



Report on

World Environment Week 2022

Engaging Youth across Maharashtra through Diverse Interventions and Campaign Activities

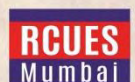
7 June-13 June, 2022



Only One Earth

Living Sustainably in Harmony with Nature

12 July, 2022





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Abbreviations

AILSG	All India Institute of Local Self Government
BMC	Brihanmumbai Municipal Corporation
DoECC	Department of Environment & Climate Change
ES	Environmental Sanitation
GoM	Government of Maharashtra
MoU	Memorandum of Understanding
MVA	Majhi Vasundhara Abhiyan
MV	Majhi Vasundhara
NSS	National Service Scheme
RCUES	Regional Center for Urban and Environmental Studies
SDGs	Sustainable Development Goals
UN	United Nations
UNICEF	United Nations Children's Fund
WASH	Water, Sanitation & Hygiene
WED	World Environment Day

Glossary

Environmental Sustainability implies meeting our current needs without jeopardizing the right and the ability of future generations to meet theirs. Opportunities should be identified and taken to reduce the production of wastes and the use of toxic materials, to prevent soil, water, and air pollution and to conserve and reuse resources, as feasible.¹

Climate change refers to long-term shifts in temperatures and weather patterns. These shifts may be natural, such as through variations in the solar cycle. But since the 1800s, human activities have been the main driver of climate change, primarily due to burning fossil fuels like coal, oil and gas. Burning fossil fuels generates greenhouse gas emissions that act like a blanket wrapped around the Earth, trapping the sun's heat, and raising temperatures.²

Youth is a vital demographic group that can play a prominent role in the nation's development. It is a population that has been prominently featured in 12 of the 17 Sustainable Development Goals (SDGs), and with sufficient support, youth will be instrumental in fulfilling the SDGs.³ There is no universally agreed international definition of the youth age group. The 'National Youth Policy of India' (2014) defines youth in the country as persons belonging in the age group of 15-29 years.⁴

¹ Elleuch, B., Bouhamed, F., Elloussaief, M. *et al.* Environmental sustainability and pollution prevention. *Environ Sci Pollut Res* **25**, 18223–18225 (2018) <https://link.springer.com/article/10.1007/s11356-017-0619-5>

² <https://www.un.org/en/climatechange/what-is-climate-change>

³ National Youth Policy 2021:

<https://static.pib.gov.in/WriteReadData/specificdocs/documents/2022/may/doc20225553401.pdf>

⁴ National Youth Policy 2021:

<https://static.pib.gov.in/WriteReadData/specificdocs/documents/2022/may/doc20225553401.pdf>

Executive Summary

This report provides details of activities and campaigns organized by UNICEF Maharashtra Department of Technical & Higher Education, GoM, NSS Maharashtra, for raising awareness amongst students and introducing innovative interventions to prevent environmental degradation and harm, across major Universities of Maharashtra, with support of MVA, DoECC, GOM and Maharashtra Urban WASH-ES Coalition at RCUES of AILSG, Mumbai.

The World Environment Day 2022 was celebrated by many institutions through various on-ground and digital campaigns. A week-long campaign starting from June 7- June 13, 2022, was organized by the above-mentioned organizations and departments with the objective of spreading environmental awareness, effectively imparting climate change education and building advocacy on issues of climate change and environmental sustainability. The aim of the program was largely to engage young advocates, hear their voices on matters of climate change & environmental policies as well as partner with youth clubs and organizations, who are actively & rigorously working towards mitigating the effects of climate change through small scale interventions. The youngest stakeholder group was engaged in the campaign, to empower these agents of change, build their capacities, support them to execute their innovative solutions for mitigating the climate crisis and to create a platform for interface between government authorities and the youth.

Department of Technical & Higher Education, GoM, NSS Maharashtra and MVA, DoECC, GOM, were involved in the process of implementation and were the key drivers of this campaign. Their proactive approach and incessant support have led to the successful execution of this campaign all throughout Maharashtra. The NSS Maharashtra Unit mobilized over 4,25,000 students across 3,000 colleges of Maharashtra, through a strong support amongst its network of volunteers for conducting programs and activities viz-formation of Green clubs/Vasundhara clubs, cleanliness drives in peripheral areas, plastic collection drives at Heritage sites, tree plantations etc. with the objective of reducing GHG, and reducing carbon & water footprint burden. Honorable Ex-Minister of Department of Technical & Higher Education, Mr. Uday Samant, graciously encouraged the students to take up the cause of reversing the environmental damage by changing the trend and flagged off the campaign with over a 1,000 NSS students in Worli, Mumbai. The critical components of environment under the MVA, were a backbone of this initiative. The thematic areas identified under this program, were thoroughly followed through during the campaign and students engaged in various activities to accomplish various objectives set under the program.

The report presents information on all activities conducted through the week and has details enclosed of interventions undertaken by partners and stakeholder groups engaged in the campaign, with support of UNICEF Maharashtra.

1,08,000+ Volunteers Engaged

Street plays conducted at **500+ public places** across Maharashtra & **1,40,000+** people reached through this

Best out of waste exhibitions held in **100+** colleges

9500 bags of waste collected through cleanliness drives & **2900** bags recycled- Resulted in saving **1,42,500** kgs CO₂eq net GHG emissions.

Green clubs/Vasundhara clubs formed in around **450** colleges

1600+ public places covered through all activities

900+ colleges conducted tree plantation activity
40,000+ trees planted- this activity can lead to potential carbon absorption of **8,00,000** kg/year.



