



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)

Eco Festival

A Report on Environmental Activities and Outreach

(September 2024)



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INTRODUCTION

In September 2024, the **IITM-EIACP PC-RP, Pune**, celebrated “**Mission Life activities**” with a series of impactful events and initiatives designed to foster environmental sustainability and community engagement. This report highlights the key activities and accomplishments of the month, showcasing our commitment to environmental conservation and education.

As part of our commitment to **Mission Life**, we implemented several impactful initiatives to promote sustainable living. In collaboration with **ISKCON**, we organized engaging activities such as the 2024 Eco-friendly Ganesh Idol Making Workshop. At **Ahilyadevi English Medium School**, we conducted talks on Mission LIFE, celebrated Ozone Day, and held drawing competitions based on the Mission LIFE theme. We also launched the 'Grow Your Food' competition at Ahilyadevi English Medium School, where we donated vegetable seeds and educated students on growing their own produce at home. This competition aimed to encourage students to embrace sustainable living and develop self-sufficiency.

During **Ganesh Visarjan**, we held awareness activities promoting the use of eco-friendly idols. People already using Shadu Clay Ganpati were honored with an 'Environment Warrior' badge and certificate, and we successfully reached over 10,000 individuals.

Furthermore, we organized a medical check-up camp for workers as part of the **Swachhta Hi Seva Campaign**, in collaboration with the NGOs **Vanchit Vikas Pratishthan** and **The Millennium Foundation**.

These initiatives have inspired and empowered individuals to adopt environmentally friendly practices, helping build a greener future. The activities of September 2024 have significantly contributed to raising awareness, engaging the community, and promoting sustainable practices. This report captures the efforts and outcomes of these initiatives, reflecting our ongoing dedication to environmental stewardship and education.

KNOWLEDGE PRODUCTS

In our rapidly evolving world, embracing sustainability is more important than ever. Simple actions, like gifting trees instead of bouquets, can create lasting environmental benefits.

To promote these eco-friendly practices, we have developed an informative pamphlet highlighting key points, including the importance of growing your own vegetables. Additionally, we designed a special Ozone Day pamphlet to educate the community on protecting our atmosphere.

By distributing these resources, we aim to raise awareness and inspire collective action toward a more sustainable future.



*Awareness pamphlets of sustainable practices
for Students*



AWARENESS CAMPAIGNS/EVENTS

❖ Awareness Event at ISCKON Temple Vadgaonsheri Eco-Friendly Ganesha Idol Making

IITM-EIACP Pune had a great start to September by organizing an Eco-Friendly Ganesha Idol Making Workshop in collaboration with the Gaur Nitai Satsang Centre at Vadgaonsheri, Pune, on 1st September 2024. A total of 30 participants enthusiastically joined us to learn how to create Ganesha idols using sustainable materials like shadu soil. The workshop, themed "Say No to Plaster of Paris & Save Our Environment," emphasized the importance of eco-friendly practices during the Ganesh festival. It was truly fulfilling to see everyone engaged and committed to making a positive impact for the environment



❖ World Ozone Day Celebration and Swachhata Hi Seva Campaign

IITM-EIACP Pune celebrated World Ozone Day at Ahilyadevi English Medium School, Chavan Nagar, Pune, on September 16, 2024 through a Drawing Competition that involved 110 students. The event aimed to raise awareness about the importance of the ozone layer and promoted the principles of Mission LiFE. Students took a pledge to adopt eco-friendly practices to protect the environment.

In addition to the drawing competition, IITM-EIACP Pune organized a clean-up drive at the same school as part of the Swachhata Hi Seva Campaign. This initiative promoted cleanliness and hygiene among the students, with cleaning materials provided by IITM-EIACP to support the effort. The campaign encouraged active participation, instilling a sense of responsibility among students towards maintaining cleanliness in their surroundings and aligning with the broader goal of promoting environmental sustainability.

Together, these events fostered awareness and action towards environmental protection and hygiene among the youth, contributing positively to the community.



Glimpses of the awareness activities of the students

❖ Medical Check-Up Camp for Workers under Swachhta Hi Seva Campaign

As part of the Swachhta Pakhwada and Swachhta Hi Seva campaign, IITM organized a medical check-up camp for its workers, in collaboration with NGOs and the host institute on September 30, 2024. The camp was attended by 75 workers.

Medical consultants Smt. Ojaswini Valsangkar and Smt. Harshita Narkhede conducted a talk session on women's health, covering topics such as women empowerment, self-hygiene, and the distribution of sanitary pads.

