



**LiFE**  
Lifestyle for  
Environment

**INDIAN INSTITUTE OF TROPICAL METEOROLOGY (IITM), PUNE  
ENVIRONMENTAL INFORMATION, AWARENESS, CAPACITY BUILDING  
AND LIVELIHOOD PROGRAMME (EIACP)  
PROGRAMME CENTRE - RESOURCE PARTNER (PC-RP)**

(Ministry of Environment, Forest & Climate Change, Govt. of India)

**August 2025 Report:  
Fostering Green Practices through  
Awareness, Action & Festive Responsibility**



**1. Name of the EIACP Centre:**

EIACP@IITM, Pune

**2. EIACP Hub or Resource Partner:** EIACP Resource Partner

**3. Month for which report is being submitted:** August-2025

**4. Summary of achievement:**

The month of August 2025 was marked by impactful awareness campaigns, workshops, and interactive events conducted by IITM-EIACP PC-RP Pune, focusing on sustainability, eco-friendly practices, and Mission LiFE initiatives.

The month began with a Capacity Building Workshop on 03 August 2025 at Urja Art Studio, Wakad, Pune, where 20 participants learned to make eco-friendly Ganesh idols using natural clay. Each participant pledged to train at least five more individuals, expanding the reach of this sustainable practice ahead of the Ganesh festival.

On 15 August 2025, an Awareness Workshop for the Young Generation was organized at the IITM Community Hall, engaging around 70 participants, including a parent-child duo. Trainers from the earlier capacity-building event guided the participants, and a competition for the best idol was conducted, with winners receiving prizes to recognize their creativity and commitment to eco-friendly celebrations.

The observance of Akshay Urja Diwas on 20 August 2025 featured an expert talk by Prof. Chetan Singh Solanki, widely known as the Solar Man of India. The session, titled "*On a Finite Planet, Can We Have Ever-Growing Consumption?*", attracted 78 online participants and was also screened at Government Polytechnic College, Pune, reaching an additional 50 students. The total outreach stood at 128 participants, inspiring adoption of clean energy and conscious consumption.

Continuing the momentum, a Awareness Event was held on 22 August 2025 at Genba Sopanrao Moze Prashala, Yerawada, Pune, where 112 students and 3 faculty members participated. The event featured an interactive Snake and Ladder game, "Pollution Pathways: Choose Your Actions Wisely," and concluded with a tree plantation drive under the "Ek Ped Maa Ke Naam" initiative.

On 23 August 2025, IITM-EIACP set up a Mission LiFE Awareness Stall at the two-day Ganesh Festival Shopping Carnival in Wagholi, Pune. The stall engaged over 4,000 visitors with awareness videos, games, and eco-friendly activities, while vendors showcased sustainable products to encourage green shopping practices.

On 28 August 2025, the Centre announced the Eco-Friendly Ganesh Decoration Competition 2025, inviting participants to showcase their creativity using sustainable materials for festive décor.

Overall, the month reflected a blend of capacity building, youth engagement, expert insights, and public outreach, emphasizing eco-friendly celebrations and sustainable lifestyle practices in alignment with Mission LiFE.

## i. Activities under Environment Days/ Special days:

Sr. No.	Environment Days/ Special days	Description of event	Place/s of activity	Number of participants	Partners
1	Akshay Urja Diwas 2025	<p>On the occasion of Akshay Urja Diwas 2025, IITM-EIACP PC-RP Pune successfully hosted an expert talk on 20 August 2025, featuring Prof. Chetan Singh Solanki, popularly known as the Solar Man of India.</p> <p>The session, titled “On a Finite Planet, Can We Have Ever-Growing Consumption?”, provided deep insights into the urgent need for energy self-reliance, mindful consumption, and the adoption of clean energy to mitigate climate pollution and tackle climate change challenges.</p> <p>The event recorded 78 online participants, including scientists, faculty members, and researchers. Additionally, the session was screened at Government Polytechnic College, Pune, where 50 students (20 girls and 30 boys) attended, bringing the total outreach to 128 participants.</p> <p>This awareness initiative aimed to inspire youth and academic communities to embrace sustainable energy practices and contribute toward building a cleaner, greener future.</p>	Online	128	-

## Photos of day celebrated:



## **ii. Activities under plantation drive campaign “Ek Ped Maa ke Naam”**

### **1.**

a. **Description:** - On 22 August 2025, as part of the Mission LiFE awareness initiative, IITM-EIACP PC-RP Pune conducted a tree plantation drive under the campaign “Ek Ped Maa Ke Naam” at Genba Sopanrao Moze Prashala, Yerawada, Pune.

