



Social Change and Development: SCADcharity

Tree Planting Press Pack: December 2011

Overview of SCAD

- ▶ In 1985, Dr Cletus Babu began Social Change And Development (SCAD) in India.
- ▶ There are seven main areas in which SCAD support the communities:
 - ▶ Agriculture and animal husbandry
 - ▶ Community Organisation
 - ▶ Education
 - ▶ Health
 - ▶ Environmental protection
 - ▶ Disaster relief
 - ▶ Special groups, including 'orphaned elders', gypsies, and disabled individuals
- ▶ These areas work together as an integrated development plan firmly rooted on the specific needs of the community.
- ▶ SCAD facilitates changes that transform people's lives and empowers them.

Where is SCAD?

- ▶ SCAD's geographical area is located in five main regions in the southern tip of India:
 - ▶ Toothukudi, Ottapidaram, Vilathikulam, Tiruchendur and Tirunelveli.
- ▶ The map below shows more detail on the location of current SCAD initiatives.
- ▶ Our aim is to take our model GLOBALLY to help the WORLD.



Source: David Friese-Greene. SCAD Soil Fertility Project

How does SCAD do it?

- ▶ Integrated, long term, sustainable change and development in communities
 - ▶ Plant trees
 - ▶ Set up kitchen gardens
 - ▶ Introduce sustainable agriculture
 - ▶ Teach animal husbandry
 - ▶ Build water collection units
 - ▶ Teach women skills to support their families
 - ▶ Set up schools to educate the children
 - ▶ Set up health clinics
 - ▶ Research into environmentally sustainable agriculture
 - ▶ Disaster management
 - ▶ Help marginalised people



Trees = Sustainable Living

- ▶ Trees can satisfy all the essential needs of rural villagers
 - ▶ They provide food, animal fodder, fuel, medicine, much-needed income
- ▶ Trees also help guard against climate change and near-desert conditions
 - ▶ Trees improve soil and water retention and fertility
 - ▶ Provide shade
 - ▶ Reduce local temperatures
 - ▶ Increase the probability of rain
 - ▶ Help retain more ground water and prevent run off during Monsoon season
- ▶ **Trees = Water = Sustainable Life**



Take Away Facts

- ▶ 27 years of success
 - ▶ Over 500,000 people helped to free themselves from a life of poverty
- ▶ 500 villages supported
 - ▶ 60 of 'our' villages are now completely self supporting and no longer need our help
- ▶ 100,000 trees planted annually
 - ▶ 2 SCAD nurseries growing 100,000 saplings a year
 - ▶ 15 numbers of SCAD staff training 'beneficiaries' how to plant and care for saplings
 - ▶ Trees are planted in Monsoon season (Oct to Dec)
- ▶ **82p plants one tree**



Connect

▶ Katie Allen

▶ Email for interviews, more information, visits to SCADcharity in Tamil Nadu

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▶ Social Media

▶ [Twitter/@SCADcharity](https://twitter.com/SCADcharity)

▶ [Flickr/SCADcharity](https://www.flickr.com/photos/scadcharity/)

▶ <http://bit.ly/treeplantingphotos>

▶ YouTube

▶ <http://bit.ly/TreeFilm>

▶ [Facebook/SCADcharity](https://www.facebook.com/SCADcharity)

