



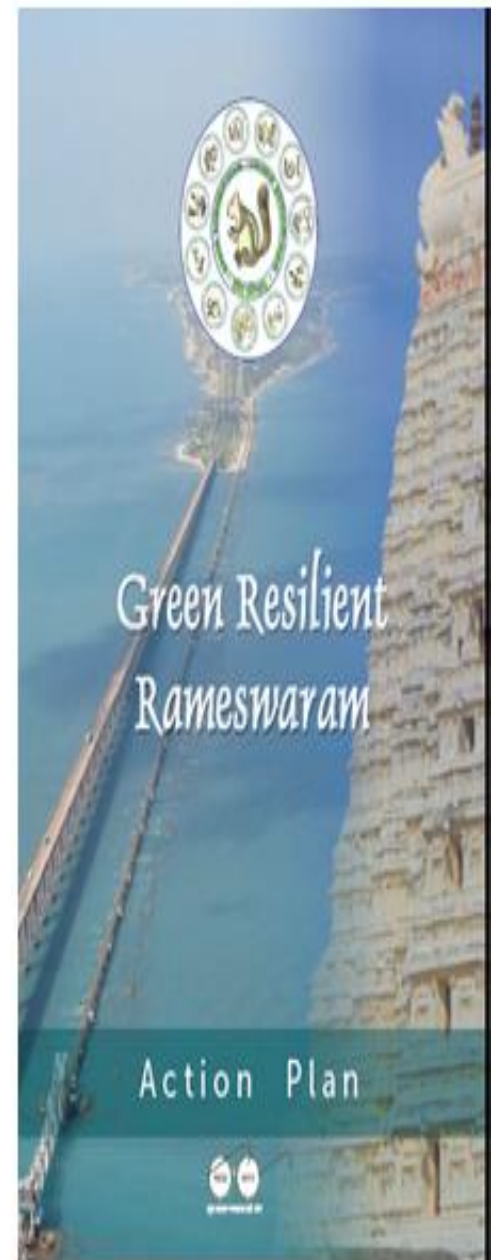
Release of Synopsis:

Green Resilient Rameswaram Action Plan

By

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Prime Minister





Like a squirrel, we will do our work to the best of our ability



We pledge for a Green Resilient Rameswaram

பசுமை ராமேஸ்வரத்திற்க்காக

உறுதி எடுப்போம்.



Core of the Green Resilient Rameswaram Action Plan

1.0.Overview

Rameswaram town speaks a lot about Eastern philosophical tradition which offers a new approach to development concept. At the physical level, it guides us to live in tune with Nature; so that the essential continuity of both life and Nature is assured. And at metaphysical level, it raises human beings to the divine status. Do not consider developmental model as an economic model based on quantity but as one which calls for a qualitative change at the levels of the individual, family, society and environment. At present we are pursuing the western paradigm, i.e. fast track economic growth based on ecological deficit financing. In this system, precious resources like air, water and soil

fertility have been priced as free goods and pollution has been written off as an externality. The need of the hour is to link environment with economics by evolving a new accounting system where along with cash accounting, energy accounting, environment accounting, conservation accounting and social accounting also will be factored in. Ethical results also contribute to the economic results, i.e. instead of Gross National Product – GNP, our scale of measurement should be QOL (Quality Of Life) in a broader perspective at individual, social and environmental level. Building on this perspective, through visioning exercise with stakeholders, Green Resilient Rameswaram Vision was evolved with the concrete goals under each vertical.

“Green Resilient Rameswaram” plan is a result of Visioning exercise where the stakeholders chalked out the future of Rameswaram after much deliberations on its present status and strengths and weaknesses of the existing system. Each goal has a rationale which comprises issues, proposals, outcomes and key action along with a tentative estimate besides contextualising with background and the initiatives taken under each vertical. The vision envisaged for making Rameswaram as a Green Resilient Rameswaram is “Nurture a rich heritage and preserving Ecology”. This vision facilitated in preparing an integrated development plan by bringing in ecological conservation of biodiversity, social capital building, and also sustainable technologies.

The green partners who are working in this endeavor are Hand in Hand, C.P.R.Environmental Education Center, Chennai, Basil Energetics, REACH Foundation, Green Pilgrimage Network and Indian Institute of Technology, Chennai. Besides, we had financial support from UNICEF, BrahMos and ONGC to carry out pilot projects which was instrumental in showcasing to the mainstream about the relevance of the projects and scaling up of the same.

