Phase II, Delhi - 110091	M: +91-9818307243 Email: hbhatia@gmail.com
Mr. Sachin Kumar Adviser, Division of Education and Livelihood SEWA Himalayas	Village Chaminoo Chamba, HP	M: 91-9816624520 Email: samparksachin@gmail.com
Mr. Shailendra Singh Bisht Assistant Professor Marketing and Strategy Area, IBS, Hyderabad	G-06, Titanium Tower, PBEL CITY, Peerancheruvu Village, Near ORR APPA Junction, Rajendra Nagar Mandal, RR District Hyderabad - 500008 Andhra Pradesh	Tel: 91 (8417) 236660/61/62 Extn-5006 Fax: 91 (8417) 236653 Residence: 91(40) 23523169 Mobile: 91-9014186419 Email: shailendrabisht@gmail.com
Mr. Gururaja Budhya Secretary (Chief Functionary) Urban Research Centre, Bangalore	E-1, Maithree Apartments, 6th Main, 15th Cross, Malleshwaram, Bangalore - 560 003 Karnataka	Tel: 91 (80) 23364509 Fax: 91 (80) 23567664 M: 91-94488-49353. Email: budhyag@hotmail.com, gururajabudhya@gmail.com

Annexure 3: Big Green Regional Consultation

Framework for Scaling up Green Livelihood Initiatives

Voices from the grassroots

28-30 June 2014, Hotel Royal Hindu, Coimbatore

Organised by

Friedrich-Ebert-Stiftung India Office

Programme

Saturday, June 28, 2014

0930 - 0945 Registration

1230 - 1300 Preparation for the information market

Information market is an open exhibition kind of space, where participants put up visual material like brochures, posters, publications, project outlines, photographs etc. related to their work in the field of Green Livelihood. Each organisation will get space to put up their exhibition.

0945 - 0950 Welcome and introduction

A short introduction to FES and its Climate Change Project
By Mandvi Kulshreshtha

0950 - 1015 Introduction of the participants

Name, organization, what do you associate with word "Green"

1515 - 1545 What is YLTT?

A short introduction for the participants
By Gururaja Budhya

Why Big Green?

Why are green livelihood initiatives the thing of future and why does YLTT think its important
By Sandeep Kumar

Methodology of the Project

Introduction to the programme for the regional consultation
By Shailendra Singh Bisht

1100 - 1115 Tea/coffee break: Networking

During the tea break, the organisations will present the work they have put up as (information market)

1115 - 1300 Open space dialogue

A fishbowl conversation used as open space dialogue will be played out in this session. The idea is to have an open dialogue and develop understanding of the terms used in Green Livelihood Initiatives, like green, upscale, livelihood, common property resource etc. The YLTTians will ask the participants to reflect on these terms based on their experiences in the field.

1300 - 1400 Lunch Break

1400 - 1600 Focus group discussion

The participants will be divided into three groups. Each group will be hosted by a YLTT member. The participants will be asked to share information from their project to be documented as case study under the BIG GREEN project.

The participants are requested to bring all the documents, brochures, reports (even soft copies for our documentation) for this session.

1600 - 1630 Feedback on the day's proceedings and process

Vote of thanks

Tea/coffee break

1630 - 1800 In-depth Interviews

The YLTT will conduct personalized in-depth interview with the partner organization to extract more information about their green livelihood project

Group 1: Archana Sivaramakrishnan, Keystone Foundation, Nilgiris District

By Sandeep Kumar and Divya Bisht

Group 2: Mallamma Yalawar, Sabala, Bijapur

By Shailendra Singh

Group 3: Manu K., Hasiru Hejje, Mysore

By Mandvi Kulshreshtha

Group 4: Jadegowda Madegowda, Vivekananda Girijana Kalyana Kendra (VGKK), Bangalore

By Sachin Kumar

End of day's programme followed by dinner @ 2000 hours and departure of out-stationed participants

Sunday, June 29, 2014**1000 - 1300 Field visit to The Nigiris Education and Research Foundation**

District Coimbatore, Tamil Nadu

Project: Women SHGs and ecotourism

1300 - 1400 Transfer to next field visit and lunch**1400 - 1700 Field visit to Pillur Nadu, Keystone Foundation, Kotagiri**

Malaivzah Makkal Forest & Agricultural Produce Value Addition Group, Pillur Dam

Post, Mettupalayam taluk

Project: Agricultural and forest produce

End of the day's programme

Monday, June 30, 2014

Departure of YLTT team to Delhi

List of Participants

Name and Organisation	Address	Contact Details
Mr. Dilip Kumar, Project Coordinator, Jeeva Karunya Trust (Green Cross India)	107 - B, Nehru Nagar, Pallika Thottam, Chinnavedampatti, Coimbatore - 641006 Tamil Nadu	Email: greencrossindia1995@gmail.com
Mr.A.Thamodharan, Project Manager, Chevaliar Roche Society	Derose Centre, 42, Polpettai, Thoothukudi - 628 002 Tamil Nadu	Tel: 91 (461) 2346220 Mobile: 91-9842146227 Email: chevaliar_society@yahoo.co.in, chevaliarsociety@gmail.com
Mr. N. Shiva, Managing Trustee and Executive Director, The Nigiris Education and Research Foundation	11/314, Kil-Kundha Village & Post, Kundha Taluk, The Nilgiris 64319 Tamil Nadu	M: 91-8903862124 M: 91-9443995658 Email: info@thenearfoundation.org
Ms.Archana Sivaramakrishnan Keystone Foundation	Keystone Centre, PB 35, Groves Hill Road, Kotagiri 643 217, Nilgiris District, Tamil Nadu	M: 91- 9442629377 Email: archana@keystone-foundation.org
Mr. Jadegowda Madegowda Vivekananda Girijana Kalyana Kendra (VGKK)	VGKK & Karuna Trust Office, 686, 16th Main, Near 38th Cross, 4th T Block, Jayanagar, Bangalore - 560 041 Karnataka	M: 91-7026200014 Email: mjadegowda@gmail.com



Participants at the Big Green Regional Consultation at Coimbatore

Name and Organisation	Address	Contact Details
Mr. Manu K., Hasiru Hejje (Mysore Amateur Naturalists)	227, 3rd Main, A I block, Vijayanagar, Mysore, Karnataka	M: 91-98863-83793 mail: pelicanmanu@gmail.com
Mr. R. Glory Dass, General Secretary, Rural Organisation for Social Education (ROSE)	No. 720, 5th, Cross Gouthamnagar, Robertsonpet, Kolar Gold Field, Karnataka	M: 91 - 9535070342 Email: glorydass@yahoo.com
Mr. S.Venkataramana President, SVR Trust	Beemaganahalli, Andersonpet, Bangarpet taluk - 563 113 Karnataka	M: 91- 9448034480 Email: svrtrustbangarpet@gmail.com
Ms. Mallamma Yalawar Sabala Bijapur -586101, Karnataka	Samantha building, Keertinagar, Email: sabala2000@hotmail.com	M: 91-9448118204
Ms. Mandvi Kulshreshtha Project Manager, Friedrich Ebert Stiftung	K-70B, Hauz Khas Enclave New Delhi	Tel: 91 (11) 26561361-64 Email: mandvi@fesindia.org
Mr. Harneet Singh Bhatia	81, Pocket D, Mayur Vihar Phase II, Delhi - 110091	M: +91-9818307243 Email: hbhatia@gmail.com
Mr. Shailendra Singh Bisht Assistant Professor Marketing and Strategy Area, IBS, Hyderabad	G-06 , Titanium Tower, PBEL CITY, Peerancheruvu Village, Near ORR APPA Junction, Rajendra Nagar Mandal, RR District Hyderabad - 500008 Andhra Pradesh	Tel: 91 (8417) 236660/61/62 Extn-5006 Fax: 91 (8417) 236653 Residence: 91(40) 23523169 Mobile: 91-9014186419 Email: shailendrabisht@gmail.com
Mr. Gururaja Budhya Secretary (Chief Functionary) Urban Research Centre, Bangalore	E-1, Maithree Apartments, 6th Main, 15th Cross, Mallechwaram, Bangalore - 560 003 Karnataka	Tel: 91 (80) 23364509 Fax: 91 (80) 23567664 M: 91-94488-49353. Email: budhyag@hotmail.com, gururajabudhya@gmail.com
Mr. Sandeep Kumar	E 8, First Floor, Green Park Ext, Near Green Park Main Market, New Delhi - 110016	M: 91-9810583063 sandeepkumar.jha@gmail.com
Ms. Divya Bisht, Intern Friedrich-Ebert-Stiftung	K-70B, Hauz Khas Enclave New Delhi-110 016	Tel: 91 (11) 26561361-64 Email: dsbisht@colby.edu

Annexure 4: Big Green Regional Consultation

Framework for Scaling up Green Livelihood Initiatives

Voices from the grassroots

19 - 21 July 2014, Hotel The Legend Inn, Nagpur

Organised by

Friedrich-Ebert-Stiftung India Office

Programme

Saturday, July 19, 2014

0930 - 0945 Registration

0945 - 1000 Preparation for the information market

Information market is an open exhibition kind of space, where participants put up visual material like brochures, posters, publications, project outlines, photographs etc. related to their work in the field of Green Livelihood. Each organisation will get space to put up their exhibition.

Tea/coffee

1000 - 1010 Welcome and introduction

A short introduction to FES and its Climate Change Project

By Sachin Kumar

1010 - 1045 Introduction of the participants

Name, organization, what do you associate with word "Green"

1045 - 1115 What is YLTT?

A short introduction for the participants

By Sachin Kumar

Why Big Green?

Why are green livelihood initiatives the thing of future and why does YLTT think its important

By Sandeep Kumar

1115 - 1130 Methodology of the Project

Introduction to the programme for the regional consultation

By Shailendra Singh Bisht

1150 - 1300 Open space dialogue

A fishbowl conversation used as open space dialogue will be played out in this session. The idea is to have an open dialogue and develop understanding of the terms used in Green Livelihood Initiatives, like green, upscale, livelihood, common property resource etc. The YLTTians will ask the participants to reflect on these terms based on their experiences in the field.

