



## *An Understanding of* **“NAALUMANIKKATTU”**

Naalumanikkattu (evening breeze) is the first village roadside eco-tourism project in Kerala, India, initiated by the Manarcaud-Ettumanoor Bypass (MEB) Residents Association in technical collaboration with Tropical Institute of Ecological Sciences (TIES). The rural roadside eco-tourism began as an innovative solution to makeover the dump yard, but it eventually turned as an ideal example of responsible eco-tourism.

In earlier periods, farmers and other workmen preferred similar road sides or embankments of paddy fields for common gatherings. Thus, Naalumanikkattu was introduced with an initial motive to recover village road sides, so that public can utilize it as a place where they can meet, rest, and enjoy evenings. Now, it is a recreational destination for tourists to enjoy and learn about environment, especially biodiversity conservation and traditional knowledge, ethnic and cultural heritage, and community empowerment. Naalumanikkattu is the first example in India for sustainable solid waste management and village roadside ecotourism program, which is completely initiated and maintained by a rural community. The serene beauty of Naalumanikkattu has attained popularity and has become an evening destination of people especially families, even from distant districts of Kerala.





*“An initiative to preserve environment and cultural heritage”*

### *Naalumanikkattu aims to*

- Preserve natural beauty of village roadsides through preventing their conversion to dump yards as a consequence of increasing population and urbanization
- Provide venue and facilities for local residents and their families to spend some quality time together or alone, thereby enable people to build a strong bonding with nature and village life
- Plant native trees and plants that are at the verge of extinction along roadsides and ensure their protection
- Publicize the concept of ecotourism for local residents
- Organize educational programs for public to comprehend the necessity to learn, observe, and protect local biodiversity
- Establish a market for local items and agricultural products grown using organic farming methods
- Develop it as a practical learning space for environmental concepts such as ill effects of plastic pollution, necessity of a healthy life style and environmental protection

*Naalumanikkattu has been honoured with Kerala State Tourism Award (2012-13) under the Most Innovative Project in the Tourism Sector, for its commitment to its own mission of responsible eco-tourism.*







## HISTORY

Manarcaud- Ettumanoor Bypass Road was built in 1995. The embankment between Palamuri and Paiprapady is the most beautiful place in the bypass road. However, gradually both sides of the road became wild and dangerous with plants and trees due to lack of residence and maintenance. Later, this place was used to dump wastes, especially household and slaughter house wastes, and it turned out to be a night shelter for drunkards and robbers. Local residents cleared out the forest on the road sides in November 2009 and June 2010. But wilderness conquered the road sides again within few months. Once more, it turned to a dump yard and a dangerous place to travel even in vehicles during day and night time.

Clearing of weeds and dumps on the roadsides by local residents was not a sustainable solution. On June 27, 2010, first meeting was conducted to find an innovative plan for sustainable waste management in the region. Thus, with the assistance of Tropical Institute of Ecological Sciences (TIES) a project was evolved with a mission to resist the drawbacks of urbanization and to retain the place with its natural beauty and local culture. Owing to the characteristic breeze, the name Naalumanikkattu meaning 4'0 clock breeze or evening breeze was given. The plan turned into a great success.





*"A joint initiative of people, officials, and political leaders"*



## Inauguration

People joined hands to clean the roadside and removed all garbages and wastes. Then, they planted garden plants and trees on both sides of road with the assistance of Social Forestry Department. Neighborhood women groups like Kudumbashree workers were selected to clean the road every day. As remuneration, street stalls were facilitated to these workers to sell local and traditional dishes, thereby enabling social empowerment of women through adding value to their traditional knowledge. With the help of sponsors, other facilities such as beautiful designer benches, swings for children, and solar lights were constructed; the roadside turned into a beautiful serene spot. The project was inaugurated in a grand function held on 13th January 2011 by Sri. Kodyeri Balakrishnan, the then Hon. Minister for Home and Tourism in Kerala, in the presence of District Collector and several other dignitaries. The villagers turned the event into a festive like occasion. The project is running smoothly as a people initiative, with an array of regular and occasional cultural activities.





## HOW IT FUNCTIONS?

### *A model for all Residence Associations*



#### **MANARCAUD- ETTUMANOOR BYPASS RESIDENCE ASSOCIATION**

Manarcaud- Ettumanoor Bypass Residence Association is the main administrator and coordinator of Naalumanikkattu. All the activities and programs of the association are transparent and legitimate. They organize activities mainly using charity funds, donations from prominent trade and commercial institutions, and money earned through small scale trade in local market and food stalls. The association strictly keeps receipt, check book, ledger, voucher file, and stock register for each donation and other money transactions including small funding for cleaning roads and funding from food stalls. Additionally, a chartered accountant reviews all money transactions. Approximately 17 small committee meetings and one annual meeting are conducted in a year, and it proves the efficiency and integrity of the association.

