



CLIMATE LITERACY CAMPAIGN

WITH FOCUS ON WATER CONSERVATION-2018

COIMBATORE DISTRICT

PROGRAMME REPORT



Programme Coordination & Presented by



Community Organisation for Oppressed and Depressed Upliftment

15-A, Kongu Nagar East, Trichy Road, Ramanathapuram, Coimbatore - 641 045

Phone: 0422 - 2316178, Email: cooduindia@gmail.com / coodu_cbe@yahoo.co.in

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AN OVERVIEW

Tamil Nadu which is located in the southern most end of the Indian sub-continent constitutes about 4 percent of India's land area. Major share of the population are involved in agriculture. During 2015 -16, Tamil Nadu bagged the KRISH KARMAN AWARD from Government of India for achieving highest production of food grains which include Paddy, Pulses and Millets.

On the other hand, 80% of surface water and 90% of Ground water have been exploited in Tamil Nadu and the demand for water in Tamil Nadu is increasing. About 75% of available water is being consumed by agriculture while simultaneously demand from other sectors such as industry and domestic uses have grown significantly.

Environmentalists and Ecologists highlight the following 4 vital threats looming over the subcontinent.

- **General rise in Temperature**
- **Imbalance in Rainfall**
- **Frequent and powerful Cyclones**
- **Drought**

If we do not take adequate steps to address the above said four threats, we may face the consequences. It is strongly felt that, with the participation of the community we can overcome these issues and problems raised by the Environmentalists and Ecologists by equipping the community to understand the prevailing environmental scenario.

In order to create awareness among the rural and urban community, COODU with the overall guidance and support of NABARD, associated with ITC-MSK, MARICO, Schools, Colleges and TNAU and coordinated the following events.

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EVENTS COVERED IN THE CAMPAIGN

- ✦ *Village Level Programmes in different parts covering the entire district.*
- ✦ *Technical Awareness Program*
- ✦ *Events for Schools and Colleges*
- ✦ *Special Program for TNAU Students*
- ✦ *Climate Awareness Rally*

INAUGURAL WORKSHOP



CLIMATE CAMPAIGN LAUNCHED BY THE DISTRICT COLLECTOR



CLIMATE LITERACY CAMPAIGN - 2018

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INAUGURAL WORKSHOP



Dr Geetha Lakshmi, Professor, TNAU



Shri S Venkataraman, LDM, Coimbatore



Dr Kumaravadivelu, Prin. Scientist, KVK



Smt Bhanumathi, Jt Director (Agri), Coimbatore



ShriDinesh, ITC - MSK, Coimbatore



AEE, AED, Coimbatore



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VILLAGE LEVEL PROGRAMME (VLP)

To create awareness among small and marginal farmers and to mitigate climate change issues we have conducted following Village Level Awareness Programs in 5 villages in different blocks fairly covering the various geographical zones of the district.

VILLAGE LEVEL PROGRAMME - NO. 1

Village: Perumpathy / Block: Pollachi North / Date: 06 August 2018

About 45 farmers participated in the programme. Shri Baskaran, Forest Ranger and Ms Sharmila, Forest Guard, attended as special invitees and explained the various schemes of the Forest Department for supply of tree saplings (free of cost). They promised to provide 10,000 saplings to the farmers. During this reporting period 2,000 saplings were already planted with the support of the community. Shri S S Vaseeharan, AGM, NABARD, briefed about the purpose of the programme and encouraged the farmers to adopt water conservation measures so as to increase the efficiency and also to ensure safeguarding the environment. Dr S Kathiresan, Secretary, COODU NGO, explained about the various water conservation measures – agronomic, engineering and biological to the participants. Earlier, a small quiz competition was conducted for the children of Government Primary School at Perumpathy. The logistics for the programme were arranged by M/s Pasumai Coconut Farmer Producer Company.



