

CELEBRATING AND INSPIRING CLIMATE ACTION

WEST BENGAL AND ODISHA CYCLE YATRA

2023



Move For Earth

The SwitchON Foundation launched Move for Earth to commemorate its 15th anniversary, an initiative aimed at creating a more smart and optimistic future. To celebrate and encourage climate action, we embarked on a Cycle Expedition across India, that covered various cities, towns, and villages across West Bengal and Odisha. Alongside our partners, we organized a range of events and activities.

Move for Earth will unite and amplify the collective voice of Climate Champions, equip communities with the following to become the ambassadors of change.



SNAPSHOT

WEST BENGAL

Reach: 10727

Number of
Districts: 10



ODISHA

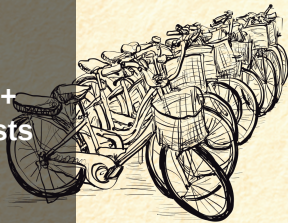
Reach: 3974

Number of
Districts: 8



POP-UP CYCLE RIDE

4000+
cyclists



100
cities



10
states



OVERVIEW OF KEY ACTIVITIES CONDUCTED



Skill Development
Training



Seed Festival and
Buyer-Seller Meets



Renewable Energy
Exposure Visit



Stakeholder
Meetings



Millet Cooking
Workshops



Art Exhibition and
Drawing Contests

WASTE MANAGEMENT

AGRICULTURE WASTE
RECYCLING TRAININGS



CLIMATE-SMART AGRICULTURE

MILLET COOKING SHOW
AND EXHIBIT OF
INDIGENOUS SEEDS



CLEAN AIR & SUSTAINABLE CITIES

DISCOURSE, EXPOSURE VISITS,
THEMED YOUTH ACTIVITIES
LIKE DRAWING AND
RECITATION COMPETITIONS.



RENEWABLE ENERGY

SOLAR PUMP
INSTALLATION AND
MAINTENANCE TRAININGS



WOMEN / RURAL ENTREPRENEURS / SOCIAL ENTERPRISES

ENTREPRENEURSHIP
TRAINING AND
WORKSHOPS



CITIZENS' JURY FOR YOUTH AND FARMERS

Youth and Farmer Citizens' Jury was held in both West Bengal and Odisha, at Kolkata, Bhubaneswar and Balangir respectively deliberating on various issues.

- GREEN ENTREPRENEURSHIP



- DISTRIBUTED RENEWABLE ENERGY



- WASTE MANAGEMENT



- SUSTAINABLE AGRICULTURE



- ELECTRIC VEHICLES



KEY SUPPORT



Smt. Aparna Sen
Eminent Film Director



Shri P V S Suryakumar
Deputy MD, NABARD



Mr. Manfred Auster
Consul General of Germany in Kolkata



Shri Debashis Sen
MD, WBHIDCO Ltd



Shri Abhijeet Ghatak
Deputy Mayor Asansol



Mr. Rajanvir Singh Kapoor
IAS, MD-WBTC, Govt of WB



Sri Jayanta Kumar Sarangi
MLA, Puri



Dr. K. Murugesan
IFS, Govt. of Odisha



Shri Niranjana Bishi
Honourable MP, Rajya Sabha



Smt. Sulochana Das
Honourable Mayor, BMC

“ WE HAVE TO REALIZE THE URGENCY OF CLIMATE CHANGE.

CONSERVATION PRACTICES AND PEOPLE PARTICIPATION MUST GO TOGETHER.

TO OVERCOME CLIMATE CHANGE WE SHOULD JUST TRY TO FOLLOW OUR ANCESTORS

THE MOVE FOR EARTH MOVEMENT THAT AIMS TO INSPIRE CLIMATE ACTION AND ENVIRONMENT CONSERVATION IS PRAISEWORTHY.

ACTION ON CLIMATE CHANGE IS THE NEED OF THE HOUR. IT IS TIME WE SHOULD ALL COME TOGETHER AND WORK TO SAVE OUR PLANET.

**WE SHOULD TAKE URGENT ACTION
TO COMBAT CLIMATE CHANGE ”**



VOICES FROM THE FIELD



- "I AM GRATEFUL TO SWITCHON FOUNDATION FOR GIVING US TRAINING ON MAINTENANCE OF SOLAR PUMPS."
- "MILLET GROWS IN LESS WATER AND HELPS TO LEAD A HEALTHY, DISEASE FREE LIFE."



“ THIS CYCLE YATRA ENGAGED FARMERS, YOUTH, GOVERNMENT, FINANCIERS, TECHNOLOGISTS AND CIVIL SOCIETY ORGANISATIONS. IT AIMED TO INSPIRE AND CELEBRATE CLIMATE ACTION AND ENVIRONMENT CONSERVATION. ”

- Vinay Jaju, MD, SwitchON Foundation

www.switchon.org.in

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SwitchON Foundation is a leading, award-winning not-for-profit, established in 2008 with a focus on Environment Sustainability and Equal Opportunities. Presently working in 10 states across India, the organisation spearheads and supports interventions on Clean Energy Access, Sustainable Agriculture, Skilling - Education, and Wellbeing. SwitchON's core competencies lie in testing innovative technologies and business models, communication for advocacy and awareness, capacity building through skilling and training, and implementing / supporting field operations.

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