



AN INITIATIVE BY DHANBAD NAGAR NIGAM



Paryavaran उत्सव ●●●

45 day long campaign to raise public awareness
and citizen participation on air pollution

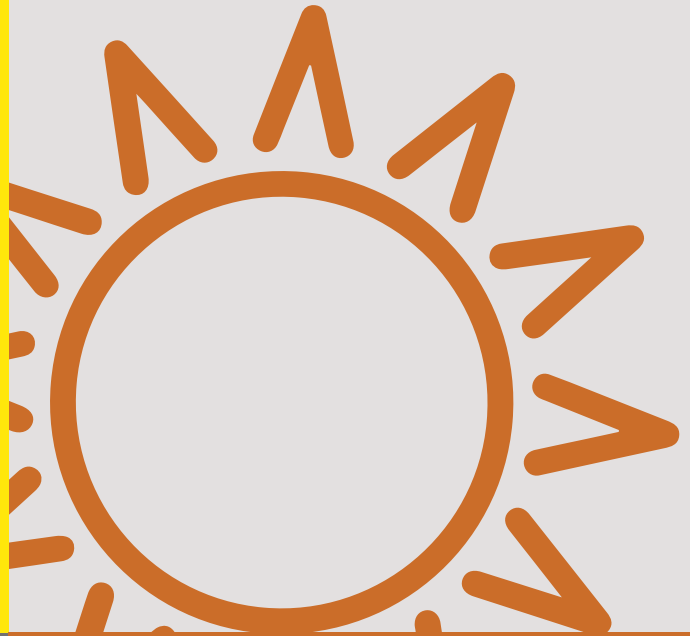
22nd April - 5th June 2023

Supported by:

 **Clean Air
Jharkhand**

About Dhanbad Municipal Corporation

Dhanbad Municipal Corporation is the civic body that governs Dhanbad, Katras, Jharia, Sindri, and the surrounding areas in Dhanbad subdivision of Dhanbad district, Jharkhand, India.



About Asar Social Impact Advisors

Asar is a start up, incorporated as a for profit company under Indian law. Asar enables a “collective impact” approach to tackle some of the big environmental challenges, with a focus on air pollution and climate change. We believe that to solve the systemic problems facing us today we need collaboration and sustained dialogue to arrive at consensus to create maximum impact. We provide strategic advice, informed analysis, plus planning and evaluation support to funders, not-for-profit and for-profit organisations. We actively convene varied stakeholders on a particular issue to create collaborative spaces for the sharing of information and insights, resulting in transformative change.

For any queries or questions related to the report, please reach out to contact@asar.co.in



FORWARD



Air pollution is a significant challenge and public participation and awareness is highly needed for better air quality management and successful implementation of the National Clean Air Program (NCAP). Taking a right step, the Dhanbad Nagar Nigam undertaken a transformative 45-day public outreach campaign, "Paryavaran Utsav". Its aim was to raise awareness, encourage citizen participation and promote collective responsibility for clean air. By actively involving citizens, Nagar Nigam sought to build a coalition of committed individuals advocating for clean air and sustainable living practices.

The 45-day campaign utilized various platforms and activities to maximize outreach and impact. With a multifaceted approach that included inter-school art competitions, workshops, community dialogues, social media campaigns, and interactive exhibitions, the campaign ensured inclusivity and broadened its reach to people of all ages, backgrounds, and interests.

The campaign directly engaged over 3,000 school students from 21 schools in Dhanbad, reached 5,000 community members through various activities, involved 1,500 Safai Karamcharis (sanitation workers) of the Dhanbad Nagar Nigam, and garnered participation from 40 civil society organizations. Furthermore, the campaign had an indirect reach to millions of people through social media, posters, and signage.

The campaign exemplifies the power of collective action and underscores the importance of public participation in combating air pollution. We have laid a strong foundation for sustained efforts toward cleaner air by promoting awareness and citizen involvement and will continue to do it.

A handwritten signature in black ink, written in a cursive style, positioned above the printed name of the Municipal Commissioner.

Shri Satyendra Kumar
Municipal Commissioner
Dhanbad Nagar Nigam

CONTEXT



For better air quality management and the successful implementation of the National Clean Air Program (NCAP), public engagement and awareness have emerged as essential components. The Dhanbad Municipal Corporation, in its effort to tackle air pollution, has acknowledged the importance of public participation and the need to actively involve its citizens and create a deeper understanding among the community on the issue.

