

ORGANIZATION
WORK
PROFILE

WAY | Ahmedabad
www.wayworld.in
info@wayworld.in

Social Media Handles
[@wayworld.in](https://www.instagram.com/wayworld.in)

+91 76000 24088

July 2018



World Around You
... connecting people & environment

CONTENT

ABOUT WAY

WAY in brief

STORY & FOUNDERS

CONSTITUTION

WAY & UN GLOBAL GOALS

DOMAINS & SERVICES

INITIATIVES

ACHIEVEMENTS

WAY WORK PROFILE

KEY PROJECTS

CLIENTS & PARTNERS

MEDIA

WORK SUMMARY



World Around You

... connecting people & environment

ABOUT US

WAY in brief

STORY & FOUNDERS

CONSTITUTION

DOMAINS

INITIATIVES

WAY & UN GLOBAL GOALS

ACHIEVEMENTS

WAY in BRIEF

'WORLD AROUND YOU' (WAY) are the three simplest words that define environment. In 2009, we picked this name not because we love environment a lot but also because we work as a **'WAY'** towards a sustainable environment. We exist because we believe and love what we do!

WAY isn't just a logical & multi-disciplinary Environmental Communication (EC) consultancy, or a magical creative agency; we are both. We are a Green Think-Tank, Innovators, Educationists and Communicators who believe in adding new perspectives and purpose to environment, if you're here, then it's likely you believe in the same!

We specialize in Education, Communication Design, Strategy, Behaviour Change and Community Campaigns in the field of sustainability.

Simply put, WAY is envisioned to connect people, organizations, government & you with environment through exciting, innovative and multi-disciplinary approaches for a better world.

ABOUT US

WAY in brief

OUR STORY & FOUNDERS

CONSTITUTION

DOMAINS

INITIATIVES

WAY & UN GLOBAL GOALS

ACHIEVEMENTS

OUR STORY

WAY is built on friendship! When our co-founders, Wricha and Prakshal, met in 2007, they would design ways to make sustainability more positive, exciting and acceptable. They shared a deep concern that even their friends and family found 'boring' 'sacrifice' or 'not-worth' as the subtext of sustainability rather than 'exciting' and 'creative'. The urge to bring this change motivated them to find their own WAY.

Wricha and Prakshal turned their crazy late-night ideas into initiatives, and then into a successful social enterprise.

They founded **WAY**, a change agency putting to gather many ideas, dreams and strategies to work on the world's biggest challenges. Since 2009, their initiatives are effectively making sustainable development desirable & normal. Their vision makes the team and work, with purpose, pride and impact.

The world has changed over last 9 years since our founding, and WAY has played a role in changing it positively. We too believe a better world is possible, and we want to help make it happen. We are both believers and doers.



ABOUT US

WAY in brief

STORY & FOUNDERS

CONSTITUTION

DOMAINS

INITIATIVES

WAY & UN GLOBAL GOALS

ACHIEVEMENTS

SUSTAINABLE DEVELOPMENT

{ DEALING WITH IMPACT OF CONSUMPTION, WHILST ACCEPTING THE DESIRE TO CONSUME }

ENVIRONMENTAL MANNERS

is

BEEING THE CHANGE

YOU WANT TO SEE IN OTHERS

INSPIRING SUSTAINABLE ALTERNATIVES, NOT SIMPLY SACRIFICE

CLIMATE CHANGE IS NOT JUST A PROBLEM, IT IS ALSO AN OPPORTUNITY

UP - cycling

WE Environment is not just green, it's blue, brown, yellow, red and white too!

EVERYTHING CONNECTS

BELIEVE IN

COMMUNICATION = COMMUNITY + ACTIONS

USE LESS, { SAY NO TO WORK IS USEFUL ECO-PHOBIA } WORKS

WHERE THERE IS A WILL THERE IS A WAY

ENVIRONMENT IS NOT JUST WHAT'S OUTSIDE YOUR WINDOW, ITS INSIDE TOO

WWW - WHY WASTE, WASTE?

