



MOBIUS FOUNDATION

QUARTERLY BULLETIN



Key to sustainability would be to ‘RECYCLE’ and ‘REUSE’ everything that we consume.

Mr. Pradip Burman, Chairperson, Mobius Foundation



4th International Conference on SUSTAINABILITY EDUCATION - ICSE 2022

Partnerships hold the potential to become a viable mechanism to strengthen sustainability education in a way that complement our actions. In the same direction, the 4th International Conference on Sustainability Education (ICSE) was successfully organized by Mobius Foundation in partnership with 30+ organisations on 9th and 10th September 2022 on the theme “Building Connection and Partnership for Sustainable future” via hybrid mode at Scope Convention Centre, New Delhi, India. The conference started with a curtain raiser Pre-Conference Youth Conclave followed by main event of 5 plenary sessions, 17 parallel thematic sessions and a nature trail. The conference was attended by 400+ participants physically and 40,000+ virtually through various social media platforms including YouTube, Facebook, and Instagram. Conference sessions can be accessed on YouTube link https://www.youtube.com/results?search_query=mobius+foundation

Pre-Conference Youth Conclave was organized virtually on 8th September 2022 which was attended by participants representing youth from all over the globe. The Conclave provided an opportunity to the youth to share their works towards a sustainable future and raised their voices for climate action. As ICSE Youth Ambassador Michelle Dilhara, Environmental Activist, Author, Film and TV star, Sri Lanka shared her thoughts about motivating youth to take actions towards environmental issues.

I personally believe that rather than changing the minds of the elders, it’s better to change the mind of the youth because they are the future leaders of the globe.

... Michelle Dilhara



In **ICSE 2022** there were total **5 plenary sessions** and **17 parallel thematic sessions** ranging from Compulsory Environmental Education in India to Sustainability with Circularity including inauguration and concluding ceremonies by distinguished organizations from across the globe. **Mr. Pradip Burman**, Chairman, Mobius Foundation in his inaugural speech emphasized that any single person or organization cannot bring the change by themselves, collective efforts are the need of the hour towards the journey of sustainability. **Dr. Jane Goodall** (Founder, Jane Goodall Institute, Roots & Shoots Institute, UN Messenger of Peace) in her video message appreciated ICSE continuing efforts towards education that will highlight the changes we must make in order to create a sustainable way of living. **Mr. Rajendra Singh** (Waterman of India, water conservationist) stated that if we want to justify the narrative of sustainability education and want to look for common future then we need to transform this education system to knowledge-oriented setup.



Among the many sessions, **special plenary session** on the theme **India@75 (Azadi ka Amrit Mahotsav)** was organized to focus on Ideas@75, Resolve@75, Actions@75 and Achievements@75 of Environmental Education in India. **Mr. Kartikeya Sarabhai**, Founder & Director, CEE, India chaired the session. The Chief Guest **Ms. Neerja Sekhar**, Additional Secretary, Ministry of Information and Broadcasting, Govt of India in her special address mentioned that these two days conference will be a great meeting of minds. **Dr. Vibha Dhawan**, Director General, TERI, **Ms. Huma Masood**, UNESCO, New Delhi, India, **Dr. Sunita Farkya**, Professor, NCERT, **Prof. Chetan Solanki**, Member, NCF, EE and **Dr. Pramod Sharma**, Sr Director of Education, FEE, Denmark were the other key speakers who were present during the session.



Another **special plenary session** on 'Agenda Sustainability – Viram (Population Stabilization)' was organized by **Mobius Foundation** in partnership with **Population Foundation of India (PFI)**, **Population Balance** and **Population Media Centre** to deliberate on the broad-based issues and approaches of population stabilization along with linked sustainability concerns. **Dr. Ram Boojh**, CEO, Mobius Foundation, moderated the deliberation and introduced the panellists. The session was chaired by **Mr. Pradip Burman** who shared his thoughts that the entire destruction of the planet has a lot to do with rising population and this must be brought forward and discussed in all forums. **Mr. William Ryerson**, Founder, Population Media Centre, USA talked about dramatic use of entertainment media and its tremendous impact on family planning, domestic violence and others. **Ms Poonam Muttreja**, Executive Director, Population Foundation of India indicated that the young people in India are unreached by a large comprehensive or any kind of sexual education. **Dr (Ms) Nandita Bajaj**, Executive Director, Population Balance, Montreal Canada, **Ms. Andrea Wojnar**, Resident Representative, UNFPA, India, **Mr. Anand Sinha**, Country Advisor, David and Lucile Packard Foundation were the other key speakers who shared their thoughts on population stabilization.

