



# MOBIUS FOUNDATION

## QUARTERLY BULLETIN

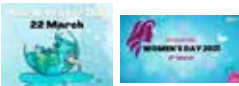


### 01 Highlights

- Gyan Anant Vidyalaya (Gav)
- Aakar
- Mission Sustainability - Population vs Planet
- World Water Day 2021
- Women's Day Celebration
- World Sleep Day



### Celebration



“ The pandemic has reduced the carbon footprint, from now on our actions must pass “THE CLIMATE TEST” so that we do not go over the edge.

Mr. Pradip Burman, *Chairperson, Mobius Foundation* ”

## GYAN ANANT VIDYALAYA (GAV)



Teachers, Principals and administrative staff of GAV.

We are pleased to announce that school has crossed 100 students mark in 2021-22 session with new batch for class 8 which has started this year. Summative Assessment II examinations, corrections and result tabulation are being completed by 31 March 2021. In the month of April Parents Teacher Meeting, Sale of books and uniform will be scheduled. New session for online classes shall commence from 15th April 2021. The school is undergoing preparation, planning and documentation for CBSE Secondary school affiliation.

This year the school will focus on teachers training and development program. The purpose of the programme is to offer teachers an opportunity to empower themselves with the requisite knowledge and skills for effective transaction of concepts in environment and development in school.

### Digital Coverage of GAV



To highlight the advantages of studying at Gyan Anant Vidyalaya, the posts focused on its core values, sustainability efforts, and quality education to steer the future generation. The creatives used both Hindi & English languages to capture the audience.

The campaign gained the traction of: Impressions **93,467**, Engagement **28,703**, Reach **1,20,809**, Views **740**

## AAKAR

In phase 2 of the project AAKAR, contraceptives, condom and Mala-D are being distributed to ASHA workers in villages of Bahraich and Barabanki, Uttar Pradesh. In every round, contraceptive kits are given to Asha worker of selected villages in both districts. Supervisors cover two to three feasible villages in every day. During

visits, our counsellors take feedbacks and provide counselling session to Asha and beneficiaries from home. Fourth round of contraceptive distribution has been completed on 5 January 2021 and fifth round has been started since 19 January 2021 covering 28 villages and 21 villages in Bahraich and Barabanki respectively.



### Khushaal Parivar Diwas (January - March 2021) synopsis:

The below table shows the number of people benefitted from the counselling camp organised during Khushaal Parivar Diwas.

Total number of people counselled	Number of people opted for				
	Sterilization	IUCD	Antra	High Risk Pregnancy (HRP)	Newly married couple counselled
49	17	2	3	1	5
35	2	1	1	1	3
41	1	8	10	1	4



*Khushaal Parivar Diwas celebrated at Bahraich and Barabanki districts, UP*



### Digital Coverage of Khushaal Parivar Diwas and AAKAR

In sync with the government of Uttar Pradesh's initiative, Mobius Foundation celebrated the 'Khushaal Parivar Diwas' on 21st January 2021. The aim was to engage people at community level and engage them regarding family planning and use of contraceptives. To highlight the response from the community, we showcased the statistics and the images from the event.

**The campaign gained the traction of : Impressions 4,699, Engagement 2,229, Reach 7,327**

The overall campaign on Population Stabilization focused on highlighting concrete facts and their effect on the family, economy and our environment. Through this campaign, the lack of women participation in family planning was brought to the limelight.

# MISSION SUSTAINABILITY

## POPULATION vs PLANET



The Mobius Foundation has been at the forefront of spreading awareness about sustainability in a bid to improve the prospect of healthy living for upcoming generations. Mobius Foundation have partnered with Zee Media to start conversations nationwide to explain connections between population growth and environmental sustainability. The Grand launch of “Mission Sustainability- Population Vs. Planet” on channel WION, 20th Feb 2021 was successfully conducted.



**The Launch was divided into following segments:**

### SESSION 1 POPULATION VS PLANET: SUSTAINING THE BALANCE

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The session talked about over population will become a problem when our lifestyle is such that we are exploiting the earth resources and our consumption pattern is increasing and we are not recycling the resources.

“Air Pollution is the direct visible problem which is resulting due to over population, and the more people increase in number more climate related problems will become apparent in no time.”

*Mr Pradip Burman, Chairperson, Mobius Foundation*

#### **Fire Side Chat with Mr. Pradip Burman, Chairperson, Mobius Foundation**

He mentioned that the Mobius Foundation is focusing on two main objectives **Education and Population Stabilisation** and the two solutions can be implemented right away **Recycling and Renewable Energy**.

### SESSION 2 POPULATION STABILISATION: THE ROAD MAP

According to United nations report India is projected to overtake china as the world’s most populous country by 2027. Therefore, the measures that are being implemented and what needs to be done was discussed throughout the session.

