

# LEADearthSHIP

Phase I (2013-14)

## Projects by LEADearth Fellows 2013-14

An important component of the LEADearth Fellowship involves designing and implementation of Projects by the Fellows in groups of 3 Fellows each. The 8 resultant Projects by Fellows from the first batch of the programme focused on impacting various population groups on diverse topics ranging from Green Consumerism to Waste Management etc.

### Projects based in Delhi

#### **E3- Environment, Education, Empowerment**

##### **Project Team:**

Riddhima Yadav, Yale University

Shreyak Mahajan, Maharaja Agrasen Institute Of Technology, GGSIPU

Prerna Sood, Delhi College of Arts and Commerce, University of Delhi

##### **Context:**

With more than 60% of India's population under the age of 35, it is a wonder that the youth remain a largely neglected constituency at most levels of decision- making. As India stands on the cusp of development we need to make some hard choices in keeping up with the global environmental debate. This calls for making the matter relevant for rural young Indians who want to understand what they can do beyond just policies or negotiations.

E3 was an attempt to bridge the gap between discussion and action through making climate change a household topic by reaching out to schools. The project essentially aimed at developing 'environmentally conscious minds'.

##### **Target group:**

E3 aimed to educate the youth in the age bracket 16-25 in rural/semi-urban schools.

##### **Key Activities:**

###### **a) *Module Creation and Program Planning:***

The project concentrated on three major concerns namely Energy, Biodiversity and Water. After analyzing the basic understanding of the target audience, the team at E3 designed their own modules based on traditional games and created a set of games and activities for each topic.

###### **b) *Educational Sessions:***

The project team identified and conducted educational sessions in five institutions in the rural and semi-urban areas of Delhi NCR. These institutions include Samarpan School in

Kishangarh, Ideal Academy in Karol Bagh, Lakshyam School in Vasant Kunj, Deepalaya School and Manzil Learning Centre.

c) **Feedback and recording:**

**Blog:** Regular updates of the sessions held by E3 appeared on their blog. Blog link: <http://e3-leadearthship.tumblr.com>.

**Feedback surveys:** In order to gauge the impact of their activities, E3 designed and implemented feedback surveys.

**Video:** The project team also created a video encompassing the enriching journey of the fellowship. **Outreach and Outcome:**

Project E3 developed quality-training modules on Energy, Biodiversity and Water. Its educational sessions directly and indirectly impacted close to 1500 youth over the tenure of the Fellowship.

## EcoArt

### Project Team:

Shaurya Patel, Delhi College of Arts and Commerce, University of Delhi

Paridhi Rustogi, Delhi Technological University

Rohit Sadaphal, The Energy and Resources Institute (TERI) University

### Context:

Sustainability is the buzzword of the 21<sup>st</sup> Century. While sustainable ideas are explored and debated, they become increasingly complex and unapproachable to common people. Eco Art aimed to bring discussions of environmental concerns from closed conference rooms to colleges and schools through art so as to ensure that the future leaders of tomorrow are aware and adopt eco-friendly measures in their everyday lives.

The project successfully utilized Film, sculpture, dance and art as mediums to integrate fun and learning together and to ensure an understanding of issues like waste management, carbon emissions, sustainable consumption and equitable growth.

### Target Group:

EcoArt aimed to inculcate a feeling of protectiveness towards the planet in young adults in the age range 14-22.

### Key Activities:

a) **Zeitgeist:**

Zeitgeist, the photoblog of EcoArt, served as a platform for budding photographers and illustrators from colleges across India. The blog featured the views of 13 artists on sustainability and environment. Blog link: [art-leadearthship.tumblr.com](http://art-leadearthship.tumblr.com)

b) **Flash Mob:**

To connect the rhythms of our heartbeats in unison for the common good of the planet, EcoArt organised a Flash Mob at Antardhwani 2014, the Delhi University Fest.

**c) Sustainability through Celluloid:**

EcoArt held movie sessions at TERI University for underprivileged kids from around the Campus. The movies were centered on sustainability and were sourced from TERI's archives of documentary and animation movies.

**d) Sustainability at School:**

EcoArt conducted an organic colour making workshop and activities at Spring Field Inter College, Agra to start a dialogue on sustainability with the students in the college.

**e) My Planet, My Life:**

In an attempt to understand the dreams and the lives of the less fortunate amongst us through their eyes, the project group hosted a drawing competition in TERI University for underprivileged children from around the campus.

