

# “Save Energy-Save Earth” Awareness Program

(International Environment Day)

## BACKGROUND

5th of June is celebrated as the World Environment Day and the week from 5<sup>th</sup> to 11<sup>th</sup> of June as the “World Environment Week” in collaboration with UNV, IEEE (Institute of Electrical and Electronics Engineers) and many other organizations.

Many organizations all over India consider joining hands in order to collectively organize campaigns on issues related to Corporate Sustainability and Environmental matters to have a larger reach and greater impact on such issues.

IEEE Delhi Section and UNDP – UNV also decided to come together on this occasion to celebrate World Environment Week on 7<sup>th</sup> June as an awareness drive on the Global Warming issue, specifically targeting domestic measures to control it.

The event was organized under the leadership of Ravindra Joshi, AGM, NDPL-Tata Power JV, Chair, Standing Committee on HTC (Human Technology Challenge) of IEEE

IIT Roorkee Alumni Association, Power Grid Corporation of India Ltd (PGCIL), Gas Authority of India Ltd.(GAIL), Delhi Tourism, and Wave Cinemas readily agreed to participate as co-sponsors.

Young enthusiasts from various colleges including IITs, DCE, NSIT, DU, IP University actively participated in this event as volunteers.

The drive was organized in various Group Housing Societies of Rohini and other parts of Delhi. The sole purpose of this drive was to bring about wakefulness on **Conservation of Fuel, Water and Electricity** amongst common households. A total of 9 societies in different areas were covered throughout the day. About 300 residents attended this event with keen interest and participation.

The same way volunteers organize a drama on Environment Awareness Drive at Dilli Hat, Pritampura on 5 July as well on the occasion of Mango festival being organized by Delhi Tourism. About 500 people including women and children participated in the event.

## **OBJECTIVES**

- To create awareness at the domestic level about Conservation of
  - a) Fuel
  - b) Water
  - c) Electricity
- To create awareness about Global Warming and its harmful effects
- To discuss with them measures one can take to bring about big changes
- To encourage youth involvement in environmental issues and its conservation.

## **METHODS AND MATERIALS**

- Volunteers were divided into groups and given several tasks involving preparation and implementation of the event.
- A power point presentation on this issue was prepared and presented to the audience.
- More focus was given on the interactive session between the participants and the audience.
- A total of 9 societies in different areas were covered throughout the day.



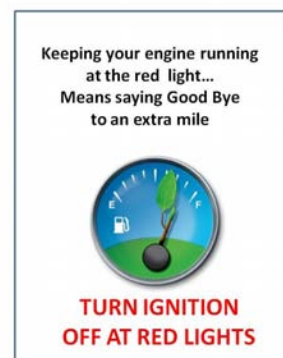
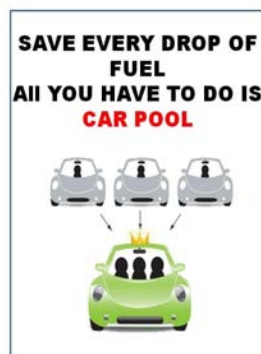
- Prior to the event, door to door invitation was given to the residents.
- Personal details of the attendants were also taken for future reference in order to check the implementations of the measures discussed.



- The banner, prepared by the volunteers, caught healthy attention and was helpful in pulling the crowd.
- At the end of every presentation stickers and car hangings, displaying simple yet effective methods of conserving the three important resources, were handed out to the audience.



The stickers were designed by the team in such a manner that the recipients would use these stickers and hangings on switchboards, washbasin mirrors and car rear view mirrors, where they would act as continuous reminders to carry out the measures, such as turning off ignition at the red light and turning off taps while brushing teeth etc.



## **LOCATIONS**

The following locations were covered –

- 1) New Swastik Aptt ( Sec 9 , Rohini )
- 2) Chanakya Aptt ( Sec 3 , Rohini )
- 3) Navyug Aptt ( Sec 9 , Rohini ).
- 4) Arravali Kunj ( Sec 13 , Rohini )
- 5) B Block market place ( Sec 18, Rohini )
- 6) Sector 6, Rohini
- 7) Defence Enclave
- 8) Geeta Aptt
- 9) Satya Sadan, Satya Marg, Chanakyapuri

In order to target maximum crowd, society community halls , parks and local markets were chosen to put up the presentations.

## **DURATION**

The event started at 9 am and lasted till 8:30 pm.

## **NATURE OF PARTICIPANTS**

This program was organized with the active participation of around 45 young enthusiasts, most of whom are students from educational institutions like IIT, Delhi University, Delhi College of Engineering, NSIT, GGSIPU etc.

IEEE Delhi Section, UNDP-UNV, IIT Roorkee Alumni Association, Power Grid Corporation of India Ltd (PGCIL), Gas Authority of India Ltd.(GAIL), Delhi Tourism, and Wave Cinemas were the organizations which were part of this noble cause.

## **BENEFICIARIES**

Residents of societies where the drive was conducted.

## **IMPACT AND SUSTAINABILITY OF THE INITIATIVE**

- The impact of the presentation was of such intensity that we received instantaneous responses from the audience.
- In almost every society a few members from the audience, after the presentation , volunteered to accompany the team in order to contribute towards the cause.
- The members themselves gave a handful of facts and tips making the session more interactive and also urging the others to employ these measures in their daily lives.

- The stickers and car hangings distributed by the volunteers were well appreciated and would help serve as reminders for the people to incorporate the measures efficiently.
- The stickers were also put up at various places in the societies such as notice boards, lifts , corridors , etc.
- On the occasion of the international volunteer day, massive tree plantations have been planned to take place across the country.
- There are more such events in the pipeline as collective effort.

### **INTERESTING TITBITS**

During the presentation, one of our team members climbed a peepal tree and immediately many people told him to come down as it is against our religious ethics. A member from the audience pointed out that if we display such strong reactions towards people harming the environment as well, we can do wonders in conserving environment.

A child participant from the audience added his opinion in front of all present stating “If we do not care for mother earth today then tomorrow she will make us suffer”!!!