

# Environmental Awareness Campaign for School Children

## OUR ENVIRONMENT OUR RESOURCE

*Let's Combat Climate Change Together*

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**Completion Report: 1<sup>st</sup> Phase (2013-2014)**

*December 2014*

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Concept and Management



Support and Sponsorship



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## ***Letter of Introduction by IDLC Finance Limited***

Dear Concerned:

It is our pleasure to submit this report to your esteemed institution, marking successful completion of the 1<sup>st</sup> phase of the environmental awareness campaign –*Our Environment Our Resource*.

Environment and Climate Change are two of the most debated issues in today's world – a major issue facing developed and developing economies alike. While governments are coming together to address such issues through proper policy and operational framework, we also cannot escape our responsibilities as individuals.

IDLC believes in its responsibility as a corporate citizen, as well as the responsibility of its employees and other stakeholders, towards a better environment. And it regularly engaged in awareness creation and various "green" initiatives as part of its Corporate Social Responsibility (CSR) strategy. Hence IDLC was delighted to partner with LEADS – an NGO that came up with the unique concept of approaching children, instead of adults, with various environmental issues and integrating the lessons in their daily lifestyle.

The activities include curriculum-based sessions in participation of school children, focusing on issues such as environmental pollution and mitigation measures; efficient utilization of resources like electricity, water, natural gas, paper etc.; and the 3R concept of reduce, reuse and recycle. The idea of targeting children was to achieve two goals: 1) They could put their classroom lessons into practice in their daily life, after going through the session; and 2) The lessons learnt during childhood has better chances of sustaining over a lifetime.

With LEADS's management and IDLC's sponsorship, together the organizations have been running this session since late 2012 across different schools in Dhaka. Completion of the first phase was marked by a 3-day poster-recycle competition and exhibition by the campaign participants in November 2014, attracting a large number of visitors at the Public Library Premises. Encouraged by the response, IDLC and LEADS will together continue this campaign in the coming years as well, bringing on board new students and new schools.

We would like to take this opportunity to thank the school management for allowing us to conduct the sessions in your esteemed institution and for your whole-hearted support throughout. Our heartfelt thanks goes to the guardians as well for allowing their children to participate in this year-long program. And last but not the least, our thanks to the children who participated and made this campaign a success.

Best regards,



**Selim R.F. Hussain**  
CEO and Managing Director  
IDLC Finance Limited

## ***Letter of Introduction by LEADS***

Dear all our Supporters,

We are very pleased to bring out this report on “Our Environment Our Resource” which is on the successful completion of the 1<sup>st</sup> phase of the school based environmental awareness campaign. This report will not only give the brief of the completion of the first phase of the environmental awareness campaign but also remind us to carry on our responsibilities and help in changing our behavioral pattern in protecting our environment and save our national resources and sustain the knowledge.

We all know that climate change is getting worse day by day due to behavioral patterns and human practices. As the people living in the city are not directly affected they do not feel that much about the problems. While children are among the most vulnerable to climate change, they should not be considered helpless victims. It is our responsibility to share this information with children, to give them the opportunity to learn how their actions impact on the health of the planet. Climate change directly affects the lives of young children both now and in the future so this kind of knowledge will enable children to learn how to be part of the climate change solution and empower them that they can make a difference.

As LEADS works with the children it believes that children are powerful agents of change. Providing children with relevant education in a friendly environment can enhance their understanding level. It also believes that school students and teachers are one of the most critical segments to educate about their immediate environment and children can only make the adult aware about these issues once they fully understand their position and be the Change Agent.

Keeping sustainable education in mind LEADS developed the awareness programme in 3 phases where the children are given opportunity to reflect upon their learning from textbook so that they realize their responsibility and come up with their own solution and multiply the knowledge and change their behavior and participate in a competition to show their awareness level. Despite all the political and other challenges we were able to cover 12 Schools with 15 batches of students from grade 6 and 7.