**f) Make Of It What You Will:**

'Make Of It What You Will' was an art installation featuring 7 skulls made out of E-Waste, which drew attention towards the huge amounts of E-Waste that we are unconsciously generating. The installation was displayed at Delhi College of Arts and Commerce and at Raahagiri, a community fair in Gurgaon.

**g) Fingerprint:**

Fingerprint was a participative art canvas composed of fingerprints of people. The fingerprints signified a silent pledge on their part to take responsibility for their actions.

**Outreach and Outcome:**

EcoArt successfully sensitized close to 2000 people through its on-site activities and online presence and has designed a sculpture series comprised of 7 skulls made of e-waste, and an art canvas during the four months of the Fellowship programme.

## **ParyaVision**

**Project Team:**

Shipra Bharati, Hindu College, University of Delhi  
Ankit Tulsyan, The Energy and Resources Institute (TERI) University  
Manav Seth, Delhi College of Arts and Commerce, University of Delhi

**Context:**

With the increasing influence of capitalism, consumerism is on the rise. Green consumerism refers to recycling, purchasing and using eco-friendly products that minimize damage to the environment.

ParyaVision's objective was to assess the awareness level among consumers about Green Consumerism and to promote the concept of Green Consumerism and Green Living. The ParyaVision team strongly believed that small changes in consumer behavior and lifestyle can make the planet sustainable.

**Target group:**

The urban consumer base of Gurgaon, especially the decision-making members of the family formed the major target audience of ParyaVision.

**Key Activities:****a) Partnerships with Major Departmental Stores of Gurgaon:**

ParyaVision collaborated with certain major departmental stores in Gurgaon including Reliance Fresh in Sector- 29, Reliance Super in DT Mega Mall, MORE Megastore on Sohna Road and Galleria Market in DLF Phase- IV, Gurgaon.

**b) Activity Stalls:**

Starting on February 9<sup>th</sup>, ParyaVision set up stalls on every Sunday for 8 weeks to interact with the consumers and to gather responses to their survey.

**c) Survey on Green living and Green Consumerism in partnership with GPNI (Green Purchasing Network India):**

With assistance from GPNI, ParyaVision created and carried out an exhaustive survey to test consumers' awareness levels in areas like green living and green consumerism.

**d) Photo Competition:**

ParyaVision held a pan-India photo competition centered on environmental concerns. They also partnered with an online student portal, University Express, for publicity.

**e) Facebook Portal:**

ParyaVision had a marked presence on Facebook with its page, which served as a space to share pictures, video messages and tips for a green living etc.

Facebook: [www.facebook.com/paryavision](http://www.facebook.com/paryavision)

**Outreach and outcome:**

ParyaVision's reach extended to more than 1000 people through direct engagements and conversations while the initiative inspired another 5000 people through its regular online presence. The results of their survey were significant and defy popular notion. In addition to spreading awareness about green practices amongst the residents of Delhi NCR there has been a visible difference in the perspectives and practices of the three fellows supplemented by an increase in knowledge about recycling, Green living and sustainability.

**BOOND****Project Team:**

Sankarshan Talluri, Hindu College, University of Delhi  
Sarah Mishra, Jesus and Mary College, University of Delhi  
Mohini Thakur, Miranda House, University of Delhi

**Context:**

India's demand for water by 2025 is estimated to be 1093 billion cubic meters, which indicates an impending water crisis. Recycling grey water is a very promising solution to address this issue. On monitoring water consumption patterns in the laboratories of Miranda House and Hindu College

at the University of Delhi, the Project members found that 60% of water disposal in laboratories is unnecessary and avoidable. Thus, BOOND envisaged zeroing in water wastage in the form of grey water in order to sensitize the students and also save the thousands of liters of water wasted every day.

**Target group:**

Project BOOND reached out to school and college students in the age group of 16-21.

**Key Activities:**

**a) Proposal:**

To seek support from the Hindu College and to get the necessary permission, the team developed a proposal, which was approved by the college authorities.

**b) Research:**

The project members analyzed the quality of grey water from the Chemistry laboratories of partner colleges and assessed the possible solutions to treat it.

**c) Working model:**

After thorough research and consultations with the Central Pollution Control Board (CPCB) and Amba Consultants in Faridabad, BOOND worked on several working models of the plant including one running on solar energy, which uses nano-particles to purify waste water.

