



Awareness Activities Report OCT-DEC 2024



**Consumer Education and Research Center
EIACP PC RP**

INTRODUCTION

The CERC EIACP PC RP, Gujarat highlights key environmental initiatives, awareness programs, and community engagements promoting sustainability during October-December 2024. With a focus on Mission LiFE, waste reduction, biodiversity conservation, and sustainable living, this report showcases impactful activities such as educational sessions, plantation drives, competitions, and eco-friendly campaigns. These efforts reflect our commitment to fostering environmental responsibility and empowering communities to take meaningful action for a greener future.

MONTH - OCTOBER

Science Carnival organized by the Bureau of Indian Standards at Kendriya Vidyalaya Sahibagh, Ahmedabad. **Over 2500** students were enlightened about food adulteration and Mission LiFE activities, including organic farming, solar energy, ecolabels, and environmental conservation. Together, we are nurturing informed choices for a sustainable and healthier future.



CERC celebrated World Standards Day in collaboration with BIS. Ms. Anindita Mehta (COO CERC, Coordinator CERC EIACP) talk as the Keynote

speaker focused on the theme of the day" Shared vision for a Better World: Spotlight on SDG9 which focuses on building resilient infrastructure, promoting inclusive and sustainable industrialization and fostering innovation.



On International E-Waste Day, Dr. Neel Talati, Program Officer at CERC EIACP PC RP, sheds light on Gujarat's innovative step towards sustainability by using plastic waste for road construction. A major leap in reducing plastic waste while building a sustainable future.



CERC EIACP conducted a millet awareness session at Sheth Amulakh Vidhyalay, Gota, to promote healthy and sustainable food practices. The session highlighted the nutritional benefits of millets like ragi, bajra, and jowar, as well as their importance in sustainable agriculture and food security. Following the session, students were inspired to form the CERC EIACP, aimed at spreading awareness about millets and supporting eco-friendly initiatives within the school community. This initiative encouraged students to adopt healthier, more sustainable food habits.



The Earth Mega Mall was successfully organized at CERC India, showcasing a collection of clothes gathered during the Green Action Week. The event aimed to promote the principles of reduce, reuse, and recycle while providing

support to the workers in the complex. A dedicated stall was set up at 10th Floor, allowing workers and their families to select clothing, stationary, toys, nurturing a sense of community and sharing. This initiative not only assisted those in need but also emphasized the importance of sustainability and responsible consumption.



MONTH: NOVEMBER

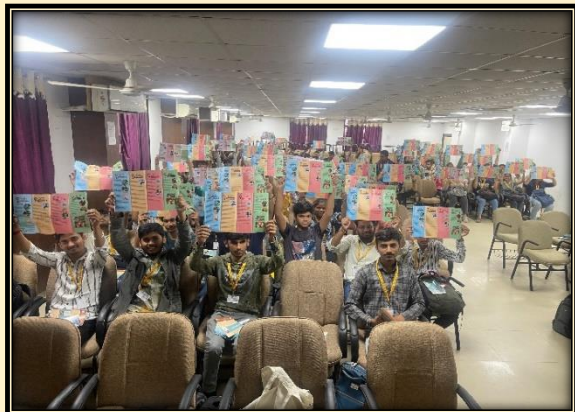
Satish Sir from Hyderabad conducted a comprehensive survey on the adoption of rooftop solar panels, a concept that has seen significant success in Gujarat. The survey included interviews with both users and non-users of solar panels to understand the advantages, limitations, and prevailing mindsets regarding this sustainable energy solution. Users highlighted benefits such as reduced electricity bills, energy independence, and environmental impact, while non-users cited concerns like high installation costs, lack of awareness, and maintenance challenges. A focused discussion on the survey findings was hosted by CERC, aiming to promote rooftop solar awareness and address barriers to adoption in Gujarat. The insights from this interaction will contribute to designing targeted initiatives for wider acceptance of solar energy in Telangana.



On 16th and 17th November 2024, a heartfelt tree plantation drive was carried out under the Ek Ped Maa Ke Naam initiative, in collaboration with Gayatri Parivar, Anand, Gujarat. A total of 31 native saplings, including Neem, Kadam, Kachnar, Peepal, Kesudo, and Banyan, were planted. Each tree symbolized hope for a greener tomorrow and a step towards healing the planet. The drive brought together individuals united by their love for the environment, turning this effort into a celebration of life, growth, and community spirit.



CERC EIACP PC RP hosted an engaging session on Environmental Concerns at the College of Technology, Silver Oak University, Ahmedabad, with **273 students participating** in the session emphasized the importance of sustainable living. Mission LiFE awareness materials were also distributed to inspire eco-friendly actions among the students.





