



Thanal
People, Planet,
Sustainability

**“BE THE
CHANGE
THAT YOU WISH
TO SEE IN THE
WORLD.”**

Mahatma Gandhi



1986

We started out as a small group of nature enthusiasts to bring environmental awareness to the people. Our aim was to raise an environmentally conscious generation by conducting studies on natural history and bringing environmental education to schools and colleges.



Flash Forward

Our transformation from nature enthusiasts to serious environmental activists was triggered by the rise in pesticide use and pesticide related illnesses, increasing deforestation, improper handling of urban waste and other alarming issues.

From the 1970s to the 2000s, over 50,000 villagers in the district of Kasaragod were plagued by convulsions, physical deformities, congenital anomalies and cancer. These maladies were traced to the pesticide Endosulfan sprayed over the cashew plantations.

In 1998, along with the local community, we launched a highly vocal and public campaign, which resulted in the State Government putting a ban on Endosulfan use. Later, following up with studies, national debates, petitions and advocacy, India banned Endosulfan in 2011.

Today, we are changing the toxic side of farming to a healthy one through our social enterprises- the Organic Bazaar and the Agro-Ecology Centre. This initiative provides thousands of consumers access to safe and nutritious food, while enhancing the quality of life of hundreds of farmers.

We also have a national movement to revive the lost glory of our farming, through the Save Our Rice Campaign. Thousands of farmers in five states are today adopting ecological farming practices, conserving and cultivating traditional varieties of high quality seeds, and ensuring the supply of organic rice to consumers across these states.

Our efforts to stop the hazardous burning of waste led to the Zero Waste Campaign. We now run the Zero Waste Centre at Kovalam, a regional hub for training communities on Zero Waste management. We also facilitate some very successful Zero Waste initiatives, the most satisfying of this being the Zero Waste Himalayas, involving two countries and six Indian states.

And this is only the beginning...

Some **HARD** facts to consider:

- Just to meet our present resource demands, we need **1.5 earths**, we only have one!
- To meet the growth requirements of India and China, we will need **6 earths**, again we only have one!
- 50% farmers in India live in **debt**.
- **40%** of farmers are on the verge of quitting; their migration to cities will create a crisis.
- Every half hour 16 farmers attempt **suicide**.
- Every year about 100,000 hectares of farm land is **lost to urbanisation**.
- On an average a Kerala family dumps **543 kgs of waste** every year.
- **50%** of the fish species in Kerala and Karnataka are declining.
- Kerala alone has **lost 75%** of its paddy and wetlands in just 30 years.



Problems

Food Scarcity
Pesticides
GM Crops
Farmer Suicides
Waste Dumping
Urbanization
Exploitative Consumption
Deforestation
Destruction of Wetlands
Endangered Animals & Plants
Environmental Illiteracy

Collapse

Our Solutions

Organic Farming
Organic Bazaar
Save Our Rice Campaign
Agro-Ecology Centre
Zero Waste Projects
Resources for Sustainable Living
Zero Waste Centre
Living Ecosystems
Environmental Education

Resurgence

This is Thanal. This is our cause.



Our Vision and Mission

People, Planet, Sustainability

Crafting change for the future

- **Steering** critical campaigns and programmes directly
- **Providing** a knowledge and support platform for social entrepreneurs, researchers and change agents
- **Mentoring** and developing children and youth as green citizens of the future
- **Being** a role model institution for change

Our focus areas:

- **Agriculture and Food Sovereignty**
- **Sustainable Resource Use and Management**
- **Living Ecosystems**

As Thanal, we...

- Train farmers in organic farming and PGS for organic integrity
- Conserve traditional seeds

- Run two outlets of the Organic Bazaar in Trivandrum, linking 200+ farmers to the markets
- Coordinate various Zero Waste community programmes including the Zero Waste Himalayas
- Conduct training and research at the Zero Waste Centre, Kovalam and the Agro-Ecology Centre, Wayanad
- Run fellowship programs to mentor youth into ecological livelihood and leadership
- Promote social enterprises
- Conduct campaigns to protect ecosystems

Do you want to make a difference to our planet? Well, this is your chance! You can team up with Thanal by:

- Contributing funds and resources
- Committing, volunteering and actively participating in our programmes
- Spreading the word

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Board of Trustees: A.V. George, Harish K.M, Jayakumar C, Reena T.N, Dr. Sharadini Rath, J. Shyam Krishnan, Dr. Usha Dharmangadan
 Contact Us: OD-3, Jawahar Nagar, Kowdiar P.O. Thiruvananthapuram, Kerala 695 003, India.
 Phone: +91 471 2727150 / +91 471 2727152, Fax: +91 471 2727150
 www.thanal.co.in, Follow us on www.facebook.com/thanal.trust; www.twitter.com/Thanal1986
 Email: support@thanal.co.in/admin@thanal.co.in

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