



PANAI VANAM 2026

5 LAKH PALMYRA SEEDS MISSION

FROM SOURCE TO SOIL - ₹8 PER SEED

CSR Partnership Proposal

An initiative of We Can, Thoothukudi

Environmental Sustainability | Waterbody Protection | Climate Resilience | Community Participation



Palmyra growth along a project bund - field outcome from earlier PanaiVanam work

PROJECT VALUE: ₹40 LAKHS | TARGET: 5,00,000 SEEDS

1. Executive Summary

We Can has been working since 2012 to create a greener and eco-friendly environment in and around Thoothukudi. PanaiVanam is our focused Palmyra (*Borassus flabellifer*) conservation and propagation initiative, designed to restore long-lived indigenous green cover around waterbodies, channels, bunds, suitable public lands and social-forest areas.

Our approach is practical and measurable: source viable Palmyra fruits/seeds, transport and segregate them, prepare and pack the seeds, identify suitable field locations, transport them again to the sites and sow them with organised labour and volunteers.

2024-25	2025-26	2026 TARGET
1,03,500	1,36,500	5,00,000
seeds sown	seeds sown	seeds

For 2026, PanaiVanam seeks CSR partnerships to sow 5,00,000 Palmyra seeds. At an all-inclusive implementation cost of ₹8 per seed, the total project value is ₹40,00,000.



Palmyra fruit/seed sourcing and field handling



Established Palmyra growth from earlier plantation

2. About We Can & PanaiVanam

We Can is a voluntary organisation committed to environmental improvement and community participation in Thoothukudi. Its work has included tree plantation, maintenance, development of social forests, greening of public spaces, plantation around waterbodies, environmental awareness, volunteer mobilisation and CSR-supported green projects.

A major ongoing effort is the development of approximately 40 acres of Social Forest on the outskirts of Thoothukudi with support from Thoothukudi Corporation and CSR partners. The field experience gained through these projects forms the operational base for PanaiVanam.

Why Palmyra?

- Palmyra is the State Tree of Tamil Nadu and is deeply linked with the State's landscape and rural heritage.
- It is a hardy, long-lived indigenous palm suited to dry and semi-arid conditions once established.
- Strategic planting along suitable bunds and channels can strengthen permanent vegetative cover and help reduce soil erosion.
- Mature Palmyra landscapes provide habitat and food resources for local biodiversity.
- Palmyra also has long-term socio-economic value through fruit, leaves, fibre and traditional products.



Earlier-stage Palmyra growth - Dec 2019



Progress of established Palmyra - 2021

3. Proven Track Record - Actual Sowing

The following figures are taken from PanaiVanam's field records supplied for this proposal.

2024-2025: 1,03,500 Seeds Sown

Location	Quantity
Athimarapetti Bunds Left	25,000
Athimarapetti Bunds Right	18,000
Upathu Odai Bunds	7,500
Upathu Odai Bunds - 2	8,000
Forest Swasam Project	45,000
TOTAL	1,03,500

2025-2026: 1,36,500 Seeds Sown

Location	Quantity
AM Patti Kammai - 1	12,000
AM Patti Kammai 2	8,500
Thupaspatti Kammai	8,000
Velayuthapuram Kammai	15,000
Swasam 02	4,000
Tvklm MCC Forest 60 Acres	9,500
Karungulam Bund	10,000
Periyakulam Bund	5,000
Kulathur Kammai	9,000
Vellapatti Road	7,500

Vellapatti to Tvkulm Road	8,500
Samathuvapuram Road	8,000
Tharuvaikulam Coastal Road	10,000
Panaivur	12,000
100 Acres Project Fencing	9,500
TOTAL	1,36,500

4. Seed Procurement & Field Documentation

PanaiVanam maintains source and field records to support transparent implementation. A 2024-25 procurement sheet records 1,01,200 seeds from multiple sourcing locations, while the 2025 procurement/collection register records 1,35,350 seeds across dated collections.

Palm seeds Purchase		
sl.no	Place	Qty
1	Karrur -1	10000
2	Karrur - 2	10000
4	Sayalgudi	8000
5	Tiruchendur	2000
6	Ambai	21500
7	Asvini	10000
8	Agaram	1200
9	Ambai - 2	32000
10	Pazhayakayal	6500
	Total	101200

Palm seed purchase record - 2024-25

Date	Location	Quantity
12.09.25	Karrur	10000
16.09.25	Karrur	10000
28.09.25	Asvini	2000
30.09.25	KulayanKarisal	4500
06.10.25	Sayalgudi	10000
08.10.25	KulayanKarisal	6900
12.10.25	Karrur	11000
17.10.25	KulayanKarisal	9000
30.10.25	Asvini	2200
31.10.25	Pazhayakayal	5400
31.10.25	Vilathikulam	10000
01.11.25	Vilathikulam	10000
01.11.25	KulayanKarisal	13500
11.11.25	Pazhayakayal	8100
15.11.25	Pazhayakayal	6000
17.11.25	Asvini	1150
17.11.25	KulayanKarisal	15600
	Total	135350

Dated palm seed purchase/collection record - 2025

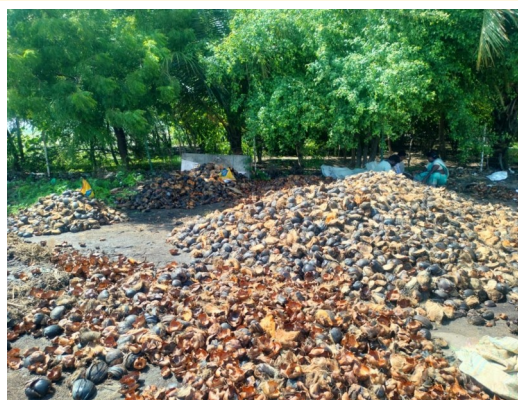
These records complement location-wise sowing registers and photographic evidence. For CSR-funded batches, PanaiVanam proposes to report seeds procured, processed, transported and sown, together with location-wise activity photographs.

