



# **Kaun Banega Bharat Ka Paryavaran Ambassador?**

*Conducting the Selection  
Process --Guidelines for schools*

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Government of India  
Ministry of Environment & Forests

**CEE**

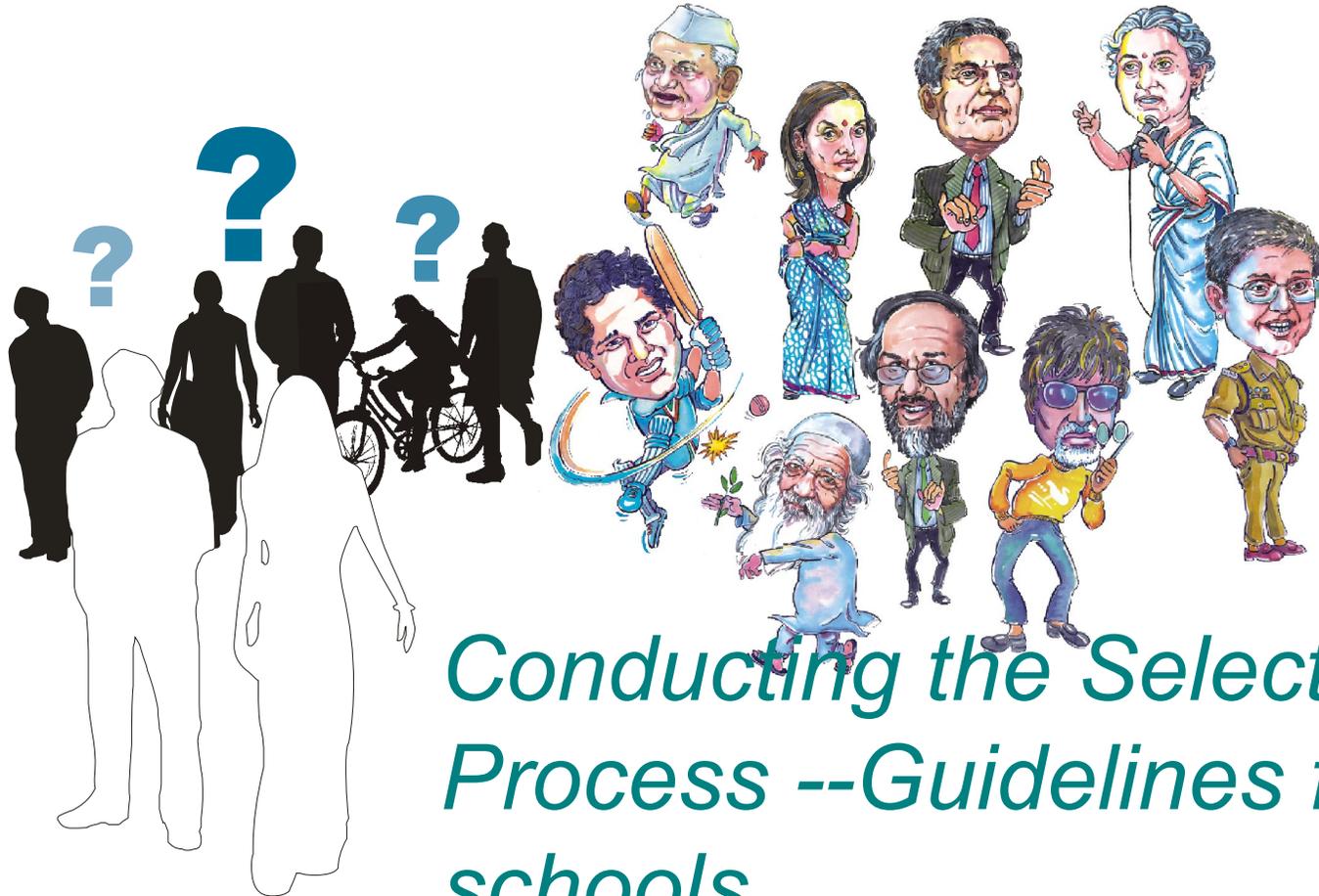
Center for Environment  
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# The Campaign



- On July 5, 2008, Ministry of Environment and Forests, Government of India launched the Kaun Banega Bharat ka Paryavaran Ambassador Campaign
- The campaign was launched by Smt Pratibha Devi Patil, Hon'ble President of India



