

 **Siruthuli**
Clean Kovai. Green Kovai.

Nayyal Times

July 2025



**MASORAMBU STREAM
INAUGURATION**

Inaugurated by
Mr C K Venkataraman
Managing Director, Tkan Compane Limited

In the august presence of
Dr K Manivasan I.A.S.
Additional Chief Secretary,
Tourism, Culture and Religious Endowments Department

Ms S Malarvizhi I.A.S.
Additional Secretary, Water Resources Department

Mr Pavankumar G Giriappanavar I.A.S.
District Collector, Coimbatore

Mr M Sivaguru Prabhakaran I.A.S.
Commissioner, Coimbatore City Municipal Corporation

Wednesday, 11th June 2025

SIRUTHULI TURNS 22
Making waves and ripples in Masaorambu stream

Sowing Seeds of Change

Educating the Young, Protecting the Earth

As cities expand and our consumption-driven lifestyles grow more demanding, the environment bears the brunt silently with grave consequences. Today, we face an ecological reckoning. Our groundwater reserves are depleting at an alarming rate due to overuse and insufficient recharge. Air quality in many regions now falls well below safe levels, posing daily threats to public health. Waste, both visible and invisible, chokes our land and water bodies, signalling a deeper crisis of indifference and lack of awareness.

The environmental crisis is not a distant threat; it is an immediate reality. And the time to act is not tomorrow, but today. At Siruthuli, we recognise that while restoration and conservation efforts are essential, they must be accompanied by a shift in mindset. True change begins with awareness. Yet, a large section of the public remains unaware of the implications of their actions on the environment. We believe that addressing this gap, especially among the younger generation, is key to building a resilient and sustainable future.

Siruthuli's strength lies not just in on-ground projects, but in nurturing consciousness. Through programmes such as Sittukaludan Siruthuli (SS), Mottukaludan Siruthuli (MS), and Nurture Nature Camp (NNC), we take environmental education into schools and colleges, planting the seeds of eco-responsibility early. By engaging children and youth, we aim to create a generation of informed, inspired eco-warriors who will carry the torch of conservation forward.

Our mission is simple but profound: to protect our natural resources, to promote ecological responsibility, and to prepare the next generation to do the same. The challenges we face are complex, but with awareness, action, and collective will, a greener future is within reach.

Let us start young. Let us start now.

*- Ms Vanitha Mohan,
Managing Trustee, Siruthuli*

Water Watch

Water Resource Management

Water Watch: Where Hope Flows Again

Siruthuli's Water Watch vertical works to rejuvenate water bodies and revive the Noyyal River system through stream restoration, desilting, and rainwater harvesting. It aims to secure water sustainability for generations through scientific interventions and community involvement.

Sivagangai – Breathing Life into Udaikulam

Sivagangai's landscape is shaped by its lifelines, the kanmais. For generations, farmers here used these tanks not just for irrigation but also as a natural way to enrich the soil after the water receded. Over time, this sustainable cycle gave way to chemical fertilisers, and the land began to suffer.

This summer, **Udaikulam Kanmai** saw 100% of its desilting work completed, thanks to the collective efforts of local farmers, AMM Foundation, Siruthuli, and support from E.I.D. Parry.



Nearby in Pudukkottai, **Rayar Kanmai**, desilted in 2023, received tender care through sluice cleaning and quiet maintenance that shows how conservation is not a one-time event, but an ongoing relationship. Two new sites, including one 8-acre expanse, another, a **Kudineer Urani**, have now been identified for restoration. The Urani is the main source of drinking water in the area. It faces contamination from livestock and silt build-up. Fencing, desilting, and new access steps are now underway to safeguard this vital resource.



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Water Watch

Water Resource Management

Coimbatore – Innovation in Every Drop

Closer to home, Coimbatore's forgotten tributaries—Attukkal and Masaorambu Streams—are stirring again. With Ambika Cotton Mills' support, desilting work at Attukkal is complete, restoring flow to a once-dry stream and renewing hope for farmers.



Further downstream, the Masaorambu Stream now proudly hosts seven rejuvenated check dams, each bearing the Siruthuli emblem. Thanks to Titan Limited, these structures now harvest over 100 million litres, benefiting 1,300+ families. Proposals for three more check dams upstream have been submitted, with weekly reviews ensuring momentum.



