



CELEBRATING
15
years

ANNUAL REPORT

2022-2023



www.SwitchON.org.in



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FPO MEETS



MOVE FOR EARTH



MOVE FOR EARTH SNAPSHOT

14701

REACH

18

NUMBER OF DISTRICTS

30

NUMBER OF TRAININGS

39

NUMBER OF COMPETITIONS

The SwitchON Foundation launched Move for Earth to commemorate its 15th anniversary, an initiative aimed at creating a smart and positive future. To celebrate and inspire climate action, we embarked on a Cycle Expedition across some states of India, that covered various cities, towns, and villages across West Bengal and Odisha. Alongside our partners, we organised citizen juries along with a range of meaningful events and activities.

Move for Earth united and amplified the collective voice of Climate Champions, equipped communities with key tools, new-age skills, resources and networked ecosystems to become the ambassadors of change.



Smt. Aparna Sen
Eminent Film Director



Shri P V S Suryakumar
Deputy MD, NABARD

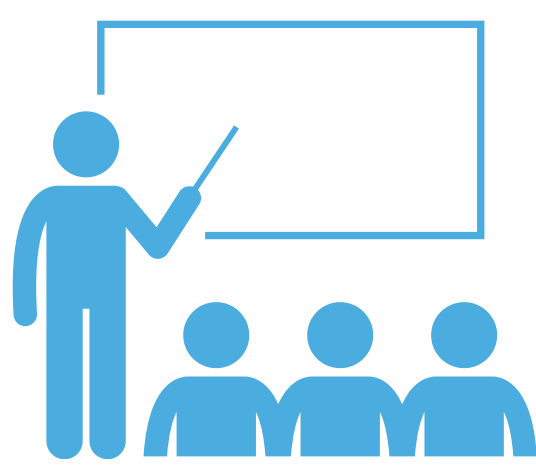


Mr. Manfred Auster
*Consul General of
Germany in Kolkata*

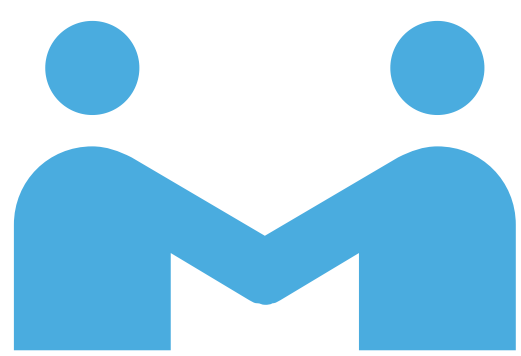


Smt. Sulochana Das
*Honourable Mayor,
BMC*

OVERVIEW OF KEY ACTIVITIES CONDUCTED



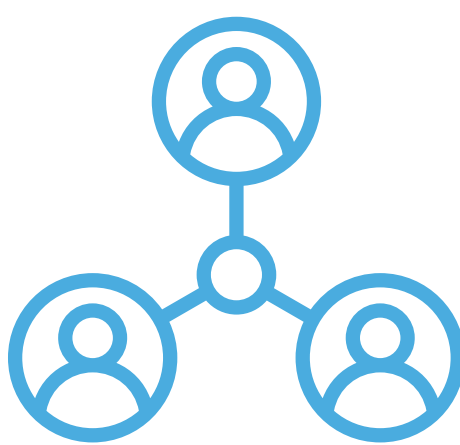
**SKILL DEVELOPMENT
TRAINING**



**SEED FESTIVAL
AND BUYER-SELLER
MEETS**



**RENEWABLE
ENERGY
EXPOSURE VISITS**



**STAKEHOLDER
MEETINGS**



**MILLET COOKING
WORKSHOPS**

MOMENTS FROM MOVE FOR EARTH

CONNECTED WITH MILLET FARMERS PURULIA



CYCLE RIDE PASCHIM BARDHAMAN



INTERACTION WITH YOUTH NAIHATI



YOUTH CITIZENS' JURY KOLKATA

MOMENTS FROM MOVE FOR EARTH



BEACH CLEAN-UP DRIVE
PURI



CITIZENS' JURY
BHUBANESWAR



INTERACTION WITH WOMEN
ANGUL



OUTREACH TO FARMING COMMUNITIES
SONEPUR



FOREWORD

Yavatmal has one of the highest farmer suicide rates in Maharashtra. With support from SwitchON, our women-led Farmer Producer Company (FPC) has achieved remarkable strides. We've facilitated 40 farmers under the Karz Mukht Abhiyan scheme and they have started farming again. 70% of our workforce are women, many of whom serve on our board of directors. We've garnered recognition from local government officials for our sustainable farming practices and community impact. Under the State of Maharashtra Agribusiness and Rural Transformation (SMART) Project we aim to expand further. With SwitchON's backing, we're determined to reach even greater heights and make a lasting impact on our community's well-being. We wish SwitchON all the very best in its endeavours.

Best Regards
Dr. Prachari Meenakshi Savarkar,
President, Sarvanath Waghadi Farmer
Producer Organisation, Yavatmal,
Maharashtra



Living in Durgapur has made me acutely aware of the heavy toll air pollution takes on our health and environment. The health concerns due to the poor air quality of the industrial city and the smog filled skies is undeniable.

Amidst this challenge, SwitchON Foundation stands as a testament to resilience and possibility. From building awareness about air pollution engaging children, youth, parents, citizens and multiple stakeholders to providing trainings and workshops to tackle the issue practically. I am proud to have taken part in the global cycle ride for sustainable mobility in my city. I along with my friends have attended various training programs, tree plantation drives and green walks for clean air. My heartfelt good wishes go out to SwitchON Foundation for their unwavering dedication to this cause.

Best Regards
Ishani Roy,
Durgapur Women's College,
West Bengal

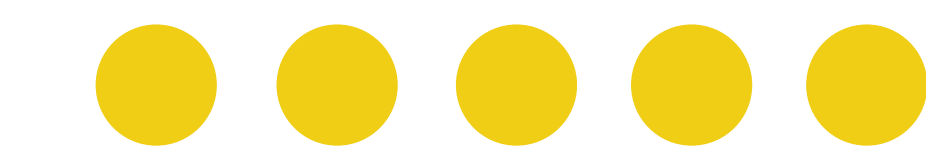




FROM THE DIRECTOR'S DESK

It gives me immense pleasure to present the annual report for the year 2022-2023, highlighting the remarkable achievements and progress of our organisation. Our team has grown twofold, and we have embarked on the inspiring 'Move For Earth' Cycle ride initiative where we connected with communities and inspired them to take climate action.

We expanded our presence by opening new offices in existing states, including Maharashtra. Alongside, we have revamped our organisational strategies and programs. It's a moment of pride to announce that we've been recognized as a 'Great Place to Work.'



This year, our new initiatives encompass a diverse range of endeavours. We are actively promoting the cultivation and consumption of millets, empowering women entrepreneurs, encouraging sustainable waste management practices and advocating use of green steel, marking our commitment to a greener and more sustainable future.

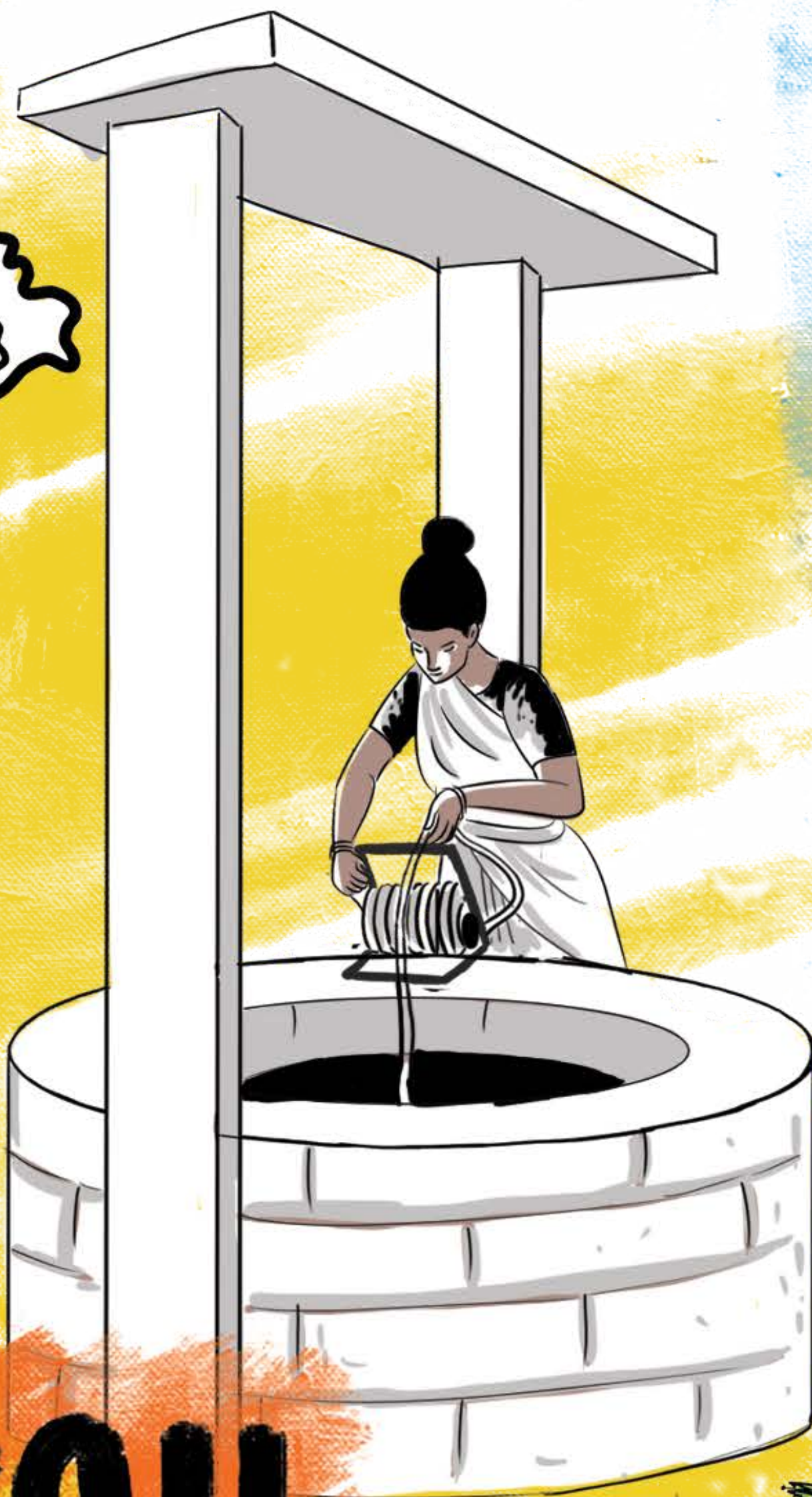
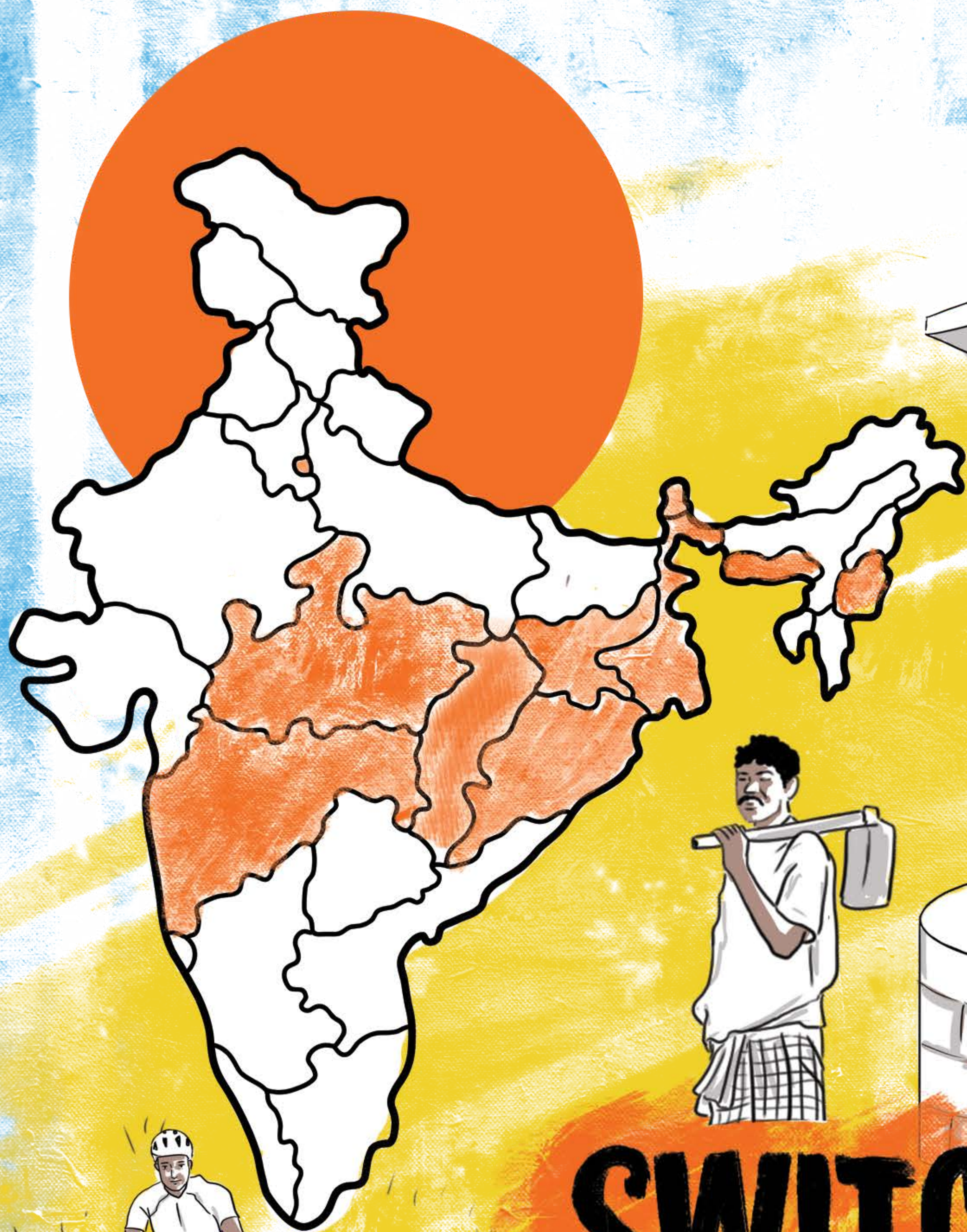
I would like to express my sincere gratitude to our dedicated team, our partners, and all our stakeholders for their unwavering support and commitment. It is their collective efforts that have made our achievements possible.

As we reflect on the accomplishments of the past year, we also look forward to the opportunities and challenges that lie ahead. Exciting times ahead for the organisation as we **decentralise and deepen our impact** wherever we go.

A handwritten signature in black ink, appearing to read 'Vinay Jaju'.

