



**MOBIUS  
FOUNDATION**

Issue No.9

2020

# DECEMBER DIARY



“ Air pollution is already a health crisis in India. It is time to take action, each of us needs to start by being conscious of our daily choices because progress is impossible without change. Switch to environment friendly choices for a greener and pollution free future. Future will either be green or not at all. #HawaBadlo ”

– Mr Pradip Burman, *Chairman, Mobius Foundation*

## Highlights of the Mobius Projects

### Mobius Foundation - Great Place to Work

Mobius Foundation has been certified by Great Place To Work. The process started a year back but got stretched due to Covid -19. The certification passes through many stages. Some of the areas which were surveyed during the process are as CREDIBILITY OF MANAGEMENT, RESPECT FOR PEOPLE, FAIRNESS AT THE WORKPLACE, PRIDE, CAMARADERIE BETWEEN PEOPLE. We are also happy to share that our organization has met the global thresholds to be Great Place to Work-Certified™. More than 1000 organizations compete to be certified every year and only a few make it to this milestone.



## AAKAR

### Bronze for Mobius at Flame Awards Asia 2020

With delight we are pleased to share, Mobius Foundation has bagged Bronze Metal for its campaign ‘Dampatti no 1’ under ‘Project Aakar’ in the prestigious category of ‘INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR’ is bestowed by Flame Awards Asia 2020.

The prestigious platform – ‘Flame Awards Asia’ acknowledges and celebrates the best of rural & developmental campaigns/projects Initiatives, and practices in India and immediate sub-continent members from Nepal, Bangladesh. The eminent jury is drawn from industry veteran and developmental sector experts and esteemed organisation like Ernst and young as the evaluation partner.

Mobius foundation proudly acknowledges collaborated partner ‘Impact Communications’, to shape reproductive behaviour for population stabilization in the year 2019.

Mobius looks forward to inspiring the stake holders and encourages recognition for its various initiatives in areas of Environmental Protection, Social Development and Economic Development.

Our Project Aakar is expanding and getting modulated for a greater role in collaboration with Directorate of Family Welfare, Government of Uttar Pradesh and National Health Mission, Government of Uttar Pradesh.



## Mission Sustainability: Road to Population Stabilisation

Human population growth is at the root of our most pressing environmental issues, yet it's often left out of the conversation. We can fight to curb climate change, stop habitat loss and clean up pollution, but if we don't address our unsustainable population, it'll stay an uphill battle that we can't win. The first step to solving a problem is getting people to talk about it.

Mobius Foundation is working to put the spotlight back on human population growth. We're using Zee Media as our communication partner to start conversations nationwide and using media to explain those not quite so obvious connections between population growth and other environmental.

## Web discussion - Legends of India from 20th Century

A global pandemic is anxiety-provoking for most people but everyone was overwhelmed after city eases lockdown. Mobius Foundation initiated an activity to learn about famous Indian personalities of 20th century to inspire everyone during this stressful period. The 20th century may have seen more technological

and scientific progress than all the other centuries combined since the dawn of civilization. We consider this as an educational initiative and the series of this debate is an exercise to motivate the team. Our Chairman Mr Pradip Burman started this with an idea that we should discuss each personality every week for next 52 weeks and can be later compiled in the form of a book. In the first week, everyone from the organization shared their views on JRD Tata and Ms Archana Kushwaha's write up was selected as best piece by Jury and rewarded by Chairman & CEO of Mobius Foundation.

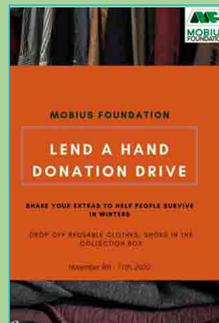


## Waste Management Activity

### Clothes Donation to Goonj

As a part of Waste Management activity, Mobius Foundation organized Reuse program between Nov 9th – 11th, 2020 to collect old clothes.

The main benefit of textile recycling activities is the opportunity to reuse clothing. Through the reuse of clothes and textiles, we can avoid pollution and energy-intensive production of new clothes. Additionally, clothing that cannot be reused may be repurposed into products such as rags or recycled into fabric or other material for reprocessing.



## Digital Campaign

### Meri Wali Green Diwali

The campaign " #MeriWaliGreenDiwali" focused on 'CHILDREN' who are our future. Where children appealed everyone through video message to celebrate Green Diwali this year.



Meri Wali Green Diwali campaign on twitter received

**14,363 impressions with 14 Retweets**



On Instagram, Meri Wali Green Diwali campaign received

**3,74,650 impressions and 3,47,733 reach**



On Facebook, Meri Wali Green Diwali campaign received

**2,23,013 impressions and 2,18,142 reach**



## FUNNY SIDE

School finally opens after COVID-19.

Students during exam:



## Mobius Foundation

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