Project Report

Campaign Title:

Green Minds, Greener Tomorrow: Inspiring Young Citizens for a Sustainable Future

Organized By:

Institute of Policy Research and Studies (IPRS)

Type of Activity:

Roadside Educational Awareness Campaign

Date of Event:

3 May 2025

Location:

Public roadside area adjacent to RLB School, Lucknow, India

Target Group:

Intermediate and Senior Secondary School Students (Classes 9–12)

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1. Campaign Objective

The "Green Minds, Greener Tomorrow" initiative aimed to sensitize school-going children about the ongoing climate crisis and empower them with actionable knowledge for sustainable living. The campaign targeted students from intermediate and senior secondary levels, providing them with foundational awareness about climate change, its implications, and their role in environmental stewardship. The program also included guidance on academic and professional opportunities related to environmental sciences and sustainable development.

2. Campaign Design and Execution

IPRS organized the awareness camp on the roadside opposite a local school, independent of the school administration. The public placement allowed IPRS volunteers to interact directly with students in a neutral and approachable environment. Timing was strategically chosen to coincide with school dispersal, ensuring maximum outreach and participation.

A temporary setup was created with posters, banners, pamphlets, and an open information booth. Trained volunteers facilitated the event, conducting short sessions and interactive engagements. Students joined in voluntarily, encouraged by the visually engaging materials and friendly approach.

3. Activities Conducted

A. Informative Sessions

- Volunteers conducted 10-minute sessions in small groups, covering:
  - Basics of climate change and its global impact
  - Local environmental issues
  - Concept of carbon footprint and daily habits that influence climate
  - Role of youth in combating climate change

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B. Pamphlet Distribution

- 300 bilingual pamphlets (English and Hindi) were distributed
- Each pamphlet covered:
  - Practical tips for eco-friendly living
  - Information about free and affordable climate education resources
  - Contact details for further questions or volunteering opportunities

C. Environmental Pledge

- Over 200 students signed the "Green Pledge"
- Pledge cards included actions like:
  - Reducing plastic use
  - Conserving electricity and water
  - Participating in local green drives

D. Visual Learning Setup

- Posters depicting causes and effects of climate change
- Diagrams illustrating sustainable lifestyles and circular economy
- Real-life success stories of youth-led green initiatives

E. Educational Guidance Corner

- Students were informed about:
  - Career paths in environmental science and policy
  - Courses offered by reputed institutions (IISc, TERI, online platforms)
  - Government initiatives supporting green education

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4. Student Feedback and Reactions

The response from students was overwhelmingly positive. Many appreciated the clarity and relevance of the content presented:

"I never knew I could study the environment as a subject. This is amazing!"
— Shivam, Class 10

"We always heard about climate change but didn't understand how it connects to us. Now I do."
— Rahul, Class 11

"I will start using less plastic and ask my friends to take the pledge too!"
— Aditya, Class 9

"Thank you for showing us where to learn more. I want to become a climate scientist now!"
— Saurabh, Class 12

Several students enquired about how they could continue learning or start similar awareness activities in their neighbourhoods.

5. Budget Breakdown (Total ₹20,000)

Item	Description	Amount (INR)
Pamphlets Printing	300 bilingual pamphlets	₹3,000
Pledge Cards	200 customized cards	₹1,500
Posters and Banners	Flex, laminated charts	₹2,000
Stationery and Setup Materials	Markers, pins, strings, decor	₹1,000
Refreshments	Snacks and water for volunteers	₹1,000
Travel and Local Transport	Volunteer travel reimbursement	₹4,000
Volunteer Honorarium	₹500 each x 5 interns	₹2,500
Miscellaneous	Sanitizers, face masks, etc.	₹2,000
Buffer/Reserved	For follow-up materials and printing	₹3,000

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6. Conclusion and Way Forward

The roadside awareness camp successfully introduced school-going youth to the realities of climate change and the urgency of sustainable action. The initiative stood out by making environmental education accessible and youth-centered. The enthusiastic participation and feedback from students reinforce the need for such grassroots efforts.

Contact Us for Collaboration:
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