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VILLAGE LEVEL PROGRAMME (VLP)

VILLAGE LEVEL PROGRAMME - NO. 2

Village: Thadagam (Nanjundapuram) / Block : P.N. Palayam / Date : 07 August 2018

45 participants' farmers attended the program. Shri M R Palanisamy, Deputy Director, Agri. Marketing, Coimbatore, advised the farmers to avail all the schemes of GOTN and encouraged the farmers to join the Collective Farming movement. Shri A. Asokan, Director, RSETI, narrated about the deforestation and role of Western Ghats. He requested the farmers to work with the neighbouring village community in protecting Western Ghats to mitigate the issues related to Climate Change. Shri S S Vaseeharan, DDM, NABARD, explained about the change in the intensity and pattern of precipitation altering natural vegetation, Cropping Patterns, Crop Combination, Agricultural Productivity and soil health. Shri Mani, FLC, Canara Bank gave the farmers some inputs on Financial literacy. Shri Muruganandham, CEO, Pasumai Coconut Producer Company, explained about how a small decrease in soil moisture affects the agricultural production. He urged that it is important to maintain soil moisture and soil health. Shri Arangasamy, Secretary, Ponnutramman Coconut Producer Society explained about marketing strategies for their products. He narrated the importance of the farmers being part of a FPO. Shri Narasimman, Agricultural Officer, Periyanaickenpalayam addressed the group members about micro irrigation systems. He explained about the subsidies available and procedure to avail the same. Dr. S. Kathiresan, Secretary, COODU explained about use of A Frame in developing trenches and bunding systems.



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VILLAGE LEVEL PROGRAMME (VLP)

VILLAGE LEVEL PROGRAMME - NO. 3

Village: Karavalli Madapur / Block : Sulur / Date : 21st August 2018

60 persons – mostly farmers and SHG members attended this program. Shri Shafi Ahmed, Assistant Director of Agriculture, Sulur, assured to provide subsidy for micro irrigation. On the same day, 14 farmers applied for subsidy and have been taken up for processing. The Block Technology Manager, ATMA Project, Sulur explained about the possibility for agriculture to actually absorb carbon into the soil rather than emitting it. She said that it is possible without a trade off with productivity and yields. She said it will help in achieving higher yields, more carbon in the soil and greater resilience to droughts and heat. Shri S.S. Vaseeharan, DDM, NABARD stated that farmers have to go for conservation of natural resources like soil, rain water, other sources of water and use the renewable energy like Sun light towards establishing Sustainable Agricultural Practices. By promoting and understanding of problems related to climate change we must adopt water conservation measures. Sr. Jenet, Secretary, RYTHEM NGO, Coimbatore explained about the role of women farmers in developing the nation. Women farmers role in agriculture is not negligible, hence due respect should be given to them and they must be treated equally. Mr. Alex CEO, SONTAM, FPO, Sulur also explained about the water conservation technologies like Farm Ponds, Trenches etc and assured the farmers that the FPO would facilitate in their availing subsidies for drip irrigation.



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VILLAGE LEVEL PROGRAMME (VLP)

VILLAGE LEVEL PROGRAMME - NO. 4

Village: Mugasisimsempatti / Block : Annur / Date : 27th August 2018

47 farmers participated in this program. The Ex Panchayat President explained about the role of Panchayat in promoting small and marginal farmers in Coconut Farms and other farms. He explained about the various Government Welfare Schemes. Mr. Palanisamy, Panchyat Secretary, Vadavalli Panchayat narrated how he is playing a dual role. Working as a farmer in his fields and he also provides enough time to serve the people. Hence he requests all the participants to work for the welfare of the entire community to overcome existing economical dependency and lead a self-reliant community.

Shri Saminathan, a Nursery Specialist from Annur participated and delivered his lectures on how a small nursery provides very good earnings. Dr. Kathiresan, Secretary COODU narrated about how to overcome drought situations and he explains various schemes related to water harvesting and agriculture allied activities.



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VILLAGE LEVEL PROGRAMME (VLP)

VILLAGE LEVEL PROGRAMME - NO. 5

Village: Samathur / Block : Pollachi South / Date : 29th August 2018

130 farmers have attended this program. S. S. Vaseeharan, DDM, NABARD explained about current issues and problems related to Climate Change. He said that through various water harvesting techniques, agricultural production can be improved. He also explained about land use and practices that have led to increased Green House Gases in the atmosphere which has been a major cause of climate change. It is important to keep a check on such activities in order to control climatic changes and ensure environmental harmony.

