www.ichhepuran.com
ichhepuran3@gmail.com
+919147708511 / +918902339686

We Do , Happy You

ALIGNING LOCAL EMPATHY WITH GLOBAL SUSTAINABILITY GOALS
FOR A SECURE FUTURE

PLANTING JOY, NURTURING HOPE, GROWING FUTURES

ICHHE PURAN

COMPREHENSIVE IMPACT BOOK

2021 - 2026



Nodakhali, 743377, 24 pgs (s),
Budge Budge II
West Bengal, India

At Ichhe Puran, every tree we plant and every water body we restore is a step toward a living, breathing future—where hope takes root, ecosystems revive, and communities flourish.

One thoughtful action, one green promise at a time, we nurture happiness for generations to come.

IMPACT at a GLANCE

ইচ্ছে পূরণ
We Do, Happy You

Creating a Greener | Healthier | Better Tomorrow

27,000
Trees Planted

- Contributing to a greener environment, improving air quality and supporting biodiversity.

9,600
Saplings Distributed

- Promoting green cover by distributing saplings to communities, schools and institutions.

805
METRIC TON CO_2 PER YEAR

- Carbon dioxide sequestrated annually, helping reduce greenhouse gases and combat climate change.

4.3
MILLION KG OXYGEN PER YEAR

- Oxygen produced every year, supporting healthier lives and a cleaner atmosphere.

4.5
MILLION LITERS WATER RESTORED

- Water restored through our initiatives, supporting groundwater recharge and water sustainability.

22,254
TOTAL BENEFICIARIES IMPACTED

- Lives positively impacted through our programs and community engagement.

Together, we grow a Sustainable Future!

Small Actions
Big Impact ♡

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MESSAGES FROM LEADERSHIP

FROM THE DESK OF THE SECRETARY

At Ichhe Puran, we believe in the transformative power of community-driven initiatives to uplift lives, restore nature, and create sustainable pathways for growth. Our journey is grounded in our commitment to creating a greener, healthier, and more inclusive world for everyone.

Our tree plantation efforts are more than just greening the earth - they are about healing it. Each sapling we plant is a promise to future generations, bringing us closer to a world where nature and humanity coexist in harmony. Beyond environmental gains, our work in agroforestry brings tangible benefits to the farmers we work with, enriching the soil and providing them with additional sources of income, promoting both ecological and economic resilience. Crucially, our Project Amrit Kund focuses on water body restoration, reviving neglected village ponds to restore 4.5 million litres of clean water storage, which is vital for groundwater recharge, community health, and daily use.

We are also dedicated to nurturing the dreams of deprived children through our educational programmes. By opening doors to learning, we empower children to look beyond present hardships and aspire for a brighter future. Our Kriti Pathshala initiative is a special testament to this, offering underprivileged students access to education that builds not just their knowledge but also their confidence and hope

In addition to these initiatives, we place a strong emphasis on health care and disaster relief, especially for vulnerable communities. Whether it is through preventive care or urgent support, we strive to bring relief and healing to those who need it most.

Together, let us continue to plant the seeds of hope, support education, foster economic well-being, and extend a helping hand to those in need. Your support and belief fuel our mission and bring our vision closer to reality

GARGEE DAS MONDAL
SECRETARY, ICHHE PURAN

LEADERSHIP PROFILE: MR. MANAS KAMAL DAS, PRESIDENT

Mr. Manas Kamal Das, a retired Major of the Indian Army, founded Ichhe Puran in 2021 with the conviction that communities and ecosystems can be restored through disciplined, compassionate, and sustained effort. His military background brings to the organisation qualities of strategic planning, field execution, team leadership, and accountability that have been foundational to Ichhe Puran's growth.

Under his leadership, Ichhe Puran has grown from a small disaster relief group into a multi-programme NGO with a presence across West Bengal and Jharkhand, partnerships with major corporations, and a network of 54 staff and volunteers. His vision of an organisation that is simultaneously locally rooted and globally aligned - through the SDG framework - has given Ichhe Puran a clear direction and a credible identity

LEADERSHIP PROFILE: MS. GARGEE DAS MONDAL, SECRETARY

Ms. Gargee Das Mondal serves as the Secretary of Ichhe Puran. Her background in nutrition science has directly shaped the organisation's approach to health and welfare programmes, ensuring that food distribution initiatives go beyond calories to address nutritional quality and diversity.

As Secretary, Ms. Mondal manages the organisation's day-to-day operations, stakeholder communications, and programme coordination. Her leadership of the Khushir Pujo festivals and the Kriti Pathshala initiative has been particularly impactful, bringing warmth, professionalism, and nutritional expertise to programmes serving women and children.



CHAPTER 1 : ORGANISATION OVERVIEW



ABOUT ICHHE PURAN

A major pillar of Ichhe Puran's work lies in plantation and ecological restoration, where the organization actively contributes to rebuilding natural ecosystems in a sustainable and community-driven way.

Through Urban Forest and Miyawaki Forest plantations, Ichhe Puran creates dense, fast-growing green spaces even in limited urban areas. These forests not only improve air quality but also enhance biodiversity, reduce urban heat, and act as long-term carbon sinks. The focus is always on planting native species, ensuring higher survival rates and stronger ecological balance.

In addition, community plantation drives bring people together, encouraging local participation and ownership. Villagers, students, and volunteers are actively involved in planting and maintaining trees, making conservation a shared responsibility rather than a one-time activity.

The organization also promotes Livelihood Agroforestry, where plantation is directly linked with income generation. By integrating fruit-bearing and economically beneficial trees, communities are supported in building sustainable livelihoods while contributing to environmental restoration.

Under the "Nurture the Nature" project, all these plantation activities are carried out with a long-term vision — not just planting trees, but ensuring their survival, growth, and measurable environmental impact. This includes monitoring growth, maintenance, and even carbon sequestration assessment, helping quantify how these green efforts contribute to climate action.

We provide detailed Carbon Sequestration Calculation for all planted trees.

Equally important is Ichhe Puran's work in water body restoration and rejuvenation through the "Amrit Kund" project. Many rural ponds and water bodies, once vital for daily life, have become neglected due to pollution, siltation, and invasive species like water hyacinth. Ichhe Puran works closely with local communities to identify such water bodies and restore them through cleaning, de-silting, waste removal, and ecological treatment.

These restored water bodies help recharge groundwater, improve water availability for agriculture and daily use, and revive aquatic biodiversity. More importantly, they rebuild a sense of connection between communities and their natural resources.

By combining plantation with water restoration, Ichhe Puran follows a holistic environmental approach — understanding that trees, water, soil, and people are all interconnected. This integrated effort ensures long-term sustainability, resilience against climate change, and a healthier environment for future generations.

ORGANISATION IDENTITY

Organisation Name	Ichhe Puran
President	Mr. Manas Kamal Das
Year of Establishment	2021
Date of Registration	Jul 1, 2023
Office Address	Nodakhali, South 24 Parganas, West Bengal - 743377, India
Phone	+91 9147708511 / +91 8902339686
Email	ichhepuran3@gmail.com
Website	www.ichhepuran.com
PAN Number	AAIAN6380R
NGO Darpan / Niti Aayog ID	WB/2023/0353900
Income Tax 12A	AAIAN6380RE202301
CSR Registration Number	CSR00078769
Network Membership	Member, Rotary Community Corps of Rotary Calcutta Newbies
Regions of Operation	West Bengal (South 24 Parganas, Purba Medinipur, Purulia) & Jharkhand (East Singhbhum - Jadugora, Ghatshila, Mosabani, Dhalbhumgarh, Potka) Odisha (Rourkela, Balangir ,Klahandi, Nuapada)

VISION

Ichhe Puran's vision is to become a global leader in delivering cost-effective, impactful services that heal the planet and transform lives. The organisation aspires to be recognised worldwide as a trusted partner for individuals, corporates, and institutions committed to greening the Earth and supporting sustainable livelihoods for all.Through its efforts, Ichhe Puran envisions a world where every person can greet the future with hope, stability, and prosperity

MISSION

The mission of Ichhe Puran is to create a sustainable, compassionate world by restoring nature and upliftin underprivileged communities. Through tree planting, educational support, agroforestry for farmers, and vital health and disaster relief initiatives, the organisation aims to empower individuals and build resilient ecosystems.

Ichhe Puran's ten mission pillars are as follows:

1. **Environmental Restoration:** Conduct large-scale tree plantations to enhance green cover, combat climate change, and promote biodiversity.
2. **Water Body Restoration:** Revitalise local water bodies to enhance water security and support aquatic biodiversity.
3. **Support for Farmers:** Implement agroforestry practices to provide farmers with sustainable income sources and improve soil health.
4. **Education for the Underprivileged:** Provide basic education to children from low-income families, ensuring access to learning and personal growth opportunities.
5. **Long-term Livelihood Development:** Develop and support income-generating initiatives that foster economic stability in rural areas.
6. **Family-like Support Network:** Build strong, supportive relationships with beneficiaries, fostering a sense of community and mutual respect.
7. **Global Recognition:** Establish Ichhe Puran as a globally trusted organisation for effective, scalable solutions in environmental and social welfare.

ORGANISATIONAL STRUCTURE

Ichhe Puran maintains a transparent, hierarchical governance structure designed for effective programme delivery:

At the apex sits the General Body, which provides overarching oversight and strategic direction. Below it, the Governing Body is responsible for policy decisions and accountability. Three key leadership roles report to the Governing Body: President, Secretary, and Treasurer. Under the Secretary, a Project Coordinator manages day-to-day operations, supported by Field Staff and Volunteers. An Accountant provides independent financial oversight.