1-Introduction

There is only one Earth, and we ought to protect it! With this global agenda, the World Environment Day was observed globally on June 5, 2022; to advocate for climate change & environmental sustainability, avert multiple crises that are plaguing the planet and as a reminder that human life is in possession of **“Only one Earth”**, whilst re-emphasizing that as of now, **we are using the equivalent of 1.6 Earths to maintain our current way of life.**⁵

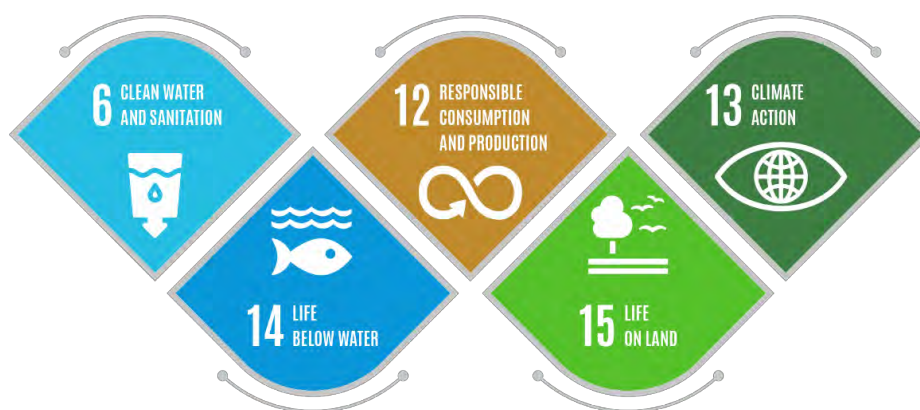
The global advocacy, campaigning, and sloganeering to observe the day, is in-fact an urgent call for transformative action to reset balance and work collectively towards sustainable development. This year marked the 50th anniversary of the first UN conference on *Human Environment*, **the Stockholm conference**, which was first held in 1972. As year 2022 serves as a historic milestone, there is a dire need for ambitious planning to preserve our natural resources and recalibrate all our present interventions.

2-Overarching focus & goal to preserve our planet: 2030

2.A Reliance on SDGs to improve health of the planet

A healthy environment plays a key role in meeting many of the 17 SDGs of the UN. With less than 10 years left to meet the target date of 2030, the world will need to put greater efforts in finding better solutions to pollution, climate change and biodiversity loss, to truly transform societies. While all 17 SDGs are indirectly dependent on a healthy environment, the following SDGs directly highlight the need for intervention on environment related challenges.

SDGs-6, 12, 13, 14, 15 are interlinked and their execution & completion, on the international front, is crucial to advance the agenda of saving the planet & protecting the environment through sustainable consumption, sustainably managing the resources & providing constant reminders to the governments to introduce environment inclined policies & for the citizenry to change our lifestyle to achieve these goals.

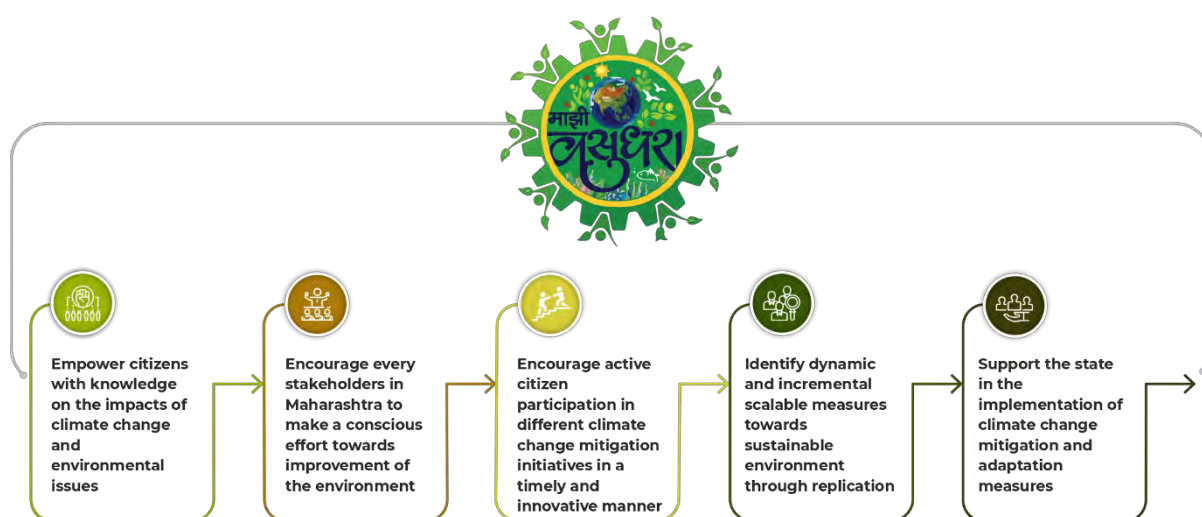


⁵ <https://www.worldenvironmentday.global/did-you-know/facts-figures>

3-Pro-active effort by State Government to reverse trends & promote behavioral change

3.A Majhi Vasundhara Abhiyan - A unique state level initiative of GoM, implemented by DoECC

It is a unique integrated first-ever exercise in India by the department, focusing on all five elements of nature i.e. “Panchamahabhuta” comprises Bhumi (Earth), Jala (Water), Vayu (Air), Agni (Energy), Akash (Enhancement) to ensure sustainable development for the state.⁶ The five key objectives of the program, definitely encompass the international agenda set via the SDGs, to mitigate the effects of climate change and ensure environmental balance.



