



**पर्यावरण मित्र**

**Friends of Environment**

**Protecting present and future generations**

**Eleven Years of Looking After Nature**  
**Activities from 2005-2015**

## Introduction



Paryavaran Mitra was established in 2004 to find ways and means of protecting and nurturing our environment. Its headquarter is Shikohabad, U.P. within the complex of Hind Lamps, spread over 80 acres.

Its main objective is to reduce **land, water, air** and **noise pollution** and make the earth a better place for our present and future generations

Kiran Bajaj is the president of this organisation and there are 13 members. Since its inception in 2004, Paryavaran Mitra has conducted a variety of campaigns and awareness programmes to meet its goals.



## Managing Committee

President - Kiran Bajaj ● Vice President - Shekhar Bajaj

Secretary - Mangesh Patil ● Dy. Secretary - Hari Om Sharma ● Treasurer - Srikant Pandey

● Dy. Treasurer - Chetan Bhanushali ● Executive Committee - Mukul Upadhyaya,  
Dr. A.k. Ahuja, Dr. Rajni Yadav, Manmohan Singh, Raj Kishor Singh,

Abhay Dixit, Deepak Ohri

● Auditor - Shikhar Sarin

## Contact :

**Mumbai:** Kiran Bajaj - President Ph.: 022 22185933, 022 22182139

E-Mail: [ksb@bajajelectricals.com](mailto:ksb@bajajelectricals.com)

Website: [www.paryavaranmitra.org](http://www.paryavaranmitra.org)

**Shikohabad:** Abhishek Srivastava (+91 8394894447)

Mohit Jadon (+91 9358361489) Office Ph: 05676 - 234018

Add: Hind Lamps Ltd., Shikohabad, Dist : Firozabad (U.P.), 283141

E-Mail: [pmhoskb@gmail.com](mailto:pmhoskb@gmail.com)

**[www.paryavaranmitra.org](http://www.paryavaranmitra.org)**

# INDEX

## Activities to reduce air pollution

Tree Plantation.....	04
Mixed Forestry.....	05
Green Belt Generation.....	05
Nursery.....	06
P.U.C. Checks.....	06
Waste Disposal.....	06

## Activities to reduce water pollution

Restoring Old Ponds.....	07
Water Purification Project.....	07
Rain Water Harvesting.....	08

## Activities to reduce land pollution

Organic Farming – Taking it to villages.....	09
Training farmers to test soil conditions.....	09
Organic Farming and Organic Fertiliser Manufacture Training.....	10
Training about organic seeds and farming.....	10
Farmers' Market – Organic Festival.....	11

## Activities to stop noise pollution

12

## Awareness programmes and campaigns

Forestry training for Students.....	13
Awareness campaigns about ill effects of tobacco.....	14
Rally, Seminars, Symposium and Workshops.....	15
Paintings & Quiz contests.....	16
Wall Writing.....	16
Anti Polythene and Cleanliness Drive.....	17
Participation of best known environmentlist.....	18
Paryavaran Mitra Awareness campaign through Marathon.....	19



# Activities to reduce air pollution

## Tree Plantation

- The campaign 'Come, let us plant trees' encouraged people to plant trees in an informed and scientific manner.
- Awareness programmes and plantations were held at several schools, colleges, hospitals and outskirts of temples.
- Two lakh saplings planted from 2004. Strict measures put in place to ensure protection and care of these trees.



Tree Plantation on various occasions



## Mixed Forestry

- 20 small mixed forests were created at Hind Parisar as well as in the infertile land belonging to Kosi factory.
- The advantages of this type of forestry are – Variety, Conservation, clean air and a drop on the temperature.
- The aim is to create and encourage such mini mixed forests on infertile or waste land owned by corporates or small organisation.



Mixed Forest at Hind Parisar

## Green Belt Generation

- Several green belts created in towns to clean up areas of squalor
- Green belts created with assistance from banks and other organisations.
- Many green belts created in Mumbai and Shikohabad.



