

LEADearthSHIP

A TERI-Tetra Pak Youth Initiative



LES Projects' Synthesis Report 2014-15

2 Cities
10 Projects
30 LES Fellows
100,000 People Impacted

Young people should be at the forefront of global change and innovation. Empowered, they can be key agents for development and peace. Let us ensure that all young people have every opportunity to participate fully in the lives of their societies.

Kofi Annan, former U.N. Secretary-General

In India, 65% of the population is 35 or under, and half the country's population of 1.25 billion people is under 25 years of age. LEADearthSHIP started with the vision to tap into the potential of India's youth by providing them the means to bring about real-life changes in the society. During the year long LEADearth fellowship, the fellows work in teams of three to implement a project conceptualised and designed entirely by them. In LEADearthSHIP Phase II, the fellows grappled with myriads of issues ranging from waste management in Asia's largest *mandi* to skilling unemployed, underprivileged women, eco-auditing companies, educating persons with disabilities on environment etc.

Outcomes

Waste management and creation of cleaner public spaces: Project Vatavaran Friendly and Project Greenolution dealt with the problem of waste in public spaces like *sabzi mandis* and *tekdis*. Campaigns, street plays and clean-up drives organized by the teams helped in converting these areas into inspiring clean spaces. The Fellows also developed a scalable and replicable waste management system for the *tekdis* and local communities in Pune.

Community mobilization: The fellows recognized the importance of the involvement and support of the community in ensuring the success of their projects. Project Shashwat Sinhagad made the local community in Sinhagad more aware and conscious about the burning issue of waste management and the importance of small steps taken by the community. They also improved the relations between hosts and tourists in a manner that they prosper without harming the ecosystem and impacting climate change. Projects like Haritkala also strengthened the bonding between the community members who look out for each other now, and act as peer guides in times of need.

Promotion of green consumerism: Fellows promoted sustainable lifestyles through their projects. Project Haritkala and Kaushalya designed upcycled products and spread the idea of green consumerism in the market where the customers saw the need to purchase products that had a cause behind them. Project Ecoserve performed ecoaudits in companies and enabled companies to identify opportunities to reduce resource consumption in their office, minimise waste and save operating costs.

Increased environmental awareness: The immediate environment around the fellows and their activities was positively influenced by them through posters, competitions, graffiti and outreach drives. In places such as the Azadpur mandi, there were manifest behavioural and attitudinal changes when individuals started taking up the responsibility of maintaining cleanliness around them. Fellows also informed their target audiences on health, hygiene, nutrition and sanitation, which encouraged them to adopt healthier lifestyles.

Livelihood generation: Project Haritkala and Kaushalya created livelihood opportunities for underprivileged, unemployed women. They not only imparted skills to them but also taught them sourcing, costing and marketing techniques thereby making them financially independent.

Improved literacy: The objective of Project Green EduCart and project Green Dream was to educate teenage students in government schools with a special emphasis on environmental education. The fellows stated facts and real life examples to inculcate in them the habit of keeping the environment in mind while taking all micro level decisions.

Project Green EduCart designed a mobile library to encourage the habit of reading. Project Green Dream established SD clubs in schools to ensure the continuity of their project.