Best Regards
**Vinay Jaju, Managing Director,
SwitchON Foundation**

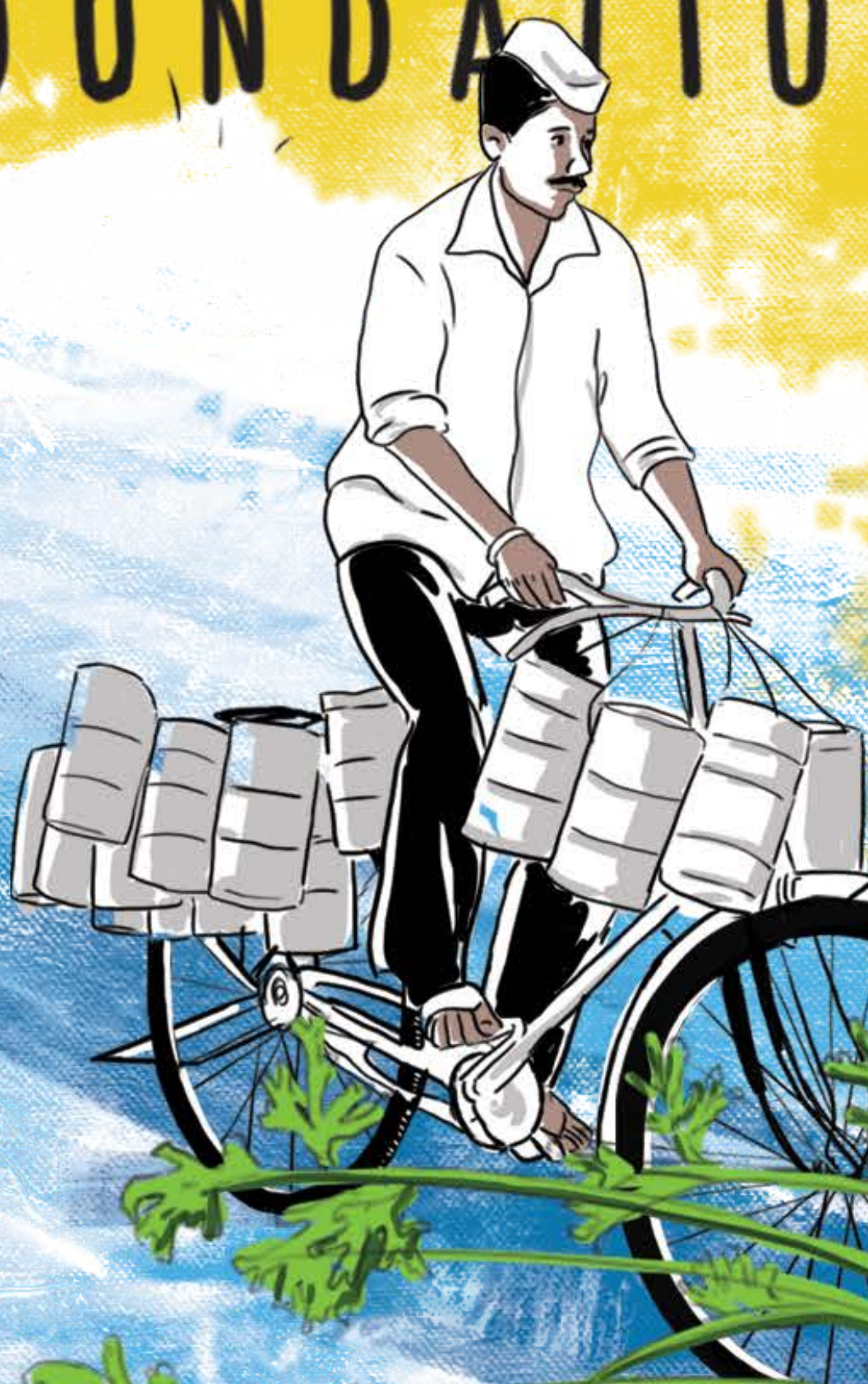




SWITCH



FOUNDATION



ABOUT SWITCHON

At SwitchON, strengthening and scaling the existing ecosystems and replicating at scale the networks that we have built at the grassroots, aims for a deepening impact. SwitchON has been leading the way in working at adapting methods that are hyper-localised and innovative.

Over the years, we have grown as a dynamic, award-winning not-for-profit, registered as the Environment Conservation Society, working across Clean Air Sustainable Cities, and Energy, Water, and Agriculture Nexus.

Our programs, projects, and initiatives serve as catalysts, motivating individuals to embrace eco-friendly practices and embrace a lifestyle that fosters sustainability while minimizing harm to the environment.

We are actively working on Environmental and Climate Change issues for the past 15 years. We have established multiple enterprises and networks with prominent partners globally and work very closely with government ministries and departments of India.



AWARDS



WE ENSURE LOVE AND ACTION FOR THE EARTH, LEADING TO BETTER LIVELIHOODS AND WELL-BEING FOR ALL



Promoting sustainable livelihoods and addressing environmental challenges through innovative business models and technologies



A Sustainable and Equitable India

- Influence policy to implement robust climate policies.
- Inspire people to adopt environment-friendly behaviour and sustainable lifestyles.
- Promote appropriate technologies and practices through projects, events, and studies.
- Build , Incubate and support sustainable enterprises and entrepreneurs to ensure market driven impact
- Create a networked ecosystem to scale and replicate promising climate solutions.
- Generate innovative evidence-based knowledge products and learning content.



WHY? CLIMATE ACTION



Underserved Communities, Farmers, Women, Children and the Natural World are particularly at risk due to consequences of Climate change.



Their **Livelihoods, Health, Well-being & Existence** : are in danger as it is directly linked to climate.

“ We are building a movement to scale proven climate solutions.”

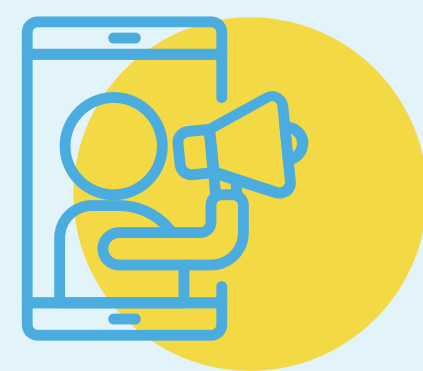
HOW?

INFORM - POLICY



We work with governments and influence and encourage policymakers to formulate and implement robust climate policies.

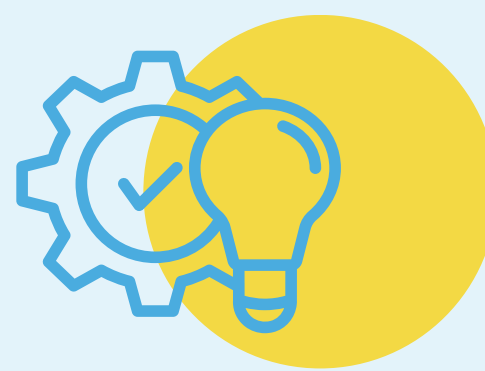
INFLUENCE - BEHAVIOR



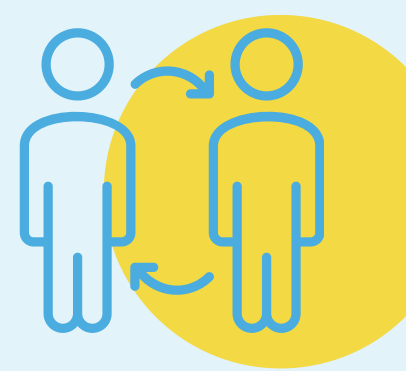
Through our programs, projects, and initiatives, we are inspiring people to reduce the harmful effects on the environment by adopting environment-friendly behavior and leading a more sustainable lifestyle.

WHAT?

STRATEGIC INTERVENTIONS



- Promoting appropriate technologies and practices via Projects - Events - Studies
- Build and **Incubate Sustainable enterprises** and support entrepreneurs and business.
- Creating a **Networked Ecosystems** - Help prove, scale and replicate promising climate solutions by bringing all stakeholders.

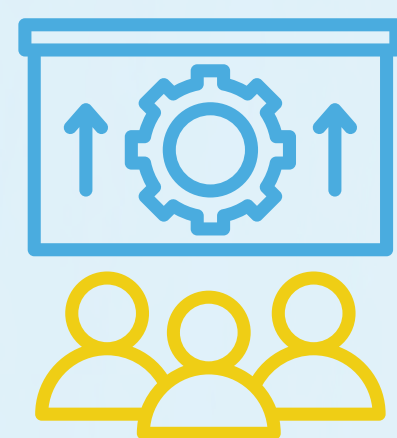


EFFECTIVE COMMUNICATION & COLLABORATIVE APPLIED RESEARCH:

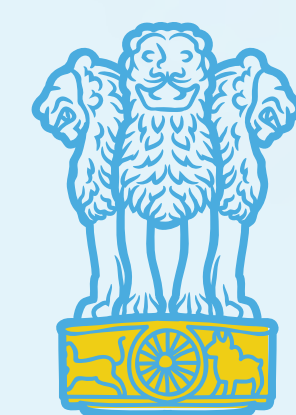
- Creating and co-creating innovative **evidence-based knowledge products, learning content.**
- Disseminating information through various outreach initiatives on digital / social and conventional media.



**STRONG FIELD
PRESENCE
ACROSS MULTIPLE
STATES OF INDIA**



**TRAINING, CAPACITY
BUILDING &
UPSKILLING**

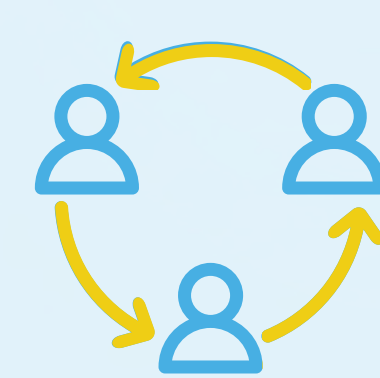


**STRONG PARTNERSHIP
WITH VARIOUS
GOVERNMENT
DEPARTMENTS**

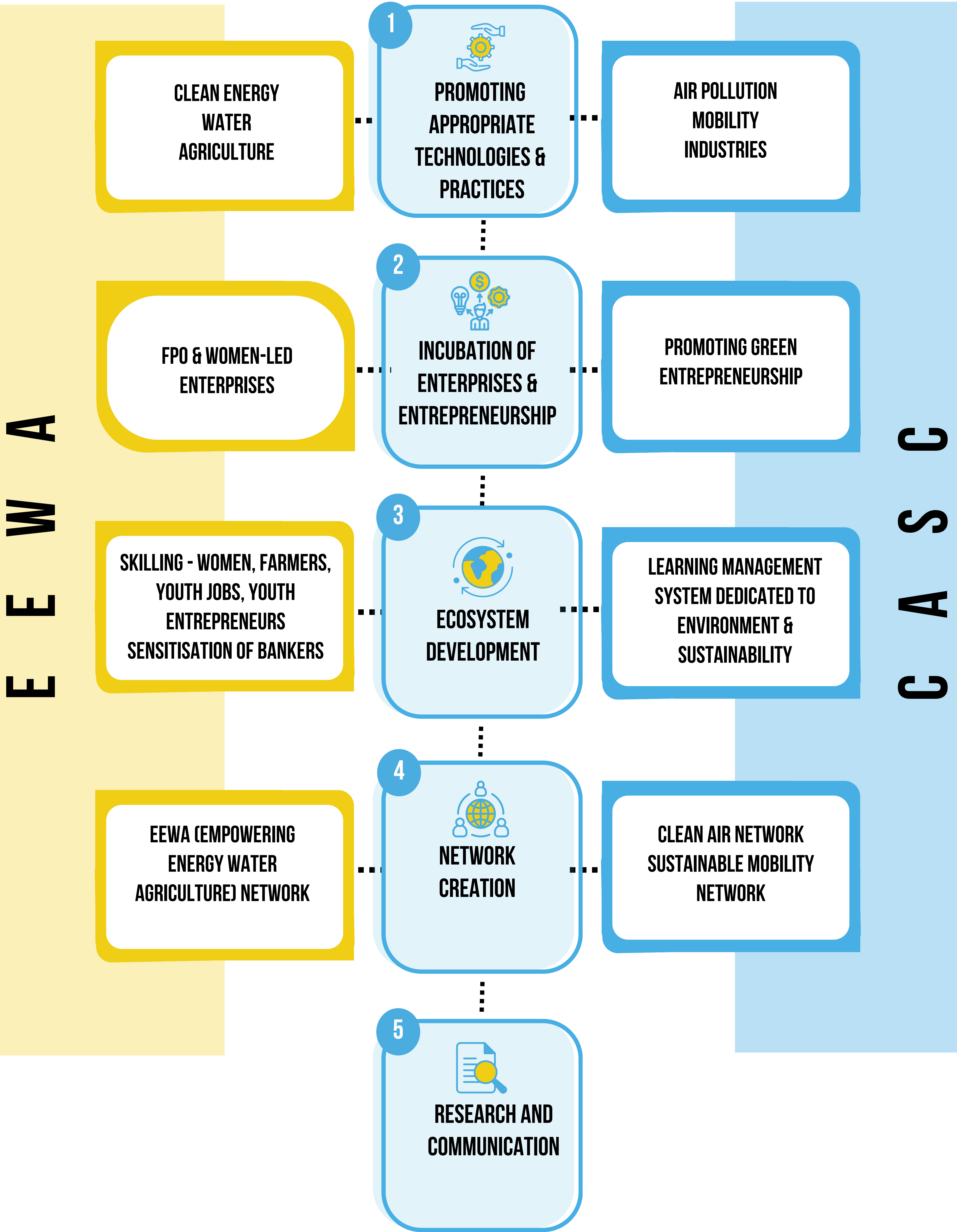
OUR EXPERTISE

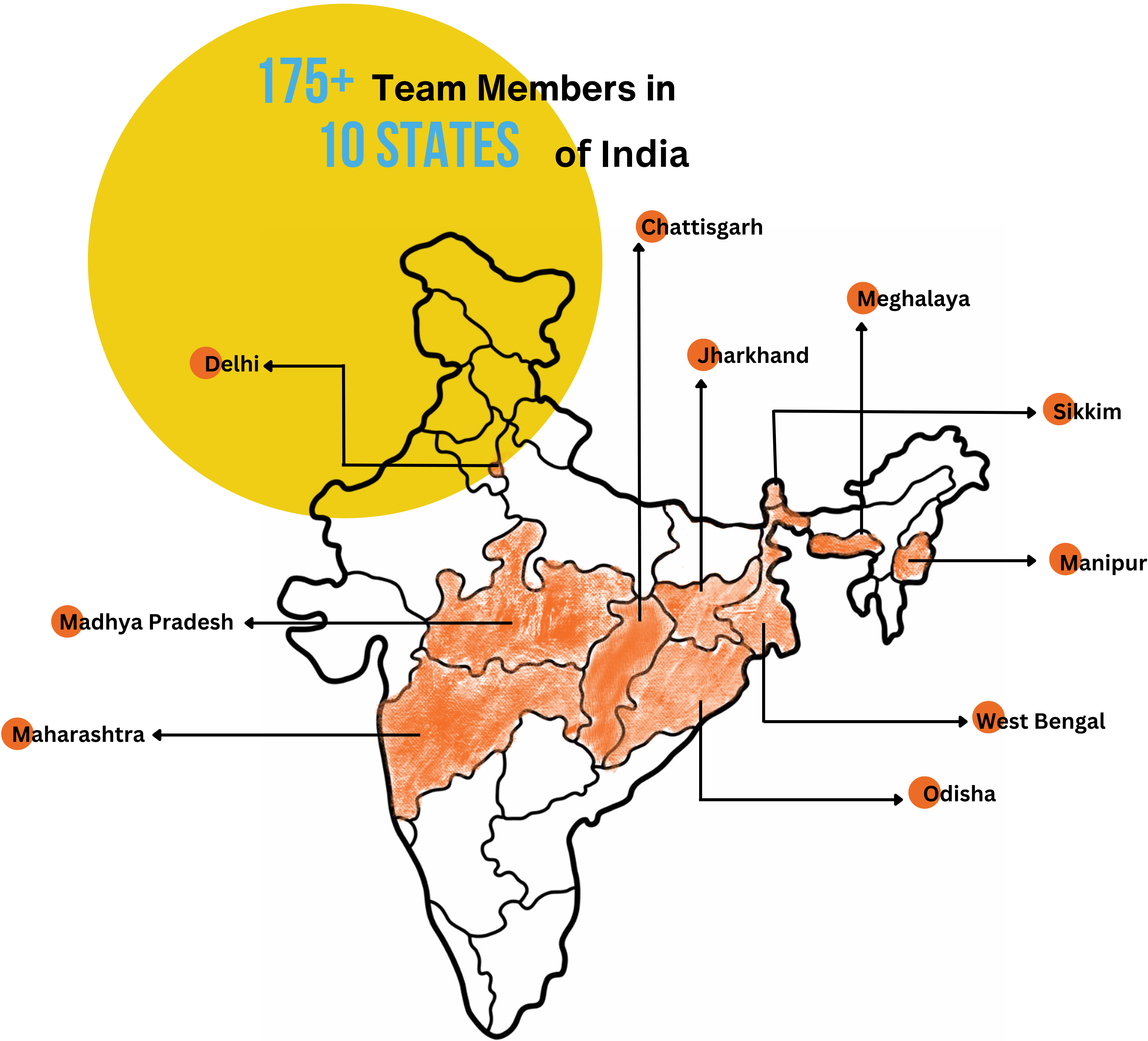


**POLICY LEVEL
ADVOCACY VIA ACTION
RESEARCH**

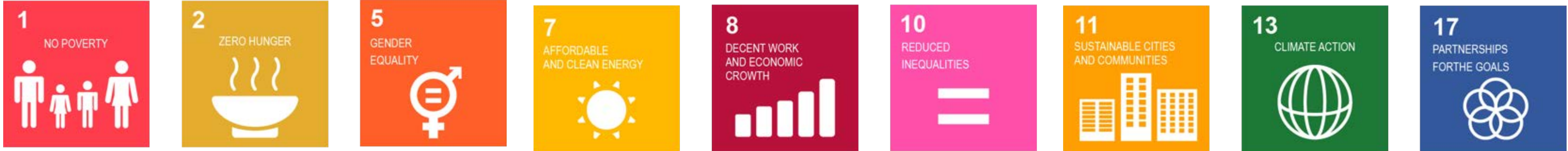


**COMMUNICATION &
DISSEMINATION OF
INFORMATION**





ALIGNMENT WITH SUSTAINABLE DEVELOPMENT GOALS



OUR FUNCTIONAL AREAS

ENERGY

Recognizing the pressing need to shift our energy dependency from fossil fuels to clean energy sources, we facilitate the adoption of solar pumps and Decentralised Renewable Energy (DRE). As advocates of clean energy access, we are driving sustainable development in rural India.



