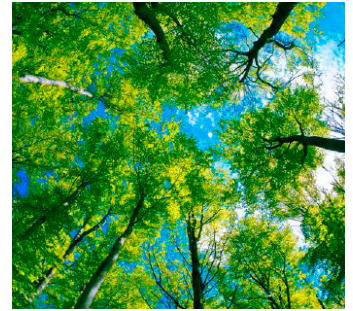




# MOBIUS FOUNDATION

## QUARTERLY BULLETIN



### 01

'Programmes'

- Gyan Anant Vidyalaya (Gav)
- Aakar
- Mobile Health Camps
- Mission Sustainability - Population Vs Planet



SAVE MY PLANET

### 03

"Projects and Activities"



### 04

"Digital Awareness and Media"



**"2020 was a difficult year due to pandemic. Natural disasters impact us all. Then why wait for others to save our environment? Today, pledge to yourself- 'I will be conscious of my choices to save my planet'"**

Mr. Pradip Burman, Chairman, Mobius Foundation

### MOBIUS FOUNDATION - GREAT PLACE TO WORK



Mobius Foundation has been certified as a "Great Place To Work" as it met the global standards by the certifying agency. More than 1000 organizations compete to be certified every year and only a few make it to this milestone. 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.

### GYAN ANANT VIDYALAYA (GAV)

Since the COVID-19 pandemic has disrupted the normal lifestyle of people across the globe, the virtual world has come to rescue. Gyan Anant Vidyalaya has also shifted their base to virtual platform to conduct online classes for Nur-VII standard. Making continuous effort to provide customised teaching-learning material suitable for online classes is another way of facilitating the schooling of children.



## AAKAR

### Bronze for Mobius at Flame Awards Asia 2020

Mobius Foundation has bagged Bronze Medal by Flame Awards Asia 2020 for its campaign 'Dampatti no 1' under 'Project Aakar' in the prestigious category of 'INTEGRATED & SOCIAL DEVELOPMENT CAMPAIGN OF THE YEAR'.

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.



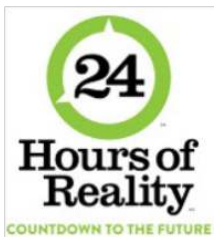
### MOBILE HEALTH CAMPS



Mobius Foundation in support with its implementation arm, Sustainable Advocacy Team for Human Improvement (SATHI) has organized health camps in villages of Sonipat. The health camps are organized annually to create awareness of healthcare and hygiene among students, youth, women, and farmers. The Mobius Foundation plans to organize 48 health camps round the year. In the month of October this year, 297 patients were

treated through mobile health camps in 5 villages, Bandh, Kaith, Buana Lakhu, Gangana and Israna through self-help groups (SHG).

### 24 HOURS OF REALITY



Mobius Foundation conducted a 30-minute session via zoom to raise awareness about climate change and its effect on planet Earth on 16th Oct 2020. Mr. Pradip Burman, Chairman, Mobius Foundation welcomed the participants from Mobius and Ayurvet Ltd. He gave an introductory speech on climate change and significant

activities by Mobius to educate people about the effects of climate change. The session was taken over by Dr. Ram Boojh, CEO, Mobius Foundation who gave deep insights about Climate Change and Biodiversity. The concluding session was given by Ms. Archana Kushwaha, Mobius Foundation by giving a presentation to aware the participants about the small steps that can be taken by each individual to combat climate change.

### WEB DISCUSSION - LEGENDS OF INDIA FROM 20TH CENTURY

Mobius Foundation has started an educational initiative to inspire and motivate the team. Through this initiative we learn about one famous Indian personality of 20th century every week. Participants submit write up on one personality every week which will go on till next 52 weeks and will be later

compiled in the form of a book. During this quarter, the life and contribution of J. R. D. Tata, Dr. Vikram Sarabhai, Major Dhyan Chand, Dr. Verghese Kurien and many others were discussed. Every week the best presentation for each topic was recognized and rewarded by Chairman & CEO of Mobius Foundation.

