

IN ASSOCIATION WITH



cine green

YOUNG LEADERS COLLECTIVE ON
ENVIRONMENTAL EDUCATION, AWARENESS AND ACTION

70 SCHOOLS 700T00 CHILDREN

PVRnest
A CSR INITIATIVE


SWECHHA

 **Samhita**
BETTER CSR. TOGETHER.

Students engaged directly through workshops, modules, walks and action projects

7000

Schools awarded green action fellowships

10

Forest and Yamuna walks

22

Students and changemakers from 15 schools in attendance for launch event

300+

Insta Films by children

12

Students engaged indirectly through workshops, assemblies, action projects and campaigns

70,000

Students engaged directly through action based projects

500

3 Educator workshops with over 200 teachers engaged directly

200

Schools Outreach

70

10 film making workshops engaging over 200 students

10



JOURNEY OF CINEGREEN

CineGreen 2019

CineGreen is an initiative launched by American Express, as part of their corporate social responsibility, in association with PVR NEST, Samhita and Swechha.

An year long school education initiative executed by Swechha across 70 schools in Delhi/NCR, focused on facilitating a culture of environmental engagement and responsible civic action for young people through learning, exposure and strategic opportunities. CineGreen promoted engagement with targeted audiences and created awareness and impact on their immediate environment with special focus on Air Pollution, Water Conservation and Green Spaces.



Forest Walk

Co-authored by: Deepa Menon (PVR NEST)
Manjusha Doshi (Samhita)
Vimlendu Jha (Swechha)

Coordinators: Rajalakshmi, Sarika Negi, Ashim Berry & Shifa Khan

Book design by: Geetanjali Thakur

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Yamuna Walk



Butterfly / Herb Garden



Herb Garden



Film Making Workshop



Air Pollution Workshop



Forest Walk



Green Spaces Workshop



Urban Forest Walk

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Children Performance



Teachers Training Workshop



Pannel Discussion



Programme Launch

The program was formally launched at PVR Plaza in Connaught Place, in May 2019, with over 300 young students, future change-makers and educators from over 15 schools, NGOs and other institutions in attendance.

The mega event was packed with some extremely powerful performances led by students from The Foundation School who performed a beautiful self composed rap on the theme of air pollution, as well a moving mime performance by students from New Era Public School. Another highlight from the event was a panel discussion titled ‘Future’s at Stake’, consisting of prominent voices in the field on environmental education including Ms. Madhu Bahtanagar, Head of Environment and Education for the Shri Ram School, Ms. Neha Sinha from BNHS, Ms. Manisha from NineisMine, moderated by Mr. Vimlendhu Jha from Swechha. The discussion laid a major emphasis on the need for active citizenship, the role of various stakeholders in our current environmental crisis, and was an attempt at discussing issues of environment at both a local level and a global level, looking at ways to mitigate them.

The launch event of ‘CineGreen’ had a promising beginning, with an auditorium packed with student leaders, educators and some inspiring voices in the field of sustainability and environmental education. Our chief guest Ms. Richa Anirudh, Host of zindagi with Ms. Richa and RJ Big Heroes, also expressed her excitement in being part of the grand event and motivated each of the students, with a powerful and thought provoking speech!

THE APPROACH

The uniqueness of the CineGreen program was ‘Knowledge, Awareness and Action’ across each of its stages and interventions.

A series of workshops, modules and experiential learning walk, actions projects and student led campaigns was to be conducted across 70 partner schools in the national capital region.



All the segments included workshops, learning activities and exposures and a structured curriculum that brought together not only an enhanced learning experience for young adolescents in school setting but also ensured sustainability in the institution by equipping the educators with necessary skills and knowledge tools to incorporate participatory learning pedagogy in their interactions with students.

The introduction of children to the world of cinema through participatory film making, makes each child get hands on experience and enables them with an opportunity to share their voice to reach the public and raise awareness about the issues like water conservation, air pollution and creation of green spaces and to showcase their point of view.