4-Mobilizing stakeholders to advance the SDGs & the MVA themes

Globally, there are 1.8 billion people between the ages of 10-24—the largest generation of youth in history. Close to 90 percent of them live in developing countries, where they make up a large proportion of the population⁷. While in India, young people represent ~30% of the population, civic participation amongst the young in India is amongst the lowest in the world.⁸

On various international platforms, through constant activism, youth have been driving and taking forward the agenda to address climate change. These movements have caught global attention and taken momentum. To complete these set goals and objectives, it is necessary

⁶ <https://www.majhivasundhara.in/en>

⁷ <https://www.un.org/sustainabledevelopment/youth/>

⁸

<https://static1.squarespace.com/static/5ee7114cb692483f1ee5394a/t/5f50cf031891da781ba336a1/1599131405219/Maharashtra+Landscape+Analysis.pdf>

for the young to regularly take charge. Thus, it is key to engage them as advocates of change in an unencumbered way and build a platform for them to address the challenges and amplify their voices. Their active participation will ensure continued transparency in policy making as well as timely responsiveness from the government on environmental issues and challenges. As of now, there is an asymmetry that exists on both sides of the stakeholder spectrum- Policymakers are unable to synergize with the younger generation & do not have a grasp on how to leverage the greatest asset of the country, and young people are unaware of means and ways to effectively engage in decision making and therefore, abstain from engagement with government machineries.

4-A Action & Advocacy beyond 2030: Youth Participation and Engagement through a holistic approach

As the World Environment Day is a platform for global outreach, millions of global citizens across 150 countries in the world, come together to reverse the ecological damage that has negatively impacted all our lives.⁹ With every passing year, the need for a greater action is observed and therefore, stronger, and steadier measures may have to be adopted. Unanimous and scaled efforts will eventually lead to long-lasting behavioral change. However, to ensure that the change is durable, it is key to involve youth in the process of government policy making, participating in interventions as well as adapting measures on ground to address the environmental challenges. It is necessary to impart awareness and a sense of environmental stewardship amongst the youth of today and the future generations to warrant that the advocacy continues beyond 2030.

Youth are using their collective voice to advocate for the environment and lead campaigns towards adopting environmentally friendly practices through on-ground activism as well as by exploring & making use of multidimensional tools & platforms that are at their easy disposal such as social media & other networks. It is indeed a socio-capital investment for the government, civil society, and multilateral organizations to engage young voices in campaigns-harness their innovations, as they use various conventional and unconventional methods to contribute towards environmental care. Building a taskforce of social changemakers will enhance the feeling of ownership towards the environment, in the youth, bring about fundamental change & these thoughtfully designed models will lead to a paradigm shift.

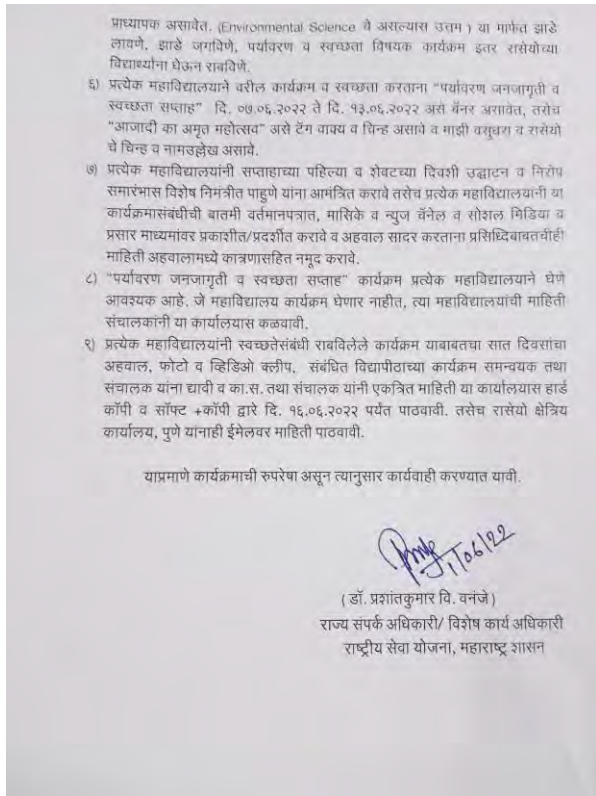
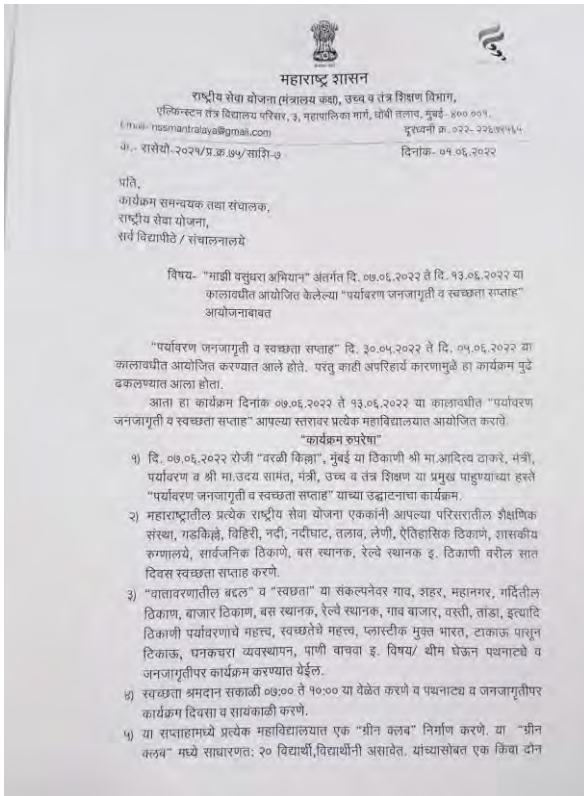
⁹ <https://www.unep.org/news-and-stories/story/millions-prepare-celebrate-world-environment-day>

5-Strategic Interventions & Integrated Action

5.A Collaboration with Government of Maharashtra

Mandate to Universities across Maharashtra: 39 Universities | 3000 Colleges | 4,25,000 students

The State Laison Officer, DVET, GoM, Mr. Vanje, issued a mandate to universities across Maharashtra to observe the Environment awareness and cleanliness week from June 7-June 13, 2022, in alignment with the MVA and participate in various activities such as cleaning of



heritage sites, public places, formation of green clubs, hold launch and closing ceremonies, engage through media channels and social media to promote the message of environmental care and protection.

