



# Eco Roots Foundation

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Organization Profile

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## **Section 1**

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Organization Profile

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

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

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

## Eco Roots Foundation: A Snapshot

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

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



## Section 2

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Value System

# Value system of Eco Roots Foundation

- Unique sense of understanding
- Unbreakable loyalty
- Uplifting attitudes

## United team



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

## Future Eco Roots



- Improvement
- Innovation
- Impeccable sincerity

## Evolution of Minds



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

## Service



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

## Passion



## **Section 3**

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Organizational Strategy

# Organizational Strategy of Eco Roots Foundation





## **Section 4**

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Completed Projects 2012-2013

# COMPLETED PROJECTS 2012

Held at National Museum of Natural History, Delhi on 21<sup>st</sup> July 2012



**NDTV Tiger Telethon**



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

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.



**Environmental Workshops in over 200 Schools**



**Reach Out Rate:** Over 20,000 students

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



**Panasonic Kids Witness News and Eco Picture Diaries**



**Reach Out Rate:** Over 1000 students



**Panasonic Ecoskool**  
**Program 2012-2013**

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

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**Canada High Commission**

1. Assistance in placement of bird houses and bird feeders
2. Conduction of workshop on bird house making on 4<sup>th</sup> June 2013



## **Section 5**

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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**

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Detailed bio-data of Director of Eco Roots, Rakesh Khatri

# Detailed Bio-data: 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

# Media reports:

## Talking about nature and environment

Rakesh Khatri, a coordinator from Nature Foundation, holds classes on nature and environment in a government school, Rajkiya Inter-College, to make children familiar with trees, birds and animals. He also provides them information on how to conserve our precious resources

**SHRADHA MAHESHWARI**  
Do you know that a lion's roar can be heard up to 5 km? A dolphin keeps one eye open while sleeping. The stripes on a tiger's body are different in shape, size and spacing from the other tiger. A

bear has 42 teeth. These and many such interesting facts are related at Rajkiya Inter-College in Noida three days a week in a class on Nature and Environment. It is held after school and is attended by about thirty students of the school either sitting in the

corridor or standing under a tree. It all began when Nature Foundation, an NGO, started computer classes in the school. During one of the classes, Rakesh Khatri, a coordinator for the NGO, tried to initiate a discussion on

environment, birds and animals and the students showed immense enthusiasm. He asked them if they were interested in learning more about the environment. A couple of hands went up and then he began holding classes on Mondays, Wednesdays and Fridays. Says Khatri, "I hold a one-day workshop on Environment on Tuesdays and Fridays at the Delhi chief minister's house where we

### He holds a one-day workshop on environment on Tuesdays and Fridays at the Delhi CM's house where about 40 students are invited

On his first assignment with these children, he asked them to draw the bird of their dreams. He says, "I was amazed to see the colourful birds they had drawn and the fanciful names they had given them."

Asking students on such they had benefited from these classes, Kumkum, a student of standard VII, whose father is a scrap dealer, said, "I get to learn so much about animals and plants. I have also learnt how to conserve precious resources like water. Until now, when guests used to come

to our place, we used to take many glasses of water on a tray to offer them. Water that was not consumed was thrown away. But in this class we have realized that we can't waste water and now we take a jug filled with water and glasses on a tray and we give water to those who want it."

Ravi, a student of standard XII, loves to learn about the animal kingdom. His father presses clothes for a living. He said, "Smokes always aroused my curiosity and I have learnt a lot of new facts about them here. I also often search for information about them on the internet."

Khatri said that he wanted to take these children to the Delhi chief minister's house but he needs permission. He said, "I also have plans to take them to the Okhla Bird Sanctuary but let some more birds arrive there. Recently I asked them to collect the leaves of various trees and will help them identify plants by the shape and size of the leaves."



VISHA VEERVA

March 1 2012- Times Of India, Discovery, Beyond Channels

### DELHI FOR KIDS

HEALTH, NUTRITION & EMOTIONAL WELL-BEING | EDUCATION & CAREERS | TECHNOLOGY & LIFESTYLE | SPENDING & INVESTING | PARENTING | EXTRA-CURRICULAR ACTIVITIES

## TIMES CITY

Recreation

A variety of programmes in school and outside are turning the capital's children into environment-sensitive citizens. Besides getting to know nature first-hand, they are also taking steps to make and keep their surroundings clean

# DISCOVERY, BEYOND CHANNELS

**D**iscovery is a series of programmes that are being run in the capital's schools and outside. The programmes are designed to make children aware of the environment and to encourage them to take steps to protect it. The programmes are being run in schools and outside, and are aimed at children of all ages. The programmes are designed to make children aware of the environment and to encourage them to take steps to protect it. The programmes are being run in schools and outside, and are aimed at children of all ages.

