



Consulate General
of the Federal Republic of Germany
Kolkata



Ministry of culture
Government of India



MOVE FOR EARTH SYMPOSIUM

Coming Together to **INSPIRE** Climate Action

KOLKATA | 7th-9th MARCH, 2024

www.SwitchON.org.in

ABOUT MOVE FOR EARTH SYMPOSIUM

The Move for Earth Symposium, held in Kolkata, West Bengal, unfolded setting the stage for collective commitment to inspire climate action. This Symposium brought together diverse stakeholders, including **government, industry leaders, students, youth, academia, NGOs, farmers, rural women entrepreneurs, FPOs, SHGs, green startups** and paved the way for an inclusive and impactful dialogue. A series of Roundtables, Workshops, Panel discussions on various sustainable themes served as a melting pot of ideas, fostering collaboration among diverse stakeholders to catalyze actionable solutions.

THEMES



Decarbonization



Renewable Energy



Circular Economy



Clean Air



Sustainable Agriculture

OVERVIEW OF KEY ACTIVITIES

Participants

1000 +



Roundtables

4



Exhibits



45

Workshops



12

**Schools
and
Colleges**



20+

Speakers



50+

Panel Discussions



2



Kolkata's Cultural Heritage: A Threat Due to Air Pollution and Climate Change

SESSION PARTNER



- Solutions to address **climate change** and **air pollution's** impact on cultural heritage.
- Identify threats, assess **conservation efforts** and create **sustainable solutions**.



Inclusive Path to Sustainability: Gender, Governance and Climate

SESSION PARTNER

CLIMATE GROUP



- Critical need to **integrate gender perspectives** into climate policies.
- **Empower women and marginalized communities** through capacity-building programs.

ROUNDTABLES

Decarbonizing Industries & Corporate Sustainability

SESSION PARTNER



INDIAN INSTITUTE OF MANAGEMENT CALCUTTA
Centre for Development & Environment Policy

- Focus on the importance of enhancing **energy efficiency** in industries.
- Emphasis on addressing Scope 2 and Scope 3 emissions for **decarbonization**.



Promoting Renewable Energy, Green Technologies, and Practices to Enhance Farmers' Income



SESSION PARTNER



- Explored **tech solutions** for marginal farmers to **tackle agriculture challenges**.
- Policy support and market exploration for adoption of **solar energy** in agriculture.

Promoting Regenerative Agriculture Amongst Smallholder Farmers

SESSION PARTNERS



- Encouraged adoption of **diversified integrated farming**.
- Promotion of a **balanced agricultural approach** for long-term sustainability.



Clean Air Zones in Cities

SESSION PARTNERS



- Urgent measures needed to **reduce open waste burning**.
- **Policies** to tackle high PM 2.5 and PM 10 levels in Kolkata.

WORKSHOPS



Sustainable Tales: A Storytelling Competition

Expert: Mr. RJ Arvind, 94.3 Radio One Nasha

Crafting Sustainability through Upcycling

Expert: Mr. Ajay Mittal, Director, India and South Asia, Earthday.ORG

Expert: Ms. Kavita Kajaria, Founder -8finity Enterprises.

Design Thinking Workshop -

Effective Management of Plastic Waste

Expert: Ms. Sabina Yesmin - CEO, SHIS Projects

Oven Free Sustainable Food Cooking Workshop

Expert: Ms. Namrata Das, Partnership Specialist, Samayu

Expert: Ms. Madhuja Dey, Founder Vegan Daily

Expert: Ms. Ruth Chatterjee, Founder Paushtik Life

Organic Input Preparation

Expert: Mr. Sourav Garai, Prof., Dept. of Agronomy, RKMVU

Expert: Mr. Sukamal Sarkar, Prof., Dept. of Agronomy, RKMVU

Sustainable Fashion for a Better Future

Expert: Mr. Alope Singh, Founder & Designer, ESEDS

Social Media For Change

Expert: Mr. Rahul Rungta, CMO at E-Intellisense & Chief Trainer & Mentor at Seekho Digital

