



# Thanal Newsletter


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August 2024

# WAVANAD

**NABARD** Launches First  
Integrated Tribal Development  
Program in Kollam

**APEX YOUTH WORKSHOP**  
International Meeting



# Together, we hope to build a safer, more resilient Wayanad

The landslide in Wayanad has devastated communities, leaving lives and livelihoods in ruins. Death Toll crossed 400. More than 130 people are still found missing as the search and rescue operations enter its final phase. More than 500 houses are partially or completely destroyed and thousands are now in around 17 relief camps spread across the district. This tragedy underscores the urgent need for disaster preparedness and resilience which we have to definitely address. Meanwhile, The current period is going to be a period of great test - of our ability to rebuild the lives of thousands who have lost everything. Amidst the loss of lives, homes, possessions and loved ones, it is imperative for the government, community, and individuals to come together and embark on the challenging journey of rebuilding.

The immediate priority lies in providing essential aid, medical care and support to those affected. This includes ensuring access to food, clean water, medical care, and temporary shelter which is currently being taken care of by the joint efforts of State governments, like minded organisations and community. The shelters, currently housed in schools, need to be equipped with adequate facilities to cater to specific needs of the vulnerable groups like children and old people. Once the immediate needs are met, the focus has to shift towards long-term rehabilitation and reconstruction- by providing infrastructure, financial assistance, housing solutions, and livelihood support to the affected families. The Govt and the community have a vital role to play in the rebuilding process.

Local organisations, volunteers, and individuals can contribute by offering their skills, resources, and time to support the affected communities. It is a time for solidarity, compassion, and resilience. Thanal aims to work with the district administration in finding post disaster rehabilitation support including creating sustainable livelihood, living spaces, supporting the children's education and in eco restoration. Rebuilding lives after a disaster is a long and challenging process, but it is possible with the collective effort of the government, community, and individuals. Interested individuals can contact us and by working together, we can help the people of Wayanad rebuild their lives, lands and communities.

## AWARENESS SESSIONS IN SCHOOLS



On 2024 July 25th and 29th, two awareness classes were conducted by the Thanal Carbon Neutral team, Wayanad, to educate the students on the importance of carbon neutrality and sustainable practices. The awareness class began at Manikavu NAAUP School, Meenangadi, which is actively pursuing carbon-neutral initiatives. Around 50 students participated. Another session was held at GLPS Chennai School, located in the Palakamoola area of the 18th Ward in Meenangadi. There, classes were conducted for the 4th-graders, and 22 participants took part in the event. In addition to the awareness sessions, a survey was conducted to estimate the carbon emissions and carbon sequestration of each school.

The session was designed to introduce the concept of carbon neutrality and encourage students to discuss eco-friendly practices. We

began with a simple explanation of carbon neutrality and its importance for environmental sustainability. Several students shared their experiences with composting organic waste, highlighting its positive impact on soil health and waste management. Discussions on gardening underscored the role of plants in absorbing carbon dioxide and also explained plastic waste reuse methods such as bottle art, bottle plantation etc. We also exhibited a series of posters illustrating various Carbon Neutral Meenangadi projects such as solar water pumps, organic farming and green islets etc. The students' participation and understanding of these sustainable practices were evident, reflecting their involvement and enthusiasm for environmental conservation.

These sessions are part of our ongoing efforts to instil a sense of environmental responsibility in our young minds. The active participation and insightful contributions from students show the growing awareness and commitment to sustainable practices in our community.

It has indeed been a great experience for us to meet with them and also hear about their expectations. We extend our gratitude to all our partners and visitors who support our initiatives and contribute to the success of our project.

## A TOUR ON CNM GREEN INITIATIVES

On July 23, Carbon Neutral Meenangadi team welcomed the Piramal Foundation team for an insightful visit. The team was introduced to Meenangadi Net Zero Accelerated Lab (MNAL), Carbon neutral models prepared by climate volunteers, different varieties of stove models and electric tiller. At Manikavu School, we presented bamboo varieties and discussed maintenance practices with the headmaster. The team was impressed by the satellite images of Manikavu School and Temple from 2016 and 2024, which demonstrated significant canopy changes over the years. They also visited Manivayal Pacha Thuruthu

(green islet), an 8-acre land equipped with solar panels which we had provided to the local farmers groups as part of our carbon neutral commitment.



# NABARD Launches First Integrated tribal development program in Kollam

NABARD Launches its first Integrated tribal development project at Kulathupuzha, Kollam. The project, partnered by Thanal, was inaugurated by Mr. Baiju N Kurupp, Chief general Manager of NABARD on 8 th July at Kadamankode, Mahadeval Temple by distributing Tree saplings and organic manure to tribal village heads of the selected tribal hamlets. He visited various tribal hamlets, interacting with the beneficiaries and planted a tree sapling to mark the beginning of the initiative.

Currently, the project aims at providing sustainable livelihoods and agricultural advancement, targeting 413 families residing in 8 hamlets, on a five-year trajectory. ‘Nabard’s goal is rural prosperity. It is achievable only when a trilateral Panchayat administration, Voluntary organisations, and the people come together. By the fifth year of the program, the beneficiaries may achieve economic progress, strengthen their livelihoods in a sustainable manner and set an example for comprehensive development in Kerala’ emphasised Nabard’s Chief General Manager in his inaugural speech.