1300 - 1400 Lunch Break

1400 - 1600 Focus group discussion

The participants will be divided into three groups. Each group will be hosted by a YLTT member. The participants will be asked to share information from their project to be documented as case study under the BIG GREEN project.

The participants are requested to bring all the documents, brochures, reports (even soft copies for our documentation) for this session.

1600 - 1630 Feedback on the day's proceedings and process

Vote of thanks

Tea/coffee Break

1630 - 1800 In-depth Interviews

The YLTT will conduct personalized an in-depth interview with the partner organization to extract more information about their green livelihood project

Group 1: Sanjay Karkare, Assistant Director, Bombay Natural History Society, Nagpur, Maharashtra

By Sandeep Kumar

Group 2: Gunwant Vaidya, Association of Women Awareness and Rural Development (AWARD), Nagbhid, Distt Chandrapur

By Rajiv Rustagi

Group 3

By Gururaja Budhya

Group 4: Nilesh Heda, Samvardhan, District Washim

By Shailendra Singh Bisht

Group 5: Rahul Bais, Swarajya Mitra, Amravati

By Sachin Kumar

End of day's programme followed by dinner @ 2000 hours and departure of out-stationed participants**Sunday, July 20, 2014****1000 - 1300 Brainstorming session on UPSCALING Framework**

Scaling up parameters

Enablers

1300 - 1400 Lunch break**1400 - 1700 Brainstorming session (contd...)**

Timeframe and plan of action

End of the day's programme**Monday, July 21, 2014****0730 - 1800 Field visit to Tadoba National Park**

Village Tadoba, Near Nagpur, Maharashtra

Project: BNHS Forest watchers and guides, bio-gas plants

Departure of YLTT Team Members

List of Participants

Name and Organisation	Address	Contact Details
Mr. Nishant Mate Assistant Professor, College of Social Work	University of Nagpur Nagpur, Maharashtra	M: 91-9423407433 Email: nishant24@gmail.com
Mr. Pravin Mote Social Activist	Nagpur, Maharashtra	M: 91-9373928263 Email: pravinmote@gmail.com
Mr. Sanjay Sontakke President, Gramshree	Nagpur, Maharashtra	M: 91-9822469495 Email: shrishrinagpur@rediffmail.com
Mr. Subhag A Dolke SRUJAN	Mangurda Village, Taluk Kelapur Yevatmal, Maharashtra	M: 91-9011216118
Ms. Durga D Tumdum Srujan Maharashtra	Bhumragad, District Yavatmal, Email: kolamian@gmail.com	M: 91-9421552645
Mr. Anant Kumar M Nemane, Shree Gajanan Maharaj Samaj Sevi Sansthan	District Buldhana, Maharashtra Email: ngonaman@yahoo.com	M: 91-9850315849
Mr. Keshav Gurnule Srishti	Gadchiroli, Maharashtra Email: srishti.org@gmail.com	M: 91-9545355644
Mr. P Shyam Kuwar, The Bright Rural Development Society	Gandhi Chowk, Tehsil Ramtek District Nagpur, Maharashtra	M: 91-09422127179 Email: brightrural10@gmail.com



Participants at the Big Green Regional Consultation at Nagpur

Name and Organisation	Address	Contact Details
Dr. Gurudas Semskar Sandesh Santha	Near Carmel School, Gadchiroli, Maharashtra	M: 91-9421732317 Email: sandesh_gad@rediffmail.com
Mr. Awil R Borker Pragati Mandal	Civil Lane, District Bhandara, Maharashtra	M: 91-901194282 Gramin Yuva Email: gypmbhandara@gmail.com, gypmbhandara@yahoo.com
Mr. Hansraj Raut SOANGARSH S S K Bahu-udeshiya Sansthan	Kumbhitola, District Gadchiroli, Maharashtra	M: 91-9403236504 Email: hansharaut@gmail.com
Ms. Anwari Ann-vastra Niwari Samaj Vikas Sansthan	District Gadchiroli, Maharashtra	M: 91-9405720519
Mr. Ejaz Sheikh Ann-vastra Niwari Samaj Vikas Sansthan	District Gadchiroli, Maharashtra	M: 91-9637102756
Mr. Madhukar Dhas DILASA	Yeotmal, Maharashtra	M: +91-9420305714 Email: dilasa1@gmail.com
Mr. Madhukar Khadse Dharamitra	District Wardha, Maharashtra	Email: khadsedm@gmail.com
Mr. Gajanan Dakhore Prerna Gram Vikas Sansthan	District Yavtmal, Maharashtra	M: 91-9421852492 Email: pgvsanstha@gmail.com prernagramvikas@rediffmail.com
Mr. Sanjay Karkare Assistant Director, Bombay Natural History Society	B-I Vandana Apartments, Ramdaspath, Nagpur, Maharashtra	Email: sanjay.karkare@gmail.com
Ms. Sampada Karkare Assistant Director, Bombay Natural History Society	B-I Vandana Apartments, Ramdaspath, Nagpur, Maharashtra	
Mr. Sajal Kulkarni, BIAF Development Research Foundation	Pune, Maharashtra	M: 91-9881479239 Email: sajalskulkarni@gmail.com
Mr. Rupchand Dhakhane GRAMAROGYA	Ghati, Taluk Kurkherda, District Gadchiroli, Maharashtra	M: +91-9604155978 Email: gramarogya@rediffmail.com
Mr. Rahul Bais Swarajya Mitra	AnjangaonBari Amravati, Maharashtra	Email: rahulbais@gmail.com swarajya.mitra@rediffmail.com
Dr. Nilesh Heda Samvardhan	Near APMC, Washim Road, Karanja Lad, District Washim, Maharashtra	Email: nilheda@gmail.com
Adv. Bandya Sane Khoj Tehsil Achalpur, District	At PO Gaurkherda (Kumbhi) M: 91-9890359154 Amravati, Maharashtra	Tel: 91 (7223) 227292 Email: khojmelghat@gmail.com
Mr. Dharmendra S.	At PO Gaurkherda (Kumbhi) Tehsil Achalpur, District Amravati, Maharashtra	Tel: 91(7223) 227292 M: 91-9890359154 Email: khojmelghat@gmail.com

Name and Organisation	Address	Contact Details
Mr.Arvind Q Kenkerul Samadhan	Karanja Lad, District Washim, Maharashtra	
Mr. Harneet Singh Bhatia	81, Pocket D, Mayur Vihar Phase II, Delhi - 110091	M: 91-9818307243 Email: hbhatia@gmail.com
Mr. Shailendra Singh Bisht Assistant Professor Marketing and Strategy Area, IBS, Hyderabad	G-06 ,Titanium Tower, PBEL CITY, Peerancheruvu Village, Near ORR APPA Junction, Rajendra Nagar Mandal, RR District Hyderabad - 500008 Andhra Pradesh	Tel: 91 (8417) 236660/61/62 Extn-5006 Fax: 91 (8417) 236653 Residence: 91(40) 23523169 Mobile: 91-9014186419 Email: shailendrabisht@gmail.com
Mr. Gururaja Budhya Secretary (Chief Functionary) Urban Research Centre, Bangalore	E-1, Maithree Apartments, 6th Main, 15th Cross, Malleshwaram, Bangalore - 560 003 Karnataka	Tel: 91 (80) 23364509 Fax: 91 (80) 23567664 M: 91-94488-49353. Email: budhyag@hotmail.com, gururajabudhya@gmail.com
Mr. Sandeep Kumar	E 8, First Floor, Green Park Ext., Near Green Park Main Market, New Delhi - 110016	M: 91-9810583063 sandeepkumar.jha@gmail.com
Mr. Raajeev Rustagi	1/5169, Street No. 7 Balbir Nagar, Shahdara, Delhi 110032	Tel: 91-11-22329159 M: 91-9810743680 Email: raajeevrustagi@gmail.com
Mr. Sachin Kumar Adviser, Division of Education and Livelihood SEWA Himalayas	Village Chaminoo Chamba, HP	M: 91-9816624520 Email: samparksachin@gmail.com

Annexure 5: Big Green Regional Consultation

Framework for Scaling up Green Livelihood Initiatives

Voices from the grassroots

02-04 August 2014, Presbyterian Church of India, Shillong

Organised by

Martin Luther Christian University (MLCU), Shillong

Citizens Foundation, Shillong

Friedrich-Ebert-Stiftung India Office

Programme

Saturday, August 02, 2014

0900 - 0915 Registration

0915 - 0930 Preparation for the information market

Information market is an open exhibition kind of space, where participants put up visual material like brochures, posters, publications, project outlines, photographs etc. related to their work in the field of Green Livelihood. Each organisation will get space to put up their exhibition.

Tea/coffee

0930 - 0945 Welcome and introduction

A short introduction to FES and its Climate Change Project

By Felix Schmidt

A short introduction to MLCU

By Dr. Glenn Christo

A short introduction to Citizen's Foundation

By Subashish Chakraborty

1010 - 1045 Introduction of the participants

Name, organization, what do you associate with word "Green"

1045 - 1115 What is YLTT?

A short introduction for the participants

By Mandvi Kulshreshtha

Why Big Green?

Why are green livelihood initiatives the thing of future and why does YLTT think its important

By Sachin Kumar

1115 - 1130 Methodology of the Project

Introduction to the programme for the regional consultation

By Shailendra Singh Bisht

1100 - 1130 Tea/coffee break

1150 - 1300 Open space dialogue

A fishbowl conversation used as open space dialogue will be played out in this session. The idea is to have an open dialogue and develop understanding of the terms used in Green

Big Green Journey

Livelihood Initiatives, like green, upscale, livelihood, common property resource etc.

The YLTTians will ask the participants to reflect on these terms based on their experiences in the field.

1300 - 1400 Lunch break

1400 - 1600 Focus group discussion

The participants will be divided into three groups. Each group will be hosted by a YLTT member. The participants will be asked to share information from their project to be documented as case study under the BIG GREEN project.

