

## **BLUE NUDGE FELLOWSHIP PROGRAMME**

JOINT INITIATIVE OF OFFICE OF PRINCIPAL SCIENTIFIC ADVISOR TO GOVERNMENT OF INDIA THROUGH DEEP-C-DRIIV AND BLUE PLANET TO IMPLEMENT “COLLECTIVE RESPONSIBILITY DRIVE -RECYCLING”

### **DRIIV and DEEP-C**

The **Delhi Research Implementation and Innovation (DRIIV)** is an initiative of the office of the Principal Scientific Adviser (PSA) to the Government of India (GoI), is one of the several Science & Technology City Clusters established by the O/PSA (<https://www.psa.gov.in/st-clusters>) across the country to use scientific research and innovation for India's socio-economic development towards Atmanirbhar Bharat. These clusters are creating a network of existing ecosystems of eminent academic institutions, national & state research laboratories, industry partners, start-ups, MSMEs, relevant ministries, state governments and philanthropic foundations to solve problems of national relevance. DRIIV works on environmental, societal and educational problems pertinent to Delhi and neighboring regions. These include issues related to Solid Waste Management, Water Security, Air Pollution, application of AI/ML in Healthcare, Sustainable Mobility and Effective Education.

The **Delhi Effective Education and Pedagogy Cluster (DEEP-C; <https://www.deepc.org.in/>)** under the aegis of the office of the Principal Scientific Adviser (O/PSA) to Govt. of India, is a vertical of the DRIIV. The DEEP-C aims to synergize existing intellectual, infrastructure and financial resources by bringing together academic expertise, industry-based experience and technological advancement ensuring a safe, inclusive, progressive and technology-driven learning space for all learners. One of the goals of DEEP-C is to educate school community, including school leadership, teachers, students and neighboring communities towards sustainable way of living by developing curriculum modules, learning resources, teachers' training workshop & engaging parents.

### **BLUE PLANET**

Blue Planet Environmental Solutions India Pvt Ltd, a subsidiary of a Singapore-based private limited company. Blue Planet Environmental Solutions (BPES) is a leading waste management company with innovative technologies. Several of these technologies have been endorsed and recommended by the Swachh Bharat Mission and recognized by the Solid Waste Management Rules, 2016. In addition to working with NITI Aayog on policy-level interventions, the Blue Planet Group's projects are closely monitored by the National Governance Team, which ensures their sustainability and quality.

### **BLUE NUDGE: AN EDUCATION INITIATIVE**

Blue Planet has developed a unique platform called Blue Nudge, which encourages students to be environmentally responsible. It is intended to introduce concepts such as Green Energy, Green Transport, Sustainability, etc. to young people in order to influence their behavior. It is the mission of the organization to integrate sustainability learning opportunities into the learner's daily life, including environmental and health sustainability.

The Major objective of the Blue Nudge Initiative is to initiate as well as facilitate citizens in collecting their Dry waste (Plastic, paper and clothes) and lessening the burden on the landfills. The project aims to mobilize learners at the school level to become agents of change in bringing about a sustainable recycling revolution. This would be done through imbibing habits & daily choices that affect the health of the planet.

## ABOUT THE FELLOWSHIP

This fellowship is especially aimed at encouraging young learners toward sustainable lifestyle practices as well as working toward achieving sustainable development goals. The fellows will be selected through a systematic and transparent selection process by the Blue Planet team which will be based on their work in schools. The Blue Planet team will also train the volunteers in certain skills which will help them in their professional as well as personal growth.

This program will require the fellows to dedicate **around 45-50 hours**, over the period of **three months**, to the Collective Responsibility Drive (CRD).