5.B Operationalizing change through a decentralized approach

UNICEF Maharashtra, collaborated with the MVA, DoECC, GoM, NSS Maharashtra, Department of Higher & Technical Education, GoM, Maharashtra Urban WASH-ES Coalition to conduct various campaigns and programs across the State of Maharashtra in major Universities. Students and volunteers from 13 major universities participated actively in these initiatives to celebrate the World Environment Week effectively and in a meaningful manner.

The NSS units carried out clean-up operations at educational institutions, heritage sites, wells, river basins, lakes, caves, historical sites, government hospitals, public places, bus depots,

railway stations, etc. in their localities. They participated in street plays and public awareness programs throughout the week. The theme was “Keeping Villages and Cities Clean, Environmental Care, Solid Waste Management, Planting Trees, Plastic Free India, etc.” based on the themes of “Climate Change” and “Sanitation”. All colleges & Institutions had been asked to set up “Green Clubs” through which various programs will be organized throughout the year by promoting activities like tree planting.

महाराष्ट्र शासन, उच्च व तंत्र शिक्षण विभाग, पर्यावरण व वातावरणीय बदल विभाग अंतर्गत माझी वसुंधरा अभियान, राष्ट्रीय सेवा योजना, युनिसेफ महाराष्ट्र आयोजित...

“पर्यावरण जनजागृती व स्वच्छता सप्ताह”
(दि. ०७ जून २०२२ ते दि. १३ जून २०२२)

स्थळ : वरळी किल्ला, वरळी कोळीवाडा, वरळी, मुंबई - ४०० ०१८.
दि. ०७ जून २०२२ ❖ वेळ - सकाळी ८.३० वा.

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श्री/श्रीमती _____

“पर्यावरण जनजागृती व स्वच्छता सप्ताह”
(दि. ०७ जून २०२२ ते दि. १३ जून २०२२)

प्रमुख उपस्थिती १७

मा. आदित्य ठाकरे साहेब मंत्री पर्यावरण, पर्यटन व राजशिष्टाचार, महाराष्ट्र राज्य
मा. उदय सामंत साहेब मंत्री उच्च व तंत्रशिक्षण, महाराष्ट्र राज्य

सह-उपस्थिती १७

मा. विकासचंद्र रस्तोगी प्रधान सचिव, उच्च व तंत्रशिक्षण विभाग, महाराष्ट्र राज्य.
मा. मनिषा म्हासकर प्रधान सचिव, पर्यावरण व पर्यटन विभाग, महाराष्ट्र राज्य.
मा. सुधाकर चोबडे संचालक, माझी वसुंधरा अभियान, महाराष्ट्र राज्य.
श्रीम. राजेश्वरी चंद्रोखर प्रमुख युनिसेफ महाराष्ट्र क्षेत्रीय कार्यालय, मुंबई.
मा. अंकीत प्रभू सदस्य, राज्य सल्लागार समिती रा. से. यो. महाराष्ट्र राज्य.
श्री. अमित गुप्ता सदस्य, राज्य सल्लागार समिती रा. से. यो. महाराष्ट्र राज्य.

निर्मात्रक
डॉ. प्रशांत कुमार वनंजे
राज्य संपर्क अधिकारी व विशेष कार्य अधिकारी, रा.से.यो., महाराष्ट्र राज्य
दि. ०७ जून २०२२ ❖ वेळ - सकाळी ८.३० वा.
स्थळ :- वरळी किल्ला, वरळी कोळीवाडा, वरळी, मुंबई-४०० ०१८.

महाराष्ट्र शासन, उच्च व तंत्र शिक्षण विभाग, पर्यावरण व वातावरणीय बदल विभाग अंतर्गत माझी वसुंधरा अभियान, राष्ट्रीय सेवा योजना, युनिसेफ महाराष्ट्र आयोजित...

“पर्यावरण जनजागृती व स्वच्छता सप्ताह”
दि. ०७ जून २०२२ ते दि. १३ जून २०२२

प्रमुख उपस्थिती १७

मा. आदित्य ठाकरे साहेब मंत्री पर्यावरण, पर्यटन व राजशिष्टाचार, महाराष्ट्र राज्य
मा. उदय सामंत साहेब मंत्री उच्च व तंत्रशिक्षण, महाराष्ट्र राज्य

सह-उपस्थिती १७

मा. विकासचंद्र रस्तोगी प्रधान सचिव, उच्च व तंत्रशिक्षण विभाग, महाराष्ट्र राज्य.
मा. मनिषा म्हासकर प्रधान सचिव, पर्यावरण व पर्यटन विभाग, महाराष्ट्र राज्य.
मा. सुधाकर चोबडे संचालक, माझी वसुंधरा अभियान, महाराष्ट्र राज्य.
श्रीम. राजेश्वरी चंद्रोखर प्रमुख युनिसेफ महाराष्ट्र क्षेत्रीय कार्यालय, मुंबई.
मा. अंकीत प्रभू सदस्य, राज्य सल्लागार समिती रा. से. यो. महाराष्ट्र राज्य.
श्री. अमित गुप्ता सदस्य, राज्य सल्लागार समिती रा. से. यो. महाराष्ट्र राज्य.