Enhancing Entrepreneurship Opportunities through Millet-Based Value-Added Products

Expert: .Mr. Sanjoy Kr Sabud, SPO, RRA Network

Expert: Ms. Sakshee Jaimini, Policy RC-WGoM of RRA Network

Expert: Mr. Dipankar Sengupta, Value Chain Experts, Transform Trade

Workshop on Do it Yourself (DIY) Bio-Enzyme

Expert: Ms. Yogini Bapat, Founder, BeLive

Financing Opportunity for FPOs - Workshop

Expert: Mr. Sidhartha Sankar Dash, DGM (ABU & GSS), State Bank of India, LHO Kolkata

Effective Marketing Techniques for FPOs & SHGs

Expert: Mr. Chandradeep Mitra, Founder, PipalMajik

Expert: Mr. Suman Mukhopadhyay, Director, BanglanatakDotCom

Multi-Layer Vegetable Farming & Pest Management

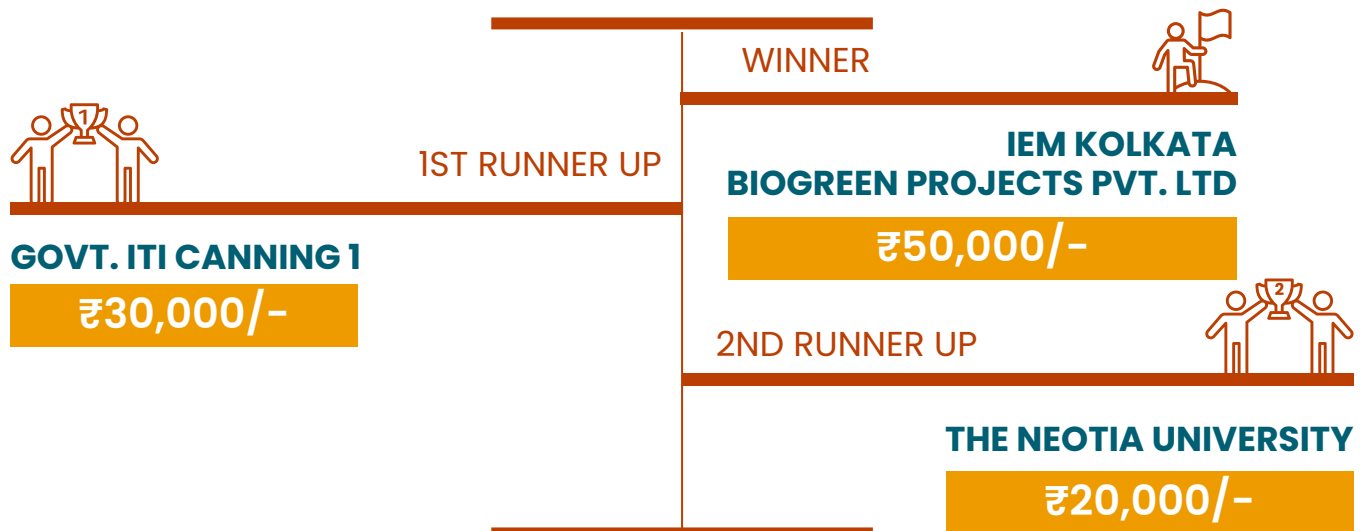
Expert: Mr. Anshuman Das, Program Manager, Welthungerhilfe