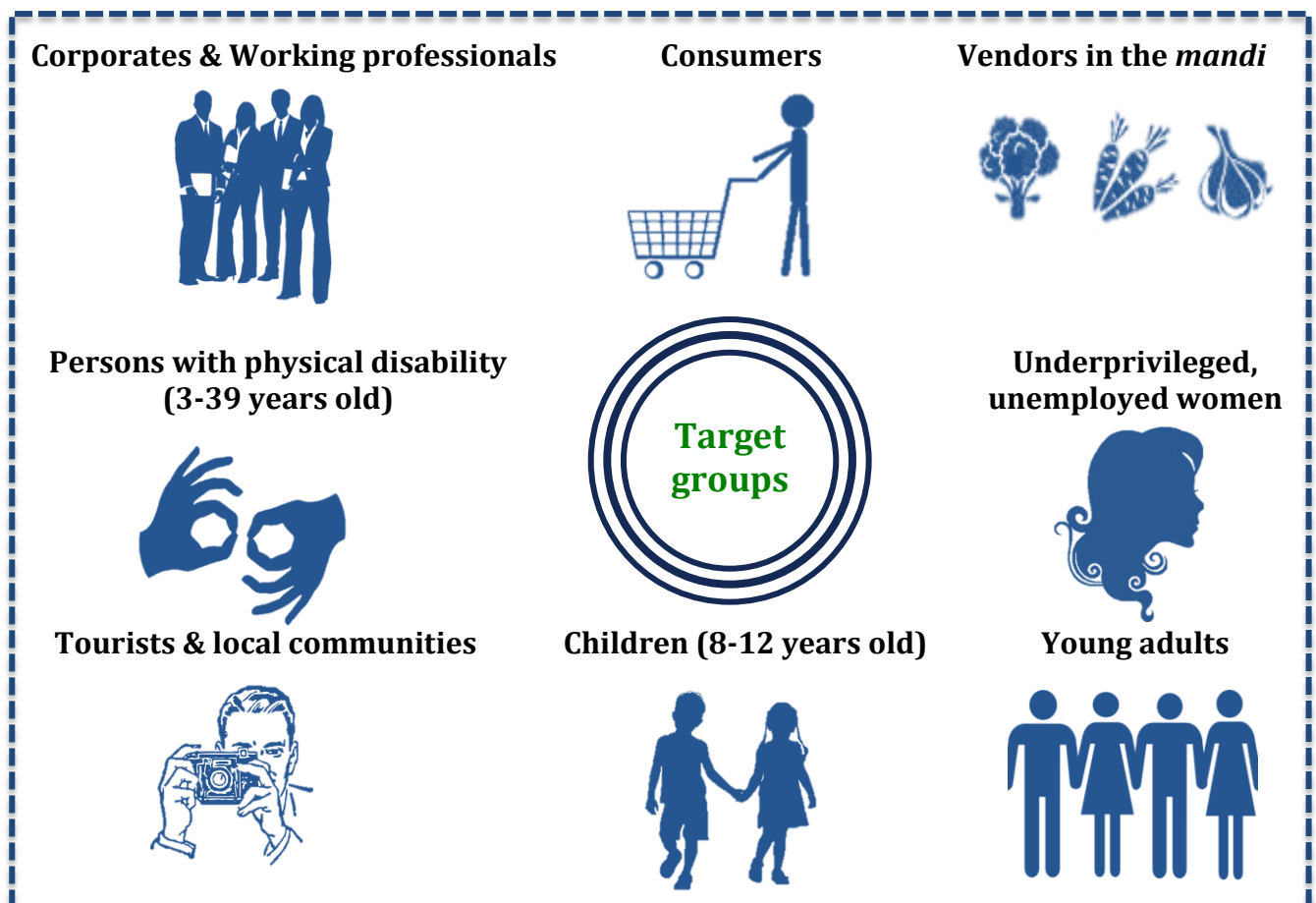
Team Haritkala imparted financial literacy to the ladies they were working with. They informed the ladies about various governmental schemes and provided solutions to their Aadhaar card, Voter ID and bank passbook grievances.

Inclusive environmental education: Disability has never been associated with the burning issue of the environment. Project Inclusion aimed to change that and implemented the concept of Inclusive Environmental Education to motivate persons with disability towards environmental conservation. They also sensitized the able bodied people towards the cause of disability by organizing Inclusive Activities and sessions with respect to environment conservation.

Cultural promotion: The landscape in India is rapidly transforming with fast paced urbanization. In modern life of 'instant' features, there is an urgent need to discuss, conserve and learn from the cultural relics. A connect between the urban youth, cultural heritage and sustainability was established by project Travel For Change, through interactive ways like photowalks and treasure hunts.

Online activism: 7 of the projects utilized social media to maintain an online presence and thereby, reached out to a larger audience and inspired others with their actions.

Collaborations: To develop the know-how, to seek expertise and to effectively implement the projects, the fellows built and maintained relationships with 26 organizations namely WWF; Indradhanushya, Pune Municipal Corporation (PMC); Department of Disability Affairs, Ministry of Social Justice and Empowerment; Department of Social Welfare, Government of NCT Delhi; New Delhi Municipal Corporation (NDMC); Delhi Street Art; The National Association for the Blind; Environmental Resources Management (ERM); Oxygen Services; Corporate Executive Board (CEB); Prime Database; Sai Swayam Society; Suniye School; AtulyaKala Organization; Save the Quest Foundation; Delhi Youth Forum; Delhi Walks; Financial Literacy Cell, St. Stephen's College; Xenia; Show off Jewels and Art; Venus Collection; Roshni Foundation; Gargi Street Play Society – Kshitij; New Delhi Rising; Youth For Earth.



Focus Areas

Waste Management

Vatavaran Friendly,
Greenolution

Consumer Awareness

Vatavaran Friendly, Haritkala,
Kaushalya, EcoServe, Shashwat
Sinhagad

Environmental Education

Inclusion, Green EduCart,
Green Dream

Livelihood Generation

Haritkala, Kaushalya

Heritage Education and Conservation

Travel For Change,
Shashwat Sinhagad

Energy Efficiency

EcoServe



Projects' Correlation with Sustainable Development Pillars

Environment



Vatavaran Friendly
Greenolution
EcoServe
Green Dream
Shashwat Sinhagad
Green EduCart

Social



Inclusion
Travel For Change

Economic



Haritkala
Kaushalya