On 29th November 2024, CERC EIACP PC RP conducted an **Mission LiFE Awareness Session** at the College of Technology, Silver Oak University, Ahmedabad. The session highlighted sustainable living practices and the importance of adopting eco-friendly habits. Mission LiFE Pledge was taken by participants, reaffirming their commitment to environmental conservation. Awareness materials were also distributed to inspire everyday actions for a greener future. The session featured an insightful lecture by Hiren Chaudhari, who emphasized practical steps to make sustainability a way of life.



CERC EIACP PC RP conducted an engaging Reptile Education Program at the College of Technology, Silver Oak University, where **167 students** explored the fascinating world of snakes found in their region. The session emphasized species identification, their ecological importance, and essential first aid for snake bites, empowering students with the knowledge to coexist safely with these remarkable creatures. Together, we're nurturing awareness, respect for wildlife.



MONTH: DECEMBER

CERC EIACP PC RP, Gujarat organized an impactful Awareness Session on mission life at **Kaival Gyan Mandir, Movasa, Ta. Gandevi, Dist. Surat** on 3rd December 2024. **150 Locals** joined hands in promoting eco-friendly lifestyles and sustainable living. The session emphasized small but significant changes in daily habits to create a positive environmental impact. Informative awareness material was distributed, and a pledge was taken to actively adopt eco-conscious practices for a greener future.



As part of the “**Ek Ped Maa ke Naam**” campaign under Mission LiFE, CERC EIACP PC RP, Gujarat organized a plantation drive at **Kumkotar Primary School, Ta. Mahuva, Di. Navsari** on 3rd December 2024. With **89 students** participating, **40 plants** were planted, fostering a commitment to environmental conservation. The session also highlighted ecolabelling and its role in identifying eco-friendly products. Mission LiFE awareness materials were distributed, and participants took a pledge to embrace tree planting and sustainable living practices.



CERC EIACP PC RP, Gujarat organised another plantation drive with the Kumkotar **Youth Group at Kumkotar Village, Ta.Mahuva, Di.Navasari** on December 3rd 2024. The drive involved **24 young participants** who were made aware of the critical importance of trees in maintaining ecological balance. The event not only focused on tree planting but also discussed the broader impact of deforestation on our environment. Following the event, participants took a pledge to actively engage in environmental conservation efforts and promote sustainability in their communities.





CERC EIACP PC RP, Gujarat carried out an awareness session at **Dangi Hotel**, Ta. Vandsa, Dist. Navsari on December 3rd 2024. The event involved **15 people**, including the hotel owner, staff, and customers, where they learned about the nutritional and environmental benefits of millets. This session aimed at promoting millets as a sustainable agricultural product, encouraging both health-conscious and eco-friendly choices. Participants received awareness material and took a pledge to incorporate millets into their diet and support sustainable food choices.



CERC EIACP PC RP, Gujarat organized an awareness session at **Shree Sukhanand Uttarbuniyadi Vidhyalay in Balethi Village, Ta.Mandavi, Di. Surat** on December 4th 2024, attended by **316 Students** . The session focused on Mission LiFE and the importance of adopting eco-friendly products in our daily lives. It encouraged students to make informed decisions regarding their environmental impact by choosing products that are

sustainable and less harmful to the planet. students received awareness material, and a pledge was taken to integrate eco-friendly practices into their lifestyle.



CERC EIACP PC RP, Gujarat conducted an educational session at **Balethi Primary School in Balethi Village, Ta.Mandavi, Di.Surat** on December 4th 2024, with **112 Students**. The event focused on stories about wildlife conservation, the importance of trees, and how both are interconnected in maintaining a healthy ecosystem. Students were inspired to recognize the value of nature and how they can contribute to preserving it. Awareness material was distributed, followed by a pledge to protect wildlife and plant more trees to contribute to a sustainable environment.



CERC EIACP PC RP, Gujarat organized an informative session **at Aashram School Godadha, Ta. Mandvi, Di. Surat** on December 4th 2024, where **126 Students** learned about reptile identification, the dos and don'ts when encountering reptiles, and the significance of reptiles in ecological balance. The session also tied in with the larger Mission LiFE initiative, emphasizing the need for environmental conservation and promoting awareness about biodiversity. Awareness material was distributed, and participants took a pledge to respect wildlife and contribute to eco-friendly practices.