Our sincere thanks to the schools for their continuous support and to make this event a success and to the teachers whose constant monitoring helped the children to participate and also to the children and the guardians whose participation and interest gave an ornamental look to the event. We hope continuous monitoring by the teachers will continue to encourage the school children more towards protecting their environment and save the national resources and sustain the knowledge.

We are very pleased that IDLC partnered with us and truly acknowledge their generous support to carry on our awareness programme in a planned way and profusely thank them for this.

Lastly we - all need to work together to combat climate change without being slow poisoned by our self-created environment pollution!

With regards,



Romina Dewan Kabir  
Executive Director  
LEADS

## BACKGROUND

Environmental challenges in developing countries revolve around such issues as lack of access to clean water and sanitation, air pollution (both indoor and outdoor), deforestation, unhygienic waste disposal, and irresponsible use and exploitation of natural resources.

While poorer households lack a credible alternative to such an unsustainable and unhealthy way of life, the more fortunate cannot deny their responsibilities in improving the overall situation. IDLC believes that awareness is the first step towards responsible personal behavior and the most effective way to create awareness is through children, who are receptive to new ideas and thoughts, unleashing the power of change at the grassroots.

It is with this conviction that IDLC joined hands with LEADS (a social organization of TRK Consultancy Services) in 2013, towards conducting environmental awareness campaigns across various schools. The initiative has brought to light issues such as environmental pollution and mitigation measures; responsible consumption of natural resources; and the adoption of the 3R principle of Reduce, Reuse and Recycle to minimize wastage, among others, enabling students to comprehend these issues better and also seek sustainable solutions within their capacity and accordingly change their behavior.

The campaign comprises half-day sessions covering presentations, workshops and team-based activities with groups of 50 children. The activities are designed to help them reflect upon their learning and come up with solutions that are feasible and easily implementable in everyday life. To create a cascading effect of these learnings, the students are assigned specific tasks, under supervision of their Class Teacher(s), to share their learning with their classmates and their families and relatives. Also, stickers with responsible messages and tri-color bins for source-separation of waste materials are also provided with environmental messages for use in the school.

## CAMPAIGN ACTIVITIES

The campaign activities were broken down into 4phases throughout 2013-14:

Phase 1: Preliminary Workshop for School Teachers;

Phase 2: Initial and Follow-up Sessions across Schools;

Phase 3: Poster-Recycle Competition and Exhibition, in participation of students; and

Phase 4: Post-event Activities;

Details of each phase have been provided below.

## PHASE 1: PRELIMINARY WORKSHOP FOR SCHOOL TEACHERS

A preliminary workshop was conducted with teachers from different schools on March 22, 2014, at Bangladesh Institute of Law and International Affairs (BILIA).

The objective of the workshop was to convey the campaign objective and modus operandi to the respective teachers, and accordingly seek their feedback to make the communication more effective for the children. At the same time, tentative dates for initial sessions were also collected to facilitate the planning process for the rest of the year.

Mr. Selim R.F. Hussain, CEO and Managing Director, IDLC Finance Limited, inaugurated the workshop and welcomed the teachers. Ms. Romina Dewan, Executive Director, LEADS, facilitated the workshop.



## Schools Invited for the Workshop

The following schools were invited for participation in the workshop:

SI	Participating Schools	SI	Participating Schools
1	Viqarunnisa Noon School and College	16	Bir Shreshtha Noor Mohammad Public College
2	Udayan Ucchya Madhyamik Bidyalay	17	BAF Shaheen School & College
3	St. Joseph School and College	18	Bailey Preparatory School
4	Agrani Girls' School and College	19	Bangladesh Bank Colony School
5	Dhaka Residential Model College	20	Begum Rahima Adarsha Girls High School
6	University Laboratory School and College	21	Ideal School & College
7	Shaheed Bir Uttam Lt. Anwar Girls' College	22	Kamrunnessa Girls High School
8	RAJUK Uttara Model College	23	Lake Circus Girls School
9	Dhanmondi Government Girls' School	24	Monipur Govt. Primary School
10	Motijheel Government Girls' School	25	Motijheel Government Boys' School
11	Azampur Government Primary School	26	Nabakumar Institution
12	Rayer Bazar High School	27	Play Pen School
13	Bangladesh International School and College	28	West End High School
14	Jigatola Model Government Primary School	29	Wills Little Flower School
15	Bir Sreshtha Munshi Abdur Rouf School & College		