WE ARE

GREEN THINK TANK

PUBLICLY UNIQUE

BELIEVERS & CHANGE-MAKERS

ECO - ENTREPRENEURS

[GLOBAL SHAPERS]

WILD, CRAZY, OPEN & HONEST

YOUNG CONNECTORS OF THE FUTURE

NOT A CHARITY

PROUD TO BE SUCCESSFUL, SUSTAINABLE & A SOCIAL ENTERPRISE

ABOUT US

WAY in brief

STORY & FOUNDERS

CONSTITUTION

DOMAINS

INITIATIVES

WAY & UN GLOBAL GOALS

ACHIEVEMENTS



Out of 17 SDGs defined by United Nations, WAY initiatives & projects directly or indirectly contributes towards achieving 12 SDGs.

ABOUT US

WAY in brief

STORY & FOUNDERS

CONSTITUTION

KEY DOMAINS & SERVICES

INITIATIVES

WAY & UN GLOBAL GOALS

ACHIEVEMENTS

EDUCATION for SUSTAINABLE DEVELOPMENT

Programmes, workshops, eco-clubs, tool kits, training, etc., designed for schools to inculcate environmental manners in students & training for teachers based on Behavioural Change Communication strategy (BCC) .

ENVIRONMENT COMMUNICATION

Communication Strategy Research, Design & Implementation, Developing Communication Tools and Design Media Campaigns for Forest Department, Corporates, Educational Institutes, etc.

ECO- ENTREPRENEURSHIP

Building & organising a community of entrepreneurs who are into eco-friendly products & services. Developing platform to showcase, collaborate & empower 'Earth-keepers' who are making efforts everyday to come up with new ideas and strategies to make the World greener with their initiatives!

ECO -TOURISM DESIGN

Developing eco development plans, Assessing potential eco-tourism sites, training modules, community development, etc. for Tourism department, Corporates, Educaional Institutions, etc. based on responsible tourism and eco-tourism principles.

SOLID WASTE MANAGEMENT

Develop educational campaigns & programmes for solid waste management, Create Waste Art Installations for awareness, Run Public Campaigns for Waste Segregation and Promote Upcycling in Schools, Colleges, Housing Societies, Corporates, etc.

GREEN EVENTS & FESTIVALS

Ideate, design and Implement Public Events & Festivals that engages all stakeholders of the society to become eco-conscious citizens, by empowering them with easy to adapt solutions & knowledge to inspire and initiate practices to conserve environment.

ABOUT US

WAY in brief

STORY & FOUNDERS

CONSTITUTION

DOMAINS

WAY INITIATIVES

WAY & UN GLOBAL GOALS

ACHIEVEMENTS



WAY – Everything Connects

A Behavioural Change Communication (BCC) program designed for schools to inculcate environmental manners in students



PenPals

An award winning initiative that offers a 3-tier solution - REDUCE, REUSE & UPCYCLE for the problem of waste plastic pens. PenPals is also the world's 1st initiative that upcycles waste plastic pens into widest variety of utility products.

TIMELESS MOVEMENTS



FREE TH TREES (FTT)

FTT is a public movement inspired by the *CHIPKO movement* that works towards protection & management of trees outside forest areas through a Urban Tree Protection Policy



HARA PITARA

Hara Pitara is one of the largest green flea markets of India which promotes eco-friendly & locally made products for a sustainable and healthy lifestyle. It brings a wide range of eco-brands from across India closer to the common man. Hara Pitara also works towards empowering eco-entrepreneurs.



India Environment Festival

(IEF) Multi-disciplinary annual festival of India to connect, collaborate & celebrate environment.



Generating Smiles from Wastes

SHOPPING For the Planet

(SFP) SFP is a unique community-driven green movement based on circular economy where trash for one becomes treasure for others through a unique mock shopping experience

ABOUT US

WAY in brief

STORY & FOUNDERS

CONSTITUTION

DOMAINS

INITIATIVES

WAY & UN GLOBAL GOALS

ACHIEVEMENTS

ORGANIZATION

- Successfully 6 unique ideas conceptualized & executed as WAY initiatives.
- Designed & conducted a 3-year-long school program called **WAY–EVERYTHING CONNECTS** based on Behavioural Change Communication (BCC) Strategy
- Launched world's 1st waste pens upcycling project: **PENPALS**
- Conceptualized & executed two editions of **INDIA ENVIRONMENT FESTIVAL**, a national festival of environment
- Executed four editions of **HARAPITARA** – exclusive green flea market, engaging over 150 eco-entrepreneurs from across India
- Thousands of trees have been un-nailed under **Free The Trees** initiative by volunteers & supporting organizations
- Under **Shopping for the Planet (SFP)** has benefited more than 2000 students by recirculating nearly 50000 discarded items including clothes, stationery, story books, toys and games to boost education.
- In association with UNEP, we celebrated the longest **Gujarat WED Festival** on lines of WORLD ENVIRONMENT DAY (WED) in 2014
- PenPals bagged the 1st prize at **GANDHI CHANGE AWARD**, along with a cash prize of 2500\$, by **Global Shapers Community, Asia-Pacific Region**
- Since inception, over 250 articles & media coverages on WAY, Co-Founders & Team appeared in regional & national media.