Shri R. Thanraj, Environmental Activist from Madurai, delivered his lecture on how excessive use of ground water is serious threat to our farming community. Moreover he narrated that small changes in the climatic conditions are also having a huge negative impact on the water system. Shri Karthik, a leading organic practitioner from Udumalpet in Tiruppur district explained about how to increase the income of the farmers by adopting Pro Nature Agricultural practices.

Mr. Ramesh, Executive from MARICO briefed about their companies and about the CSR initiatives. He described that the farmers should adopt latest technology of pest management in coconut fields. He also described about the Crop Insurance Schemes, and how to overcome from their debts. He also described about how to make bio pest repellent techniques at their farms and MARICO would provide the technology to the farmers in near future in free of cost. During the program the beneficiaries were selected.

Mrs. Thulasimani, CEO, Kottur-Malayandipattainam FPCL spoke about marketing issues and value added products in coconut fields. Dr.S.Kathiresan, Secretary, COODU addressed on Environmental issues related to climate change.



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TECHNICAL AWARENESS PROGRAMME

Venue: KVK, Karamadai / Date : 30th August 2018

To increase the awareness among the farming community, a Technical Awareness Session on Climate Change was arranged at KVK (Krishi Vigyan Kendra), Karamadai, for One Hundred stakeholders on 30th August, 2018. Dr. Panneerselvam, Professor and Head, Agro Climate Research Centre, TNAU inaugurated the program and while addressing the farmers he advised them to adopt updated cultivation practices and to equip themselves for climate change issues. He explained about the services being rendered by TNAU and urged the farmers to make use of the same. Shri S.S. Vaseeharan, Assistant General Manager, District Development, NABARD, Coimbatore, explained about the importance of PMFBY to mitigate climate change risks.

Dr. P Kumaravadivelu, Senior Scientist and Head, ICAR, KVK, spoke on various technologies suitable for major crops in Coimbatore district which need to be adopted according to various climates, more particularly during increased atmospheric temperature and drought. He further explained on maintaining microclimate of individual farms through Integrated Farming System Technologies.

Ninety four beneficiaries participated and benefitted from this program.



CLIMATE LITERACY CAMPAIGN - 2018

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EVENTS FOR SCHOOL/COLLEGE STUDENTS

Venue: Nirmala College / Date: 30th August 2018

“**Catch them young**” was the idea behind arranging events for school children. They are the future of this nation and their stake in the aftermath of climate change is huge. Hence, we organized many events to equip and motivate the students on various topics on CLIMATE CHANGE.

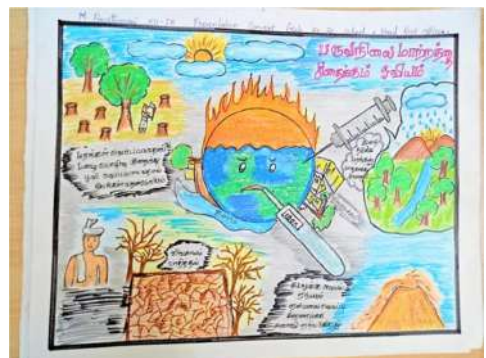
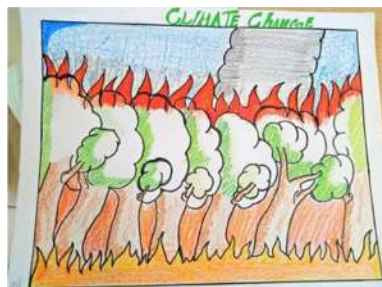
Quiz Competition:

This quiz completion was organized at Nirmala College, Coimbatore. More than 100 students were screened by 11 schools before deputing 35 children for the quiz contest. The following topics were given to students for the competition:

