



JANUARY DIARY



“2020 has been a difficult year because of lockdown due to COVID. We have learnt that the air quality can improve and the river blue.”

– Mr. Pradip Burman
Chairman, Mobius Foundation

WELCOME 2021!

I am happy to share with you the first issue of the Mobius DIARY for the new year 2021. The year 2020 was indeed a difficult one. Most of us are happy to see this pass, hoping to have a better and brighter 2021. We launched this monthly newsletter along with a quarterly BULLETIN during the pandemic, to better connect with our network- our partners and associates. I am happy to note that both the Diary and Bulletin have grown into a great networking tool and have elicited good response from readers. During the unprecedented lockdown, we quickly adapted to online working- organizing webinars, meetings and variety of interactions. I would like to extend a special note of thanks to my dedicated team members, patrons, supporters and partners, for their unstinted support for successfully continuing our programmes and activities throughout such a tough time. We are stepping into 2021 with many new aspirations and look forward to achieving more milestones in our journey in the NEW YEAR.

Wish you all a happy, healthy and fruitful 2021!

Dr. Ram Boojh
CEO, Mobius Foundation

DIGITAL CAMPAIGN

Fact: As per a WHO report, 90% of the world’s children breathe in toxic air every day.

Recently, air pollution levels in India reached a dangerous peak.

With the rising health concerns among environmentalists and citizens alike, we did the air pollution campaigns #LetMeBreathe & #HawaBadlo which focused on spreading awareness and encouraging eco-friendly choices among the target audience.



our typewriter videos on #LetMeBreathe and #HawaBadlo performed very well with views 53,174, Reach 2,96,207 and Impressions 3,39,421



the typewriter videos and posts got 2,36,284 Reach, 2,33,517 Impressions

MONTHLY HIGHLIGHT OF THE MOBIUS PROJECT



MISSION SUSTAINABILITY
POPULATION vs PLANET

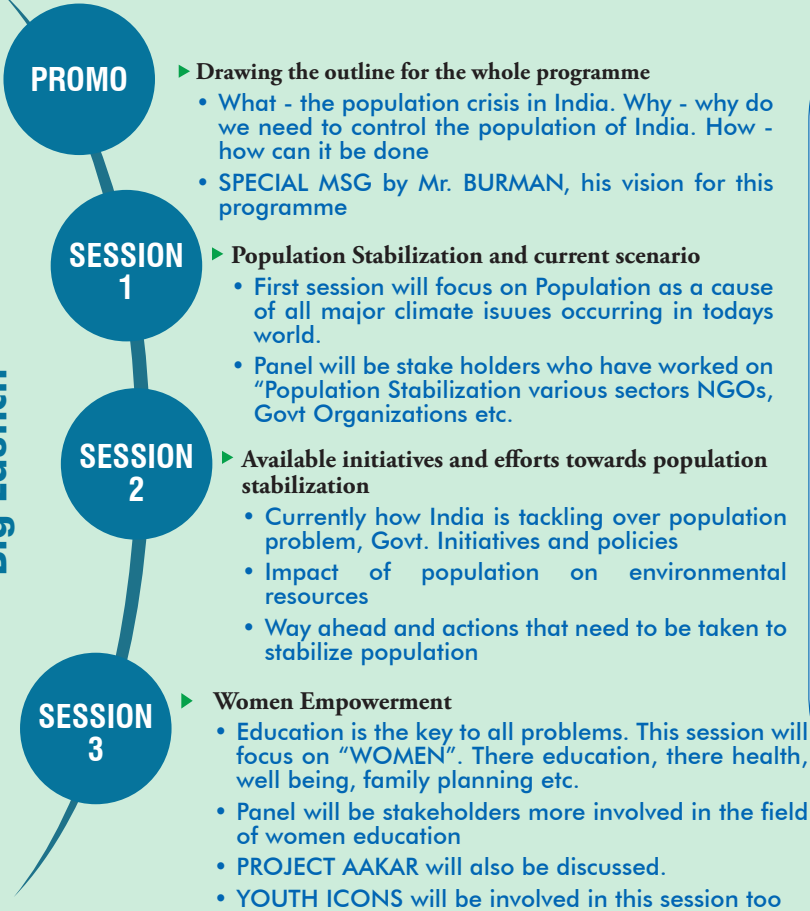


Introduction to the Concept

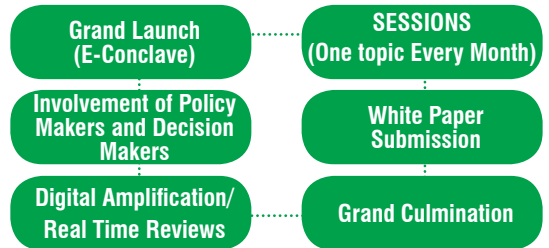
Human population growth is at the root of our most pressing environmental issues, yet it's often left out of the conversation. We can fight to curb climate change, stop habitat loss and clean up pollution, but if we don't address our unsustainable population, it'll stay an uphill battle that we can't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

Big Launch



PROCESS



Monthly Topics

Air Pollution | Non Renewable Resources | Bio Diversity and Natural resources | Waste Generation/ Over Consumption (Waste) | Housing/ Migration | Jobs/Poverty | Education | Energy needs leading to Pollution | Climate Change

Broadcast

TOTAL
SECONDAGES:
152160 (ON TV)

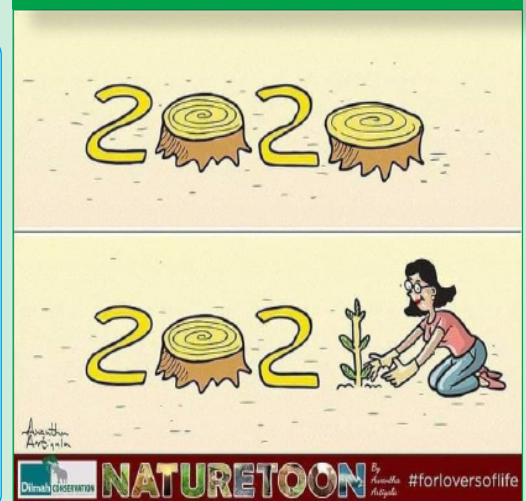


A week long radio promotion



Campaign Promo | Document Episodes | Special Short Feature Org | Special Short Feature Rpt | Smart Stats | Event Episode | Event Promo | Post Event Vignette | E-Conclave

FUNNY SIDE



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