## PHASE 2: INITIAL AND FOLLOW-UP SESSIONS ACROSS SCHOOLS

IDLC and LEADS had been conducting sessions across schools since October 2012. However, due to political unrest all throughout 2013, the sessions could not be conducted as planned, covering all the schools, and the follow-up sessions also could not take place in any of the schools.

Hence, after the preliminary workshop in March 2014, the sessions were carried out again across different schools, as per schedule given by the teachers during the workshop.

Each session consisted of 50 students from Classes Six and Seven, as selected by the responsible teacher(s). Since the contents are based on the government curriculum, students from relevant classes were eligible only for participation – to allow them to relate the learning with their text book lessons.

The sessions were conducted mainly through power-point presentations and team-based activities by LEADS. Moreover, IDLC and LEADS officials, along with the students and teachers, also shared real-life experiences, relating to the presentation contents.

After the initial sessions were over, follow-up sessions were conducted across each school. The follow-up sessions consisted of 100 students – 50 students from the initial sessions, each of whom brought one friend.

Besides regular sessions, rules of the upcoming poster and recycle competition were explained to the students. At the same time, they were asked to share their experience on how they have adopted and communicated lessons learnt from the initial session of the campaign.







### Schools Covered

Initial and Follow-up sessions were conducted across the following schools.

SI	Schools Covered	2013		2014	
		Initial Sessions	Follow-up Sessions	Initial Sessions	Follow-up Sessions
1	Viqarunnisa Noon School & College	January 17		May 8	August 21& September 25
2	Udayan Ucchya Madhyamik Bidyalay			June 26	October 16
3	St. Joseph School and College	September 12			September 28
4	Agrani Girls' School and College	August 21		April 09	August 27
5	Dhaka Residential Model College	April 09		October 13	October 12
6	University Laboratory School and College	February 14			September 8
7	Shaheed Bir Uttam Lt. Anwar Girls' College	October 10		May 19 & 24	September 16 & 24
8	RAJUK Uttara Model College			March 29	
9	Dhanmondi Government Girls' School			June 9	September 27
10	Motijheel Government Girls' School			August 14	October 15
11	Azampur Government Primary School			February 17	September 20
12	Rayer Bazar High School			June 8	September 23
13	Adamjee Cantonment High School			March 31	September 15

## Students Covered

The campaign covered a total of 1,568 students over the last two years through initial and follow-up sessions.

## PHASE 3: POSTER-RECYCLE COMPETITION AND EXHIBITION

After completion of all sessions, a poster-recycle competition was arranged in participation of the students who were part of the initial and follow-up sessions.

The objective of the competition was to help them reflect their learnings from the campaign through posters and recycled items, and accordingly convey this message to the general public during the 3-day exhibition arranged at the Public Library Premises, Shahbag (University of Dhaka).

The students registered in groups of 4/5/6 members – upon payment of a nominal registration fee. The posters were collected from each school by IDLC and LEADS staff, and the recycle items were brought on the venue by the students and set-up with assistance from the volunteers.