FOUNDERS

- Founders selected as **GLOBAL SHAPERS** by the World Economic Forum, Geneva
- Co-Founder Wricha received Women Achievers Award, felicitated as 'Women Entrepreneur' & 'Daughter of Gujarat' for her invaluable contribution for environment
- Prakshal, Co-Founder selected as **YOUNG CONNECTORS OF FUTURE (YCF)** by Swedish Institute, Government of Sweden
- Prakshal, Co-Founder received **"TREND SETTERS"** Award by Gujarat Innovation Society for PenPals
- Founders selected as **GREEN HEROES** by Ahmedabad Mirror for their green initiatives
- In 2014 Wricha, Co-Founder, invited by World Economic Forum's (WEF) Annual Meeting (AM), Davos, Switzerland to represent PenPals.



World Around You

... connecting people & environment

WORK PROFILE

KEY PROJECTS & INITIATIVES

MEDIA COVERAGES

CLIENTS & PARTNERS

WORK SUMMARY

KEY PROJECTS & INITIATIVES



WAY- Everything Connects, an Environment Communication programme is one of its kinds as it not only creates awareness among school students but also equips them with required knowledge & communication skills to create a positive change in the world around them.

It is a Behavioural Change Communication (BCC) programme spread over a period of 3 years (5th, 6th & 7th std). It is entirely designed World Around You with an aim to

inculcate environmental manners and to instigate eco-friendly practices among children at an early age. The programme has shown marvelous results during implementation in English & Gujarati medium schools of Ahmedabad so far. So far we have successfully covered 5 schools of Ahmedabad including 3 municipal schools.

This programme is based on a philosophy that everything whether manmade or natural, living or non-living in the world

around us is connected directly or indirectly with each other. Students learn to establish relationships among the elements of their environment through this programme. Once the relationship becomes clear to them, they move closer towards a sustainable lifestyle.

KRA: To research & develop comprehensive modules and execute a 3-yr long programme, undertaking impact assessment study after the completion of the programme

WAY - EVERYTHING CONNECTS

CLIENT: SHARDA Trust, Zydus School of Excellence & Anandniketan School

**PROJECT AREA: Ahmedabad
PROJECT YEAR: 2009 onwards
DURATION: 3 years**



COMMUNICATION STRATEGY



COMMUNICATION STRATEGY FOR MARINE NATIONAL PARK & SANCTUARY

CLIENT: Marine National Park & Sanctuary (MNP&S), Gujarat Forest Dept.

PROJECT AREA: Jamnagar District, Gujarat
PROJECT YEAR: 2014-15
DURATION: 10 months

RESEARCH | STRATEGY | CONTENT | DESIGN



WAY developed a research based communication strategy, action plan and communication tool kit for the Marine National Park & Sanctuary. The purpose of this study is to provide a frame of reference to Protected Area Managers for communication activities and associated decision making for three years for MNP&S focusing on conservation through primary

target audience – students, fishing community & industry employees. Under the project WAY did ANALYSIS of existing communications of MNP&S, Developing communication tools and pre-testing them, formulating the communication strategy, action plan and tool kit to empower the team.



KRA: To undertake comprehensive research study & communication experiments to develop a long-term communication strategy, action plan & toolkit for MNP&S

WASTE UPCYCLING | REUSE | DESIGN



What if we gave environment a new purpose? What if the word 'Environment' represented not just a set of scientific concepts, but emotions of awe, fascination and wonder? Could environment celebration then trigger worldwide action to protect it?

INDIA ENVIRONMENT FESTIVAL (IEF) is the national annual festival of environment where people from all walks of life CONNECT, COLLABORATE & CELEBRATE environment. It is infinity power raised to YOU! A positive

space which facilitates the most powerful convergence of eco-passionate people to celebrate what we have and what we can create together. IEF paints you GREEN (eliminating the Eco-Phobia)! It is a 'festival of environment' in true sense as people rub their intellectual and creative energies to generate much 'light' than the 'heat'.

