

# NEGILI ILLA NEITHAL PADAI

**We are the Change**

REG NO: BKIV/201/2023

ESTABLISHED ON: 26, DECEMBER 2019

GREEN CHAMPION AWARD 2021 WINNERS,  
GOVERNMENT OF TAMIL NADU, INDIA



# 2023

## PROFILE



**Chinnathurai,  
Kanyakumari District,  
Tamil Nadu, India - 629176**

### Supportive Partners





Negili Illa Neithal Padai is a service-oriented voluntary organization started in 2019 working towards Ecological Rights and Environmental Sustainability

**"Improvement of Living Conditions by Improving Protection of Natural Resources and Sustainable Resource Management"**, supported by TdH(G)/BMZ and implemented by the **HEAL Movement Nagercoil** in 2016 at Chinnathurai. The HEAL movement formed a women's group named **"Women of Blue Sea"** at Chinnathurai in 2016. Women of Blue Sea, Chinnathurai, has conducted the solid waste management project by collecting door-to-door wastes at Chinnathurai for the first time in the coastal areas of Kanyakumari, and this project has led to women's empowerment among them. The Government of India, Field Outreach Bureau, Ministry of Information and Broadcasting, Thirunelveli, has awarded this women's team the "Leading Women Award" on January 12, 2019. Later, the HEAL movement formed an **Eco Club** at Puis XI Primary School, Chinnathurai, and promoted the **"Green and Clean Campus"** concept among the students during 2016–2018.

Even though the project was completed in 2018, the sustainability of the project is still being considered by the students. The youngsters, women, and people of Chinnathurai were inspired by this concept and formed a public group named **"Clean and Green Chinnathurai"**. and conducted several awareness programs, including beach clean-ups, tree plantations, etc.

These activities have set an example for the people of nearby villages, and they also requested that the team implement such projects in their villages too. Based on their request, On December 26th, 2019, youths from the coastal region in the Kanyakumari district founded a youth group named SeaFenders, later changed to **Negili Illa Neithal Padai** (Plastic Free Sea Force) at Chinnathurai on September 30, 2020. They later expanded all over the coastal regions of Tamil Nadu. It consists of 500+ youth and community volunteers and implements projects in over 42 coastal villages in the Kanyakumari district. Initial funds were collected from the volunteers and well-wishers afterward by selling the plastic waste to recyclers while we were doing the other marine environmental activities. Youth coordinators in coastal villages measured the impacts through field visits and gathered feedback from rural communities for project improvement.



## VISION & MISSION

**TO MAKE COMMUNITIES CLEANER, GREENER, AND SAFER PLACES TO LIVE.**

**TO EMPOWER COMMUNITIES TO MAINTAIN, PROMOTE, AND ENHANCE GREEN PLACES THROUGH CREATIVE EDUCATIONAL INITIATIVES, COMMUNITY PARTICIPATION, AND VOLUNTEERING.**

**To ensure and attain the United Nations 17 Sustainable Development Goals (SDGs).**

## OBJECTIVES

All our community and environmental work is guided by our set of objectives

- **TO PROTECT** promote and enhance the natural environment through sustainable conservation management practices
- **TO EDUCATE** current and future generations, using their local environment as a platform to access areas and resources for hands-on learning.
- **TO SUPPORT** by facilitating planned outdoor activities, we can promote healthy physical, mental, and emotional well-being.
- **TO ENGAGE** with people, connect communities, and engage firms in environmentally friendly practices.
- **TO APPRECIATE** and develop volunteers, as well as promote inclusive volunteering possibilities

## FOCUS ON 3 PILLARS



**ACT**



**EDUCATE**



**TRANSFORM**

# NEED FOR PROJECT

- **The coastal regions of the Kanyakumari district are always affected by sea erosion across the year.**
- **The high waves and human interactions destroyed most of the coastal sand dunes.**
- **In recent years a greater number of houses were destroyed. Due to coastal erosion, there is a limited amount of space for people to live.**
- **This can have an impact on the local communities means of livelihood and fishing possibilities. Simultaneously, the population increased and the habitation of the community arises.**
- **The people are addicted to modern culture and they always use and throw household things. As a result, the coast is filled with plastics and also people use the seashore as a dump yard.**



Dumping of Waste on Beaches

Based on fieldwork undertaken between December 26, 2019, and the present, The projects listed below can be implemented in all of the coastal areas of the Kanyakumari district.

