

# ANNUAL REPORT 2023 – 2024



## Founder's Statement

*"As we reflect on the past year, I am proud of the progress EARTH Trust has made in fostering environmental sustainability, empowering communities and preserving traditional knowledge. Our commitment to protecting natural resources, promoting organic farming and strengthening local livelihoods remains unwavering. Through collective efforts, we have impacted lives, nurtured greener spaces and built a foundation for future generations. I extend my heartfelt gratitude to our dedicated team, partners and supporters who make this mission possible. Together, we will continue to work towards a healthier, more sustainable world."*

## Vision :

Build a positive, vibrant and self-sustainable society for the poor and marginalized.

## Mission :

Empower the poor and marginalized communities towards a Sustainable Development by protecting the nature, promoting improved agriculture, access to quality education, and embracing the traditional health practices through participatory approach.



# EARTH Trust

*(Improving the Environment,  
Education, Agriculture and  
Traditional Health)*

## Introduction

The year 2023-24 has been a remarkable period for EARTH Trust, as we expanded our efforts in promoting environmental sustainability, community well-being and sustainable agricultural practices. Our initiatives reached diverse communities, with a special focus on children, farmers and vulnerable populations.

Through targeted programs in education, health and environmental conservation, we made significant strides toward a greener, healthier future.

## Key Activities and Achievements

### 1. Environmental Awareness for Children

On May 13, 2023, we hosted a Children's Training on Herbal Health at our Earth Trust Campus in Vellaimalaipatti, supported by the Shamdasani Foundation. Forty children including 26 girls from various villages participated, gaining hands-on knowledge about:



- \* The benefits of herbal plants in daily health care.
- \* Cultivating and maintaining herbal kitchen gardens.
- \* Traditional plant-based remedies and sustainable farming.

Experts led interactive sessions, including storytelling, role-playing, and games to engage children in identifying medicinal plants, understanding their uses and learning cultivation



techniques. Each child received 10 saplings to nurture at home, with follow-ups to assess their progress.

## 2. Meteorological Awareness Training for Farmers



With climate variability affecting agriculture, we organized a one-day Meteorological Awareness Training in collaboration with the M.S. Swaminathan Research Foundation, Kannivadi and the India Meteorological Department. The program educated 52 farmers (34 women, 18 men) on:



- \* Climate change impacts on agriculture
- \* Adaptive farming techniques
- \* Organic and traditional farming methods

### Key Highlights:

The event was presided over by Mr. S. Abimannan, President of Nadupatti Village Panchayat with Vice President Mrs. Selvi Chandrabose in attendance. Mr. S. Dharma Neethi, Director of EARTH Trust, welcomed participants, followed by a felicitation speech by Mr. K.Pinniappan, President of Usilampatti Farmers Association. Mr. Annavayal Kalimuthu, Coordinator of





Thangalacheri stressed the importance of traditional seeds and organic farming.

### **Expert Insights :**

Mr. M. Devaraj, Program Coordinator of M.S. Swaminathan Research Foundation conducted a session on weather patterns, climate change causes and adaptive strategies focusing on:

- \* Soil conservation & crop rotation
- \* Rainwater harvesting & afforestation
- \* Water body maintenance
- \* Modern irrigation techniques
- \* Reducing chemical dependency in farming

### **Weather Advisory Support:**

Farmers now receive weekly weather advisories via mobile notifications (Tuesdays & Fridays) from the Kannivadi Weather Forecast Center. They were encouraged to use the Meghdoot & Damini mobile apps and join the Madurai District Agricultural Weather Whats App Group for real-time updates.



### **Hands-on Training & Impact:**

Participants were trained in natural pest and disease management for rice, coconut, and vegetable crops. The session ended with a pledge to protect the environment.

### **3. Environmental Education and Tree Plantation**

**Budget Allocated :** Rs. 8,000

**Date :** May 5, 2023

**Activity :** Distribution of 150 tree saplings to youth for plantation.

**Participation :** 34 organic agriculture farmers from 6 villages attended.

### **Impact:**

- \* Increased awareness among youth about the importance of environmental conservation.
- \* Encouraged active participation in tree plantation and sustainable greening efforts.
- \* Contributed to improving local biodiversity and air quality.
- \* Fostered a sense of responsibility for nature among young individuals.
- \* Laid the foundation for long-term environmental stewardship within the community

### **4. Traditional Health Camp**

**Budget Allocated:** Rs. 37,000

**Beneficiaries:** 85 elderly People.

### Medical Services:

- \* Acupuncture & Electro Homeopathy.
- \* Provided by Dr. Anand (Melur), Dr. Veeramani (Thirumangalam), and Dr. Paramasivam (Madurai).

### Impact:

- \* Improved Healthcare access
- \* Promotion of Traditional Medicine
- \* Community Well-being
- \* Cost-effective treatment
- \* Knowledge sharing
- \* Encouragement for Future Initiatives

### 5. Education Support for Girls

**Budget Allocated :** Rs. 23,000

**Beneficiaries :** 15 underprivileged girls (10th & 12th standard).

**Support Provided :** Notebooks, uniforms, and educational essentials.

#### Looking Ahead – Future Initiatives :

Moving forward, we are committed to expanding our impact through the following initiatives:

1. Skill Development Programs  
Equipping youth with vocational skills for better employment opportunities.
2. Strengthening Organic Farmer Networks – Encouraging sustainable farming and knowledge-sharing.

3. Farmer-centric Credit & Livelihood Projects – Supporting small-scale farmers with financial assistance.

4. Promotion of Herbal Medicine and Horticulture – Expanding initiatives focused on medicinal plants and green livelihoods.

5. Water Conservation Programs – Enhancing rainwater harvesting and irrigation efficiency.

6. Climate Awareness Initiatives – Conducting workshops on climate resilience and environmental stewardship.

7. Forging CSR Partnerships – Collaborating with corporate entities to secure funding for long-term sustainability projects.

### Conclusion :

The years 2023-24 marked significant progress in our mission. Through impactful community initiatives and collaborations, EARTH Trust has empowered farmers, children and marginalized communities. Our focus remains on environmental sustainability, education, and traditional healthcare, ensuring a greener and healthier future for all.

We thank our partners, volunteers and well-wishers for their continued support.

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