निर्मात्रक
डॉ. प्रशांत कुमार वनंजे
राज्य संपर्क अधिकारी व विशेष कार्य अधिकारी, रा.से.यो., महाराष्ट्र राज्य
दि. ०७ जून २०२२ ❖ वेळ - सकाळी ८.३० वा.
स्थळ :- वरळी किल्ला, वरळी कोळीवाडा, वरळी, मुंबई - ४०० ०१८. ❖ दि. ०७ जून २०२२ ❖ वेळ - सकाळी ८.३० वा.

Posters / flyers disseminated across Maharashtra for observing World Environment Week 2022

6-Celebration of World Environment Day June 5, 2022

6.A MoU between UNICEF Maharashtra and DoECC, GoM



UNICEF is a key partner to Government's Majhi Vasundhara Initiative, which seeks to raise awareness and promote the actions taken on Environment and Climate related issues. On occasion of World Environment Day 2022, UNICEF Maharashtra & GoM signed a second MoU for strengthening youth-centric Climate Action & Disaster Response, including the intention to train approximately 200 youth Climate Champions on State Action Planning and Finance, and to develop a self-paced 20–25-

hour module in partnership with CEE Pune on relevant issues.

6.B Engaging with stakeholders, digitally!

Call for Action

Dissemination of Poster on Environment Awareness & Cleanliness, to share information on the campaign objectives & activities, as well as to mobilize youth to take part in climate action!

Hashtags popularized- #OnlyOneEarth
#WorldEnvironmentDay #ClimateAction

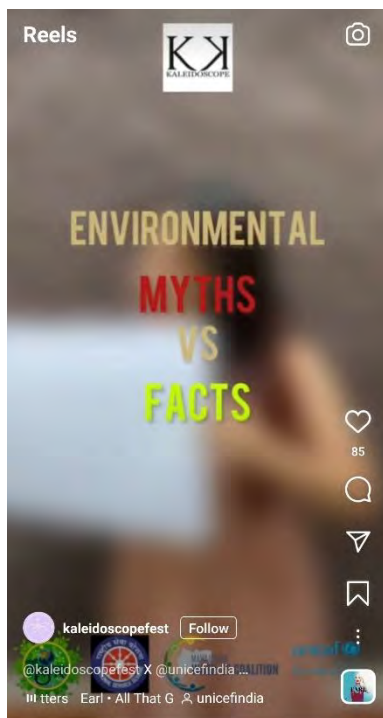




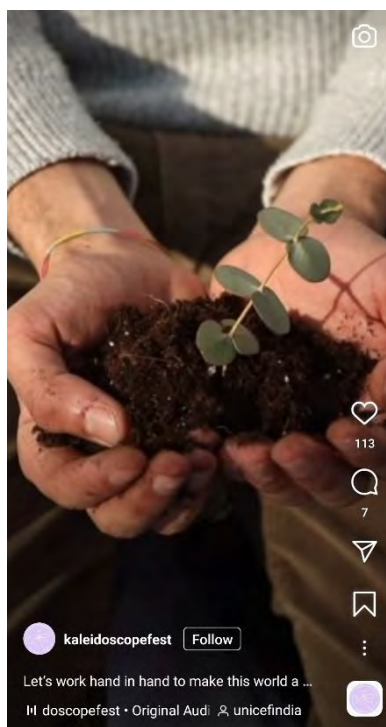
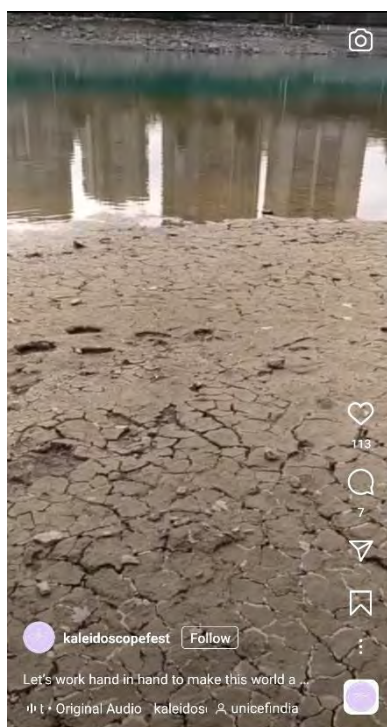
Social media Awareness by the Secretariat, Maharashtra Urban WASH-ES Coalition on the occasion of World Environment Day 2022, to share the importance of preserving the environment and emphasize on living sustainably in harmony with nature.

Online campaigns by students for Busting Myths & Saving the soil

Videos messages (Reels) curated by students at Sophia College for women, Mumbai, launched during the Kaleidoscope festival



Link to the reel: <https://www.instagram.com/reel/CegBsNNI75s/?igshid=YmMyMTA2M2Y=>



Campaigns highlighted the importance of taking immediate action to preserve the soil & natural resources.

Link to the reel: <https://www.instagram.com/reel/CeaixYWKmYA/?igshid=YmMyMTA2M2Y=>

6.C On-ground Campaigns

Shoreline Clean up-Cleanliness Drive by students of IIT Bombay

On World Environment Day, June 5, 2022, Abhyuday, IIT Bombay conducted the Powai Lake, Mumbai Cleanup and Awareness Drive. The drive saw tremendous participation from the students, faculty and staff of IIT Bombay as well as inhabitants of the neighborhood with a volunteer base of **300+ volunteers**.