Category	Total	Male	Female
Full-time Staff	8	6	2
Part-time Staff	2	—	—
Volunteers	40	30	10
Supporting Staff	4	—	—
Total Workforce	54	—	—



CHAPTER 2 : GENESIS AND HISTORICAL JOURNEY



ORIGINS: RESPONDING TO CYCLONE YAAS (2021)

In May 2021, Cyclone Yaas struck the eastern coast of India with devastating force, leaving a trail of destruction across coastal West Bengal. The South 24 Parganas district - already one of the most ecologically vulnerable regions in India due to its proximity to the Sundarbans - bore the brunt of the storm. Entire villages were inundated, homes were flattened, livelihoods were destroyed, and hundreds of families were left without food, shelter, or medical support.

It was in this moment of crisis that Ichhe Puran was born. Mr. Manas Kamal Das, a retired Major of the Indian Army with deep roots in the community, mobilised a small group of volunteers to provide emergency relief to cyclone-affected families. Within days, the group had reached over 200 families in the South 24 Parganas district, distributing essential food packets, drinking water, medicines, and basic hygiene supplies.

The founders of Ichhe Puran understood from the outset that disaster relief alone was insufficient. True empowerment would require building the resilience of communities- environmental, economic, educational, and social - so that they could withstand future shocks. This conviction shaped the organisation's long-term strategy.

"***What began as a simple desire to help 300 families affected by Cyclone Yaash has grown into a holistic roadmap grounded in the United Nations Sustainable Development Goals." - Ichhe Puran Leadership Team***

FROM RELIEF TO DEVELOPMENT: 2021-2023

In the months following the cyclone response, Ichhe Puran began to formalise its operations and expand its areas of activity. Two complementary tracks emerged: environmental restoration and rural livelihoods on one hand, and community welfare and education on the other.

The first agroforestry distributions took place in late 2021 and early 2022, with grafted fruit plants-primarily guava, mango, lemon, and coconut-distributed to marginal farmers in South 24 Parganas. This programme would later expand significantly, ultimately reaching 210 farmers across West Bengal and 20 in Jharkhand.

Also in 2022, the organisation held its first Khushir Pujo event-a festive celebration providing clothing, meals, and community connection to underprivileged children and their families in Purulia district. This event became an annual institution, growing in scale with each passing year.



Formalisation and Growth : 2023-2024

July 2023 marked a significant milestone with the formal registration of Ichhe Puran as an NGO. This formalisation unlocked new opportunities for corporate partnerships, government collaboration, and grant funding. Within a year of registration, the organisation had secured its CSR registration and engaged multiple corporate partners.

In 2023, Ichhe Puran established a Miyawaki forest at Newtown, Kolkata-a landmark project that brought the Miyawaki dense plantation technique to urban West Bengal. The project planted 900 native trees along Biswa Bangla Sarani in Action Area II, creating a self-sustaining mini-forest amidst the rapidly developing urban landscape.

In 2024, Ichhe Puran launched the Kriti Pathshala initiative, establishing informal education centres for migrant and underprivileged children working in brick kilns and other informal settings in South 24 Parganas. These children, often excluded from the formal schooling system due to poverty and mobility, found in Kriti Pathshala a safe space for learning and development.

The Charcharia Plantation in 2024 became the organisation's single largest tree-planting event, with 4,000 trees planted in a single drive. The same year saw the distribution of 4,500 saplings to rural farmers in Kulpi under the Farmer Empowerment Programme.



SCALING UP: 2025-2026

The Lassi Distribution Drive of 2025 reached over 3,000 workers and farmers across Kolkata with nutritious beverages, combining health promotion with community engagement.

January 2026 saw the launch of Project Amrit Kund, the organisation's most ambitious water security initiative to date, funded through CSR support from Tega Industries. The project restored a village pond in Samali, returning 4.5 million litres of clean water storage to 250-300 families.

In the 2025 - 26 do many corporate CSR implementation like KKR, Techno electrics, Alliance club in collaboration with Grow Billion Trees.

The KKR Runs to Root partnership launched in 2025, combining the star power of the Kolkata Knight Riders cricket franchise with Ichhe Puran's plantation expertise to plant over 3,400 trees across Behala and Dakshineswar in Kolkata.



FIVE-YEAR PROGRAMME TIMELINE

Year	Programme	Region	Key Beneficiaries
2021	Cyclone Yaas Emergency Relief	West Bengal (South 24 Parganas)	300 families
2021-22	Grafted Fruit Plant Distribution (Agroforestry)	South 24 Parganas, Purulia, East Singhbhum	210+ farmers
2022	Khushir Pujo 1	Govindpur, Manbazar, Purulia	250 children
2023	Newtown Miyawaki Forest	Newtown, Kolkata	Urban community
2023	Pond Restoration - Saheban Bagicha	South 24 Parganas	Village community
2023	Khushir Pujo 2	Multiple villages, Purulia	375 children, 90 mothers
2024	Charcharia Plantation (4,000 Trees)	Charcharia, West Bengal	Urban & rural community
2025	KKR Runs to Root (3,410 Trees)	Behala &Dakshineswar, Kolkata	Urban community
2024	Farmer Empowerment (4,500 saplings)	Kulpi, West Bengal	Rural farmers
2024	Kriti Pathshala Education Initiative	South 24 Parganas (Brick Fields)	Migrant children
2024	Medical Camp (with Rotary Kolkata)	South 24 Parganas	Community members
2024	Khushir Pujo 3	Purliya, Bagundi	400 children, 125 mothers
2025	Falta Plantation (950 trees)	Sadhan Chandra Mahavidyalaya, Falta	College community
2025	Mangrove Restoration (1,500 trees)	Sundarbans, West Bengal	Coastal communities
2025	Lassi Distribution Drive	Kolkata and surrounding areas	3,000+ workers & farmers
2025	Khushir Pujo 4 (Durga Puja Celebration)	Tukya Primary School, Kamta Jangidiri,	430 children, 250 mothers
2025	Army Camp Plantation	Raspunja Camp	250-300 families
2026	Calcutta International School	Bantala, Kolkata	50 Locals
2026	Project Amrit Kund (Pond Restoration)	Samali village (Tega Industries CSR)	250-300 families
2026	Celebrity Plantation Drive with Juhi Chawla	Subhash Sarovar	500-600 Daily Visitors

CHAPTER 3 : ENVIRONMENTAL STEWARDSHIP - THE GREEN LEGACY

In May 2021, Cyclone Yaas struck the eastern coast of India with devastating force, Ichhe Puran's environmental stewardship programme is its most visible and wide-reaching pillar of work. Recognising that trees are the foundation of ecological health-providing oxygen, sequestering carbon, restoring biodiversity, and supporting livelihoods-the organisation has embedded tree planting at the heart of its identity and operations. From urban Miyawaki forests to coastal mangrove belts, and from school campuses to farmers' fields, Ichhe Puran's plantation work spans ecosystems and geographies.

"*27,000+ Trees Planted Across West Bengal and Jharkhand and 9,600 distributed to the farmers - contributing directly to SDG 13 (Climate Action) and SDG 15 (Life on Land)*

PROGRAMME 1: RURAL LIVELIHOOD AGROFORESTRY MODEL

The Rural Livelihood Agroforestry Model is the cornerstone of Ichhe Puran's approach to farmer empowerment and environmental restoration simultaneously. Rather than treating tree planting as a purely environmental activity, Ichhe Puran integrates it with agricultural livelihoods, distributing grafted fruit trees that deliver both ecological benefits and income potential.

Under this model, marginal farmers in West Bengal and Jharkhand receive high-yield grafted fruit saplings - varieties of guava, mango, lemon, coconut, and jackfruit - that are suited to local soil and climate conditions. Each farmer receives between 100 and 300 plants based on their land capacity



WEST BENGAL: COVERAGE AND IMPACT

In West Bengal, the programme covered two districts - South 24 Parganas and Purulia - benefiting a total of 190 farmers. Distribution events in Kuulpi village (South 24 Parganas) and Dhundikha Village (Purulia) were focal points of activity. Farmers received their saplings along with guidance on best planting practices, soil preparation, and long-term care protocols.

JHARKHAND: EXTENDING THE REACH

Ichhe Puran extended its agroforestry programme to 20 farmers in East Singhbhum district of Jharkhand, specifically in the blocks of Jadugora, Potka, Mosabani, and Ghatshila. The same fruit varieties were selected, reflecting careful alignment with local agro-climatic conditions.



WOMEN'S PARTICIPATION IN AGROFORESTRY

A distinctive feature of the agroforestry programme has been its intentional focus on women's participation. Women have been involved in every stage of the project - from receiving saplings to plantation and ongoing care. Through workshops and hands-on training, women have gained practical agroforestry skills, enabling them to directly contribute to household income and community well-being. This dual focus on plant distribution and women's participation fosters a more inclusive approach to sustainable agriculture.



MONITORING AND EVALUATION

Ichhe Puran has established a rigorous monitoring and evaluation process to ensure plant survival and farmer satisfaction:

- Pre-Distribution Farmer Engagement: Initial meetings with farmers to discuss plant care, agroforestry benefits, and programme goals, followed by land site verification.
- On-Site Tree Planting and Geo-Tagging: Staff capture geo-tagged photographs at each site, logging plant locations and farmer details in a structured Google Form.
- 6-Month Check-In: Field visits to assess plant health and growth, with guidance provided as needed.
- Annual and 3-Year Follow-Ups: Continuing annual site visits for the first three years, monitoring growth, addressing disease issues, and verifying survival rates.
- WhatsApp Farmer Support Group: A dedicated communication channel for real-time support, answering farmer queries, and sharing plant care tips.
- Donor Site Visits: Regular farm visits for donors, building transparency and strengthening the connection between supporters and beneficiary farmers.