The participants are requested to bring all the documents, brochures, reports (even soft copies for our documentation) for this session.

1600 - 1630 Feedback on the day's proceedings and process

Vote of thanks

Tea/coffee break

1630 - 1800 In-depth Interviews

The YLTT will conduct personalized in-depth interview with the partner organization to extract more information about their green livelihood project

Group 1: Nafisa Hussain, Drishti Foundation, Nagaon

By Sachin Kumar

Group 2: Meban Nongrum and Vojteck Dlonhy, Worldview Impact India, Shillong

By Shailendra Singh

End of day's programme followed by dinner

@ 2000 hours and departure of out-stationed participants

Sunday, August 03, 2014

1000 - 1300 Field visit I: Village Mawsmai, Sohra, Meghalaya

Project: Rat hole coal mining

1300 - 1400 Transfer to next field visit and lunch

1400 - 1800 Field visit to Sustainable Tourism Society Village Mawphlang, East Khasi Hill District, Meghalaya

Project: Women SHGs, Eco-tourism, Sacred Groves

End of the day's programme

Monday, August 04, 2014

1000 - 1300 Field visit to Bethany Society Shillong, Meghalaya

Project: Sustainable Livelihood for Persons with Disabilities

1300 - 1500 Lunch followed by departure of YLTT team

List of Participants

Name and Organisation	Address	Contact Details
Ms. Nafisa Hussain Drishti Foundation	A T Road, Puranigudaun Nagaon, Assam-782 141	M: 91-9706065985 Email: nafisa7424@gmail.com
Mr. Leban Serto Faculty, Peace Studies Department Martin Luther Christian University	Meghalaya, Shillong	
Mr. Aibansienglang Thabah Organizing Secretary Meghalaya Youth Foundation	Mawsmat, Sohra 793108 Meghalaya	Email: aibansthabah@rediffmail.com
Mr. H Carehome Pakyntein Pakyntein Indigenous Herbal Medicine and Research	Dvlong Jowai. West Jaintia Hills, Jowai, Meghalaya	M: 91- 9436106348 Email: carehomepakyntein@gmail.com
Ms. Shannon Massar, Faith Foundation	Wahthapbroo, Motphrau, G S Road, Shillong, Meghalaya	
Ms. Katia Chakre Faith Foundation	Wahthapbroo, Motphrau, G S Road, Shillong, Meghalaya	
Ms. Lisesme Sumer, Rilum Social Welfare Organisation	Namdong PIO Shillong, Meghalaya	
Mr. Skhubor K Lyngdoh, Rilum Social Welfare Organisation	Namdong PIO Shillong, Meghalaya	



Participants at the Big Green Regional Consultation at Shillong

Name and Organisation	Address	Contact Details
Mr. Bidison Warbah, Nongkrem Youth Development Association	PO Nongkrem, East Khasi Hills 793015 Shillong, Meghalaya	M: 91-9862542765 Email: nongkremnyda@gmail.com
Ms. Ydanda Hopkins, Nongkrem Youth Development Association	PO Nongkrem, East Khasi Hills 793015 Shillong, Meghalaya	M: 91-9862542765 Email: nongkremnyda@gmail.com
Mr. Subashish Chakroborty Citizens Foundation	Beside Nongthymmai Nepali School, Lambasuk, Zeing King, Nongthymmai, Shillong-793014 Meghalaya	Tel: 91 (364) 2537798 M: 91-9402198557 E-mail: subhashish@citizensfoundation.org
Mr. Meban Nongrum Worldview Impact India	Jaian Chapel Road Shillong, Meghalaya	
Mr. Vojteck Dlonhy Worldview Impact Foundation	Pope Street, London United Kingdom	
Mr. Carmo Noronha Executive Director	Lady Veronica Ln, Laitumkhras Shillong, 793003 Meghalaya	Tel: 91-364-2210631 M: 91- 9436119808
Mr. Hanniel G Nengnong Bethany Society		Email: bethanyngo@rediffmail.com
Ms. Maribon Viray Sangma Department of Counselling and Psychology, Martin Luther Christian University	Meghalaya, Shillong	Email: yvonnebgo@yahoo.com
Dr. Kitboklang Nongrum, Asst. Professor & Head Deptt. of Environment & Traditional Ecosystems, Martin Luther Christian University	Shillong, Meghalaya	M: 91-9615273846 Email: kit3nongrum@gmail.com
Dr. Glenn Kharkongar Christo, Pro-Chancellor, Martin Luther Christian University	Shillong, Meghalaya	Email: glenchristo@yahoo.com
Mr. Joannes JTL Lamare Chairman, Meghalaya Youth Foundation	Nongkrem, Meghalaya	M: 91-9612482732, 9774590393 Email: Joejeff_tyler2001@rediffmail.com
Ms. Patricia Kharkorgar Meghalaya Youth Foundation	Nongkrem, Meghalaya	
Ms. Banisha Shangphiang Meghalaya Youth Foundation	Nongkrem, Meghalaya	

No. Name and Organisation	Address	Contact Details
Sister Judith Shadajs, Women for Integrated Sustainable Empowerment (WISE)	Shillong, Meghalaya	M: +91-9436733557 Email: wisessc@rediffmail.com
Ms. Mary Pairat, Women for Integrated Sustainable Empowerment (WISE)	Shillong, Meghalaya	Email: wisessc@rediffmail.com
Mr. S Maxwell L Martin Luther Christian University	Shillong, Meghalaya	Email: maxwell_lyngdoh@yahoo.co.in
Ms. Mandvi Kulshreshtha Project Manager, Friedrich Ebert Stiftung	K-70B, Hauz Khas Enclave New Delhi	Tel: 91 (11) 26561361-64 Email: mandvi@fesindia.org
Dr. Felix Schmidt, Resident Representative, Friedrich-Ebert-Stiftung	K-70B, Hauz Khas Enclave New Delhi	Tel: 91 (11) 26561361-64 Email: felix.schmidt@fesindia.org
Mr. Harneet Singh Bhatia	81, Pocket D, Mayur Vihar Phase II, Delhi - 110091	M: +91-9818307243 Email: hbhatia@gmail.com
Mr. Sachin Kumar Adviser, Division of Education and Livelihood SEWA Himalayas	Village Chaminoo Chamba, HP	M: 91-9816624520 Email: samparksachin@gmail.com
Mr. Shailendra Singh Bisht Assistant Professor Marketing and Strategy Area, IBS, Hyderabad	G-06 , Titanium Tower, PBEL CITY, Peerancheruvu Village, Near ORR APPA Junction, Rajendra Nagar Mandal, RR District Hyderabad - 500008 Andhra Pradesh	Tel: 91 (8417) 236660/61/62 Extn-5006 Fax: 91 (8417) 236653 Residence: 91(40) 23523169 Mobile: 91-9014186419 Email: shailendrabisht@gmail.com

Annexure 6: Big Green Regional Consultation

Framework for Scaling up Green Livelihood Initiatives

Voices from the grassroots

30 August - 01 September 2014, Astha Training Centre, Udaipur

Organised by

Astha Sansthan, Udaipur

Friedrich-Ebert-Stiftung India Office

Programme

Saturday, August 30, 2014

0900 - 0915 Registration

0915 - 0930 Preparation for the information market

Information market is an open exhibition kind of space, where participants put up visual material like brochures, posters, publications, project outlines, photographs etc. related to their work in the field of Green Livelihood. Each organisation will get space to put up their exhibition.

Tea/coffee

0930 - 0945 Welcome and introduction

A short introduction to FES and its Climate Change Project

By Mandvi Kulshreshtha

A short introduction to Astha Sansthan

By Ashwini Paliwal

0945 - 1030 Introduction of the participants

Name, organization, what do you associate with word "Green"

1030 - 1100 What is YLTT?

A short introduction for the participants

By Gururaja Budhya

Why Big Green?

Why are green livelihood initiatives the thing of future and why does YLTT think its important

By Sachin Kumar

Methodology of the project

Introduction to the programme for the regional consultation

Introduction to the methodology for the BIG GREEN project

By Shailendra Singh Bisht

1100 - 1130 Tea/coffee break

1130 - 1300 Open space dialogue

A fishbowl conversation used as open space dialogue will be played out in this session. The idea is to have an open dialogue and develop understanding of the terms used in Green Livelihood Initiatives, like green, upscale, livelihood, common property resource etc. The YLTTians will ask the participants to reflect on these terms based on their experiences in the field.

1300 - 1400 Lunch break**1400 - 1600 Focus group discussion**

The participants will be divided into three groups. Each group will be hosted by a YLTT member. The participants will be asked to share information from their project to be documented as case study under the BIG GREEN project.

The participants are requested to bring all the documents, brochures, reports (even soft copies for our documentation) for this session.