During the drive, students and faculty members planted mango and jackfruit saplings within the school premises. The activity aimed to foster an emotional connection between individuals and nature by dedicating each tree to one's mother, symbolizing care, nurturing, and responsibility towards the environment.

This initiative not only enhanced the school's green cover but also instilled a sense of environmental stewardship in young participants, aligning with the objectives of Mission LiFE to encourage sustainable actions at the grassroots level.

b. **Number of participants:** - 115

c. **Name of Location/s where activity was carried out:** - Genba Sopanrao Moze Prashala, Yerawada, Pune.

d. **Partners:** - Genba Sopanrao Moze Prashala, Yerawada, Pune.

e. **Photos:** -





### *Glimpses of Plantation under 'Ek Ped Maa Ke Naam' at school*

### iii. Mission LiFE Activities:

#### 1.

- a. **Title:** Eco-Friendly Ganesh Idol Making Workshop for Young Generation
- b. **Description:** On 15 August 2025, IITM-EIACP PC-RP successfully organized an awareness workshop on making eco-friendly Ganesha idols using natural clay, specially designed for the young generation. The event, held at the IITM Community Hall, saw enthusiastic participation from around 70 individuals, including a unique parent-child duo, fostering creativity, sustainability, and a deep cultural connection.

The workshop was facilitated by trainers who had previously attended the Capacity Building Workshop on Eco-Friendly Idol Making held earlier in the month. They guided the participants in crafting idols using biodegradable materials, discouraging the use of Plaster of Paris.

To add excitement and encourage skill development, a competition was conducted to recognize the best-crafted idols, and winners were felicitated with prizes. The initiative aligned with the objectives of Mission LiFE, spreading awareness on sustainable festive practices and promoting environmentally responsible lifestyles.

- c. **Number of participants:** 70
- d. **Partners:** IITM Colony residents
- e. **Name of Location/s where activity was carried out:** Community Hall, IITM
- f. **Photos:**





*Glimpses of Eco-Friendly Ganesh Idol Making Workshop at Community Hall, IITM*

## 2.

- a. **Title:** Mission LiFE Awareness Stall at Ganesh Festival Shopping Carnival
- b. **Description:** On 23 August 2025, IITM-EIACP Centre set up an interactive awareness stall during the two-day “Ganesh Festival Shopping Carnival” at Ivy Estate, Wagholi, Pune. The stall showcased awareness videos and Mission LiFE actions, inspiring the public to adopt sustainable lifestyle practices.

To engage visitors, a special activity “Fun with Awareness” featured the unique game “Pollution Pathways: Choose Your Actions Wisely”, a Snake & Ladder journey from Air Pollution to Clean Air. Young participants and families actively played the game, and winners were felicitated with eco-friendly prizes.

Mission LiFE themes and sustainable actions were explained to an enthusiastic audience, drawing an overwhelming response. The event recorded 4,000+ visitors from 10,000+ flats approached by the organisers. Several vendors also displayed eco-friendly products, enhancing the festive spirit of green shopping and promoting responsible celebrations.

- c. **Number of participants:** 4000+
- d. **Partners:** Ivy Federation
- e. **Name of Location/s where activity was carried out:** Ivy Estate, Wagholi, Pune
- f. **Photos:**









*Glimpses of Awareness Stall at Ganesh Festival Shopping Carnival*

#### iv. Centre specific thematic activities

- a. **Title:** Awareness Event – Genba Sopanrao Moze Prashala
- b. **Description:** On 22 August 2025, IITM-EIACP PC-RP Pune organized a awareness event at Genba Sopanrao Moze Prashala, Yerawada, Pune, aimed at promoting sustainable lifestyle practices among school students. The objectives of Mission LiFE (Lifestyle for Environment) were presented in an engaging and easy-to-understand manner.

To make the session interactive, a specially designed Snake and Ladder game, “Pollution Pathways: Choose Your Actions Wisely,” was conducted. This creative activity helped students learn environmental concepts through play and active participation. A total of 112 students and 3 faculty members took part in the event with great enthusiasm.

The event successfully blended awareness, learning, and hands-on action, reflecting the core spirit of Mission LiFE and inspiring students to embrace eco-friendly habits in their daily lives.