Further, they strictly monitor price and quality of products sold at the site. The relevance of all programs conducted at Naalumanikkattu is also well scrutinized. On a regular basis, the association also takes care of cleanliness of the road, trimming of grasses and maintenance of plants and trees. With assistance of various organizations and institutions, the association has prohibited hanging of advertisement posters and banners on nearby trees, which destroys the natural beauty. All these decisions have been planned and implemented with the knowledge and permission of local, village and district level administrative bodies.

By undertaking innovative programs at Naalumanikkattu, Manarcaud – Ettumanoor Bypass Residence Association stand as a model for other residence associations throughout Kerala.

#### **MANARCAUD ETTUMANOOR BYPASS RESIDENTS ASSOCIATION**

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<https://www.facebook.com/groups/240399686004537/> - Facebook Groups

<https://www.facebook.com/Naalumanikkattu> - Facebook Page

#### **Contact details of Administration Committee**

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## HOW IT FUNCTIONS?



### TROPICAL INSTITUTE OF ECOLOGICAL SCIENCES

The project Naalumanikkattu has been implemented with the technical collaboration of Tropical Institute of Ecological Sciences (TIES), and the institution plays a vital role in maintaining and improving the project.

Tropical Institute of Ecological Sciences is a non-profit professional organization, established in 2004 by a group of experts from the field of education, management and conservation which works closely on current and emerging environmental issues in order to develop and implement sustainable solutions. It is an autonomous institution dedicated to research, environmental education, capacity building and community development. The institute works to generate and disseminate knowledge on environment, to develop skills and right attitudes for meeting the present and future environmental challenges and to create an environmental+ucation and outreach programmes.

It is registered as a non-profitable organization under the Travancore-Cochin Literary, Scientific Charitable Societies Act, 1955, with 12A and 80G status as per the Indian Income Tax Act, 1961. The institute is also registered with the Ministry of Home Affairs, Government of India to receive foreign contributions (FCRA).

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*“An initiative that stands for eco-friendly life style and activities”*

#### EVERYTHING IS LOCAL AND NATIVE

Naalumanikkattu is a not just a program that promotes sustainable waste management and roadside ecotourism, but it is also an endeavor to preserve environment and our heritage. This venture also promotes preparation of food items in traditional ways and it stands against use of plastics bags, destruction of natural beauty by hanging advertisement banners, and industrialization that harms environment and culture. Naalumanikkattu does not have high-tech attractions similar to other tourist places, but hundreds of people a day are attracted to this place only because of its divine natural beauty and local products.





*Practical programs to regain lost agriculture-oriented Kerala culture and associated treasures*

## Nattuchantha

AGRICULTURE, LOCAL MARKET AND KRISHIKKOTTAM

Nattuchantha, the local market at Naalumanikkattu was founded to provide a place to sell organically produced local vegetables, fruits, tubers, coconut, tender coconut, milk, egg etc, and thereby promote local agriculture. At present, there are more than 150 farmers who give products to the local market. Food items such as Averrhoa bilimbi (Irumban Puli), Pomelo (Kambili Naranga), seeds and wild fruits that are not found in ordinary markets are available at the local market. Consequently, people from various districts visit the market to purchase vegetables and other agricultural products grown using organic farming methods. Also availability of a place to sell surplus vegetables and fruits grown in kitchen gardens has increased agricultural production in the region. This initiative has encouraged small-scale farmers and has enhanced homestead diversity. The market operates from 9 am to 7 pm every day.





## Naattuchantha

AGRICULTURE, LOCAL MARKET  
AND KRISHIKKOTTAM

The local markets are built with local natural resources such as bamboo, palm leaves and mats, and advocates eco-friendly architecture. The degradable wastes from the local market are directed to a biogas plant, and the plastic wastes are sent to a recycle station.

Inspired by the success of Naattuchantha, villagers started doing organic farming in a co-operative manner named Krishikkootam. Under the programme, local farmers are given special training on organic farming, scientific assistance on pest control and soil testing.





*High demand for delicious traditional foods*



## *Nadan Bhakshanasala*

### LOCAL FOOD STALLS

The most attractive feature of Naalumanikkattu is the local food stalls organized by Kudumbashree (local self-help women units) members. The women workers have uniforms, and they strictly maintain cleanliness recommended by Health Department. Thus, traditional foods produced by well trained Kudumbashree workers have gained the trust of the customers. Now, food items at these local stalls have high demand among customers. These shops functions from 4pm -7 pm every day. Through the endeavour Naalumanikkattu attempts to conserve ethnic food diversity and to empower local community especially women through provision of sustainable livelihoods.

Only Kudumbashree members are allowed to cook and sell food items in the area, and no one else is permitted to conduct any kind of trade or business. Every year, there is an opportunity to send application to start local food stalls at Naalumanikkattu. As per the committee meeting conducted on December 9, 2012, those Kudumbashree members who are interested to open food stalls at Naalumanikkattu can apply any time during a year. Applications with local food items that are not in sale at

*Strict rules and regulations for cleanliness and quality of foods*





# Nerampokku Syahna Vayanasala

## TIME PASS EVENING BOOK LENDING LIBRARY

On April 17, 2011, famous Malayalam writer Kiliroor Radhakrishnan inaugurated time pass evening book lending library called Nerampokku. It has been started as a venture to promote reading among visitors. The topics of books in the library include biodiversity conservation, healthy life styles, cultural heritage, environmental conservation, traditional knowledge, general awareness and other prominent literary works. Visitors can access books for reading by paying Rs.1/day as rent.