From a wellwisher...

**பணிவுடையன் இன்சொலன் ஆதல் ஒருவற்கு
அணியல்ல மற்றும் பிற.**

அறத்துப்பால் / குறள் - 95

Water Watch

Water Resource Management

The Malumichampatti Check Dam, the first in the catchment, stands on a sloping terrain where rapid urbanisation had silenced once-thriving water bodies. Debris, poor water management, and overuse had left the region parched, with drinking water becoming a daily struggle. Responding to the community's appeal, Siruthuli, with eClerx's CSR support, restored the check dam. In May, with eClerx leaders present, the check dam was inaugurated. The desilting is now complete, and recent rains have already begun recharging groundwater. Surveys are now under way to assess and extend the impact downstream—offering new hope to farmers and restoring balance to this once-neglected watershed.



At Karupparayankoil, new check dam work is in progress. And in Sundarapuram's SITARC region, where the water table has drastically fallen, a Rainwater Harvesting master plan has been proposed—covering rooftop systems and open surface recharge structures, marking a shift towards smarter urban water management.

Beyond Coimbatore – A Wider Ripple

In Chennai, the once-dwindling Sholinganallur Lake is being reborn with an additional storage capacity of 140 million litres. With desilting complete with the removal of 1.40 lakh cu. m. of silt and support from Infosys, the next phase includes paver paths and a surplus weir. The shimmering lake now draws not only birds but also leaders, IAS officers, PWD engineers, Infosys heads, each stepping forward to witness the transformation. Natural lagoons here are setting the tone for ecological design and remediation.



At Mahindra City, four ponds inside the Infosys campus have been rejuvenated, significantly enhancing the area's rainwater harvesting potential—small ponds, big impact.



*"Study nature, love nature, stay close to nature.
It will never fail you"*

Green Guard

Forest First Forum

Siruthuli's Green Guard vertical focuses on enhancing green cover and restoring ecological balance through community-led afforestation. By planting native species and protecting soil health, it ensures long-term sustainability of restored landscapes.

Vellore Plantation Rooting a green tomorrow Dump Yard to Green Lung

On April 7th, the barren lands of Vellore began a quiet transformation. In partnership with the Coimbatore City Municipal Corporation, Siruthuli launched an afforestation drive on a portion of the 200-acre dump yard, which has received over 1,500 tonnes of solid waste daily for the past 25 years.



The site, once choked by pollution and groundwater contamination, is now being revived. With the support of officials, including the District Collector, the Corporation Commissioner and the Mayor, 8,500 native saplings were planted in April, growing to 10,000 by May. Each tree, a promise to future generations. Responding to the rising environmental stress, the Corporation Commissioner allocated 10 acres for this green project. 60 native species have been planted, to rejuvenate both air and water quality.

Vellore's story is no longer one of waste, but of hope and regeneration. With every sapling, the city reclaims its breath.



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Kolavai Lake - Strengthening

Kolavai Lake spans 2,200 acres and supplies drinking water to the nearby community. This lake has several feeder channels, one of which is located through Mahindra City. The Mahindra city is a huge campus where several companies including our sponsor Infosys operate. The feeder channel through Mahindra city is contaminated by solid waste and wastewater. This channel was cleared and desilted as part of 1st phase of rejuvenation. As part of the second phase, 5,120 saplings now stand as sentinels of biodiversity. Vetiver grass, a natural purifier, graces the channel bunds, and sturdy sticks support the young growths like guiding hands. These vetiver grasses strengthen the bunds and act as natural purifiers for wastewater entering.



Sundakamuthur Government Hospital Plantation supported by GS Foundation

On June 6th, the Sundakamuthur Government Hospital saw the beginning of a green transformation. As part of the Dayananda Saraswati Vanam, supported by GS Foundation (Paravidya Foundation), 1,000 native saplings were planted over one acre of the hospital's 3.5-acre campus.

Known for promoting Vedic values through service, the Foundation takes up one meaningful green project each year. This year, they chose the hospital grounds to create a space that promotes healing and harmony. Deputy Mayor Vetrivelan, hospital staff, GS Foundation members, and NSS volunteers from the local government school came together to make this plantation possible — a collective step toward a healthier, greener environment. This model project will set a precedent in greening other service spaces especially hospitals.