## MISSION SUSTAINABILITY - POPULATION vs PLANET

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 issues.



### BIG LAUNCH

#### PROMO

Drawing the outline for the whole  
**What** – the population crisis in India.  
**Why** – why do we need to control the

population of India.  
**How** – how can it be done  
 SPECIAL MSG by Mr. BURMAN, his vision for this programme

#### SESSION 1

Population Stabilization and current scenario

First session will focus on Population as a cause of all major climate issues occurring in today's world.

Panel will be stakeholders who have worked on "Population Stabilization various sectors NGOs, Govt Organizations etc.

#### SESSION 2

Women Empowerment and Education

Education is the key to all problems. This session will focus on "WOMEN". There education, their health, well being, family planning etc.

Panel will be stakeholders more involved in the field of women education PROJECT AAKAR will also be discussed. YOUTH ICONS will be involved in this session too

#### SESSION 3

Available initiatives and efforts towards population stabilization

Currently how India is tackling over population problem, Govt. Initiatives and policies

Impact of population on environmental resources  
 Way ahead and actions that need to be taken to stabilize population

### PROCESS



- 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 SECONDDAGES: 152160 (ON TV)



A week-long radio promotion

### Content Formats

Campaign Promo	Document Episodes	Special Short Feature Org	Special Short Feature Rpt	Smart Stats	Event Episodes	Event Promo	Post Event Vignette	E-Conclave
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## WASTE MANAGEMENT

### 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.

## PARTICIPATION/ REPRESENTATION

Dr Ram Boojh addressed the 35th virtual International conference of the Council for Teacher Education Foundation (CTEF) on 20th December, 2020. Established in 1985, the Council for Teacher Education Foundation has attained international status in 2009 with twenty-four National and three overseas chapters. He spoke on the topic: Reimagining learning and beyond from sustainability Lens.



Dr Ram Boojh was a guest speaker at the “Climate Reality Leaders - Youth Engagement Conclave 2020” organized on 24th November 2020. He spoke virtually on the the topic ‘Importance of Education for Sustainable Development and Climate Action’. Attendees were teaching staff and research associates from Krishna University and affiliated colleges from Andhra Pradesh.

Dr Ram Boojh was a guest speaker at the “1st Virtual Winter School on Climate Change: Past - Present - Future” on 18th November, 2020 organized by Madurai Kamaraj University’s Integrated Resource Centre for Environment, Climate Change and Biodiversity (IRCECCB) under the University Grants Commission (UGC)’s flagship STRIDE (Scheme for Trans-disciplinary Research for India’s Developing Economy) programme to develop capacity in the areas of Environment, Climate change and Biodiversity of budding research scholars, young faculty members and scientists of Indian Universities/ Colleges/Research Institutes.



Dr Ram Boojh took a special online session on ‘Biodiversity conservation for sustainable development’ at the Department of Architecture and Planning, University for students of Master of Architecture (M.Arch.), Master of Urban and Rural Planning (MURP) and Ph.D. programs on 4th November 2020.

IIT Delhi Alumni Association (IITDAA) organized the 'IIT DELHI ALUMNI FACULTY DAY' as part IIT Delhi Diamond Jubilee celebration through the flagship online webinar designed to congregate the high achievers IIT Delhi Alumni for a visioning exercise including brainstorming, finding solutions on the theme "Teachers: Leading in Crisis, Reimagining the Future" in line with the National Education Policy (NEP)2020. Dr Ram Boojh joined the virtual event on 4th October 2020, as a special guest and panellist and interacted with around 52,000 illustrious IIT Alumni present globally, who hold leadership positions in industry, government, academia, civil services, non-profit organizations and other areas.



Dr Ram Boojh attended the IGEN-GREEN9 SDG CONCLAVE 2020 virtually as Chief Guest of the valedictory session on 3rd October 2020. The Institution of Green Engineers (IGEN), connects green professionals, for developing Innovative products leading to sustainable greener world. The Conclave organized on 2nd & 3rd October 2020 was two days, 16 hours gala event with the involvement of 14 Partners to highlight innovations in SDG 7, 9 & 13.