FARMER SUCCESS STORIES

The impact of the agroforestry programme is best illustrated through the stories of individual farmers who have experienced tangible improvements in their lives:
Farmer Jagadis Das, son of Haru Das, from Burul Kumar Para in Nodakhali village, South 24 Parganas, planted 200 mango saplings in January 2021. With consistent care and community support, his trees produced their first harvest in 2025. He sold his mangoes in the local market, earning Rs. 24,000-an income that symbolises the transformative potential of patient, responsible farming.





Farmer SK Manjom from Mapijaddi, Gaja Poali village, South 24 Parganas, also planted 200 mango saplings in January 2021. Nearly four years later, his dedication bore fruit as the mango trees began producing their first yields, significantly enhancing his income potential and his family's financial stability. SK Manjom's story has become an inspiration for other farmers in his community to invest in sustainable farming.
Today, over 400 farmer families are empowered and supported through the agroforestry model, building stronger, sustainable rural livelihoods together

PROGRAMME 2: COMMUNITY LAND PLANTATION - MIYAWAKI FORESTS







Ichhe Puran has been a leader in implementing the Miyawaki dense plantation method within urban West Bengal, creating autonomous mini-forests in congested regions. This technique—originated by Japanese botanist Akira Miyawaki—relies on the high-density planting of indigenous species to establish a self-regulating habitat in a very brief period.

A primary example is the flagship project situated at Biswa Bangla Sarani, Action Area II, in Newtown, Kolkata, which is among the most rapidly growing urban areas in the state. This initiative involved planting 900 native trees chosen specifically to mirror Bengal's original vegetation, highlighting Ichhe Puran's dedication to embedding ecological spaces into urban infrastructure.

Furthermore, the organization expanded its reach with the 2024 Charcharia Plantation (4,000 trees) and the 2025 Falta Plantation at Sadhan Chandra Mahavidyalaya (950 trees).

These Miyawaki forests provide essential ecological services: they counter urban heat island effects, enhance air quality, establish corridors for local wildlife, and serve as educational tools for public conservation efforts.

PROGRAMME 3: CITY-BASED AND RURAL PLANTATION DRIVES

Beyond agroforestry and Miyawaki forests, Ichhe Puran runs a broad-based plantation programme targeting schools, government offices, highways, housing colonies, and rural common lands across West Bengal and Jharkhand.

Key highlights of this programme include:

- Trees planted in 45 schools - 35 in West Bengal and 10 in Jadugora and Potka blocks of Jharkhand.
- Species planted: neem, mango, guava, peepal, lemon, and sagwan-species that provide shade, fruit, oxygen, and ecological resilience.
- Two-year post-plantation monitoring to ensure survival and health.
- Appreciation certificates provided to participating schools to incentivise continued environmental stewardship.
- Public awareness campaigns under 'Green Earth' and 'Save the Earth' themes to build community ownership.

The Charcharia Plantation of 2024 (4,000 trees), Newtown Miyawaki with 900 plants and the Falta Plantation of 2025 (950 trees at Sadhan Chandra Mahavidyalaya) represent the scale of these efforts The KKR Runs to Root partnership in 2025, planting 1,910 trees in Behala and 1,500 in Dakshineswar in collaboration with the Kolkata Knight Riders cricket franchise, brought environmental action to a mass urban audience.





PROGRAMME 4: MANGROVE RESTORATION - PROTECTING THE SUNDARBANS

The Sundarbans-the world's largest mangrove delta and a UNESCO World Heritage Site-is one of the most ecologically critical and climate-vulnerable regions on Earth. Ichhe Puran's Mangrove Restoration Project, launched in 2025, planted 1,500 mangrove trees along the Sundarbans coast, contributing directly to coastal protection, carbon sequestration, and habitat preservation.
Mangrove ecosystems serve as natural buffers against storm surges and cyclones-a function of enormous practical importance for the communities living in the Sundarbans delta. By restoring mangrove cover, Ichhe Puran is not merely planting trees; it is rebuilding a protective barrier that shields human lives and livelihoods from climatic extremes.





PLANTATION PROGRAMME SUMMARY

Programme	Location	Year	Trees / Saplings
Charcharia Plantation	Charcharia, West Bengal	2024	4,000 trees
Farmer Empowerment	Kulpi, West Bengal	2024	4,500 saplings to farmers
KKR Runs to Root	Behala & Dakshineswar,	2025	3,410 trees
Mangrove Restoration	Sundarbans, West Bengal	2025	1,500 trees (coastal)
Falta Plantation	Sadhan Chandra Mahavidyalaya, Falta	2025	950 trees
Newtown Miyawaki Forest	Green Verge, Newtown, Kolkata	2023	900 trees
School Plantation Drives	35 WB schools + 10 JH schools	Ongoing	45 schools reached
Agroforestry - WB Farmers	South 24 Parganas & Purulia	2021-24	190 farmers benefited
Agroforestry - JH Farmers	East Singhbhum, Jharkhand	2022-24	20 farmers benefited
Army Camp Plantation	Raspunja Camp	2025	490 Plants
Calcutta International School	Bantala, Kolkata	2026	50 Plants





CARBON SEQUESTRATION AND CLIMATE ACTION

Carbon sequestration is the process of capturing and storing atmospheric carbon dioxide (CO2). It is a vital mechanism for mitigating global climate change, as CO2 is the primary greenhouse gas driving global warming. Natural carbon sinks, such as forests and oceans, play a crucial role in regulating the Earth's climate by removing CO2 from the atmosphere and storing it in biomass and soil. Mature trees, for instance, can absorb as much as 1.5 tons of carbon dioxide per year.

ICHHE PURAN'S CARBON SEQUESTRATION STRATEGY

Ichhe Puran's core environmental mission is built upon establishing long-term, verifiable carbon sinks across multiple ecosystems, directly contributing to UN Sustainable Development Goal 13 (Climate Action). The organization's commitment to providing detailed Carbon Sequestration Calculation for all planted trees ensures that its climate efforts are measurable and accountable. The total impact of the plantation drives to date includes 39,100+ trees planted across West Bengal and Jharkhand. This comprehensive effort is primarily driven through three models that maximize carbon capture:

1. **Urban and Miyawaki Forests:** Projects like the Newtown Miyawaki Forest and Charchariya Miyawaki Forest are designed as dense, fast-growing green spaces in urban corridors. These forests quickly establish themselves as long-term carbon sinks, simultaneously reducing urban heat islands and improving air quality.
2. **Mangrove Restoration:** The mangrove trees planted in the Sundarbans are critical for coastal protection, and mangrove ecosystems are globally recognized for their exceptional efficiency in carbon sequestration, often storing several times more carbon per area than terrestrial forests.
3. **Rural Livelihood Agroforestry:** By integrating fruit-bearing trees with farmers' livelihoods, this model ensures long-term maintenance and growth, turning farmlands into resilient carbon stores while providing economic stability to over 400 farmer families.






QUANTIFIABLE CLIMATE IMPACT

While the precise calculation varies by species and age, the overall impact of Ichhe Puran's 27,000+ trees represents a significant contribution to climate mitigation. For context, research indicates that a single healthy tree can absorb the same amount of carbon annually as a car driven 14,85,000miles.

Ichhe Puran's integrated approach, which combines long-term planting (like Miyawaki and Mangroves) with high-survival-rate livelihood plantation, is a robust strategy for:

1.Reducing Atmospheric CO2: Directly removing carbon from the atmosphere and storing it in biomass, roots, and soil.

2.Building Resilience: Coastal mangrove belts and diverse agroforestry systems enhance the resilience of communities against climate-induced shocks like cyclones and erratic rainfall.

3.Enhancing Biodiversity: Focusing on native species ensures that carbon storage is achieved alongside the restoration of ecological balance and habitat preservation.

The Board of Advisory in Carbon Calculation is led by Dr. Abhijit Mitra, Director of Research at Techno India University, West Bengal. Dr. Mitra, who also serves as a faculty member and is the former Head of the Department of Marine Science at Calcutta University, provides strategic guidance alongside his dedicated research team.



CHAPTER 4 : WATER SECURITY - PROJECT AMRIT KUND

Access to clean water is a fundamental human right and an ecological necessity. For millions of rural households in West Bengal, village ponds have historically served as the primary source of water for drinking, cooking, sanitation, agriculture, and aquaculture. Over decades of neglect, encroachment, pollution, and invasive vegetation (particularly water hyacinth), many of these ponds have fallen into disuse, cutting off communities from a vital resource.

Project Amrit Kund - meaning 'Vessel of Nectar' in Sanskrit - is Ichhe Puran's flagship water security initiative. Launched in January 2026 with CSR support from Tega Industries, it focuses on the restoration of a village pond in Samali, West Bengal.

4.5 Million Litres of Clean Water Restored - benefiting 250 to 300 families in Samali village

Project Name	Project Amrit Kund
Launch Date	Jan 2026
Location	Samali village, West Bengal
CSR Partner	Tega Industries
Beneficiaries	250-300 families
Water Storage Restored	4.5 million litres
SDG Alignment	SDG 6 - Clean Water and Sanitation , SDG 14 - Life below water



PROJECT ACTIVITIES

The restoration work under Project Amrit Kund encompassed several interconnected activities:

▪Pond Desilting: Removal of accumulated silt to restore the pond's depth and water storage capacity.

▪Embankment Repair: Strengthening and repair of the pond's embankments to prevent erosion and encroachment.

▪Water Hyacinth Removal: Eco-restoration through the removal of invasive water hyacinth that had choked oxygen supply and prevented water use.

▪Aquifer Restoration: Activities to restore natural groundwater recharge through the restored pond.

▪Community Health Outcomes: The restoration has reduced the incidence of waterborne diseases in the community and improved sanitation conditions.

▪Livelihood : Fish stocking and fish food given for the livelihood development of the community.