Before



After

### Nursery

- Creation of nursery through extensive botanical knowledge and hands on training.
- Procuring variety diversity of saplings and seeds to maintain diversity of the ecosystem and distributing them amongst farmers.



Floral nursery



Forest Nursery

### P.U.C. Checks

- Assistance and encouragement of P.U.C checks
- Initiating compulsory P.U.C. check for all Bajaj Electrical employees



### Waste Disposal

- Converting waste into compost
- Prohibition on burning waste.
- Separating wet and dry garbage to make compost
- Education people how to make compost from waste





# Activities to reduce water pollution

## Restoring Old Ponds

- Identify old ponds and protect them from being misused.
- Working towards water problems of the villages
- Plea to the government to restore historic pond in U.P. along with efforts from communities and various organisations



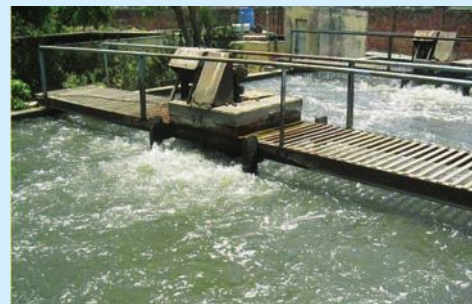
Pond Cleanliness Drive at old Fatehpur with help from villagers



A view after cleaning, digging and releasing water in the pond

## Water Purification Project

- Effluent treatment plants to convert waste water into pure water
- Educating and encouraging companies to set up effluent treatment plants
- Implementing water purification process at Hind Parisar
- Advocating with the government to encourage this venture



Water Treatment Plant

## Rain Water Harvesting

- Rain water harvesting project set up successfully at Hind Parisar to conserve water
- Using water from rain water harvesting to fill water bodies
- Educating students and organisations the techniques of rain water harvesting



Different ways of Water Harvesting



# Activities to reduce land pollution

## Organic Farming – Taking it to villages

- Providing in depth information to Farmers and students about organic farming methods
- 20,000 kg of produce through efforts of Paryavaran Mitra
- 150 farmers engaged in efforts to reduce air, water and land pollution



Organic Farming Training

## Training farmers to test soil conditions

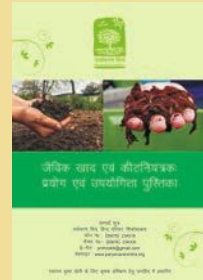
- Technical information provided to organic farmers regarding soil testing from samples
- Despatching of samples to laboratories
- Informing organic farmers about the results and further procedure
- Printing and distribution of Soil Testing booklets amongst organic farmers



Soil Check Training

### Organic Farming and Organic Fertiliser Manufacture Training

- Step by step training to manufacture Nadep and practice vermiculture
- Training farmers and representatives from educational institutions and social organisations.
- 25,000 people educated so far
- Free distribution of book about use of organic fertiliser and insecticide



Nadep



Vermiculture



Insecticide

### Training about organic seeds and farming

- Organic farmers receiving instruction about organic seeds from agriculturists.
- Training in all aspects of organic farming, from preparing of soil, sowing, looking after the crops and treating any disease.
- Entering and accounting of the produce
- Motivating farmers to keep the seeds safe



Organic wheat harvest



Organic tuvar/pulse



Organic Bottle gourd



Organic Indian gooseberry



### Farmers' Market – Organic Festival

Certified by ECOCERT India Pvt. Ltd.



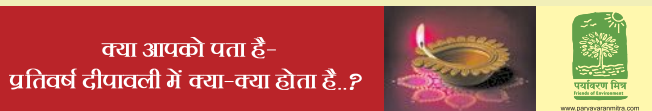
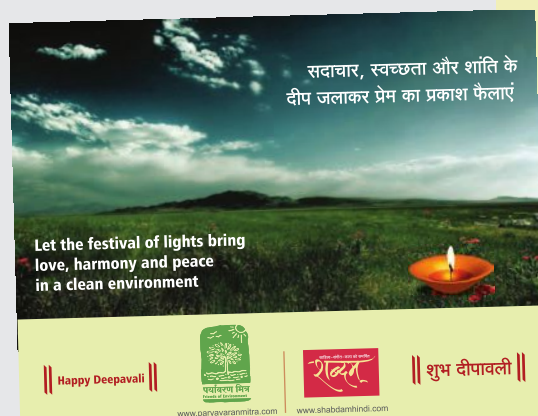
- Annual Farmers' Market held in Shikohabad and Mumbai successfully.
- Educating consumers about the ill effects of chemical fertilisers.
- Exhibition of organic seeds, saplings and produce and providing information.



