



Brand Awareness towards Sustaining Earth's Resources

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School Children are the torchbearers of information, development and awareness in the country. They are the custodians of the future, thus it is important to educate them on this sensitive issue for a secured future for them. They are not rigid in their thoughts and are open to ideas and willing to listen, which gives us an opportunity to sensitize them about the growing issues that will shape their future. So my projects with students every year revolves around an impactful contribution in reaching out and building awareness about preserving the environment and incorporating the practices of reuse, reduce and recycle in our daily lives.

Under this project I conduct various workshops on recycling waste, debates on the environmental challenges with regular focus on inculcating cleaner habits amongst children ensuring an attitude change which will help create a socially responsible society. The community is enlightened on the importance of being responsible towards own household waste and conservation of the planet by conducting workshops across various residential societies in Pune. The idea is to encourage the young students and teachers to practice the 4Rs – Refuse, Reuse, Reduce and Recycle – in our daily lives. Through workshops, film screening, simulation exercises, competitions and students exchange programs the children are sensitized about waste management and importance of recycling to make them aware of the need to 'Protect What's Good' – which is the environment. And my project provides students a strong platform to voice their concerns about the need to practice sustainable lifestyles.

The workshops are ruled by hands-on activities which give students a clear understanding. The activities include– film screening, competitions and debates, smart mobs in malls and public areas, cycle rallies, street plays, paper bag selling, cleanliness drives, collection drives for recyclables and most recently I have started with a new project which is known as social entrepreneurship where we will be developing a business idea with the aim of solving an important social as well as environmental problem along with making reasonable profit from selling of the concerned product. Waste management and environmental pollution is a growing concern in the city. To drive a change in the minds of the people it is important to educate them on the issues to face the stark reality.

To achieve this we do re-informing drives to bring a change –

- a. First and foremost people should depend on renewable energy.
- b. Limited use of natural resources by including recycling in our daily lives which helps in cutting down of natural resources. For example segregating dry waste from wet waste.
- c. Taking care and respecting the Nature. Being respectful of the environment goes hand in hand as environmental problems have impacted people on broad scale.

As Mahatma Gandhi said, 'Be the change you want to see in the world' it is about making efforts to see a change in the society. It is essential to let people know that every individual's efforts do not go waste but add up to ensure an impactful change.