- ✚ The role of Youth in Water Management
- ✚ Efficient Water Management in Agriculture
- ✚ Climate Change and its Impacts

Drawing competition:

To equip the students and to bring out their hidden potential and vision, drawing competition was organized for school students (both boys and girls). Preliminary competitions were organized at the school level and among them 33 students were deputed for the Drawing Competition. The winners were awarded with prizes



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EVENTS FOR SCHOOL/COLLEGE STUDENTS

Venue: TNAU, Coimbatore / Date: 31st August 2018

Debate:

Though there may be many ways to combat the existing environmental problems, to help school children to ponder on solutions to the same a debate (Patti mandram) on **“Water management – whose responsibility – Society / Individuals?”** was organized in Tamil. **Mrs. Uma Maheshwari** an eminent resource person and a Television Anchor from Coimbatore played the moderators role. After the debate prizes were distributed.



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EVENTS FOR SCHOOL/COLLEGE STUDENTS

Venue: TNAU, Coimbatore / Date: 31st August 2018

English Elocution for TNAU Students:

An elocution contest on “Climate Change – It’s impact and our preparedness” was organized for students of Colleges affiliated to TNAU in the district. After preliminary events were conducted in the various colleges, 5 finalists participated in the finals on 31 August 2018. The students excelled in their analysis of the cause and the solutions.



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RALLY WITH COLLEGE STUDENTS

Venue: Race Course, Coimbatore / Date: 31st August 2018

With the support of 335 students from three colleges the Rally on Climate Awareness, was organized to disseminate the knowledge gained by students during the Students Events. The rally was flagged off by Shri T N Hariharan, IAS, District Collector. He commended the students for their participation in the rally to create awareness on climate change.

Shri S S.Vaseeharan, AGM, NABARD, said that the month long campaign comes to a close on 31 August 2018. He commended the active support given by the District Administration and various stakeholders. He further said that the campaign aimed at initiating a series of responses to mitigate climate change related risks. He thanked the FPOs, NGOs and student community for actively participating in the various events. The Rally started at the Collector's Camp office and crossed more than 3 Kilometers.



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RALLY WITH COLLEGE STUDENTS

Venue: Race Course, Coimbatore / Date: 31st August 2018



The Rally ended at Nirmala College and the valedictory function was organized. The students holding placards explained to passers-by on the need to maintain ecological balance and on various issues connected with climate change and environment viz.,

- ✚ Air Pollution
- ✚ Promotion of Minor Millets
- ✚ Bio Compost & Bio Pest Repellent
- ✚ Waste Management
- ✚ Save Water Concept
- ✚ Adaptation of Sustainable Agriculture
- ✚ Noise Pollution
- ✚ Biodiversity and Climate Change
- ✚ Protection of Amphibians and Climate Change
- ✚ Carbon and Land Management



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SUCCESS / IMPACT OF THE CAMPAIGN

With the stakeholders' participation and with the support of student community this campaign had reached a milestone in making the community aware of climate change in Coimbatore district.

MARICO an international company has played a vital role in this campaign. They have agreed to conduct 20 such Village Level Awareness Programs. Between 30th October and 13th September they have already conducted 6 programs.

Under MARICO – CSR activity they have made agreement with COODU to develop 300 hectares of land and to support 300 Coconut Farmers in Kinanathukadavu Block of Coimbatore District. Rs. 46,00,000/- has been sanctioned to COODU. Under this program Trench Cum Ponds in 300 hectares and 30 Farm Ponds would be made during this year.

ITC has also consented to develop 40 tribal farmers land and promote Watershed Programs under Water Management Scheme at Pungampalayam Village, Maruthur Panchayat of Karamadai Block, Coimbatore District.

During the Perumpathy program, the Forest Ranger has attended as a resource person with their forest personnel. They promised to provide 10,000 saplings to the farmers. And during this reporting period 2,000 saplings were already planted with the support of the community.

Agriculture Department representatives assured to provide drip irrigation subsidy schemes. 14 Farmers immediately provided their applications and all the application have been processed.

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SPECIAL THANKS TO...