1. The fellowship is divided into two phases.
2. First Phase: The fellows will conduct the drive in their own university campus, with the students, teachers and staff for one month.
3. BP will evaluate and ensure closure of the first phase of the fellowship.
4. Second Phase: The fellows will be allotted Schools/Societies to conduct the drive and go a step further into the community.
5. This phase will go on for a period of two months.
6. BP will evaluate and ensure the closure of second phase of the fellowship.
7. The best performing fellows will also have a potential opportunity for a full-time engagement with Blue Planet, post the completion of their education degrees.

The fellows will receive a fellowship amount of INR 1,000\* per month, for their contribution to the program. Furthermore, individuals who perform **exceptionally well** will receive an additional incentive of INR 1,000\* per month.

### Key Features:

- The fellowship will help create awareness around and about the topic sustainability and climate change.
- The program will contribute towards the achievement of Global Sustainable Development Goals.
- The fellows will get a chance to understand the concepts and importance of practicing source segregation and responsible disposal of waste.
- The fellows will contribute towards behavioural change communication for source segregation and responsible waste disposal and collection.
- The fellows will get hands on experience in community level interventions and implementation, this will help them in chalking out a socially responsible career path.

### Roles and responsibilities DEEP-C

- Facilitate overall monitoring of the programme
- Establish connection and communication with colleges which will include screening, and identification of colleges, and facilitating recruitment of nodal officers at college level for coordination with schools
- Collaboration between colleges, schools and the Blue Planet team

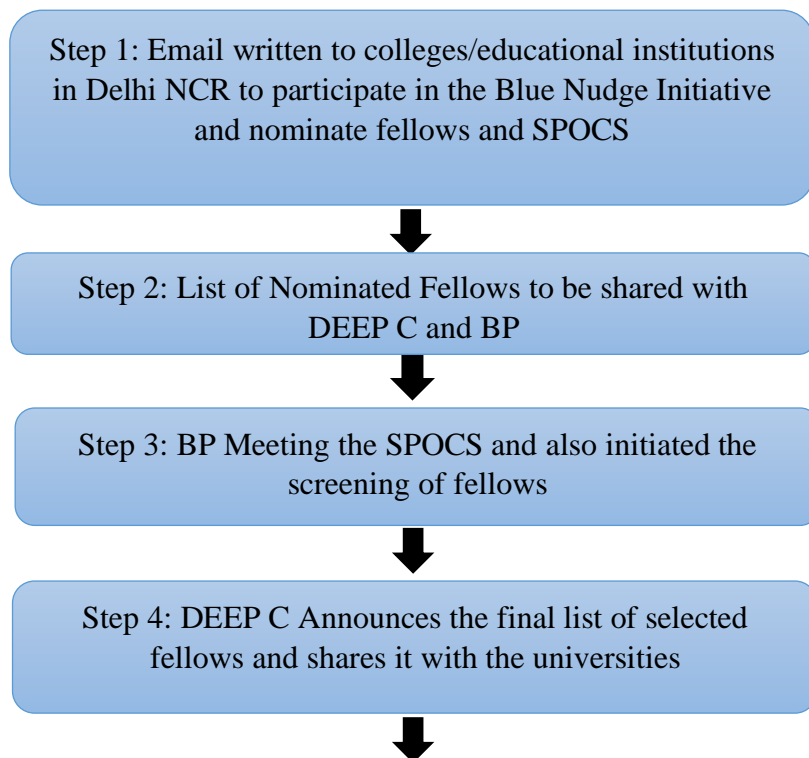
### Role and responsibility of Blue-planet