To this end, the Dhanbad Municipal Corporation in collaboration with the Clean Air Jharkhand organised a transformative 45 day-long public outreach campaign “Paryavaran Utsav”. This was aimed to raise awareness, encourage citizen involvement, and foster collective responsibility for clean air. By engaging citizens in the issue, the local administration aimed to build a coalition of committed individuals advocating for cleaner air and sustainable living practices.

The 45-day public outreach campaign attempted to achieve the following objectives:

- 1. Build public awareness:** To enhance public understanding, capacities and support action to reduce air pollution.
- 2. Empower individuals:** To educate people about the impact of air pollution on health, and provide effective ways to take individual and community action.

The campaign “Paryavaran Utsav” spanning 45 days, utilised various platforms to maximise outreach and impact. It featured a multifaceted approach, including inter school art competition, workshops, community dialogues, social media campaigns, and interactive exhibitions. The diverse activities catered to people of all ages, backgrounds, and interests, ensuring inclusivity and broadening the reach of the initiative.



CAMPAIGN REACH

Youth

Direct reach with over **3000 school** students and **21 schools** in Dhanbad

Community

Direct reached with **5000 people**; indirect reach with **15000 people** through **15 community dialogues**.

Safai Karamcharis

Engagement with **1500 Safai Karamcharis** of Dhanbad Municipal Corporation.

Civil Society Organisations

Participation and involvement of **40 civil society** organisations during the campaign period.

Information, Education and Communication

Indirect reach to **millions** of people through social media, posters and signage.

WORLD EARTH DAY CELEBRATION & LAUNCH OF LUNGS BILLBOARD

01

World Earth Day, 22 April 2023, marked the beginning of "Paryavaran Utsav - 2023", the initiative of Dhanbad Municipal Corporation, supported by Clean Air Jharkhand.



To mark the day, an artificial lungs billboard was unveiled at the city centre to raise public awareness about the severe consequences of air pollution on human health and the urgent need for collective action to combat it. In addition to the installation of the "Artificial Lungs Billboard," thousands of plant saplings were also distributed to citizens. It was done to encourage the community to actively participate in improving the green cover of the city and contribute to reducing air pollution through natural means.

Further a "Walk for Clean Air" was organised, involving hundreds of enthusiastic participants, from the Municipal Office to the city centre carrying banners and placards on the issue of clean air.



The Lungs Billboard was installed at an important junction of the city to achieve the following objectives:

- 1. Raise Awareness:** The compelling visuals on the lungs billboards were intended to draw attention and inspire dialogue on the impact of air pollution on human health, prompting citizens to learn more and get involved in clean air initiatives.
- 2. Foster Community Engagement:** The installation was to encourage citizens to share views and understanding about the city's current air pollution situation on social media platforms using the hashtag #selfiewithlungsbillboards to spark community-driven dialogue and encourage collective action.

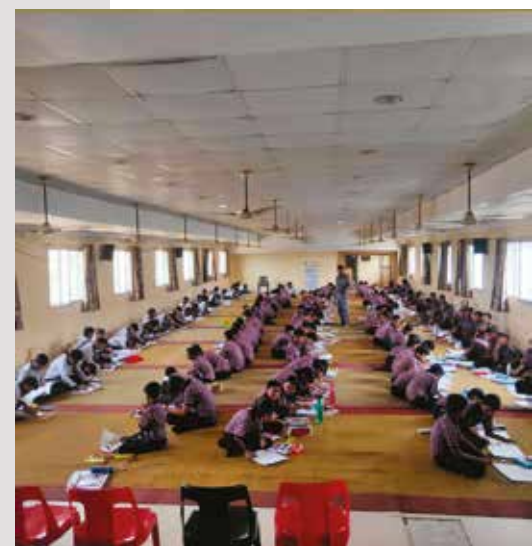


"PAINT A BETTER FUTURE" INTER-SCHOOL ART COMPETITION

02

As a part of the 45-day-long Paryavarn Utsav, a "Paint a Better Future" art competition was organised to involve the younger generation in the urgent cause of air pollution awareness and solutions. 21 schools of Dhanbad, both Public and Private, participated in the competition to express themselves on the issue creatively, and visualise ways to solve it. The competition engaged more than 3000 talented students to showcase their artistic skills and innovative ideas on the issue of air pollution. Through captivating artwork they beautifully captured their perspectives on air pollution sources, its impact on the health, and the required action.

Through the art competition, young minds, aged between 11 to 18, were inspired to become advocates for Clean Air and take initiatives to reduce the air pollution.



The "Paint a Better Future" art competition sought to achieve the following objectives:

- 1. Empower Youth:** The competition provided a platform for the students to express their concerns, increase their understanding on the issue of air pollution and become an ambassador for clean air
- 2. Foster Creativity:** By encouraging students to explore their creativity, the competition sought to inspire innovative ideas and solutions to combat air pollution in Dhanbad.