WATER

Promoting Groundwater Management by training women on monitoring groundwater levels, soil and water conservation, rainfall, and empowering them to cultivate crops that align with available water resources while aiding surface and groundwater management. Additionally, we advocate for micro-irrigation and sprinkler techniques among farmers, fostering efficient water utilisation and contributing to a resilient and thriving agricultural community.



AGRICULTURE

Advocating and implementing climate-resilient agricultural practices that empower farmers to effectively cope with the challenges posed by climate change. Through these practices, we aim to not only reduce cultivation costs but also enhance productivity and income opportunities for farmers.



WOMEN EMPOWERMENT

Firmly committed to women's empowerment, we advocate equal access to employment, leadership roles, and decision-making at all levels. Our initiatives encompass capacity building, scheme establishment, and market linkages for SHGs and IFCs, fostering social and economic empowerment. Skill development and entrepreneurship support drive our vision of a world where women thrive and lead in every aspect of life.



SKILLS & JUST TRANSITION

SwitchON Foundation drives the transition to a greener future through skill development. It upskills youth in renewable energy, empowers women and FPOs. Training sessions on maintenance of solar water pumps to promote renewable energy adoption in rural areas.



AIR POLLUTION STEWARDSHIP

Empowering children, youth and civil society to tackle environmental and climate change issues through training on air pollution and air quality data, workshops on waste management, competitions and events on prominent days to raise awareness and help them inculcate a sustainable lifestyle.



AIR POLLUTION : A HEALTH EMERGENCY

Bringing together doctors, medical students and child right NGOs for educating citizens on the ill effects of air pollution and recognizing it as a public health emergency. Influencing policy makers for the need of urgent action for clean air.



CLIMATE-RESILIENT CITIES

Creating a mechanism of a coalition of empowered local power structures, influencers, and community leaders to come together to tackle the issue of air pollution.

SUSTAINABLE MOBILITY

Promoting green and sustainable modes of transportation like non-motorised vehicles and electric vehicles to reduce environmental impacts, alleviate traffic congestion and enhance overall public health.



GREEN ENTREPRENEURSHIP

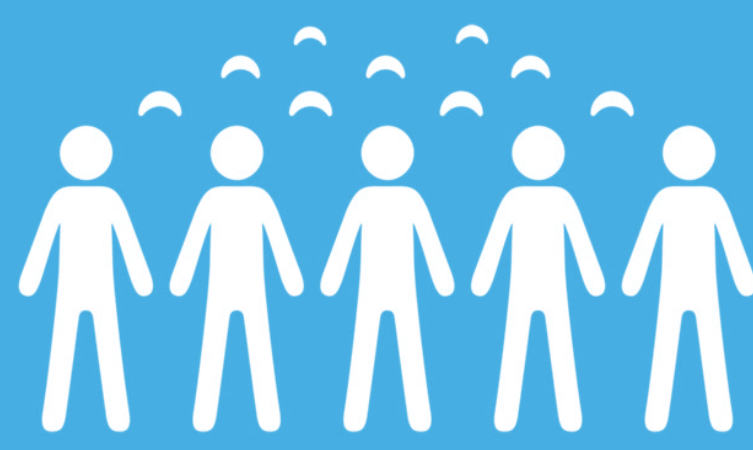
Supporting and promoting green enterprises and startups working in the sustainable areas of renewable energy, electric mobility, climate smart agriculture, pollution control, waste management and circular economy, sustainable textiles and fashion, sustainable and healthy foods.



SWITCHON AT A GLANCE - 15 YEARS

Reached 10 States
113 Districts and
5420 Villages



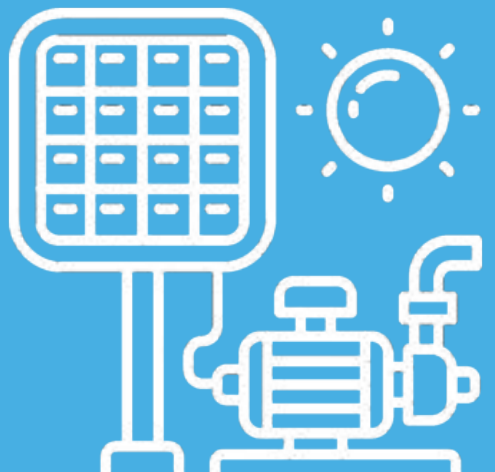

Impacted over
10,00,000
people

Sustainable
Farming Across
17,907
Hectares of Land



Engaged with
300+
Schools for
Awareness
Programmes




Facilitated Installation
1536 of Solar Pumps

Enabled Formation
of **59** FPOs



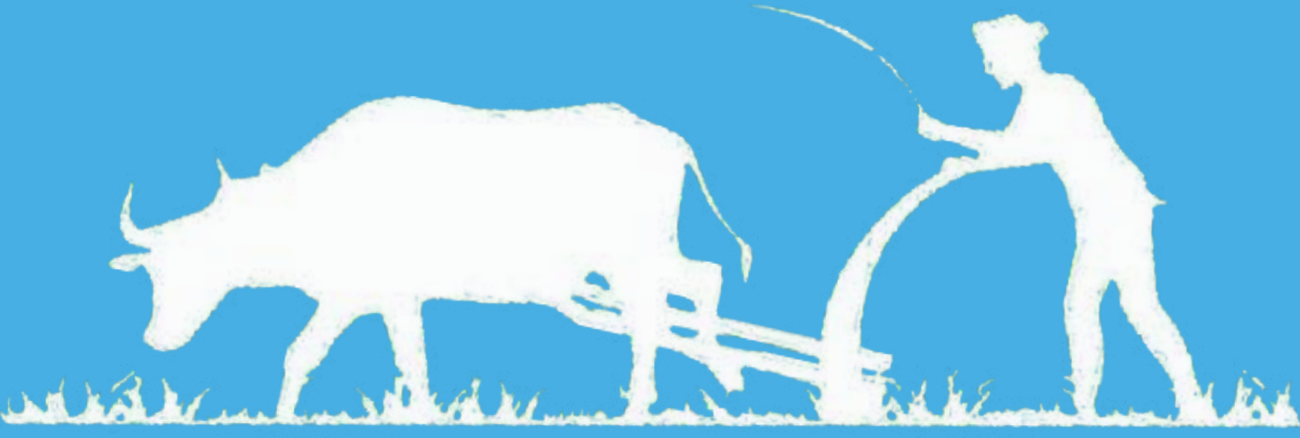
Promoting **152**
Producer
Groups Under
IFCs



9731
Trained Youth



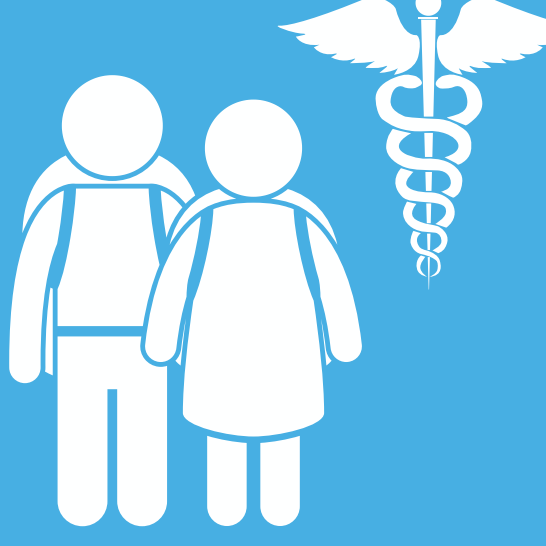
Trained Farmers **9820**



Trained Women **2266**



Fostered **100+**
Students for Medical
Ambassador Programmes



Empowered
2566
Rural Women Entrepreneurs

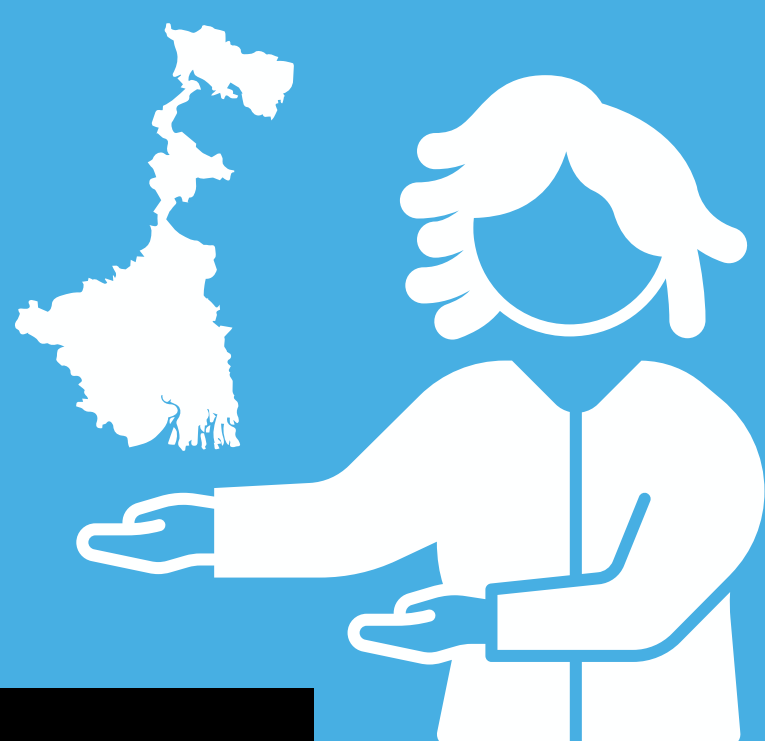
Air Quality **50**
Monitors Installed

Collaboration With
Partners/CSOs/NGOs
355



Supporting **100+**
Green Entrepreneurs for strengthening
of sustainable startup ecosystem in WB

Engaged with **200+**
colleges and universities
for building awareness



Engaged with
college students to build awareness on green
business

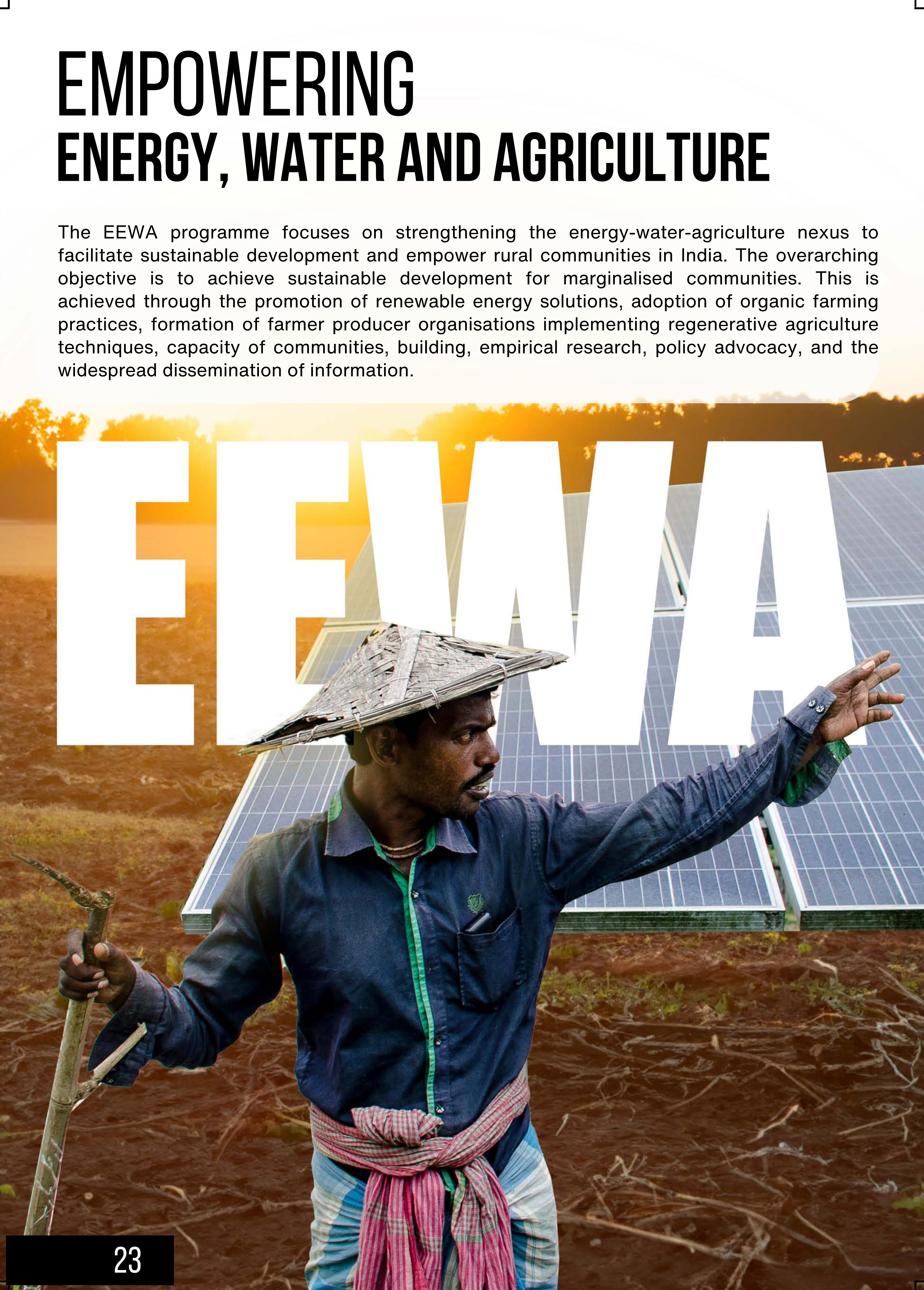




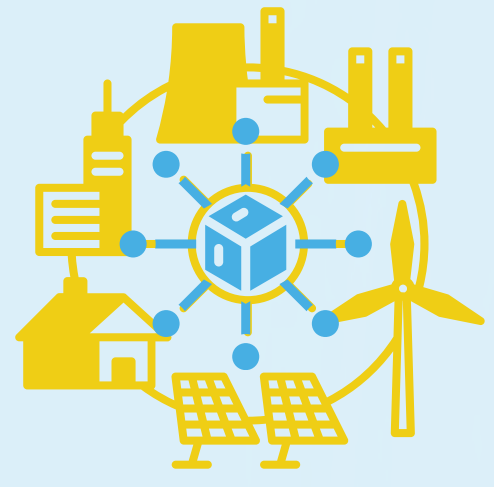
EMPOWERING ENERGY, WATER AND AGRICULTURE

The EEWA programme focuses on strengthening the energy-water-agriculture nexus to facilitate sustainable development and empower rural communities in India. The overarching objective is to achieve sustainable development for marginalised communities. This is achieved through the promotion of renewable energy solutions, adoption of organic farming practices, formation of farmer producer organisations implementing regenerative agriculture techniques, capacity of communities, building, empirical research, policy advocacy, and the widespread dissemination of information.

