

World Environment Day 2022: Standing Up for People and Planet

In a 9-day campaign, from 2 June to 10 June, 2022, we celebrated World Environment Day 2022 with an aim to create awareness among people on restoring our planet and plan for a cleaner and greener future. Various on-ground activities along with a social media campaign were organised to celebrate and motivate communities to take actions towards making our world a better place, as it is 'OnlyOneEarth'.

The on-ground activities included a *Bal Mela*, which was conducted under the Hriday Project funded by LIC Housing Finance in three remote villages of Sonbhadra district, Uttar Pradesh; celebrations at vocational training centres in Jaipur and Noida; plantation drives and other activities in Indian Micro Enterprises Development Foundation-Scheme of Fund for Regeneration of Traditional Industries (IMEDF-SFURTI) clusters; and a social media campaign on platforms including Facebook, LinkedIn, Twitter, and Instagram.

The detailed activities are given as follows:

World Environment Day Celebrations in IMEDF-SFURTI Clusters

The World Environment Day 2022 was celebrated by the farmers and artisans of Indian Micro Enterprises Development Foundation-Scheme of Fund for Rejuvenation of Traditional Industries (IMEDF-SFURTI) clusters located across India. IMEDF is the Social Enterprise Development Vehicle of the Development Alternatives Group and is a nodal agency for the Ministry of Micro, Small and Medium Enterprises' SFURTI.



In Alwar, Rajasthan, a plantation drive around the newly constructed Common Facility Centre (CFC) was organised by the Tijara Fruits and Vegetable Cluster



BR HILLS WILD BEE HONEY CLUSTER
Chamarajanagara District, Karnataka
Celebrating
World Environment Day

By providing protective gears to honey harvesters

Date: 05-06-2022
Time: 11:00 am
Venue: ATREE, BCCC

Shree Biligiri Rangaswamy Soligara Samskarana Sangha (R)
Yarakangadde Colony, Biligiri Rangana Beta, Yallandur, Chamarajanagara District

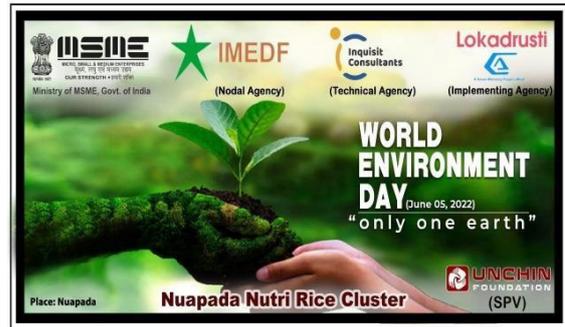
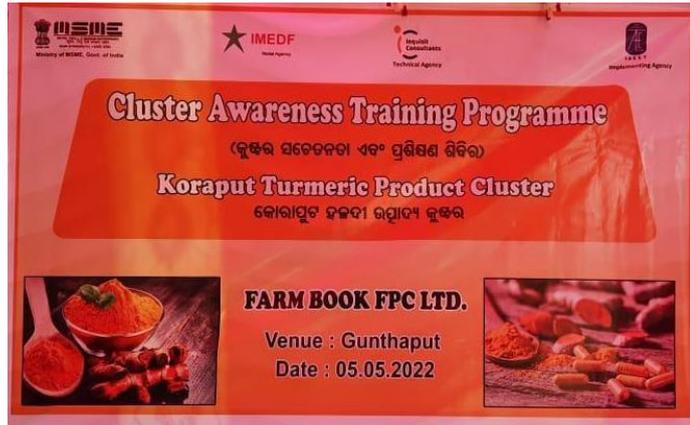
The BR Hills Wild Bee Honey Cluster in Chamarajanagara district, Karnataka distributed protective gears and storage cans to honey harvesters



The Labpur Banana Fibre Crafts Cluster in Birbhum district, West Bengal organised a plantation week from May 30 to June 5, 2022



The Banki Aromatic Cluster located in the Banki block of Cuttack district, Odisha celebrated the auspicious occasion by organising a plantation drive in the locality



At the two newly sanctioned clusters of Koraput Turmeric Cluster and Nuapada Nutri Rice Cluster in Odisha, an awareness drive was organised for the farmers about SFURTI. Saplings were also planted by the members of both the clusters to encourage them towards environment conservation.

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World Environment Day 2022 Celebrations at Vocational Training Centres in Jaipur and Noida

The World Environment Day was celebrated at our vocational training centres in Jaipur and Noida from 2 to 10 June, 2022, to create awareness on restoring our planet and planning for a cleaner future. The celebration coincided with a 9-day social media campaign run by Development Alternatives to create awareness on restoring our planet on the occasion of the World Environment Day. All the activities conducted were in line with the theme for 2022, i.e., ‘Only One Earth’.



Participants along with the posters that they created on World Environment Day, 2022

In addition to the day-to-day vocational training being conducted, there were different activities planned for the trainees for each day during the campaign.

