

CAM



CAG

Citizen consumer and civic Action Group

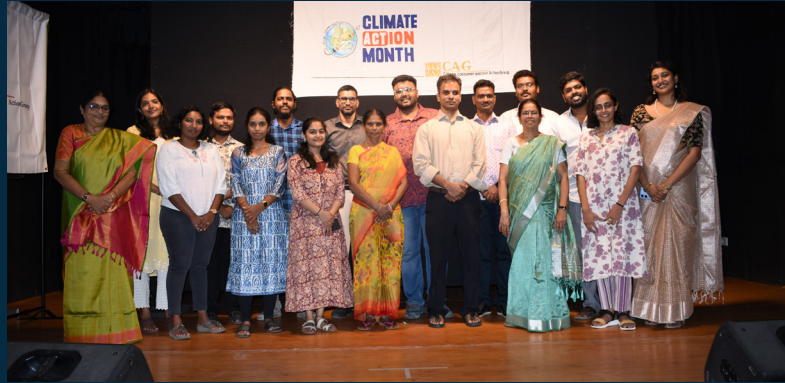
2024

40+ events across Chennai, bringing together people from schools, colleges, civil society organisations, environmentalists, corporates and the general public.

"Time has given us an opportunity to correct what has been done in the last 150 - 200 years to redeem ourselves."



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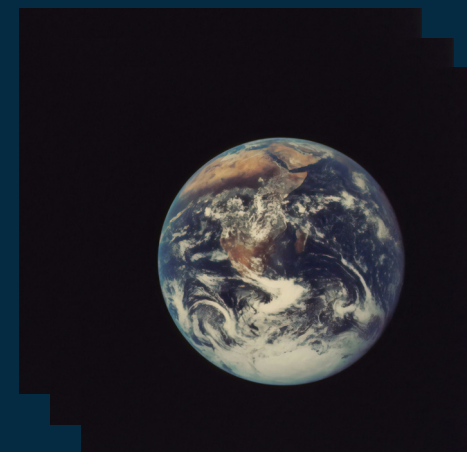
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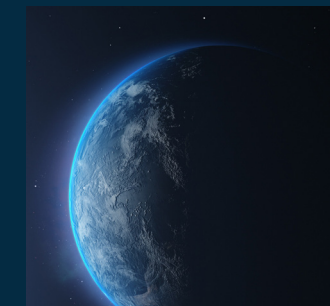
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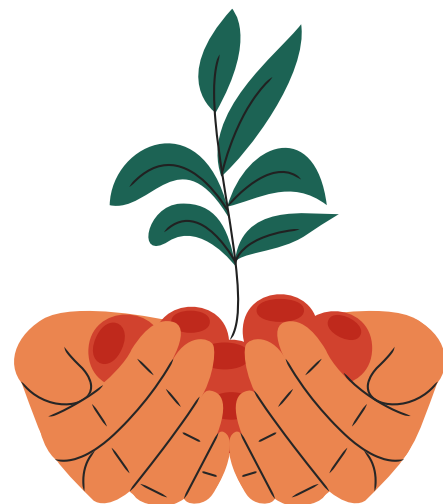
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We extend our heartfelt thanks to the many people who contributed their time, energy and expertise to make Climate Action Month (CAM) 2024 both successful and impactful. First and foremost, we would like to express our gratitude to Dr. P. Senthil Kumar, I.A.S., Principal Secretary to Government, Department of Environment, Climate Change and Forests, Tamil Nadu, and Mr. A.R Rahul Nadh, I.A.S., Director, Department of Environment and Climate Change, Tamil Nadu who supported us and inaugurated CAM 2024.

We would like to thank Justice Pushpa Satyanarayana, Judicial member, National Green Tribunal Southern Region for accepting our invitation to join us for a discussion on the Supreme Court ruling on climate change. We are also thankful to Mr. Shanmuganathan, Govt. Advocate for Tamil Nadu before the National Green Tribunal and Mr. Sai Sathyajith, Counsel for Tamil Nadu Pollution Control Board & State Environmental Impact Assessment Board for their active participation in our panel discussion.

We would also like to thank the various officials in Greater Chennai Corporation (GCC) who permitted us to conduct events in public parks and the beach. We also acknowledge



the support provided by the Tamil Nadu police in granting permissions to conduct events in public spaces and for their interest in our campaign.

We are grateful to our host institutions for enthusiastically collaborating with us and conducting CAM events in their premises. In this regard, we acknowledge and appreciate the support of - The Don Bosco school, Scholar's Academy, Vidya Ratna school, St. Patrick's school, Patrician college, Sri Gurumurthy Vidyala school, The Alt school, AM Jain college, Prince Venkateswara college, DG Vaishnav college, Tamil Nadu Dr. Ambedkar Law University, Theosophical Society, Lotus Colony, Backyard Clan and Discovery Book Palace.

This extensive campaign would not have been achievable without the unwavering support and collaboration of our dedicated partners and allies. We truly appreciate the support of - Poovulagin Nanbargal, Madras Film Screening Club, Gummidipoondi Municipal Corporation and Panchayat, Ennore Netaji Nagar Panchayat and Burma Nagar Panchayat.