It was believed that coercion played a role in some of the population initiatives that has led to the silencing of the population debate.

...Dr (Ms) Nandita Bajaj



Apart from sessions; **Stalls and Exhibitions** along with **Poster Presentations** on varied themes including Sustainability Education in School Education System, Education for Demographic Sustainability, Climate education and Literacy, etc. were displayed in the foyer area. Further, there was also a dedicated session for **Oral Presentations** of contributed papers and the three best papers were given certificates of appreciation during the conference.

Various sustainability practices were followed throughout the 4th ICSE including use of biodegradable, recyclable and eco-friendly bags, badges and conference kits. There was no wastage of paper, food, water, etc. at all possible levels.

A **Post-Conference “Nature Trail”** at Sunder Nursery, New Delhi was organized by WWF India on 11th September 2022. It is a silent place frequently visited by birds and other biodiversity, amidst the urban pandemonium. The trail was led by naturalist Mr. Nikhil John. Many delegates took part in the nature trail with great enthusiasm and everybody was mesmerized by the beauty of the nursery.



YOUTH FOR EARTH



The ‘Youth for Earth’ is a campaign for youth to showcase their environment-friendly actions and tell the world that change starts with them. It is about work on the ground that results in a change for a more sustainable planet.

This year around 150 teams across the India and South Asian countries participated in the campaign and submitted projects under various categories like climate change, Waste management, Air pollution, Energy efficiency and Conservation, etc. The received entries were evaluated by the jury members working actively in the field of sustainability and environment. 5 best change makers from junior category and 2 from senior category were awarded cash prizes in the plenary session during ICSE 2022.

Mr. Pradip Burman, Dr. Ram Boojh and Mr. Aditya Pundir, Director – India & South Asia, The Climate Project Foundation, felicitated the winners.

Congratulation to all the winners!



The 4th phase of Project Aakar was launched on World Population Day - 11th July 2022 in four high TFR districts of Uttar Pradesh. The project got official consent from CMO office of all the 4 districts Bahraich, Shrawasti, Balrampur and Siddharth Nagar of UP. In each district 2 blocks consisting of 25 villages were identified where activities like banner display, contraceptive distribution, health talks and rallies were conducted. In this phase, the project has planned to reach at the community level and develop a comprehensive baseline data to look into the pressing issues to be addressed in family planning activities.



Contraceptive distribution at CHC Gaindas Bujurg, Balrampur



CIRCULAR ECONOMY

A special session on Sustainability with Circularity was organized during ICSE 2022 with the aim to deliberate upon the linkage between circularity model and sustainability concerns, status and practices being followed to transit from linear to circular mode.

The session was chaired by **Prof. Vimal Katiyar**, Dean R&D, IIT Guwahati emphasizing on the need to find solution which is not only economically viable, but also non-toxic and does not pose health hazard. The panellist **Mr. Norman Christopher**, Executive Director, Off. of Sustainability Practices, Principal at Sustainable Business Practices, LLC U.S.A., highlighted that by going through a thorough cost- analysis, sustainability best practices can help us set total cost of ownership, hidden costs, risks and liabilities to improve a positive triple bottom-line proforma.

Other eminent speakers; **Mr. Pranab J. Patar**, Chief Executive, Global Foundation, U.S.A., **Prof. Joydeep Dutta**, Materials and Nanophysics, KTH Royal University, Sweden, **Ms. Dhara Kabaria**, Partner and Principal Designer, Studio Alternatives, Pune and **Harry Li**, Founder, Asia Circular Economy Association also discussed on the various aspects of circular economy.



VIRAM: AGENDA SUSTAINABILITY

Mobius Foundation has successfully concluded year-long campaign “Mission Sustainability: Population vs Planet” from March 2021 to March 2022 in association with Zee Media and WION. The initiative was launched with the intention of promoting discourse on the urgent issue of population growth and its effects on the environment.

Viram: Agenda Sustainability is the new avatar of Mission Sustainability: Population vs Planet, that shall focus on population stabilization in **partnership with India Today Group and Aaj Tak news channel**. The project is expected to be launched in November, 2022 for a year with the objective to address the need of population stabilization for a sustainable future to follow.

Digital amplification of the project will be done by UP Tak, The Lallantop, Bihar Tak YouTube channels. Radio promotion of the project will be done by 104.8 FM Ishq channel. India Today Group will showcase cutting edge ‘So Sorry Capsules’ related to the Project Viram in the form of animated video cartoon series. India Today Television and Aaj Tak channel will also air the 12 episodes of Project Viram: Agenda Sustainability.



