





KOLKATA

11th March 2025

www.SwitchON.org.in

About

Themes



Climate Resilient Agriculture



Sustainable Mobility



Livelihoods & Market Access



Just Transition



Clean Energy



Circular Economy

The Move for Earth Symposium held in Kolkata, West Bengal, brought together people from all walks of life-farmers, rural women entrepreneurs, FPOs, SHGs, students, youth, industry leaders, government representatives, NGOs, academia, and green startups-all united by a shared purpose: to drive meaningful action for a sustainable future.

Through engaging **roundtables**, **workshops**, **and trainings**, the event became a hub of collaboration, where ideas flowed, connections were built, and solutions took shape. It wasn't just about conversations—it was about turning commitment into action, ensuring that every voice played a role in shaping a greener, more resilient tomorrow.

SNAPSHOT

1000+

20+

20+

45

Participants

Speakers and Experts

Schools and Colleges

Sustainable Exhibits

Buyer-Seller Meet

60

20

Buyers

Sellers



Roundtables

Decarbonising Steel Industry

- Policy and Infrastructure Readiness Are Essential for Scale
- Green Steel Requires a Phased, Contextual Approach

Promoting Energy Security in Tea Garden

- Collaborative stakeholder ecosystems are key to sustainable development in this sector
- Government Schemes offer strategic leverage but needs proper implementation

Accelerating Sustainable Mobility: Expanding Bus Fleets for Greener Cities Session Partners: ASAR, Kolkata Busopedia

- Expanding public bus fleets is central to reducing urban transport emissions and congestion.
- Depot infrastructure and charging networks are critical for EV bus adoption.

Climate Resilient Agriculture: Landscape Approach in Rainfed Regions of West Bengal

Session Partner: RRA Network

- Community-led watershed management enhances long-term agricultural productivity.
- Farm ponds and decentralized water storage are critical in rainfed belts.









WORKSHOPS

- Circularity & Zero Waste
 Experts: Yogini Bapat, Founder of BeLive
 Purnima Lohia, Founder of Zero Waste
- Product Costing & Bookkeeping
 Experts: Neha Goel, Partner & CEO, NNG & Co.
 Kanchan Maheswari, Chartered Accountant



- Skills for a Sustainable Future: Building a Just Transition Workforce
 Experts: Partha Das-Secretary, Academic Council, Senior Faculty of Civil
 Engineering Jnan Chandra Ghosh Polytechnic
 Saroj Kumar Tripathy, Director, Glitz Corporation
- Breaking Even on Happiness at Work
 Expert: P Ravi Shankar, Advisor-Strategic HR & OD, Menterra Venture Advisors
- Handloom Kanthar Katha: Stories in Stitches
 Experts Debasish Chatterjee, Scientist D, CSTRI, Malda, Central Silk Board
 Bapadditya Khan, Master Trainer, Weaver's Service Centre









Trainings

- Market Linkage and Value Chain Expert: Shirish Joshi, Consultant, Bharat Agroecology Fund
- Sustainable Storytelling & Digital Journalism
 Experts: RJ Arvind , 94.3 Radio One Nasha
 Krishnendu Bhattacharya, Asst. Editor, Times of India



Green Pitchathon

A dynamic forum for early-stage startups and youth to showcase green business ideas on sustainable themes. College youth and startups participated in the Pitch session, presenting ideas on renewable energy, sustainable agriculture, and circular economy initiatives. The Pitch sessions were judged by **Agni Mitra**, Founder, Amwoodo, **Madhumita Sarkar Guha**, Founder, Luxe Living, **Lata Bhatia**, Founder, Kolkata Zero Waste Bazaar and **Rimjhim Ray**, Founder, Heyo Phone & Investor, Goa Angel Network.

