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Eco Human Foundation

Green Impact Initiative

CSR Report · 2025–2026

> *We aim to build a greener, more sustainable India where every community thrives in harmony with nature, ensuring a healthier and more equitable ecological future for all.*

Plantation Drives | **Soil Conservation** | **Eco Awareness** | **Community Empowerment**



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01 Introduction

Eco Human Foundation is a national non-profit organization dedicated to promoting environmental sustainability, ecological restoration, and green community development across India. Recognizing the fundamental right of every citizen to live in a clean and healthy environment, the Foundation works towards cultivating a greener India through plantation drives, soil conservation activities, and ecological awareness campaigns.

The trust aligns with the United Nations Sustainable Development Goal (SDG) of Climate Action (SDG 13) and Life on Land (SDG 15), striving to create an eco-resilient society through collective efforts, strategic partnerships, and sustainable environmental programs. Through large-scale tree plantation drives, soil conservation workshops, and environmental awareness campaigns, the Foundation aims to uplift ecologically vulnerable communities — addressing the root causes of environmental degradation and ensuring long-term ecological security.

Vision Statement

Our vision is a greener, more sustainable India where every community lives in harmony with nature and every individual has access to a clean, healthy environment. By leveraging sustainable ecological programs, collaborative efforts, and advocacy, we aspire to contribute meaningfully to global climate action and biodiversity conservation efforts, making a lasting impact on the planet.

Mission Statement

Our mission is to restore and protect India's natural ecosystems by conducting large-scale plantation drives, promoting soil conservation, and fostering community-driven environmental solutions. We aim to build a compassionate, eco-conscious society where no community suffers due to environmental degradation, ensuring a healthier and more equitable ecological future for all.

03 About the Project & Needs Assessment

Project Objectives

The primary objective of the Green Impact Initiative is to restore ecological balance and combat environmental degradation across India by ensuring that underserved communities participate in and benefit from sustainable green programs. The project focuses on:

- Large-scale tree plantation and native species restoration
- Soil conservation activities and land rehabilitation
- Awareness programs on ecological sustainability and biodiversity
- Establishing community-managed green zones across India



Scope of the Project

Covers degraded lands, urban areas, peri-urban regions, and ecologically vulnerable communities	Target areas identified based on ecological need, land degradation levels, and climate vulnerability
Thousands of saplings planted monthly through community-driven drives and soil restoration programs	Partnerships with national bodies, forest departments, NGOs, and government agencies for nationwide scale

Needs Assessment

1. Prevalence of Ecological Degradation

Environmental degradation remains a persistent and pressing issue across India, where rapid urbanization, deforestation, and unsustainable land use have severely compromised ecological balance.

1.5M+ ha Forest cover lost in last decade (State of Environment 2023)	**30%+** Urban areas facing extreme heat stress (ICFRE 2023)
147M ha Land affected by degradation (NAPCC)	**50%+** Rural households dependent on forest resources

2. Economic Disparities & Environmental Vulnerability

- Over 25% of India's rural population depends on agriculture and forestry for income (RBI 2023)
- Over 40% of smallholder farming families face crop failure at least once every three years (IDS 2023)
- Urban poverty stands at 17.3%, with millions living in areas with dangerously low green cover

3. Deforestation & Long-Term Consequences

- India's forest cover stands at 21.71% — far below the national target of 33% (ISFR 2021–22)
- Over 68% of India's land area shows varying degrees of soil degradation
- India loses an estimated 5.3 billion tonnes of soil annually to erosion — worth ₹92,000 crores in lost productivity (ICAR 2023)

4. SDG Alignment

SDG 13: Climate Action — restoring forest cover and combating desertification across all terrain types	SDG 15: Life on Land — sustainable land use, soil conservation, and biodiversity protection
Empowering marginalized communities with ecological programs and sustainable land management	Scaling impact through government, NGO, and corporate partnerships for nationwide reach

04 Project Implementation Plan

The Green Impact Initiative is designed to be a structured, scalable, and sustainable ecological restoration program implemented nationwide. It focuses on plantation drives, soil conservation activities, environmental education, and ecological waste management. The implementation strategy breaks down each component into specific actions, timelines, and resources required to maximize the project's impact across various regions of India.

05 Planned Activities

A. Plantation Drives: Greening India

Mass Plantation Campaigns

- Native saplings planted twice yearly (pre-monsoon & post-monsoon) in degraded lands, roadsides, schools, and community spaces
- Mobile plantation units deployed in areas lacking nursery or planting infrastructure
- Special drives in climate-vulnerable regions, tribal areas, and urban heat islands

Community Nurseries & Sapling Banks

- Community seed banks and nurseries where individuals and schools can source and donate saplings
- Smart plant-tracking systems in parks, public spaces, and community centres
- Green Schools Program: school forests and green corridors enhancing ecological literacy

B. Community Green Zones

Phase 1 (0–3 Months)	Phase 2 (6–12 Months)	Phase 3 (Year 1+)
Launch pilot green zones in high-need areas across states including urban peripheries and tribal belts	Expand to metro cities, Tier-2 and Tier-3 cities based on ecological demand analysis	Deploy mobile plantation units in rural and remote regions targeting agricultural communities

C. Environmental Education & Awareness

Many communities lack knowledge about sustainable land use, native species conservation, and ecological best practices. The project will actively educate and empower communities to make ecologically sound choices.