EEWA

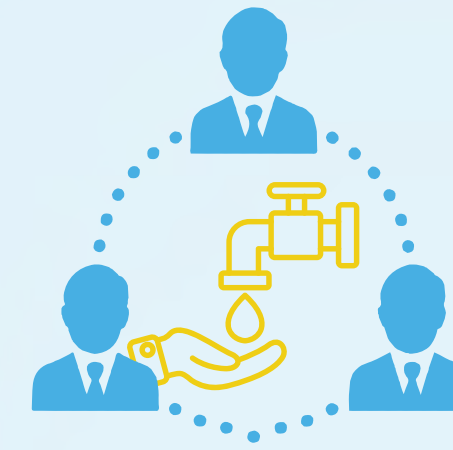
A man wearing a blue long-sleeved shirt, a traditional conical hat, and a red and white striped cloth around his waist stands in a field. He is gesturing with his right hand towards the background. In the background, there are rows of solar panels installed in a field under a bright, hazy sky. The large white text 'EEWA' is overlaid on the image.

1



**DISTRIBUTED
RENEWABLE
ENERGY (DRE)**

2



**SUSTAINABLE WATER
CONSERVATION &
MANAGEMENT**

INITIATIVES

3



**FPO & AGRI-ALLIED
ENTERPRISES**

4



**SUSTAINABLE
AGRICULTURE &
PROMOTION OF CLIMATE-
RESILIENT CROPS**

5

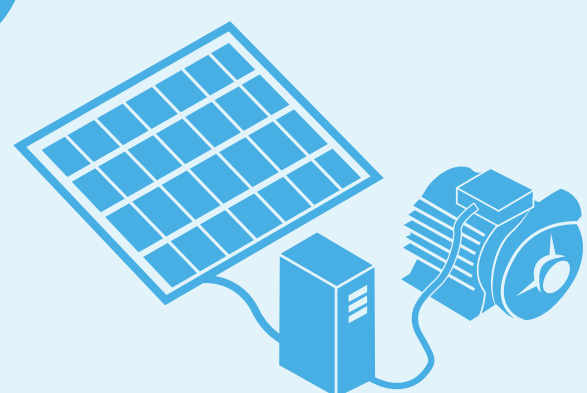


**SKILLS & JUST
TRANSITION**

1.DISTRIBUTED RENEWABLE ENERGY (DRE)

The transition to clean energy is a vital endeavour in our efforts to address environmental challenges. It addresses the pressing need to reduce the carbon footprint of agricultural practices while ensuring food security for a growing global population.

A



PROMOTION OF SOLAR PUMPS

B



DRE TECHNOLOGY FOR LIVELIHOODS

1A. PROMOTION OF SOLAR PUMPS

In our commitment to empowering farming communities, SwitchON facilitates the adoption of solar pumps and access to subsidy and financing through mobilisation, awareness, training of youth, government and bankers, government scheme linkage, we ensure seamless installation and maintenance, thereby making solar pump adoption economically viable for farmers.

1B. DRE TECHNOLOGY FOR LIVELIHOODS

SwitchON also facilitates other Distributed Renewable Energy (DRE) solutions, primarily solar and biomass technologies. DRE systems can range from individual rooftop solar panels to solar cookers, solar charkha and biomass cooking stove.

We identify potential clusters for the adoption of these DRE systems with a focus on solar and sensitize farmers through workshops and training sessions.

Our collaboration efforts extend to working closely with relevant Renewable Energy Development Agencies and Ministry of New and Renewable Energy. We actively promote the usage of solarized machinery to support agricultural entrepreneurship.

We aim not only to provide access but also to empower individuals and communities with the knowledge and skills required to harness renewable energy effectively.



KEY METRICS

Output:

No of Farmers mobilised - 11,782

No of Solar pumps Installed - 1270

Impact:

- Increase in Income
- Reduce dependence on fossil fuels and drudgery
- Cost-effective agriculture
- Reduction in Greenhouse gases



2.SUSTAINABLE WATER CONSERVATION & MANAGEMENT

Water , the essence of life, requires careful management and conservation in addressing critical environmental challenges. It stands at the core of our efforts to ensure a sustainable future, especially in the context of agriculture.

A

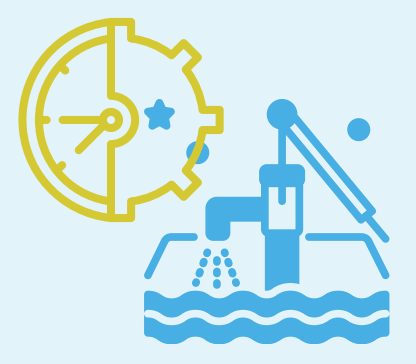


MICRO- IRRIGATION

2A. MICRO-IRRIGATION

SwitchON actively promotes micro-irrigation in agriculture, emphasizing the adoption of drip irrigation and sprinkler methods. Through education, training, access to equipment, and ongoing support, we empower farmers to implement these water-efficient technologies, enhancing crop productivity while conserving valuable water resources and fostering sustainable farming practices.

B

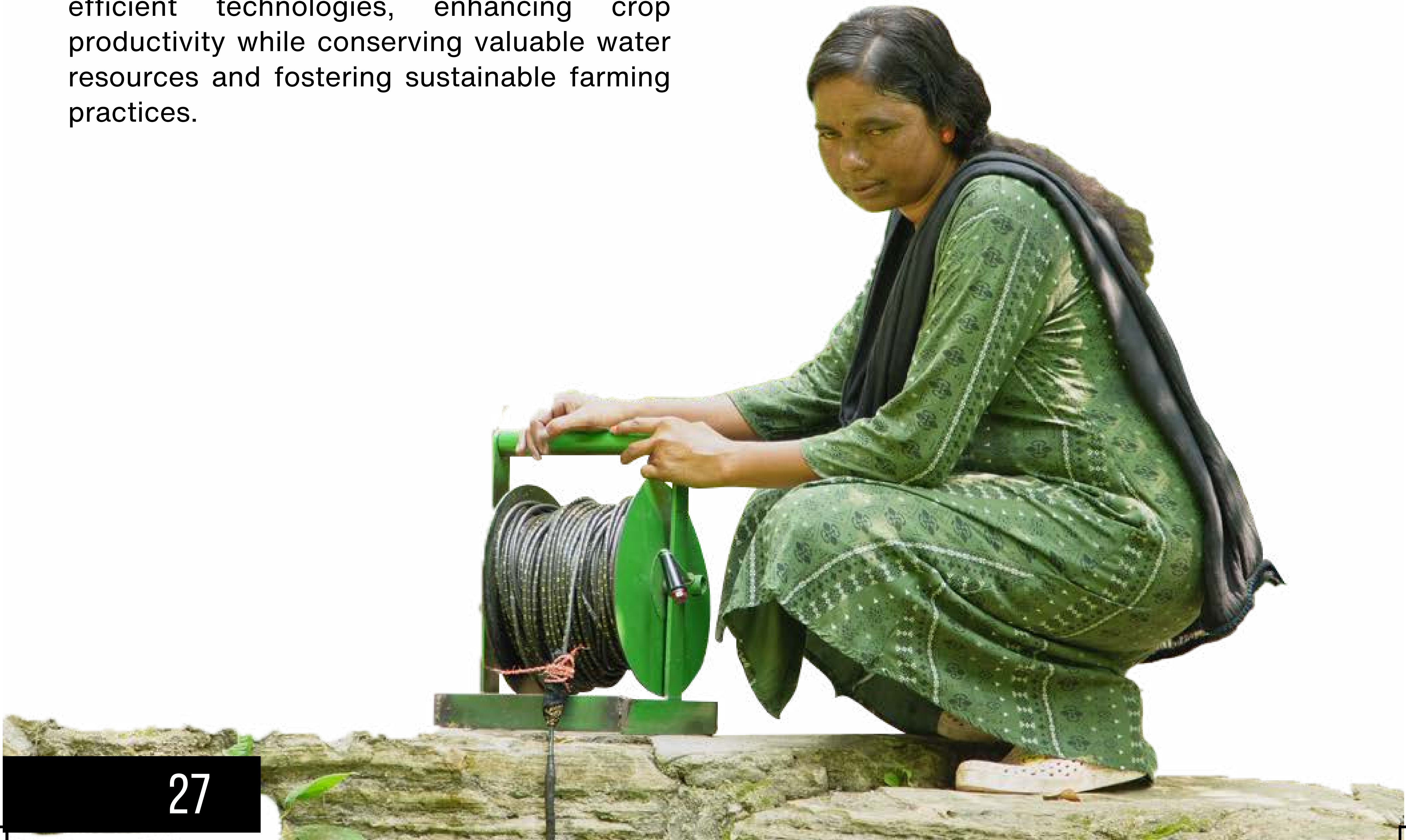


WOMEN -LED COMMUNITY
GROUNDWATER
MANAGEMENT

2B. WOMEN-LED COMMUNITY GROUNDWATER MANAGEMENT

In collaboration with universities, training programmes are conducted for the women Self Help Groups to equip them with technical knowledge and skills to monitor groundwater levels. The goal is to involve and engage the local communities especially the women and develop an effective participatory groundwater monitoring to address water scarcity and promote sustainable water management practices.

Watershed management programmes are being developed across West Bengal, Jharkhand, Odisha and Maharashtra, involving the community, especially women. They are trained to measure the water level of the wells through a dip metre machine at the cluster level, identifying recharge and discharge zones, preparation of resource maps and eventually building watershed structures.



KEY METRICS

Output:

No. of SHG Women Trained - 514

No. of Micro Irrigation Systems Installed - 421

Impact:

- Efficient water usage
- Improved soil health and
- Long-term environmental sustainability
- Groundwater management at grassroot level



3.FPO & AGRI-ALLIED ENTERPRISES

Agriculture, the backbone of our sustenance, requires a multifaceted approach to thrive sustainably. Our initiatives aim to nurture innovation and collaboration within the agricultural sector.

A



**FARMER PRODUCER
ORGANISATIONS**

B



**WOMEN-LED ENTERPRISES
& INTEGRATED FARMING
CLUSTERS**

3A. FARMER PRODUCER ORGANISATIONS

SwitchON Foundation has partnered with government-approved agencies to successfully promote 59 Farmer Producer Organizations (FPOs) across East, North East, and Western India. We aim to empower farmers through FPOs. Through institutional development, training and capacity building of farmers, scheme and market linkage farmers get a platform to market their agricultural products, increase profits, and access quality farming resources, ultimately fostering sustainable and equitable agricultural landscape.

3B. WOMEN-LED ENTERPRISES & INTEGRATED FARMING CLUSTERS

SHG women are trained for clean energy entrepreneurship and future business endeavors involving DRE solutions, partnering with DRE companies and utilizing government support for solar processing units. The process includes mobilization, SHG member identification, baseline surveys, and value chain identification for business development.

In the North East, the program supports 20-30 agripreneurs with training in seed production, natural fertilizers, and local agricultural product sales, fostering sustainable economic growth and entrepreneurship.

SwitchON facilitates diverse livelihood opportunities in Integrated Farming Clusters (IFCs). By providing essential training, facilitating access to government schemes, fostering synergy among various livelihood activities, and promoting community awareness, it aims to optimize the impact of these IFCs in agriculture and agri-allied sectors.



KEY METRICS

Output:

No of Farmers Mobilised - 31,872

No of Women Entrepreneurs Trained - 41

Impact:

- Empowering Farmers and Enhancing Agricultural Productivity
- Reduced Gender Equality
- Fostering Sustainable Economic Growth



4. SUSTAINABLE AGRICULTURE & PROMOTION OF CLIMATE-RESILIENT CROPS

Agriculture plays a pivotal role in our efforts to ensure a sustainable future, forming the cornerstone of our pursuit. SwitchON, promotes cultivation of climate-resilient crops and facilitate organic kitchen garden thereby ensuring agricultural sustainability.

A



**SPICES & KITCHEN
GARDEN**

B



**MILLETS &
INDIGENOUS RICE**

4A. SPICES & KITCHEN GARDEN

The cultivation of organic kitchen gardens for marginal farmers is a pivotal initiative by SwitchON. This holistic initiative empowers marginalised farmers with valuable skills and knowledge, ensuring long-term food security, enhancing their resilience to economic challenges and promoting sustainable agriculture practices.

4B. MILLETS & INDIGENOUS RICE

Farmers in West Bengal, Odisha and Jharkhand began cultivation of millets, to improve incomes and achieve food security along with addressing nutritional deficiencies among rural populations through the efforts of SwitchON.

Several focussed group discussions were organised in collaboration with respective state Agriculture Departments across West Bengal, Jharkhand, Odisha and Chattisgarh to educate and train farmers on cultivation of millets. With support from WBSRLM, farmers are growing millets in Purulia and Bankura with a Millets-Revolving Fund to ensure buy-back of produce.

This has been taken forward in Jharkhand and Odisha as well. We have developed partnerships with key stakeholders to create an ecosystem for millet production which includes building market linkage.



KEY METRICS

Output:

Area Covered (Acres) - 271
Pre & Post Harvest Training - 49

Impact:

- Improved Incomes and Food Security and Nutrition
- Resilience to Climate Change
- Preserve Traditional Wisdom
- Enhanced Livelihoods



5. SKILLS & JUST TRANSITION

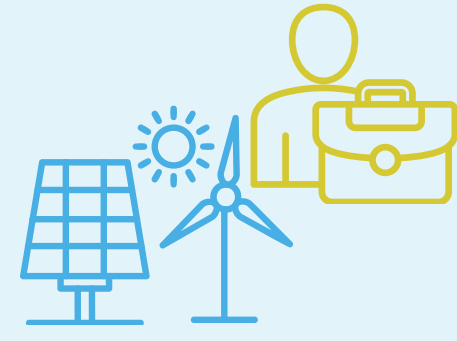
Skilling and Just Transition is vital because it ensures that as industries evolve towards sustainability, individuals acquire the skills to thrive, fostering an inclusive and equitable transition to a greener economy. SwitchON's initiatives empowers youth with green industry skills, offers hands-on training in RE technology, installation, troubleshooting, conducts workshops to educate bankers on financing solar pumps, and equips engineers from government departments with the latest technology.

A



**CAPACITY BUILDING OF
FINANCIAL INSTITUTIONS**

B



**CLEAN ENERGY TRAINING
FOR GREEN JOBS &
ENTREPRENEURSHIP**

5A. CAPACITY BUILDING OF FINANCIAL INSTITUTIONS

SwitchON collaborates with financial institutions and engages key stakeholders from the banking sector for increasing the adoption of solar pumps, especially among small and marginal farmers. These workshops develop a comprehensive understanding of farmers' access to finance for solar pumps across various government schemes.

5B. CLEAN ENERGY TRAINING FOR GREEN JOBS & ENTREPRENEURSHIP

SwitchON addresses unemployment, economic disparities, and a significant skill gap in the clean energy sector, by providing clean energy training for youth, through government-sponsored programmes like Suryamitra and DDUGKY.

Additionally, SwitchON equips women, farmers and youth with the skills to troubleshoot and maintain solar pumps. This ensures effective and sustainable operation of solar pumps, which are vital for agriculture and access to clean water in rural areas.

This not only enhances local self-reliance but also contributes to the resilience of rural communities, promoting green and inclusive development.

SwitchON's commitment to clean energy training and skill development goes beyond addressing unemployment and economic disparities. It actively contributes to building sustainable, resilient, and self-reliant rural communities while promoting a green and inclusive path to development.



KEY METRICS

Output:

No. of Youth Trained - 5479

No. of Bankers Trained - 517

Impact:

- Youth Employment and Skill Development
- Access to Loan Disbursement for RE Solutions
- Creating Green Entrepreneurs



KEY PARTNERSHIPS

FUNDERS



GOVT. PARTNERS



KNOWLEDGE PARTNERS



BANK PARTNERS



HIGHLIGHTS OF THE YEAR

◆ **Reviving Ancient Nutritious Grains:** State and District Level Workshops were conducted in collaboration with the respective State Agriculture Departments and WBSRLM and educated farmers on the benefits of millets. Pearl Millet seeds were procured from IIMR and distributed amongst farmers, accompanied by ground-level demonstrations, training and ongoing support for effective cultivation. Millet cooking-cum-training workshops were conducted to propagate the virtues of millet-based nutrition while empowering local communities and nurturing sustainable agricultural practices.