## Competition Participants

Students from the following schools participated in the poster and recycle competition:

SI	Participating Schools	No. of Participants	Posters	Recycled Items
1	Viqarunnisa Noon School and College	96	11	8
2	Udayan Ucchya Madhyamik Bidyalay	36	11	6
3	St. Joseph School and College	26	2	-
4	Agrani Girls' School and College	15	2	1
5	Dhaka Residential Model College	49	8	1
6	University Laboratory School and College	18	2	1
7	Shaheed Bir Uttam Lt. Anwar Girls' College	59 (Day) 31 (Morning)	11	7
8	RAJUK Uttara Model College	8	2	-
9	Dhanmondi Government Girls' School	40	4	3
10	Motijheel Government Girls' School	75	12	3
11	Azampur Government Primary School	38	6	2
12	Rayer Bazar High School	24	3	1
<b>Total</b>		<b>515</b>	<b>74</b>	<b>33</b>

## Poster-Recycle Competition and Exhibition Schedule

### **Day 1: Inauguration**

Date : Friday, November 14, 2014

Venue : Public Library Premises, Shahbag (University of Dhaka)

Inauguration by :

- Mr. Irteza A. Khan, Head of Consumer, IDLC Finance Limited;
- Ms. Bilquis Jahan, Head of HR, IDLC Finance Limited;
- Mr. Mir Tariquzzaman, Head of IT, IDLC Finance Limited; and
- Ms. Romina Dewan, Executive Director, LEADS

### **Day 2: Exhibition and Winner-Selection**

- Date : Saturday, November 15, 2014
- Venue : Public Library Premises, Shahbag (University of Dhaka)
- Judge (Posters) : Mr. Mustafa Manwar  
*Former Chairperson, Bangladesh Shishu Academy*
- Judge (Recycle) : Mr. Mehbuboor Rahman  
*Assistant Manager, Green Banking Desk, IDLC Finance Limited*

### **Day 3: Cultural Program, Prize-giving and Closing Ceremony**

- Date : Sunday, November 16, 2014
- Venue : Public Library Premises, Shahbag (University of Dhaka)
- Chief Guest : Mr. Maududur Rashid Safdar  
*Director, Department of Environment, and Project Director, 3R Pilot Project*
- Special Guest : Mr. Anisul Hoque  
*Renowned Writer and Columnist, and Deputy Editor, The Daily ProthomAlo*
- Official from IDLC :
- Mr. Selim R.F. Hussain, CEO and Managing Director;
  - Mr. H.M. Ziaul Hoque Khan, Deputy Managing Director and CFO;
  - Mr. Asif Saad Bin Shams, Head of Credit and Collection;
  - Mr. M. Ataur Rahman Chowdhury, Head of Operations;
  - Ms. Zurat Haque, Senior Manager and Head of CSR;
  - Mr. Chowdhury Mustazabur Rahman Roktim, PO, CSR;
  - Ms. Saher Fatema, Assistant Manager, Corporate Division (also the Program MC);
  - Mr. Md. Sohel Rana, Assistant Network Engineer, IT Department;
  - Mr. M. Hishaam Hossain, Management Trainee;
  - Mr. Ayaz Mahmud, Management Trainee;

- Mr. S.M. Ishtiaque, Management Trainee;
- Mr. Md. Samir Abdullah Chowdhury, Management Trainee;
- Ms. Maleeha Tarannum, Management Trainee; and
- Ms. Shusmita Shehrin Imam, Management Trainee;

Officials from  
LEADS

- :
- Mr. A.S.M. Kabir, Chairperson;
  - Mrs. Romina Dewan, Executive Director;
  - Ms. Afroza Akhter Project, Officer;
  - Ms. Monira Hossain, Administrative Officer and Teacher;
  - Ms. Aziza Parvin, Teacher/Facilitator;
  - Ms. Liza Begum, Teacher/Facilitator;
  - Ms. Laboni Rani Mondol, Teacher/Facilitator

### Program Details

Cultural Program : The closing ceremony started with a drama. The concept of the drama was developed by LEADS and script written and performed by students of the Adamjee Cantonment Public College. The drama showed individual incidents that portrayed how we are wasting natural and national resources, like electricity, water, natural gas etc. every day, and polluting the environment by cutting down trees, spitting here and there, creating excessive noise etc., which are in line with the issues covered by this campaign. The drama was much applauded by everyone present.