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Green Guard

Forest First Forum

Greening Together with eClerx

Siruthuli recently partnered with eClerx through an MoU, marking the beginning of a meaningful collaboration. Together, we've completed two projects — one focused on water conservation and the other on afforestation.

As part of the afforestation effort, 1,000 native saplings were planted at Jagannathan Nagar, Perur Chettipalam, nestled at the foothills of the Western Ghats on 17th May. Ms Pallove Raj, Head ESG & CSR from eClerx Services Limited inaugurated the project. Additionally, a new afforestation proposal has been submitted to eClerx for planting 5500 trees in the Agricultural Engineering Department.

A walking pathway has been created around the site to encourage public participation — because conservation is stronger when the community is involved. What was once a dry, unused patch now holds the promise of turning green.



A green partnership – HCL Foundation

In a partnership rooted in impact, HCL Foundation and Siruthuli have planted over 50,000 saplings across Coimbatore over the past four years, covering the CRPF campus, Thudiyalur railway land, and Singanallur railway land. The lush green cover in these spaces today stands as a joint effort of this collaboration. Now, with a renewed MoU, the journey continues. This year, 10,000 more saplings will take root in the CRPF campus, along with five percolation ponds and a wildlife waterhole, transforming a once-barren defence land into a thriving green sanctuary. With 40,000 trees already planted and 30,000 more in the pipeline, the partnership is not just about planting trees, it's about building ecosystems that endure.



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Green Guard

Forest First Forum

Greening for Water Security – Plantation Drive at Mariamman Koil Check Dam

On 18th June, Siruthuli, in collaboration with Coimbatore City Round Table 31 and Coimbatore City Ladies Circle 16, took a significant step toward ecological restoration at the Mariamman Koil Check Dam. Following the successful rejuvenation of the check dam, 500 saplings were planted by 500 students from VLB Janakiyammal College of Arts and Science and NSS Volunteers in 50 seconds. These trees will not only stabilise the soil but also enhance the area's green cover, ensuring long-term sustainability of the water body.

The event brought together members of the Table, community stakeholders, and the Siruthuli team in a shared mission of nurturing nature, one sapling at a time.



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Nurture Nature Camp 2025

Five Days That Changed a Hundred Young Hearts

Under the shade of the Pachai Nayagi tree planted by Dr. A.P.J. Abdul Kalam, Nurture Nature Camp 2025 began not just with rituals but with reverence.

For five unforgettable days, over 95 students and 25 teachers from 19 schools were taken on a journey that opened their eyes, stirred their hearts, and planted a lifetime of purpose.



Day 1: Every Drop Counts

The camp began on April 15th at VOC Park, where voices rose in the Noyyal Thaa Vazhthu and students took the Kalam Oath, pledging to protect the Earth. Dignitaries, including the Coimbatore Collector and Corporation Commissioner, inspired young minds with their words.



At Siruthuli's Noyyal Life Centre, the focus was on water. Stories of rivers, spoken with soul by Mr. Pradeep, and wisdom from organic farmer Mr. Manisundar, helped students see water not just as a resource, but as a lifeline. The day ended with a moving talk by Mr. C. Chinnasamy, urging every child to be a guardian of every drop.



Day 2: Trees That Breathe Life

Day two was a love letter to trees. At Panai Vanam, students met the majestic palm, the native soul of Tamil soil. At SPB Vanam, they walked a musical path through a forest that pays tribute to a legend.



A workshop with artisan Mr. Karthi brought nature's gifts to life through palm crafts, showing how traditions can protect what we cherish at Kikani Global. The day closed with quiet wonder as Mr. A.P. Suresh and Ms. Kumudha Palaniswamy spoke of trees as silent sentinels, holding the planet together.



Day 3: Waste Not, Want Not

The third day was a wake-up call. At Kumaraguru Institutions, students witnessed the journey of waste, from chaos to compost. Ms. Vaishnavi, Ms. Srividhya, and Ms. Sangeetha Subash painted a clear picture of reuse, rethink, and responsibility.

A walk through Ahimsa Vanam, a forest on once-barren land, showed how cities too, can heal. The composting demo by Mr. Satish Balaji turned kitchen scraps into gold, teaching students that change begins in our bins.