5. Implementation Model - From Source to Soil

- 1 Purchase / Collection** - Palmyra fruits and viable seeds are sourced from farmers and collection points.
- 2 Primary Transport** - Collected material is moved to a processing / segregation point.
- 3 Segregation & Selection** - Fruits are opened, seeds separated, unsuitable material removed and viable seeds selected.
- 4 Air Drying & Packing** - Seeds are air-dried, counted and packed into manageable lots.
- 5 Site Identification** - Suitable waterbody bunds, channels, public lands and project areas are inspected and selected.
- 6 Field Transport** - Prepared seeds, workers and tools are transported to the sowing locations.
- 7 Sowing** - Seeds are sown systematically according to site conditions.
- 8 Documentation** - Location, quantity and photographic evidence are recorded for reporting.



Seed segregation and selection



Air drying before packing and field movement



Field sowing activity



Palmyra sowing at identified project location

6. 2026 Project Budget - 5,00,000 Seeds

The ₹8 per-seed cost covers the complete implementation cycle from purchase through transport, segregation, field movement and sowing.

Component	Cost / Seed	5,00,000 Seeds
Palmyra seed purchase	₹4.00	₹20,00,000
Collection, transportation, segregation & field transportation	₹2.00	₹10,00,000
Field labour & sowing	₹2.00	₹10,00,000
TOTAL	₹8.00	₹40,00,000

₹8 = ONE PALMYRA SEED PURCHASED, PROCESSED, TRANSPORTED & SOWN

Flexible CSR Sponsorship

Partnership	Seeds	CSR Contribution
Community Partner	10,000	₹80,000
Green Partner	25,000	₹2,00,000
Silver Partner	50,000	₹4,00,000
Gold Partner	1,00,000	₹8,00,000
Principal Partner	2,50,000	₹20,00,000
PanaiVanam 2026 Lead Partner	5,00,000	₹40,00,000

Corporate partners may also sponsor any quantity of seeds according to their approved CSR allocation. For example: ₹1 lakh supports 12,500 seeds; ₹5 lakh supports 62,500 seeds; ₹10 lakh supports 1,25,000 seeds.

7. CSR Outcomes & Reporting

Measurable Outputs

- Number of Palmyra seeds procured and processed.
- Number of seeds transported and sown.
- Location-wise sowing quantities and field activity records.
- Photographic documentation of implementation.
- Participation of workers, volunteers and community stakeholders where applicable.

Long-term Environmental Outcomes

- Expansion of indigenous, long-lived green cover.
- Vegetative strengthening of suitable waterbody bunds, channels and public landscapes.
- Contribution to climate-resilient landscapes and long-term carbon storage.

- Habitat and food resources for local biodiversity as Palmyra stands mature.
- Greater public awareness of Palmyra conservation and Tamil Nadu's State Tree.

CSR Visibility

Depending on sponsorship level and location permissions, partners may receive project acknowledgement, activity reports, location-wise photographs, social-media acknowledgement, employee-volunteering opportunities and completion / utilisation documentation as mutually agreed.



Young Palmyra growth documented in Nov 2024



Eight-month-old Palmyra - proof of establishment

8. From Sowing to Established Palmyra - Field Evidence

PanaiVanam's photographs show the progression from newly emerging Palmyra leaves to established young palms and clustered growth. These are actual project photographs supplied by the implementing team.



Young Palmyra - Nov 2024



Palmyra establishment at plantation site



Palmyra growth documented in Dec 2020



Established Palmyra along a bund



Earlier field growth record - Dec 2019

9. CSR Partnership Request

We respectfully invite responsible corporate organisations to partner with We Can for PanaiVanam 2026 - Five Lakh Palmyra Seeds Mission.

A CSR contribution will directly support the purchase, collection, transportation, segregation, field transportation and sowing of Palmyra seeds at identified locations. The project can be structured as a seed sponsorship, location sponsorship, campaign sponsorship or lead partnership based on the CSR partner's allocation and environmental priorities.

WE HAVE DONE IT. NOW WE WANT TO SCALE IT.

2024-25: 1,03,500 seeds sown

2025-26: 1,36,500 seeds sown

2026 Target: 5,00,000 seeds

Project Value: ₹40 Lakhs



ONE SEED TODAY. A TREE FOR GENERATIONS.

We would be pleased to provide a location plan, implementation schedule and partner-specific financial proposal based on the number of seeds sponsored.

10. Project at a Glance

Project	PanaiVanam 2026 - 5 Lakh Palmyra Seeds Mission
Implementing Organisation	We Can, Thoothukudi
Project Geography	Thoothukudi District and suitable identified project locations
2026 Target	5,00,000 Palmyra seeds
Cost per Seed	₹8 - from source to soil
Total Project Value	₹40,00,000
Primary Theme	Environmental sustainability, indigenous afforestation, waterbody protection, climate resilience and community participation



PANAI VANAM - THOOTHUKUDI An Initiative of We Can

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₹8 PER SEED - FROM SOURCE TO SOIL