Individual Experience Sharing : The drama was followed by experience sharing by 5 students from the following schools. They shared their experience with this campaign over the last years, i.e., how the sessions have changed their behavior and made them more conscious regarding environmental issues, and how they are spreading this awareness among their families, friends, neighbors, and the community.

- Viqarunnisa Noon School and College (Bengali and English Versions)
- Bir Uttam Shaheed Lt. Anwar Girls' College
- St. Joseph School and College
- Dhanmondi Government Girls' School

Moreover, one student from Azampur Government Primary School also shared his experience while receiving consolation prize under the "Poster" category.

Volunteers : Students from Adamjee Cantonment Public College, and  
Students from Livelihood Education and Development Services (LEADS)

### Winning Groups

The winners, in groups, were selected under two categories: Poster and Recycle.

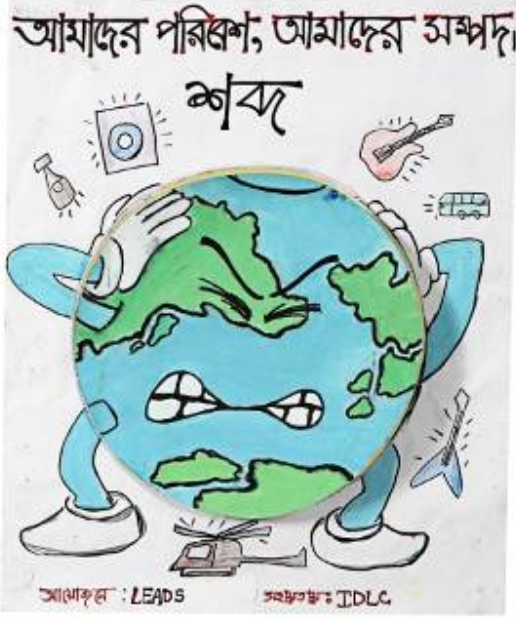

In addition, an individual highest communicator award was given to one student who communicated the lessons to the maximum number of people, following the campaign.

Poster and Recycle Categories	Winning Groups
1 <sup>st</sup> Prize – Poster	Dhanmondi Government Girls’ School
1 <sup>st</sup> Prize – Recycle	Viqarunnisa Noon School and College
2 <sup>nd</sup> Prize – Poster	Dhaka Residential Model College
2 <sup>nd</sup> Prize – Recycle	UdayanucchaMadhyamikBidyalay
3 <sup>rd</sup> Prize – Poster	Viqarunnisa Noon School and College
3 <sup>rd</sup> Prize – Recycle (Joint Winners)	Dhanmondi Government Girls’ School, and Shaheed BirUttam Lt. Anwar Girls’ College
<b>Highest Communicator – Individual:</b>	
Highest Communicator Award	UdayanUcchaMadhyamikBidyalay
<b>Consolation Prizes:</b>	
Poster	Azampur Government Primary School Viqarunnisa Noon School and College
Recycle	MotijheelGovernment Girls’ School
<b>Certificates:</b>	
Certificate of Participation have been provided to each participant in the competition. The certificates were handed over to each school for distribution among their students.	

## Winning Entries

Position	Poster	Recycle
1 <sup>st</sup>		
2 <sup>nd</sup>		



Position	Poster	Recycle
3rd		

### Prizes for Winning Groups

The winners received crests and prize money, as per the following amounts:

Categories	Amount	Groups	Total
1 <sup>st</sup> Prize	Taka 8,000	2	Taka 16,000
2 <sup>nd</sup> Prize	Taka 6,000	2	Taka 12,000
3 <sup>rd</sup> Prize	Taka 5,000	3	Taka 15,000
Highest Communicator	Taka 3,000	1	Taka 3,000
Consolation Prizes	Taka 3,000	3	Taka 9,000
<b>Total</b>			<b>Taka 55,000</b>

Moreover, certificates have been provided to each of the competition participants.

## **PHASE 4: POST-EVENT ACTIVITIES**

After completion of the closing ceremony, the certificates have been delivered to each school with names of the participating students, for onwards distribution.