The artwork from the competition was showcased in a public exhibition on the World Environment day to further amplify the message of clean air and encourage citizens to take action for a healthy and clean air.

PAINT A BETTER FUTURE







In an effort to promote public participation and awareness on the issue of air pollution, several community dialogues “Nagrik Samvad” were organised. This was to provide a platform for communities to express their concerns, share experiences and contribute to meaningful solutions for clean air. The dialogues sought to empower citizens to take ownership of the issue, and inspire in each other collective action.

Fifteen community dialogues were organised with different communities in different localities of Dhanbad through the course of the campaign. These were especially designed to engage vulnerable groups, so as to provide them a platform to express their concerns, discuss preventive health measures, and encourage action towards cleaner air.

During these dialogues, participants from diverse backgrounds, including residents, community leaders, etc. engaged on the following key topics:

- 1. Identifying Local Air Pollution Sources:** Participants discussed the sources of air pollution unique to their communities, enabling a better understanding of the targeted interventions.
- 2. Sharing Health Impact Stories:** Community members shared their personal experiences of how air pollution has affected their health and well being, highlighting the urgent need for cleaner air.
- 3. Preventive Health Measures:** The preventive measures that individuals can adopt to protect themselves from the adverse effects of air pollution were also discussed.
- 4. Community-Led Initiatives:** The dialogues also encouraged participants to brainstorm on community-led initiatives to combat air pollution and improve air quality in their neighbourhoods.



45 DAY LONG SOCIAL MEDIA CAMPAIGN

04

Social media offers a powerful platform to reach diverse audiences and mobilise communities. During the Paryavaran Utsav a digital space for dialogue, learning, and action, where individuals could be inspired to make positive changes for cleaner air was created. A 45 day long social media campaign on air pollution was successfully conducted which featured regular posts of advisories, quizzes, and interactive content, aiming to educate and empower communities to take action for cleaner air. The objective was to reach out to a wider audience and encourage active participation in the fight against air pollution.

Throughout 45 days, the campaign featured a variety of content, including:

- 1. Air Quality Advisories:** Regular advisories with the do's & don'ts of air pollution were shared on Dhanabd Nagar Nigam social media platforms to reduce individual contributions to air pollution.
- 2. Educational Quizzes:** Interactive quizzes were designed to test the audience's knowledge about air pollution, its sources, and potential solutions, making learning about clean air engaging and enjoyable.
- 3. Informative content:** Regular informative content (video, infographics) were provided to educate and engage the general public.





धनबाद नगर निगम, धनबाद

धनबाद नगर निगम की पहल
Paryavaran Utsav

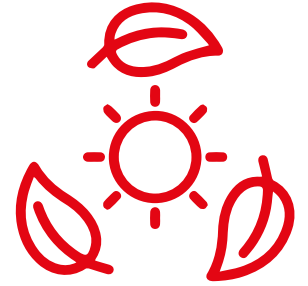
22 अप्रैल - 5 जून

आओ मिलकर स्वच्छ करें
धनबाद
की हवा!

Supported by
Clean Air Jharkhand

STAR CITIZEN AWARD

05



During the campaign period a prestigious "Star Citizen Award-2023" was launched to recognise and celebrate individuals, communities, and organisations who have made significant effort and contributions in reducing air pollution in the city. The "Star Citizen Award" acknowledges individuals who have shown exemplary leadership and dedication in raising awareness about air pollution and promoting sustainable practices.

The additional objective of the award was to highlight the efforts of exceptional citizens and to inspire others to take action and play their part in reducing air pollution. By celebrating those who have made a positive impact, the award encourages wider public participation in creating a cleaner and healthier environment for all.

✦ Milton Parthsarathi Paryvaran Mitra

मिल्टन पार्थसारथी, पर्यावरण संरक्षण के प्रति कई वर्षों से कार्य कर रहे हैं। ये पौधारोपण के प्रति जागरूकता फैलाने का कार्य कर रहे हैं और अधिक से अधिक इसके लिए इन्होंने प्रतिदिन एक पौधा समाज के किसी व्यक्ति को देना प्रारंभ किया।

इनके प्रयास से सैकड़ों की संख्या में पौधा लगाया गया है। प्रतिदिन अपने दिनचर्या में पौधा वितरण करने का कार्य करते हैं और ऐसा करते हुए इन्हें 650 दिन से अधिक हो गए।