Knowledge

Workshops, Module intervention



Awareness

Yamuna walks, Forest walks & Educators' workshops



Action

Projects on ground



Films

Lights; Camera; Action



Knowledge

The knowledge segment comprises of workshops, learning activities and exposures and a structured curriculum that brings together an enhanced learning experience for young adolescents in school setting with educators.



Workshops

70 theme based workshops on air pollution, green spaces and water conservation were carried out in 70 schools that aimed to bring forth environmental concerns through proactive engagement, environmental stewardship and its everyday practice. These workshops were facilitated across schools with the help of visuals, group activities and intensive interaction among the students.

Green Spaces

The idea behind this workshop was to empower each participant to develop the know-how and skills to grow and connect with the soil, and the biodiversity it offered, independent of the nature of land or space available at one's disposal. Each workshop involved the participation of several young students, from grade 5 - 9, who were engaged through hands-on activities & team building exercises. This workshop involved students directly engaging with soil and soil-less medium, and was a wonderful introduction into the world of urban gardening for students. The workshops also served as a great tool for the participants to reconnect with the natural world.

Air Pollution

The aim of these workshops were to educate young student participants about issues of air pollution: its impact, primary causes, possible ways to mitigate and address the crisis that persists within Delhi/NCR. The sessions had a two fold objective – to solicit individual action by change in lifestyle that is ‘air friendly’ and also to seek collective action to demand other stakeholders to change their approach too. Tools such as film screenings, role playing activities and stakeholder mapping were implemented during the workshop in order to ensure maximum involvement of each participant. Students also participated in the development of a concrete action plan to tackle the issue of air pollution within our city.



Water Conservation

Surface Water as well as Groundwater are undergoing a severe crisis in our country at the moment. As per government's own admission, India is to face an acute water crisis by 2030 and Delhi will be the epicenter of this crisis.

These workshops were aimed at educating the participants on the water challenge vis-à-vis quality and quantity of water, and also sought to solicit action from each of the participants. Yamuna being the main source of water for Delhi citizens, thus remained a key focus for these workshops. Films on important issues of river restoration and water conservation were showcased in order to inspire students to work towards improving the water quality situation in the national capital. They learnt about the importance of river Yamuna in Delhi and how it is collectively responsible for over 70 percent of Delhi's total water supply.



Knowledge: Module Based Interventions

20 partner schools were shortlisted and selected to be a part of the engaging module based interventions. These modules intensively engaged each of the participants on issues of air, water or greens spaces, depending on the interest of the school.

Each of these 20 modules were transacted through various interactive learning techniques, using multiple learning tools including Audio-visuals, games, exposures, reflective sessions, self and institutional audits, individual / team exercises. Through its 12-15 hours curriculum, these modules included a series of classroom workshops, exposure trips (learning walks), expert talks and school campaigns.





Awareness: Learning Walks

Walks were an extremely important aspect of these modules, with all sessions woven around them for experiential learning and action. The learning walks were designed for each of the young participants to witness first hand issues and concerns of the environment in their city.

The focus was on sensitizing students with empirical evidence and sharing of live experiences to motivate informed political action, strategically designed and enabled to have a larger impact.



Yamuna Walk

Students from 9 partner schools that were a part of the module on 'Water Conservation' went on Yamuna Walks with Swechha. This walk aimed at tracing the river Yamuna through its 22km stretch before it enters Delhi and spotting it at several locations including Sonia Vihar, Najafgarh Drain and Kudsia Ghat within the capital. Students observed the drastic change in quality and flow of the water, the livelihood drawn from this water body, its religious significance and the stench and toxic jet black waste water leading directly into the river body in itself.

The Walk greatly helped initiate an understanding among students of the pollution caused by callous human activity and its future consequences. As a follow up to the experiential learning walk, each of the student participants went back into their classrooms with a heightened sense of awareness and worked together in drawing up campaigns and activities that were then undertaken at a school level, to address the issue of water pollution and help conserve water. These activities included conduction of assemblies, campaigns and showcasing, water audits and creation of science models such as DIY greywater recycling plants.