The activities included:

- Day 1- introduction to the campaign, about the theme, ‘Only One Earth’ and the hosting country - Sweden, and other related facts;
- Day 2- World Environment Day poster-making activity to share thoughts and understandings on the relevance of the day;
- Day 3- slogan writing competition;
- Day 4- Environment Day quiz, for which trainees were divided into teams to answer the general questions on the Environment Day and other related activities around the world;
- Day 5- essay writing competition on the theme ‘How they can save the Earth’. The trainees highlighted various important issues, including the use of recyclable products, organising awareness

sessions in schools and colleges that can help change the mindset of the youth and encourage them to practice environment-friendly behaviour, using bicycles more than motor vehicles, planting trees, saving water and electricity at home, among others;

Day 6- a debate between the trainees, who were divided in to two teams. During the debate, one team took the side of the need for a healthier environment while the other supported urbanisation;

Day 7 (last day)- sharing of ideas/practices that can be adopted in our day-to-day life to help restore the environment. The trainees listed the practices they followed such as keeping water for the birds to save them from the heat, planting indoor and outdoor plants, segregation and disposal of the waste generated at home, and throwing packaging and waste after consumption of packaged food and other items in dustbins only.

Activities conducted during the campaign helped enhance the awareness among the youth who are expected to influence others as well.

Every small step to make progress towards a larger goal is useful. The activities not only help the younger generation to understand the impact of everyday practices of human beings on the environment, but also drive them to adopt better and sustainable alternatives. Also, the activities helped in building ownership among the trainees for adopting environment-sensitive practices.

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Children Celebrate World Environment Day in Three Villages of Sonbhadra as Part of Hriday Project

A Bal Mela was organised to celebrate the World Environment Day under the Hriday Project funded by LIC Housing Finance. It was organised in three remote villages - Doomar, Gidhiya, and Chachi Khurd in the Sonbhadra district. Hriday is an integrated village development project, which is operational in five villages - Chachi Khurd, Doomar Gidhiya, Kota, and Negai. The villages are situated 60 km far from their district headquarters in Sonbhadra. The project aims at holistic development of the villages, focusing on education, infrastructure development, health, natural resource management, and community empowerment.

Sonbhadra is an aspirational district and the five villages are situated between the Vindychal and Kaymur hills, where the terrain is mostly rocky. It is inhabited by tribal communities, whose primary occupation is agriculture. Due to its geography, parts of these villages do not have access to clean drinking water, thus, the women and children of these villages have to travel to fetch water for their households. Hence, the children are usually occupied with household activities and drudgery, and do not go to school. Furthermore, the infrastructure of these schools is very poor and the number of children attending the schools is extremely low.

The Bal Mela aimed to upsurge the inclination of children towards the school curriculum and make them aware of the importance of the environment and environmental conservation.

For the Bal Mela, we conducted door-to-door mobilisation in the villages to inform the community about the venue and schedule for this event. It was organised in village schools, where children were introduced to the Hriday project and the Bal Mela. This was followed by the listing of the event's agenda and a formal introduction with each other. To highlight the environmental issues and the need to save the environment, a drawing competition on the theme of 'Environment' was organised, wherein approximately 400 children of ages between 6 and 16 years participated. For this competition, we distributed drawing sheets and stationary items to the children. The students were divided under three categories: the first category included participants from classes 1 to 5; the second category included students from classes 6 to 8; and the third category included students from classes 9 to 10.



Winners and participants were felicitated with prizes and participation certificates, respectively.



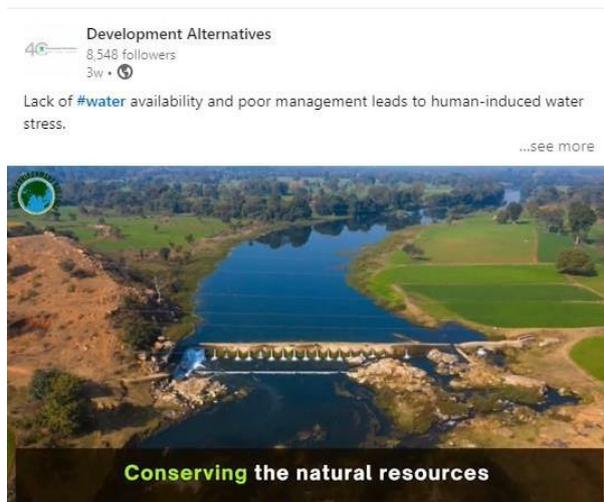
Winners and participants were felicitated with prizes and participation certificates, respectively.

During the competition, the participants touched on many aspects related to the environment in their paintings such as saving trees, green buildings, green cities, and environmental degradation. The children accurately represented the dangers of harming the planet as well as highlighted the uniqueness of our planet in their paintings. The competition was like an indulgence for the little painters and the spectators as well. The best three drawings were felicitated with prizes and certificates. Also, every participant was gifted stationery items and a refreshment packet.

These children were elated to be part of such an event and shared that they want to participate in more such events in near future.

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World Environment Day Celebrations through Social Media Campaign



Social media campaign on World Environment Day

With an aim to propagate a cleaner and greener future for all Earth dwellers, on the occasion of World Environment Day 2022, we ran a 9-day social media campaign from 2 to 10 June, 2022. The campaign ran on all our social media platforms including Instagram, Twitter, LinkedIn, and Facebook pages. The campaign included messages, interactive games, videos, polls, etc., which focussed on sustainable future for all. Through the campaign we reached out to the online audience to raise awareness about the environmental crisis and the necessary steps to conserve and repair Earth.

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