- Milk Packet Segregation
- Fishing Vessel Plastic Segregation (Offshore)
- Unit-wise plastic waste collection
- Yaadhum Oore Yaavarum Kelir: Series Beach Cleanup Fest, Tree Plantation, Yellow Bag

## REQUIREMENTS

- **Till now we have achieved 5% of our mission**
- **To implement the above mentioned projects along the coastal regions of Tamil Nadu we need more funds mobilization**
- **CSR FUNDS**



# THE OUTCOME

The Government of Tamil Nadu, Environment, Climate Change and Forest Department has instituted

**GREEN CHAMPION AWARD 2021**



Presented to

**Negili Illa Neithal Padai**



50th week celebration  
Negili Illa Neithal Padai,  
Chinnathurai



Date : 5th June 2022  
Place : Nagercoil



Representative Mr.Jency Dhas received the award in the presence of Mr.Mano Thangaraj, Minister for Information Technology; Mr. K. S. Masthan, Minister for Minorities Welfare; Mr.M.Arvind IAS, district collector of Kanyakumari.





# OUR SERVICE 2022-2023

## MILK PACKETS SEGREGATION

On 30th August 2021, in association with Negili Illa Neithal Padai, Clean & Green Chinnathurai, and HEAL Movement, we started the Milk Packets segregation project. We asked our people to segregate the milk packets unit-wise. Every Sunday they will segregate the milk packets and proceed with the recycling process. Up to **March 2023**, we have collected 10 lakh and 16 thousand milk packets, where a single milk packet can be broken into 150 micro pieces.



**Milk Packets Segregation Project in Chinnathurai, Kanyakumari District, and 2 Environmentalists from Denmark visited Chinnathurai on 12/03/2022 and greatly appreciated Negili Illa Neithal Padai's contribution towards the Marine Environment.**



# OUR SERVICE 2022-2023

## FISHING VESSEL PLASTIC SEGREGATION

We developed a unique technique called fishing vessel plastic segregation to address this persistent problem. All fishing boats that are setting sail receive the segregation bags. Over time, the plastic that the fishermen use while fishing and the plastic that their fishing nets catch will be brought back to the shore by the fishermen.

In collaboration with Negili Illa Neithal Padai and Clean & Green Chinnathurai we launched the Fishing Vessel Plastic Segregation initiative on January 19, 2022. We requested that our fishermen gather the used plastic. After each sailing, they gather the plastic waste and give it to the collecting team, which then continues the recycling process. We collected **85+** kilograms of plastic waste from the deep sea as of **March 2023**.



Fishing Vessel Plastic Segregation Project lead by Mr. Anil and Team in Thengapattinam Harbour, Kanyakumari District



# OUR SERVICE 2022-2023

## UNIT WISE PLASTIC WASTE COLLECTION

We launched the Unit Wise Plastic Waste Collection initiative on May 22, 2022, in collaboration with Negili Illa Neithal Padai, Clean & Green Chinnathurai. We requested our village residents to separate the used plastics. They will segregate the plastic waste and drop it off at the collection drum once a week, and then the collecting team will continue the recycling process. As of **March 2023**, we collected over 300 kilograms of plastic waste from Chinnathurai householders.



Unit-wise Plastic Waste Collection Project in Chinnathurai, Kanyakumari District



# OUR SERVICE 2022-2023

## ENVIRONMENTAL AWARENESS CAMPAIGN

Environmental awareness campaign held on March 6, 2023, in collaboration with Negili Illa Neithal Padai, Clean & Green Chinnathurai, and HEAL Movement. We spread awareness of environmental threats and segregation methods to Chinnathurai residents and conducted a door-to-door pledge campaign at 250 houses.



Unit-wise Plastic Waste Collection Project in Chinnathurai, Kanyakumari District



# OUR SERVICE 2022-2023

## YAADHUM OORE YAAVARUM KELIR

The Yaadhum Oore Yaavarum Kelir project seeks to actively involve the community through campaigns for the sustainable development of the ocean ecosystem through its initiatives listed below.

- **YELLOW BAG:**

Inspired by our beloved Chief Minister of Tamil Nadu Thiru. M.K. Stalin's "Meendum Manjaippai Thittam," our team came up with the idea that yellow bags be provided in every home as an alternative to plastic or single-use shopping bags. On February 5, 2022, we launched the Yellow Bag campaign together with Negili Illa Neithal Padai, Clean & Green Chinnathurai, and HEAL Movement. As of **March 2023**, each household will be given two cloth bags instead of plastic bags to utilize daily.