- c. **Number of participants:** 112
- d. **Partners:** - Genba Sopanrao Moze Prashala, Yerawada, Pune
- e. **Name of Location/s where activity was carried out:** Genba Sopanrao Moze Prashala, Yerawada, Pune
- f. **Photos:**







*Glimpses of Awareness Event at Genba Sopanrao Moze Prashala, Pune*

## v. Awareness Campaigns /Events /Competition /Seminars/ Webinars/ Workshops

### 1.

- Title:** Announcement – Eco-Friendly Ganesh Decoration Competition 2025
- Description:** IITM-EIACP PC-RP Pune announced the Eco-Friendly Ganesh Decoration Competition 2025, inviting participants to showcase their creativity using eco-friendly, biodegradable, and recyclable materials for idols and

decorations. The competition emphasizes avoiding plastic, thermocol, POP, and chemical-based colors, promoting sustainable festive practices in line with Mission LiFE.

Participants are required to submit five photos of their decorations along with a short video explaining the concept and materials used. Judging will focus on creativity, sustainability, and theme relevance. The last date for submission is 02 September 2025, and winners will receive exciting prizes.

- c. **Number of participants:** NA
- d. **Partners:** Nil
- e. **Name of Location/s where activity was carried out:** Online Platform
- f. **Photo:**

Poster of the Eco-Friendly Ganesh Idol Decoration Competition



The poster is for the 'Eco-Friendly Ganesh Decoration Competition 2025' organized by the Indian Institute of Tropical Meteorology, Pune. It features the logos of IITM, EIAFC, and the Ministry of Environment, Forest and Climate Change (MoEFCC). The text includes the competition title, a call to celebrate Ganesh Utsav in harmony with nature, and rules for participation. It also mentions the last date of submission (02 September 2025), offers to win exciting prizes, and provides a QR code for participation. A sample eco-friendly Ganesh decoration is shown in the bottom right corner.

**INDIAN INSTITUTE OF TROPICAL METEOROLOGY, PUNE**  
Environmental Information, Awareness, Capacity Building and Livelihood Programme  
Ministry of Environment, Forest and Climate Change (MoEFCC), Government of India

**Eco-Friendly Ganesh Decoration Competition 2025**

Let's celebrate Ganesh Utsav in harmony with nature!  
Show your creativity using eco-friendly Ganesh idols & decorations

**Rules & Guidelines:**

1. Ganesh idols must be **eco-friendly** (made of clay, paper, or other natural materials).
2. Use only eco-friendly, biodegradable, or recyclable decoration materials.
3. Avoid plastic, thermocol, POP, or chemical-based colors.
4. Each participant must submit 5 clear photos of their decoration.
5. Along with photos, submit 1 short video explanation describing the materials and decoration idea.
6. Judging criteria: Creativity, sustainability, and theme relevance.

**Last date of submission:**  
**02 September 2025**

**WIN EXCITING PRIZES !**

**For participation scan code:**



**ECO FRIENDLY**



## vi. GSDP and Capacity Building courses:

### 1.

- a. **Title:** Capacity Building Workshop on Eco-friendly Ganesh Idols Making
- b. **Description:** On 03 August 2025, the IITM-EIACP team successfully conducted a one-day capacity-building workshop on making eco-friendly Ganesh idols at Urja Art Studio, Wakad, Pune. The workshop focused on promoting the use of natural clay and biodegradable materials as an alternative to Plaster of Paris, which is harmful to the environment. A total of 20 participants attended the session and learned the traditional art of crafting eco-friendly idols through hands-on guidance.

To ensure a wider impact, each participant pledged to train at least five additional individuals in their respective communities and conduct awareness sessions highlighting the benefits of adopting sustainable practices during festive celebrations. The initiative aligns with the objectives of Mission LiFE (Lifestyle for Environment), encouraging responsible choices, reducing pollution, and fostering environmentally conscious lifestyles.