Awards for Green Bengal Innovation Contest

Winner of Youth Innovator Category - Rs 20,000/-Buddhadeb Bera, Government ITI Canning, West Bengal

2nd runner-up Youth Innovator Category - Rs 5000/-Abhishek Charan, Army Institute Of Management, Kolkata

1st runner-up Youth Innovator Category - Rs 10,000/-Shaswata Mondal , Student Government ITI Canning, West Bengal

Winner of Start-up Innovator Category - Rs 25,000/-Shailendra Rakhecha , Green Entrepreneur











Buyer Seller Meet

The event, hosted in collaboration with the West Bengal State Rural Livelihoods Mission (WBSRLM), served as a vital platform to connect farmers, Farmer Producer Organizations (FPOs), and Self-Help Groups (SHGs) with interested buyers. Featuring exhibition stalls, the meet provided space for participants to present a diverse range of agricultural produce, value-added farm products, and allied services. With participation from around 20 buyers and 60 sellers representing 8 districts, the Buyer-Seller Meet fostered meaningful engagement. Esteemed buyers such as Flipkart, Nature Bio Foods, More Supermarket, OrgNaturo, and Kami Reddy Agro Foods Pvt. Ltd. and many more had the opportunity to evaluate a variety of high-quality offerings. Sellers, in turn, received valuable market feedback and gained insight into buyer expectations.

Buyers expressed strong interest with 89 LOIs submitted, reflecting a total potential value of ₹22.34 crore which spread across products including various rice types, pulses, millets, oilseeds, turmeric, jaggery, honey, and black cumin—underscoring the strong market potential and productive connections made during the meet.

20+
Buyers Engaged

60 Sellers Engaged

8
Districts Involved

FARMER & FARMER COLLECTIVES AWARDS

Soil & Soul Awards

Papiya Khatun, Matir Kotha FPC

Nikhil Talokdar, Amrutirth FPC

Atar Singh, Morena, Krishidhan FPC

Ribhaun Phadong , Tyllil Delmala Joint Farming Cooperative Society Ltd.

Tika Prasada Rai, Dafey Munal FPC

Rajendra Kumar Majhi, Bioshree FPC Limited

Swarup Majhi, Sachimata FPC Ltd.

Eknath Vane, Bramhani Agromind FPC Ltd.

Vishwanath Mukhare, Krushinirmiti FPC Ltd.

Namdev Chede, Shevgaon Agro Producer Company Ltd.

Ryngkar Lang, Tyllilangbankiew Producers Cooperative Society

Worzan S, Kamjong FPC Ltd.

Chhayarani Mahato, Karandi Kalayanamoyee Swanirbhar Dal

Chaina Khara, Rangamati Chor Akshchoya Udpadak Gosti

Mousumi Garai, Birsingha bhorer alo NRLM Dal

Gramin Eco Prerna Award

Sushma Biswas, Kohinoor Sanirbhar Gosti Rameswarkure Sashya Shyamala Utpadak Goshti

Sustainability Champion Award

Pahchan Foundation

Development Action Society

Durgapur Sub divisional Voluntary Sports and

Cultural Club Coordination Society

Sustainability Steward Award

M. C. Kejriwal Vidyapeeth

Sustainable Innovation Award

Baidyapara High School

Eco Pioneer Award

G.P.S Memorial School

Sustainable Leadership in TEA Garden

Manoj Lama, Pradhan, Kumai Gram Panchayat



VOICES

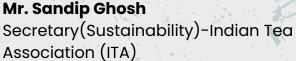


"Our partnership is built on empowering people, whether its entrepreneurship in West Bengal, driving green innovations or scientists at technical university of Munich, advancing sustainable technology"

Ms. Barbara Voss,

Consul General, The Consulate General of the Federal Republic of Germany

"Unless there is an alignment with the govt schemes and policymaking with people on the ground, the transition does not take place effectively. For real transition, policy must align. When governments take the lead, organizations follow, and change becomes possible."





"Through SwitchON, we've seen the dedication and hard work of the entire community. The team's efforts are truly appreciated, and it gives me hope to see you working so closely with everyone."

Mr. Indranil Niyogi,

Consultant- India Programme Fund, Swiss Philanthropy Foundation

"An FPO Board must include members from all villages and farmer groups to avoid imbalance. In rainfed areas, women's representation is key as they often lead agriculture due to male migration."

Mr. Shirish Joshi,

Consultant, Bharat Agroecology Fund



Partners













www.SwitchON.org.in 😝 🛅 🞯 🊳 🕲 🖸 @SwitchONIndia

SwitchON Foundation, established in 2008, is a leading non-profit organisation focusing on Environment Sustainability and Equal Opportunities. Operating in 10 Indian states. It leads initiatives in Clean Energy Access, Sustainable Agriculture, Skilling, Clean Air and Sustainable Cities. Key strengths encompass innovative project implementation, capacity building, field support, awareness and advocacy.