EARLIER POND RESTORATION: SAHEBAN BAGICHA (2023)

Project Amrit Kund builds on an earlier pond restoration initiative undertaken by Ichhe Puran in Saheban Bagicha village, South 24 Parganas, in May 2023. In this community-driven project, 20 local women came together to clean and restore a village pond that had fallen into disuse. The restoration process involved removing debris, clearing water pathways, and setting the pond up for regular community use.

This initiative highlighted the role of women as key environmental stewards, providing them with a platform to lead community action. The restored pond now serves as a water resource for the village and a model of community-led environmental action that has inspired neighbouring areas.

The Pond Restoration Model also extends to supporting farmers in aquaculture-distributing fish to stock restored ponds and providing nutritional guidance for healthy aquatic ecosystems, thereby adding a livelihood dimension to environmental restoration.



SIGNIFICANCE AND IMPACT

Water scarcity and contamination are among the most pressing challenges facing rural communities in South 24 Parganas. Climate change is intensifying these pressures, with irregular monsoons, saltwater intrusion from the Sundarbans delta, and groundwater depletion creating compounding crises.

Project Amrit Kund addresses these challenges at their root-by restoring a natural water storage system that has served the community for generations. The project's outcomes are multifaceted, extending beyond immediate water supply to critically enhance the local aquifer, leading to significant groundwater recharge. Furthermore, the restoration efforts support robust biodiversity in and around the pond, alongside improved sanitation, reduced disease burden, and enhanced food security through aquaculture.

The partnership with Tega Industries represents a replicable model for corporate CSR engagement in rural water security-a model that Ichhe Puran plans to scale to additional villages in the coming years.

CHAPTER 5 : CHILD WELFARE AND EDUCATION

2,500+ Children Directly Benefited - through education, nutrition, and cultural inclusion programmes

KRITI PATHSHALA: INFORMAL SCHOOLS FOR MARGINALISED CHILDREN

Kriti Pathshala is one of Ichhe Puran's most innovative and impactful programmes - establishing informal education centres for children who are excluded from the formal schooling system due to poverty, migrant status, or engagement in child labour.

The programme primarily targets children working in brick kilns in South 24 Parganas, where entire migrant families from across West Bengal and neighbouring states relocate seasonally. These children, often between the ages of 5 and 14, spend their days working alongside their parents in the kilns, with no access to schools. Kriti Pathshala brings education directly to these children in their own environment - setting up makeshift classrooms near the brick fields during the working season.
The curriculum combines foundational literacy and numeracy with life skills, health education, and creative expression. Importantly, the programme is paired with nutrition support - recognising that hungry children cannot learn effectively - and with cultural and recreational activities to promote social inclusion and emotional wellbeing.

The Kriti Pathshala model reflects the belief that education is a fundamental right that must reach every child, regardless of where they are and what circumstances they find themselves in. By taking learning to the learners, Ichhe Puran breaks down the barriers of geography, poverty, and social exclusion that prevent marginalised children from accessing their right to education.



KHUSHIR PUJO: FESTIVALS OF JOY AND INCLUSION

The Khushir Pujo initiative is Ichhe Puran's annual programme of festive celebration and material support for marginalised children and families in Purulia district. Timed to coincide with the festive season, Khushir Pujo provides children with new clothing, nutritious meals, and a day of celebration that restores dignity and joy to families living in poverty.
Four editions of Khushir Pujo have been held:

KHUSHIR PUJO 1 - 30 SEPTEMBER 2022

Location: Govindpur Primary School, Manbazar, Purulia
250 children received new clothing (120 frocks for girls, 130 shirts and jeans for boys) and a nutritious meal including rice, dal, vegetable curry, chicken curry, papad, and sweets.



KHUSHIR PUJO 2 - 16 OCTOBER 2023

Location: Five villages in Purulia - Kelardhi, Basketia, Vasapar, Jamada, and Sasangora
375 children and 90 mothers received clothing (180 frocks for girls, 195 shirts and jeans for boys, and 90 sarees for mothers) and a full meal



KHUSHIR PUJO: FESTIVALS OF JOY AND INCLUSION

KHUSHIR PUJO 3 - 7 OCTOBER 2024

Location: Chirudih Primary School and Ichadih Primary School, Purliya, Bagundi
400 children and 125 mothers received clothing and meals for 525 persons. Items distributed included 190 frocks for girls, 210 shirts and jeans for boys, and 125 sarees for mothers.





KHUSHIR PUJO 2 - 16 OCTOBER 2023

Location: Tukya Primary School, Kamta Jangidiri, Purulia
430 children (180 girls, 250 boys) and 250 mothers are projected to receive clothing and a full meal.







THE SAHARA INITIATIVE: SUPPORT FOR VULNERABLE COMMUNITY MEMBERS

The Sahara Initiative - meaning 'support' or 'shelter' in Hindi - is Ichhe Puran's broader welfare programme for vulnerable community members. Under this initiative, the organisation distributes essential items such as clothing, food, and rain protection to those who need it most.

A notable component of the Sahara Initiative is the Raincoat Distribution Drive, which has provided 1,000 raincoats to rickshaw pullers and 800 mosquito nets in Dhundikhap, Purulia, providing protection against both the monsoon rains and malaria. These interventions - small in cost but significant in impact - demonstrate Ichhe Puran's attentiveness to the practical, day-to-day needs of the communities it serves.





NUTRITION DISTRIBUTION DRIVES

Recognising that nutrition is the foundation of health and learning, Ichhe Puran runs targeted nutrition distribution drives for school-going children and working adults. The Lassi Distribution Drive of 2025 is a prime example - distributing nutritious yoghurt-based drinks to over 3,000 workers and farmers across Kolkata and surrounding areas, combining health promotion with community outreach.

CHAPTER 6 : HUMANITARIAN RELIEF AND COMMUNITY HEALTH

***SDG 2 (Zero Hunger) & 3 (Good Health and Well-being)* |**

5,000+ Families Assisted - through disaster relief, nutrition drives, and health camps

CYCLONE YAAS EMERGENCY RESPONSE (2021)

Ichhe Puran's humanitarian journey began with the emergency response to Cyclone Yaas in May 2021. As floodwaters receded and the full extent of the damage became clear, the Ichhe Puran volunteer team mobilised rapidly, reaching over 300 families in the South 24 Parganas district within the first week.

Relief provided included essential food packets (rice, dal, cooking oil, biscuits), drinking water, medicines (including oral rehydration salts, antihistamines, and antibiotics), and basic hygiene supplies. Medical camps were set up in the worst-affected areas to provide primary healthcare to cyclone survivors.

The cyclone response established Ichhe Puran's reputation as a first-responder organisation capable of mobilising rapidly and reaching the most isolated communities. It also provided the team with first-hand experience of the long-term vulnerabilities of coastal communities-vulnerabilities that would shape the organisation's subsequent programme design.

MEDICAL CAMP MODEL

Building on its experience of health service delivery in crisis contexts, Ichhe Puran has institutionalised the Medical Camp Model as a regular feature of its programming. Medical camps are organised in underserved communities across South 24 Parganas and Purulia, providing affordable or free health check-ups and health education.

The flagship medical camp, held in March 2024 in collaboration with Rotary Club Kolkata and local pathology labs, offered:

- Diabetes screening and blood sugar tests.
- Malaria testing and treatment referrals.
- Blood tests and general health screenings.
- Health education sessions on communicable diseases (malaria, typhoid), non-communicable diseases, and hygiene practices.
- Information on the importance of safe drinking water and sanitation.

Simultaneously, 800 mosquito nets were distributed in Dhundikhap, Purulia, providing household-level protection against malaria while reinforcing the public health messaging of the camp.





COMMUNITY HEALTH AWARENESS

Beyond formal medical camps, Ichhe Puran conducts ongoing community health awareness activities - distributing informational materials, engaging with local health workers (ASHAs and Anganwadi workers), and integrating health messaging into its other programme activities. The Lassi Distribution Drive of 2025, for example, combined a nutritional supplementation component with public health messaging about the importance of hydration and balanced diets during extreme heat

LIVELIHOOD SUPPORT FOR RURAL FARMING COMMUNITIES

The Kulpi Farmer Empowerment Programme of 2024 addressed the livelihood dimension of community health - recognising that food security and income stability are fundamental determinants of health. By distributing 4,500 saplings to rural farmers in Kulpi, Ichhe Puran invested in the long-term food and income security of farming households, with health benefits that will compound over time as trees mature and harvests begin



FIVE-YEAR HUMANITARIAN IMPACT SUMMARY

Programme	Year	Impact
Cyclone Yaas Emergency Relief	2021	300+ families with food, water & medicine
Medical Camp (with Rotary Newbies Kolkata)	2024	Free health screenings for community members
Mosquito Net Distribution	2024	800 nets in Dhundikhap, Purulia
Raincoat Distribution Drive	2022-24	1,000+ raincoats to outdoor workers
Lassi Distribution Drive	2025	3,000+ workers and farmers reached
Khushir Pujo 1, 2, 3 & 4	2022-25	1,455 children + 465 mothers supported
Farmer Empowerment (Kulpi)	2024	4,500 saplings to rural farmers

CHAPTER 7 : PROGRAMME MODELS

Ichhe Puran's programmes are organised into seven distinct but interconnected models. Each model represents a replicable framework for community development, designed to be adapted to local conditions while maintaining consistent principles of community participation, ecological sustainability, and dignity.

1. Community Land Plantation Model

- Collaborates with government bodies, schools, residential societies, hospitals.
- Focuses on dense planting of forest trees using the Miyawaki method.
- Creates Miyawaki forests and mangrove plantations.
- Aims to restore natural ecosystems and increase green cover in both rural and urban areas.
- Restores coastal protection in Sundarbans through mangrove regeneration.