Forest Walk

Students from 13 partner schools that were part of the modules on urban greens and air pollution, went on Forest Walk. In the forest walks, students were introduced with an opportunity to explore and learn more about the rich and bio-diverse green patches and urban forests in our city. They explored spaces such as Sanjay Van, Yamuna Biodiversity Park and Asola Bhatti Wildlife Sanctuary and had the opportunity to interact with biodiversity experts from Bombay Natural History Society (BNHS) and Yamuna Biodiversity Park. Each of the students learnt about different benefits of native tree species, migratory birds, insects and butterflies. The exchange of dialogue with experts, helped the students learn more about Delhi's ecological history, its forests and wildlife, that is gradually depleting in the name of 'developmental activities' and rapid urbanisation and industrialisation. Students



were also engaged in foraging activities in the forests and collected seed pods, edible leaves and plants, flowers and fallen leaves, that they then took back to their classrooms and incorporated into their creative projects. These participants were also actively involved in the action stages of the program, and set up green infrastructures including butterfly and herb gardens, on their school campus.

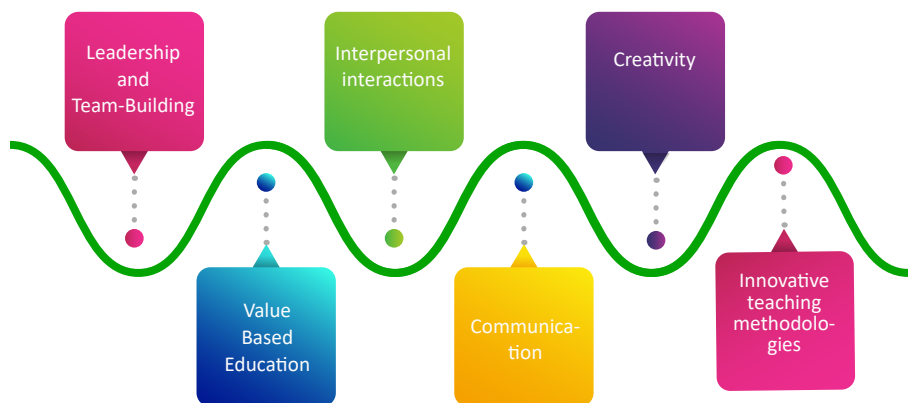


Awareness: Educators Workshop on Environment



Educator's workshops actively engaged teachers on issues of social and environmental development. These workshops are crucial to imbibe a culture of positive engagement in the pedagogy of education at the institution. This was designed for both English and Hindi medium schools and saw the participation of teachers across all levels.

CineGreen helped build the capacity of participating educators, to understand and practice responsible citizenship, which then further helped them inspire their students to follow the path of social and environmental sensitivity and action. Therefore, the process of change in *Punaravritti* resulted in positive direct engagement of teachers and positive indirect impact on students. These workshops gave immense focus to the following themes :



3 workshops were facilitated at The Srijan School and New Era Public School Dwarka in September 2019, and at Government Boys Sr. Secondary School, JJ Colony Wazirpur, in November 2019 with 200 educators.



Action: Green Action Fellowships

The action component of the program enabled the creation of bio-diverse green spaces within a few selected schools through participation of students and educators. In order to promote innovation on issues of sustainability and environment, 10 green action fellowships were awarded to 10 carefully selected partner schools from the program.