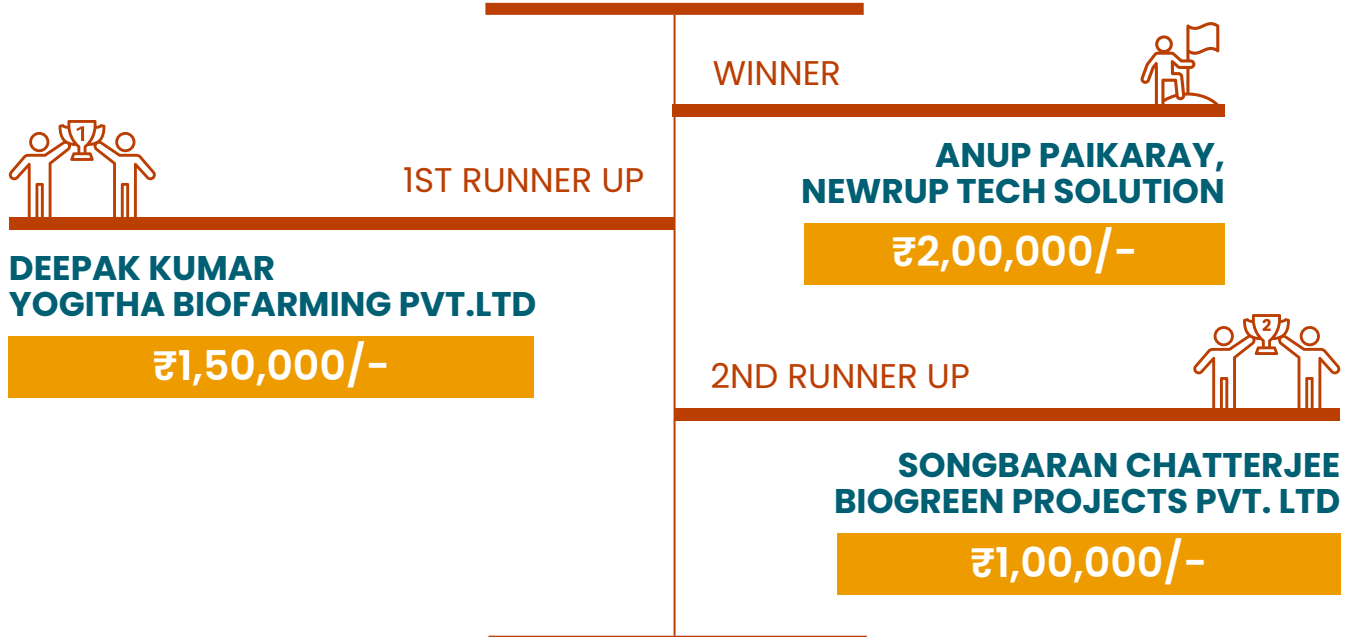
A dynamic forum for early-stage startups and youth to showcase green business ideas on sustainable themes. **30 college youth and startups** participated in the Pitch session, presenting ideas on **renewable energy, eco-friendly products, sustainable agriculture, and circular economy** initiatives. The Pitch sessions were judged by **Mr. CD Mitra**, Founder, PipalMajik, **Ms. Ekta Jaju**, Founder & CEO, ONganic Foods, **Mr. Suraj Juneja**, Founder, Freeflow, **Mr. Aaquib Hussain**, Co-founder, Freeflow, **Ms. Madhumita Sarkar Guha**, Founder, Luxe Living, **Dr. Manojit Debnath**, Assistant Professor, Panshkura Banamali College.

AWARDS FOR GREEN BENGAL INNOVATION CONTEST

YOUTH INNOVATOR CATEGORY



STARTUP CATEGORY



It was organized in partnership with **West Bengal State Rural Livelihoods Mission (WBSRLM)** to bridge the gap between **farmers, Farmer Producer Organizations (FPOs), and Self Help Groups (SHGs) with potential buyers**. The event featured exhibition stalls where participants displayed their **agricultural produce, agri-based products, and services** related to farming and allied sectors. In addition to showcasing agricultural produce, the Buyer Seller Meet also featured a dedicated section for **Handicrafts and other Agri allied Products**.

The Buyer-Seller meet witnessed the participation of around **50 buyers and 45 sellers from 8 districts**. Buyers like **Amul, Rainbow Organic, Magisai Traders, Kailasam International, NACOF India Ltd** and many others got the opportunity to explore the quality and variety of products, while sellers gained valuable feedback and insights into market demands. Buyers expressed interest for around **10000 MT** of the produce amounting to approximately **Rs. 40 crores** which spread across products like rice varieties, pulses, millets, oilseeds, turmeric, jaggery, honey, black cumin, maize etc. This highlights the dynamic and fruitful connections forged between the buyers and sellers.