GYAN ANANT VIDYALAYA (GAV)



सौंधी सुगंध, मीठी सी भाषा, गर्व से कहो हिन्दी है हमारी भाषा।।

Hindi is not the language of any one State but the language spoken everywhere in the country. It is the soul of the whole country. On 14th September, 2022 at Gyan Anant Vidyalaya, Mrs. Sonu, the head teacher of the Hindi subject organized a grand meeting on the unique festival of Hindi Diwas under the guidance of Principal Dr. Poonam Singh Minhas. All the teachers and students participated enthusiastically in the event.

Students through poems, speeches, songs etc. made an indelible impression in everyone's heart. Beautiful poem of Harivansh Rai Bachchan by the Principal of the school boosted the morale of the students and shared the importance of language to the students.

Hindi teachers Mrs. Jyoti Kapoor and Prachi Sharma took charge of the reading activity of the students. Along with this, music teacher Shri Brajesh ji presented a very beautiful song by the students with the help of various musical instruments. Activities related to Hindi Day like poster making, slogan-writing, dialogue-writing, couplet-reading, speech, eloquence etc. were also done in the classroom

भारत माँ के भाल पर सजी, स्वर्णिम हिंदी हूँ, मैं भारत की बेटी, आपकी अपनी हिंदी हूँ।।



WISDOM HOUR



Starting from August 2022, Mobius Foundation has launched a movie show on Environment & Sustainability every Friday of the week. The initiative began with the documentary "An Inconvenient Sequel: Truth to Power" directed by Davis Guggenheim. It was about former United States Vice President Al Gore's campaign to educate people about global warming. Second in line was the documentary "Before the Flood" featuring Leonardo DiCaprio on a journey as a United Nations Messenger of Peace, traveling to five continents and the Arctic to witness climate change first hand. This step has been initiated in light of creating awareness and overall motivation towards sustainability in the organization.

WEB DISCUSSION



I can only paint in India. Europe belongs to Picasso, Matisse, Braque India belongs only to me.

... **Amrita Sher-Gil**
Indian Painter

I know quite clearly what I want out of my life. Life and my emotions are the only things I am conscious of. I love the consciousness of life and I want as much of it as I can get.

... **Homi J. Bhabha**
Indian Physicist



DIGITAL CAMPAIGN

1. Comics MobCom

Mobius Foundation used comic strips as a storytelling approach, a creative way of spreading the message of sustainability & engaging younger audience to inspire people to read, understand and remember as well as move people to act.

Engagement - 5,528 | Reach - 53,779



2. Rebounding Ecosystem

Through Rebounding Ecosystem social media posts the audience will get aware about what an ecosystem is and how can we restore it.

Engagement - 6,361 | Reach - 34,407

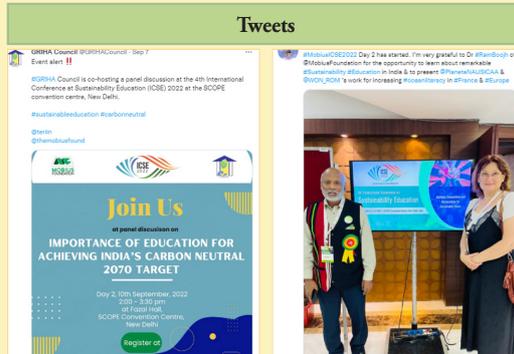
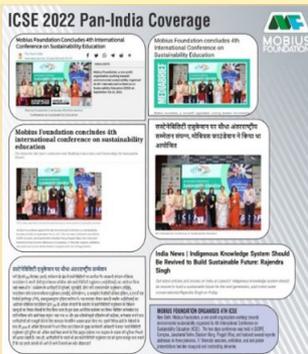


3. International Conference on Sustainability Education (ICSE) 2022

ICSE had an impact on people and here are some tweets and stories of ICSE 2022 put up by Mobius Foundation on social media.

OVERALL BUZZ

	Facebook	Instagram	Twitter	LinkedIn	YouTube
Reach	4,27,890	6,53,873	-	-	-
Impression	4,44,700	5,39,800	19,377	5,255	-
Engagement	11,591	12,858	784	751	-
Video views	104.9k	3,164	534	-	39,512



ENVIRONMENTAL DAYS OF NEXT October – December 2022

October	2	World Farm Animals Day	3	World Habitat Day	4	World Animal Day	5	Energy Efficiency Day	8	World Migratory Bird Day (Fall)
	13	International Day for Natural Disaster Reduction	16	World Food Day	20	International Sloth Day	24	International Day of Climate Action		
November	15	America Recycles Day	29	International Jaguar Day						
December	4	International Cheetah Day	4	Wildlife Conservation Day	5	World Soil Day	11	International Mountain Day	14	Monkey Day

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