Day 4: From Soil to Soul

At VM Farm, the day began with buttermilk and bullock carts, and became a lesson in love for the land. Ms. Shanthini Balu spoke of seeds, saplings, and self-sustained living. The students touched soil, met earthworms, and tasted what can grow.

The afternoon session reminded them: just as seeds need tending, so do values. In his quiet, powerful way, Mr. V.S. Suresh Kumar spoke of kindness, road safety, and plastic-free lives.

Day 5: A New Beginning

At sunrise, birdsong welcomed the final day. Mr. A.P. Suresh led a soul-stirring birdwatching walk, followed by a lively quiz and a skit by Ms. Anu Valentina & Ms. Unnamalai. Then came the moment that left all hearts full—a passionate talk by 13-year-old Ms. Ananya, a birdwatcher and wildlife crusader, showing that age is no barrier to impact.

The closing ceremony, with a heartfelt address by Mr. Kovai Sadhasivam, tied it all together. The students left not just with certificates, but with clarity, courage, and a calling. Nurture Nature Camp 2025 was more than an event; it was a spark. And in the hands of these young hearts, that spark is sure to set the world alight with hope.



Green Guard

Forest First Forum

A Corporate Campus Turns Green on World Environment Day

This World Environment Day, Siruthuli partnered with Cognizant to plant 1,500 native saplings within their Coimbatore campus, marking a first-of-its-kind corporate afforestation effort by Siruthuli. The event saw active participation from Cognizant's senior leadership, employees, and Siruthuli representatives, all coming together to create a green lung within the workspace. While Siruthuli has long focused on greening public spaces, this initiative opens the door to corporate campuses becoming biodiversity-rich spaces. The success at Cognizant sets a precedent and a promising path for other organisations to follow.



In the shade of older trees, maintenance continues: dry leaf collection at Panai Vanam, mulching, and regular weeding and care across our growing forest of projects. Because a forest flourishes not just when it's planted, but when it's nurtured.





Waste Wise



WASTE WISE: Healing waters, One Pond at a Time

The Waste Wise vertical tackles the growing challenge of solid and liquid waste management through awareness, clean-up drives, and sustainable technology.

Vellakinar Pond - Revival

April 11th marked a significant moment in the journey of Vellakinar South Solai Pond, with the launch of bio-enzyme treatment supported by Trident Pneumatics & Aquasub Engineering and technology partner Bint Biotech. Community members, civic officials, and engineers stood together at the site, a show of solidarity and shared purpose.

The project reflects a shift towards sustainable, circular action from installing inlets and outlets to conducting digital surveys and water testing. The application of bio-remediation technology is not just cleaning water; it's restoring faith in collective environmental action.

Follow-up engagements have been key, with regular water quality checks, on-ground reviews, and strengthened bonds with the local community. The continued involvement of stakeholders, including CCMC engineers and the Manchester Cotton City Villas Owners Association, is helping lay the foundation for long-term change.

With each step forward, Vellakinar South Solai Pond is being transformed into a cleaner, healthier ecosystem, a quiet but powerful testament to what collaboration can achieve.



j engineering agencies



Waste Wise



Urumandampalayam Pond - Breathing back life, Naturally

At Urumandampalayam Pond, a quiet transformation is unfolding. What began with the hard task of clearing floating vegetation and solid waste with strong local participation has now progressed into a model of nature-based restoration.

With the support of Coimbatore City Municipal Corporation (CCMC), the benevolence of Magna Electro Castings Limited, Sree Annapoorna, and Precot Ltd, and the technical expertise of Nualgi Nano Biotech, Siruthuli is tackling wastewater challenges head-on. On 12th February, the project was officially launched in the presence of community members and Siruthuli representatives.



This quarter, Nualgi culture is being continuously sprayed, and weekly monitoring has already shown a marked improvement in Dissolved Oxygen levels. A visit from the Nualgi team further validated the approach, while water samples have been sent for advanced analysis.

Preventive steps, including the installation of gratings to block solid waste, are now in place reinforcing that restoration isn't just about what we clean, but also how we prevent further harm. Sludge level assessments and community engagement continue as we move toward building a cleaner, more resilient ecosystem.