- Sessions for farmers and landowners on soil conservation and cover cropping techniques
- Practical demonstrations on composting, organic soil management, and native plant cultivation
- Environmental awareness campaigns in schools — illustrated booklets on native plant species and ecosystems
- WhatsApp/SMS alerts for daily ecological tips; mobile app for plant-care tracking with region-specific guidance

D. ♻ Ecological Waste Management & Zero Degradation

- Digital platform connecting ecological waste donors with community composting teams in real time
- "Green Impact Collection Points" at corporate campuses, schools, and community centres
- Small-scale organic composting units using green waste to enrich degraded soils
- Biodegradable plant containers and eco-materials to reduce plastic waste in nurseries

06 Methodology & Execution Plan

To ensure smooth operations, the initiative will follow a structured approach with clear execution steps and accountability measures.

A. Identification of Target Areas & Communities

- Field surveys in ecologically degraded areas to identify the most vulnerable land parcels and communities
- Collaboration with local authorities, forest departments, NGOs, and environmental workers for targeted outreach

B. Establishment of Partnerships

- Government Support: Seeking funding from forest departments, municipal authorities, and environmental welfare schemes
- Corporate Partnerships: Engaging CSR initiatives to support sapling procurement, soil restoration logistics, and awareness programs
- Research Institution & University Collaborations: Ensuring steady ecological expertise, seed stock, and environmental monitoring support

C. Volunteer Mobilization & Workforce Development

- Recruiting university students and young professionals for plantation drives and ecological awareness campaigns
- Creating an incentive-based volunteer program with community recognition and skill development in environmental conservation

D. Logistics & Supply Chain Management

- Dedicated transport vehicles for sapling procurement and plantation site support
- Seed banks and ecological resource centres to preserve and distribute native plant species

E. Monitoring & Evaluation

- Real-time tracking of plantation progress and ecological health via mobile app dashboards
- Monthly community feedback sessions to assess the impact of green programs
- Annual audit and impact report to measure effectiveness and ensure ecological transparency

07 Infrastructure & Technological Needs

To scale the initiative effectively, investments in physical infrastructure and digital tools will be essential.

A. Green Zones & Community Nurseries

Centralized ecological hubs in key locations across various states for sapling cultivation and community-led plantation activities.

B. Cold Storage & Sapling Transportation

Fleet of specialized transport vehicles to move saplings while maintaining freshness and plant health across regions.

C. Digital & Communication Tools

- Mobile applications for ecological tracking and volunteer management
- AI-powered predictive models to optimize plantation scheduling based on seasonal and ecological demand patterns
- Real-time SMS alerts for plantation drive updates and volunteer coordination

08 Funding Strategy

A diversified funding approach will be adopted, leveraging corporate partnerships, government grants, crowdfunding, NGO collaborations, and self-sustaining revenue models.

1. Corporate Social Responsibility (CSR) Contributions

Under India's Companies Act, 2013, corporations with a net profit of ₹5 crore or more must contribute at least 2% toward CSR initiatives. The initiative will approach:

- Real Estate & Construction: Green buffer zones, rooftop gardens, and urban greening projects
- Technology & IT Companies: Sponsorship for mobile apps and digital tracking systems
- Manufacturing & Industrial Sector: Ecological rehabilitation of industrial wastelands and carbon offset programs
- Financial & Insurance Companies: Sponsorship for environmental awareness and community resilience programs

2. Government Grants & Subsidies

- National Afforestation Programme (NAP): Funding for large-scale tree plantation and forest rehabilitation
- CAMPA Fund: Resources for afforestation on degraded forest lands
- Green India Mission (GIM): Supporting forest and ecosystem restoration as part of India's climate change adaptation strategy
- State Forest Department Grants: Partnering with multiple state governments to secure grants for ecological restoration NGOs

3. Donations & Crowdfunding

- Digital fundraising campaigns on platforms like Ketto, Milaap, and GiveIndia
- Monthly giving programs where individuals commit to regular donations to sustain plantation drives
- HNI donors and charitable foundations: Tata Trusts, Azim Premji Foundation, and Infosys Foundation
- Influencer collaborations and matching donation challenges with corporate sponsors

4. Self-Sustaining Revenue Models

- Ecological training programs for community members in nurseries, forest departments, and environmental organizations
- Community-run nurseries — part of revenue funds the Green Impact Initiative directly
- Selling ecologically grown saplings and organic produce to generate revenue supporting ongoing programs

5. Financial Transparency & Accountability

- Quarterly financial reports detailing fund utilization for all ecological activities
- Independent audits conducted to ensure transparency
- Public donation dashboard allowing contributors to track ecological impact of their funds

09 Target Beneficiaries

The Green Impact Initiative is committed to identifying and serving the most ecologically vulnerable communities and land parcels across India. The initiative ensures that plantation drives, soil conservation activities, and ecological programs reach those who need them most.