CERC EIACP PC RP, Gujarat organised an awareness session with the **Godadha Youth Group in Goddha Village, Ta. Mandvi, Di. Surat** on December 5th, where **18 people** were educated about eco-friendly products and reducing plastic waste. The session encouraged young people to take responsibility for their environmental impact and make conscious choices to reduce plastic consumption. Through discussions and shared knowledge, the locals pledged to adopt sustainable practices and encourage their peers to do the same. Awareness material was distributed to further support their efforts.



CERC EIACP PC RP, Gujarat organized a session at **Godasamba Kumar Primary School in Godsamba Village, Ta. Mandvi, Di. Surat** on December 5th, 2024. With **180 students**, the focus was on Mission LiFE and the Swacchata Action Plan, educating students about the importance of cleanliness, waste management, and adopting sustainable living practices. The session inspired the students to actively participate in keeping their environment clean and contribute to a sustainable future. Following the session, participants took a pledge to adopt Swacchata practices and contribute positively to their community and environment.



CERC EIACP PC RP conducted an insightful session for the students of **Gujarat Vidyapith and LJ University, focusing on the types of waste and ways to reduce plastic waste.** The session aimed to enhance environmental awareness and promote sustainable practices among students. A total of **55**

students participated actively, gaining valuable knowledge on waste management and actionable steps to minimize plastic waste in their daily lives.



COMPETITIONS

1. PHOTOGRAPHY COMPETITION

Photography competition on World Migratory Bird Day 2024 was organized on theme, "Protect insects to Protect birds," encourages all nature lovers to showcase their passion through photography (Total participants: **35**)

The **World Migratory Bird Day 2024 Photography Competition**, organized under the theme "**Protect Insects to Protect Birds**," inspired nature enthusiasts to highlight the intricate connections between birds and their insect prey through the lens of photography. A total of **35 participants** showcased their creativity and passion for nature conservation, capturing stunning visuals that underscored the importance of protecting insects for avian survival. The winners of the competition were **Priyank Dhami, who secured the first prize of ₹1500; Harshit Sharma, awarded the second prize of ₹1000; and Sourav Biswas, who won the third prize of ₹500.** The event successfully completed.

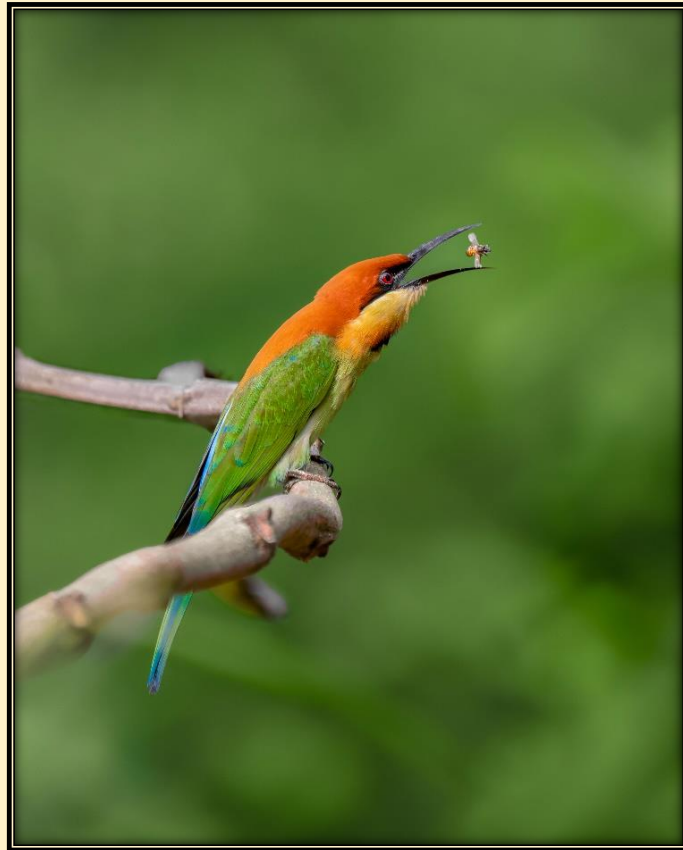
1st Prize: ₹1500 – Priyank Dhami



2nd Prize: ₹1000 – Harshit Sharma



3rd Prize: ₹500 – Sourav Biswas



An **Environment Literacy Quiz** was organized to assess and enhance public awareness about our planet, sustainability, and conservation practices. The quiz aimed to engage participants in a fun and educational manner, testing their knowledge on key environmental topics. The event saw an overwhelming response, with a **total of 300 participants** taking part till date. To encourage broader participation and learning, the quiz link will remain open on our website, allowing more people to join in, test their knowledge, and gain valuable insights into sustainability and conservation efforts. Visit our website to participate and make a difference!