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# A date with wildlife for school students

Vinod Rajput

vinod.rajput@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,



■ Children will be sensitized about ecology and wildlife during their day-long camp.

SUNIL GHOSH/HT PHOTO

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 organise workshops on ecology and wildlife for children.

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

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

March 12 2012- a date with wildlife for school students  
Hindustan Times

## Volunteer & Support

Apr, 2012

Save the sparrow

[Send Comments](#)



Kriti Bansal, Noida

April 2012- Civil Society magazine  
'Save the Sparrow'

April 11-Social Networking Site  
Par Khulkar Udaan Bhar Rahi Hai  
Sabki Gauraiya

हिस्टींगन स्पैरो इन से खुदकर दुया लोनों से कर रहे गौरैया को बचाने की अपील, कविताओं, लेख और प्रतियोगिताओं के तहतरे आगे बढ़ रहा अभियान

# सोशल नेटवर्किंग साइट पर खुलकर उड़ान भर रही सबकी प्यारी गौरैया

**बंदर लोया | हमारे संवाददाता**

मन आसने हीर किराने कि कपो  
आसके आसने में सुन्दरने कपो  
किदुप में अब कपो की आसी है रस  
एकदम सुलभसम्भ में खुद न रू है  
संकिन हमर दुका सोसाय नेटवर्किंग  
सुडर के जियर इमे सुलभसम्भ कपोने  
को मुकिन पलय रस है। अब कपो ही  
कीस आसने में और किदुप पर आसने  
से न किदुप संकिन सोसाय नेटवर्किंग  
पर इडुप नर रू है। हिस्टींगन  
अपेरे इन और किमकुन नर कीस को  
बचाने के लिए संकिन कविताएं।

हिस्टींगन, संकिन सुलभसम्भ, किदुप  
प्रतिस्पर्धाओं के जियर सोसी की  
रिडिग को बचाने के प्रयत्न में जुटे  
हुर है।

## एसएमएस के जरिये भी घनाई जा रही मुहिम

केसकुन पर कपो जहाँ लर लीर  
कम्पुनेटी को अपने एक कपोने की  
संभर में लर लरक कर चुके हैं।  
कपो सुन्दर टू डेकिन कीस में लर  
अपेरे लोको में, कविताओं से और  
किदुपें हुर सोसी के जियर लोको में  
इमे बचाने की अपील करणे है।

कपोने के मुक सोने ही लर की  
एकमुने की कीस को बचाने के  
लिए एसएमएस के जियर अपेरे कर  
पर कपो सुलभसम्भ कपोने कीस को  
बचाने दे रहे हैं।

अगर अपर एक कीस को बचाने  
है, तो अपर अपने अपने कपोने कीस  
के लिए एसएमएस को जियर कर रहे हैं।  
आस कपोने कपोने कि वे कपोने  
बचाने से ट लीर कम्पुनेटी से जुटी  
हुर है। वे लरक लोको में कपोने हुर  
कि कपोने ही कपोने है। इमे  
बचाने के लिए अपेरे आस। कपो  
बचाने की अपील है।

**WRITE  
BRIEF BLOGS FOR  
Traveler**

अई रस लीर- 1500 लरक  
प्रतिर लीर- 2500 लरक  
किदुप लीर- 3000 लरक

सोशल नेटवर्किंग सुडर के जियर की न  
की कीस को बचाने की अपील। • हिस्टींगन

**बोरुके के दुका भी कर रहे है प्रयास |**

हिस्टींगन अपेरे इन एक लर की  
कम्पुनेटी है। किदुपें इन किदुप में  
कर कपोने कपोने लोको के लर  
जुटी हुर है। इन कम्पुनेटी में अपर की  
दुकरन अपने कपो, किदुप के कपो में  
अपने कपो लरकने, इन रर इमे  
कपोने आसने की लोको के लिए  
अपने कपो लरकने है। इन लोको की  
अस है। अब अपने की 10,000 इडुप  
बने जुटी हुर है। ओकरन कपोने लरकने  
कीस के लिए को 100 इडुप कपोने  
में कीस ने लर लरक कर दिर है,  
लर की जहाँ वे है है।

## 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

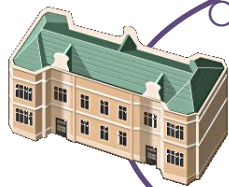
# WHY CHOOSE ECO ROOTS FOUNDATION?



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

We got the hands of support!



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 guests and judges will be a treat!

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

