Eco Roots Foundation
Organization Profile
Contents

1. Organization Overview
2. Value System
3. Organizational Strategy
4. Completed Projects 2012
6. Detailed bio-data of Director
Section 1
Organization Profile
Eco Roots Foundation: A Snapshot

Received projects from industry giants like NDTV and Panasonic India within few months of inception

Development of socio-environmental projects for fellow NGOs like Nature Foundation, The Roots and Environ Foundation

Balanced integration of solutions to social and environmental issues in the projects to respond to the mandate of each client company

Planning of projects using Traditional Project Management and measurement of success of project using concrete tools like Reach Out Rate

Weaving a national network of socio-environmentally responsible entities through schools, NGOs, government and corporate houses

Striving to create a more compassionate and valued-based lifestyle for all, especially women and children

Weaving a national network of socio-environmentally responsible entities through schools, NGOs, government and corporate houses
Section 2

Value System
Value system of Eco Roots Foundation

United team
- Unique sense of understanding
- Unbreakable loyalty
- Uplifting attitudes

Service
- Serve the society and nature to the best of our abilities
- Secure and stimulate positive skills of our audience

Future Eco Roots
- Fast and fully satisfactory delivery of work
- Free Minds
- Fruitful goals
- Fulfilled Mission

Evolution of Minds
- Improvement
- Innovation
- Impeccable sincerity

Passion
- Peaceful and patient decision making
- Prosperous by heart
- Proficient execution of project

Serve the society and nature to the best of our abilities
Secure and stimulate positive skills of our audience
Section 3
Organizational Strategy
Organizational Strategy of Eco Roots Foundation

1. Develop the Strategy
   - Mission, Vision
   - Strategic Analysis

2. Plan the Strategy
   - Strategy Map
   - Measures and Targets
   - Initiative Portfolio

3. Align the Organization
   - Organization Units
   - Support Units

4. Plan Operations
   - Mission Critical Process Improvement

5. Monitor and Learn
   - Strategy Reviews
   - Operating Reviews

6. Test and Adapt
   - Mission Analysis
   - Strategy Correlations

- Strategic Plan
  - Mapping the Strategy and Relationships

- The Operating Plan
  - Dashboards
  - Budgets
Section 4
Completed Projects 2012-2013
NDTV Tiger Telethon

Workshops include bird house making, water conservation, waste management and others. Held in schools like Mater Dei, Delhi Public School and others throughout the year.

Held at National Museum of Natural History, Delhi on 21st July 2012

Reach Out Rate: Over 200 students and general public (through television)

Environmental Workshops in over 200 Schools

Kids Witness News held in 10 schools in Delhi and 300 Eco Picture Diaries distributed in Delhi-NCR

Reach Out Rate: Over 1000 students

Reach Out Rate: Over 20,000 students

Panasonic Kids Witness News and Eco Picture Diaries

Reach Out Rate: Over 200 students and general public (through television)
Panasonic Ecoskool Program 2012-2013

* National theater festival on Global Warming and Climate Change
* Involving 24 cities and 215 schools
* Grand Finale held on 2nd May 2013 at Kamani Auditorium

Canada High Commission

1. Assistance in placement of bird houses and bird feeders
2. Conduction of workshop on bird house making on 4th June 2013
Section 5

Current Projects 2013
CURRENT PROJECTS 2013

**Establishment of Sparrow Conservation Center with Delhi Parks and Gardens Society**
- Theme: Sparrow Conservation in Pragati Maidan
- Creation of a center to spread awareness and generate concern for decline of House Sparrow

**Free Wings Project with Delhi Parks and Gardens Society**
- Theme: Bird Conservation
- Installation of bird houses in all gardens and parks of Delhi
- Census of House Sparrow in Delhi
- Launch of brochure on House Sparrow

**Nokia’s “Waste ke Rakhwaale”**
- In collaboration with iDream, Eco Roots is organizing and conducting workshop on E-Waste
- Involving 40 schools from Noida

**Maruti Suzuki**
- Series of environmental workshops in different locations through Delhi-NCR

**Eco-Partner in Zee Café’s ‘Green Turn’**
- Mass pledge taking and adoption of tree

**Work with Archaeological Survey of India, Center of Environmental Education and Forest Department**
- Installation of natural trail, sign boards and bird houses in Forest areas
- Workshops with schools on behalf of Archaeological Survey of India
- Interpretation center in Okhla (8k children visit it every year), Hastinapur (Meerut)
- Sarvoski, Water School in Bharatpur (working with 300 children from last 3 years)

**South Eastern Coalfields Limited (SECL)**
- Design of Eco-Umbrella (Quantity: Over 1000)

**Environmental Workshops in Schools**
- Reach Out to over 50,000 school students through workshops
Section 6

Detailed bio-data of Director of Eco Roots, Rakesh Khatri
Rakesh Khatri is an environmentalist and a filmmaker. And most of the times, he has subtly integrated these two to create mind-blowing projects.