**d) Photo-Contest:**

To sensitize the youth towards water problems, the project held a photography contest themed on 'Boond-Each Drop Counts'. For promoting the contest, BOOND partnered with student newspapers like DU Beat and made use of online spaces like Facebook and blogs.

Blog Link: [www.projectboond.wordpress.com](http://www.projectboond.wordpress.com)

Facebook: [www.facebook.com/projectboond](http://www.facebook.com/projectboond)

**Outreach and outcome:**

Project BOOND directly impacted more than 1000 people and touched another 85000 people through online activities. The Project team also developed a blueprint for treating and diverting grey water from the laboratories for re-use.

## **SoS- Spaces of Sustainability**

**Project Team:**

Anmol Kamra, Sri Guru Gobind Singh College Of Commerce, University of Delhi

Aditya Bali, AIB (Amity Institute of Biotechnology) Amity University, Noida

Harshita Kulshreshtha, Sri Venkateshwara College, University of Delhi

**Context:**

At an earlier point in human history, the environment largely determined the shape of the society. Today the opposite is true: human activity is reshaping the environment at an ever –

increasing rate. The parts of the environment unaffected by human activity are getting smaller all the time. Since society can never be larger than the environment there is a need to adopt green practices.

**Target group:**

Students, slum children, adults, maintenance staff, visitors in the market and people availing sports facilities etc.

**Key activities:**

**a) *Nirvaha:***

A 'hanging garden' formed the concept of Nirvaha, which explored the idea of upcycling waste plastic bottles to a pot for planting trees. The project members received numerous requests from people to redo a similar garden in their homes.

**b) *DDA Sports Complex Audit:***

SoS members conducted a thorough audit of a selected DDA Sports Complex and calculated its carbon prints. The group offered suggestions to the authorities on making the complex more environment friendly.

**c) *School makeover:***

SoS successfully remodeled a school for underprivileged kids by using waste material like loose wood, thermacol cups, unused paints, etc.

**d) *Hygiene picnic:***

Through storytelling and games, SoS organized a hygiene picnic for teaching slum children about personal hygiene like hand washing and bathing daily. Free hygiene kits including a toothbrush, toothpaste, soap, comb, etc., were distributed by the project members to participating kids.

**Outreach and outcome:**

Project SoS successfully touched the lives of 3500 individuals and lead people to think green and to reuse waste material. Acting on the suggestions submitted by the group, the DDA Sports Complex has recently been in news for their environment-friendly ways of generating power.

**Projects based in Pune**

**Janani**

**Project Team:**

Gayatri Mohite, Sadhana Centre for Management and Leadership Development (SCMLD), Pune  
Pravin Nikam, Sir Parashurambhau College, Pune  
Siddharth Bhagwat, Ferguson College, Pune

**Context:**

Policies alone will not bring about sustainable development; it requires to be taken up by society at large as a guiding principle in the many choices that each citizen makes. This requires profound changes in thinking, in economic and social structures and in consumption and

production patterns. With rapid urbanization, as urban areas develop, an increasing divide gets created between the “haves and the have-nots”. So while targets have been set and individual cases show that progress can be made, the circumstances are dire enough that if we, as a planet, do not take hold of this emerging trend, the small, positive steps will seem fruitless.

Janani planned to take all these stakeholders on board and work towards Environmental Sustainability.

**Target Group:**

Janani reached out to school students, District Youth Heads of Maharashtra, Apanach NGO, Pune Football Club, Organizations like Snehalaya, Paritranya, Women Self Help Groups and Volunteers.

**Key activities:**

**a) Leadership Talks:**

Janani team members Pravin Nikam and Siddharth Bhagwat delivered a talk on the Role of Leadership in Sustainability and Agriculture at Youth Leadership and Community Development (TYLCD)- a workshop organized by the Nehru Yuva Kendra, Government of India.

Janani team member Siddharth Bhagwat delivered a talk on Youth Leadership and Sustainable Development at the TRASH Festival conducted at DES school, Pune as a part of Project SEARCH initiated by TERI and Tetra Pak.

**b) Sensitization Drive:**

Project Janani organized a drive on promoting reuse of waste paper during an I-league Football game between Pune FC and Shillong FC at the Balewadi Sports Complex, Pune.