India Environment Festival, rather than being another platform for discussing environmental issues, is a part of long-term

social experiment that intends to, over a period; positively affect the way we interact with our environment. IEF strongly intends to reinstate Indian values of sustainable living and healthy environment. Our environment crusaders, traditional knowledge and conservation practices inspire activities at IEF.



INDIA ENVIRONMENT FESTIVAL

CLIENT: Corporate, Government Depts. Schools, NGOs, etc.

PROJECT AREA: India
PROJECT YEAR: 2011 onwards

KRA: Conceptualizing, visualizing & executing the entire festival in coordination & support from experts, government, sponsors, partners, etc.

COASTAL AND MARINE BIODIVERSITY CENTRE IN KHIJADIYA BIRD SANCTUARY

CLIENT: German Development Cooperation (GIZ)
PARTNER: Archimedes, Germany

PROJECT AREA: Jamnagar, Gujarat
YEAR: 2015-16
DURATION: 6 months

RESEARCH | CONTENT | DESIGN

INDOOR EXHIBITS



Sample of a Background Panorama

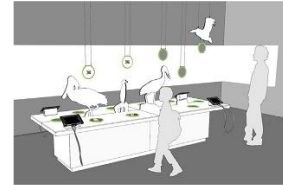
ROOM 02

ARCHIMEDES

INDOOR EXHIBITS

Interactive Exhibit Table

Selection of bird species for silhouettes



Eurasian Spoonbill



Indian Cormorant



Great White Pelican



Black-necked Grebe



Open-bill Stork

ROOM 03

ARCHIMEDES

INDOOR EXHIBITS

Biodiversity Board



ROOM 01

ARCHIMEDES

The objective of the project is the design and realization of a multi-layered information system suitable for wall boards, other exhibits and digital media stations. These exhibits and media stations will be deployed in an interpretation centre dealing with the conservation of coastal and marine biodiversity.

The purpose of this system is to provide information which deepens the understanding and appreciation of topics covered in the interpretation centre. These topics include:

- Ecology of the coastal wetland ecosystems
- Wetland-associated flora and fauna of Gujarat;
- The phenomena of migration in birds, using

the example of flamingos

- The Human dimension of the coastal areas-livelihood dependence of coastal communities
- Threats to the coastal environment;
- Fisheries related information and sustainable fisheries management.

KRA: To facilitate & develop research based content & design for the orientation centre

EXHIBITION | WASTE UPCYCLING | REUSE | DESIGN



Started in 2014, **HARA PITARA**, an initiative of World Around You (WAY) is one of the largest curated premium flea markets of India which promotes conscious consumption for a sustainable and healthy lifestyle. It is a physical platform which brings together a wide range of eco-friendly products and services from across India making them more accessible to the common man.

Hara Pitara also works towards empowering Eco-Entrepreneurs by giving them a platform

and adequate opportunities to market their products.

HARA PITARA is different because...
...it creates an exclusive **Eco-Entrepreneurs' community** to gain and share knowledge about diverse green services and products.
... it caters to an **eco-conscious crowd** that knows the importance of sustainable products.
...it empowers people to make more **green choices** in their daily life.

...various **ecofriendly brands** from different cities across India come together to promote sustainability at one of the largest green market.

... it shares the **unique stories** of sustainable brands in a unique manner.
...it helps to **build up a community** that is working towards making the World a greener place.

KRA: To identify eco-entrepreneurs, curate the exhibition, promote, mobilize partners & organize the event

Hara Pitara
The Green Market

HARA PITARA – the Green Flea Market

PROJECT AREA: India
PROJECT YEAR: since 2014

TOWARDS GREEN GUJARAT

18

GOOD ENVIRONMENT-FRIENDLY PRACTICES IN GUJARAT



Gujarat Ecology Commission
Government of Gujarat

STRATEGY | RESEARCH | DOCUMENTATION | DESIGN



A STUDY ON GOOD ENVIRONMENTALLY-FRIENDLY PRACTICES OF GUJARAT (GEPG)

CLIENT: Gujarat Ecology Commission (GEC), Govt. of Gujarat

PROJECT AREA: Gujarat State

PROJECT YEAR: 2012

DURATION: 10 months

This state-level study was initiated by Gujarat Ecology Commission (GEC), Government of Gujarat in association with World Around You (WAY) as an exercise to scout, evaluate, compile and document community oriented environment-friendly practices of Gujarat which have made significant contributions in the field of environment conservation. The purpose of this study is only to motivate and recognise Good Environment-friendly Practices of Gujarat (GEPG) and not

competition. During the first year of the study WAY received 130+ entries from almost all districts of Gujarat.