- ✦ Thiru. T.N.Hariharan, I.A.S., District Collector, Coimbatore
- ✦ Dr Mahimairaja, Dean, TNAU
- ✦ Dr Latha, Professor & Staff Advisor, TNAU
- ✦ Thiru. S Venkataraman, LDM, Coimbatore
- ✦ Tmt Uma Maheshwari, Television Anchor/Debate Organiser
- ✦ Thiru. Vanangamudi, L.D.M., (Rtd.), Coimbatore
- ✦ Thiru. K Ilamurugu, Vice President, HDFC Bank
- ✦ Tmt Lakshmi Priya, Microbiologist & Environmentalist
- ✦ Dr B J Pandian, Director, Water Technology Centre, TNAU
- ✦ Dr Geetha Lakshmi, Professor, Agronomy, TNAU
- ✦ Smt Bhanumathi, JD (Agri), Coimbatore
- ✦ ITC – MSK Team
- ✦ MARICO Team
- ✦ Sr Jenet, Secretary, Rhythem Social Service Society for Women
- ✦ M/s Pasumai Coconut Producer Company
- ✦ M/s Sontham Farmer Producer Company Ltd
- ✦ M/s Kottur Malaiyandipattinam Farmer Producer Company Ltd
- ✦ Principal, Nirmala College for Women
- ✦ Principal, CSI Bishop Appasamy College
- ✦ Principal, Bishop Ambrose College and
- ✦ Principals of all the Schools & Colleges that participated
- ✦ Mrs Sarayu, Quiz Master and
- ✦ Special thanks to Smt Padma Raghunathan, CGM,NABARD Chennai & team for giving COODU an opportunity to conduct the campaign in Coimbatore district



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CAMPAIGN ON NEWS...



தேசிய வேளாண்மை மற்றும் ஊரக வளர்ச்சி வங்கி சார்பில், தண்ணீரை காப்போம், கண்ணீரை துடைப்போம் என்ற விழிப்புணர்வு பேரணி கோவை ரேஸ்கோர்சில் நேற்று நடந்தது. இதில் ஏராளமான கல்லூரி மாணவிகள் பங்கேற்றனர்.



பருவநிலை மாற்றம் குறித்த விழிப்புணர்வு பேரணி கோவை ரேஸ்கோர்சில் நேற்று நடைபெற்றது. இதில் கலந்து கொண்ட மாணவிகள் பேரணியாக சென்ற போது எடுத்த படம்.



கோவை ரேஸ்கோர்சில் இன்று பருவநிலை மாற்றம் குறித்த விழிப்புணர்வு பேரணி நடந்தது. இதில் கல்லூரி மாணவிகள் கலந்து கொண்டு ஊர்வலமாக சென்றனர்.



தேசிய வேளாண்மை மற்றும் ஊரக வளர்ச்சி வங்கி சார்பில், 'தண்ணீரை காப்போம், கண்ணீரை துடைப்போம்' என்ற விழிப்புணர்வு பேரணி, கோவை ரேஸ்கோர்சில் நேற்று நடந்தது. இதில், ஏராளமான கல்லூரி மாணவிகள் பங்கேற்றனர்.

CAMPAIGN ON NEWS...

பூமி வெப்பமயமாதலை தடுக்க மரங்கள் வளர்க்க விழிப்புணர்வு

கிணத்துக்கடவு, ஆக 7- பூமி வெப்பமயமாதலை தடுக்க, அதிகளவு மரங்கள், மாடுகள் மற்றும் மண்புழுக்களை வளர்க்க வேண்டும் என, பெரும் பதியில் நடந்த, விழிப்புணர்வு நிகழ்ச்சியில் வலியுறுத்தப்பட்டது.

பொள்ளாச்சி வடக்கு ஒன்றியம், பெரும்பதி கிராமத்தில், பசுமை தென்னை உற்பத்தியாளர் நிறுவனம் சார்பில், பூமி வெப்பமயமாதலை தடுக்கும் விழிப்புணர்வு கூட்டம் நேற்று நடந்தது.