Exhibition displays of organic produce to raise awareness in Mumbai and Shikohabad

# Activities to stop noise pollution

- Influencing schools, colleges, administrative bodies and media by sending e-cards to reduce noise levels. Banning fireworks, loudspeakers, music bands etc.
- Reaching out via pamphlets, social media, email campaigns before Diwali and advising control of noise pollution
- Letters of plea to local administrative bodies to enforce law to reduce noise pollution



- पटाखों से जलने के कारण भारत में असंख्य दर्दनाक दुर्घटनाएं एवं मौतें हो जाती हैं.
- पटाखों की वजह से बच्चों एवं जनसामान्य को खतरनाक अपंगता अंधापन, बहरापन, दिल का दौरा हो जाता है तथा दमा और फेफड़े आदि की बीमारियां होती हैं.
- भारत जैसे गरीब देश में करोड़ों रुपए, पटाखे जलाने में स्वाहा हो जाते हैं तथा भयंकर रुप से जानमाल की हानि होती है.
- असुरक्षित स्थान और गैरकानूनी पटाखा कारखानों में बाल मजदूरी कराई जाती है, जिसमें हजारों गरीब बच्चे मर जाते हैं और अपंग हो जाते हैं जो कि कूर, गैर कानूनी एवं बाल हत्या हैं.
- पटाखों के कारण हवा-पानी-जमीन विषाक्त होते हैं तथा वैश्विक तपन में वृद्धि होती है जिससे पशु-पक्षियों सहित अन्य जीवधारियों तथा पेड़-पौधों पर भयंकर दुष्प्रभाव पड़ता है.

क्या यह सब जानते भी हुए आप पटाखों का इस्तेमाल करेंगे? अपने घर की लक्ष्मी को स्वाहा करेंगे? दुर्घटनाओं और बीमारियों को निमंत्रण देंगे? पर्यावरण मित्र का सविनय आग्रह-पटाखे खरीदने एवं जलाने में अपने धन स्वाहा करने की बजाय, उसे बालहित और प्रकृति संरक्षण के नेक काम में लगाएं.

**पर्यावरण के शत्रु नहीं, मित्र बनें.  
वर्तमान और भावी पीढ़ी की रक्षा करें**

पर्यावरण मित्र, हिन्दू परिसर, शिकोहाबाद की ओर से जनहित में प्रसारित।

फोन नं.- 05676-234018, ई-मेल- pmhoskb@gmail.com  
www.paryavaranmitra.org



## Awareness programmes and campaigns

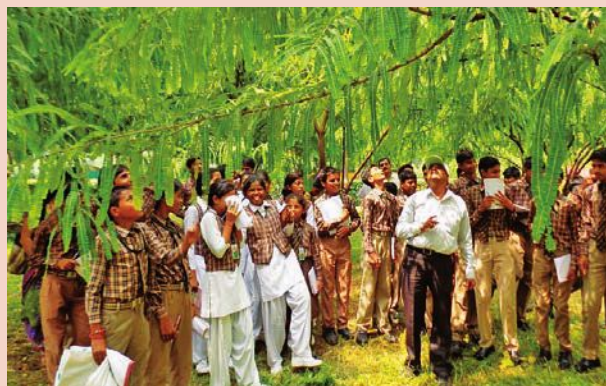
### Forestry training for Students

Academics, teachers, students and youth are the cornerstones of our society. Paryavaran strongly believes that these groups can bring about a change in the environment if they gain awareness about the environment and empathy for Mother Nature.