Buyers engaged:

50



Districts
involved



8

Sellers engaged:

45



AWARDS FOR CLEAN AIR CHAMPION SCHOOLS & COLLEGES

CLEAN AIR CHAMPION SCHOOL



- Baidyapara High School
- Sri Sri Academy
- Techno India Group Public School
- Shri Shikshayatan School
- Chetla Boys High School
- M.C Kejriwal Vidyapeeth
- GPS Memorial School
- Durgapur Rai Rani Devi Girls' High School
- Titagarh AGM High School

CLEAN AIR CHAMPION COLLEGES



- Meghnad Saha Institute of Technology
- Calcutta Institute of Technology
- Government General Degree College Kharagpur II
- Panskura Banamali College
- MCKV Institute Of Engineering
- Loreto College

GREEN ENTREPRENEURS FORUM NETWORK PARTNERS

RISING GREEN ENTERPRISES



- Abhishek Biswas, Founder, UVAA
- Ruth Chattopadhyay, Founder, Paushtik Life
- Tuhin Mukherjee, Founder, Love Thy Nature
- Dipika Jalan, Founder, Grownest
- Koustav Samanta, Founder, Forex India
- Rana Roy, President, RUPS Onsite Solutions
- Sheikh Ziaur Rahaman, Co-Founder, Paving+

PROGRESSIVE FARMERS AND WOMEN COLLECTIVES

FARMERS AND WOMEN COLLECTIVES



- Purnima Mahato, Palli Sevika SHG
- Jharna Tudu, Community Didi Krishi Kangsabati
- Golak Mahata, Lalpur Uttarayan NGO, Purulia, West Bengal
- Papiya Khatun, CEO, Matir Kotha Farmer Producer Company
- Budhhdeb Pal, Matir Kotha Farmer Producer Company
- Asima Patra, Usha SHG
- Avijit Mondal, CEO, Bhairabi Mata FPC
- Deboprasad Biswas, Solarpreneur

SUSTAINABLE MODELS SHOWCASED BY SCHOOLS

RISING GREEN ENTERPRISES



- **Winner:** Douglas Memorial School
The Heritage School
- **1st Runner Up:** Techno India Group Public School
- **2nd Runner Up:** Lakshmipat Singhanian Academy

SUSTAINABLE MODELS SHOWCASED BY COLLEGES

ECO-FRIENDLY MODEL DISPLAY



- **Winner:** Meghnad Saha Institute of Technology
- **1st Runner Up:** Government ITI Canning



Ms. Christina Scott

CMG –Deputy High Commissioner to India, British High Commission, New Delhi



Climate change is real and the impact is undeniable. From erratic weather patterns to rising temperatures, it affects every community. Let's protect our planet, safeguard our communities, and embrace sustainable alternatives.



It is really encouraging to witness today's event which focuses on the devastating effects of air pollution and climate change. It requires commitment to create awareness and promote solutions and actions.



Ms. Barbara Voss

Consul General, The Consulate General of the Federal Republic of Germany



Shri. Subrata Mandal

Ex CGM NABARD



Farmers are in huge distress for not getting a remunerative price for their produce. So, there is a need to aggregate their inputs through FPOs. I congratulate SwitchON Foundation for conducting this buyer-seller meet for the well being and livelihood of the rural communities.



Climate change exacerbates the pre-existing vulnerabilities. If a community ignores these concerns, their livelihood will be impacted by climate change.



Ms. Paromita Chowdhury

Program Officer, OAK Foundation

SHE the Change : 15 years 15 stories



SwitchON released its **"SHE the Change : 15 years 15 stories"** which spotlights the incredible stories of inspiring women and their contributions in the realm of sustainability.

PARTNERS INVOLVED