The project will encompass various agricultural initiatives, along with water resource development, leadership training, skill development centres, and sanitation initiatives. The Tribal Farmer Producer Company, which facilitates branding, marketing, and enables sustainable development, is a significant component of the initiative.



*“We believe this will be a two-fold development as it is the first project to involve us in conceptualization, which considers our lifestyle, cultural significance and environment along with the socio economic conditions of our hamlet.”*

**P R Santhosh**

Member of Kadamankode ward



Newspaper Report

Newspaper Report: <https://www.skillreporter.com/regional/kerala/nabard-to-launch-skill-development-program-for-tribals/>

# APEX YOUTH WORKSHOP

## International Meeting



The APEX Youth Workshop, held in Sri Lanka from July 20th to 24th, gathered youth representatives from nine Asian countries to address the pressing issue of youth disengagement from agroecology and also to invigorate the youth leadership in Agroecology and Food Sovereignty initiatives. The workshop offered valuable insights into the underlying factors driving this trend and emphasised the importance of addressing these challenges to ensure a sustainable agricultural future in Asia. Mr. Athul Raj, Programme Coordinator

(Agroecology and Sustainable Livelihood) and Ms. Anju Babu, Programme Coordinator (Infocom and Carbon Neutral Communities) represented Thanal in this workshop. Factors like economic issues, lack of awareness about agroecology methods, social perceptions, lack of support from Govt, lack of technologies, and financial security which hinder the youth's involvement in Agroecology were discussed at length. The participants also visited and interacted with the women farmer groups at Vikalpani and local organic farmers market.

# Leveraging Social Media to Engage Youth in Agroecology :

**Session By Ms. Anju Babu  
at the APEX youth workshop on July 21,2024**

Below is an excerpt from Ms. Anju Babu's session on the importance of using social media to attract youth to agroecology. Her session provided valuable insights and practical tips for visual documentation and social media strategies to engage the younger generation.

‘ Social media is a powerful tool to bridge the gap between traditional agricultural practices and modern youth interests. Platforms like Instagram, Facebook, and YouTube offer an unprecedented opportunity to showcase the relevance and excitement of agroecology. By leveraging these platforms, agricultural advocates can reach a broader audience and inspire a new generation of agroecologists.

One of the key strategies discussed was the use of visual documentation. High-quality images and videos can capture the essence of agroecological practices and present them in a compelling way. Visual content can highlight the beauty and importance of sustainable farming, making it more relatable and appealing to young people. The session offered practical tips on creating engaging content, such as ideal usage of grid lines in mobile photography and Videography, different types of video contents, and personal stories of young farmers.

Creating engaging content is crucial for attracting youth. Using a mix of educational and entertaining content to maintain interest. Tutorials on agro ecological techniques, behind-the-scenes looks at day today farm activities, and success stories of young agro ecologists



can all contribute to a dynamic and engaging social media presence. Interactive content, such as live Q&A sessions, polls, and contests, can also foster a sense of community and participation.

Social media can also help build a community of like-minded individuals who share a passion for agroecology. Anju highlighted the importance of engaging with followers by responding to comments, collaborating with influencers, and using relevant hashtags to increase visibility. Building a supportive and interactive online community can encourage more young people to explore agroecology and feel connected to a larger movement.’

The session underscored the potential of social media to transform perceptions of agroecology and change the narrative among the youth. By utilising visual documentation and strategic social media practices, agricultural advocates can engage and inspire a new generation to embrace sustainable farming practices. Thanal remains committed to leveraging these insights to promote agroecology and ensure a sustainable agricultural future.



## AUGUST EVENTS

### INAUGURATION OF PROJECT BUTTERFLY

#### Creating Butterfly Gardens in Schools

KIMS Health is helping us launch a programme of creating butterfly gardens in 20 schools in Trivandrum City. The official inauguration will be done by CEO, KIMS Health, Smt Reshmi Ayesha during August in three schools in Trivandrum city.

Butterfly gardens, more than just an assortment of plants, are considered as powerful educational tools. We hope that this initiative will help the students to connect with nature, learn more about biodiversity and help foster in them an awareness and respect for the intricate balance of ecosystems.



#### Newspaper Report

<https://www.instagram.com/reel/C-FS-iyKy1Og/?igsh=MWh6YWc4Zm5pdnA1Mg==>



### Your donation, regardless of its size, holds the power to catalyse positive change in the lives of people.

Thanal has committed to work with local Panchayat and district administration of Wayanad in finding post disaster rehabilitation support including creating sustainable livelihoods, living spaces, and children's education.

Together, let us work towards rebuilding the lives of Wayanad. Your donation will play a vital role in realising this vision. For your convenience, we have provided our account details below:

Account Name: Thanal  
Account Number: 21780100017799  
Bank Name: Federal Bank, Sasthamangalam  
IFSC Code: FDRL0002178

*Thank you once again for your  
generosity and commitment  
to our shared cause.*