The event also saw the participation of Dr. R. Krishnan, Director of IITM, Ajit Prasad, Administrative Officer of IITM, and Dr. R. Latha, EIACP Coordinator. NGO representatives Smt. Tayjaswini Thite from Vanchit Vikas Pratishthan and Smt. Archana Kavathekar from The Millennium Foundation contributed to the success of the event.



Glimpses of the Medical Check-Up Camp for Workers under Swachhta Hi Seva Campaign

COMPETITIONS/SEMINARS/WEBINARS/WORKSHOPS

❖ World Ozone Day Celebration and Swachhata Hi Seva Campaign

IITM-EIACP Pune marked World Ozone Day with an awareness program at Ahilyadevi English Medium School, Chavan Nagar Pune, September 16, 2024. The event, aimed at educating young minds about the significance of the ozone layer, witnessed the participation of 110 students.

The program highlighted the importance of protecting the ozone layer and promoted the principles of Mission LiFE (Lifestyle for Environment), encouraging sustainable living practices. Students were sensitized to the critical role of the ozone layer in protecting life on Earth and the need for urgent environmental action.

As part of the celebration, the students enthusiastically took the Mission LiFE pledge, committing themselves to eco-friendly habits that contribute to the protection of the environment and the ozone layer.





Drawing competition on behalf of #Ozone Day



#Swachhta_Pakhwada



#Swachhta_Hi_Sewa



#Ek_Ped_Ma_Ke_Naam



Prizes were distributed to winners.



Vegetable seeds presented under the #Grow_your_Own_food campaign.



Dr. R. Latha, EIACP Coordinator and Scientist E, along with Dr. Murthy, former coordinator and Scientist F, provided career guidance to the students, answering their queries and offering valuable insights into future opportunities.

Mission LiFE Events

❖ Mission LiFE Campaign and Awareness for Eco-friendly Ganesha Idols

In September 2024, IITM EIACP Pune successfully conducted a campaign aligned with Mission LiFE to promote eco-friendly Ganesha idols in celebration of Anant Chaturdashi. The campaign was held at key locations, including Pashan Lake, Aundh Mula River Ghat, and Yerwada Mutha River Ghat, reaching over 5000 citizens. The local mandals (groups) appreciated our work we were provided appreciation certificate. Our team members approached large number of families, came for “Ganapati Visarjan” and appreciated them with the “Climate Warrior” badge and life mission theme pamphlet for willingly involving themselves in getting aware of the Life Mission initiatives and aims.

The initiative encouraged the use of Ganesha idols made from natural materials such as shadu soil and paper pulp, highlighting their role in reducing pollution in local water bodies during the Ganesh Chaturthi festival. Participants received an information booklet on Mission LiFE, which outlined sustainable practices and their environmental impact.

A key highlight of the campaign was the recognition of individuals who embraced eco-friendly practices by using natural Ganesha idols. These participants were awarded certificates and badges in appreciation of their commitment to environmental conservation. We distributed banners and brochures highlighting the 75 key points of Mission LiFE to several Ganesh Festival organizers.

Overall, this initiative not only raised awareness but also successfully sensitized the public on the importance of adopting sustainable practices, fostering a community-wide shift towards greener celebrations



Location: Aundh Visarjan Ghat



Location: Pashan Lake



Location: Aundh Visarjan Ghat



Location: Aundh Visarjan Ghat



Location: Yerwada, Mutha River Ghat



Location: Aundh Visarjan Ghat

SUMMARY

In September 2024, IITM-EIACP PC-RP, Pune, celebrated “Mission LiFE” with a series of impactful events aimed at fostering environmental sustainability and community engagement. This report highlights the key activities and achievements, reflecting our ongoing commitment to environmental conservation and education.

To promote sustainable living, we collaborated with ISKCON to host the 2024 Eco-friendly Ganesh Idol Making Workshop. Additionally, at Ahilyadevi English Medium School, we organized talks on Mission LIFE, celebrated Ozone Day, and held drawing competitions based on the Mission LIFE theme. We also launched the 'Grow Your Food' competition, providing vegetable seeds to the school and educating students on growing their own produce. This initiative encouraged sustainable living and self-sufficiency among students.

During Ganesh Visarjan, we conducted awareness activities promoting the use of eco-friendly idols, reaching over 5000 people. Those using Shadu Clay Ganpati were honored with 'Environment Warrior' badges and certificates, furthering the campaign's reach.

Moreover, as part of the Swachhta Hi Seva Campaign, we collaborated with NGOs Vanchit Vikas Pratishthan and The Millennium Foundation to organize a medical check-up camp for workers.

These activities have significantly raised awareness, engaged the community, and promoted sustainable practices. The September 2024 initiatives have inspired individuals to adopt environmentally friendly habits, reinforcing our dedication to environmental stewardship and education.

