



National Institution for Quality & Reliability

80, NUNGAMBAKKAM HIGH ROAD, CHENNAI - 600 034

16th NIQR Global Quality Convention

NIQR – LUCAS – TVS AWARD for OUTSTANDING SERVICE ORGANISATION - 2018

to

Siruthuli, Coimbatore

Presented on 11th August 2018 at Chennai

Coimbatore, a beautiful city nestled in the foothills of the Blue Mountains. Its proximity to the mountains and abundant rainfall along with a chain of lakes and tanks fed by the river Noyyal meant that it enjoyed being a water surplus city. But all that changed in the early 2000s. The lakes were drying up; the river had run down to a trickle; and ground water was depleting faster. Things went from bad to worse in 2003 when the city faced a severe drought like condition. People realised and their needs roped them in to do something for their city.

Thus was born "SIRUTHULI" to address the water and environmental problems of this region. "SIRUTHULI", meaning 'a tiny drop' was formed as a Trust by a few conscientious corporate business houses of Coimbatore – Bannari Amman Group of companies, Pricol Ltd., LMW Group of companies, ELGI Group of companies and Sri Sankara Eye Society in the month of June 2003.

In the area of water management, with the objective to conserve and harness every drop of water, SIRUTHULI conceived and fabricated the "Nandangarai check dam" about 33 km from Coimbatore in association with Rural Development Authority, to serve as a water hole and also preserve the rich heritage of greenery. In continuation, SIRUTHULI has mapped the entire rivulets and streams originating from the Western Ghats to the perennial NOYYAL River and started working on it to make the river flow again. To rejuvenate water bodies, SIRUTHULI desilted and cleaned more than 7 tanks in the city to increase the storage and the ground water level. The tank at the historic pilgrim centre "Padithurai" near the Perur temple had completely lost the sanctity. SIRUTHULI took initiative to desilt the tank and bring back the mother river for the pilgrims. To support recharging of ground water, SIRUTHULI demonstrated rain water harvesting model apart from innovative home composting, and roof top gardening solutions.

In the area of Afforestation, SIRUTHULI launched project "Pasumai Payanam" in the year 2005, with the objective of making Coimbatore the "Green City" of India. During the month of July 2005 the then President Dr. A.P.J. Abdul Kalam honoured SIRUTHULI by participating in their event and planting the "Pachai Naayagi" tree, the Kalpaga Vriksham of Coimbatore.

In continuation to this, SIRUTHULI started the "Pasumai Panchayat" Project, with the support of Railways, GE Oil & Gas, a number of other organisations, students and public volunteers. Nearly 6000 saplings were planted with drip irrigation system in 11 acres in Kavundampalayam. Also in association with Rural Development Authority embarked on a project for planting 1.5 lakh saplings at Madhavarayapuram village panchayat.

SIRUTHULI has been helping in converting idle public land into small forests using methods like "Miyawaki" ie Planting different species of native saplings all in a single pit. SIRUTHULI has set itself a target of planting 1.5 million saplings in association with various agencies and protect them till they become fully grown trees.

Siruthuli launched 'Roof Top Garden' by setting up a garden at terrace of their office building and started harvesting. SIRUTHULI aims at replicating the model at every terrace of Coimbatore, support and guide everyone in creating their own gardens using the degradable waste into manure in order to make Coimbatore a clean city. SIRUTHULI has been working with households to enable segregation of waste at door step and guide the citizens in managing waste better and making zero garbage localities, a reality. SIRUTHULI launched "Swachh Bharat" in association with various organisations and this has made greater impact on panchayat and residential associations.

In order to promote & sustain the various initiatives, SIRUTHULI organised a special session for young volunteers from various associations making the participants to carry the seactivities forward continuously by educating the importance of forest, agriculture, terrace gardening and wealth out of waste.

It is no surprise when Coimbatore was awarded as one of the best cities for the year 2014 and ranks the top position in public services, where SIRUTHULI was specially praised for bringing back glory by ensuring efficient water management in the city.

SIRUTHULI acknowledges that all these achievements would not have been possible but for the active support of the District Administration, Municipal Corporation, Army, Corporates, Railways and the list is continuing and thanks every one for their whole hearted support. NEVERTHELESS TO SAY, SIRUTHULI IS TODAY A PEOPLE'S MOVEMENT AS A RESULT OF ENTHUSIASTIC PARTICIPATION OF PEOPLE FROM ALL WALKS OF LIFE.

We, the members of NIQR are privileged to present NIQR-LUCAS-TVS AWARD for "OUTSTANDING SERVICE ORGANISATION - 2018." to SIRUTHULI, Coimbatore on this day, 11th August 2018 at Chennai

K. Manikandan

Convention Chairman - NIQR

Pradeep Kumar Aggarwal

National President - NIQR