◆ **Incentive Model for Solar Water Pump Irrigation:** To increase the deployment of SWPs in India, 6 Primary Agricultural Credit Societies(PACS) were provided with Solar Water Pump(SWP) irrigation, primarily through the design and deployment of an innovative end-user-focused incentive model in collaboration with CLASP and Hooghly Cooperative Bank. Remote Monitoring Systems are installed that generate real-time data from solar pumps and give critical insights on asset use, water withdrawals, and irrigation patterns among the solar pump beneficiaries. This aimed to address farmers' uncertainty about productivity and income growth from SWP irrigation.

◆ **NERAMAC Empanels SwitchON for Empowering North East FPOs:** SwitchON has earned empanelment with NERAMAC (North Eastern Regional Agricultural Marketing Corporation Ltd.) for championing the cause of Farmer Producer Organizations (FPOs) in the North East region. Through this strategic partnership, SwitchON aspires to empower farmers, bolster their market reach, and advocate sustainable farming practices in the region.





◆ **Comprehensive Solar Skills Development Initiatives:** Engineers of CREDA (Chhattisgarh State Renewable Energy Development Agency) attended advanced training sessions on solar water pump technologies in Chhattisgarh. Farmers and Youth have also been trained on post installation of solar water pumps. In collaboration with The Odisha Renewable Energy Development Agency (OREDA) and the Department of Agriculture several farmers and youth were trained in solar water pumps.

◆ **Capacity Building of Financial Institutions :** Bankers Workshops were conducted to develop understanding on farmers' access to finance for Solar pumps under various Govt Schemes in West Bengal. During the workshop, the discussion primarily focused on key strategies that could be adopted to increase the uptake of solar pumps, especially among small and marginal farmers, particularly given the importance of creating an ecosystem to support and encourage farmers. The discussion at the workshop explored various ways on how to bridge the existing knowledge gaps enabling mutual exchange of ideas and discuss over financing of climate-smart agriculture technologies.

◆ **Empowering Organic Growers:** Establishing strong domestic and international market linkages with a specialised focus on organic produce, through buyer-seller meets and facilitating the certification of organic farmers. Through these initiatives, we aim to strengthen the organic produce sector by enhancing market access for organic farmers. This not only benefits the farmers themselves but also contributes to promoting sustainable agriculture, reducing the environmental impact of farming practices, and meeting the growing consumer demand for organic products.

◆ **SwitchON Honoured as Top CBBO by SFAC:** SwitchON has been honoured as a top-performing Community-Based Business Organization (CBBO) by the Small Farmers Agribusiness Consortium (SFAC) for its exceptional work in empowering small farmers and driving positive change in agriculture. Through its innovative programs and initiatives, it has successfully empowered small farmers with the knowledge, tools, and resources they need to thrive in agriculture. This acknowledgment reaffirms its commitment in advocating for rural communities, fostering agribusiness, and creating lasting impact in sustainable rural development. By fostering agribusiness and sustainable rural development, SwitchON has been a driving force for positive change in these communities.

◆ **Crop Budgeting and Water Conservation Structures:** As part of its comprehensive groundwater monitoring initiative, the organization is actively involved in various key activities. This includes conducting training programs to educate individuals, local communities on effective groundwater level monitoring, facilitating crop water budgeting and watershed management to optimize agricultural water usage, and establishing accessible water bulletins at the panchayat level to disseminate valuable data and insights. These bulletins serve as a valuable source of data and insights regarding groundwater levels and trends, enabling local communities to make informed decisions about their water usage.

These efforts collectively contribute to responsible groundwater management and improved water resource understanding at the grassroots level. These initiatives encourage communities to take ownership of their local water resources.



MAJOR EVENTS OF THE YEAR



DRE EXPO
RANCHI, JHARKHAND



MILLET COOKING
WORKSHOP-CUM-TRAINING
KOLKATA, WEST BENGAL



DISTRIBUTION OF MILLET
SEEDS
DUMKA, JHARKHAND



RECEIVED TURMERIC WASHER
AND GINGER PROCESSING UNITS
FROM CHIEF MINISTER OF
MEGHALAYA



NATIONAL PANCHAYATI RAJ DAY OBSERVATION JHARKHAND



URJAMITRA TRAINING PROGRAMME LAUNCHED WEST BENGAL



REGIONAL CONFERENCE OF CBBO & FPO JAIPUR, RAJASTHAN



OBSERVED WORLD WATER DAY WITH JADAVPUR UNIVERSITY WEST BENGAL



SUCCESS STORIES

SOLAR POWER TRANSFORMS FARMING

BOBBY DEBI,

PROGRESSIVE FARMER, DEOGHAR, JHARKHAND

“Solar has made agriculture profitable; our second generation can now think of taking up agriculture professionally. With reduced time spent in agriculture due to solar, I can now take out time to knit whenever I like”, says Bobby Debi with a smile on her face.

Bobby and her family managed a scattered 1-acre cultivable land, initially relying on diesel and electric pumps for irrigation. These methods presented several challenges, including high electricity bills, erratic power supply, expensive diesel, labour-intensive setup, and the need to hire external labour.

They received a solar pump under the PM KUSUM scheme from JREDA facilitated by SwitchON, with a 90% subsidy. After a year of using the solar pump she diversified her crops, including peas, cucumber, gourd, bitter gourd, chillies, pumpkin, and ladies finger, resulting in increased profitability and an additional income of Rs 5000 from paddy alone. Savings increased due to the elimination of electricity and diesel costs. This allowed Bobby to invest in her son's education.

The time and cost savings from solar irrigation enabled her husband to explore alternative income sources. She also started selling excess water to local farmers, generating extra revenue. Their income doubled due to increased production, crop diversification, and cost-effective agriculture. Solar pumps allowed year-round farming, significantly boosting agricultural productivity.

She gained independence and confidence as a woman farmer, managing agricultural activities independently.



EMPOWERING AGRICULTURE AND LIVELIHOODS

JYOTSNA KARMAKAR, PROGRESSIVE FARMER, NADIA

“I am aware of farming patterns and water usage and use organic fertilisers. I have installed micro-irrigation systems in agricultural activities to minimise water wastage.”

Jyotsna Karmakar hails from Bererpara village of Hanskhali block in Nadia district. She lives with 4 other members in her family. Jyotsana's husband Dhipal Chandra Karmakar is the only earning member of the family.

Jyotsna's life changed in 2019, when she got to know about the project implemented by SwitchON Foundation and IWMI as a result of which she applied for the installation of a 2 HP pump solar water pump. She experienced a monthly income hike from Rs. INR 12000 to INR 20000. Now she grows a variety of crops like paddy, mustard, pulses and diverse vegetables.

Jyotsna feels quite productive in managing irrigation and agricultural activities leading to the family's income enhancement. As a result of SwitchON's intervention, Jyotsna gained knowledge on the usage of sprinklers that has made the irrigation process quite efficient and less laborious. Earlier diesel pumps were used that involved huge cost, whereas after solar pump installation her savings went up to INR 36000 annually due to zero cost spent on the fuel and the resultant savings. She is now interested in continuing this way and adopting organic farming practices in future.

CASE STUDY 3

EMPOWERING WOMEN FARMERS THROUGH INTEGRATED FARMING

BISAKHA SIKARI, PROGRESSIVE FARMER, NADIA

Bisakha Sikari, a 36-year-old woman farmer from Haringhata block, Nadia, has been farming for the past 20 years. Her primary livelihood activities include cultivating vegetables, jute, paddy, and rearing livestock in an acre of land. Her family consists of four members. With rising costs, it was becoming difficult to make the ends meet.

Eleven months ago, she joined the Integrated Farming Cluster project facilitated by SwitchON. She gained valuable information on vermicompost, organic farming techniques, livestock rearing, effective cattle practices, and making of ghana jivamrutham, a natural liquid fertiliser.

Transition to organic fertilizers led to savings. Previously, she spent INR 52,000 on 3 bigha land for growing vegetables. After using organic fertilizers, her expenses reduced to INR 50,800. This reduced annual spend on farming by 2.36%. She was able to invest an extra 12% towards her children's education comparatively.

Through government schemes facilitated by the Agriculture and Horticulture Department, she received a vermicompost bed and a sprinkler machine. She gained from the provision of paddy and jute seeds by CRIJAF, Barrackpore.

She participates in vaccination camps organized by the women Block Livelihood Development Officer (BLDO) and Pranimitra (friends of animals), ensuring the health and well-being of her livestock. The IFC has had a transformative impact on her farming practices and livelihood.





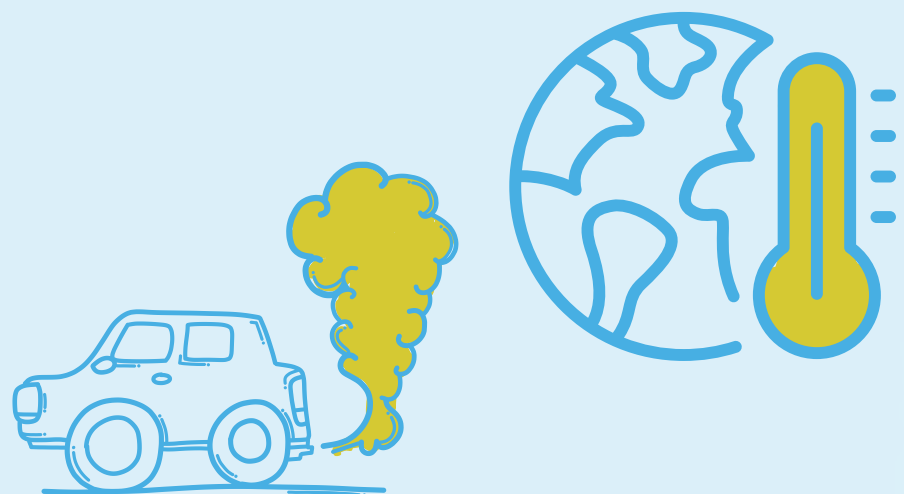
CLEAN AIR SUSTAINABLE CITIES

Clean Air Sustainable Cities aims to tackle the increasing air pollution and climate change problem through inclusive public participation. Through Clean Air Sustainable Cities, our objective is to bring a change in policy level implementation and a sustainable lifestyle. SwitchON has established the West Bengal Chapter for Clean Air Network (WB-CAN), Jharkhand Clean Air Network (J- CAN) and Odisha Clean Air Network (O-CAN) encompassing 13 non-attainment cities and 5 other polluted cities with prominent partners like WWF, Greenpeace, Earth Day Network etc. to create awareness amongst children, youth and civil society to tackle and take positive action for clean air.

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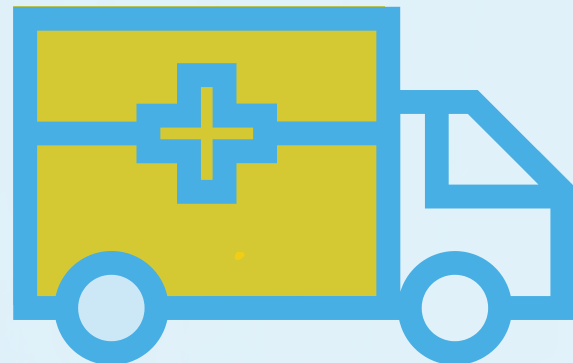


1



**AIR POLLUTION &
CLIMATE ACTION
STEWARDSHIP**

2



**AIR POLLUTION :
HEALTH
EMERGENCY**

3



**CLEAN AIR &
CLIMATE-
RESILIENT CITIES**

INITIATIVES

4



**SUSTAINABLE
MOBILITY**

5



**SUPPORTING
SUSTAINABLE BUSINESS
AND STARTUPS**

1. AIR POLLUTION & CLIMATE ACTION STEWARDSHIP

Air Pollution and Climate change are two pressing global issues that have a profound impact on our planet and its inhabitants. Human activities, such as the burning of fossil fuels for energy, deforestation, and industrial processes are the primary drivers of climate change.

As the climate crisis looms like a dark cloud over humanity, urgent positive action is required to tackle the environmental issues. SwitchON Foundation is committed to empower children and youth to tackle air pollution and climate change.

1A. INTER-SCHOOL CLEAN AIR CHAMPIONSHIP PROGRAM

Inter School Clean Air Championship Program (ISCAC) is a flagship program which aims to educate and train children and youth on climate change. The program strives to increase the level of awareness on the impact of air pollution and adoption of sustainable behavior practices.

Along with awareness and advocacy building efforts, students are provided training and workshops on air quality data, hands-on experience on mapping of local sources of air pollution and expert guidance. Inter and Intra School competitions on waste, upcycling, poster making, debate and celebration of special days like Environment Day, World Health Day, Energy Conservation Day and many other environmental days are organised. Microprojects like plantation, nursery bed preparation, composting etc. are taken up by the students.

Active participation of students, teachers, and other responsible bodies is measured through feedback loops and collective performance ratings, and evaluations.



1B. AIR QUALITY MONITOR

Real time air quality monitors are set up in schools across most polluted or non-attainment cities with the objective to make children and youth aware about the air pollution to inspire them to protect themselves and take positive action. SwitchON Foundation team along with experts and advisors trained students on how to use the ambient air quality data from these monitors and prepare reports and spread awareness amongst their campus and community and take positive action through the school academic year.

Students are provided awareness workshops & training program on monitoring the AQM machine.

They are engaged in data collection and Analysis of data. A Clean Air group with teachers, students and parents is formed for informed awareness and participation to tackle air pollution.

1C. LEARNING MANAGEMENT SYSTEM

SwitchON's online learning management platform called EnvirON provides a unique learning experience by offering online courses on topics related to air pollution, climate change, global warming etc. The objective behind providing open access to courses is to create knowledge based information amongst the young minds and encourage behavioural changes creating crusaders of climate change. LMS is equipped with interactive visuals and reflection questions, compelling students to 'Learn', 'Reflect' and 'Act'- a fun and impactful way of learning about the environment and sustainable issues like air pollution and climate change.