✦ Dr Manoj, Green Life Foundation

डॉ० मनोज कुमार सिंह सचिव लाईफ एवं संयोजक ग्रीन लाइफ अभियान पर्यावरण संरक्षण का कार्य लगातार कर रहे हैं। अब तक 95 हजार से अधिक वृक्ष लगा चुके हैं

वर्ष 2005 से ग्रीन लाइफ अभियान चलाकर पर्यावरण संरक्षण के प्रति लोगों को जागरूक करने की इनकी मुहिम जारी है। जिसके तहत जन्मदिन पर पौधारोपण, नव विवाहित जोड़े से पौधारोपण एवं पूर्वजों के याद में स्मृति वृक्ष लगाने का प्रचलन हो गया है।

लोगों में पर्यावरण संरक्षण एवं पौधा रोपण के प्रति चेतना जागृत हुई, अपने-अपने घरों के पास एक वृक्ष लगाने की लहर पैदा हुई।



✦ Sunita Kumari Amrit Jeevan Jal Kalyan Sansthan

मूनीडीह इलाके में कचरे के एक बड़े ढेर को साफ करने और उसके स्थान पर सुंदर फूलों के पेड़ लगाने के असाधारण प्रयास किया। यह उल्लेखनीय पहल पर्यावरण संरक्षण और सामुदायिक विकास के प्रति उनकी गहरी प्रतिबद्धता को दर्शाती है। कचरे को साफ करके और इसके स्थान पर जीवंत फूलों वाले पेड़ लगाकर, ट्रस्ट ने क्षेत्र को बदल दिया है और गांव की आत्मा को फिर से जीवंत कर दिया है।





A number of signage and posters were displayed at areas with heavy traffic, at community centres, public institutions and public transport hubs throughout the city during the campaign period. These signages and posters were strategically placed across the city to create awareness about air quality, its impact and the importance of individual actions in reducing pollution.



WORLD ENVIRONMENT DAY CELEBRATION

07

The 45 day long "Paryavaran Utsav" campaign culminated in a resounding success on World Environment Day (June 5). The event witnessed the enthusiastic participation of thousands of people, including community members, school and college students, officials, media personnel, and civil society organisations. The activities centred around air pollution, emphasised the significance of individual and collective effort to clean the air that we breathe.

The event included a wide range of activities including an art exhibition of the school students, announcement and felicitation of winners of the art competition and the Star Citizen; and other awareness sessions aimed at engaging the participants.

The celebration also witnessed the launch of "Vayu Mitra," a pioneering citizen volunteer program aimed at actively engaging citizens in the fight against air pollution. This innovative initiative seeks to empower individuals to become ambassadors for clean air and drive positive change within their communities.



The World Environment Day celebration served as a platform to inspire and mobilise others to join the movement for cleaner air and a sustainable future.



VAYU MITRA PROGRAM

08

The "Vayu Mitra" citizen volunteer program launched by the Dhanbad Nagar Nigam aims to tap into the collective power of citizens to combat the pressing issue of air pollution, aims to inspire and empower citizens to take an active role in creating a cleaner and healthier environment for the city.

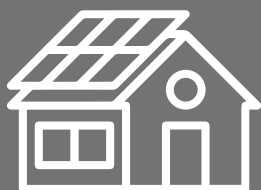
The launch of "Vayu Mitra" marks a significant milestone in the city's commitment to ensure public awareness and underscores the importance of citizen involvement in addressing air pollution.



Conclusion

Paryavaran Utsav-2023 witnessed a remarkable response from the citizens of Dhanbad. Schools, colleges, communities, civil society organisations and residents actively participated in the events, showing genuine eagerness to contribute to the efforts for clean air in the city.

The 45-day campaign exemplifies the power of collective action and the importance of public participation in combating air pollution. The Dhanbad Municipal Corporation has laid a strong foundation for sustained efforts toward cleaner air - by promoting awareness and citizen participation.



REDUCE AIR POLLUTION

INVEST IN
ENERGY EFFICIENT
POWER
GENERATION

REDUCE AGRICULTURAL
WASTE, INCINERATIONS,
FOREST FIRES & CERTAIN
AGRO FORESTRY ACTIVITIES

CREATE
YOUR
OWN GREEN
SPACE

BUILD SAFE AND AFFORDABLE
SYSTEMS AND PEDESTRIAN
AND CYCLE FRIENDLY
NETWORKS

PROVIDE
UNIVERSAL
ACCESS TO
CLEAN AFFORDABLE
FUELS &
TECHNOLOGIES
FOR COOKING
HEATING &
LIGHTING

WALK, BIKE
OR TAKE BUS



"SUFFOCATE"

Be a
part of
the solution
not part
of the pollution