As a part of these fellowships, over 700 student participants from these selected schools got the opportunity to work on the following projects :

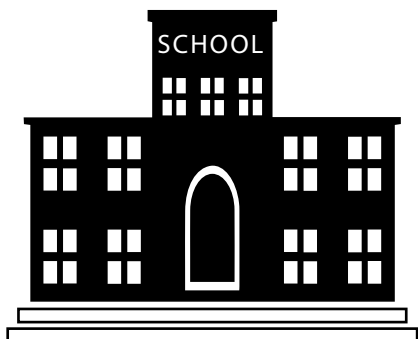
Butterfly / Herb Garden



The objective of this project was to raise awareness among students about the importance of butterflies in the capital region and to promote their conservation. Each participant got the opportunity to learn about the importance of urban greens and biodiversity as well. Through the guidance of experts from Swechha, these students worked on designing upcycled butterfly gardens on their respective school campuses using innovative and creative ideas. They

were guided through the entire process, from landscaping to the actual plantation, through a series of interventions. Each participant was also encouraged to collect their own waste in form of either old plastic bottles, or tyres, or even paint cans, that they could utilise within the making of the gardens. 8 schools across different parts of the city, were involved in this particular action project, with different sustainable design options incorporated in the making of these gardens. Student participants were particularly fascinated by the idea of incorporating waste materials as planters for these gardens, and sourced a wide variety of waste items including old tyres, drums, tin cans, kettles, milk cans & gum boots for the making of these green spaces.

These model upcycled butterfly and herb gardens were developed with the support of the following schools :



Sarvodaya Kanya Vidyalaya, A Block Keshavpuram
Sarvodaya Kanya Vidyalaya, No. 1 Keshavpuram
Govt Boys Sr. Sec School, JJ Colony Wazirpur
Govt Boys Sr. Sec School, No. 2 Keshavpuram
Venkateshwara International School, Dwarka
St. James Convent, Shalimar Garden
New Era Public School, Dwarka
Sarvodaya Kanya Vidyalaya, B Block (AH) Shalimar
Bagh

Urban Forests

Given the pollution levels in the capital city, the concept of Urban forests serves as an effective intervention model to help Delhi breathe better. 2 government schools were shortlisted to work with Swechha on this particular action project. Through this action project, the student participants not only received the know-how of developing mini urban forests, but also helped in creating an infrastructural change in the quality and



content of Delhi's overall green cover. These forests involved the careful selection and plantation of different native fruit and non fruit bearing trees, sub trees, medicinal herbs and shrubs, depending on the condition of the land available at the school. Student participants were involved in the entire project, from its early designing stage to execution of the plantation and maintenance of these mini forests. Innovative and creative ideas were put forth by the youth participants who decided to build the fence of the urban forest using old cycle rims.

These urban native forests were developed with the support of the following schools :



Sarvodaya Co-ed School, ZP Block Pitampura
SDMC School, No.1 Hastal



10 partner schools were selected and were also further engaged in a series of extremely engaging and interesting film making workshops. These hands on workshops stretched across 2 days and focussed on theoretical and practical knowledge behind the working of the camera and process of filmmaking. The 10 one minute films represented the voice and stories of children and aimed to inspire other students

and stakeholders on themes covered. The films were fictional in nature and were driven by voice narratives or ideas discussed during the workshops that the children came up with.

Each of the students participated in the production of a professional film along with film professionals. The two day workshops covered concepts relating to film making theory, storyboarding, storytelling, hands-on training, camera, sound and onset production calls. On Day 2 (the day of shooting), the students themselves became the crew and actors of the films.

Themes such as sustainable fashion, water conservation, urban green spaces, air pollution, upcycling and plastic pollution were addressed in the making of each of these one minute films. A total of over 200 young students were directly engaged in the entire process led by team P se Picture!

A mix of 10 private and public schools were selected to be engaged in these workshops. These were the 10 participating schools :

Film Making Workshop

A mix of 10 private and public schools were selected to be engaged in these workshops. These were the 10 participating schools :



St. James Convent, Shalimar Garden
New Era Public School, Dwarka
Sarvodaya Sr. Secondary School, Munirka
Bharti Public School, Mayur Vihar
Venkateshwara International School, Dwarka
Sarvodaya Co-ed Govt School, Masjid Moth
Sarvodaya Kanya Vidyalaya, Dhaka
Govt. Boys Sr. Secondary School, JJ Colony Wazirpur
The Foundation School, Sadiq Nagar
Sarvodaya Co-ed School, ZP Block Pitampura





Plastic Hero

Sarvodaya Co-ed Vidyalaya, Munirika

A group of school friends are playing flipping bottles, during one of their game breaks they realize that their bottles have disappeared. Their chase for the thief leads them to discover something beautiful.