Waste Wise



Singanallur Tank – The Revival Begins

May saw a preliminary assessment and a bathymetric survey of Singanallur Tank, laying the groundwork for rejuvenation.

Field visits to wet waste biomethanation plants and solid waste-obstructed watercourses further showcased Siruthuli’s commitment to end-to-end water and waste solutions.



Beyond the ponds, knowledge was flowing too. As part of our collaboration with PSG iTech on the Design and Development of a Nanobubble Generator and Phycoremediation of the Gandhima Nagar Stream, we have shared the concept note and project proposals for their review. A field visit to Gandhima Nagar Stream was conducted on June 19, 2025 followed by a discussion at the Siruthuli office.

Press meets, technology discussions, collaborations with IIT Palakkad, TNAU, and media briefings amplified the call: sewage is not someone else’s problem—it’s all of ours. Review meetings helped calibrate direction, and new technologies may soon become part of our arsenal.



Siruthuli launches ‘Nalla Thanni’

Editor, April 9, 2025

“ Siruthuli launched a project named ‘Nalla Thanni,’ an initiative aimed at treating sewage water entering water bodies. The initiative was announced by Vanitha Mohan, Managing Trustee of Siruthuli, during a press meet held on April 9, 2025. Sathish, Trustee, Siruthuli and Krishnaswamy, Steering Committee Member also emphasized the need to avoid the sewage waste to water bodies and urged people to reuse the water.”

Meetings and Events

Siruthuli at 22 – A Journey of Restoration, A Future of Hope

From the dry beds of the Noyyal to the lush greens of Hope Vanam, Siruthuli's 22-year journey has been nothing short of transformative. What began as a grassroots initiative to revive Coimbatore's dying river system has grown into a powerful, people-driven movement one that integrates water conservation, afforestation, waste management, environmental awareness, and sustainable agriculture.

Impact Across Verticals

- ⦿ **Water Conservation:** From rejuvenating 19 lakes and 13 check dams to harvesting 11,874 million litres of water across 903 RWH sites, Siruthuli continues to safeguard Coimbatore's water security.
- ⦿ **Afforestation through Green Guard:** Over 1000,000 trees now stand across 100 Miyawaki forests, 10 thematic parks, and roadsides, cooling the city, improving air quality, and restoring biodiversity.
- ⦿ **Waste Wise:** Through 200+ clean-up drives, 100+ awareness sessions, and the Nalla Thanni wastewater treatment initiative, Siruthuli is tackling pollution head-on, in collaboration with citizens.
- ⦿ **Spread the Word:** From Sittukaludan Siruthuli in schools to public awareness campaigns reaching over 160,000 citizens, we are shaping an environmentally conscious generation, one child, one community at a time.
- ⦿ **Grow the Farmer:** Our work with farmers ensures year-round water access, organic training, and sustainable livelihoods, reducing migration and reviving rural prosperity.

This year, our anniversary was not just a moment to reflect but to renew our commitment, marked by the meaningful inauguration of the rejuvenated Masaorambu Stream at Madhvarayapuram, Thondamuthur. Sponsored by Titan Company Ltd., this intervention is a landmark in our Water Watch vertical. Masaorambu, one of the 34 feeder streams of the Noyyal, had long been choked by sedimentation and dense vegetation.



A Milestone in Stream Restoration

- ⦿ **5.7 km of stream cleared and widened, restoring its natural flow**
- ⦿ **7 check dams refurbished, creating 100 million litres of water storage**
- ⦿ **300+ acres of fallow land revived, with potential income of ₹12.5 lakhs**
- ⦿ **100+ farmers expected to save ₹75 lakhs collectively, reducing reliance on tankers**
- ⦿ **Phase 2 will see 3 more check dams, further boosting water security**
- ⦿ **3,700 acres, 9 villages, and countless lives touched — from farmers to wildlife**

Meetings and Events

The project, inaugurated by Mr. C. K. Venkataraman, Managing Director of Titan, and Dr. K. Manivasan, IAS, Additional Chief Secretary, stands as a testament to the power of corporate partnership, civic leadership, and environmental expertise in creating resilient ecosystems. The dignitaries joined Siruthuli at the Noyyal Life Centre, where an appeal was made to the Ministries to further support ongoing efforts in water conservation, afforestation, and waste management. The Hon'ble District Collector of Coimbatore, Mr. Pavankumar G. Giriappanavar, IAS, also graced the occasion and was briefed on Siruthuli's key initiatives and impact.