2. Rural Livelihood Agroforestry Model



▪Supports marginal farmers by promoting agroforestry practices.
▪Enhances farmers' livelihoods through sustainable farming techniques.
▪Increases tree cover and biodiversity on farmlands.
▪Distributes grafted high-yield fruit plants (guava, mango, lemon, coconut, jackfruit).
▪Over 400 farmer families have been empowered to date.
▪Geo-tagged monitoring and multi-year follow-up system.

3. City-Based or Rural-Based Plantation Model

▪ Plants trees in schools, government offices, highways, housing colonies, and roadside areas.
▪ Promotes 'Green Earth' and 'Save the Earth' awareness campaigns.
▪ Encourages public participation in tree-planting drives.
▪ Provides appreciation certificates to participating schools.
▪ Two-year post-plantation monitoring ensures survival rates.
Has reached 45 schools across West Bengal and Jharkhand



4. Pond Restoration Model

▪Restores and revitalises village ponds for community water supply.
▪Enhances water availability and improves local aquifer health.
▪Supports environmental sustainability and water conservation.
▪Distributes fish to farmers for sustainable aquaculture.
▪Includes water hyacinth removal for eco-restoration.
▪Project Amrit Kund restored 4.5 million litres in Samali village.





5. Kriti Pathshala Model

▪Establishes informal education centres for underprivileged children.
▪Serves migrant children in brick fields and remote areas.
▪Combines foundational literacy and numeracy with life skills and health education.
▪Pairs learning with nutrition support for improved outcomes.
▪Promotes cultural activities for social inclusion and emotional wellbeing.



6. Medical Camp Model

▪Provides free or affordable health check-ups in underserved communities.
▪Covers diabetes screening, blood tests, malaria testing, and general health assessments.
▪Educates communities on disease prevention and hygiene.
▪Distributes mosquito nets for malaria prevention.
▪Collaborates with Rotary Club Kolkata and local pathology labs.



7. Sahara Initiative

- Provides essential items such as clothing, food, and rain protection to vulnerable community members.
- Annual Khushir Pujo festivals: festive clothing and nutritious meals for underprivileged children.
- Raincoat distribution for outdoor workers during the monsoon season.
- Mosquito net distribution for malaria prevention in high-risk areas.
- 3,000+ raincoats and 800+ mosquito nets distributed to date.







CHAPTER 8 : IMPACT AT A GLANCE

Over five years of operation, Ichhe Puran has achieved measurable, documented impact across its five core programme areas. The following metrics represent the cumulative outcomes of the organisation's work from 2021 to 2026.

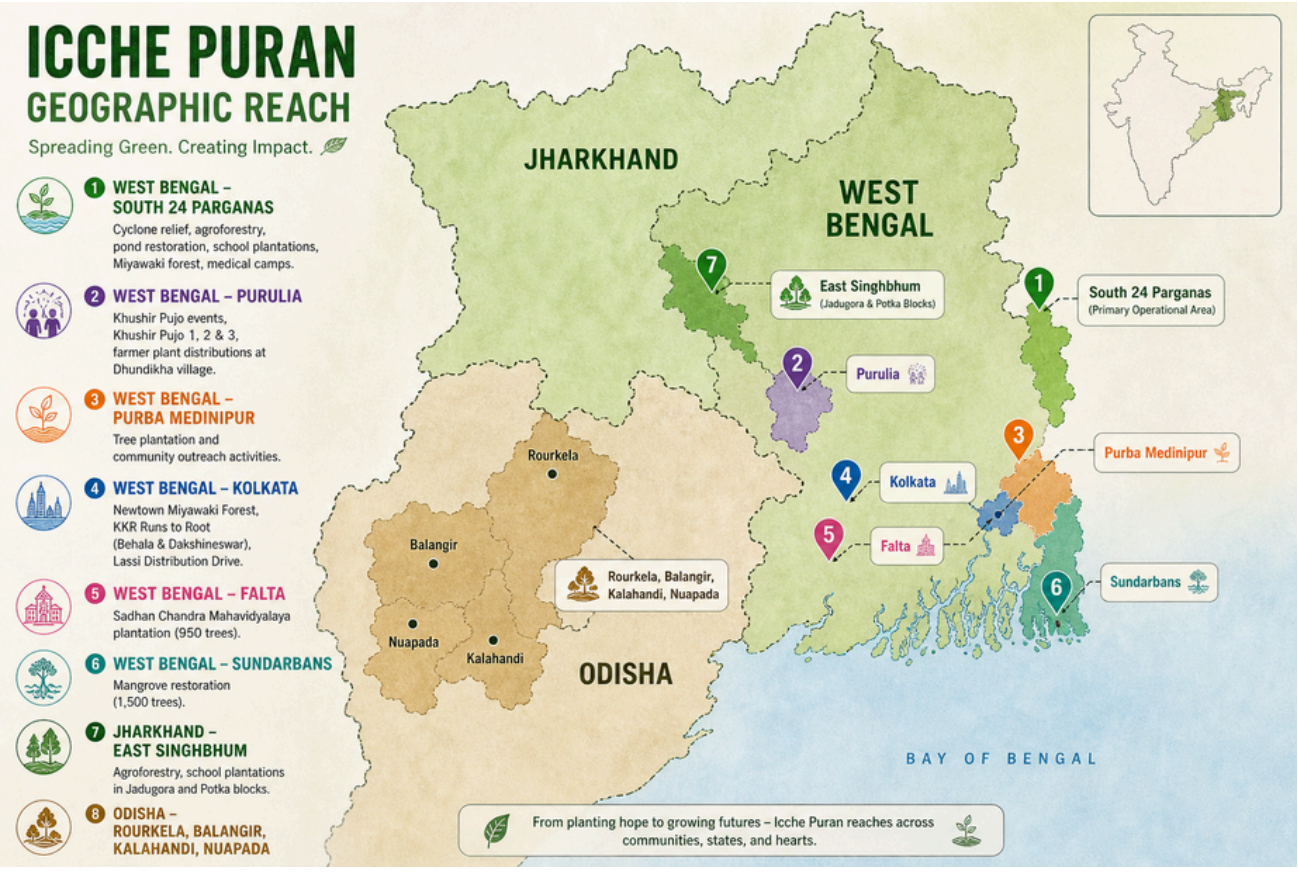


SDG ALIGNMENT SUMMARY

SDG	Goal	Ichhe Puran's Contribution
SDG 2	Zero Hunger	Food distribution, agroforestry, lassi drive, nutrition support for 3,000+
SDG 3	Good Health & Well-being	Medical camps, mosquito nets, raincoat drives, health awareness sessions
SDG 4	Quality Education	Kriti Pathshala for migrant children, school plantation partnerships
SDG 6	Clean Water & Sanitation	Project Amrit Kund (4.5M litres restored), pond restoration in Saheban Bagicha
SDG 10	Reduced Inequalities	Khushir Pujo for 1,455+ marginalised children, welfare for outdoor workers
SDG 13	Climate Action	14,000+ trees planted, Miyawaki forests, mangrove restoration
SDG 14	Life Below Water	Pond Restoration
SDG 15	Life on Land	Agroforestry, mangrove restoration, Miyawaki forests, biodiversity enhancement
SDG 17	Partnerships for the Goals	Manpower, Consultation, collaboration, and expertise.

GEOGRAPHIC REACH

Ichhe Puran's programmes span multiple districts and states across eastern India:
▪West Bengal - South 24 Parganas: Primary operational area; site of cyclone relief, agroforestry, pond restoration, school plantations, Miyawaki forest, medical camps.
▪West Bengal - Purulia: Khushir Pujo events, Khushir Pujo 1, 2 & 3, farmer plant distributions at Dhundikha village.
▪West Bengal - Purba Medinipur: Tree plantation and community outreach activities.
▪West Bengal - Kolkata: Newtown Miyawaki Forest, KKR Runs to Root (Behala & Dakshineswar), Lassi Distribution Drive.
▪West Bengal - Falta: Sadhan Chandra Mahavidyalaya plantation (950 trees).
▪West Bengal - Sundarbans: Mangrove restoration (1,500 trees).
▪Jharkhand - East Singhbhum: Agroforestry, school plantations in Jadugora and Potka blocks.
▪Odisha - Rourkela, Balangir ,Klahandi, Nuapada



CHAPTER 9 : PARTNERS AND COLLABORATIONS

The scale and diversity of Ichhe Puran's impact would not be possible without the support of a growing ecosystem of corporate, institutional, and community partners. Since 2023, the organisation has seen a 73% growth in partnerships - a testament to the trust it has built through transparent, accountable, and impactful programming.

Partner	Programme / Role
Tega Industries	CSR partner for Project Amrit Kund - pond restoration in Samali village, funding 4.5 million litres of water storage restoration.
KKR (Kolkata Knight Riders) Collaboration with GBT	Runs to Root Mission - corporate and celebrity partnership for urban tree plantation in Behala and Dakshineswar (3,410 trees) in 2025.
Techno Electric Collaboration with GBT	Corporate partner for environmental and plantation initiatives.
Grow Billion Trees	Strategic reforestation partner - collaboration on large-scale plantation drives.
Rotary Club Kolkata (Newbies)	Network partnership - volunteer mobilisation, medical camp co-organisation, and broader community reach.
South 24 Parganas District Administration	Primary region of operation - collaboration with government bodies on plantation and community welfare programmes.
East Singhbhum, Jharkhand	District-level partnership for tribal welfare and plantation activities in Jharkhand.
Sadhan Chandra Mahavidyalaya, Falta	Institutional partner for the Falta Plantation Programme (950 trees).
Chirudih & Ichadih Primary Schools, Purulia	Institutional partners for Khushir Pujo 3 and school plantation programmes.
Army Camp Raspunja	Van Mahotsava 2025, Black Day (14th February).
Calcutta International School	Plantation Program and Student Engagement
Govindpur Primary School, Manbazar, Purulia	Institutional partner for Khushir Pujo 1.
Dr. Lal Path Labs	Medical camp partners for health screenings and diagnostic services.