KEY METRICS

Output:

Schools engaged: 300+

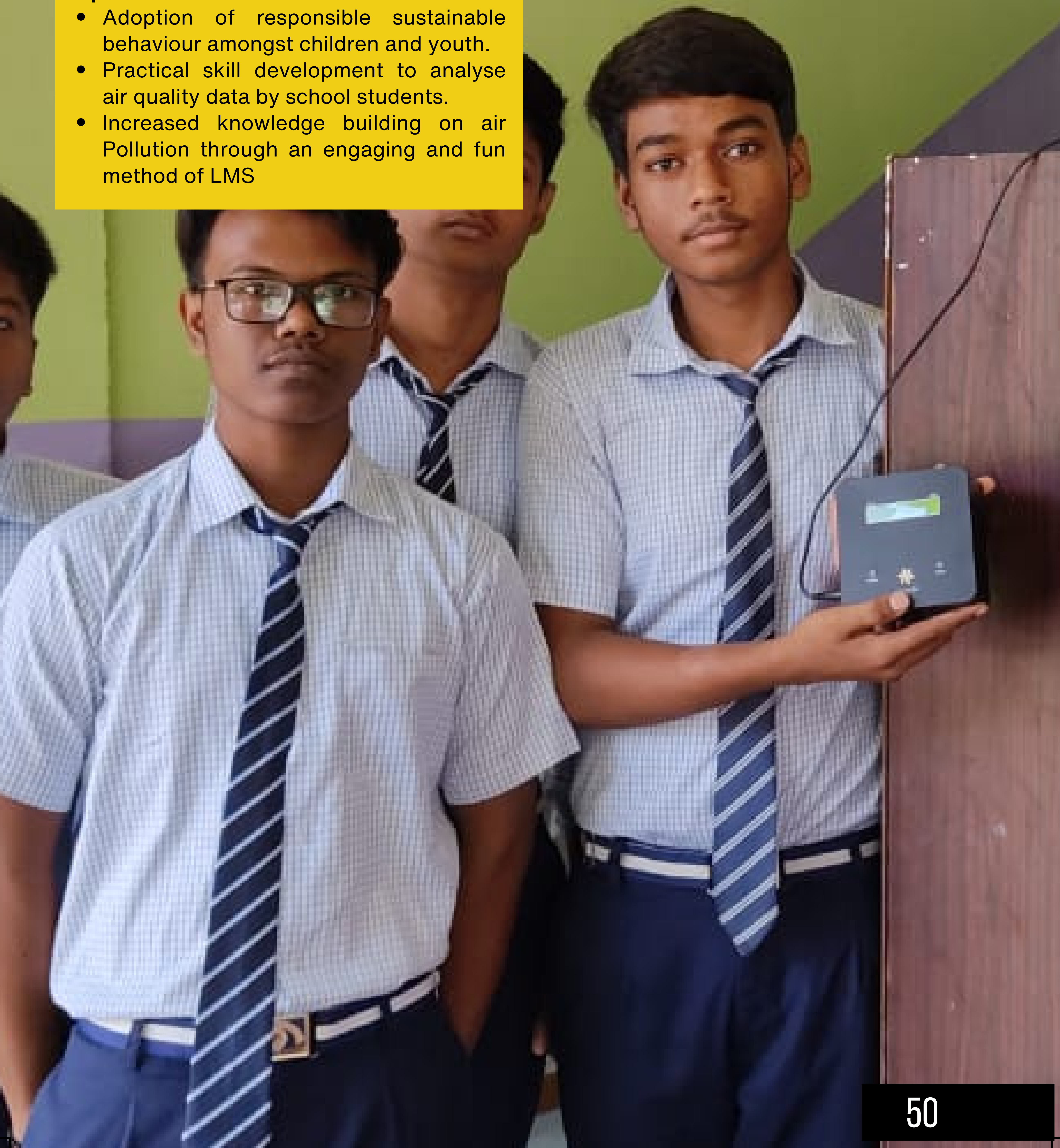
Air Quality Monitors installed: 50

Saplings planted: 1000+

Awareness sessions on LMS: 30+

Impact:

- Adoption of responsible sustainable behaviour amongst children and youth.
- Practical skill development to analyse air quality data by school students.
- Increased knowledge building on air Pollution through an engaging and fun method of LMS



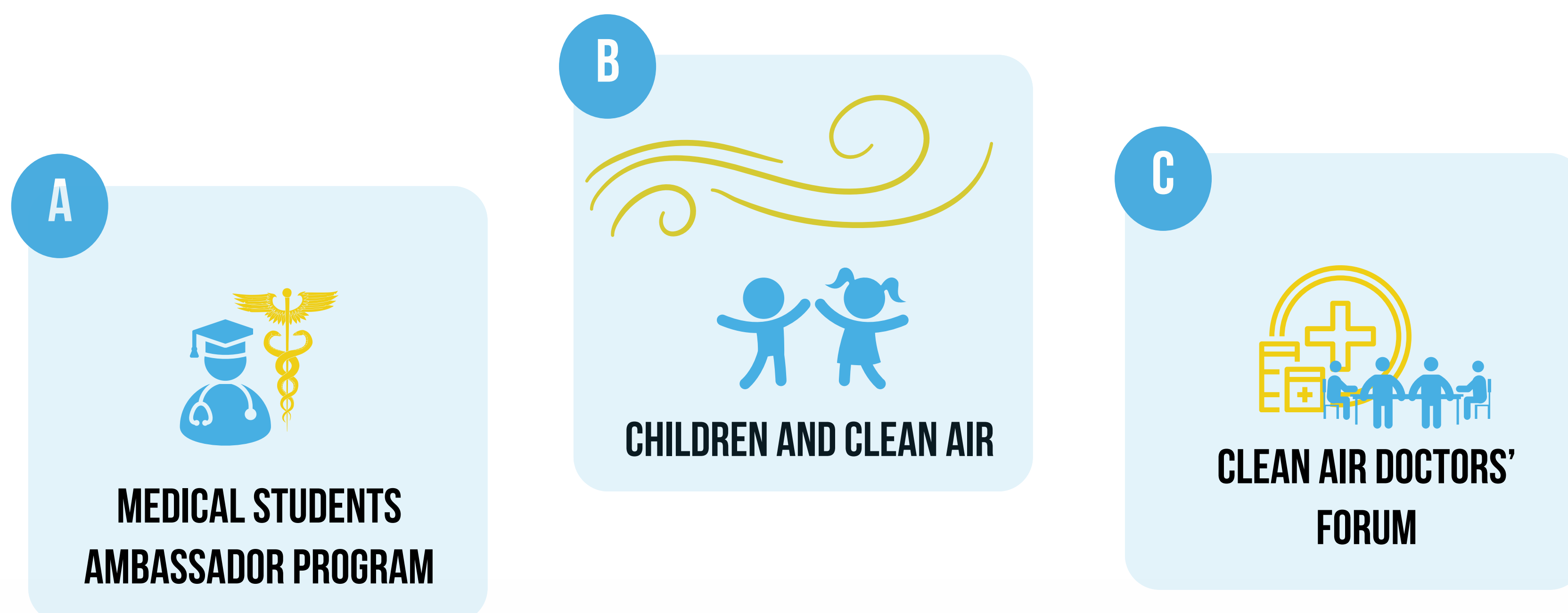
2.AIR POLLUTION : HEALTH EMERGENCY

Air Pollution is a pressing health emergency due to its profound impact on human well-being, causing a host of health issues like respiratory diseases, cardiovascular problems, reduced lung development and even long term health problems. So the first step is to make citizens aware of the detrimental impact of air pollution. Doctors and medical students play a pivotal role in this crisis. They are trusted sources of health information and can educate patients and the broader community about the health risks associated with air pollution. Under Health emergency, we have come up with three different ways in which we can cater the health impact of air pollution.

2A. MEDICAL STUDENTS AMBASSADOR PROGRAM

The Medical Students Ambassador program aims to develop a strong network of medical professionals who encourage community advocacy for sustainable development with their informed knowledge of the detrimental effects of pollution on human health through research studies. The Medical Students developed Research Reports on air pollution and its adverse effects on health outcomes. They received training and mentorship by senior doctors and experts getting networking opportunities.

Various workshops, health camps, micro projects on waste and single use plastic etc were also organised.



2B. CHILDREN AND CLEAN AIR

Children are the most vulnerable communities that are majorly affected by air pollution. SwitchON strives to make the children aware of the impact of air pollution through awareness sessions, trainings, sensitization campaigns, workshops and by creating conversations around their right to breathe clean air.

During the Child Rights Week, around 400 children from various schools appealed for their 'Right to breathe' through an open letter addressing it to Hon'ble State Chief Ministers. SwitchON Foundation along with NGOs working on Child Rights organised this open letter drive. It was an effort to bring attention to the apocalyptic future the children would have to inherit due to rising air pollution.

2C. CLEAN AIR DOCTORS' FORUM

SwitchON has formed Clean Air Doctors' Forum to bring together doctors and specialists like pulmonologist, pediatricians, oncologists etc. from leading hospitals to collaborate on health and well being aspect of community on air pollution. It enables the exchange of knowledge on the direct health impacts of air pollution raising awareness amongst both health care providers and the general public. They can be advocates for air quality policies offering evidence based recommendations to policymakers. Doctors' Forum helps to develop public health interventions such as health advisory to minimize exposure and manage health conditions caused by poor air quality.

Doctors Press Conference and issue of health advisory on Air Pollution: On the occasion of National Pollution Control Day, a high-level doctors press conference was organised and a health advisory was issued on the topic, "Impact of air pollution on the health of citizens" which was ratified by eminent doctors in West Bengal, Jharkhand and Odisha. It was followed by the release of an info-brief on the State of Air Quality in the respective states.

High Level discussion on "Air Pollution to Asthma"

On the eve of World Asthma Day, SwitchON with CIPLA and Asian Medical Student Association and South Asian Medical Student Association organised a panel discussion on Air pollution and its linkage to health. An interactive session with senior medical students and renowned medical practitioners was conducted.



KEY METRICS

Output:

Medical Students engaged: 100+

Doctors associated: 20+

Child Right NGOs associated: 20+

Impact:

- Adoption of preventive measures during high pollution days.
- Adoption of sustainable habits for a healthier lifestyle.



3. CLEAN AIR AND CLIMATE-RESILIENT CITIES

Clean Air and climate-resilient cities are essential components for a sustainable urban future. Creating a network of organizations and citizens for Clean Air, can ensure the well-being of city dwellers and also the impact of climate change can be mitigated. Through Clean air and climate resilient cities, we aim to create cities that are healthier, safer, and better equipped to face the challenges of a changing climate while providing a sustainable life for its residents.



3A. CLEAN AIR CSO NETWORK

SwitchON has formed Clean Air Network which is a network of national and regional organizations, trusts, clubs and volunteer groups. Through this forum, we aim to create a mechanism which will be a coalition of empowered local power structures, influencers, and community leaders to tackle the issue of air pollution. By actively engaging the stakeholders, we strive to achieve climate resilient cities. Various activities include Environment group meets to implement the local city clean air action plan under NCAP, working on City specific environmental issues like waste management, air pollution and mobility, training on air pollution, waste management and social media training, seminar, workshop, competitions, micro projects on themes of air pollution, beat plastic pollution, climate change etc.



KEY METRICS

Output:

Environment Groups engaged: 100+

Impact:

- Focused and enhanced engagement of local communities in environmental projects.
- Empowered youth as environmental stewards.



4.SUSTAINABLE MOBILITY

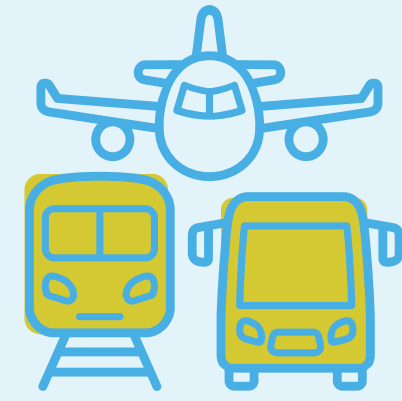
Sustainable mobility is the cornerstone of a greener future for transportation. It embodies a holistic approach to mobility by emphasizing environmental stewardship. By shifting away from fossil fuels and embracing non motorized modes of transport, public transport and electrical vehicles, we can significantly reduce green house gas emissions to combat climate change. Various initiatives under sustainable mobility includes promotion of Non motorized transports, public vehicles and electric vehicles.

A



**NON-MOTORIZED
TRANSPORTATION**

B



**PUBLIC TRANSPORT AND
ELECTRIC VEHICLE**



4A. NON-MOTORIZED TRANSPORTATION

To raise awareness amongst masses of the value and benefits of sustainable transportation by promoting green modes of transportation including bicycles, green walks etc. Various activities undertaken include awareness on sustainable transportation ,cycle rides, programs, roundtables and environmental events.

CYCLING FOR GREEN EARTH & GREEN WALK

The initiative was aimed to create awareness about Sustainable Transportation by citing examples of successful case studies demonstrated by NKDA, on how infrastructure support could act in supporting sustainable mobility initiatives.

ROAD SAFETY AWARENESS

On the occasion of World Bicycle Day, SwitchON Foundation in partnership with Newtown Kolkata Development Authority (NKDA) launched the Road Safety Awareness Program with an aim to sensitize both the livelihood and professional cyclists about the traffic guidelines, road safety measures, and lane usage.

EVENTS TO PROMOTE GREEN COMMUTE

Various events like World Human Rights day Cycle Rally, World Car free day, World Environment day, Cycle Rally to celebrate Bengali New Year, Earth Hour Cyclothon, National Youth day rally, Cycle pop up ride etc. were organised for promoting non motorized vehicles.



UNESCO HERITAGE DURGA PUJA AWARENESS DRIVE

Durga on Wheels initiative was a contest wherein the theme was to capture the video stories of Female Livelihood Cyclists. Total of 60 videos were being collected across cities of Bengal. Along with this best out of waste competition was arranged with Badamtala Asar Sangha to promote the theme of clean air and sustainable mobility during Durga Puja.

CAR-FREE DAY

On the occasion of Car-Free Day, in collaboration with Amity University, School of Planning and Architecture as a Knowledge Partner, SwitchON organised a Press Conference where a cycling survey report conducted by the interns of Amity University under the guidance of SwitchON was presented. The purpose was to establish the best possible routes opted by daily cyclists in different zones of the city, and to understand their challenges while commuting.



4B. PUBLIC TRANSPORT AND ELECTRIC VEHICLES

For a sustainable and eco friendly transportation, public transport and electrical vehicles are of utmost importance. SwitchON with an aim to achieve a clean and green environment, conducted various activities with the citizens, Govt., other organizations, institutions etc. Awareness on public transportation including buses, trams, and metro trains which reduces traffic congestion and lowers emission by providing an efficient alternative to individual car use. When coupled with EVs, this synergy becomes more impactful. The integration of EVs into public transport fleets such as electric buses further reduces the greenhouse gases and fosters a cleaner, greener and most efficient urban mobility.

150TH ANNIVERSARY OF KOLKATA TRAMWAYS

Celebration of 150th Anniversary of Kolkata Tramways with CTUA to bring back trams as a public mode of transport along with raising awareness among masses of the value and benefits of sustainable transportation by promoting trams and other green, sustainable modes of transportation including bicycles, solar-powered vehicles and electric vehicles.

ELECTRIC VEHICLE EXPO WITH GOVT. OF WB

SwitchON participated in the EV rally, Stall on Sustainable Mobility, Seminar on Accelerating India's EV Adoption for Environmental Reasons to create awareness and interest in the general public towards Electric vehicles. The objective was to create interest in the general public towards Electric vehicles. The events were also a part of the Govt. of West Bengal's E-mobility Week aimed at creating awareness and accelerating the adoption and use of electric vehicles in the State.





KEY METRICS

Output:

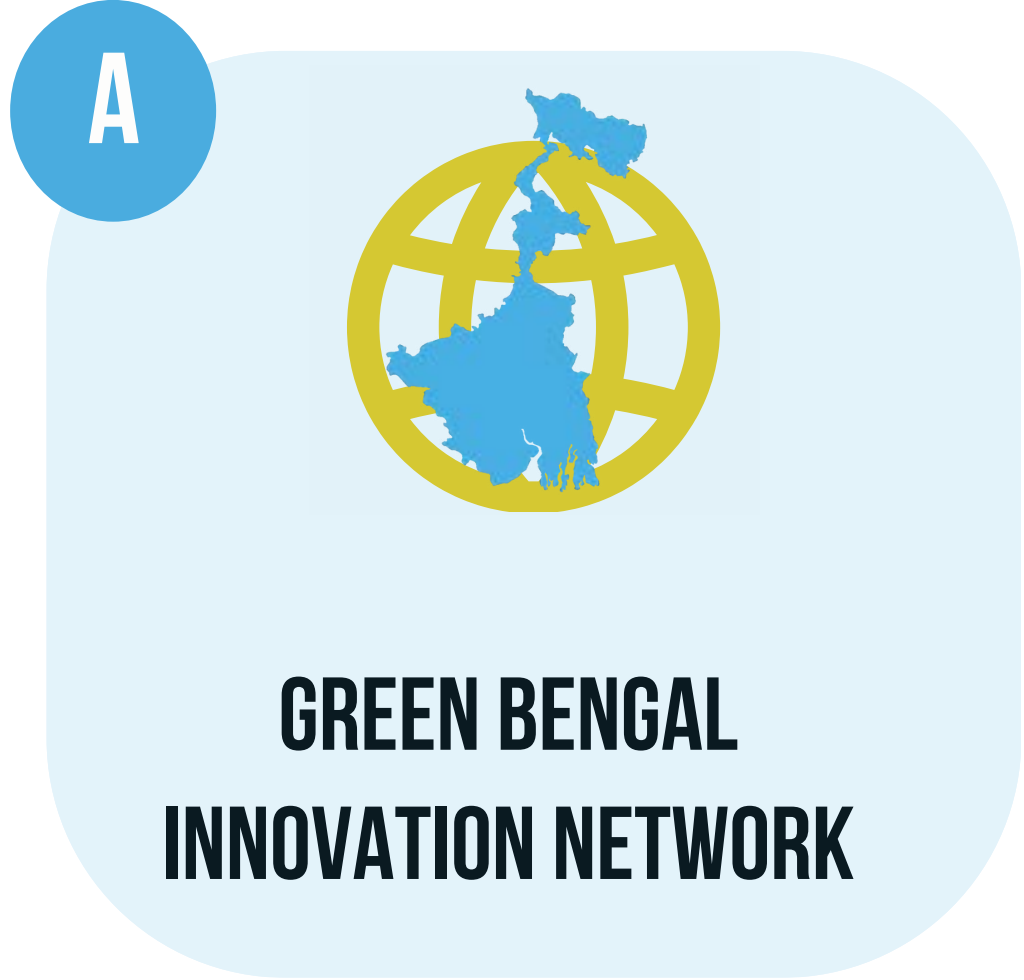
Cyclists Participated: 10000+
Partners Associated : 300+

Impact:

- Reduced congestion
- Enhanced accessibility to public transportation

5.SUPPORTING SUSTAINABLE BUSINESS AND STARTUPS

The impact of sustainable business is profound and far reaching extending across environmental, social and economic dimensions. By supporting sustainable business and startups, we strive to represent an innovative approach to business that prioritizes environmental sustainability and social responsibility. Green entrepreneurs play a crucial role in creating a more equitable, environmentally friendly, and prosperous future towards a responsible and sustainable world.