Herb Garden

Ashadeep Foundation

A broken pot and a dying plant; how will a group of students, save the aloe vera plant by using items that are easily available and at their disposal, creatively through their teamwork.

Flower Pocket

GBSSS, Dhaka

Getting caught in the assembly with a stain on the school uniform is a big crime, or maybe not for someone who has the creativity it takes to not throw that shirt away too soon.

Silent Killer

Sarvodaya Co-ed Vidyalaya, Pitampura

The lunch hour at the school reminds us of all those delicacies which we share with each other, forgetting for a moment the silent killer in which they come packed in.

In the name of Fashion

Bharti Public School, Mayur Vihar In

A fashion show in school unexpectedly reveals the toxic components flashing behind the glamorous clothes displayed on the models.

Unreal

VIS, Dwarka

The audio-visual technology at our disposal has limited our exposure to the real world and reduced the actuality of experience. This unreal experience brings with it stimulation at the cost of our mental and physical health.

One more Dustbin

GBSSS, Wazirpur

When there's just one dustbin for the whole class, for all the paper plastic and food waste, imagine how easy it could have been to locate a missing pen cap if only the waste was disposed separately for the different type of waste.

Butterfly Garden

New Era Public School

During an art class where the students are supposed to be making a butterfly garden with glaze papers, scissors and glue, three children venture out of their classroom to explore a different way to complete their assignment.

Breathless

Sarvodaya Co-ed Vidyalyala , Masjid Moth

The silent classroom atmosphere is disrupted by echoing coughs of children in the class, the suspicious teacher tries to spot the culprit inside the room when the actual reason catches her attention outside the windows.

Revenge of the Tap

Foundation School

In an interesting exchange between a young girl and her bathroom tap, during her regular morning routine, the faucet develops a mind of its own which leads her to figure out an important lesson





One Minute Instagram Film Festival

Mobile Phones have become an important tool for consumption as well as dissemination of knowledge for the young. Young of today create content through their mobile phones and connect with their peers through content sharing and dissemination. As part of the CineGreen Schools Program, a call to action was made to young students and youth stakeholders,



to create and submit one-minute films shot through their mobile, on any local environmental issue.

A total of 12 one minute film submissions that addressed different themes such as Water Conservation, Air Pollution, Butterfly Gardening, Plastic pollution and Upcycling.

Impact is central to this festival and therefore dissemination of each film through different social media and digital platforms is an important component. Submissions were sent in from the following schools -

1. GD Goenka Public School, Rohini
2. SDMC, Hastasal
3. The Foundation School, Sadiq Nagar
4. DPS International, Gurgaon
5. SKV, Ashok Vihar
6. SKV, Shalimar Bagh
7. Govt Co-ed School, Masjid Moth
8. SKV A Block, Keshavpuram
9. Sarvodaya Vidyalaya, Munirka
10. Cambridge School, Noida

This festival will award the best film made by the students on the criterion of its content, technique and outreach, each having equal weightage.