We are thankful to our resource persons who eagerly and promptly joined this month-long campaign. Their contributions played a pivotal role in empowering the citizens of Chennai, inspiring them to take meaningful steps in the fight against climate change through various initiatives and activities. In this regard, we

Climate Action Month Inaugural with the Citizen consumer and civic Action Group (CAG) team

sincerely appreciate and acknowledge the contributions of - Dr. Chandrasekaran, Ms. Kavitha, Mr. Aravindh Vijay, Mr. Murugaperumal, Mr. Raja Mohammed, Mr. Hafiz Khan, Ms. Inidhu Sree, Mr. Karthik Krishna, Mr. Mathan, Ms. Chandra, Mr. Sathya, Ms. Poongodi, Ms. Dhanalakshmi, Mr. Prakash, Othasevaru music band, Chevalier T. Thomas Elizabeth college (CTTE) Villupaatu team, Mr. Kalavannan and Sai Vignesh dance crew.

ACKNOWLEDGEMENTS

INTRODUCTION

Climate change is a major challenge of our time. It has been proven without a doubt that [humans are responsible](#) for virtually all global heating over the last couple of centuries. Because the Earth is a system, everything is interconnected and long-term shifts in temperatures and weather conditions will influence changes in all others.

Climate action is more critical than ever as the world faces the escalating effects of climate change. Rising global temperatures, extreme weather events, and environmental degradation threaten ecosystems, human health, and economic stability. The effects of climate change are accelerating, with rising sea levels, more frequent natural disasters, and biodiversity loss becoming increasingly common.

Reports like the [Intergovernmental Panel on Climate Change \(IPCC\) 2023 Report](#) also warn that without immediate action to limit global warming to 1.5°C, the world will face irreversible climate impacts, including more severe droughts, storms, and habitat loss, emphasising the urgent need for global climate action. These challenges have a profound impact on both the environment and society, leading to displacement, food insecurity, and economic disruptions. Without urgent intervention, the window for reversing or even mitigating climate damage is closing rapidly.

This makes climate action today not just necessary but imperative for a sustainable future. Corporations and governments have the capacity and power to cause the highest positive impact. Being major contributors to greenhouse gas emissions, businesses and corporations have the responsibility for addressing and adapting to climate change by tackling their emissions while governments hold the authority to implement laws regulating industries and enforcing environmental protection standards. Effective mitigation requires the involvement of society as a whole not just at a community level but internationally as well. People's role and cooperation is pivotal to mitigate climate change. It has the potential to be the driving force behind tackling the world's deep-rooted dependency on fossil fuels starting from everyday lifestyle changes.

Despite the widespread urgency on climate change mitigation, it is a grim reality that many people still don't understand that their actions can make a difference every day. The first step in addressing this is to educate them about climate change and bring awareness that every contribution matters, however big or small. In light of the importance of people's role in adapting and mitigating climate change, Citizen consumer and civic Action Group (CAG)

had envisaged and launched a month-long campaign titled 'Climate Action Month (CAM)' starting 2020.

In addition to raising awareness, CAM was designed as an open platform to encourage dialogue, idea-sharing, build a sense of community and to bring about collective action on critical climate issues, recognising that despite the myriad of differences, individuals must come together to face this global challenge.

The first edition of CAM took place throughout February of 2020, conducting 70+ events across Chennai, bringing together people from different walks of life: from schools, colleges, restaurants, cafes, civil society organisations, artists, activists, academicians, researchers, general public, government officials and more.

CAG partnered with Apollo Hospitals to launch a unique public awareness initiative as part of the first edition of CAM called the "Billboard that Breathes". It was an installation featuring a billboard with 3D lungs that gradually turned black, symbolising the effects of air pollution on human health. Installed at Apollo Cancer Centre, the lungs changed colour within just 19 days, visually demonstrating the dangerous accumulation of pollutants in the air, making the invisible impacts of air pollution more tangible to prompt public and policy-level action on air quality management.

CAM 2020 also raised awareness on a wide array of topics related to climate change such as soil conservation, importance of biodiversity, marine conservation, waste management, sustainable lifestyle choices, impact of single-use plastics, climate resilience, and corporate accountability among others.

The second edition of CAM was conducted throughout the month of July in 2023.

We were successful in conducting 40+ events across Chennai, bringing together people from schools, colleges, civil society organisations, environmentalists, corporates and the general public.

Similar to the previous edition, CAM 2023 also discussed myriad topics related to climate change like environmental pollution, sustainable mobility, biodiversity endangerment, renewable energy, fast fashion, waste segregation, plastic pollution, responsible resource and energy consumption and more.

The third edition of CAM was observed throughout the month of August, 2024. Coincidentally, August 2024 was also the [warmest August](#) on record according to the World Meteorological Organisation (WMO). Around 30 events were held across Chennai, bringing together people from schools, colleges, civil society organisations, conservationists, environmentalists and the general public. The third edition had topics such as fossil fuel footprint, ocean acidification, water conservation, e-waste management, food waste and composting, zero waste lifestyle, sustainable mobility, upcycling and more.

CAM is an initiative of Citizen consumer and civic Action Group (CAG) aimed at raising citizen awareness on the urgency of the climate crisis and the need for collective action at governmental, institutional and individual levels.