1600 - 1630 Feedback on the day's proceedings and process

Vote of thanks

Tea/coffee break

1630 - 1800 In-depth Interviews

The YLTT will conduct personalized in-depth interview with the partner organization to extract more information about their green livelihood project

Group 1: Jagdish K. Purohit, Society for Watershed Development, Udaipur

By Sachin Kumar

Group 2

End of day's programme followed by dinner @ 2000 hours and departure of out-stationed participants

Sunday, August 31, 2014**1000 - 1300 Field visit to Samarthak Samiti**

Post Devla, Tehsil Kotda Distt. Udaipur, Rajasthan

Project: Honey processing centre (operated by Adivasi Mahila SHGs)

1300 - 1400 Lunch and transfer to hotel**1400 - 2000 Brainstorming on process documentation and UPSCALE framework**

End of the day's programme

Monday, September 01, 2014**1000 - 1300 Field visit to Sadhana, Seva Mandir**

Village Kharol, Udaipur, Rajasthan

Project: Women handicraft enterprises

1300 - 1400 Transfer to next field visit and lunch**1400 - 1630 Field visit to Jagran Jan Vikas Samiti**

Post-Vali, Via-Kurabar, Tehsil - Girwa, Udaipur, Rajasthan

Project: Traditional System of Medicine for Community Health and Livelihood Security

Departure of YLTT team

List of Participants

Name and Organisation	Address	Contact Details
Mr. Hansmukh Gehlot Mahan Seva Sansthan	Village and Post Kolyari, Block - Jhadol (Phalasia), Udaipur- 313701 Rajasthan	M: 91-8003094466 Email: mahanseva@gmail.com
Mr. Rajendra Gamath Mahan Seva Sansthan	Village and Post Kolyari, Block - Jhadol (Phalasia), Udaipur- 313701 Rajasthan	M: 91-8003094466 Email: mahanseva@gmail.com
Mr. Kishan Gopal Kumavat Action for Food Production	1185, Nr. U.I.T. Community Hall, Hiram Magri, Sec.-I I, Udaipur, Rajasthan	M: 91-8003653218 Email: kumawatkg@rediffmail.com
Mr. Ajay Sharma Action for Food Production	1185, Nr. U.I.T. Community Hall, Hiram Magri, Sec.-I I, Udaipur, Rajasthan	M: 91-7726899334 Email: sharma.ajay21@gmail.com
Mr. Himanshu Rai Access Development Services	39-B, "Niketan", Ambamata Scheme, Udaipur, Rajasthan	M: 91-7023000242 Email: Himanshu@accessdev.org
Mr. Surendra Verdia Access Development Services	39-B, "Niketan", Ambamata Scheme, Udaipur, Rajasthan	M: 91-8058880100 Email: surendra@accessdev.org verdia_surendra@yahoo.com
Mr. Kanhaiya Lal Damji Shuche Abhiyan	Udaipur, Rajasthan	M: 91-9414161391
Mr. Ganesh Purohit Director Jagran Jan Vikas Samiti	Sapetia Road, Bedla, Udaipur, 313 011 Rajasthan	Tel: +91-294-2441322 M: 91-9928816225 Email: jagranudr@gmail.com



Participants at the Big Green Regional Consultation at Udaipur

No.	Name and Organisation	Address	Contact Details
	Ms.Veena Mali Astha Sansthan	39, Kharol Colony, Old Fatehpura, Udaipur 313 004, Rajasthan	Tel: 91- 294- 245 1348 Fax: 91-294- 2451391 Email: astha39@sancharnet.in, astha39@gmail.com
	Ms.Ashwani Paliwal Astha Sansthan	39, Kharol Colony, Old Fatehpura, Udaipur 313 004. Rajasthan	M: +91-9414160134 Email: selfgovernunit@gmail.com
	Mr.Aeklavya Namwana Astha Sansthan	39, Kharol Colony, Old Fatehpura, Udaipur 313 004 Rajasthan	M: +91-9414160134 Email: selfgovernunit@gmail.com
	Mr. Shyamlal Mewariya Astha Sansthan	39, Kharol Colony, Old Fatehpura, Udaipur 313 004 Rajasthan	M: +91-9413318705 Email: shyamaastha@gmail.com
	Mr. Prem Shankar Paliwal Astha Sansthan	39, Kharol Colony, Old Fatehpura, Udaipur 313 004 Rajasthan	
	Mr. Khemraj Choudhury Prayas	Bhadesar, Rajasthan Email: mr.khe@rediffmail.com	M: +91-9460057394
	Mr. Jawahar Singh Dagar Prayas Tehsil & Distt. Pratapgarh	Village Devgarh (Devliya) Email: jawaharsd@gmail.com Rajasthan	M: +91-9414396879 jawahar@prayaschittor.org
	Ms.Apurva Vyas Communicator, Gandhi Manav Kalyan Society	19 Kamla Nagar, Behind M & S Complex, 100 Ft Shobhagpura Road, New Bhupalpura Udaipur 313011 Rajasthan	Tel: 91-294-2810373 M: +91-8290976087 Email: 1605apurva@gmail.com mksudr@rediffmail.com
	Ms. Meena Katara Adivasi Mahila Jagriti, Sangathan	Udaipur, Rajasthan	M: 91-9636650041
	Mr. Kamlendra Rathore Samarthak Samiti	Mangal Shree Garden Near Chungi Naka, Fatehpura Udaipur, Rajasthan	M: +91- 9414164478 Email: rajvanupaj@gmail.com Kamlendra.rathore@gmail.com
	Mr. S S Rajpurohit Rajpurohit Seva Sansthan	Rajpurohit Estate, 101, Central Area, Udaipur, Rajasthan	Tel: 91(294) 2486185 M: 91-98290 94611 Email: udroffice@yahoo.co.in rajpurohitsevasansthan@yahoo.co.in
	Mr. Pankaj Paliwal Jagran Jan Vikas Samiti	Udaipur, Rajasthan	M: +91-9413474706 Email: jagranudr@gmail.com
	Mr. Hemraj Bhati Local self government and responsible citizen	Udaipur, Rajasthan	M: +91-07665204329 Email: hbhati52@gmail.com
	Dr. Jagdish K. Purohit Society for Watershed Development	26-27, Mahavir Colony, Bedla Road, Udaipur, Rajasthan	M: 91-9983333670 Email: jagdish@spwd.org

Name and Organisation	Address	Contact Details
Ms. Rakhi Paliwal Up-Sarpanch	Gram panchayat Upli Udaipur, Rajasthan	
Mr. Niranjan Sharma, Director, Social Action for Human Resource Development (SOHARD)	P.O. Mandan Distt. Alwar Village Anandpur Rajasthan 301704	M: 91- 8104457126 Email: sohardapr@yahoo.com
Mr. Kurilal Khokarij Baagad Mazdoor Kisan Sangathan	Dungarpur, Rajasthan	M: +91-9636212101
Mr. Ashif Shaikh Jan Sahas	14, Mill Road, Dewas 455001 Madhya Pradesh	M: +91-9826423634 Email: jansahas@gmail.com
Mr. Rajendra Singh Jan Sahas and Yuva Vikas Mandal, Sehore	14, Mill Road, Dewas 455001 Madhya Pradesh 14, Mill Road,	M: +91-9893262044 Email: jansahas@gmail.com
Mr. Rishi Narayan Patel Prakriti Foundation	Jhalod, Dahod Gujarat	M: +91-9825877126 Email: rishinarayan12345@gmail.com
Mr. Dilip Shrimali Step Foundation	Kapudvaj, Gujrat	M: +91-9033394364 Email: deep6885@gmail.com
Ms. Mandvi Kulshreshtha Project Manager, Friedrich Ebert Stiftung	K-70B, Hauz Khas Enclave New Delhi	Tel: 91 (11) 26561361-64 Email: mandvi@fesindia.org
Mr. Harneet Singh Bhatia	81, Pocket D, Mayur Vihar Phase II, Delhi - 110091	M: +91-9818307243 Email: hbhatia@gmail.com
Mr. Sachin Kumar Adviser, Division of Education and Livelihood SEWA Himalayas	Village Chaminoo Chamba, HP	M: 91-9816624520 Email: samparksachin@gmail.com
Mr. Shailendra Singh Bisht Assistant Professor Marketing and Strategy Area, IBS, Hyderabad	G-06, Titanium Tower, PBEL CITY, Peerancheruvu Village, Near ORR APPA Junction, Rajendra Nagar Mandal, RR District Hyderabad - 500008 Andhra Pradesh	Tel: 91 (8417) 236660/61/62 Extn-5006 Fax: 91 (8417) 236653 Residence: 91(40) 23523169 Mobile: 91-9014186419 Email: shailendrabisht@gmail.com
Mr. Gururaja Budhya Secretary (Chief Functionary) Urban Research Centre, Bangalore	E-1, Maithree Apartments, 6th Main, 15th Cross, Malleswaram, Bangalore - 560 003 Karnataka	Tel: 91 (80) 23364509 Fax: 91 (80) 23567664 M: 91-94488-49353. Email: budhyag@hotmail.com, gururajabudhya@gmail.com
Mr. Sandeep Kumar	E 8, First Floor, Green Park Ext, Near Green park Main Market, New Delhi - 110016	Phone No - +91-9810583063 Email: sandeepkumar.jha@gmail.com
Mr. Raajeev Rustagi	1/5169, Street No. 7 Balbir Nagar, Shahdara Delhi 110032	Tel: 91-11-22329159 M: 91-9810743680 Email: raajeevrustagi@gmail.com

Annexure 7: Big Green National Consultation

Framework for Scaling up Green Livelihood Initiatives

Voices from the grassroots

01 November 2014, ICFAI Business School (IBS), Hyderabad

Organised by

ICFAI Business School (IBS), Hyderabad

Friedrich-Ebert-Stiftung India Office

Programme

Saturday, November 01, 2014

0830 - 0900 Registration

0900 - 1000 Welcome Address

Dr. J Mahender Reddy, Vice Chancellor, IFHE Hyderabad

Welcome Remarks

A short introduction to FES and its Climate Change Project

By Damyanty Sridharan, Senior Adviser, Friedrich-Ebert-Stiftung, India

What is YLTT?

A short introduction for the participants

By Gururaja Budhya, YLTT

BIG GREEN: A visual journey

A short documentary/ presentation on rationale behind Big Green, methodology of the project and learnings from BGRCs

By YLTT Team

Chairperson's Remarks: Green Drive, Ecology and Economy

Dr. Anil Prakash Joshi, Himalayan Environmental Studies and Conservation Organisation, Dehradun

SETTING THE AGENDA FOR UPSCALING

1000 - 1100 Key Note Address

Scaling Up Green Livelihood Initiatives

Prof. K V Raju, Director, Development Management Institute, Patna

Framework for Up scaling GLIs

A short presentation on parameters and factors for Up scaling

Presentation of Broad Hypothesis from Big Green Regional Consultation

A broad assessment of key issues and concerns generated during the six regional consultations

By Sandeep Kumar, YLTT Member

1100 - 1130 Tea/coffee break

During the break, the participants will be invited to look at Reports from six Regional Consultations presented in poster format (a poster for each of RCs). A YLTT member will be present at the poster stall for clarification etc.

