



Mann Manukkum Thuimai Madurai (GO GREEN an Organic Fair)



Dr. D. Janet Vasantha Kumari
President, Soroptimist International Madurai

#SoroptimistBournemouth2019

**Women inspiring action,
*transforming lives***

SI Madurai



organised a three day “Go Green Organic Fair” in collaboration with the Local Government - Corporation of Madurai and Mahatma Group of Schools



We had District Collector and Corporation Commissioner to inaugurate the Fair, At the Tamukkam Ground, Madurai

#SoroptimistBournemouth2019

**Women inspiring action,
*transforming lives***

Strategies & Planning

- Several Planning meetings with government functionaries, NGOs, Organic farmers, Small Scale Women Entrepreneurs, School administrators & Student representatives etc were organised.
- *Orientation given to them on "Go Green", concept and focus on Sustainable Development Goals*



Identifying and Inviting participant for the 125 stalls for the fair.

Advertising & Publicity - Handbill distribution, hoardings, press meets were organised.



**Women inspiring action,
transforming lives**

**Objectives Was To
Provide A Platform
for Women
Entrepreneurs and to
promote Eco
Friendly & Organic
Products.**

- Identified small scale women entrepreneurs and organic farmers.
- Created awareness on **“Roof top garden”, “Kitchen garden”,**
- Preparation of nutritious food.
- Showcase Rain-water Harvesting, Water Conservation, Solid Waste management.
- Awareness on good health and well-being.
- The concept of “ Go Green” by enlisting the support and solidarity of civic organisation, Government departments, social groups & environmental activists
- To sensitise the students and public on **“Eco-Friendly Lifestyle ”**through cultural activities, martial arts and skill oriented competition.



**6000 saplings
distributed by
Si Madurai**

#SoroptimistBournemouth2019



What We Did

**125 stalls were set
up with NO Charge**



**Women inspiring action,
*transforming lives***



#SoroptimistBournemouth2019

Donated **100 dustbins**
to segregate Bio-
degradable and non-
degradable waste

Cultural Programmes

“Environmental
Activist Award” to
Dr. G. Natchiar,
(Auro Farm, Aravind
Eye Care System,
Madurai)

What we did



Women inspiring action,
transforming lives

What we did

ADVOCACY

We had a SI Madurai stall showcasing all projects done by SI Madurai.
Information on SI was given.



Distribution of kitchen garden kit to the marginalised women

Organised competitions for School Children and Mothers on poster making, collage, fireless food preparation and folk art



#SoroptimistBournemouth2019

**Women inspiring action,
transforming lives**

Outcome

More than 6000 people visited the fair.

Many took back the ideas of "Go Green"

Live telecast by All India Radio

**Media coverage by more than 30 print and
electronic media**

**Government officials ensured their continuous
support for the project**

#SoroptimistBournemouth2019





#SoroptimistBournemouth2019

Outcome

SI Madurai is recognised for its outstanding project

Excellent Team spirit amongst members

Networked with like-minded groups

Promotion of organic products to the public

Market promotion for the women entrepreneurs and organic farmers

**Women inspiring action,
*transforming lives***

Lessons Learnt

- Students are the ambassadors for achieving our dreams of sustainable developments.
- We realized the interest of the public in adopting to a healthy and more traditional lifestyle changes.
- We also realized and learnt the availability of such rich resources very nearby to us.

- Also realized the potential of women entrepreneurship – and their enthusiasm and motivation for fulfillment of their business
- We also learnt that much needs to be done especially for economically underprivileged people.
- Shared responsibility and solidarity of Government departments strengthened the project and accomplished the objectives.

This fair enlightened about the need of such activities in our communities and we plan to have this as an annual event.

#SoroptimistBournemouth2019

**Women inspiring action,
*transforming lives***