- c. **Number of participants:** 20
- d. **Partners:** Urja Art Studio, Wakad, Pune
- e. **Name of Location/s where activity was carried out:** Urja Art Studio, Wakad, Pune
- f. **Photo:**







### *Glimpses of Capacity Building Workshop on Eco-friendly Ganesh Idols*

## vii. Knowledge products, if any, with link

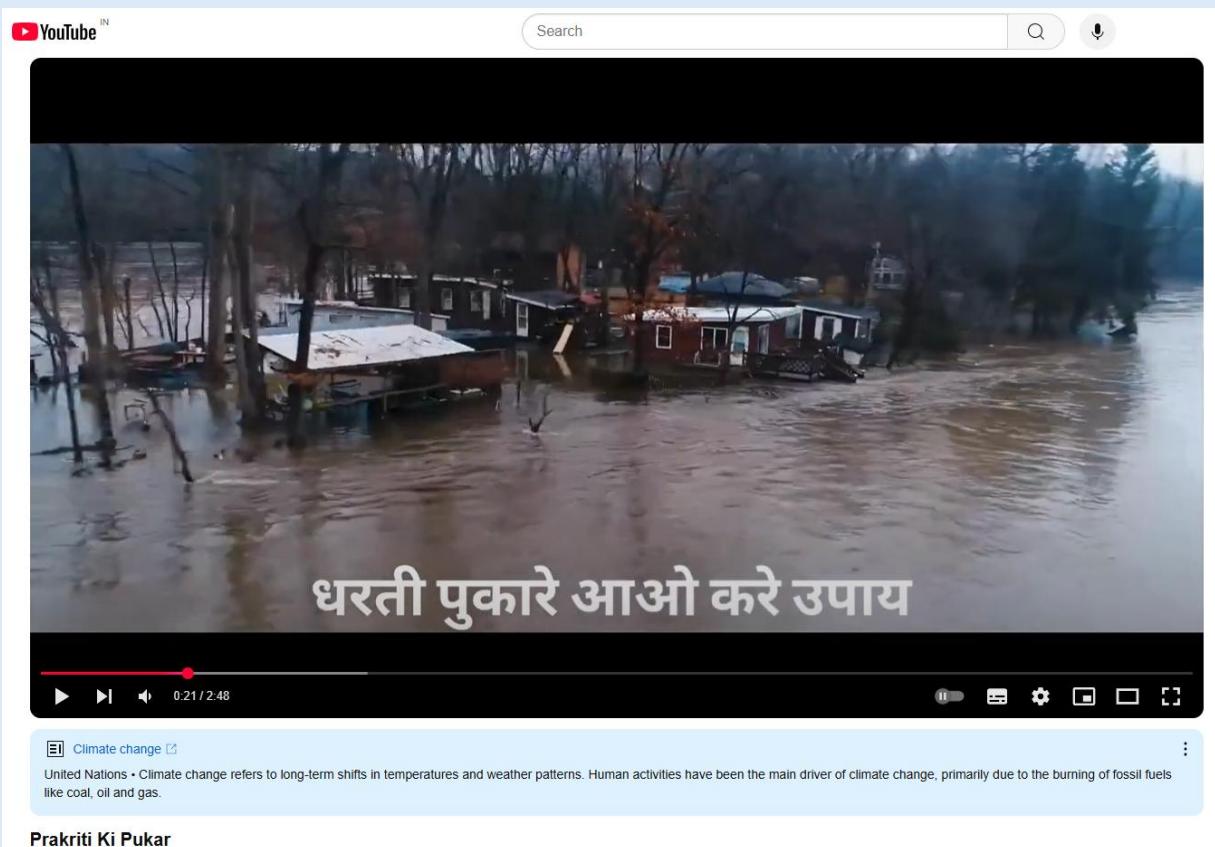
### **1. Release of Special Video Documentary – “प्रकृति की पुकार”:**

- Description:** IITM-EIACP PC-RP, Pune released a special awareness song titled “प्रकृति की पुकार”, spreading the message of Mission LiFE, air pollution control, climate change mitigation, and environmental conservation. The song delivers a rhythmic call to action, inspiring people to adopt sustainable habits and protect nature.

Through meaningful lyrics and captivating visuals, this musical video encourages viewers to plant trees, save energy, and preserve natural resources, ensuring a greener and healthier future for all.

You tube link: [https://www.youtube.com/watch?v=VVax8vT\\_rqU&feature=youtu.be](https://www.youtube.com/watch?v=VVax8vT_rqU&feature=youtu.be)

**b. Photos:**



**viii. Development of Information Products and Mobile Apps:** Nil

**ix. Miscellaneous activities:** Nil

**5. Recruitment or Change of EIACP Staff if any with contact numbers and qualification details:** Nil

**6. Updation of DRC Webpage with details:** Nil