22 Years, and Just the Beginning

Siruthuli was never just about water. It's about the connection between people and the planet, tradition and innovation, action and hope. As we celebrate 22 years of meaningful change, we stand humbled and grateful for every hand that dug a trench, planted a sapling, segregated waste, or educated a child.



56th Trustee Meeting:

On 23rd May, Siruthuli's leadership convened at NLC for the 56th Trustee Meeting, reviewing progress and charting future initiatives.

State-Level Workshop on Urban Water Resource Management:

On 14th June, Mr C Chinnasamy, Chief Operating Officer, Siruthuli participated in a state-level workshop on Community Participation for Sustainable Water Resources Management, organised by the Water Resources Department (WRD), Government of Tamil Nadu, in Chennai. Siruthuli shared key learnings from its water conservation initiatives. The workshop, addressed by Chief Secretary Thiru. N. Muruganandam and Secretary to Government (WRD) Thiru. J. Jayakanthan, IAS, marked a collaborative milestone between government and NGOs.



Meetings and Events

High-Level Government Meeting on Conservation:

On 13th June, Siruthuli Trustees Ms. Nandini Rangasamy, Mr. J. Satish, Apex Member Mr. Srinivasan, and COO Mr. C. Chinnasamy, participated in a meeting chaired by the Chief Secretary, with multiple ministries in attendance. The session included a presentation of Siruthuli's conservation work and highlighted the need for strengthened waste management efforts.

GCC Water Body Restoration Meeting:

On 20th June, Siruthuli attended a meeting convened by the Commissioner of Greater Chennai Corporation (GCC), focusing on the restoration of 85 identified water bodies. Siruthuli was requested to study select sites for rejuvenation. GCC further assured CSR funding support for future collaborative efforts.



NGO-Corporate Engagement Session: On 21st June, GCC facilitated an interaction between NGOs and corporates, attended by 60 representatives from 32 companies, including NASSCOM, Infosys, Accenture, and Ford. Siruthuli's Program Manager, Mr. Hariharasudhan, showcased the organisation's conservation achievements.



HCL Foundation Visit: On 25th June, a team from HCL Foundation, led by Dr. Santanu Basu (Head - Harit Projects), visited Siruthuli's afforestation and water conservation sites, followed by an in-depth review and discussion at Noyyal Life Center.



Meetings and Events

Sholinganallur Lake Visit:

On 28th June 2025, Siruthuli welcomed Thiru N. Muruganandam, IAS, Chief Secretary of Tamil Nadu, to the Sholinganallur Lake restoration site in Chennai. Joined by the GCC Commissioner, Deputy Mayor, and a team of 30+ officials, the visit marked a proud milestone.

Supported by Infosys Ltd., the project was commended for its technical precision, particularly in areas such as desilting, stepped embankments, island and lagoon formations, and inlets equipped with flood-prevention shutters. His appreciation reaffirmed the importance of collaborative efforts in building resilient urban ecosystems.



Noyyal Darshan with Indian Chamber of Commerce & Industry:

On 29th June, Siruthuli organised a field visit along key Noyyal River interventions for members of the Indian Chamber of Commerce and Industry, concluding with the planting of 100 saplings at the Nandangarai Check Dam area in Garuda Vanam.



Strategic Collaborations:

This quarter witnessed meaningful partnerships taking shape, from data management support to interviews for an expanding team. Rainwater harvesting studies in Thondamuthur and Periyanaickenpalayam, along with a seven-unit RWHS project at the Coimbatore Collectorate, reflect Siruthuli's growing alignment with civic priorities and environmental goals. Discussions are also underway with corporates such as Apexon for future collaborations.

Notably, partnerships with CII-IGBC, Rotary Coimbatore Central, Krishnammal College, and TNAU continued to strengthen. Interest from TVS Motor, virtual engagements with Nashik Corporation, and collaboration requests from Dindigul Corporation and Mahindra World City further affirm that Siruthuli's model of community-driven conservation is gaining traction beyond Coimbatore.



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