Cleaning took place along the lake's 2 km-long perimeter. Around 2.5 tons of trash were collected in just one hour after the cleanup began at 7:30 AM. The cleanliness drive was followed by an awareness speech delivered by Shri Subhash Dalvi (OSD, SWM, BMC). The gathering came to an end with an oath to refrain from using plastic bags to protect the environment. The goal of cleaning the lake's shoreline was to create a cleaner, greener, and healthier environment. This drive was also held to spread the message that it is everyone's responsibility to maintain their environment, keep it clean & plastic-free and that little contribution can make a huge change. To promote the motto of 3Rs, the collected waste was taken to a facility for recycling by local organization- Project Mumbai and the Government Officials were informed of the lack of dustbins along the promenade, which is the main reason behind the plastic litter. This was the third edition of the drive; the earlier ones being held in 2019. The drive was a collaborative effort by Abhyuday and Project Mumbai, with the support of UNICEF, MVA and CACR, Mumbai.



Highlights of the campaign shared on UNICEF India's Twitter handle, to invoke environmental stewardship in youth through social media.



Students of IIT Bombay engaged in Cleanliness drive at Powai Lake, Mumbai

Extensive Media Coverage

THE FREE PRESS JOURNAL

<https://www.freepressjournal.in/mumbai/environment-awareness-and-cleanliness-week-cleaning-commences-at-powai-lake>

Environment Awareness and Cleanliness Week: Cleaning commences at Powai Lake

IIT Bombay was the first to respond to the initiative and started cleaning area near Powai Lake from Sunday morning



<https://www.esakal.com/mumbai/world-environment-youth-aware-environment-cleanliness-rsn93>



<https://marathi.hindustantimes.com/maharashtra/iit-students-took-part-in-powai-lake-cleaning-drive-141654420997902.html>

Cleaning work began on Powai Lake

<https://news-waali.com/cleaning-work-began-on-powai-lake-news-waali/>

7-A week dedicated to Environmental protection 7 June-13 June 2022

7. A Paramount Start: Launch of Environment week in Maharashtra by Honorable Ex-Minister with 1000 NSS students on 7 June 2022

Over 1,000 students from NSS Mumbai launched the historic Worli Fort and beach clean-up drive to launch the Environment Week celebration on June 7, 2022. Hon'ble Ex-Minister for Higher and Technical Education, GoM, Mr. Uday Samant, Principal Secretary for Higher and Technical Education, GoM, Mr. Vikas Chandra Rastogi, State Liaison Officer, NSS Maharashtra, Dr. Prashant Kumar Vanaje, State NSS Advisory Committee members Mr. Ankit Prabhu and Mr. Ashim Gupta, were present to commend the work and encourage the students, for the event organized by Dr. Swati Mohapatra, CAP Specialist, UNICEF Maharashtra & NSS Mumbai.



Honorable dignitaries from GoM, BMC & UNICEF Maharashtra address the students

Students also performed various plays and skits to spread a message on the importance of Environment protection. The event was broadcasted live on YouTube & Facebook for a much larger engagement: [Link](#). An appeal was made to all the colleges to participate in this week-long initiative, by Mr. Prashant Kumar Wanje. “We want to spread the message of environmental awareness through this campaign, and I welcome all NSS students who are present today,” said Wanje, NSS state liaison officer.

Students with directions from NSS, carried out a cleanliness drive at Worli Fort, Mumbai and the peripheral area. The collected waste was thereafter handed over to BMC officials.



Statewide Media Coverage

[Link](#)



Mumbai: Over 1,000 NSS students begin clean-up drive celebrating 'Environment Week'

The NSS units would be conducting cleanliness drives at educational institutes in their area, forts, wells, riverbeds, lakes, caves, historic places, government hospitals, public places, bus depots, railway stations etc.

PIPA news: <https://pipanews.com/environment-week-begins-with-uday-samant-sanitation-campaign-in-worli-by-1000-children/>

Arytv news: <https://arytvnews.com/mumbai-news-environment-week-starts-from-uday-samant-sanitation-campaign-in-worli-by-1000-children-mumbai-news-clean-worli-fort-and-beach-campaign-nature-week-starts-in-worli-by-uday-samant-ary-t/k>:

Proiqra: <https://proiqra.com/mumbai-news-environment-week-begins-with-uday-samant-1000-children-do-cleanliness-drive-in-worli-proiqra-news/>

freshgooglenews: <https://freshgooglenews.com/mumbai-news-environment-week-begins-with-uday-samant-sanitation-campaign-in-worli-by-1000-children-mumbai-news-clean-worli-fort-and-beach-campaign-nature-week-starts-in-worli-by-uday-samant-fgn-n/>

7.B Substantial & far-reaching campaigns by students & volunteers

Collaboration with Universities across 36 districts of Maharashtra



UNICEF Maharashtra with NSS Maharashtra and Department of Higher and Technical Education, GoM engaged with 39 universities across the 36 districts of Maharashtra. The final report is consolidated, based on information of activities & initiatives undertaken, received from **1165 colleges & institutions across 13 major universities** with their students and volunteers.