Thematic Sessions

'Framework for Up Scaling' presents seven ENABLERS which facilitate different stages of Up Scaling of a project. In the parallel sessions, the Panel will deliberate on these ENABLERS

Each Panel will consist of

- AYLTT member
- An academician
- A representative from the BGRC
- A theme expert- cum- practitioner

The audience will divide themselves into two groups

1130 - 1330 Parallel Session 01

Enabler I: IT Function and Infrastructure

Aparna Bhatnagar
Jojo Mathew George
GV Muralidharan
Shailendra Singh Bisht
Dr Ratnaja Gogula

Venue: Lecture Theatre 'M'

Parallel Session 02

Enabler II: Human Resource and Leadership

Dr KV Raju
Damyanty Sridharan
Mandvi Kulshreshtha
K Mohan Krishna
Augustus Suting
Dr Praveen Srivastava

Venue: Lecture Theatre 'N'

1330 - 1430 Lunch break

1430 - 1630 Parallel Session 03

Enabler III: Market and Regulations

Dr Pinaki Pattnaik
Chitta Ranjan Pani
Ganesh Purohit
Dr KV Raju
Shailendra Singh Bisht
Dr Shylajan C S

Venue: Lecture Theatre 'M'

Parallel Session 04

Enabler IV: Finance

Dr N Sridharan
Subir Jha
Sandeep Kumar Jha
Sachin Kumar
Dr Ravi Kumar Jain

Venue: Lecture Theatre 'N'

VALEDICTORY SESSION

1700 - 1800 Reports from the Parallel Sessions

Harnessing India's Productive Potential Through Renewables and Jobs
Jit S Banerjee, Just Jobs Network

Valedictory Remarks

Dr. N Sridharan, Director, School of Planning and Architecture, Vijaywada

Vote of Thanks

Dr Venu Gopal Rao, Area Coordinator, Marketing and Strategy, IBS Hyderabad

List of Participants

Name and Organisation	Address	Contact Details
Mr. Chitta Ranjan Pani Vasundhara	Plot No.1731/C, Das Mohapatra Complex, Near Maruti Villa Phase-II, PO KIIT Campus Bhubaneswar-751024, Odisha	Ph: 91 (674) 6045500, 6045501 M: 09438260362 Email: chitta@vasundharaorissa.org vasundharanr@satyam.net.in
Mr. Ganesh Purohit, Director Jagran Jan Vikas Samiti	Sapetia Road, Bedla, Udaipur, 313 011 Rajasthan	Tel: +91-294-2441322 M: +91-9928816225 Email: jagranudr@gmail.com
Dr. N Sridharan, Director School of Planning and Architecture	Sy. No. 71/1, NH-5, Nidamanuru, Dist. Krishna, Vijayawada - 521104 AP	M: 9676998314 Email: dr.nsrividharan@gmail.com
Ms. Prashanti Rao Assistant Professor, Department of Architecture, SPA Vijayawada	Sy. No. 71/1, NH-5, Nidamanuru, Dist. Krishna, Vijayawada- 521104, AP	M: 9926704045 Email-prashanti_swe@yahoo.com
Ms. Manvi Suneja Assistant Professor, Department of Architecture, SPA Vijayawada	Sy. No. 71/1, NH-5, Nidamanuru, Dist. Krishna, Vijayawada- 521104, AP	Email: manavi.suneja@gmail.com
Mr. Viren Lobo Society for Promotion of Wasteland Development	New Delhi	M: 91- 9868204350 Email: vlobo62@gmail.com



Participants at the Big Green National Consultation at Hyderabad

Name and Organisation	Address	Contact Details
Mr. Chintansinh Suratia Research Fellow, Institute of Rural Management (IRMA)	Anand	M: 094273 0055 Email: chintansinh@irma.ac.in
Dr. Anil Prakash Joshi Himalayan Environmental Studies and Conservation Organisation	Village Shuklapur, PO Ambiwala, Deharadun, Uttrakhand	M: 91-9411109073 Email: dranilpjoshi@gmail.com
Mr. Augustus Suting Meghalaya Basin Development Authority	Shillong	M: +91-9436117434 Email: augustussuting@gmail.com
Prof K V Raju, Director Development Management Institute	DNS-RICM Campus, Shastri Nagar, Patna-800023, Bihar	M: 91-9327091812, 91-9835981812 Email: rajukesi@gmail.com
Mr. Jit S Banerjee Research Associate Just Jobs Network	New Delhi	Office: +91 11 26562496 Mobile: +91 9910492369 Email: jitbanerjee@justjobsnetwork.org
Ms. Aparna Bhatnagar Green Good	Bangalore	M: 91-9414826322 Email: aparna.bhatnagar@greengood.com
Ms. Harini Shetty Urban Research Centre	Bangalore	Email: bindiya1999@yahoo.co.in
Dr. Pinaki Nandan Pattnaik Head, and Associate Professor of Management Centre for Management Studies,	NALSAR University of Law Justice City, Shameerpet R R District, Hyderabad - 500101, Telangana	M: 91-9937017378 Email: pattnaikp@nalsar.ac.in
Ms. Komal Sinha	Hyderabad	M: 91-9703302525 Email: komalsinha82@gmail.com
Mr. Venkat Ramnaya Youth For Action	Hyderabad	M: 91-9502791948 Email: vedvon@yahoo.co.in
Mr. Vedakumar.M Engineer, Urban & Regional Planner	Hyderabad	M: 91-9848044713 Email: vedakumar52@gmail.com
Dr. Gyanmudra, Centre for Human Resource Development, National Institute of Rural Development	Hyderabad	Email: drgmudra@yahoo.com
Dr. J Mahender Reddy, Vice Chancellor, IFHE	Hyderabad	
Mr. Jojo Mathew George IBS, Hyderabad	Donthanapally, Shankarpalli Road, Hyderabad - 501203	

Name and Organisation	Address	Contact Details
Dr Ratnaja Gogula IBS, Hyderabad	Donthanapally, Shankarpalli Road, Hyderabad - 501203	
Dr Praveen Srivastava IBS, Hyderabad	Donthanapally, Shankarpalli Road, Hyderabad - 501203	
Dr Shylajan C S IBS, Hyderabad	Donthanapally, Shankarpalli Road, Hyderabad - 501203	
Mr. Subir Jha IBS, Hyderabad	Donthanapally, Shankarpalli Road, Hyderabad - 501203	
Dr Ravi Kumar Jain IBS, Hyderabad	Donthanapally, Shankarpalli Road, Hyderabad - 501203	
Dr Venu Gopal Rao Area Coordinator Marketing and Strategy	Donthanapally, Shankarpalli Road, Hyderabad - 501203	
Ms. Indu, Consultatnt Case Research Center IBS Hyderabad	Donthanapally, Shankarpalli Road, Hyderabad - 501203	M: 91-98482-91552 Email: indup@icmrindia.org
Mr. D Satish, Associate Professor, Case Research Center, IBS Hyderabad	Donthanapally, Shankarpalli Road, Hyderabad - 501203	M: +91-98493-22745 Email: dsatish2000@gmail.com
Mr. Nagendra, Research Associate, Case Research Center, IBS Hyderabad	Donthanapally, Shankarpalli Road, Hyderabad - 501203	M: 91-77027-22839 Email: nagendra.ncr@icmrindia.org
Ms. Munmun Research Associate Case Research Center IBS Hyderabad	Donthanapally, Shankarpalli Road Hyderabad - 501203	M: +91-83744-11706 Email: munmun@icmrindia.org
Mr. Surojit Research Associate Case Research Center IBS Hyderabad	Donthanapally, Shankarpalli Road Hyderabad - 501203	M: +91-81424-95999 Email: surojitmahato@icmrindia.org
Ms. Geeta Research Associate Case Research Center IBS Hyderabad	Donthanapally, Shankarpalli Road Hyderabad - 501203	M: +91-80965-08380 Email: geeta.singh@icmrindia.org
Mr. Satish Research Associate Case Research Center IBS Hyderabad	Donthanapally, Shankarpalli Road Hyderabad - 501203	M: +91-99517-07097 Email: satishwar@ibsendia.org
Ms. Damyanty Sridharan Senior Advisor Friedrich Ebert Stiftung	K-70B, Hauz Khas Enclave New Delhi	Tel: 91 (11) 26561361-64 Email: damyanty@fesindia.org
Ms. Mandvi Kulshreshtha Project Manager, Friedrich Ebert Stiftung	K-70B, Hauz Khas Enclave New Delhi	Tel: 91 (11) 26561361-64 Email: mandvi@fesindia.org

Name and Organisation	Address	Contact Details
Mr. Harneet Singh Bhatia	81, Pocket D, Mayur Vihar Phase II, Delhi - 110091	M: +91-9818307243 Email: hbhatia@gmail.com
Mr. Sachin Kumar Adviser, Division of Education and Livelihood SEWA Himalayas	Village Chaminoo Chamba, HP	M: 91-9816624520 Email: samparksachin@gmail.com
Mr. Sandeep Kumar	E 8, First Floor, Green Park Ext, Near Green park Main Market, New Delhi - 110016	Phone No - +91-9810583063 Email: sandeepkumar.jha@gmail.com
Mr. Shailendra Singh Bisht Assistant Professor Marketing and Strategy Area, IBS, Hyderabad	G-06 ,Titanium Tower, PBEL CITY, Peerancheruvu Village, Near ORR APPA Junction, Rajendra Nagar Mandal, RR District Hyderabad - 500008 Andhra Pradesh	Tel: 91 (8417) 236660/61/62 Extn-5006 Fax: 91 (8417) 236653 Residence: 91(40) 23523169 Mobile: 91-9014186419 Email: shailendrabisht@gmail.com
Mr. Gururaja Budhya Secretary (Chief Functionary) Urban Research Centre, Bangalore	E-1, Maithree Apartments, 6th Main, 15th Cross, Malleshwaram, Bangalore - 560 003 Karnataka	Tel: 91 (80) 23364509 Fax: 91 (80) 23567664 M: 91-94488-49353. Email: budhyag@hotmail.com gururajabudhya@gmail.com
Mr. Jagdamba Prasad Maithani Founding Chairperson Alaknanda Ghaati Shilpi, (AAGAAS) Federation	Village and Post-Pipalkoti, Chamoli, Uttarakhand	Tel: 01372-266450 M: 09412055534, 9456591271 Email: jpmaithani@gmail.com

Annexure 8: Big Green Multi-stakeholder Consultation Bringing Scale to Green Livelihood Initiatives

12 October 2015, India International Centre Annexe, New Delhi

Organised by

Friedrich-Ebert-Stiftung, India Office

Programme

Monday, October 12, 2015

0900 - 0930 Registration

INAUGURAL SESSION

0930 - 1030 Welcome address

A short introduction to FES and its Climate Change Project
By Damyanty Sridharan, Senior Adviser, Friedrich-Ebert-Stiftung, India

Introductory remarks

Big Green: Opportunities presented by Green Livelihood Initiatives in Climate Change Mitigation - A short introduction for the participants
By Sachin Kumar

Key note address

Socially and ecologically sustainable: Innovative green economy
By Vijay Mahajan, Dean, Institute of Livelihood Research and Training, Hyderabad

1030 - 1045 Tea/coffee break

During the break, the participants will be invited to look at posters from six Regional Consultations.