PARTNERSHIP PHILOSOPHY

Ichhe Puran approaches partnerships as collaborative, long-term relationships built on shared values rather than transactional arrangements. The organisation's partnership philosophy rests on three principles:

1. **Alignment of Purpose**: Ichhe Puran partners with organisations and individuals who share its commitment to environmental restoration, community welfare, and human dignity.
2. **Transparency and Accountability:** All partners receive regular programme updates, impact reports, and-where relevant-site visits to directly observe programme outcomes.
3. **Co-creation:** The best partnerships involve partners in the design and delivery of programmes, not merely as funders but as co-creators of impact.

The CSR partnership model with Tega Industries for Project Amrit Kund exemplifies this philosophy - with the corporate partner actively involved in programme design, monitoring, and community engagement alongside Ichhe Puran's field team.

SEEKING FUTURE PARTNERS

Ichhe Puran is actively seeking partners for its 2026-2027 Reforestation and Rural School Development projects. With a proven track record of operational efficiency and measurable impact, the organisation invites corporates, institutions, and individuals to co-create a resilient and equitable future.

1.Shared Values and Purpose: We collaborate with individuals and entities who mirror our dedication to environmental healing, social welfare, and the preservation of human dignity.

2.Integrity and Openness: Our partners are kept informed through consistent impact reporting and progress updates. We encourage direct observation of our initiatives through on-site visits.

3.Impactful Co-creation: We believe true partnership goes beyond funding; it involves the joint design and execution of programs where stakeholders act as active architects of change.

This collaborative spirit is perfectly demonstrated by our CSR venture with Tega Industries for Project Amrit Kund. In this project, the corporate partner works hand-in-hand with our field teams, participating in everything from strategic planning to local community outreach

OPPORTUNITIES FOR FUTURE COLLABORATION

Supported by a history of measurable results and operational precision, Ichhe Puran is looking for new allies for our 2026–2027 development cycle. We invite institutions and visionary individuals to join us in building a more equitable and resilient tomorrow.

Our strategic focus for 2026–2027 includes expansive reforestation efforts in Kolkata and the Sundarbans coastal buffer, the ecological rejuvenation of vital water bodies, and the growth of the Kriti Pathshala education network into more brick-field communities.

CHAPTER 10 : LOOKING FORWARD - PLANS FOR 2026-2027

Five years of determined work have given Ichhe Puran a strong foundation - operational infrastructure, community trust, programme expertise, and a growing network of partners. As it looks to the next phase of its journey, the organisation is guided by the lessons of its first five years and the continued urgency of the challenges it addresses

STRATEGIC PRIORITY 1: SCALING REFORESTATION

Ichhe Puran's goal for 2026-2027 is to plant an additional 100,000 trees, with a particular focus on the Nearby Kolkata City , 100000 Mangroves on the Sundarbans mangrove belt and degraded forest land in Purulia. New partnerships with forest departments, panchayati institutions, and additional corporate CSR programmes will be sought to enable this scale-up.

The organisation also plans to establish its second Miyawaki forest in a new urban location in Kolkata, building on the success of the Newtown and charcharia project and expanding the model of dense urban green spaces.

STRATEGIC PRIORITY 2 : FARMER LIVELIHOOD ENHANCEMENT

The agroforestry programme will be deepened with the commitment to distribute 50,000 plants and the introduction of technical training in organic farming, soil health management, and market linkages for farmers who received fruit plants in earlier years. As the first cohort of farmers begins harvesting (as demonstrated by the success stories of Jagadis Das and SK Manjom), Ichhe Puran will document and share their experiences to inspire new participants.



STRATEGIC PRIORITY 3: WATER SECURITY AT SCALE

Building on the success of Project Amrit Kund in Samali, Ichhe Puran plans to restore 3-4 more water bodies in South 24 Parganas in 2026-2027, with a target of restoring an additional 10 million litres of water storage capacity. The organisation will actively seek CSR partnerships to fund these projects.

STRATEGIC PRIORITY 4: RURAL SCHOOL DEVELOPMENT

The Kriti Pathshala initiative will be expanded to reach new communities of migrant and underprivileged children. New centres are planned in brick-field clusters across South 24 Parganas and in tribal areas of East Singhbhum, Jharkhand. The programme will also introduce digital learning tools and expand its nutrition support component.

STRATEGIC PRIORITY 5: INSTITUTIONAL STRENGTHENING

To support this programmatic growth, Ichhe Puran will invest in institutional strengthening-developing its financial management systems, building the capacity of its field staff, and establishing a systematic monitoring and evaluation framework that can demonstrate programme impact to a growing range of stakeholders.

"***With a proven track record of operational efficiency and measurable impact, we invite corporations, institutions, and individuals to co-create a resilient and equitable future." - Ichhe Puran***

CHAPTER 11 : FINANCIAL TRANSPARENCY AND ACCOUNTABILITY

Ichhe Puran is committed to the highest standards of financial transparency and accountability. As an NGO registered under the laws of India, the organisation adheres to all statutory requirements for financial reporting, tax compliance, and CSR fund management

REGULATORY COMPLIANCE

Income Tax Status	Registered under Section 12A of the Income Tax Act (Reg: AAIAN6380RE202301). Donations eligible for tax exemption.
CSR Registration	Registered on the Ministry of Corporate Affairs CSR portal (CSR00078769). Eligible to receive CSR contributions from Indian companies.
NGO Darpan	Registered on the Government of India's NGO Darpan portal (WB/2023/0353900) for transparency and accountability.
PAN	AAIAN6380R
Auditing	Financial accounts audited annually by a qualified Chartered Accountant.

RESOURCE MOBILISATION STRATEGY

Ichhe Puran mobilises resources through four primary channels:

1. Individual Donations: Supporters can donate directly to Ichhe Puran for general programme funding or to sponsor specific activities such as planting a tree, supporting a child's education through Kriti Pathshala, or funding a farmer's grafted plant package.
2. Corporate CSR Partnerships: Ichhe Puran actively engages with companies seeking to fulfil their CSR obligations through meaningful environmental and social programmes. The Tega Industries partnership for Project Amrit Kund is a model for this approach.
3. Institutional Grants: The organisation is exploring institutional grant funding from domestic and international foundations aligned with its work in environment, education, and rural livelihoods.
4. In-Kind Contributions: Valuable expertise, volunteer logistics, and logistical assistance from partners like Rotary Club Newbies Kolkata and Grow Billion Trees significantly amplify our reach. Specifically, Grow Billion Trees provides funding and collaborative support for our large-scale plantation drives.

CHAPTER 12 : COMMUNITY VOICES - STORIES OF CHANGE

The truest measure of any development organisation's impact is found not in statistics, but in the lives of the people it serves. This chapter gathers the voices and stories of community members who have experienced Ichhe Puran's programmes first-hand.

FARMER SUCCESS STORY: JAGADIS DAS

THE MANGO PLANTATION JOURNEY



Jagadis Das, son of Haru Das, hails from Burul Kumar Para in Nodakhali, Burul village, South 24 Parganas, West Bengal. In January 2021, he planted 200 mango saplings with the hope of securing a sustainable livelihood for his family. With consistent care, patience, and the support of his community, his hard work bore fruit-literally. This year, Jagadis's mango trees finally produced their first harvest, yielding a bountiful crop. He sold his mangoes in the local market, earning Rs. 24,000. This income not only symbolises his dedication but also highlights the promise of rural farming initiatives. Jagadis's story serves as an inspiration for others in his village, showcasing how perseverance and responsible farming can lead to tangible success .

FARMER SUCCESS STORY: SK MANJOM

THE MANGO PLANTATION JOURNEY



In January 2021, farmer SK Manjom from Mapijaddi, Gaja Poali village in South 24 Parganas, West Bengal, embarked on a journey of change by planting 200 mango saplings. Supported by Ichhe Puran, he nurtured these plants with dedication and care, overcoming challenges of weather and resource limitations. Today, nearly four years later, SK Manjom's dedication has borne fruit. The mango trees have begun producing their first yields, marking a significant milestone in his journey. This success has enhanced his income potential and bolstered his family's financial stability. SK Manjom's story stands as an inspiring example of how patience, perseverance, and the right support can transform lives.

COMMUNITY VOICE: MIYAWAKI FOREST, NEWTOWN

The Newtown Miyawaki Forest has become a green sanctuary in one of Kolkata's fastest-growing urban zones. What was once a barren stretch of land along Biswa Bangla Sarani is now a thriving mini-forest of native species, providing shade, clean air, and biodiversity to the surrounding community. Residents and visitors describe it as a 'breathing space' in the midst of concrete development.

SUCCESS STORY – DENSE MIYAWAKI FOREST AT CHARCHARIA, BAMANGHATA

The Dense Miyawaki Forest Project at Charcharia, Bamanghata, Kolkata – 700150, launched on 12th August 2024, has become a remarkable example of ecological restoration and urban greening. The project was undertaken to create a dense green ecosystem for the growing urban communities of Salt Lake, New Town, and nearby residential areas, helping reduce pollution, improve biodiversity, and enhance environmental sustainability.