DESIGN & APPROACH

Tamil Nadu is leading the way in climate action among Indian states, demonstrating proactive efforts in both mitigation and adaptation to climate change. The state has set ambitious renewable energy targets, positioning itself as one of India's top producers of renewable energy. The state is also heavily involved in water conservation, sustainable agriculture, and enhancing urban resilience through projects like the **Tamil Nadu Green Climate Company**, which focuses on afforestation and climate resilience programs. Furthermore, the state's **Climate Change Mission**, launched in 2021, aims to address the impacts of climate change through district-specific strategies and community-level participation. However, for the State's actions and policies to bring about the intended impact, citizen understanding, support and participation is essential.

Therefore, the primary objective of the CAM campaign was to support the Government of Tamil Nadu in its ongoing climate action initiatives by empowering the people with essential information and knowledge.

Although climate change disproportionately impacts marginalised communities, its effects ripple across all demographics, affecting individuals from every walk of life. This broader impact necessitates a collective response, acknowledging that while some may bear the brunt of its consequences, no one is entirely insulated from the environmental crisis. Recognising this, the CAM campaign was deliberately designed to engage, raise awareness and promote action among people of all backgrounds. The campaign also underscores the interconnectedness of our challenges and emphasises the need for a united front in the fight against climate change.

While awareness sessions generally consist of academic and scientific lectures and expert presentations, the technicality sometimes could overwhelm and disconnect the target audiences from receiving the intended message. Hence, a conscious choice was made to design CAM by incorporating elements of the performance arts for disseminating information. The emotive capacity of art can also promote audiences to think differently, deeply and empathetically, supporting reflexivity as a basis for understanding.

The third edition had three target audiences - schools, colleges and the general public. While it is vital for CAG to increase awareness among the future generation, i.e., students, it is equally important to reach the general public with our key messages of the urgency of the climate crisis and the need for collective action to mobilise the citizens of our city towards becoming a climate neutral community.



The key messages were communicated through a mix of traditional and contemporary forms including Tamil songs, documentary screenings, puppet shows, games, nature walks, mimes, interactive talks, group discussions and storytelling.

EVENTS & STAKEHOLDERS

Climate Action Month 2024 was inaugurated on 1 August 2024 at The Music Academy by Dr. P. Senthil Kumar, I.A.S., Principal Secretary to Government, Department of Environment and Climate Change, Tamil Nadu, Mr. A.R Rahul Nadh, I.A.S., Director, Department of Environment and Climate Change, Tamil Nadu and Mr. G. Sundarrajan, Coordinator, Poovulagin Nanbargal.

Dr. P. Senthil Kumar spoke about the urgency of the climate crisis and how human activities are responsible for accelerating it while giving the example of the landslides that occurred due to heavy rainfall triggered by climate change in Wayanad, Kerala in 2024. He talked about the missions proactively undertaken by the TN government such as the Green Tamil Nadu Mission, Wetland Mission, Coastal Area Management, and Mission on Climate Change among others.

“From questioning whether climate change is real or not, we’ve moved on to taking tangible steps to mitigate and adapt”

Mr. Rahul Nadh talked about the many initiatives taken by the Government of Tamil Nadu to tackle climate change. He spoke about the District Climate Change Mission which is the first of its kind in the country. He stressed the importance of education and community engagement in fostering a culture of environmental stewardship.

“It is through partnerships between the government, businesses, communities and individuals we can drive meaningful change for a future that is resilient, sustainable and equitable”

Mr. G. Sundarrajan opened with how the new normal is life between disasters and that we are currently in the sixth mass extinction, driven by human activities. He spoke about how intergenerational equity is the need of the hour and how we as the current generation have a duty to protect the rights of the future generations. He appealed to the audience to join the move and the fight against climate change so that future generations can be protected.

“Time has given us an opportunity to correct what has been done in the last 150 - 200 years to redeem ourselves.”

In addition to the chief guests’ address, there was a music performance by Othasevuru and a mime performance, both on the themes of climate change and environmental protection. A report detailing the efficacy of the Tamil Nadu government’s Meendum Manjappai campaign, authored by CAG, was also released during this event.



The third edition of the Climate Action Month was inaugurated at The Music Academy and culminated with the release of the Meendum Manjappai campaign efficacy report, written by CAG. (Left to right: Madhuvanathi R, Researcher CAG; S. Saroja, Executive Director, CAG; Dr. P. Senthil Kumar, I.A.S., Principal Secretary to Government, Department of Environment and Climate Change; Mr. A. R. Rahul Nadh, I.A.S., Director, Department of Environment and Climate Change; Mr. G. Sundarrajan, Coordinator, Poovulagin Nanbargal)

SCHOOLS

CAG engaged with students from classes 6 to 8 in Don Bosco, Scholar's Academy and Vidya Ratna schools on an awareness session by screening a BBC documentary in Tamil on the devastating effects of environmental pollution and another video on fossil fuels.