# Campaign Components



The KBPA campaign has two components:

- CO<sub>2</sub>: Pick Right Campaign which is aimed at 2 lakh schools with the objective of generating awareness on Climate Change
- The KBPA Campaign for identifying an Ambassador to take forward the message of Climate Change Education

# Kaun Banega Bharat Ka Paryavaran Ambassador



- This is a nationwide campaign to be run in 2 lakh schools who will help select an ambassador who would represent and promote the cause of environment.
- The nominee could be an actor, sportsperson, political leader, local leader or anyone who is perceived to be an able representative.
- The person who polls the highest number of votes will be announced the Paryavaran Ambassador.

# Role of the *Paryavaran* *Ambassador (PA)*



- To Champion the Cause of Environment and Sustainable Development.
- To be a concerned citizen who would help focus public attention for achieving the mission of sustainability and growth.
- To become a role model, capturing the attention of the people—young and old, instilling values of sensitivity, solidarity, respect and inspiring positive action for the environment.

# Pick Right Package



## The educational pack consists of:

- 1 Booklet which carries information about right choices one can make to reduce the impact of climate change
- 2 Posters
- 2 Stickers-sheets (set of two)
- 1 CO<sub>2</sub>: Pick Right Stencil (plastic)
- 1 CD with a presentation which describes the campaign and selection process
- 1 printed postcard to send in the school vote

# The Selection Process



- The packet will be disseminated to 2 lakh schools all over India
- The schools will conduct a poll to select the *Paryavaran Ambassador*
- The schools will vote for 1 *Paryavaran Ambassador* and send his name on the pre paid post card
- Results will be collated and '*Bharat ka Paryavaran Ambassador*' announced on by the end of March, 2009

# Selection process- Step 1



## The Headmaster or Principal

- a) receives the Pick Right package,
- b) announces the campaign,
- c) displays the KBPA Posters,
- d) decides poll dates,
- e) forms committee of students and teachers to oversee the process ( the headmaster will decide who will be part of the committee)

# Selection process- Step 2



## The Committee will:

- a) Hold workshop to explain the contents of the booklet to the teachers.
- b) Explains the task to the class teachers
- c) Provides all the materials required to the class teachers such as voting papers, copy of the climate change booklet, etc.
- d) Ask each class to conduct the selection process
- e) Provides time frame for the same and fixes date for receipt of votes

*In case required, support may be taken from CEE*

# Selection process- Step 3



## Class Level

**Class teachers will generate a discussion on**

- a) The topics on the CO2 Pick Right booklet
- b) The reasons to election of the *Paryavaran Ambassador*

**Questions to initiate debates include:**

- a) Does the country require a *Paryavaran Ambassador* ? If yes/no, Why?
- b) What are the qualities a *Paryavaran Ambassador* should possess?
- c) Who can be an Ambassador ? An actor, sportsman, political leader, or any well known personality? Why not teachers or students?
- d) What should the Ambassador do for the Environment?

# Selection process- Step 4



## **Class level---After discussions,**

- a) Polls to be conducted in which each student is to vote for a person of their choice.
- b) The vote can be done on a small piece of paper provided by the committee
- c) The votes to be submitted to their respective class teachers
- d) The class Teacher to hand over the votes to the committee. (e.g in a class of 50 students, 50 votes will be handed over)

# Selection process- Step 5



## The Committee Level:

- Receives the votes from all the classes
- Counts the votes
- The person with the highest vote is the Ambassador
- If more than one celebrity gets the same number of votes, then the Ambassador can be selected by draw of lots- the Principal picks the chit.

# Selection process- Step 6



**The Headmaster/ Principal/NGC In-charge will**

- Announce the Ambassador's name
- Fill up the post card and send it to CEE.

**Each single vote from a school will be equivalent to 50 votes in the school**

# Selection Process- Step 7



## CEE

a) Receives the post cards with the elected Ambassador from each school

b) Counts the votes

Each school vote will be equivalent to 50 votes in the counting process.

c) Announces the Ambassador

# Important Dates



- All entries should be sent to CEE by 30<sup>th</sup> December, 2008
- The Kaun Banega Bharat ka Ambassador will be announced in March 2009

# Contact



For any queries, clarifications or support on the selection process please contact:

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