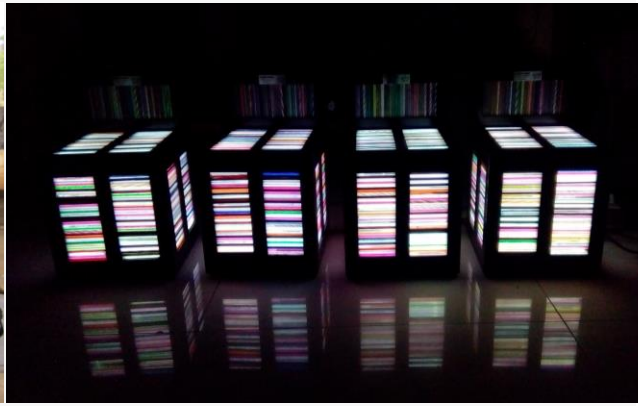
As a result of this exercise a publication of best case studies of Good Environment-friendly practices of Gujarat which are recognised as having measurable impact on the protection/overall improvement of the environment was produced. The book titled "Towards Green Gujarat" is a compilation of

18 such case studies. WAY was appointed as the process advisor and environment communication partner for this study for which it undertook following tasks:

- FORMULATING
- SCOUTING
- EVALUATION
- DOCUMENTATION
- COMPILING
- DESIGNING

KRA: To formulate the process to find, evaluate, compile, document & design community based good eco-friendly practices prevalent in Gujarat state, initiated and practiced by individual/ group/ organization/ NGO/ Govt. department/ company/industry.

EDUCATION | WASTE UPCYCLING | REUSE | PRODUCT DESIGN



Do you know what happens to your plastic pen after it is used? Recycled? NO! More than 6 billion disposable plastic pens are used & thrown every year & they are not recycled! These pens end up in landfills, incinerators or water bodies—polluting our air, water & soil systems.

At PenPals, we have designed 3-tier solution for this issue – REDUCE, REUSE & UPCYCLE. PenPals spreads awareness to REDUCE use of disposable pens - Collects & segregates used

pens at source where refillable pens are refilled & put to REUSE & non-refillable pens go for UPCYCLING. PenPals is world's 1st initiative to have designed widest range utility products made by upcycling waste pens. BIC, world's leading pen manufacturing company, in 2005 sold their 100-billionth disposable" plastic pen since 1950 – That's 57 pens every second of every day. The manufacturers of disposable pens admit that their "products are generally not designed to be recycled", as the singular product is not

significant enough in weight and volume to be considered recyclable (Societe BIC, 2005). It begs the question 'where are they all now'? Further we found that the problem is deeper with no solution in sight. Countries like USA & Sweden with advanced recycling technologies still don't categorize discarded plastic pens as recyclable waste.

KRA: Awareness & education, collection, segregation, processing of waste/discarded pens for reuse & upcycling

PENPALS

PROJECT AREA: India
PROJECT YEAR: 2013 onwards

Okhamandal Ecotourism Development Plan



RESEARCH | DOCUMENTATION | STRATEGY



The Okhamandal region in the Saurashtra peninsula is bounded by the Gulf of Kutch to the north and Arabian sea to the west and the south. Endowed by exquisite natural beauty, with long coastline with unique biodiversity, the Okhamandal region is dotted with bays, beaches, cays, coves, cliffs and islets. These areas are rich in coral reefs, sandy beaches, mangroves, etc. Both the marine and terrestrial biodiversity present in this area are unique and highly sensitive. The

region also possesses extraordinary religious significance as the domain for Lord Krishna and his capital Dwarka is located here.

In its pursuit to further the region's development, Tata Chemicals Ltd. is vying to develop and promote ecotourism in the region. Globally ecotourism has been recognized as an effective tool for environmental conservation and economic development particularly for rural areas rich

in nature, culture and heritage.

Tata Chemicals Society for Rural Development (TCSR), appointed WAY to undertake a detailed study to assess the potential of eco-tourism in Okhamandal region & to develop an indicative implementation plan.