1045 - 1100 Don't Miss the Green Growth Bus!!!

By Marc Saxer, Resident Representative, Friedrich-Ebert-Stiftung, India

THE BIG GREEN FRAMEWORK

1100 - 1200 BIG GREEN: A visual journey

A short documentary on the Big Green project

Framework for Up scaling GLIs

A short presentation on parameters and factors for Scaling Up
By Shailendra Singh Blsht

Implementability of framework

'Framework for Scaling Up' presents four components with varied functions during the project cycle of a GLI.

In the panel discussions, the Panel will deliberate on these components.

Each Panel will consist of:

- a) Big Green Team member as moderator;
- b) A representative from the Regional Consultation;
- c) Discussant One: Industry; and
- d) Discussant Two: Social Sector or government or academic

Each panelists will speak for 5-7 minutes. This will be followed by a Q/A Session

1200 - 1300 Panel I - Supply Demand Dynamics

The "Why" question: there is demand and there are supply sources. Supply of resources is an important consideration for any Green Livelihood Initiative. Amongst other, the carrying capacity of natural resources is a critical factor. On the demand side, major challenges include penetration of these products into local, regional markets and sustaining the demand

On the panel:

- a) Big Green Rep - Dr. Arun Chandan, Society for Environment and Rural Awakening (ERA), Distt. Kangra, Himachal Pradesh
- b) Discussant - Nitin Sukh, Group Executive Vice President, YES Institute - YES BANK Ltd.
- c) Discussant - Dr. Shylajan C S, ICFAI Business School, Hyderabad

1300 - 1400 Lunch break

1400 - 1500 Panel II - Ecosystem

The "When" question: conducive ecosystem to ensure supply meets demand, it can be facilitative as well as inhibitive. What all comprise an ecosystem - the PESTLE factors (political, economic, social, technological, legal and environmental)

On the panel:

- a) Big Green Rep - Arvind Kankirad, CEO, Greenza Producer Company Ltd., Nagpur
- b) Discussant - Prof. Vishwa Ballabh, Professor (Economics) and Chairperson (Center for Rural Management), XLRI, Jamshedpur
- c) Discussant - Mini Govindan, Fellow, Green Growth Division, TERI, New Delhi

1500 - 1600 Panel III - Enablers

The "How": necessary enablers to create and sustain this ecosystem. The enablers will help in leveraging ecosystem and are the bridging mechanism between supply and demand side.

On the panel:

- a) Big Green Rep - Adv. Bandy Sane, Khoj, Distt. Amravati
- b) Discussant - Vijay Vardhan, Operations Manager, ITC - Social Investments Programme, Kolkata
- c) Discussant - Dr. Murali Kallur, Senior Programme Officer, International Development Research Centre, New Delhi

1600 - 1630 Tea/coffee break

VALEDICTORY SESSION

1630 - 1700 Experiences from Just Job Network

Policy, Climate Change and Green Jobs

Sabina Dewan, Executive Director, Just Jobs Network, New Delhi

Valedictory Remarks

Sharada Nayak, Executive Director, Education Resources Centre Trust, New Delhi

Vote of Thanks

Gururaja Budhya, Urban Research Centre, Bangalore

List of Participants

Name and Organisation	Address	Contact Details
Mr.Vijay Mahajan, Dean Institute of Livelihood Research and Training	3rd Floor, Surabhi Arcade, Troop Bazar, Bank Street, Koti, Hyderabad - 500 001	M: +91-7660022199 Email: vijay.mahajan@ilrtindia.org
Mr. Nitin Sukh Group Executive Vice President, YES Institute YES Bank	48 Nyaya Marg, Chanakayapuri, New Delhi - 110021	Tel: +91-11-66569138 M: +91-9971588990 Email: nitin.sukh1@yesbank.in
Dr. Shylajan, C S, Professor & Head, Department of Economics, IBS Hyderabad	Donthanapally, Shankarpalli Road, Hyderabad - 501203	M:+91-9440070524 Email: shylajan@ibsindia.org
Prof.Vishwa Ballabh, Professor (Economics) & Chairperson (Centre for Rural Management), Department of Economics, XLRI	XLRI campus, Circuit House Area (East), Jamshedpur 831035	M: +91-9431704691 Email: vishwa@xlri.ac.in
Ms. Mini Govindan Fellow, The Energy and Research Institute	Darbari Seth Block, IHC Complex, Lodhi Road, New Delhi - 110003	Tel:91-11-24682100 Email: gmini@teri.res.in
Mr Vijay Vardhan, Operations Manager, ITC - Social Investments Programme ITC LIMITED,	37 J. L. Nehru Road, Kolkata - 700071	Tel: +91 9831324037 Email: V.VijayVardhan@itc.in
Dr. Murali Kallur Senior Programme Officer International Development Research Centre	New Delhi	Mobile: 91- 9810115570 Email: kmurali@idrc.ca



Participants at the Big Green Multi-stakeholder Consultation at Delhi

Name and Organisation	Address	Contact Details
Ms. Sabina Dewan, Executive Director, Just Jobs Network	New Delhi	Email: sabinadewan@justjobsnetwork.org
Mrs. Sharada Nayak, Executive Director, Education Resources Centre Trust	New Delhi	Email: eduresou@gmail.com
Dr. Arun Chandan, Society for Environment And Rural Awakening (ERA)	ERA Parisar, Sham Nagar (Thamba) PO & Tehsil: Khundian 176030, Distt. Kangra, Himachal Pradesh	Telephone: 91 (1970) 272114/272251 M: 91- 9418077783, 9418010624 E-mail: doctorchandan@gmail.com erahimachal@gmail.com
Mr. Amit Mehta Environment And Rural Awakening (ERA)	ERA Parisar, Sham Nagar (Thamba) PO & Tehsil: Khundian 176030, Distt. Kangra, Himachal Pradesh	Telephone: 91 (1970) 272114/272251 M: +91-9816620513 E-mail: erahimachal@gmail.com
Mr. Man Singh Kapoor Natural Environmental and Health Association (NEHA)	Palampur, Distt Kangra, Himachal Pradesh	M: +91-9805062530 Email: neha.kharul@gmail.com
Mr. Kulwant Bhuria Grameen Seva Ashram (GSA)	Bhawana, Tehsil Palampur Distt Kangra, Himachal Pradesh	M: 91-9816333513 Email: gsapalampur@gmail.com
Mr. Bharat Bhushan Grameen Seva Ashram (GSA)	Bhawana, Tehsil Palampur, Distt Kangra, Himachal Pradesh	M: 91-8988156056 Email: gsapalampur@gmail.com
Smt Santosh Kumari, Samridhi Mahila Cooperative Society	Thakurdwara, Palampur, Distt Kangra, Himachal Pradesh	M: 91- 9817033891 Email: samridhitdr@gmail.com
Smt Saroj Kumari Samridhi Mahila Cooperative Society	Thakurdwara, Palampur, Distt Kangra, Himachal Pradesh	M: 91- 9459475518 Email: samridhitdr@gmail.com
Mr. Rajendra Chauhan SAHARA	Kullu, Himachal Pradesh	M: +91-9418045363 Email: rajenderchauhan2008@gmail.com
Ms. Sushma Thakur SAHARA	Kullu, Himachal Pradesh	M: +91-9459886096
Mr. Roop Chand SAHARA	Kullu, Himachal Pradesh	M - +91-9489833008
Mr. Vimal Malasi, Project Coordinator Alaknanda Ghaati	Village and Post-Pipalkoti, Chamoli, Uttarakhand	Tel: 91 (1372) 266450 Email: vimalmalasi@gmail.com
Mr. Anuj Namboodri Alaknanda Ghaati Shilpi (AAGAAS) Federation	Village and Post-Pipalkoti, Chamoli, Uttarakhand	M: +91-8979080927 Email: anujnamboodri@gmail.com
Mr. Arvind Kankirad, CEO Greenza Producer Company Ltd.	Washim, Maharashtra	M: - 91-9767452298 Email: arvind.kankirad@gmail.com
Mr. Dnyaneshwar Dhekade Director, Greenza Producer Company Ltd.	Washim, Maharashtra	M: +91-7588762101 Email: dtdhekade@gmail.com
Adv. Bandy Sane Khoj	At PO Gaurkherda (Kumbhi) Tehsil Achalpur, Dist. Amravati Maharashtra	Tel: +91-7223-227292 M: +91-9890359154 Email: khojmelghat@gmail.com advbandyaleela@gmail.com