Image: Students from Don Bosco participating in the awareness session on environmental pollution, power generation and plastics



We also conducted an informative session on where power is coming from. The students were also engaged through activities and games to get an understanding of their awareness and to educate them about the adverse effects of the prevalence of plastics in their day-to-day lives. The FOCUS (Facts on Climate Change Unraveled for Students) book overview for teachers was conducted at Vidya Ratna and Gurumoorthy school by Ms. Kavitha, our external education consultant. The teacher's manual is a comprehensive guide for teachers to deliver the CAG-devised curriculum

for climate change to middle school students. A workshop was conducted by CAG in collaboration with Inidhu Sree at Vidya Ratna school on upcycling old newspapers into usable items such as paper bags, paper bin liners, etc. The objective behind this event was to help them understand upcycling and how it is the natural progression from the 3Rs of recycling - Refuse, Reduce and Reuse to the 3Rs of upcycling - Rethink, Reform and Reborn.



Teachers from Vidya Ratna listening attentively to an overview of the FOCUS book for teachers by Ms. Kavitha, an education consultant with CAG

School students were identified as a key target group because they are poised to face the most profound impacts of climate change in the coming years. Educating them early fosters a strong foundation of environmental responsibility and sustainability, shaping lifelong habits that can significantly impact the future. It is imperative that they develop a deep understanding of and concern for this issue; without such awareness, they may lack the motivation to safeguard the environment and address the challenges of a crisis they do not fully comprehend.





A workshop for students from Vidya Ratna on upcycling old newspapers

We also conducted awareness sessions with the students from Gurumurthy School, Don Bosco and The Alt School on waste segregation and sustainable transportation through various activities and games such as building a story to connect with the children and convey the underlying message of how everyone can contribute to addressing the downsides of climate change, however small. Additionally, an awareness session on Olive Ridley turtle conservation was also conducted by Mr. Hafiz Khan at St. Patrick's School. We also engaged with students from the Scholar's Academy by organising a talk on terrestrial forest and wildlife conservation.



An awareness session on Olive Ridley turtle conservation by Mr. Hafiz Khan at St. Patrick's school

The key message imparted to students was the importance of understanding and addressing environmental challenges, particularly pollution, fossil fuel dependency, and waste management. Through interactive sessions, games, documentaries, and activities, students were educated on the impact of climate change, the role of plastics in daily life, importance of wildlife conservation and sustainable practices like upcycling, waste segregation and responsible transportation. They were encouraged to think critically about how their actions can contribute to positive environmental change, with a focus on adopting the principles of sustainability into their daily lives.



COLLEGES

College students were identified as a crucial target group for raising climate change awareness as in addition to representing the next generation of decision-makers, leaders, and professionals, they are also at a formative stage in their education and careers, hence more open to adopting sustainable practices and advocating for environmental issues. We engaged with students from various departments in AM Jain College, Prince Venkateswara College, DG Vaishnav and Tamil Nadu Dr. Ambedkar Law University in Chennai. We organised talks on various topics such as impacts of fast fashion, resilient city, waste management and water conservation. The session on fast fashion was designed to enable students to understand the role of the fashion industry in textile waste generation

Additionally, they are well connected to both academic and social networks, making them effective agents for spreading awareness within their families and communities, acting as a catalyst for broader change. By engaging this group, efforts to combat climate change can gain momentum, as their collective actions and voices can drive systemic change in industries, policymaking, and public perception across India.

and its subsequent contribution to climate change. As part of the session on fast fashion, we arranged for an artisan, Mr. Murugaperumal to give a talk on handloom-made fabrics, the process that goes behind it and the importance of choosing slow fashion. Additionally, the students were introduced to a fashion footprint calculator that can be used to calculate their fashion footprint as an interactive way for them to understand how much or how little they are contributing to the waste generated due to fast fashion. An environment club at AM Jain college was also inaugurated by our Executive Director, Ms. S. Saroja.



Participants from DG Vaishnav on a session on the impacts and role of fast fashion on textile waste



Ms. S. Saroja, Executive Director, CAG, Dr. N. Venkatraman, Director, and Dr. Elangovan, AM Jain College (right to left) at the inaugural of the environment club at AM Jain College



A handloom artisan from Co-optex engaging with the students at AM Jain College during a session on fast fashion

Colleges



Students from Prince Venkateshwara participated in the session on the dangers of rising sea levels and importance of water conservation

Mr. Aravindh Vijay talking to the students of DG Vaishnav on the importance of water conservation

We screened documentaries to bring awareness on rising sea levels - one of the impacts of climate change, the dark side of conventional electricity generation and to explain the importance of water conservation.

As part of the water conservation session, Mr. Aravindh Vijay was invited to inspire and motivate the students to play their part in conserving water. He explained how water is one of the most critical resources, especially in a city like Chennai with its ongoing struggles with water scarcity and fluctuating rainfall patterns. Conserving water not only helps mitigate shortages but also supports the city's efforts to adapt to climate change, preserve its natural ecosystems, and secure water for future generations.

We also organised fun, interactive and informative activities and competitions such as adzap, photo storytelling and shipwreck, to connect with the students and help them engage better with us. All the activities conducted were focused on familiarising the students with the cause-effect relationship of human activities on climate change and how sustainable choices can be made by them every day.



The awareness session on the negative impacts of conventional electricity generation included a documentary screening on the dark side of electricity in a village in Neyveli, that spoke about the negative effects of overuse and exploitation of coal and fossil fuel-based power generation. This was followed by a discussion on the importance of energy conservation, facilitated by Mr. Prabhakaran, from Poovulagin Nanbargal, to encourage the students to reduce energy consumption.