Moreover, an amount of Taka 1,500 was handed over to each teacher for their role in coordinating the sessions and student participation in their respective school(s).

One copy of this project report have also been handed over to each school management for their record.

## **PLAN FOR 2015**

Workshop with Teachers : By March 31,2015

Completion of Initial Sessions : By June 30, 2015 \*

Completion of Follow-up Sessions : By September 30, 2015 \*

Competition and Exhibition : October 31, 2015

Additional Categories : Slogan

\*The schedules are tentative and will depend the school-level and national-level examination schedules

## ANNEXURE

### Annex 1: Contact Persons in Participating Schools

SI	Participating Schools	Coordinating Teachers
1	Viqarunnisa Noon School & College	Ms. Lutfon Nahar Luky: Bangla Version (01748388227) Ms. Farhana Arabiya: English Version (01711473815)
2	Udayan Uccha Madhyamik Bidyalay	Mr. Nasir Uddin (01819635366)
3	St. Joseph School and College	Mr. Bidyut Kumar Roy (01731307592)
4	Agrani Girls' School and College	Ms. Bulbul (01716199534)
5	Dhaka Residential Model College	Mr. Farhad Hasan (01913512918)
6	University Laboratory School and College	Ms. Farzana Faiz (01552312105)
7	Shaheed Bir Uttam Lt. Anwar Girls' College	Ms. Naspi Jahan: Day Shift (01924630902)
		Ms. Shahnaz Siddiquee: Morning Shift (01711450861)
8	RAJUK Uttara Model College	Mr. Moinuddin (01711952218/01676009057)
9	Dhanmondi Government Girls' School	Ms. Halima Begum (01711480247)
10	Motijheel Government Girls' School	Ms. Iffat Jahan (01914474879)
11	Azampur Government Primary School	Ms. Nargis Sultana (01816616096)
12	Rayer Bazar High School	Ms. Jasmine Begum (01726128077)
13	Adamjee Cantonment High School	Ms. Bulbul Ahmed (01680672414/01819511868)

## Annex 2: Press Ad prior to the Competition and Exhibition

The following ad was placed on Page 19 of the Daily Prothom Alo on November 14, 2014:

ঢাকার ১২টি বিদ্যালয়ের ৫০০ প্রতিযোগির অংশগ্রহণে  
পোস্টার ও রিসাইক্লিং প্রতিযোগিতা



আমাদের পরিবেশ  
আমাদের সম্পদ

স্থান : পাবলিক লাইব্রেরি, শাহবাগ, ঢাকা  
প্রদর্শনী : নভেম্বর ১৪, ২০১৪, দুপুর ৩.০০ - ৬.০০ ও  
নভেম্বর ১৫, ২০১৪, সকাল ১০:০০ - ৫.০০  
পুরস্কার বিতরণী অনুষ্ঠান : নভেম্বর ১৬, ২০১৪, দুপুর ৩.০০ - ৬.০০

অংশগ্রহণকারী স্কুলসমূহ:

▷ ডিকালগ্লিয়া স্কুল ও কলেজ ▷ অরুণী গার্লস স্কুল ও কলেজ ▷ উদয়ন উচ্চ বিদ্যালয় ▷ ঢাকা রেসিডেন্সিয়াল মডেল কলেজ ▷ সেন্ট যোসেফ স্কুল ও কলেজ ▷ ইউনিভার্সিটি ল্যাবরেটরি স্কুল ও কলেজ ▷ রাজউক উত্তরা মডেল কলেজ ▷ বীর উত্তম শহীদ সৈ, আনোয়ার গার্লস কলেজ ▷ ধানমন্ডি সরকারি বালিকা বিদ্যালয় ▷ মতিঝিল সরকারি বালিকা বিদ্যালয় ▷ আজমপুর সরকারি প্রাথমিক বিদ্যালয় ▷ রায়েল বাজার উচ্চ বিদ্যালয়



financing happiness

**Annex 4: Certificates provided to Participants**

