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Activities and products for the International Year of Biodiversity

Peerless Green Initiatives, (PGI) www.peerlessgreen.net is a 'green' consultant group and network head of green professionals. We operate in U.S. and India with an emphasis on creating lasting domestic and international tie-ups with corporations, NGO's and GO's to promote the research, development, testing, piloting and implementation of sustainable enterprises. Our primary focus is on clean energy (wind, solar, biofuels), sustainable commercial practices (LEED, IGBC, FTO and Organic Labelling), development strategies, business planning and crisis management.

A budding -but no less important-t function of PGI is the promotion of conservationism as it relates to: primary education, ecotourism and social development in fragile rural and bio-diverse environments.

Our base of operations in India is Chennai, Tamil Nadu and Delhi. In the U.S. we operate in New York and soon we will be opening our lobby arm in Washington D.C. The core group of PGI are American and Indian lawyers, policy-makers, business professionals, LEED engineers and scientists dedicated to the PGI ethos. We are a private for-profit consultant group with tremendous experience and success in forging and maintaining private-public/ NGO alliances domestically, as well as cross borders.

Of relevance, we currently have the honor and privilege of several projects in the [*Western Ghats, Tamil Nadu India*](#) which Conservation International has designated as one of the top 25 bio-diverse hotspots in the world. I -as well as my team- have spent many months living in this marvelous mountainous region where cascades plummet dramatically through dense jungle- falling over 2000 meters- to the seemingly endless and fertile plains below.

PGI was retained in 2009 by the Ex-Worker Union and other NGO's to assist in the management of the environmental disaster in Kodaikanal, the result of commercial emissions and discharge of elemental mercury and methyl mercury into the virgin protected shola, its watershed and biomagnified in the fragile ecosystem. In addition to the cleanup monitoring, we represent the workforce in their pursuit of medical care and long-term testing regarding the effects of direct exposure to both these deadly elemental substances.

As an offshoot, PGI decided to expand its scope in the Ghats and deeply learn and study its fragility. We have assisted through grant-writing and business-planning for one of the finest 'free schools' for children of migrant workers of the Palni Hills area. As part of the curriculum the Director of the school (formerly an education policy-maker in Delhi) incorporated conservationism and national pride through stewardship along with a first rate core primary curriculum. The result is a new generation of citizen who appreciates the unique and important natural environment; and strives to preserve it.

In the same geography we are currently facilitating a coop union of six coffee estates for FTO certification and Organic labeling of their tree and bird crop organic Arabica coffee. We are working for sustainable multi-crop agro practices by obtaining micro-grants and conducting supply line studies for rural family farmers. This will assure a decent wage and maintenance of biodiversity thus rewarding family farmers who up-until-now chose to farm organically out of a sense of passion and tradition.

Lastly, we found and sponsor the Eco-Club of the Kodai International School. We provide the students with lectures, forums, blogs and opportunities to get involved in the drive to preserve the biodiversity of their academic home. We likewise are active speakers at Kodaikanal Rotary with topics focused on responsible business and tourism practices.

For PGI, our adoption of this at-risk bio-diverse niche is a labor of love...a love for the communities that have existed there since the dawn of man; a love for the unparalleled examples of Nature's tenacity in the face of possible desertification; a love for those who fight the fight of conservationism and sustainable co-existence with nature, often using their life savings and pitiful daily wages in the process.

PGI is also on the forefront of responsible ecotourism. PGI believes that eco-tourism inspires tourists to appreciate nature 'in the wild' as opposed to through a cable TV show. However, at what cost does this inspiration come? PGI and a group of investors and well known NGO's are currently undertaking the development of an eco-tourism accreditation system that will 1) educate ecotourism providers their responsibilities when operating in sensitive bio-diverse environs; 2) provide opportunity for ecotourism providers to meet these responsibilities; 3) advise would-be tourists about the level of adherence to the principles of tourism providers operating in bio-diverse environs.

<http://www.thehindubusinessline.com/2003/09/13/stories/2003091300381800.htm>

PGI is poised to be internationally recognized as the definitive consultancy and facilitation group and network for India, with a strict adherence to its principles and 'peerless' depth of knowledge and deliverability.

It is for the reasons stated above that PGI feels it would make a sound and meaningful partner for the UN International Year of Biodiversity. We assure the UN that we would provide a stellar face to its affiliation with us. We are particularly excited that the UN has chosen Chennai as the venue for festivities in India. Please let us know how we can become involved. Our staff and main office in Chennai is open to you; we have many contacts through our partnership with the Tamil Nadu Energy Development Agency (TEDA), and we would be happy to assist in workshops, speaking engagements or any other way to facilitate the maximum success of this worthy mission.

It should be noted that Peerless Green Initiatives is already registered as a UN Volunteer.

Thank you,

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