“Population should be seen in terms of TFR (Total Fertility Rate), it should be well known that except Bihar and Uttar Pradesh we have 1.7 or 1.8 as our TFR which means on an average a woman is producing less than 2 children during her reproductive years.”

*Ms. Shailaja Chandra, Former Health Secretary, Government of India*

“Investing in human capital and family planning services of reproductive age can increase the GDP by 13% and is the key to achieve population stabilisation.”

*Ms. Poonam Muttreja, Executive Director of the Population Foundation of India (PFI)*

## SESSION 3 EDUCATION AND AWARENESS

The session focussed why there is lack of education and awareness around population stabilisation.

“Lack of education and that to on population matters like sexuality and reproductive behaviours all these shapes the size of the family.”

**Dr. Ram Boojh**, CEO, Mobius Foundation

“There a lot of stigma attached to male population control measures and this can only be changed through a major education campaign specifically for male participation in family planning.”

**Mr. Kartikeya Vikram Sarabhai**, Founder and Director, CEE

The special message at the end was delivered by Amitabh Kanth, CEO, Niti Aayog

“Family planning is considered universally as the smartest development investment For India to realize its sustainable development goals and economic aspirations, it is important to ensure that people have informed access to contraception and quality family planning services.”

**Mr. Amitabh Kanth**, CEO, Niti Aayog

### Digital Coverage of Mission Sustainability - POPULATION vs PLANET

To support Mission Sustainability- Population Vs. Planet programme, a supportive campaign #MissionSustainabilityConclave was executed simultaneously which contained series of graphics and promos along with special feature videos snippets to create buzz around the topic on social media across multiple platforms.

The campaign gained the traction of: **Impressions 5,50,408, Engagement 3,753, Reach 3,07,487**

## WORLD WATER DAY 2021

March 22, 2021

Every year, March 22 is observed as the World Water Day. This year as we celebrate, and reiterate, the importance of water we need to remember the difference – this is the World Water Day in the age of climate change. This year’s theme ‘valuing water’ specifically recognizes the crucial role of healthy ecosystems in maintaining water supplies around the world. Amid a water, nature and climate crisis, the reciprocal relationship between water and ecosystems is a concept we must more fully embrace.



Mobius Foundation celebrated World Water Day on 22nd March 2021 to support the achievement of Sustainable Development Goal 6: water and sanitation for all by 2030. Everybody participated and shared views on how we can better contribute to protect this vital resource.

World Water Day celebrated at Mobius Foundation

# WOMEN'S DAY CELEBRATION

March 08, 2021

The theme for International Women's Day 2021 celebrated on March 8 was 'Women in leadership: Achieving an equal future in a COVID-19 world'. According to the UN, it aims to 'celebrate the tremendous efforts by women and girls around the world in shaping a more equal future and recovery from the COVID-19 pandemic'.



Mobius Foundation's women celebrated the day by sharing their experiences and struggles of life faced by them every day and everywhere. Dr Ram Boojh, CEO, Mobius Foundation addressed women employees,



*International Women's Day celebrated at Mobius Foundation*

motivated them and appreciated the way women have a thriving career and a happy family life, balance both so perfectly.

## WORLD SLEEP DAY

March 19, 2021

The focus of WSD is to bring cognizance to the many burdens of sleep problems, as well as the importance of healthy sleep. Dr. Ram Boojh and colleagues of Mobius Foundation discussed the importance of the day in one of the weekly online meetings during March 2021. It is recommended that on this day you should take the day off and sleep as long as you can or you want to. Taking 7-9 hours' sleep daily is essential for your overall well-being. To make proper balance in daily routine, try driving some power nap as will help your body get trained and refreshed.





# DIGITAL AWARENESS AND MEDIA

## 7 Habits 21 Days

On the occasion of New Year 2021, we launched the #7Habits21Days campaign to cultivate environment friendly habits in the audience. The campaign introduced small, doable habits and showcased how to inculcate them in their daily lives.

The campaign gained the traction of: Impressions **3,10,309**, Engagement **658**, Reach **2,07,200**, Views **1,22,795**



4,135 People Reached | 456 Engagements | Boost Unavailable



1,704 People Reached | 464 Engagements | Boost Unavailable



### MARK YOUR CALENDAR



**7**  
World Health Day

**21**  
World Fish Migration Day

**22**  
Earth Day

**26**  
International Chernobyl Disaster Remembrance Day

**28**  
World Day for Safety and Health at Work



**8**  
World Migratory Bird Day

**20**  
World Bee Day

**22**  
International Day for Biological Diversity

**31**  
World No-Tobacco Day



**5**  
World Environment Day/ International Day for the Fight against Illegal, Unreported and Unregulated Fishing

**7**  
World Food Safety Day

**8**  
World Oceans Day

**15**  
Global Wind Day

**17**  
World Day to Combat Desertification and Drought

**29**  
International Day of the Tropics

### Mobius Foundation

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