

## Activity Report on Awareness Programme - June 2019

- As a part of their School Project, around 30 students from the Maharaja Agrasen Vidyalaya, Ahmedabad visited Consumer Education Research Centre on different days in batches in the month of June 2019. Staff of CERC from different departments such as coordinator of consumer clubs educated them on CERC – Its inception and objectives, Complaints Department informed them about the procedures and ways to file a complaint against the products and services. Education and Research team introduced them to CERC activities of Advocacy, Education and Research with a special presentation on project Misleading Advertisements. They also enlightened the students with the tall claims made by the company and manufacturer for their services and products and how they tackle misleading advertisements. Legal department explained them about the legal side of the consumer issues and about different forums of the consumer court and claim limits etc.

One among the 8 Consumer rights belongs to Right to Environment. CERC-ENVIS team educated the students about the responsibility of the consumers towards environment. Briefed them about the theme mandate of CERC-ENVIS on “Eco labeling and Eco Products”. Covered all the topics on eco label, what does a label mean, different eco labels of different product categories and its significance, benefits of eco labeling schemes, greenwashing, types of eco labels and eco products and eventually concluded with green tips and steps one can take at an individual level for a sustainable and eco-friendly lifestyle.

- On 5<sup>th</sup> June 2019, CERC - ENVIS team conducted an in-house celebration of world environment day with CERC staff, interns and visitors. This year’s theme was ‘Air Pollution’ with the slogan #BeatAirPollution. China was the host country to organize the main event. The programme began with a brief introduction on the objective behind the celebration of world environment day and its theme by Dr. Ashoka Ghosh (ENVIS). Further a brief presentation was made by Ms. Divya Namboothiri (ENVIS) on Air Pollution and its causes, types and its effects on Health and Environment.

The Programme continued with the participants attending a questionnaire of 10 questions related to Air Pollution by the UN. A total of 21 participants attended the quiz, of which first three winners were awarded with Caps and T-shirts with the caption on the theme. The participants were showed two videos by the United Nations and one video by the Ministry of Environment, Forests & Climate Change. Followed by a pledge to plant

more trees and to donate one tree to the CERC campus. The participants were also asked to take up the #TheMaskChallenge by the United Nations and post their photos via social media to spread awareness on the theme of Air Pollution. The participants were also requested to donate raincoats and umbrellas for the underprivileged through “Aap le no otlo” – A sharing Platform to promote 3Rs concept – Reduce, Reuse, Recycle. The programme concluded by a recital of a Gujarati poem on environment by Ms. Meenal Shukla (CERC Staff). From ENVIS team, all the CERC Staff members were gifted a Spider plant which is known to absorb indoor air pollution.

- A National Green Mentors Conference was organized on two consecutive days of 29<sup>th</sup>-30<sup>th</sup> June 2019 at Karnavati University, Gandhinagar, Gujarat. The event was organized by Green Mentors - An organization that promotes sustainability through education in association. The objective of the conference was to provide a platform and bring together all the key players to make the Schools and Universities green. More than 200 delegates - Principals, Teachers, and Educators belonging to different academic sectors around the world attended the conference. On behalf of CERC-ENVIS (Consumer Education and Research Centre), Ms. Divya Namboothiri attended the two day event. The event was inaugurated by Hon. Minister of Education, Gujarat: Shri Bhupendrasinh Chudasama in presence of Smt. Bijalben Patel: Hon. Mayor, Ahmedabad Municipal Corporation; Smt. Varshaben Doshi: Board Member of BAO University, Ahmedabad; Dr. Deepak Shishoo: Provost, Karnavati University and Mr. Virendra Ravat: Founder of Green Mentors.

### Gallery:





In House Awareness Program



CERC Staff with Spider Plant after the celebration of WED, 2019



Hon. Minister of Education, Gujarat: Shri Bhupendrasinh Chudasama giving a speech at National Green Mentors Conference