LAND SELECTION AND SITE PREPARATION

The project land was selected after evaluating factors such as open vacant space availability, connectivity, surrounding population growth, environmental need, soil condition, and long-term sustainability potential. Since the area lies close to fast-developing urban zones, the plantation was planned to act as a future green buffer against rising pollution, dust, and urban heat.
Before plantation, the land was cleaned, leveled, and enriched with organic compost. Irrigation facilities, pathways, fencing, and drainage systems were developed for effective plantation management and long-term protection





PLANTATION AND SPECIES DIVERSITY

A total of 4,000 plants were planted using the Miyawaki method in a high-density multilayer ecosystem. The species and quantities were planned as follows: Dillenia indica (160), Harsingar (100), Cassia fistula (160), Sagwan (160), Peltophorum (160), Delonix regia (160), Mahogany

(160), Mimusops elengi (160), Areca nut (320), Tabebuia (160), Mango (100), Spathodea (160), Bottle Brush (100), Ashoka (160), Shisham (160), Hibiscus (60), Champa (100), Terminalia catappa (130), Arjun (130), Kadamba (100), Lagerstroemia (100), Chikoo (60), Jamun (120), Amla (100), Bel (60), Guava (60), Aloe Vera (220), Tulsi (220), Bel Patra (220









GROWTH AND SURVIVAL SUCCESS

Through regular watering, mulching, weeding, nutrient application, gap filling, and professional maintenance, the project has achieved an impressive 93% survival rate. This means approximately 3,720 plants are currently thriving and contributing to the green cover. Many species have already shown strong growth, canopy development, and healthy root systems, creating a dense and vibrant forest ecosystem within a short period.





CURRENT CARBON SEQUESTRATION CAPACITY

Based on the current plantation age, survival rate, species diversity, and growth stage, the Miyawaki forest is estimated to be currently sequestering approximately 18–25 metric tons of CO&sub2; per year. As the trees continue to mature and biomass increases over the next 3–5 years, the annual carbon absorption potential is expected to rise significantly to 40–60+ metric tons of CO&sub2; per year. In addition to carbon capture, the dense plantation also stores carbon in soil organic matter, roots, trunks, branches, and leaf biomass, making it an important long-term climate mitigation asset



COMMUNITY BENEFITS

The project now benefits nearby communities of Salt Lake, New Town, Bamanghata, and surrounding localities by providing:

- Cleaner air through dust and pollutant absorption
- Reduced heat and cooler local climate
- Increased carbon sequestration potential
- Habitat for birds, butterflies, and pollinators
- Noise reduction from nearby roads and urban activity
- Improved visual landscape and greenery
- Better soil quality and moisture retention
- Educational and awareness value for residents and students

A LIVING EXAMPLE OF URBAN SUSTAINABILITY

Today, the Charcharia Dense Miyawaki Forest stands as a successful example of how carefully selected land, scientific plantation planning, diverse species selection, and dedicated maintenance can transform open land into a thriving urban forest. It is now a green asset for Kolkata's eastern growth corridor and a model for future large-scale afforestation projects.

SUCCESS STORY OF AMRIT KUND – A POND RESTORATION PROJECT

Supported by Tega Industries CSR

From 18 January 2026 to 10 March 2026, Ichhe Puran successfully implemented Amrit Kund – A Pond Restoration Project with the generous support of Tega Industries CSR at Angarberiya Purba, Samali, South 24 Parganas (700104). This initiative became a remarkable example of how environmental restoration can create meaningful and long-lasting benefits for both people and nature.

For many years, the local pond had remained neglected and was heavily infested with water hyacinth. The dense growth of aquatic weeds had significantly reduced the pond's water-holding capacity, blocked sunlight, lowered oxygen levels, and made the water body almost unusable for the surrounding community. What was once an important local resource had gradually turned into a stagnant, unhealthy, and underutilized pond.

Recognizing the urgent need for revival, Ichhe Puran took up the challenge with careful planning, technical execution, and active community participation. Over the course of the project, dedicated teams worked consistently to clean, excavate, and restore the pond to its original purpose. Every phase of the work was carried out with a focus on sustainability, efficiency, and long-term community benefit.

The results of the restoration were highly impactful :

Approximately 115 tons of water hyacinth removed
74,800 cubic feet of soil excavated
Water retention capacity increased by 93.3%
250–300 local beneficiaries directly supported







The once-neglected pond has now been transformed into a functional and rejuvenated water body capable of serving the community once again. It now contributes to improved groundwater recharge, enhanced water storage, better environmental balance, and healthier sanitation conditions for nearby residents. The restored pond is also expected to support biodiversity and provide long-term ecological value to the area.

More than just an environmental intervention, Amrit Kund became a story of hope, teamwork, and sustainable development. It encouraged local participation, strengthened community trust, and demonstrated that forgotten natural resources can be revived through sincere effort, collaboration, and responsible action.

With the valuable support of Tega Industries CSR, Amrit Kund now stands as a symbol of positive change—where vision, partnership, and dedication came together to create a meaningful, measurable, and lasting impact for the community.



KKR RUNS TO ROOT PROGRAM WITH JUHI CHAWLA MEHTA AT SUBHAS SAROBAR , KOLKATA

On 18th April 2026, Subhas Sarobar Park witnessed a grand celebration as the KKR Runs to Root Program was held in collaboration with Grow Billions Trees and implemented by Ichhe Puran.

The event became even more special with the presence of Juhi Chawla Mehta, who inspired everyone with her support for a greener future. Participants joined an energetic run followed by a tree plantation drive, spreading the message of environmental care and sustainability.

Juhi Chawla Mehta planted 5 saplings and encouraged people to protect nature for future generations. The program ended with smiles, applause, and newly planted trees —making it a memorable step toward a cleaner and greener Kolkata





COMMUNITY VOICE: KHUSHIR PUJO - A FESTIVAL OF DIGNITY

For the children and families of Purulia who participate in Khushir Pujo, the event is far more than a distribution of clothes and food. It is a celebration of their dignity and a tangible expression of care from the broader society. Parents speak of the pride in seeing their children dressed in new clothes for the festive season - an experience that for many of them would otherwise be beyond reach. Children speak of the joy of the day - the meals, the games, the sense that someone cares about their happiness.

COMMUNITY VOICE: PROJECT AMRIT KUND - WATER RESTORED

Daily life in Samali village has been fundamentally altered by the rejuvenation of the local pond under Project Amrit Kund. Clean water is now accessible right at the doorstep for families who once endured long journeys to fetch it. For the women in rural India, who carry the primary responsibility for water collection, this change has meant significant savings in time and energy, better health for their children, and a newfound sense of stability provided by a dependable water supply.

By revitalizing a natural reservoir that has sustained the community for centuries, Project Amrit Kund tackles water scarcity at its source. The initiative delivers wide-ranging benefits: it replenishes the local aquifer through groundwater recharge, fosters rich biodiversity surrounding the pond, and elevates living standards by improving sanitation. Additionally, the project mitigates the prevalence of disease and bolsters food security through sustainable aquaculture.

Media Coverage

हर बच्चा एक उपहार है


President
Mr. Manas Kamal Das
(Retd. Major, Indian Army)


Secretary
Gargee Das Mondal
(Dietitian)





न्यूज धमाका।

सौरभ कुमार/ जादुगोड़ा। जो हमारी दुनिया में उम्मीद, खुशी और असीम सपने लेकर आता है। इस खास दिन पर, हम हर जगह बच्चों की मासूमियत, रचनात्मकता और अनंत क्षमता का जश्न मनाएं। यह कहना है इच्छापूर्ण के वर्तमान प्रेसिडेंट मानस कमल दास का, वही इच्छा पूर्ण की सेक्रेटरी गार्गी दास मंडल का कहना है कि हम और हमारी संस्था लगातार अनाथ बच्चों के लिए दिन-रात कार्य कर रहे हैं। हम उनके सपनों को पोषित करें और उन्हें अपने हर काम में चमकने के लिए प्रेरित करें।

इस कार्य में सभी को खुले दिल से एक साथ आना होगा और एक बेहतर दुनिया के लिए काम करना होगा। साथ ही साथ उनका कहना है कि हमारी संस्था दिन-रात मेहनत कर रही है और आने वाले समय पर गरीब अनाथ बच्चों के लिए कुछ नया करेंगी।

जरूरतमंदों की इच्छा पूर्ण कर रहा है इच्छापूर्ण नामक सामाजिक संस्था

न्यूज धमाका।





सौरभ कुमार/जादुगोड़ा। जहां लोग गुरुवार में सलाह भी देना मुनासिब नहीं समझते वहां केलाकडा निवासी हरीशाई मंडल एवं उनकी धर्मपत्नी गार्गी दासर लोगों के सहयोग मिलकर गरीबों का मदद कर रहे हैं, लोगों में कपड़े, बच्चों को स्कूली किताबें, स्कूल बैग, अंटी प्लानक निकाय पालकों को रेनकोट, मोजन, फलदार पौधे वितरित कर रहे हैं। संस्था के द्वा- रा हर साल की तरह इस बार भी सांथ में सब मिलकर और सबके सहयोग से कुछ अच्छा करने की कोशिश की जाती रही है, अपनी भावनाओं को दूसरों के साथ साझा करना महत्वपूर्ण है,ताकि ये अपनी सर्वोत्तम क्षमता से किसी दूसरे का मदद कर सकें यही उद्देश्य से इच्छा पूर्ण संस्था मिलते कई जगहों से कार्य कर रहा है। दूर सुदूर बहुल गांवों में परिवारों को सहीदाई, मच्छरदानी, बच्चों के कपड़े, मोजन, केक, बिस्कुट आदि वितरित कर रहा है।, कोक पर मौजूद नीताई मंडल कहते हैं कि हम लोग कई वर्षों से यह नेक कार्य कर रहे हैं। आइए हम साथ मिलकर ये सेवा करें, ताकि ये लोगों का कल्याण कर सकें। मैं सबके सहय इस राहते पर चल रहा हूं और सुदूर गांवों में असहाय गरीब लोगों के पास में रहने की कोशिश कर रहा हूं, और कुछ नहीं