5A. GREEN BENGAL INNOVATION NETWORK

To incubate, support and scale green entrepreneurs of Bengal, Green Bengal Innovation contest was launched as a joint initiative of SwitchON and Network of Global Innovation, USA. A green business competition was organised for students, professionals and early stage startups to showcase and demonstrate their innovative Green Business solutions. Green Bengal Innovation contest witnessed 260+ applications from across the country, from where 20 best ideas made it to the finale, pitching their ideas to a panel of experts. The thematic areas of startups include Circular economy, Electric mobility, Energy efficiency, Pollution control, Soil remediation, Sustainable agriculture, Recycling, Renewable energy and Waste management. The participants got networking opportunities with industry experts, investors and fellow entrepreneurs creating a rich learning experience and helping the entrepreneurs to refine their business models.

REWARDS AND RECOGNITIONS

- **SEED GRANT OF 2 LAKHS FOR WINNER, 1.5 LAKHS FOR 1ST RUNNERS UP AND 1 LAKH FOR 2ND RUNNERS-UP**

- **SPECIAL CATEGORY RECOGNITION FOR 2 RENEWABLE ENERGY TECHNOLOGY COMPANIES AND CASH PRIZE OF 1 LAKH EACH**



KEY METRICS

Output:

Green entrepreneurs engaged: 100+

Colleges reached: 200+

Impact:

- Omkar Venkat Yalla, one of the participants of the contest got equity funds of 20 lakhs from Technology Incubation Hub, IIT Guwahati, post the GBIN Contest.



KEY PARTNERSHIPS

FUNDERS



GOVT. PARTNERS



KNOWLEDGE PARTNERS



OUTREACH PARTNERS



HIGHLIGHTS OF THE YEAR

◆ Cycle with Lights

A city wide public awareness activity titled 'Smoke Free Diwali' urging and appealing citizens to say no to firecrackers was organised. Cycle groups took to the streets with their lighted cycle under a theme 'Cycle with Lights' in order to draw attention to the threat of air pollution while encouraging citizens to celebrate a pollution-free & safe festive season.

1000+ creative submissions from 100 + schools across 15 cities during Diwali on the theme of Smoke Free Diwali was the limelight of the event.

◆ UN International Day for Clean Air and Blue Skies:

Students from various schools across WB and Jharkhand formed human art at their respective schools to demand cleaner air and action.

◆ Bring Back Cycles Initiative:

Workers cycling from different sections of the society came together on the street to celebrate the "International Day of Cycle to Work" & further promote the rich, 'Cycle Culture'. The event aimed at bringing back the cycles in our lives for a cleaner and healthier environment and to promote workers to commute to workplaces via bicycles and put the emphasis on safety awareness for cyclists and other commuters.

◆ International Day of Cycle To Work:

SwitchON Foundation in partnership with New Town Kolkata Development Authority (NKDA) in collaboration with Institute for Transportation and Development Policy (ITDP) had a successful "Cycle to Work – Virtual Roundtable" - in an effort to urge the corporate and local resident welfare associations of Newtown to recognise and consider cycling as the mode to transport.



◆ Urban Forestry Drive:

In an attempt to set up an innovative and sustainable method of afforestation to grow urban forest, SwitchON Foundation and Jangalmahal Udyog in association with German Consulate General, Kolkata initiated an Urban Forestry Drive at VIP Nagar, Kolkata. A Miyawaki Urban Forest was set up to help build forest which will help in achieving clean air and build sustainable cities in the future.

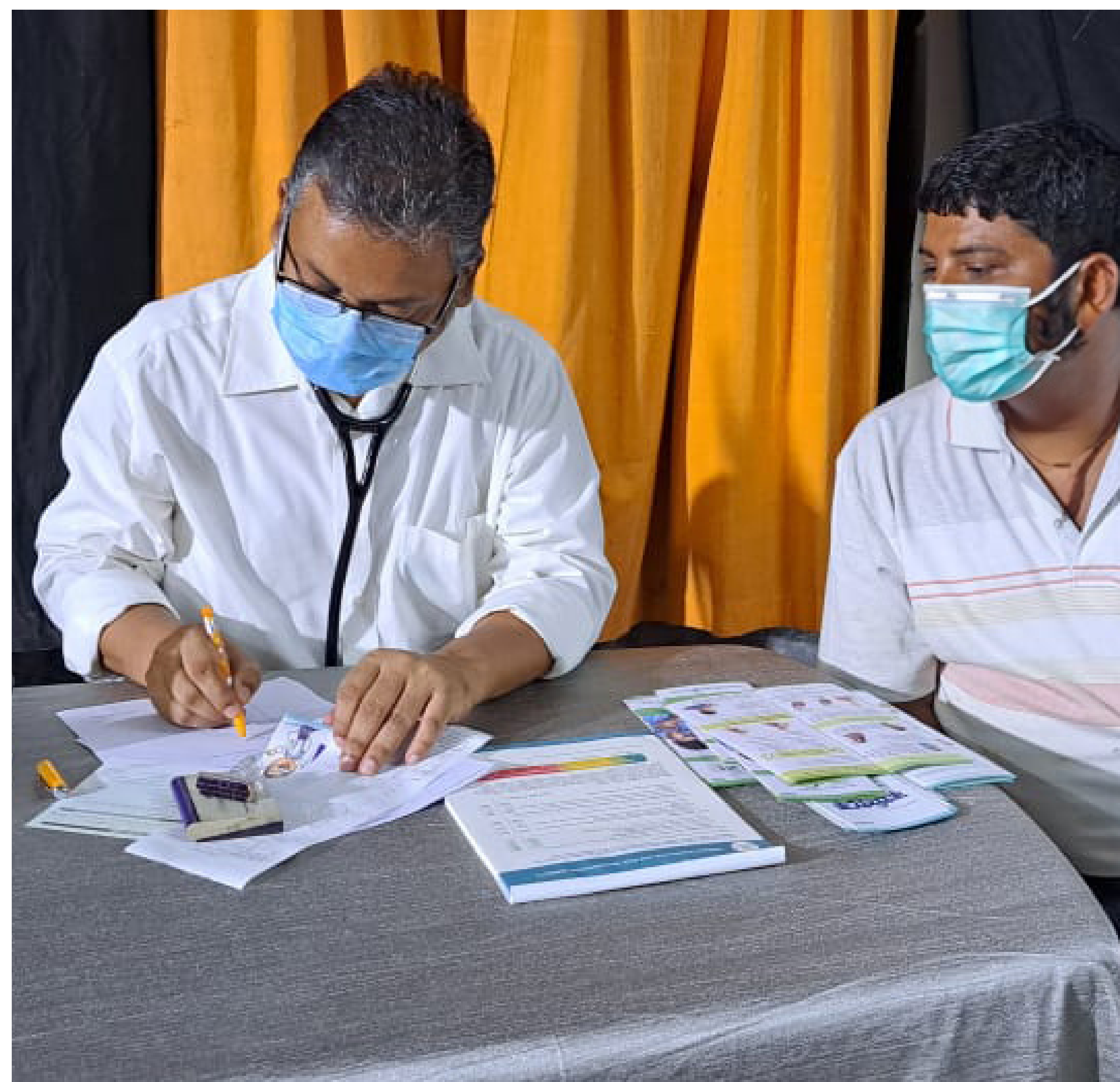
◆ National Doctors Day:

On the occasion of National Doctors day , SwitchON Foundation organized a virtual webinar on “Air Pollution: Health Emergency

The event was joined by eminent doctors, practitioners and trainees from various medical colleges to discuss the issue and increase awareness. SwitchON Foundation also shared the findings of an air pollution based health survey focusing on Kolkata, conducted on auto drivers exposed to ambient air pollution.

◆ Conference of Schools:

Engaging 30 government and private schools in Kolkata & Sundarbans, on the theme, “Climate Change Challenges in Kolkata and the Sundarbans.” It gave the students an opportunity to develop practical skills, deepen their understanding on the topic, research local issues, and design solutions that can be replicated at scale.



MAJOR EVENTS OF THE YEAR



**INTERNATIONAL DAY OF
CYCLE TO WORK**
NEWTOWN, WEST BENGAL



WORLD ENVIRONMENT DAY
NORTH BENGAL



WORLD BICYCLE DAY
BARDHAMAN, WEST BENGAL



**CLEAN AIR MEDICAL STUDENTS
AMBASSADOR PROGRAM**
KOLKATA, WEST BENGAL



**NATIONAL POLLUTION
PREVENTION DAY**
KOLKATA



CAR-FREE DAY
KOLKATA



CYCLE WITH LIGHTS
KOLKATA



**UN INTERNATIONAL DAY FOR
CLEAN AIR AND BLUE SKIES**
KOLKATA

SUCCESS STORIES



CASE STUDY 1

TRAFFIC PERSONNELS VULNERABLE TO AIR POLLUTION

MOHAMMAD HASNAIN, TRAFFIC POLICE, RANCHI

Everyday from 9 to 5, with a khaki uniform and a white helmet, be it scorching heat or pouring rain, I am up and on duty to my assigned area of work in Ranchi. As a traffic police, my day starts with paving the way for the vehicles, regulating the traffic rules and guiding the citizens on road safety. Between the honking of vehicles and burning of fuels, I spent 22 years of my life.

While regulating the movement of vehicles and safeguarding the city from traffic jams and accidents throughout the day, it never occurred to me that prolonged exposure to vehicular emissions can adversely affect my health, until one day the traffic police team of Ranchi was invited by SwitchON Foundation, for conducting a pulmonary function test. The test showed that my lungs are at risk due to high levels of air pollution in the city of Ranchi. The doctor prescribed some medicines and advised me to wear a mask whenever exposed to vehicular pollution.

This incident completely shook me as I came to know that my lungs are at risk. I am the only breadwinner of my family and in every way I would protect myself for the well being of my family. It saddens me to see how the climate is changing at a rapid speed and we are unable to stop it. If only each one of us is conscious enough to take small steps at a time like switching off the vehicle at traffic signals, we can reduce a giant amount of carbon footprints.

I remember, when I was young, I loved to play football. I would inhale the fresh air and give a loud kick and the ball would fly at a jet speed and land on the goal with a thud and a thunderous cheer from the crowd reverberated in my ears. The air quality was not so poor then.



**EMPOWERING COMMUNITIES FOR
SUSTAINABLE LIVING
SANDIPAN SARKAR,
BICYCLE MAYOR, PURBA BARDHAMAN, WB**

Growing up in a bustling city of Bardhaman, I feel air pollution is a constant concern. The visible and hidden consequences of pollution on health and the environment left a lasting impression on me. This fuelled my determination to make a change. I have been associated with SwitchON Foundation for the past year and since then there is no turning back. Along with SwitchON Foundation, I started my mission by organising grassroots mobilization of the community towards Clean Air and making people aware about air pollution's harmful impacts. I have collaborated with various civil society organisations and together we have mobilized and sensitized communities and youth about Clean Air. The youth in schools and colleges have been given training on the awareness of air pollution so that they are empowered to take adequate measures to tackle the issue. We have organized mass cycle rides to create awareness about climate change, global warming, and carbon emissions. We have organized health camps, and PFT Tests to sensitize residents on adverse health impacts of air pollution on human health.

Our intervention has generated massive impacts. There is greater awareness among the public about the issue of Air Pollution and climate change. However, the main challenge that I see while working at the grassroots level is a lack of awareness among the public regarding the urgency of climate change.

As the next step, we will be scaling up the initiatives to work with multiple stakeholders on waste management and other environment-related issues. I feel grateful to be associated with SwitchON Foundation because our work brings about meaningful change in society.

CASE STUDY 3

BIOPLASTICS: A SUSTAINABLE SOLUTION FOR A PLASTIC-FREE FUTURE

**PALLAVI LUHARUKA, GREEN ENTREPRENEUR,
KOLKATA**

Plastic Pollution is a growing menace to the environment. It not only damages the land but also the groundwater, other water resources and the ecosystem as a whole. To address this global environmental issue of plastic pollution, we have come up with manufacturing low cost bioplastics from agri wastes. We aimed to address two major challenges- reducing plastic pollution and effectively utilizing agri waste. These bioplastics are not only environmentally safe but also strong and durable. We started our startup called Royal Bengal Greentech in the year 2022.

When we came to know about a platform that SwitchON is providing for the green startups, we thought this is our time to showcase our sustainable and ecofriendly product to the world. We were thrilled to be selected in the top 20 finalists. It was an amazing experience to see the innovative green solutions of other startup companies in the contest. We fared well and won the Green Bengal Innovation Contest.

Winning the Green Bengal Innovation Contest was a gamechanger for RBG, as it brought our innovation to light in the eyes of the larger community looking for sustainability. The prize money helped performing some additional testing and further refining our product for multiple applications. We are now working with industries like feminine hygiene, paper cup coatings and plastic emulsion paint to transform them into sustainability in a cost effective manner.

The contest provided us the visibility in the eyes of the Government of West Bengal and Government of India, which made it easier for us to market our product.