- Students visits to Paryavaran Mitra Van Darshan days
- 25,000 students have received training and education about forests and conservation



Students learn about Organic Farming



A demonstration about benefits of forests



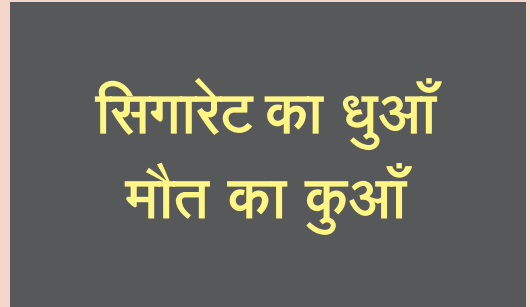
Group picture of students for Van Darshan at Kamalnayan Kanan Forest

## Awareness campaigns about ill effects of tobacco

- Freedom from Tobacco campaigns led by students to highlight ill effects of tobacco
- Plays, painting contests and workshops to reach out to the public
- On-going campaign since 2005



Anti-tobacco Oath ceremony



Painting Competition displays from various participating schools



Kids perform a street play against tobacco consumption



Dr Chaturvedi with others at an anti-tobacco programme, Mumbai



## Rally, Seminars, Symposium and Workshops

- All significant environment dates celebrated with rallies and campaigns.
- 35,000 students participated so far.
- Seminars to share information about environment protection at district, state and national levels.



Anti Pollution cycle rally



Students' rally to promote forests



Ferozabad Collector, Smt Sandhya Tiwari gives the go ahead to the environment rally



Environment fans demonstrating messages on their backs



Vijay Karan Anand, Collector, Ferozabad at the tree plantation oath taking ceremony

## Paintings & Quiz contests

- For school and college students
- 40,000 students participated so far



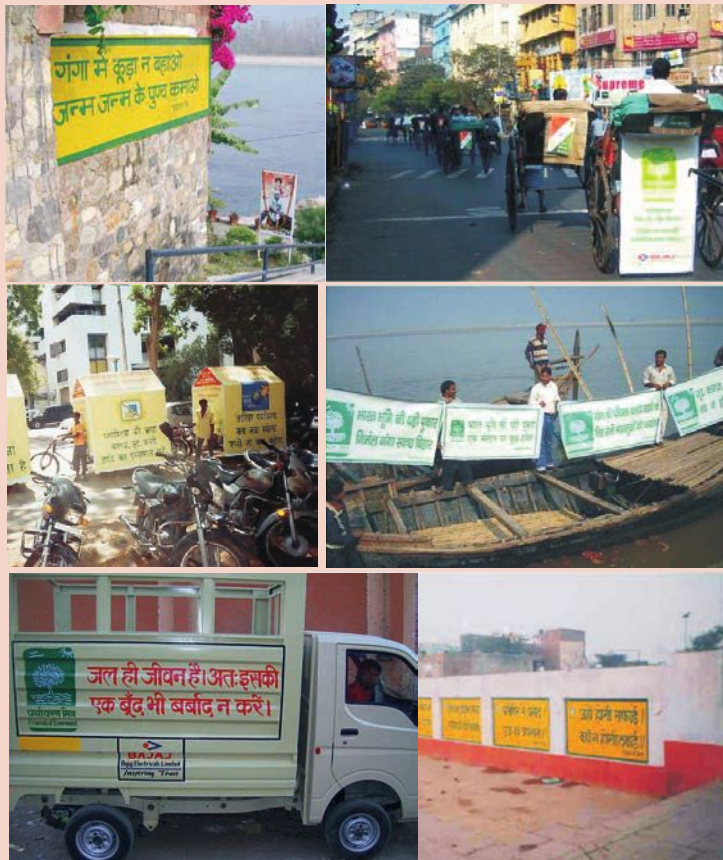
Paintings by students of various schools



Students participate in environment quiz

## Wall Writing

- An effective way to promote environment causes by writing messages on walls
- Use of green letters on yellow background to gain high visibility in markets, railway and bus stations, schools, colleges, temples and community areas
- Wall writings conducted in Shikohabad, Agra, Mathura, Vrindavan, Govardhan, Kosi, Haridwar, Hrishikesh, Banaras, Patna, Lucknow, Kanpur since 2004