Main activities under the campaign:



Various diverse activities were conducted by students under the broad categories mentioned above, such as poster making competitions, debates, rallies, cleanliness drives, collection of waste from places of worship, beach cleaning, river cleaning, cleaning of hospitals, rangoli competitions etc. The campaign received a staggering response from students & volunteers



as over 1,08,000 students participated and extended their support. All of the events and activities were held in **1600 + Public Places** -such as bus depots, railway stations, police stations, markets, local municipal corporation offices, other government offices, public hospitals, schools. Many events and cleanliness drives were held at heritage sites and historic sites such as shaniwar wada and Sinhagad fort in Pune district, Bibi ka Maqbara and Daulatabad fort in Parbhani district, Raigad fort, Pratapgad fort in Satara, Shivneri fort, Pune.

Street plays- a powerful medium to build awareness

Street play and India share a long relation dating back to about 5000 years. The earliest form of theatre being the Sanskrit theatre. Bharata's 'Natya Shastra' was the one of the earliest play enacted in India.¹⁰ Now, Street theatre, popularly known as Nukkad Natak, uses public spaces as a platform to make people aware of social issues and evils. The art form usually has a tinge of everything - humour, political satire, music and of course some powerful performances.¹¹ In recent years street play has picked up pace and has acquired an image of a more moral nature with just the right kind of fun. These are much intimate, brief, direct and address the social/political message head-on with the help of drama. The catchy phrases and songs, crisp script, humor and loudness help in making a long lasting and powerful effect on viewers. These plays can really stir up emotions, create awareness and lead the way towards positive change.¹² Students and volunteers conducted these street plays at **500+ Public places** across Maharashtra & reached **1,40,000+ people** with a message on environmental protection & sustainable development.

Cleanliness Drives- Aligning with Government Mission

Students and volunteers extensively participated in cleanliness drives across the State to advocate for environmental care and protection. The cleanliness drives were also added under the campaign to instill the values of having clean surroundings & in alignment with the objectives under the Swacha Bharat Mission 2.0- to effect behavioral change through Jan Andolan. This objective sets out the overall approach to be adopted to ensure awareness creation along with large scale citizen outreach to intensify 'Jan Andolan' and institutionalize swachh behavior and action, for achievement of "Garbage Free" cities, and sustaining the gains of urban sanitation.¹³ Through these drives across Maharashtra, around **9500 bags of waste were collected** & about **2900 bags** were recycled. This resulted in **saving 1,42,500 kgs CO2eq net GHG emissions.**¹⁴



Beach cleaning drive held by students in Palghar district, covered in a local newspaper

¹⁰ <https://eksangh.org/what-is-street-play-2/>

¹¹ <https://www.cityscope.media/post/street-theatre-as-a-tool-to-spread-awareness-about-social-issues-in-india>

¹² <https://eksangh.org/what-is-street-play-2/>

¹³ Page 69- <https://sbmurban.org/storage/app/media/pdf/swachh-bharat-2.pdf>

¹⁴ Assuming 1 bag carries 15 kgs waste- <https://cooltheglobe.org/>



Students cleaning their institutions, peripheral areas, and public places

Formation of Green clubs /Vasundhara clubs

Established in around **450 colleges** during the campaign, Green clubs/Vasundhara clubs are platforms with an institutional binding, for students to hold discussions around means and ways to minimize the emissions at a college/ institution/household level and as individuals. Various programs can be organised under these clubs to promote the message of environment protection, such as debates, webinars, group discussions etc. Every club needs to have at least **20 student members** and one or two faculty members as mentors (they can be from the environment Department or any other interested faculty member).



Students gathered to conduct activities under the Green/Vasundhara Clubs

Exhibitions- Best out of Waste

These exhibitions were held in **100+ colleges** across Maharashtra. These exhibitions are platforms for students to showcase their innovative ideas with recycled products. Waste material such as used plastic bottles, coconut shells, plastic bags, tyres, any other material which is considered as waste products could have been used to make something productive.

Adopting & planting trees

To encourage a greater understanding of the environment and overall appreciation for it, **900+ colleges** conducted this activity with their student **40,000+** trees were planted. This activity can lead to **potential carbon absorption of 8,00,000 kg/year.**¹⁵



¹⁵ Average carbon absorption by a tree assumed-20 kgs/year- <https://ecotree.green/en/how-much-co2-does-a-tree-absorb>



Tree plantation activity undertaken by students

8- Media Engagement

8.A Engaging beneficiaries through Radio Interviews

UNICEF team members Mr. Anand Ghodke, WASH Specialist, UNICEF Maharashtra & Ms. Priyanka Shendage, Consultant for Youth & Climate Change, UNICEF, shared messages on environmental awareness through radio interviews on channels Radio City¹⁶ and Big FM¹⁷.

Link: <https://drive.google.com/drive/u/0/folders/1VKEzKDOzJeG25sINETOYrj1O8EJopyol>

8. B Engagement by Institutions & Students



Celebrating World Environment Week'22

11.8+ K views

Link:

https://public.app/video/sp_h6kehkl0h5q25

गोंदिया: एस. एस. गर्ल्स महाविद्यालय गोंदिया येथे राष्ट्रीय सेवा योजना विभागातर्फे पर्यावरण जनजागृती स्वच्छता सप्ताहाचे आयोजन

11.8k views | Gondiya, Gondia | Jun 7, 2022

¹⁶The weekly listenership on Radio City in Mumbai is 19,02,000 & Maharashtra is appr. 5,00,000

¹⁷ The weekly listenership on Big FM Mumbai is 21,58,000.

8. C Engagement through local news

तरुण भारत संवाद

विद्यापीठात चिमण्यांसाठी घरटी बनविण्याचे प्रशिक्षण

प्रतिनिधी
सोलापूर

युनिसेफ (महाराष्ट्र) तसेच पुण्यश्लोक अहिल्यादेवी होळकर सोलापूर विद्यापीठातील सामाजिक शाखे संकुल आणि भूशाख

संकुल यांच्या संयुक्त विद्यमाने पर्यावरण दिनांक ८ ते सप्ताहाभिमित १३ जून २०२२ आयोजन दरम्यान पर्यावरण सप्ताहाचे आयोजन करण्यात आले आहे.