List of participant schools

Bharti Public School, Mayur Vihar
Bosco Public School, Paschim Vihar
Cambridge School, Noida
Delhi Public School International Edge
Delhi Public School, Rohini
Don Bosco School, alaknanda
Foundation School, Tito Marg, Sadiq Nagar
GD Goenka World School, Rohini
Government Boys Senior Secondary School No.2, Shakupur
Government Boys Senior Secondary School Pitampura
Government Boys Senior Secondary School, Adarsh Nagar No. 1
Government Boys Senior Secondary School, Ashok vihar
Government Boys Senior Secondary School, B Block, Shalimar Bagh
Government Boys Senior Secondary School, Dhaka
Government Boys Senior Secondary School, GTB Nagar
Government Boys Senior Secondary School, JJ Colony, Wazirpur
Government Boys Senior Secondary School, Ladpur
Government Boys Senior Secondary School, No.1 Keshavpuram
Government Boys Senior Secondary School, No.2, Model town
Government Boys Senior Secondary School, Rana Pratap Marg
Government Boys Senior Secondary School, Rani Bagh, Pitampura
Government Boys Senior Secondary School, SU block, Pitampura
Government Boys Senior Secondary School, Model town
Government Girls Senior Secondary School, Azadpur
Government Girls Senior Secondary School, Haiderpur
Government Girls Senior Secondary School, No.2 Model town
Government Girls Senior Secondary School, SU Block, Pitampura
Govt. Sarvodaya Co- ED Vidyalaya, Rani khera
Municipal Corpotation of Delhi School, Karol Bagh
New Era Public School, Dwarka
New Era Public School, Mayapuri
Nine is Mine
Pathways School, noida
Prometheus School, Noida
Prometheus School, Noida
Raisina school, CR Park
Sarvodaya Bal Vidyalaya, Anandvas
Sarvodaya Bal Vidyalaya, Ashok Vihar, Keshavpuram
Sarvodaya Bal Vidyalaya, Bharat Nagar
Sarvodaya Bal Vidyalaya, CC Colony, Keshavpuram
Sarvodaya Bal Vidyalaya, Keshavpuram
Sarvodaya Bal Vidyalaya, No. 1, Shakurpur
Sarvodaya Co-ED govt. School, Masjid Moth
Sarvodaya Kanya Vidyalaya, A Block keshavpuram
Sarvodaya Kanya Vidyalaya, Ashok Vihar
Sarvodaya Kanya Vidyalaya, Ashok Vihar, Phase 2
Sarvodaya Kanya Vidyalaya, B(AH) Block, Shalimar Bagh
Sarvodaya Kanya Vidyalaya, Dhaka
Sarvodaya Kanya Vidyalaya, jj colony, Wazirpur
Sarvodaya Kanya Vidyalaya, JJ colony, Wazirpur
Sarvodaya Kanya Vidyalaya, Karala
Sarvodaya Kanya Vidyalaya, Keshavpuram, A Block
Sarvodaya Kanya Vidyalaya, No.1 , Keshavpuram
Sarvodaya Kanya Vidyalaya, Pooth Kalan
Sarvodaya Kanya Vidyalaya, Rana Pratap Bagh
Sarvodaya Kanya Vidyalaya, Vikaspuri
Sarvodaya Senior Secondary Govt.School, Munirka
Sarvodaya Vidyalaya Co-ED, FU block, Pitampura
Sarvodaya Vidyalaya Co-ED, ZP block, Pitampura
Sarvodaya Vidyalaya, New Police Lines
SBBM govt. sarvodaya vidyalaya, IP college, civil lines
South Delhi Municipal Corporation Primary School, Hastasal 1
South Delhi Municipal Corporation Primary School, Hastasal 2
South Delhi Municipal Corporation, Pratibha Vidyalaya Defence Colony
St, Mary's School, Safdarjung Enclave
St. James School, Ashadeep Foundation, Ghaziabad
The Heritage School, Rohini
The Indian School, Sadiq Nagar
The Shriram Millennium School, Noida
The Shriram School, Moulisari, Gurgaon
The Srijan School, Model Town
Venketeshwara Interntional School, Dwarka
Vivekanand School, Anandvihar
Vivekanand School, Preet Vihar

Contact Us:

S.Rajalakshmi

PVR NEST, PVR Limited, Building No. 9A, 4th Floor,
DLF Cyber City Phase III, Gurgaon - 122002 (Haryana)

E. s.rajalakshmi@pvrnest.org

W. www.pvrnest.org



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