**c) Paryavaran Dost:**

Janani initiated Paryavaran Dost with Paritranya NGO. Janani attempted to ingrain interest in children for voluntary sapling planting, by making them understand the function of forests and wildlife and its role in the context of global ecological balance.

**d) I-Pledge Contest:**

To spread awareness on combating Global Warming and Climate Change, Janani started the ‘I-Pledge’ Contest, which awarded exciting prizes to people for following a pledge that they made towards the environment. Facebook link: <https://www.facebook.com/pages/Janani/657640610953200>

**e) Experts’ Advice:**

To invite further suggestions, Janani organized a discussion and shared its project concept with eminent social activists, educationalists, Government Officials and UNESCO Resource Persons.

**f) Waste Paper Collection Drive:**

Janani successfully collected and recycled 25 kg of Newspapers and made 300 paper bags from them with the help of volunteers and women Self Help Groups.

**Outreach and outcome:**

Project Janani directly and indirectly imparted a sustainable ideology and way of thinking amongst more than 2500 school students and in people from all walks of life.

## Two Sides of the Same Paper

**Project Team:**

Supriya Barve, Sir Parshurambhau College, Pune

Rajashree Nabar, Institute Of Management Developmant And Research (IMDR), Pune

Sidharth Subramaniam, Fergusson College, Pune

**Context:**

The project members of 'Two Sides of the Same Paper' have taken inspiration from a similar activity conducted during the LEADearthSHIP Orientation Week, October 2013. Understanding its success and its impact on the school students motivated them to explore and expand it further.

**Target group:**

Underprivileged students, teachers and the individuals who have donated paper to the project constitute its target audience.

**Key activities:****a) *Papier-mâché Workshop cum Climate talk:***

The project members integrated the concept of climate change with a 2-day papier-mâché workshop. The group organized these unique workshops at a school for slum children.

They also conducted talks in the same school on climate change and possible solutions for the reduction of climate change.

The Project Fellows also held a small session on making papier-mâché at Bal Bhavan.

**b) *The other side:***

The Project team successfully collected one-side used A4 sheets from various organizations and put them to use by making 60 pages notebooks out of them. These notebooks were distributed to the underprivileged school.

**Outreach and outcome:**

'Two Sides of the Same Paper' has directly impacted an estimate of 160 people in its short duration. It has imbibed sustainability as a core value amongst the targeted youth through their pro-active participation.

## Santulan

**Project Team:**

Anusha Mahajan, Ecological Society, Pune

Sameer Nagnur, Sadhana Centre for Management & Leadership Development, Pune

Payal Gunaki, Bharatiya Vidyapeeth Institue of Environmental Education and Research, Pune

**Context:**

Pune generates approximately 1700 MT of garbage on a daily basis and a majority of this waste gets dumped in Devachi Uruli, a dumping site at Pune. Consequently, the villagers remain extremely inconvenienced due to the dumping vehicles, the rotting smell of garbage, the unhealthy medical conditions and the soil and water pollution. With growing consumerism, the volume of garbage will also see a sharp increase thereby putting additional pressure onto existing dumping areas and forcing us to look for new sites. As such, it becomes essential to create awareness amongst citizens and to put sustainable Solid Waste Management systems to use.

Achieving a balance between the three entities of Citizens, Government and Companies was the objective of Santulan.

**Target group:**

Santulan estimated to impact local citizens of Pune with a special focus on housing societies.

**Key Activities:****a) Research:**

The Santulan team met with various stakeholders of the waste collection, segregation and management process in Pune. The organizations include SwaCH, Nitira Plastics and Engg. Pvt. Ltd., Clean Garbage Management Pvt. Ltd. and Hanjer Biotech Energies Pvt. Ltd.

**b) Field Visits:**

In order to analyze and validate their research findings, the group members made continuous field visits to Ishita Rohan Residential Society in Mundwa, Pune, Biogas plant at Katraj and Phursungii- Devachi Uruli dumping site.

**c) Awareness Campaign:**

Santulan members visited schools, residential societies and took part in social events, during which they made an attempt to connect with large audiences who could hear out their words that signified the importance of our ecosystem and its care.

**Outreach and outcome:**

The Project members of Santulan directly impacted more than 400 people. The group, in its research, has identified and addressed some major lacunae in the Solid Waste Management System of Pune. Santulan members have also been successful in connecting their target citizens to recyclers thereby, facilitating reduction and recycling of waste.