In addition to a discussion on the importance of designing resilient cities, particularly in light of today's unpredictable and fluctuating weather conditions, the session also featured a thundershow, a lightening drama using lights and sound effects followed by a talk by flood victims, offering students an example of one of the impacts of climate-related disasters.



Mr. Prabhakaran from Poovulagin Nanbargal facilitating a discussion on the importance of energy conservation at AM Jain college



Ms. Divya Aravind from CAG giving a talk on the importance of building a resilient city at AM Jain college

We arranged a field visit for the students of AM Jain College to the Kodungaiyur dumpyard, to help them understand the impact of indiscriminate untreated dumping of waste on the lives of the people living around or close to the dumping ground. This visit was vital in highlighting the consequences of the use and throw culture enabling a generation that will manage waste effectively. It also reiterated the crucial role of waste segregation in minimising the amount of waste going into dumpyards and landfills.



A discussion following visit to the dumpyard



Flood victims Ms. Poongodi and Ms. Dhanalakshmi talking about their story with the students in AM Jain college



Students from AM Jain College during the field visit of the Kodungaiyur dumpyard, listening to citizen stories about the dumpyard, facilitated by Mr. Afroz Khan from CAG



Participants and panel members after the discussion on the Supreme Court ruling on climate change, organised at Tamil Nadu Dr. Ambedkar Law University



Panel members

As part of CAM 2024, CAG in collaboration with Tamil Nadu Dr. Ambedkar Law University (TNDALU) organised a special panel discussion on the "Role of Judiciary in Addressing Climate Change". Hon'ble Justice Pushpa Sathyanarayana, Judicial Member, National Green Tribunal - Southern Region, delivered the keynote, highlighting the Supreme Court's ruling in M.K. Ranjitsinh v. Union of India, which recognised freedom from climate change effects as a fundamental right. This judgement balances India's renewable energy goals with conservation and provides scope for increase in climate litigation. Justice Sathyanarayana also emphasised the moral and constitutional duty of every citizen to protect the environment. This was followed by a panel discussion exploring key aspects of environmental jurisprudence. Mr. Shanmuganathan, Govt.

Advocate for Tamil Nadu before the National Green Tribunal discussed the evolution of environmental law in India, emphasising the role of Public Interest Litigations in combating environmental degradation. Mr. Sai Sathyajith, Counsel for Tamil Nadu Pollution Control Board and State Environmental Impact Assessment Authority, highlighted the need for updated legislation to address contemporary environmental challenges. Mr. Assis Stanly Silvester, Assistant Professor, TNDALU focused on the link between sustainable development, natural resources, and climate change, recalling incidents like the Bhopal gas tragedy and offering practical, eco-centric solutions to mitigate climate impacts.



PUBLIC EVENTS

Targeting the general public was an important part of CAM 2024. We conducted events such as mime shows, games, music shows and organised a flash mob to attract an audience among the people who visit public places. We conducted these events in Nageswar Rao Park, Indra Nagar Park and Besant Nagar Beach.

The music show had songs on the themes of environmental pollution, sustainability and

climate change, some written and composed specifically for CAM 2024. The show opened with the villupaatu performance by the CTTE College Villupaatu team, followed by the band Othasevaru.

A flash mob followed by a mime performance was organised at Besant Nagar Beach to attract an audience before the talk on ocean acidification was conducted.



Music performance for the public by Othasevaru for CAM at Nageswar Rao Park, Chennai



Villupaatu performance for the public by CTTE college villupaatu team at Nageswar Rao park, Chennai



The flash mob performance by Sai Vignesh dance crew and the mime performance on the importance of environmental protection by Prakash and group at Besant Nagar Beach, Chennai

Another group of events were organised to engage with the public through puppet and mime shows on the broader theme of climate change at the Gummidipoondi bus terminus, and at Ennore.



Puppet and mime show organised for the general public in Ennore



Children and adults engrossed at the puppet show organised for the general public near Arulmigu Sri Beeleekan Muneeswarar Angala Iswari Temple at Ennore, Chennai

Public Events

To engage with the general public, we also organised a nature walk and talk to get people to reconnect with nature.

The Walk and Talk was conducted in the Theosophical Society, Adyar and was about the colonial legacy of the invasive plant species. The subject matter expert, Mr. Raja Mohammed helped the audience understand the importance of indigenous/native varieties of flora and the negative effects of the invasive plant species.

The walk saw the enthusiastic participation of people from different backgrounds - students from schools and colleges, families, activists, conservationists, scholars and more.



The nature walks were an opportunity to look closely at those things we might have taken for granted





One of CAG's flagship initiatives is the Kuppai Thiruvizha (Zero Waste Carnival), an event aimed at bringing together entrepreneurs that promote zero-waste and plastic-free lifestyles with the general public to create more visibility and awareness on single-use alternatives.

CAG has conducted seven Kuppai Thiruvizhas since 2016. The 8th Kuppai Thiruvizha was conducted as part of CAM 2024 at Patrician College, Adyar.

This time around, the event featured 25+ stalls by zero waste vendors, showcasing products made from alternatives to single-use plastics, from earthenware pots, compost bins, cloth bags, sustainable cosmetics, bamboo products, to handmade jewellery, crochet bags, eco-friendly menstrual products and food items.