महाराष्ट्रातील सर्व विद्यापीठात पर्यावरण सप्ताह साजरा करण्यात यावा, अशा प्रकारचे परिपत्रक



घरटी बनविण्यासाठी कार्यशाळा

पर्यावरण सप्ताहाच्या निमित्ताने ८ जून रोजी दुपारी बारा वाजता विद्यापीठाच्या सामाजिक शाखे संकुलामध्ये चिमण्यांसाठी घरटी बनविण्याची कार्यशाळा आयोजिली आहे. या कार्यशाळेमध्ये तज्ञ व्यक्ती विद्यार्थ्यांना चिमण्यांसाठी घरटी कशी बनवावी याचे प्रशिक्षण देणार आहेत. जास्तीत जास्त विद्यार्थ्यांनी यात सहभागी व्हावे, असे आवाहन करण्यात आले आहे.

कुलसुरू डॉ. मृणालिनी फडणवीस अध्यक्षस्थानी असणार आहेत. या प्रसंगी सामाजिक शाखे संकुलाचे संचालक डॉ. जी. एस. कांबळे तसेच भूशाख संकुलाचे संचालक डॉ. सचिन लह्या यांची विशेष उपस्थिती राहणार आहे. या पर्यावरण सप्ताहाच्या

निमित्ताने विविध स्पर्धांचे व उपक्रमांचे आयोजन करण्यात आलेले आहे. या स्पर्धांबाबत अधिक माहितीसाठी डॉ. रवींद्र विवोलकर किंवा डॉ. विनायक धुष्य यांच्याशी संपर्क साधावा, असे आवाहन विद्यापीठातर्फे करण्यात आले आहे.

नवभारत

7 जून से पर्यावरण सप्ताह मनाएंगे युवा

मुंबई. पर्यावरण जागरूकता की दिशा में सामूहिक प्रयासों को आगे बढ़ाते हुए महाराष्ट्र के पर्यावरण मंत्री आदित्य ठाकरे और उच्च और तकनीकी शिक्षा मंत्री उदय सामंत की अगुवाई में 7 जून से 'पर्यावरण जागरूकता और स्वच्छता सप्ताह' की शुरुआत होगी जो 13 जून तक चलेगी. इस दरमियान 'मांडवी वसुंधरा अभियान' के तहत और एनएसएस और यूनिसेफ के मिले जुले प्रयासों से राज्य भर के युवा बड़ी संख्या में गतिविधियों में भाग लेंगे और अपने क्षेत्र के शैक्षणिक संस्थानों, किलों, कुओं, नदी के किनारे, झीलों, गुफाओं, ऐतिहासिक स्थानों, सरकारी अस्पतालों, सार्वजनिक स्थानों, बस डिपो, रेलवे स्टेशनों आदि में स्वच्छता अभियान चलाएंगे.

जैविक पर्यावरण दिनाभिमित १३ जून २०२२ आयोजन दरम्यान पर्यावरण सप्ताह मनाएंगे युवा

तरुणाई करणार पर्यावरण आणि स्वच्छतेचा जागर

विद्यार्थ्यांनी मुंबई

पर्यावरण जागरूकता की दिशा में सामूहिक प्रयासों को आगे बढ़ाते हुए महाराष्ट्र के पर्यावरण मंत्री आदित्य ठाकरे और उच्च और तकनीकी शिक्षा मंत्री उदय सामंत की अगुवाई में 7 जून से 'पर्यावरण जागरूकता और स्वच्छता सप्ताह' की शुरुआत होगी जो 13 जून तक चलेगी.



नवशक्ति अंतर

पर्यावरण जागरूकता की दिशा में सामूहिक प्रयासों को आगे बढ़ाते हुए महाराष्ट्र के पर्यावरण मंत्री आदित्य ठाकरे और उच्च और तकनीकी शिक्षा मंत्री उदय सामंत की अगुवाई में 7 जून से 'पर्यावरण जागरूकता और स्वच्छता सप्ताह' की शुरुआत होगी जो 13 जून तक चलेगी.



समाचार : 31 अं. से.

महाराष्ट्र न्यूज स्पेशल न्यूज Parbhani (Maharashtra news special news Parbhani)

<https://www.youtube.com/watch?v=jz9eJL26D8Y&feature=youtu.be>

Annexure

Report prepared based on data received from the following Universities in Maharashtra:

1. Kavayitri Bahinabai Chaudhari North Maharashtra University, Jalgaon, Maharashtra.
2. Sant Gadge Baba Amravati University, Amravati, Maharashtra.
3. Punyashlok Ahilyadevi Holkar Solapur University, Solapur, Maharashtra.
4. Directorate of Vocational Education & Training, Maharashtra (ALL ITI's).
5. Shivaji University, Kolhapur, Maharashtra.
6. Maharashtra University of Health Sciences, Nashik, Maharashtra.
7. Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur, Maharashtra.
8. Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, Maharashtra.
9. Swami Ramanand Teerth Marathwada University, Nanded, Maharashtra.
10. Kavikulaguru Kalidas Sanskrit University, Ramtek, Nagpur, Maharashtra.
11. Vasantrya Naik Marathwada Krishi Vidyapeeth, Parbhani, Maharashtra.
12. Savitribai Phule Pune University, Pune, Maharashtra.
13. University of Mumbai, Mumbai, Maharashtra.