October 2020

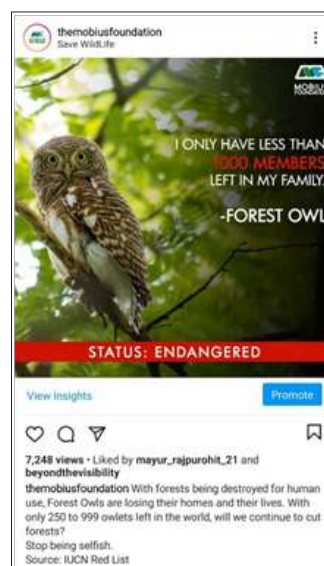
## DIGITAL AWARENESS AND MEDIA

### Biodiversity Campaign

The campaign shed light on the current state of our biodiversity and called forth the society to step up to save these vulnerable species and protect our environment.

\* On Instagram, we received 73,023 views on the posts with 4282 impressions organically

\* On facebook, the posts got a good number of interactions 44,939 and 46,117 impressions on overall posts.



NOVEMBER 2020

**Meri Wali Green Diwali**

The objective of this campaign was to share the importance of celebrating Green Diwali. The key focus for the campaign was “CHILDREN”. On social platforms we invited video messages from children and shared their video messages appealing everyone to celebrate a green Diwali and urging parents and elders to monitor their action and switch to more sustainable ways to celebrate Green

**On Instagram, Meri Wali Green Diwali campaign received 3,74,650 impressions and 3,47,733 reach and on facebook 2,23,013 impressions and 2,18,142 reach which was exceptionally well**

**Received 10+ entries online**



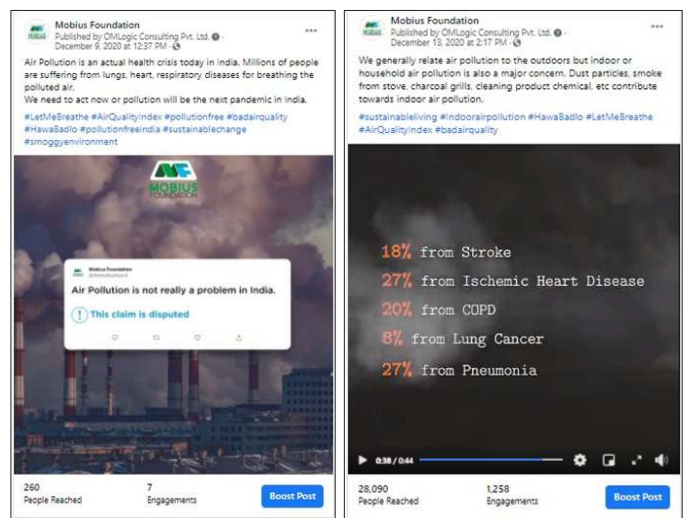
**Let Me Breathe and Hawa Badlo**

DECEMBER 2020

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. Three major Indian cities ranked among the top 10 of most polluted cities in the world. With the rising health concerns among environmentalists and citizens alike, we did the air pollution campaigns

which focused on spreading awareness and encouraging eco-friendly choices among the target audience

\* On Instagram, our typewriter videos on #LetMeBreathe and #HawaBadlo performed very well with views 53,174, Reach 2,96,207 and Impressions 3,39,421 on Facebook, the typewriter videos and posts got 2,36,284 Reach and 2,33,517 Impressions



**MARK YOUR CALENDAR 2021**

**JANUARY**

5 NATIONAL BIRD DAY

**FEBRUARY**

2 WORLD WETLANDS DAY | 27 International Polar Bear Day

**MARCH**

3 World Wildlife Day | 14 International Day of Action for Rivers | 18 Global Recycling Day | 21 World Wood Day and International Day of Forests | 22 World Water Day | 27 Earth Hour

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