The festival attracted thousands of visitors, engaging the public through discussions, and demonstrations on environmental practices. Talks were also organised, one on upcycling and its importance in reducing textile waste by Ms. Mamta and another by Mr. Yaswanth on microplastic pollution and its effects on health.

The event emphasised the importance of reducing waste and adopting sustainable habits to protect the environment and combat the growing challenges of waste pollution in urban areas by individual everyday choices.



Opening of the Kuppai Thiruvizha edition VIII by Dr. Fatima Vasanth - Academic Director, Dr. Arokiyamary Geetha Rufus- Principal, Dr. Sasikala - Coordinator of the Consumer Action Club, Patrician College, and Ms. S. Saroja, Executive Director, CAG.



Zero waste vendors (above and below) displaying various plastic free alternatives and plastic packaging free products in their stalls during Kuppai Thiruvizha, 2024

Public Events

We organised a documentary screening of “Home” for the general public at The Backyard Clan, Adyar. The documentary is about Earth, humanity, and nature and talks about how unlike our nations, our ecosystems have no borders. Through breathtaking aerial footage shot in 54 countries, it highlights environmental degradation, biodiversity loss, and climate change, while stressing the urgency of sustainable practices.



Another session of documentary screening and discussion was held at the Discovery Book Palace, KK Nagar for the general public. The “Breaking Boundaries” documentary featuring Sir David Attenborough and Professor Johan Rockström – explores the science behind the devastating impact humanity has had on Earth since the dawn of civilisation, revealing an urgent truth about the health of our planet. The film details just how far we’ve pushed Earth beyond the boundaries that have kept our planet stable for millennia.





The audience was mixed and actively engaged in the subsequent discussion on the steps that need to be taken to turn things around, facilitated by Mr. Shankar Prakash, Senior Researcher, CAG and Mr. Mathan, a member of Madras Film Screening Club.

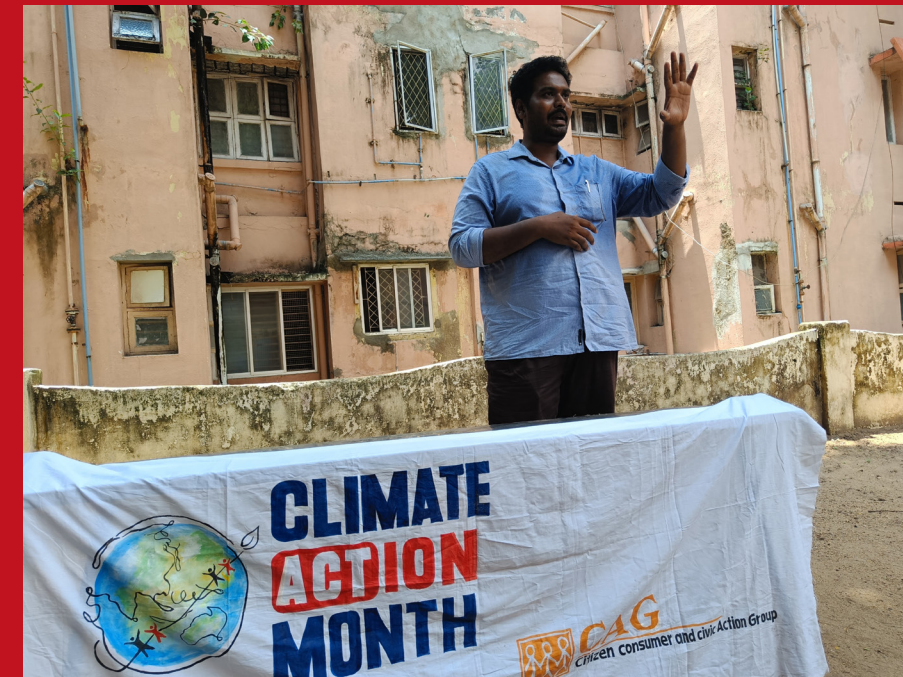
Both documentaries were screened for the public to raise awareness about the fragility of Earth's environment and to inspire collective action for conservation. The documentary followed by the discussion aimed to educate viewers on the pressing need to protect our planet for future generations.

Public Events

We also organised a closed event inside the Lotus Colony in Nandanam in collaboration with their Resident Welfare Association (RWA) for their members and tenants on prosumers and repair of electrical and electronic appliances.

This involved a talk on prosumers by Mr. Kirubakaran from CAG to make residents aware of the role of prosumers in contributing to the energy transition from conventional to renewable sources of electricity. An awareness session about the repair and refurbishment of electrical and electronic

appliances was also conducted by inviting Mr. Sathya, an electrician. Many people, though aware that electronic and electrical products can be repaired and reused, generally struggle with finding the right person or place to get their appliances repaired, as a result of which products that can be reused are thrown away. This session aimed to encourage people to extend the life of their products through repair before discarding them.