Name and Organisation	Address	Contact Details
Ms. Sunakshi Failbus Jagran Jan Vikas Samiti	Sapetia Road, Bedla, Udaipur, 313 011 Rajasthan	Tel: +91-7073238082 Email: jagranudr@gmail.com sunakshif@gmail.com
Mr. Pankaj Paliwal Jagran Jan Vikas Samiti	Sapetia Road, Bedla, Udaipur, 313 011 Rajasthan	Tel: +91-9413474706 Email: paliwalp67@gmail.com
Mr. Kamlendra Rathore Samarthak Samiti	Mangal Shree Garden, Near Chungi Naka, Fatehpura Udaipur, Rajasthan	M: +91- 9414164478 Email: rajvanupaj@gmail.com Kamlendra.rathore@gmail.com
Mr. Panna Lal Dangi Samarthak Samiti	Mangal Shree Garden, Near Chungi Naka, Fatehpura Udaipur, Rajasthan	M: 91-9950847288
Mr. Jawahar Singh Dagar Prayas	Village Devgarh (Devliya), Tehsil & Distt. Pratapgarh, Rajasthan jawahar@prayaschittor.org	M: +91-9414396879 Email: jawaharsd@gmail.com
Mr. Khemraj Choudry Prayas	Village Devgarh (Devliya), Tehsil & Distt. Pratapgarh, Rajasthan	M: +91-9460057394 Email: mr.khe@rediffmail.com
Dr. Raja Muzaffar Bhat Founder/convener, J&K Right to Information Movement	Gopalpora Wathoor Tehsil Chadoora, District Budgam, Jammu & Kashmir	Tel: 91-1951-230199 (Res) M: 91- 9419019288 Email: budgam_social@rediffmail.com muzaffar@jkrmovement.org
Mr. Arun S Nathan Acting Secretary Rajiv Gandhi Foundation	Jawahar Bhawan, Dr. Rajendra	Email: arunsnathan@gmail.com
Ms. Malika Kukreja	A-107, Mahindra Apartments D - Block, Vikas Puri, New Delhi	M: +91-9910125735
Mr. Pawan Kumar Udyogini	Arjun Nagar, New Delhi	Email: chiragpawan@yahoo.com
Mr. Niranjana Sharma Director, SOHARD	Village Anandpur, Distt. Neemrana, Rajasthan	M: +91 - 09929555356 Email: sohardpr@gmail.com
Mr. Deendayal Sharma SOHARD	Village Anandpur, Distt. Neemrana, Rajasthan	Email: sohardpr@gmail.com
Mr. Hansraj Yadav SOHARD	Village Anandpur, Distt. Neemrana, Rajasthan	Email: sohardpr@gmail.com
Ms. Prem Lata Sharma SOHARD	Village Anandpur, Distt. Neemrana, Rajasthan	Email: sohardpr@gmail.com
Ms. Sunita Devi SOHARD	Village Anandpur, Distt. Neemrana, Rajasthan	Email: sohardpr@gmail.com
Ms. Suvidha Yadav SOHARD	Village Anandpur, Distt. Neemrana, Rajasthan	Email: sohardpr@gmail.com
Ms. Sharada Devi SOHARD	Village Anandpur, Distt. Neemrana, Rajasthan	Email: sohardpr@gmail.com
Mr. Satvir Singh SOHARD	Village Anandpur, Distt. Neemrana, Rajasthan	Email: sohardpr@gmail.com
Mr. Roop Chand SOHARD	Village Anandpur, Distt. Neemrana, Rajasthan	Email: sohardpr@gmail.com

Name and Organisation	Address	Contact Details
Mr. Jit S Banerjee Just Jobs Network	New Delhi	Office: +91 11 26562496 Mobile: +91 9910492369 Email: jitbanerjee@justjobsnetwork.org
Ms. Debjani Saha		
Mr. Marc Saxer Resident Representative Friedrich Ebert Stiftung	K-70B, Hauz Khas Enclave, New Delhi	Ph.:+91-11-26561361-64 Email: marc.saxer@fesindia.org
Ms. Damyanty Sridharan Senior Advisor Friedrich Ebert Stiftung	K-70B, Hauz Khas Enclave New Delhi	Tel: 91 (11) 26561361-64 Email: damyanty@fesindia.org
Ms. Mandvi Kulshreshtha Project Manager, Friedrich Ebert Stiftung	K-70B, Hauz Khas Enclave New Delhi	Tel: 91 (11) 26561361-64 Email: mandvi@fesindia.org
Mr. Harneet Singh Bhatia	81, Pocket D, Mayur Vihar Phase II, Delhi - 110091	M: +91-9818307243 Email: hbhatia@gmail.com
Mr. Sachin Kumar Adviser, Division of Education and Livelihood SEWA Himalayas	Village Chaminoo Chamba, HP	M: 91-9816624520 Email: samparksachin@gmail.com
Mr. Sandeep Kumar	E 8, First Floor, Green Park Ext, Near Green park Main Market, New Delhi - 110016	Phone No - +91-9810583063 Email: sandeepkumar.jha@gmail.com
Mr. Shailendra Singh Bisht Assistant Professor Marketing and Strategy Area, IBS, Hyderabad	G-06 , Titanium Tower, PBEL CITY, Peerancheruvu Village, Near ORR APPA Junction, Rajendra Nagar Mandal, RR District Hyderabad - 500008 Andhra Pradesh	Tel: 91 (8417) 236660/61/62 Extn-5006 Fax: 91 (8417) 236653 Residence: 91(40) 23523169 Mobile: 91-9014186419 Email: shailendrabisht@gmail.com
Mr. Gururaja Budhya Secretary (Chief Functionary) Urban Research Centre, Bangalore	E- I, Maithree Apartments, 6th Main, 15th Cross, Mallechwaram, Bangalore - 560 003 Karnataka	Tel: 91 (80) 23364509 Fax: 91 (80) 23567664 M: 91-94488-49353. Email: budhyag@hotmail.com gururajabudhya@gmail.com

Annexure 9: Big Green Training Workshops Bringing Scale to Green Livelihood Initiatives

10-11 October 2015

New Delhi

Organised by

Friedrich-Ebert-Stiftung, India Office

20-21 November 2015

Kolkata

Programme

Day 01

0900 - 0930 Registration

Pre-workshop Questionnaire

0930 - 1100 Welcome address

FES and Climate Change Initiative and introduction to the Training Team

By Mandvi Kulshreshtha

Welcome remarks

The Big Green Initiative

By Shailendra Singh Bisht

BIG GREEN: A visual Journey

A short documentary on Big Green

Introduction of the participants
and expectations from the

Name, organisation, What I am - What I would
like to be (pictorial)

Training Workshop

About the Training Workshop

Contents, Methodology and Administrative Notes
By Sachin Kumar

1100 - 1130 Tea/coffee break

All training sessions will be interactive and participatory in nature. The content of sessions will be explained with help of visual aid. Reading material and handouts for various exercises will be provided by the trainers. The participants are encouraged to engage actively.

1130 - 1300 Training Session One - Big Green: A Paradigm Shift

(Traditionally, environment and livelihood are seen as competing forces. Though there have been sporadic Green Livelihood Initiatives (GLIs) which combine environment and livelihood in a sustainable manner, the size of intervention and impact is limited. The need of the hour is to bring these small and limited green initiatives to the center of developmental discourse which aims at aligning social-economic and environmental imperatives. By doing so, not only a fine balance between these two entities can be created, a new approach to sustainable development can be achieved)

Content Input

Analysis of Caselets

Discussion and Q/A

1300 - 1400 Lunch break

1400 - 1530 Training Session Two - Scaling Up Enablers

(Enablers are devices to bridge the two sides (supply and demand), a bridging mechanism. The enablers look different at different level of scaling up. There are Design enablers (help in understanding ecosystem and leveraging ecosystem) and Management enabler (requirements for bridging the two sides like expertise / skill, technology, capital - the technical know how).

Content Input

Analysis of Caselets

Discussion and Q/A

1530 - 1600 Tea/coffee break

1600 - 1730 Training Session Three - Scaling Up Enablers

Presentation from Group Work

Discussion and Q/A

DAY 02

0900 - 0930 Recap of Day One

Participants put down two most important learnings of Day One on cards

0930 - 1100 Training Session Four - Ecosystem

(How to create and sustain an ecosystem that helps meet demand with supply in way that would make the initiative scalable? Inputs from consultations reveal the key elements of necessary and facilitative ecosystem are - leadership, regulation, policies, capital, technology and human resource)

- Content Input

- Analysis of Caselets

- Discussion and Q/A

1100 - 1130 Tea/coffee break

1130 - 1300 Training Session Five - Demand and Supply

(Green livelihood is a primarily supply side phenomena. Supply is a fundamental limiting factor due to the carrying capacity of natural resources. At the same time, there is no dearth of demand for green products and services and there is enough supply to sustain a large mass based on green livelihood)

Content Input

Analysis of Caselets

Discussion and Q/A

1300 - 1400 Lunch break**1400 - 1530 Training Session Six - The Conceptual Model**

(The Scale Up Framework has four main components - Demand and Supply, Ecosystem, Enablers. While Demand, Supply and Ecosystem exist, Enablers are the key contributions from Scale Up Framework)

Content Input

Analysis of Caselets

Discussion and Q/A

Preparation of Action Plan

1530 - 1600 Tea / Coffee Break**1600 - 1730 Evaluation and Feedback**

Feedback form

Flash Feedback

Observations

End of programme

List of Participants:

10-12 October 2015, Delhi

Name and Organisation	Address	Contact Details
Dr. Arun Chandan, Society for Environment And Rural Awakening (ERA)	ERA Parisar, Sham Nagar (Thamba) PO & Tehsil: Khundian 176030, Distt. Kangra, Himachal Pradesh	Telephone: 91 (1970) 272114/272251 M: 91- 9418077783, 9418010624 E-mail: doctorchandan@gmail.com erahimachal@gmail.com
Mr. Amit Mehta Environment And Rural Awakening (ERA)	ERA Parisar, Sham Nagar (Thamba) PO & Tehsil: Khundian 176030, Distt. Kangra, Himachal Pradesh	Telephone: 91 (1970) 272114/272251 M: +91-9816620513 E-mail: erahimachal@gmail.com
Mr. Man Singh Kapoor Natural Environmental and Health Association (NEHA)	Palampur, Distt Kangra Himachal Pradesh	M: +91-9805062530 Email: neha.kharul@gmail.com
Mr. Kulwant Bhuria Grameen Seva Ashram (GSA)	Bhawana, Tehsil Palampur, Distt Kangra, Himachal Pradesh	M: 91-9816333513 Email: gsapalampur@gmail.com
Mr. Bharat Bhushan Grameen Seva Ashram (GSA)	Bhawana, Tehsil Palampur, Distt Kangra, Himachal Pradesh	M: 91-8988156056 Email: gsapalampur@gmail.com
Smt Santosh Kumari, Samridhi Mahila Cooperative Society	Thakurdwara, Palampur, Distt Kangra, Himachal Pradesh	M: 91- 94594755181 Email: samridhitdr@gmail.com
Smt Saroj Kumari, Samridhi Mahila Cooperative Society	Thakurdwara, Palampur, Distt Kangra, Himachal Pradesh	M: 91- 9817033891 Email: samridhitdr@gmail.com
Mr. Rajendra Chauhan SAHARA	Kullu, Himachal Pradesh	M: +91-9418045363 Email: rajenderchauhan2008@gmail.com



Participants at the Big Green Training Workshop at Delhi

Name and Organisation	Address	Contact Details
Ms. Sushma Thakur SAHARA	Kullu, Himachal Pradesh	M: +91-9459886096
Mr. Roop Chand SAHARA	Kullu, Himachal Pradesh	M - +91-9489833008
Mr.Vimal Malasi, Project Coordinator Alaknanda Ghaati Shilpi (AAGAAS) Federation	Village and Post-Pipalkoti, Chamoli, Uttarakhand	Tel: 91 (1372) 266450 Email: vimalmalasi@gmail.com
Mr.Anuj Namboodri Alaknanda Ghaati Shilpi (AAGAAS) Federation	Village and Post-Pipalkoti, Chamoli, Uttarakhand	M: +91-8979080927 Email: anujnamboodri@gmail.com
Mr.Arvind Kankirad, CEO Greenza Producer Company Ltd.	Washim, Maharashtra	M: - 91-9767452298 Email: arvind.kankirad@gmail.com
Mr. Dnyaneshwar Dhekade Director, Greenza Producer Company Ltd.	Washim, Maharashtra	M: +91-7588762101 Email: dtdhekade@gmail.com
Adv. Bandy Sane Khoj	At PO Gaurkherda (Kumbhi) Tehsil Achalpur, Dist. Amravati Maharashtra	Tel: +91-7223-227292 M: +91-9890359154 Email: khojmelghat@gmail.com advbandyaleela@gmail.com
Ms. Sunakshi Failbus Jagran Jan Vikas Samiti	Sapetia Road, Bedla, Udaipur, 313 011 Rajasthan	Tel: +91-7073238082 Email: jagranudr@gmail.com sunakshif@gmail.com
Mr. Pankaj Paliwal Jagran Jan Vikas Samiti	Sapetia Road, Bedla, Udaipur, 313 011 Rajasthan	Tel: +91-9413474706 Email: paliwalp67@gmail.com
Mr. Kamendra Rathore Samarthak Samiti	Mangal Shree Garden, Near Chungi Naka, Fatehpura Udaipur, Rajasthan	M: +91- 9414164478 Email: rajvanupaj@gmail.com Kamendra.rathore@gmail.com
Mr. Panna Lal Dangi Samarthak Samiti	Mangal Shree Garden, Near Chungi Naka, Fatehpura Udaipur, Rajasthan	M: 91-9950847288
Mr. Jawahar Singh Dagar Prayas	Village Devgarh (Devliya), Tehsil & Distt. Pratapgarh, Rajasthan jawahar@prayaschittor.org	M: +91-9414396879 Email: jawaharsd@gmail.com
Mr. Khemraj Choudry Prayas	Village Devgarh (Devliya), Tehsil & Distt. Pratapgarh, Rajasthan	M: +91-9460057394 Email: mr.khe@rediffmail.com

List of Participants:

20-21 November 2015, Kolkata

Name and Organisation	Address	Contact Details
Mr. Samim Molla Area Manager, Action for Social Advancement	House No.-C/76, Harmu Housing Colony, Near Maa Laxmi Plaza, Sahjanand Chowk, Ranchi- 834002, Jharkhand	Ph: 91 (651) 2244585 M: 7781012645 Email: am-deoghar@asabhopal.org
Mr. Satyaveer Singh APM-Agriculture, Action for Social Advancement	House No.-C/76, Harmu Housing Colony, Near Maa Laxmi Plaza, Sahjanand Chowk, Ranchi- 834002, Jharkhand	Ph: 91 (651) 2244585 M: 7781012684 Email: satyavir.1159@rediffmail.com
Ms. Manjusha Mukherjee Programme Manager, Resources & Development Nature Environment and Wildlife Society (NEWS)	10, Chowringhee Terrace, Kolkata - 700020, West Bengal	Ph. +91-7044943782 Email: manjusha.mukherjee@gmail.com
Mr. Sachinandan Dutta Programme Manager, Livelihoods Nature Environment and Wildlife Society (NEWS)	10, Chowringhee Terrace, Kolkata - 700020, West Bengal	Ph. +91-9474562897 Email: sachinandandutta@gmail.com
Mr. Ajay Kumar Jha Programme Manager Ghoghardiha Prakhanda Swarajya Vikas Sangh (GPSVS)	Madhubani, Bihar	M: 91- 8986184730 Email: ajayjggsvs@gmail.com
Mr. Chitta Ranjan Pani Vasundhara	Plot No.1731/C, Das Mohapatra Complex, Near Maruti Villa Phase-II, P.O.- KIIT Campus, Bhubaneswar-751024, Odisha	Ph: 91 (674) 6045500, 6045501 M: 09668832104 Email: chitta@vasundharaorissa.org vasundharanr@satyam.net.in



Participants at the Big Green Training Workshop at Kolkata

Name and Organisation	Address	Contact Details
Mr. Manmohan Barik Vasundhara	Plot No.1731/C, Das Mohapatra Complex, Near Maruti Villa Phase-II, P.O.- KIIT Campus, Bhubaneswar-751024, Odisha	Ph: 91 (674) 6045500, 6045501 M: 09437788281 vasundharanr@satyam.net.in
Mr. Bidyut Mohanty Secretary, SPREAD	Koraput, Odisha	M: +91-9437025326 Email: bidyut.mohanty@gmail.com
Mr. Himanshu Shekhar Routray Livelihood Coordinator SPREAD	Koraput, Odisha	M: +91-8658281684 Email: himanshuroutray@rediffmail.com
Mr. Manas Ranjan Pani Member Secretary, SATHI	Kalahandi, Odisha	M: +91-9437625821 Email: manasranjanpani123@gmail.com
Mr. Nalini Ranjan Pani Project Coordinator, SATHI	Kalahandi, Odisha	M: +91-9437657109 Email: sathi_kalahandi@yahoo.co.in
Mr. N. Shiva, Managing Trustee and Executive Director, The Nigiris Education and Research Foundation	11/314, Kil-Kundha Village & Post, Kundha Taluk, The Nilgiris 64319, Tamil Nadu	M: 91 - 8903862124/9443995658 Email: info@thenearfoundation.org
Mrs. Sabitha Bojan Senior Coordinator The Nigiris Education and Research Foundation	11/314, Kil-Kundha Village & Post, Kundha Taluk, The Nilgiris 64319, Tamil Nadu	M: 91-9442013626 Email: info@thenearfoundation.org
Mr. Carmo Noronha Executive director Bethany Society	Lady Veronica Ln, Laitumkrah, Shillong, 793003 Meghalaya	Ph: 91-364-2210631 M: 91- 9436119808 Email: bethanyngo@rediffmail.com
Mr. Ricky Renthlei Bethany Society	Lady Veronica Ln,, Laitumkrah, Shillong, 793003 Meghalaya	M: 91- 9856030623 Email: bethanyngo@rediffmail.com
Father Cyril Tirkey BOSCO Integrated Development Society	Shillong, Meghalaya	M: 91-9856003212, 9402165909 Email: cyriltirkeysdb@gmail.com
Mr. Thomas Roy Mallai BOSCO Integrated Development Society	Shillong, Meghalaya	M: +91-9612748284 Email: t.r.mallai@gmail.com
Mr. Kamal Jeet	Chandigarh, Haryana	M: +91-9780092197 Email: creativekamal@gmail.com
Ms. Debasish Mazumdar Head Finance, Friedrich Ebert Stiftung	K-70B, Hauz Khas Enclave New Delhi	Tel: 91 (11) 26561361-64 Email: debasish@fesindia.org
Ms. Mandvi Kulshreshtha Project Manager, Friedrich Ebert Stiftung	K-70B, Hauz Khas Enclave New Delhi	Tel: 91 (11) 26561361-64 Email: mandvi@fesindia.org
Mr. Harneet Singh Bhatia	81, Pocket D, Mayur Vihar Phase II, Delhi - 110091	M: +91-9818307243 Email: hbhatia@gmail.com

Name and Organisation	Address	Contact Details
Mr. Sachin Kumar Adviser, Division of Education and Livelihood SEWA Himalayas	Village Chaminoo Chamba, HP	M: 91-9816624520 Email: samparksachin@gmail.com
Mr. Sandeep Kumar	E 8, First Floor, Green Park Ext, Near Green park Main Market, New Delhi - 110016	Phone No - +91-9810583063 Email: sandeepkumar.jha@gmail.com
Mr. Shailendra Singh Bisht Assistant Professor Marketing and Strategy Area, IBS, Hyderabad	G-06 ,Titanium Tower, PBEL CITY, Peerancheruvu Village, Near ORR APPA Junction, Rajendra Nagar Mandal, RR District Hyderabad - 500008 Andhra Pradesh	Tel: 91 (8417) 236660/61/62 Extn-5006 Fax: 91 (8417) 236653 Residence: 91(40) 23523169 Mobile: 91-9014186419 Email: shailendrabisht@gmail.com