Billboards and sloganeering at religious locations



## Anti Polythene and Cleanliness Drive

- Joint efforts with National Cadet Corps and National Service Scheme to carry out cleanliness drive
- Cleaning of the shores of Bateshwar Educating village folks on how to keep their surroundings clean. Creating awareness about the harmful effects of squalor

जन-जन ने यह ठाना है।  
यमुना से गंदगी मिटाना है॥



Yamuna Cleanliness drive for World Water Day



Kiran Bajaj supervising Yamuna Cleanliness drive for World Water Day



Awareness through puppets



Cleaning ponds with N.S.S. students

## Awareness programmes and campaigns

- Programmes to celebrate National and International days of environmental significance and garnering popular support
- Celebrating World Forest Day, World Water Day, World Environment Day with prominent guest environmentalists; inviting them to talk and participate in Paryavaran activities

Visitors include some of the best known people in the area of environment work. Sunderlal Bahuguna of the Chipko movement, Bittu Sehgal, Editor, Sanctuary Magazine and environment activist, Padmabhushan Chandiprasad Bhatt, Bhagwat Bhaskar Shri Krishnachandra Shashtri Thajkurji, Jalpurush Shri Rajendra Singh, Mixed Forestry expert Shri Jagat Singh 'Jungle', Dr Ashok Kothari of Bombay Natural History Society, Jyoti Mhapsekar of Stree mukti Sangathan, Organic Farming expert Deepak Vallabh-bhai Sachde, Sudeepta Vyas, Writer and Social Communication Specialist and Dr Anish Andheriya.



Jyoti Mhapsekar



Bittu Sehgal



Chandiprasad Bhatt



Deepak Vallabh-bhai Sachde



Shri Krishnachandra Shashtri Thajkurji



Sunderlal & Vimla Bahuguna



Kavita Mukhi



Shri Jagat Singh 'Jungle'



Rajendra Singh



Dr Anish Andheriya.



Dr Pankaj



Aditi Parekh



Sudeepta Vyas



Shirish Deshpande



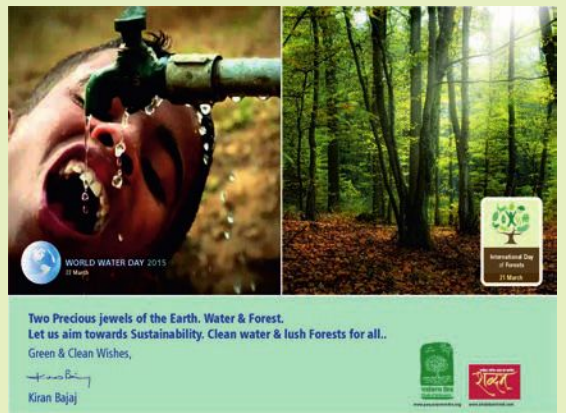
## Paryavaran Mitra Awareness campaign through Marathon

- Support of Bajaj Electricals Ltd offices in Delhi, Mumbai, Bangalore, Hyderabad since 2005 to run marathon races and promote the cause of the environment with guidance from Paryavaran Mitra
  - Huge participation every year from Bajaj Electricals office, Mumbai
  - Effective use of slogans, hoardings, posters and billboards to create awareness
- Active participation from office staff



Bajaj Electricals Team at the Standard Chartered Mumbai Marathon

## e-cards



### Contact:

**Mumbai:** Kiran Bajaj - President Ph.: 022 22185933, 022 22182139

E-Mail: ksb@bajajelectricals.com

Website: www.paryavaranmitra.org

**Shikohabad:** Abhishek Srivastava (+91 8394894447)

Mohit Jadon (+91 9358361489) Office Ph: 05676 - 234018

Add: Hind Lamps Ltd., Shikohabad, Dist : Firozabad (U.P.), 283141

E-Mail: pmhoskb@gmail.com

**www.paryavaranmitra.org**