गार्गी दास का कहना है कि गरीबों की मदद करना नहीं कि- सी एक कर्तव्य है, बल्कि एक ईसानी जिम्मेदारी है बेसहारा सहाय की मदद करें, और समाज में सकारात्मक परिवर्तन लाएं, आपका सहयोग किसी की जिंदगी को बदल सकता है, संस्था के अन्य सदस्यों का कहना है कि हमारी भावना बहुत उत्तर और सामाजिक है, हमारा टीम का यह उद्देश्य है कि समाज में जागरूकता फैलाना, गरीबों और जरूरतमंदों की मदद करना, पर्यावरण संरक्षण में योगदान देना, शिक्षा और स्वास्थ्य के क्षेत्र में सुधार करना।

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पाइए खबरों की अपडेट सबसे पहले

নোদাখালী 'ইচ্ছে পূরণ' সংস্থার উদ্যোগে শারদ উপহার



নিজস্ব সংবাদদাতা, মানবাজার: দক্ষিণ ২৪ পরগণার নোদাখালী ভিত্তিক স্বেচ্ছাসেবী সংস্থা 'ইচ্ছে পূরণ'-এর সদস্যরা মানবতার এক উজ্জ্বল দৃষ্টান্ত স্থাপন করলেন। পুজোর আনন্দ ভাগ করে নিতে সংস্থার পক্ষ থেকে পুরুলিয়ার মানবাজার ১ ব্লকের মোহনডি, টুকো ও ডুরকু প্রাথমিক বিদ্যালয়ের ২১৪ জন ছাত্রছাত্রীর হাতে তুলে দেওয়া হল নতুন জামা ও প্যান্ট। শুধু শিশুদের নয়, এলাকার দুঃস্থ মহিলারাও এই উদ্যোগ থেকে বাদ পড়েননি। তিনটি গ্রামের মোট ৬৫ জন মহিলার হাতে তুলে দেওয়া হয় শারদীয় উপহার স্বরূপ নতুন শাড়ি। এই মহতী উদ্যোগে সংস্থার পক্ষ থেকে উপস্থিত ছিলেন নিতাই মণ্ডল, গার্গী দাস-সহ একাধিক সদস্য। সঙ্গে ছিলেন স্থানীয় পঞ্চায়েত সদস্য ও বিদ্যালয়ের শিক্ষকবৃন্দও। অনুষ্ঠানে উপস্থিত সকলে 'ইচ্ছে পূরণ'-এর এই প্রয়াসের ভূয়সী প্রশংসা করেন। এই ধরনের উদ্যোগ আগামী দিনে আরও সম্প্রসারিত হোক এমনটাই আশা করেন এলাকার মানুষ। শারদীয়ার প্রাক্কালে এমন উদ্যোগ নিঃসন্দেহে সমাজের মধ্যে এক ইতিবাচক বার্তা বহন করে।

ECO FRAMES

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NURTURE THE NATURE























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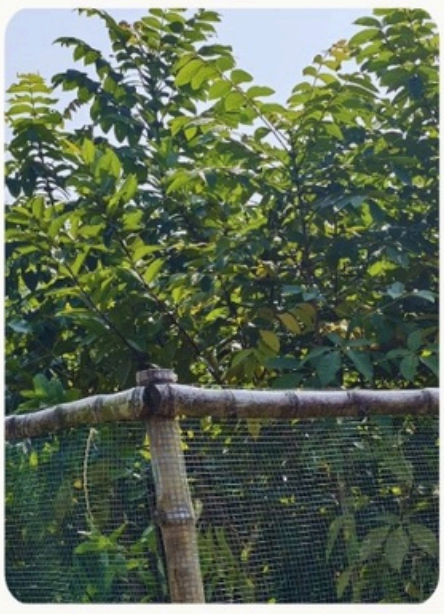












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NURTURE THE NATURE















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AMRIT KUND

















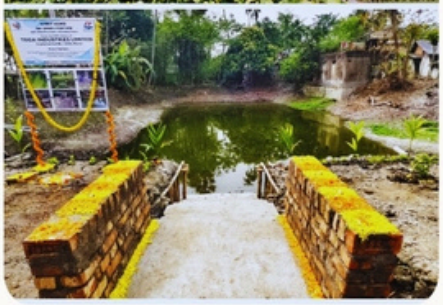
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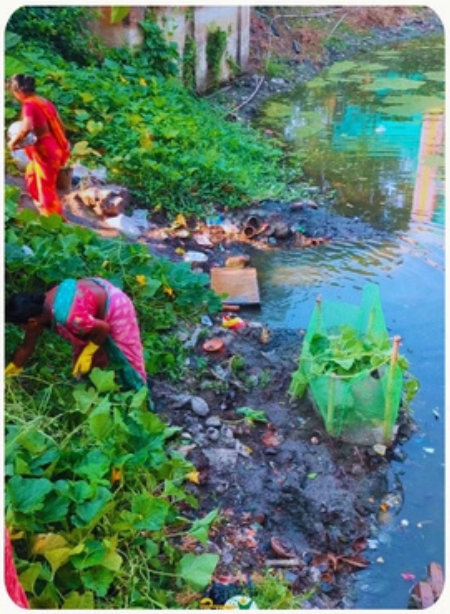


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2021-2026

SAHARA INITIATIVE





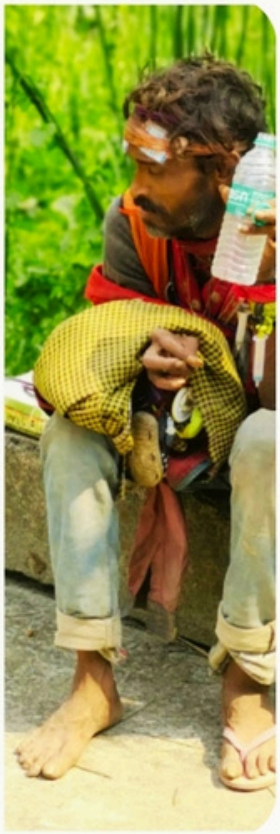




























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SAHARA INITIATIVE
































Welcome to
KRITI











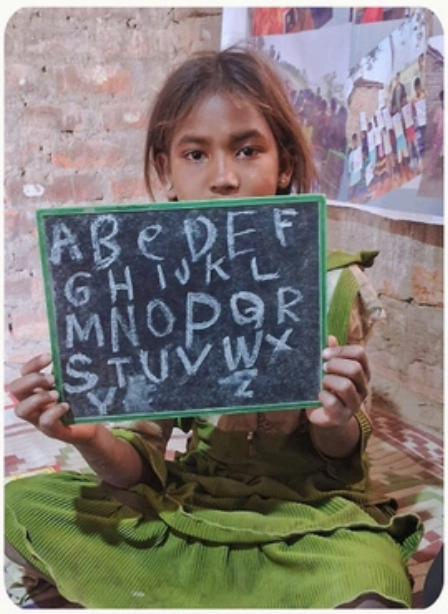

KRITI PATHSHALA
2024-25 BATCH


KRITI PATHSHALA
2024-25 BATCH








A B C D E F
G H I J K L
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CHAPTER 14 : CONCLUSION - FULFILLING WISHES, TRANSFORMING LIVES

The five years documented in this book represent not just a record of activities and outputs, but a testament to what is possible when communities and organisations work together with purpose, integrity, and care. Ichhe Puran's journey from a small group of volunteers responding to a cyclone to a multi-programme NGO aligned with the United Nations SDGs is a story of learning, adaptation, and sustained commitment.

The 27,000+ trees that stand in fields, forests, schools, and coastal zones across West Bengal and Jharkhand are more than numbers. They are the beginning of ecosystems - each tree a host for birds, insects, and microorganisms; each tree a carbon store; each tree a source of fruit, shade, and beauty for the communities around it. When the farmers of South 24 Parganas and Purulia harvest their first mangoes and guavas from 9,600 trees, they are harvesting the fruit not just of their own labour, but of a partnership built on trust and shared aspiration.

The 2,500+ children who have passed through Kriti Pathshala's informal classrooms, received new clothes at KhushirPujo, or simply experienced a day of joy and dignity, carry with them something that cannot be easily measured but is profoundly real: the knowledge that they matter, that someone cares about their future, and that learning and growth are possible even in the most difficult circumstances.

The 5,000+ families who received emergency relief after Cyclone Yaas, access to clean water through Project Amrit Kund, health screenings at medical camps, or nutrition support through the Lassi Distribution Drive have experienced concretely what it means to be upheld by a community that refuses to leave anyone behind.

Planting Joy, Nurturing Hope, Growing Futures" - Ichhe Puran

A Call to Action

The work of Ichhe Puran is both urgent and unfinished. Climate change continues to threaten the communities and ecosystems of West Bengal and Jharkhand. Poverty, inequality, and lack of access to education and healthcare continue to limit the potential of millions of children and families. The organisation's programme pipeline for 2026-2027 is ambitious - and will require the support of committed partners to achieve.

We invite you to join the Ichhe Puran movement:

- Plant a Tree: Sponsor a tree plantation in a school, farm, or forest and receive a geo-tagged certificate documenting your contribution.
- Support a Child's Education: Fund the Kriti Pathshala programme for a season, giving migrant children access to learning during their most vulnerable years.
- Partner for Water Security: Support the expansion of Project Amrit Kund to restore water access to additional villages across South 24 Parganas.
- CSR Partnership: Engage Ichhe Puran as your organisation's CSR implementation partner for environment, education, or community welfare programmes.
- Volunteer: Join a plantation drive, medical camp, or community welfare programme as a volunteer.

CONTACT ICHHE PURAN

Organisation	Ichhe Puran
Phone	+91 9147708511 / +91 8902339686
Email	ichhepuran3@gmail.com
Website	www.ichhepuran.com
Address	Nodakhali, South 24 Parganas, West Bengal - 743377, India
CSR Registration	CSR00078769
NGO Darpan ID	WB/2023/0353900

IN PARTNERSHIP WITH:

Grow Billion Trees

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