RESEARCH REPORTS

TITLE

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ECOSYSTEM DEVELOPMENT FOR ORGANIC FARMING



IMPACT OF SOLAR PUMP ON SMALL & MARGINAL FARMERS



BUSINESS MODEL OF SOLAR IRRIGATION SYSTEM IN WEST BENGAL



IMPACT OF VEHICULAR POLLUTION IN KOLKATA



RETHINKING A CYCLE-FRIENDLY KOLKATA (PART I & PART II)



MIYAWAKI FOREST IN WEST BENGAL



COMMUNITY PERCEPTION OF AIR QUALITY & ITS HEALTH IMPACT



STATE OF ELECTRIC VEHICLE POLICIES IN INDIA



CITIZENS & SELLER'S PERCEPTION ON FIRE CRACKERS IN BENGAL



RESPONSE TO COVID-19 IN WEST BENGAL



GREEN CRACKERS IN WEST BENGAL – YOUTH & SELLER PERSPECTIVE



INTRODUCTION TO SOLAR ENERGY & SOLAR WATER PUMPING SYSTEMS



MOVEFOREARTH – CELEBRATING & INSPIRING CLIMATE ACTION



A PERCEPTION STUDY OF AIR POLLUTION & HUMAN HEALTH | WEST BENGAL REPORT



A PERCEPTION STUDY OF AIR POLLUTION & HUMAN HEALTH | JHARKHAND REPORT



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A PERCEPTION STUDY OF AIR POLLUTION & HUMAN HEALTH | ODISHA REPORT



STATUS OF CONSTRUCTION & DEMOLITION WASTE MANAGEMENT IN HOWRAH MUNICIPAL CORPORATION



AUTO DRIVER'S WILLINGNESS TO SHIFT TO ELECTRIC VEHICLES



BAN ON PLASTIC WASTE FOR AN UNCLOGGED FUTURE



HEALTH STUDY OF AUTO DRIVERS IN KOLKATA



REPORT ON CAPACITY BUILDING OF FINANCIAL INSTITUTE ON FINANCING SOLAR PUMP



IMPORTANCE OF MILLETS IN INDIA & WORLD



STATE OF AIR QUALITY - WEST BENGAL



STATE OF AIR QUALITY - JHARKHAND



STATE OF AIR QUALITY - ODISHA



IMPACT REPORT OF URJAMITRA TRAINING ON BASIC SOLAR PUMP



BASELINE STUDY OF MILLETS IN JHARKHAND



BASELINE STUDY OF MILLETS IN WEST BENGAL



AIR POLLUTION & HEALTH SEEKING BEHAVIOUR AMONG MARGINALISED GROUPS

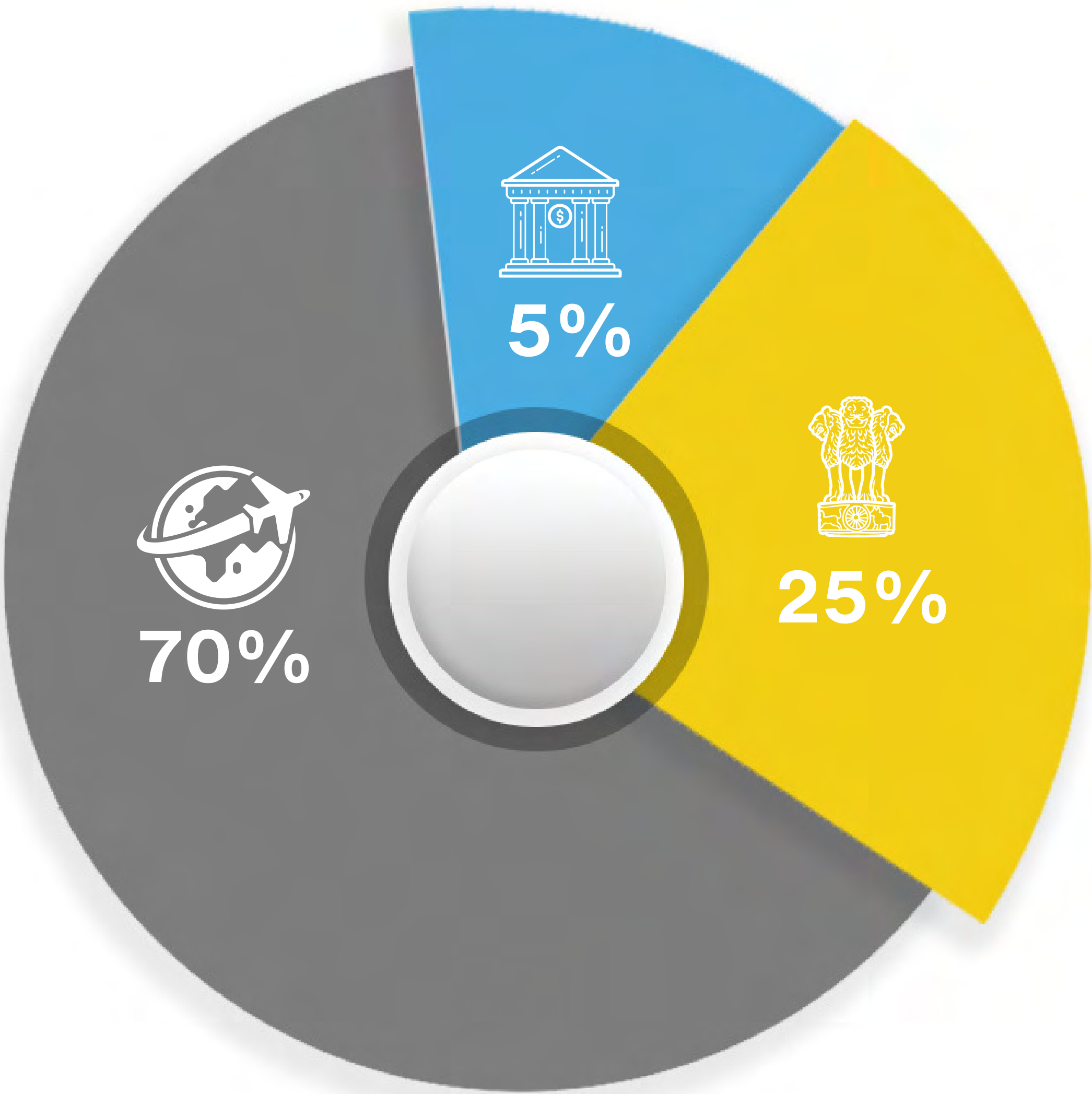
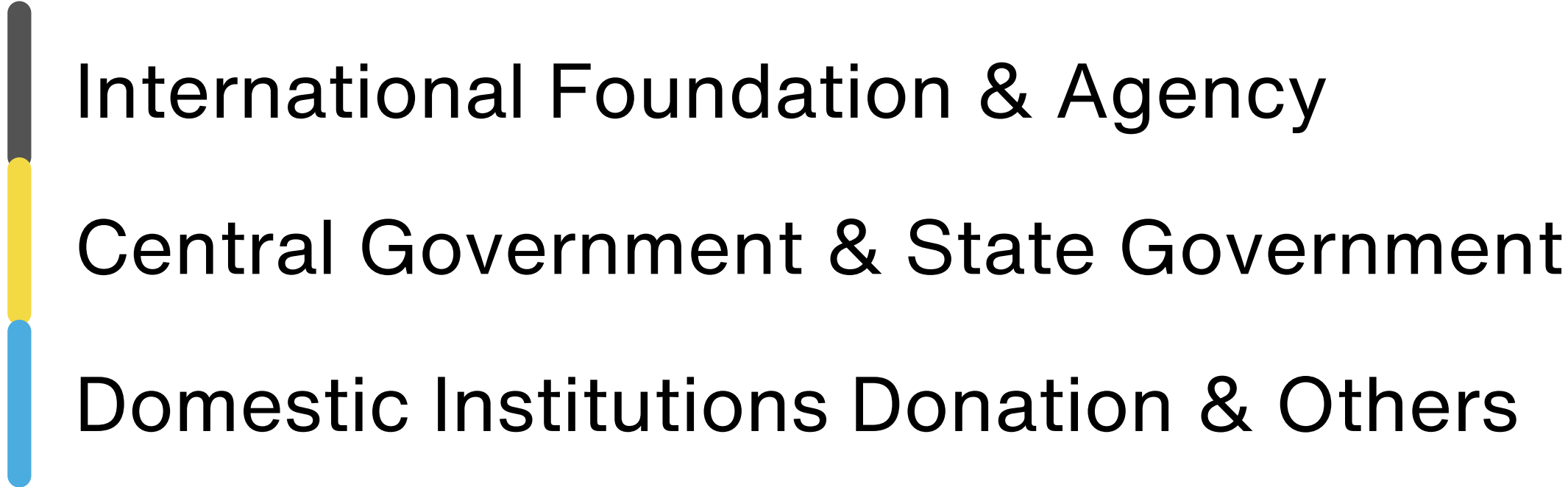


BASELINE STUDY OF SOLAR PUMP IN JHARKHAND

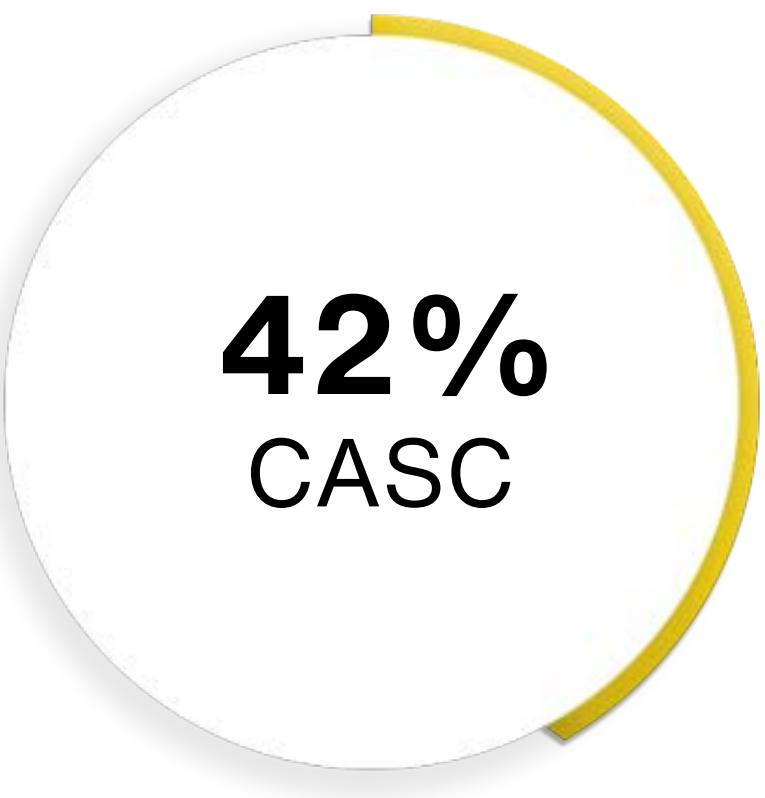
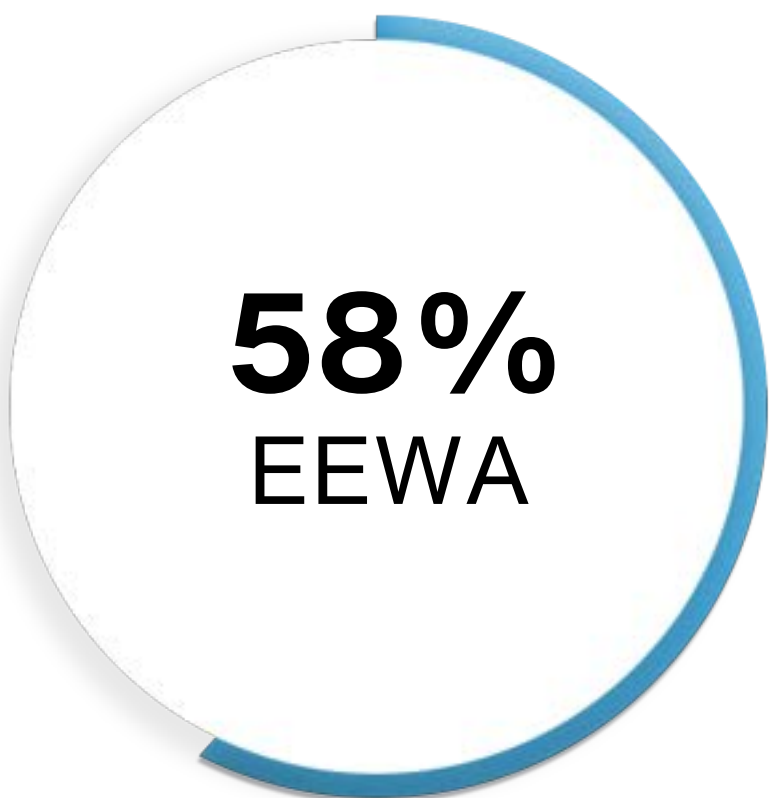


FINANCIALS

FUND RECEIVED



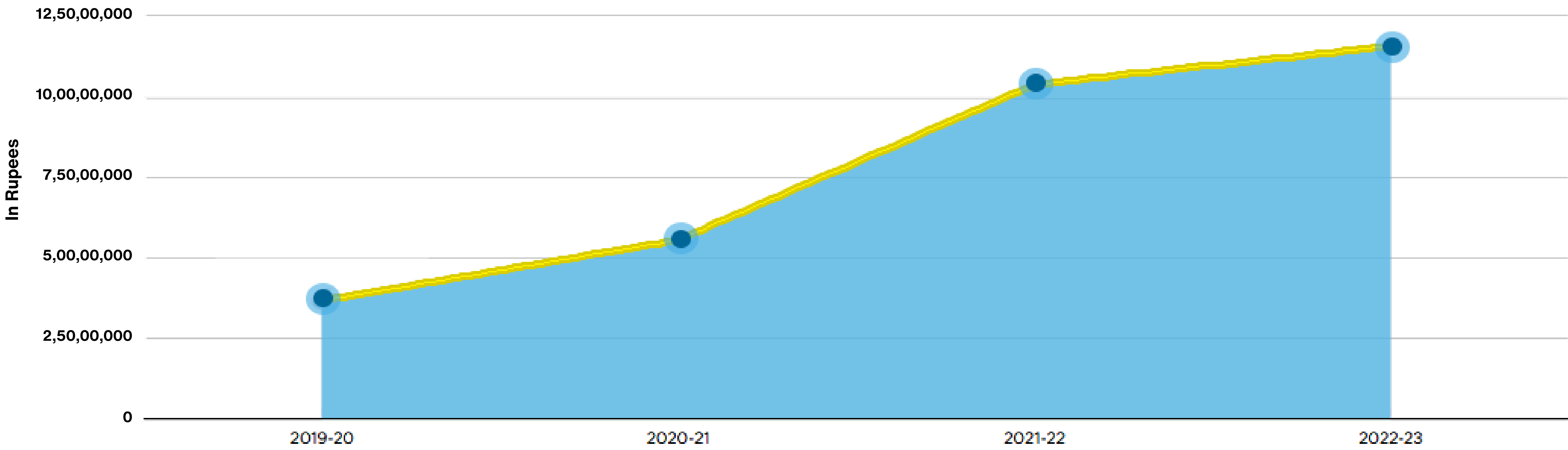
FUND UTILISED



EXPENDITURE



LAST 4 YEARS TURNOVER



TEAM SPEAK



”

I am grateful to be working with SwitchON Foundation. Here, I have found an environment that has nurtured my professional growth. SwitchON continues to help me fulfill my aim of empowering farmers and enhancing their collective strength.

SABINA PRADHAN, SIKKIM
Deputy Project Manager

“

I have been working at SwitchOn Foundation for the last two years. There is always an opportunity to learn something new here. There is an opportunity to match yourself. Above all, I look forward to working with people of every class of society. I feel proud to work at SwitchOn.

CHINMOY NEOGI, WEST BENGAL
Senior Project Coordinator



”

I am delighted to be a part of the SwitchOn family. Here, I learned how I could bring change to my everyday life, as well as the lives of others. SwitchOn has provided us all with a journey toward sustainable living, which is extremely important nowadays.

MONALISA BEHERA, ODISHA
Project Coordinator

“

To me, SwitchON Foundation is more than just a workplace. It is an institution that reminds me to stay positive and work for the greater good. Working for SwitchON helps me find purpose and motivation. The support and positivity from my bosses and colleagues at EEWA encourage me to work harder every day.

VIKASH KUMAR, JHARKHAND
Snr Project Coordinator





SwitchON Foundation has provided me with a valuable platform that helps me to contribute to a cause of paramount importance. We tackle new challenges regularly, honing skills for effecting change at the grassroots level. This experience has instilled in me a deep sense of empathy, inspiring personal behavioural change .

TAHOORA IMAN, WEST BENGAL
Research Associate

“

Sustainable agriculture has an important role to play in increasing the economic and social status of farmers. At SwitchON, we believe a satisfied farmer is our responsibility. Therefore, we work to make sure that farmers are benefited at all times with the support of FPOs. I am proud of the work that we do!

GAURAV DIGAMBAR VANE, MAHARASHTRA
Project Manager



I was new to the social sector when I had joined SwitchON two years ago. Concurrent involvement in various initiatives has broadened my skills. This experience has introduced me to core values, a deeper understanding of communities and the environment. It has boosted my confidence, and multitasking ability."

SUMEDHA KUNDAL, WEST BENGAL
Project Coordinator

“

SwitchON provides the ideal environment for conducting scientific research and offers the necessary resources to support projects. I am delighted to be a part of SwitchON, as the organisation is committed to addressing environmental issues across various states in India, which aligns perfectly with both my interests and previous work experiences.

DR. NIRMALA K., WEST BENGAL
Sr. Researcher





Environment Conservation Society

📍 Akola 📍 Bankura 📍 Bhubaneswar 📍 Delhi 📍 Hanskhali
📍 Kolkata 📍 Purulia 📍 Ranchi 📍 Shillong

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