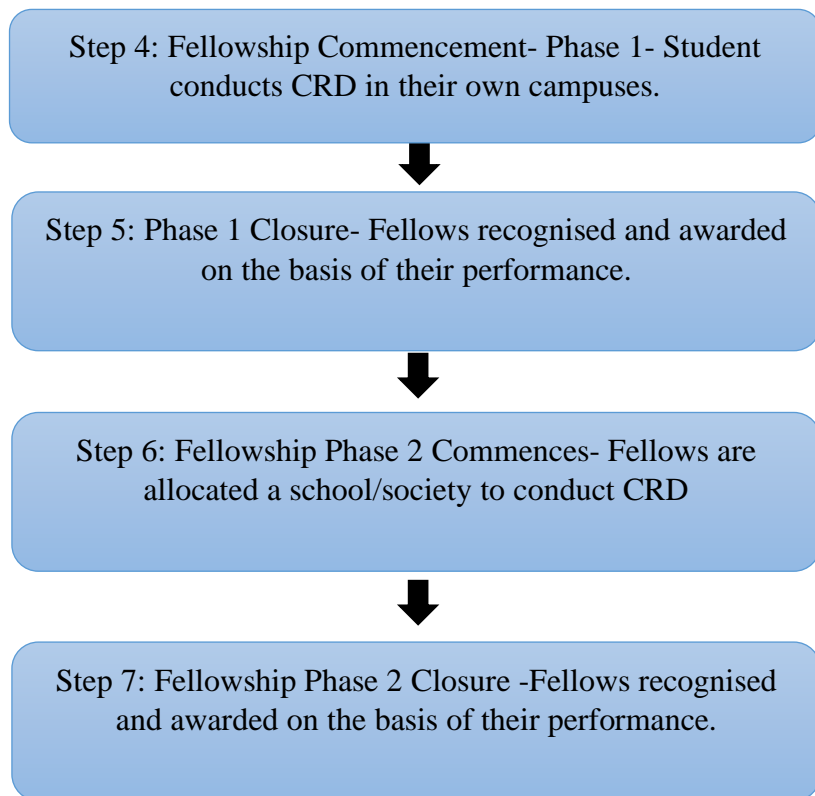
- Regular meetings with Volunteers to receive updates on the progress of the project
- Data collection and communication with nodal officers
- Take up an active role in the Volunteer screening and selection process for the disbursement of fellowships

### Role and responsibility of the Fellow

- Representation and Communication: Organize CRD drive in your university (Phase 1) and in schools/societies (Phase 2) and conduct IEC activities to promote the drive and encourage people to participate in the collection of Clothes, plastic and paper.
- Presentation and Training: Conduct an informative session with the staff and students and community for effective implementation of the drive.
- Follow up and supervision: Regular follow up with the students and the Blue Nudge team organizing the collection on a decided date.
- Reporting: A fellow needs to submit a final report in order to complete the fellowship. The report will document your journey with Blue Nudge by listing the activities performed, the skills gained, the number of hours, etc. The report needs have a description of the activities with proper documentation and photos attached.

### Process of selection of fellows





### **Benefits of the Programme to the fellows**

- Skill enhancement, innovation and growth- The program aims at facilitating personal and professional development, for individuals who are a crucial contributor to the building of a sustainable society. The program will provide a space to learn and grow, while getting an extensive exposure to new ideas and techniques.
- Contribution toward SDGs- Fellows will be acting as the catalyst in achieving the global Sustainable Development Goals, which in turn will help them fast track their careers.
- Exposure to DRIIV partners- The networking and exposure of working and collaborating with DRIIV partners will introduce the new generation professionals to established leaders in their fields.
- Internship opportunities with DRIIV & DEEP-C- The program will open doors for many future interventions and opportunities for the fellows to help them build not just their careers but also build a better world.

## Rewards

Rewards Grid	
Collection	REWARD
Below 1000 (pcs of clothes) + Plastic and paper	Certificate of Participation
1000 or above (pcs of clothes) + Plastic and paper	Fellowship Certificate + Stipend INR 1000
Above 2500 (pcs of clothes) + Plastic and Paper	Fellowship Certificate + Stipend of INR 1000 + Performance Bonus INR 1000
Above 5000 (pcs of clothes) + Plastic and Paper	Fellowship Certificate + Stipend of INR 1000 + Performance Bonus INR 1000 + Letter of Recommendation + Pre placement opportunity with Blue Planet