Fig. 9. Yaadhum Oore Yaavarum Kelir: Yellow Bag Project

# OUR SERVICE 2022-2023

## YAADHUM OORE YAAVARUM KELIR

The Yaadhum Oore Yaavarum Kelir project seeks to actively involve the community through campaigns for the sustainable development of the ocean ecosystem through its initiatives listed below.

- **SERIES BEACH CLEANUP FEST:**

Beach cleanups are frequently observed in cities, but until 2019, these activities, particularly a series of beach cleanup events, were uncommon in the Kanyakumari district's rural areas. On September 5, 2020, we launched the Series Beach Cleanup Fest in association with Negili Illa Neithal Padai, Clean & Green Chinnathurai. In this campaign, we clean beaches in a series (every Saturday once a week) along the Kanyakumari district's coastal villages, and up to **March 2023** we have completed **104 weeks** of beach cleanup and collected **5000+ kg** of plastic waste with the cooperation of villagers.

- **79TH WEEK - 12/03/2022**



Location : Edappadu, Participants :3, Collected Plastic Wastes : 4.6kg



# OUR SERVICE 2022-2023

YAADHUM OORE YAAVARUM KELIR

- SERIES BEACH CLEANUP FEST:
- 100TH WEEK - 24/09/2022



Location : Besant Nagar, Chennai, Participants :175+, Collected Plastic Wastes :  
38.3kg



# OUR SERVICE 2022-2023

YAADHUM OORE YAAVARUM KELIR

- SERIES BEACH CLEANUP FEST:
- 101TH WEEK - 30/09/2022



Location : Chinnathurai, Participants :150, Collected Plastic Wastes : 56.8kg



# OUR SERVICE 2022-2023

## YAADHUM OORE YAAVARUM KELIR

The Yaadhum Oore Yaavarum Kelir project seeks to actively involve the community through campaigns for the sustainable development of the ocean ecosystem through its initiatives listed below.

- **TREE PLANTATION:**

In recent years, coastal areas have faced environmental challenges such as marine heat waves and sea erosion; to address this, we began implementing tree plantations, particularly trees that aid in the enhancement of local biodiversity. Tree plantation project by Negili Illa Neithal Padai, Clean & Green Chinnathurai which promotes every single person in the village to plant a sapling which will lead to carbon neutralization. We planted 889 tree saplings on our Chinnathurai seashore between 2021 and 2022. Some saplings were dried out due to climatic conditions, but 467 saplings survived. We also gave the villagers around **2000+ fruit-bearing plants** and interior plants on **January 31, 2023**. As of **March 2023**, we have turned the village land in Chinnathurai to be 75% greener than in prior years.



Yaadhum Oore Yaavarum Kelir: Tree Plantation, Project in Chinnathurai,  
Kanyakumari District

# OUR SERVICE 2022-2023

## YAADHUM OORE YAAVARUM KELIR

### • YELLOW BAG IN UNITED ARAB EMIRATES:

We are glad to inform you that our Negili Illa Neithal Padai was started in the United Arab Emirates on April 9, 2023, by Mr. Melbin Robin, director Negili Illa Neithal Padai. Our first initiative, "Yellow Bag in the United Arab Emirates," was under the theme **யாதும் ஊரே யாவரும் கேளிர்**: I'm a citizen of the world, and everyone in the world is my kin. On December 26th, 2019, youths from the coastal region in the Kanyakumari district founded a youth group named Negili Illa Neithal Padai (Plastic Free Sea Force) at Chinnathurai. They later expanded all over the coastal regions of Tamil Nadu. We are implementing this initiative, which will take Tamil Nadu Chief Minister Honourable Thiru MK Stalin's **'Meendum Manjappai'** and India's **"Swachh Bharath"** schemes worldwide. We distributed yellow cloth bags instead of plastic bags to various nationalities to promote our Tamil Nadu culture for the Sustainable Environmental Development of the Earth.

Special thanks to honorable IT Minister Thiru Mano Thangaraj T for Green Kanyakumari Project.

**Our change is spreading all over the world**



Yaadhum Oore Yaavarum Kelir: Yellow Bag Project in United Arab Emirates