Phase-wise Implementation

Phase	Timeline	Coverage	Focus Areas
Pilot Phase	0–3 Months	5,000 hectares	High-need urban & tribal pilot zones
Expansion Phase	4–6 Months	10,000 hectares	Metro cities, Tier-2 & Tier-3 cities
Full Scale	1 Year+	20,000+ hectares	Rural, coastal & agricultural heartlands

Geographic Coverage

The initiative will cover high-need areas across India:

- Urban ecological zones: Delhi, Mumbai, Kolkata, Chennai, Bengaluru, and Hyderabad
- Peri-urban and industrial degraded lands: Pune, Ahmedabad, and Surat
- Coastal and wetland communities near major ports and river deltas
- Agricultural heartlands: Noida, Gurugram, Ludhiana, and Coimbatore
- Rural and tribal areas: Uttar Pradesh, Bihar, Madhya Pradesh, Odisha, and Jharkhand

10 Socio-Economic & Ecological Benefits

The Green Impact Initiative is a transformative movement aimed at restoring ecological balance, improving community health, strengthening environmental education, fostering economic stability, and driving sustainable community development.

Large-scale plantation drives combat deforestation and restore biodiversity	Improved air and water quality, reduced urban heat stress, and lower healthcare costs
Employment opportunities created in ecological restoration and nursery management	Sustainable ecological enterprises generate income for vulnerable communities
Aligns with UN SDG 13 (Climate Action) and SDG 15 (Life on Land)	Scalable model inspiring similar ecological programs in every state of India

Beyond individual benefits, the initiative will foster community development by strengthening social networks, encouraging eco-volunteerism, reducing environment-driven displacement, and promoting sustainable practices such as composting, agroforestry, and ecological waste management.

More than just an environmental restoration effort, the Green Impact Initiative is a movement towards a greener, healthier, and ecologically empowered India.

11 Budget

Summary of Financial Requirements

The total financial requirement for the initiative covers sapling procurement, personnel costs, infrastructure, logistics, awareness programs, and operational expenses. The estimated budget is structured as follows:

Expense Category	Estimated Cost (INR Cr.)
Saplings & Plant Procurement	₹ 80.00 Cr.
Personnel & Salaries	₹ 40.00 Cr.
Infrastructure & Equipment	₹ 80.00 Cr.
Logistics & Transportation	₹ 50.00 Cr.
Nursery & Soil Treatment Facilities	₹ 35.00 Cr.
Technology & Data Management	₹ 20.00 Cr.
Training & Awareness Programs	₹ 10.00 Cr.
Administrative & Operational Costs	₹ 30.00 Cr.
Contingency Fund	₹ 45.00 Cr.
Total Estimated Project Cost	**₹ 390.00 Cr.**

The Green Impact Initiative will ensure financial sustainability through diverse funding sources including CSR contributions, government grants, individual donations, and partnerships with national and international environmental NGOs. All funds will be managed through a dedicated bank account with regular financial audits and detailed reports shared with all stakeholders.

12 Monitoring & Evaluation

The Green Impact Initiative will implement a structured Monitoring and Evaluation (M&E) framework to measure success, ensure transparency, and continuously improve its ecological impact. This framework will track plantation progress, assess soil health outcomes, monitor community participation, and evaluate overall program efficiency.

Key Success Metrics

Plantation drive performance — number of saplings planted, survival rates, and green cover expansion	Ecological & biodiversity impact — reductions in local heat stress and measurable biodiversity increases
Community green zone health — tree survival rates, soil quality improvements, and species diversity	Economic relief for farming communities and job creation in nursery management
Ecological waste reduction — soil rehabilitation and eco-friendly practices implementation	Community participation, volunteer engagement, and partnerships with NGOs, corporate sponsors, and government

Data Collection & Analysis

- Beneficiary surveys and face-to-face interviews on plantation quality, ecological impact, and social benefits
- On-site assessments by project coordinators to evaluate plantation efficiency and community participation
- Digital tracking system: mobile application and data dashboard recording daily plantation activities
- Periodic ecological assessments in collaboration with local environmental centres using biodiversity indices
- Transparent financial tracking system with regular audits and public financial reviews for donors

Feedback & Impact Assessment

- Quarterly community feedback sessions to collect suggestions and address ecological quality concerns
- Regular meetings with volunteers and partners to evaluate plantation strategies and funding opportunities
- Grievance redressal system: helpline and complaint portal for community members
- Quarterly reports documenting key achievements, challenges, and financial updates
- Annual impact report with comprehensive analysis of ecological effectiveness and success stories