# Kalasandhya







## Kalasantdhyā CULTURAL NIGHT

On March 6, 2011, Malayalam Film actress Bhama inaugurated cultural night, an open platform for regular staging of traditional art forms, folk dances, martial arts and dramas. Cultural nights are presented on every second Sunday of a month. The initiative has succeeded in preserving and showcasing traditional art forms for present generations.





# *Pralayotsavam*

## **FLOOD FESTIVAL**

Pralayotsavam (flood festival) are conducted at Naalumanikkattu to celebrate rainy season and flooding. As a part of the program, cast netting and boat racing competitions are conducted at the flooded site, attempting to signify the rainy season and to conserve traditional fishing methods that are losing at a fast pace from the modern life styles. The winners are honoured with prizes as well.





## Onam Celebrations



Every year, Onam – the national festival of Kerala, is celebrated at Naalumanikkattu. As a part of the celebration, traditional cookery competitions, wild flower show, Mahabali (a mythical king with whom the Onam celebration stories are linked) fancy dress, and Onam games are conducted. Onam is closely related to Kerala's agrarian culture and is also known as the festival of flowers and colors. Thus, the celebration recalls the past and fills the life of local people with joy





### *Traditional cookery competitions*

Traditional food competitions are conducted for general , public and school students as an initiative to conserve ethnic food diversity and to promote healthy life style.







## *Vanya Pushpaphalasasya Mela* WILD FLOWER SHOW

As an initiative to conserve local biodiversity, especially endangered flora, wild flower show competitions are conducted for school and colleges students at Naalumanikkattu. The flower show highlights significance of numerous plants that are considered wild and weeds by people due to their ignorance of the medicinal properties of the plants and conveys message for their conservation.

BIODIVERSITY CONSERVATION



## *Christmas Celebrations*

During every December, Christmas is celebrated at the project site with a rally of people dressed as Christmas Fathers, named as Christmas Pappa Road Show. The Road Show is conducted in buses that are mostly used by common man for transportation purposes. Thus, the celebration draws attention to common man's life and attempts to fill joy in their life as the Christmas Father does in myths and stories.





## Conservation of Environment and Biodiversity

Naalumanikkattu has taken initiatives to protect and nurture the existed diversity at the site; in addition, more plants and trees such as *Pongamia pinnata*, *Ficus benghalensis*, *Ficus indica*, *Gmelina arborea* that are on the verge of extinction are planted on both sides of the road with the assistance of Social Forestry Department. Certain areas are also allotted for schools children to maintain botanical gardens of native plants. Boards depicting pictures and taxonomical identification of local flora and fauna are placed at the Naalumanikkattu, as an effort to promote environmental conservation through informal education.

Energy conservation at the site is promoted through use of alternative resources such as solar energy, and about 24 solar lamps are placed at the project site.

Apart, Naalumanikkattu host numerous educational programs to create awareness among visitors on environment.







## Educational Programmes

Naalumanikkattu conducts several formal/informal educational and communication programs on pressing social issues such as women empowerment, anti-drug and anti-tobacco campaigns. For instance, on International Women's Day, artists from France and India performed street dramas on women empowerment. School students also performed drama showcasing their rage against Delhi Gang Rape that happened in 2013. Several other seminars on relevant topics that include genetic crops, fast foods, organic farming, and climate change are also conducted for general public.



*Naalumanikkattu continues its journey spreading beauty and goodness of a village life*

## RECREATIONAL FACILITIES

Facilities for fishing using traditional cast nets and fishing hooks, operating traditional water wheels, drawing water from well and running kites are provided at Naalumanikkattu for enjoyment and physical exercise. At the same time, these leisure-time facilities act as a catalyst in connecting people's fast paced and stressful lives with traditional lifestyle to increase cultural respect and awareness.







## *Naalumanikkattu Anniversarey Celebrations*

In Every April, Anniversary celebrations are conducted with complete participation of the Residence Association and local people, to evaluate the activities occurred at Naalumanikkattu throughout the year. All the activities are scrutinized to ensure they work in harmony with the mission and vision of Naalumanikkattu as the first rural roadside eco-tourism project in India initiated and maintained by a local community.







### *Naalumanikkattu Designer Palathoppi*

Palathoppi, is a hat made from spathes of areca palm, and it is considered as one of the symbols of Kerala's agricultural heritage. Therefore, Naalumanikkattu has adopted palathoppi as its souvenir. Tribals of Bathiaddukka, Kasargod are the designers of these beautiful traditional hats at Naalumanikkattu. To make these hats, spathes of areca palm are soaked in hot water at first, and then it can be easily molded into various shapes. These hats have longer life time. The specialty of these hats is that they can provide a cool feeling to our heads even under high temperature. Any visitors at Naalumanikkattu can take these hats as a token of remembrance of the place.