**THE ENVIRONMENTALIST**
- Organized the Panasonical Ecoskool Program with 215 schools and 20 NGOs across the nation
- 45 capsules on Environmental Conservation and Wildlife Protection
- Nature Trail classes at Delhi CM House with the Eco Club students of various schools in Delhi and NCR
- Collaboration with WWF: workshop on rain water harvesting and tree canopy at Bharatpur with students
- Creation of three green books: Save the Sparrow, Save Water and Avian Friends of Delhi
- Over 500 workshops on environmental themes across Delhi-NCR

**THE FILM MAKER**
- Four environmental films: Sametney Sahejnay ka Vigyan, Kissa Suratgarh Ka, 100% Organic, Holy River Dirty Drain
- Three films on social issues: Nai Subah, Yeh Gharwalian, Antyodaya
- Three agricultural films: Ek kahani patta bolay, Aadi sadi ka safar, Harvest story
- Three life sketches: His Master’s Colours, Guruvar, Jeevan ka ek naam
- Five art and culture films: A home from the past, Safar, Gyan Kosh, Ramayana the Theater, Garh Kundar
- Six fiction series, five technical films, eleven films for NGOs
- High contribution to ‘Bhoomi’, a show in DD National
Talking about nature and environment

October 14 2011 -
Talking about Nature and Environment

March 1 2012 - Times Of India,
Discovery, Beyond Channels
A date with wildlife for school students

Vineet Raiput
Email: vineet@hindustantimes.com

NOIDA: This summer, you can send off your kids to the Okhla Bird Sanctuary for a day-long camp where they can spend a fun-filled day in a natural environment as well as get sensitized about preserving ecology and wildlife.

The sanctuary, in association with NGO Nature Foundation, plans to offer a unique experience to children through the summer camp, starting in the first week of May.

The camp, named Nature’s Mask, will not only be a day of fun-filled activities, but also a learning experience. Children, in the age group of 8-18, will be sensitized about ecology and wildlife.

Unlike the previous years, will focus on the theme - ‘Have you met a tree’.

Children will treat trees as human beings. They will talk to them and learn about their life. What a tree likes, dislikes and its needs. The idea is that while having fun at the sanctuary,” said Rakesh Khatri of Nature Foundation.

There will be creative activities like collecting dry leaves, painting leaves, learning about life at hills, sea and a unique known for its exceptional shape.

Children will also get to exhibit their paintings on leaves at the sanctuary itself.

“We plan summer camps and other creative activities to make children aware about the environmental concerns and how important it is to preserve our ecology.”

said JM Banerjee, range officer, Okhla Bird Sanctuary.

Nature Foundation is also roping in residents’ welfare associations, schools and other institutions of Noida to organize workshops on ecology and wildlife for children.

“We have started it in Delhi and planning to replicate it in Noida soon,” said Khatri.

This year, World Sparrow Day, which is observed on March 20, will also be celebrated at the Okhla Sanctuary.

Volunteer & Support

Save the sparrow

April 2012- Civil Society magazine
'Save the Sparrow'
April 11-Social Networking Site
Par Khulkar Udaan Bhar Rahi Hai Sabki Gauraiya
A visual journey:

Nature Trail at Delhi CM House on February 2011

Joining the Greenathon, an Environment Initiative by NDTV, Rakesh Khatri performed the bird house workshop with Milan Soman on 21st April 2012 at Bal Bharti School in IMT Manesar Haryana

Different schools attended the Bird House Workshop at Qutub Minar from 18th April to 25th April 2012
WHY CHOOSE ECO ROOTS FOUNDATION?

A team of over 100 environmentally-educated nature-lovers to work on the projects.

Dozen environmentalists and resource persons for guiding the students.

Over 240 schools join hands to support and stand for the environmental cause.

150 volunteers weave into the team to create breath-taking events.

People from all fields of interests like theater, music and literature will join the concern for nature!

The panel of judges invited on events will be diverse and will represent the artistic and intellectual culture of our nation!

The guests and judges will be a treat!