நிகழ்ச்சிக்கு, நபாட்டு வங்கி கோவை கிளையின் கூடுதல் பொது மேலாளர்

வசீகரன் தலைமை வகித்தார். பெரும்பதி, பசுமை தென்னை உற்பத்தியாளர் நிறுவன தலைவர் திரு வேங்கடம் முன்னிலை வகித்தார்.

'கூடு' அறக்கட்டளை ஒருங்கிணைப்பாளர் கதி ரேசன் பேசியதாவது:

மூன்று மாதங்களில் பெய்ய வேண்டிய பருவ மழை, மூன்று நாட்களில் கொட்டி தீர்த்துள்ளது. இதற்கு புவி வெப்பமய மாதல் நிகழ்வு முக்கிய காரணமாகும்.

இந்நிலையை தடுக்க, பூமியில் அதிகளவு மரங்கள் நட்பு வளர்க்க வேண்டும். மாடுகள், மண்புழுக்

கள் வளர்க்கும்போது, மண்வளம் அதிகரித்து, சாகுபடியிலும் பாதிப்பு ஏற்படுவதில்லை, ' என்றார்.

நிகழ்ச்சியில், கோவை வனத்துறை அலுவலர்கள் பாஸ்கரன், சர்மிளா ஆகியோர் பங்கேற்று, வன வளம், வனத்துறையின் பல்வேறு திட்டங்கள் குறித்து விவசாயிகளிடம் தெரிவித்தார்.

கனரா வங்கியின் புதுப் புதுார் கிளை மேலாளர் அசோகன் மற்றும் பசுமை தென்னை உற்பத்தியாளர் நிறுவன நிர்வாகிகள், விவசாயிகள் பங்கேற்றனர்.

வேளாண் தொழில்நுட்ப விழிப்புணர்வு கருத்தரங்கம்

கோவை, செப்.1: கோவை காரமடையை அடுத்த விவேகானந்தபுரத்தில் உள்ள இந்திய வேளாண் ஆராய்ச்சி கழகத்தின் வேளாண் அறிவியல் நிலையத்தில் விவசாயிகளுக்கான பருவநிலைமாற்றங்களுக்கேற்பவேளாண் தொழில்நுட்பங்கள் பற்றிய விழிப்புணர்வு கருத்தரங்கம் நேற்று நடந்தது.

வேளாண் அறிவியல் நிலையத்தின் தலைவர்

குமாரவடிவேலு துவக்கி வைத்தார்.

தமிழ்நாடு வேளாண்மை பல்கலை கழகத்தின் வேளாண் காலநிலை ஆராய்ச்சி மைய தலைவர் பன்னீர்செல்வம் தலைமை வகித்தார். அவர், தமிழ்நாடு வேளாண்மை பல்கலைக்கழகத்தின் புதிய வேளாண் தொழில்நுட்பங்கள் பற்றி விவசாயிகளிடம் கூறினார்.

மேலும், வானிலை சார்ந்த விவசாயம் என்பதை வலியுறுத்தினார். இதில், புவிவெப்பமயமாதல், பருவநிலை மாற்றம், அதனால் விவசாயத்தில் ஏற்படும் இழப்புகள் பற்றியும், அதனை தடுக்கும் வழிமுறைகள் பற்றியும், அதற்கான புதிய தொழில்நுட்பங்கள் பற்றியும் விவாதிக்கப்பட்டது. இதில், பொதுமக்கள், விவசாயிகள், கிராமப்

புற விவசாய அனுபவ பயிற்சி திட்டத்தின் கீழ் பயிற்சி பெற்று வரும் ராமகிருஷ்ணா மிஷன் மற்றும் தமிழ்நாடு வேளாண் பல்கலைக்கழக மாணவர்கள் பங்கேற்றனர். இதற்கான ஏற்பாடுகளை, "கூடு" தன்னார்வ தொண்டு நிறுவனம் மற்றும் தமிழ்நாடு வேளாண்மை பல்கலைக்கழக மாணவர்கள் செய்து இருந்தனர்.

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