Mr. Kirubakaran from CAG giving a talk about prosumers at the Lotus Colony, Nandanam



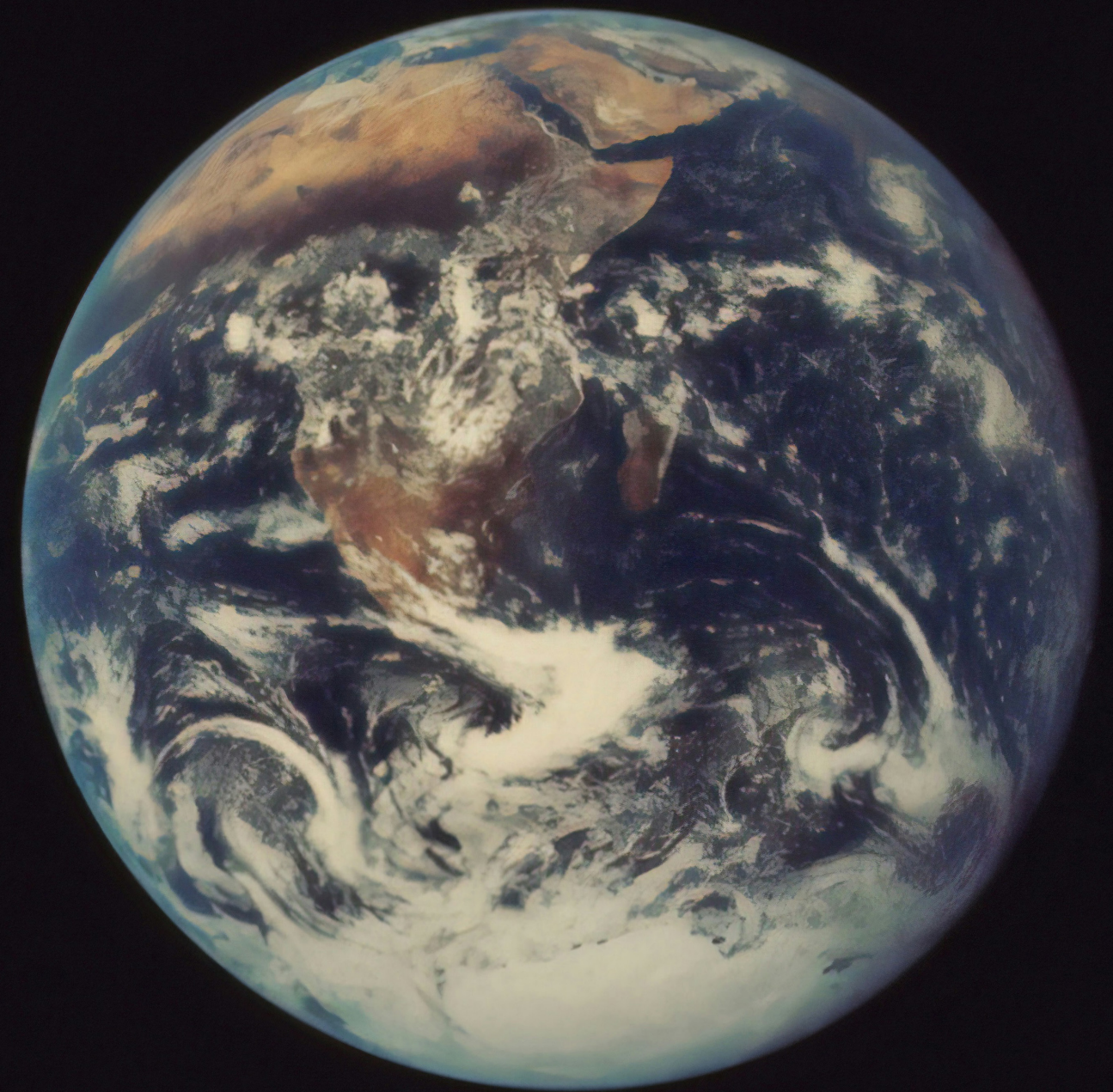
TESTIMONIALS

“Your dedication and meticulous planning were evident in the seamless execution and the enthusiastic participation these events received. The competitions not only sparked creativity but also encouraged participants to think critically about environmental issues and their role in addressing them.

Feedback from participants has been overwhelmingly positive. They have expressed how much they learned and how inspired they felt to contribute to climate action initiatives. Your leadership and guidance played a significant role in making this program a success.

We truly appreciate the time and effort you and your team put into this initiative. Thank you once again for your commitment to fostering environmental awareness and for providing such enriching experiences for our students. We look forward to future collaborations and to continuing to work together on impactful projects.”

Dr.M.Theboral Victoriya
Head, Department of Commerce
Prince Shri Venkateshwara College



CONCLUSION

The third edition of the Climate Action Month, CAM 2024 was a resounding success with over 30 events conducted over a span of 31 days impacting over 7000 individuals across Chennai. We were thrilled to receive positive feedback from our stakeholders, and their commitment to adopting sustainable consumption practices and mindful living was both encouraging and deeply fulfilling.

The use of performance arts like music bands, mime, traditional puppet shows, dance, villupaatu, etc was highly effective for public awareness campaigns. These art forms captured the audiences' attention quickly and resonated with diverse groups of the public through engaging narratives and emotive expression. Music and villupaatu blended entertainment with education, making complex issues like climate change more relatable. The cultural significance of such art forms also enhances credibility, while their interactive nature fosters active participation, leaving a lasting impact on the audience in a way that traditional methods might not achieve.

Climate Action Month 2024 was received positively by both students and the general public. School students engaged actively in workshops, learning about climate change through interactive activities, fostering an early sense of environmental responsibility. Despite being the youngest stakeholders, their enthusiasm and ability to grasp complex ideas and technical aspects was impressive.