9 Verticals Frame

- Goals
- Rationale
- Background
- Initiatives Taken
- Issues
- Proposals
- Key Actions

Vision 2025-
Mission- 9 verticals
27 Goals

3 Years Projects
Prioritization

Budget

Green Resilient
Rameswaram

Sustainability
Social Capital
Resilience Score
Outcome

2.0.Paradigm shift in Development:


This vision facilitated in preparing an integrated development plan by bringing in ecological conservation of biodiversity, social capital building, and also sustainable technologies. This implies a shift from the traditional sourcing of funds through Government budget line items, to bringing in citizen participation at the local level, and perhaps public private partnerships, including CSR to ensure financial and institutional sustainability over the long term. The shift in our plan and prioritisation is given under:


Vertical	Present Approach	Planned For Green Rameswaram
Water management	Provision of drinking water and Drainage through sanitation projects	Proactive Groundwater augmentation, converting black water to grey water
Waste management	Waste management	Zero Waste
Renewable Energy	Conventional grid based	Interacting Off grid and on grid renewable sources of energy
New merchandise and Livelihoods,	Provision of fisheries infrastructure, generation of employment, measured by humandays and wages (MGNREGA)	Developing entrepreneurs through trading activities
Landscaping and Beautification	Landscaping	Beautification to fit traditional aesthetic standards of a Hindu pilgrim heritage town
Green Health	Preventive/ Curative/ Tertiary health care	Create human Wellbeing
Heritage	Preserved in museums	Living heritage
Eco Tourism, and Green Transport	Viewed as a demographic number for infrastructure provision	Viewed as a client whose spiritual experience needs to be enhanced
Marine Biodiversity	Ignored or mitigation efforts	Actively conserving ecology and biodiversity in the Gulf of Mannar Biosphere

3.0.Goals evolved under each Vertical :


Following Verticals and Goals Emerged out of the Visioning Exercise


Vertical	Goals
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Water management	Renovation of Traditional Water Bodies RO Water Plant Re-use of Grey Water and Black water	
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Waste Waste management	Primary and Secondary Waste collection Anaerobic Digestion Resource Recovery Park	
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Vertical	Goals
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Renewable Energy	Technology Knowledge Park Solar Online and offline Domestic units DC Micro Grid	
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New merchandise and Livelihoods	Palm Value-Added Products Moringa Value-Added Products Rameswaram Branded Products	
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Heritage

Preservation and conservation of Natural Heritage

Built Heritage Structures in the Rameswaram Pilgrim Town

ART Heritage Conservation

Cultural Heritage
(Ganga Jal, Preservation of Silver Coin)

Strengthening Cultural Heritage



Green Health

Treatment of Anaemia

Nutrition Education

Walkers' Club

Yoga



Marine Biodiversity

Marine Bio-Diversity Knowledge Park

Alternate Livelihoods



Eco Tourism, and Green Transport

Eco Tourism/Education

Migratory Bird Watching

Green Transport



Vertical	Goals
Landscaping and Beautification	Building Thematic Parks based on Fauna & Flora
	Strengthening Sacred Grooves
	Building Eco-Friendly Infrastructure
	Amphi Theatre



Eco Tourism, and Green Transport	Eco Tourism/Education
	Migratory Bird Watching
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	Strengthening Sacred Grooves
	Building Eco-Friendly Infrastructure
	Amphi Theatre



4.0.Way Forward :

The tentative estimate for all the pilot projects under the vertical is Rs 24.03 crores. The realization of the goals is possible only with sustainable institutional mechanism and process is at place. In this direction, several meetings were held both at Collectorate and at Rameswaram municipality to formalize Island Development Committee under the chairmanship of the District Collector. The approval of the committee by the State will pave way to realize the Green Resilient Rameswaram Plan by preparing detailed project reports (DPR's) for each and every goal envisaged. Preparation of DPR will empower the city to leverage resources from central, state, corporate social responsibility and also community for achieving Green Resilient Rameswaram.

1
TOWN

9
VERTICALS

27
GOALS

30
ORGANIZATIONS

45
INITIATIVES





15000000
PILGRIMS

1
AIM

GREEN RESILIENT RAMESWARAM

So far.....

Achievement in collaboration with Stakeholders.....

Water Management	
<ul style="list-style-type: none">• 8.5 million litres of water storage created• 20,000 villagers and a lakh tourist are benefited.• Kudimaramathu system for protecting traditional water-bodies revived	
Waste Management	
<ul style="list-style-type: none">• 7,30,000 kg waste are recycled in a year• 1,32,000 man-hours of employment in 1 year• 25,000 kgs. of compost generated in a year	
Building Social Capital	
<ul style="list-style-type: none">• Visioning Exercise with stakeholders for Clean and Green Rameswaram• Periodic camps for 20000 students for schools and colleges on Green Rameswaram• Mobile vans and permanent exhibits for sensitizing the pilgrims	
Landscaping and Beautification	
<ul style="list-style-type: none">• 1100 plants in 7 acres with 67 indigenous species have been planted• Plants based on Zodiac signs, birth stars and planets are planted in the Vanam• 50 medicinal plants have signages carrying their botanical and local names and medicinal value.	
Renewable Energy	
<ul style="list-style-type: none">• 100 cubic meters of biogas using kitchen based waste for 100 members of the island• 200 Households energy needs of households at dhanushkodi are fulfilled using solar lights to facilitate education• Generation of 25 KW at Mohabeer Dharmasala using solar energy is showcased for adoption at archaeological sites.	