Among college students, environmental friendly action was often shaped by trends. Many were more influenced by consumerism, such as owning the latest technology or fashion, and fell prey to greenwashing tactics rather than focusing on consistent effective climate strategies. However, they also viewed climate awareness sessions as an opportunity for deeper discussions on sustainability and climate justice. These sessions encouraged students to explore practical advocacy tools and personal actions that contribute meaningfully to climate change mitigation.

The public appreciated the event's relevance, especially the focus on solutions and actionable steps, making it a useful initiative for promoting climate-conscious lifestyles in Chennai. However, many stakeholders were unaware of the extensive range of government initiatives aimed at addressing climate change in Tamil Nadu. Despite the state's efforts to implement policies and programs focused on sustainability, renewable energy, waste management, and environmental conservation, there remains a significant gap in public awareness. This lack of understanding hinders active participation and support from key groups that could otherwise contribute to the success of these initiatives.

At Kuppai Thiruvizha, we realised that numerous entrepreneurs in Tamil Nadu and across other states are innovatively developing and offering alternatives to single-use plastics. However, despite their efforts, these entrepreneurs face significant challenges in gaining direct access to consumers, which limits their market reach.

The absence of consistent platforms, such as dedicated markets, expos, or awareness programs, means that many potential customers remain unaware of these sustainable alternatives. This lack of visibility and consumer engagement hampers their ability to generate sufficient sales, making it difficult to sustain or scale their businesses profitably. To ensure their long-term viability and promote widespread adoption of eco-friendly products, it is crucial to create more frequent and accessible opportunities for sustainability entrepreneurs to connect directly with consumers, fostering a more robust market for sustainable alternatives.

RECOMMENDATIONS

Drawing from our observations, experiences, and insights gained from CAM 2024, we recommend that the Government of Tamil Nadu consider the following to promote climate awareness and action in schools, colleges and among the general public.

1. In addition to introducing climate change education as part of the curriculum to instil environmental consciousness from an early age, small eco-labs can be established in schools and colleges for students to explore the various concepts of sustainability such as renewable energy, composting and urban farming.

2. Statewide hackathons can be organised for college students to develop green solutions for local on-ground issues such as water conservation, building a resilient city, improving public transportation and waste management.

3. Launch state-wide public campaigns using radio, TV, social media and public ads to inform citizens about climate change, encouraging behaviour changes like reducing plastic use, saving water and energy conservation.

4. Recognise and award schools, colleges and community groups that actively implement green practices, like reducing carbon footprint, adopting renewable energy, implementing composting, waste management and more. This will motivate more institutions to prioritise sustainability.

5. Ensure effective implementation of the ban on single-use plastics and other relevant government orders by curbing production and regular monitoring and evaluation across institutions, general public, government institutions, etc.

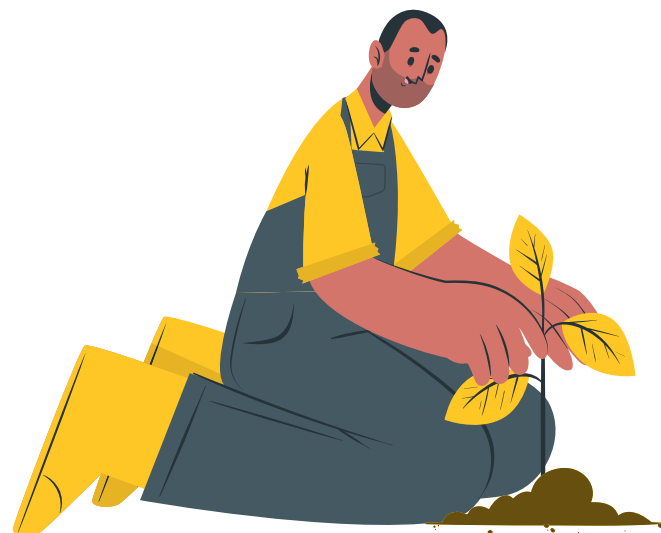
6. Encourage the culture of thrifting among the general public by collaborating with fashion influencers to promote second-hand fashion and normalise buying pre-loved clothing. Bring in concepts of styling old sarees or traditional clothes into trendy, fashionable attires without trashing them.

7. Promote and incentivise sustainable community markets across the State and encourage the public to participate in these markets where vendors sell eco-friendly products, offer repair services and teach do-it-yourself (DIY) recycling or upcycling techniques.

8. Introduce storytelling or film festivals focused on climate issues, with special categories for young filmmakers and students.

9. Commission local artists to create climate change-themed murals across the city to spark conversations and raise awareness.

10. Increase awareness on the need and importance of responsible consumption of food, energy, water, clothing, etc. Discourage use and throw culture while promoting reuse culture such as steel boxes for lunch boxes, introducing concepts like capsule wardrobes as a trend through celebrity endorsements or influencers to maximise usage of limited pieces of clothing, encouraging a lifestyle of less is more to reduce wasteful consumption.





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Time Table

	1	2	4	5
Mon	Eng	Maths	SS	Tamil
Tue	Maths	Sci	Tam	Eng
Wed			SS	
Thu			Maths	
Fri			Maths	Sci