KRA: To prepare a detailed 'Development Plan with Implementation strategy' for ecotourism in Okhamandal region. Preparation of the plan should ensure community participation, stakeholder involvement and following the principle of sustainable tourism.

OKHAMANDAL ECOTOURISM DEVELOPMENT PLAN

CLIENT: Tata Chemicals
Society for Rural development
(TCSR)

PROJECT AREA:
Okhamandal, Gujarat State
PROJECT YEAR: 2016
DURATION: 10 months

CAMPAIGN | EDUCATION | RESEARCH | DOCUMENTATION



FREE THE TREES (FTT), a World Around You (WAY) initiative, started with a citizens' movement across major cities and towns of Gujarat in 2014, is envisioned to mobilize community, organizations & government departments towards a urban tree protection & management policy.

By freeing the trees we mean to protect

existing trees in our surroundings from threats like nailed boards, removing tree guards from over-grown trees, stopping burning of dry leaves under a tree, concrete base around trunk & roots, etc. to improve their health & lifespan.

As a ground movement, FTT has worked towards strengthening the bonding of people

& trees through engaging activities like un-nailing trees, hug-a-tree, street plays, etc.

The movement has been joined by thousands of individuals & many organizations including NGOs, schools, corporate, government departments, municipal corporations & media from across Gujarat to own responsibilities towards trees around them.

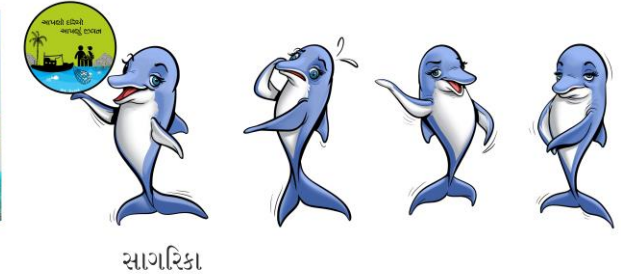
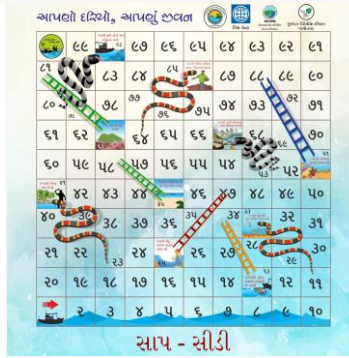
KRA: To mobilize community for the un-nailing drive, empowering nature conservation organizations in Gujarat with tools & support, research & documentation for policy deliberation with corporation, forest department, experts & NGOs

FREE THE TREES (FTT)

PARTNERS:

Ahmedabad Municipal Corporation, FICCI, Tata Chemicals Ltd., Sadbhav Engineering, Nature Conservation Organizations, voluntary groups

PROJECT AREA: Gujarat State
PROJECT YEAR: 2014 onwards
DURATION: Ongoing



The World Bank aided 'Integrated Coastal Zone Management Project' (ICZMP) initiated since July 2010 is being implemented to assist the Government of India in building national capacity for implementation of comprehensive coastal management approach in the country, and piloting the integrated coastal zone management approach in states of Gujarat, Orissa and West Bengal. As part of this project World

Around You (WAY) was appointed to undertake designing of **Aapno Dariyo Aapnu Jivan**, a coastal awareness campaign in the form of yatra, which would travel in the 160 coastal villages of ICZM project. The broad objectives of the yatra would be as follows:

- To raise awareness about livelihood aspects among stakeholders living along the coastal areas and the importance of co-

existence.

- To give an experience of coastal natural resources and marine biodiversity to village community through a tableau. The visually appealing medium will help attract people of all ages towards sea and its bountiful benefits and would encourage community to be a part of the process and solutions for its conservation.

KRA: To prepare a concept, plan of tableau as specified below and the required content, which is easily understood by the local coastal community, to design specific programmes and a daily schedule to engage various stakeholders, to develop a mascot, activities for the campaign, a centre piece/model, uniforms for campaign team

AAPNO DARIYO AAPNU JIVAN YATRA COMMUNICATION DESIGN PROJECT

CLIENT: Gujarat Ecology Commission (GEC), Govt. of Gujarat

PROJECT AREA: Gujarat State
PROJECT YEAR: 2017
DURATION: 3months

CAMPAIGN | EDUCATION | EVENT



"SHOPPING FOR THE PLANET (SFP)" is a unique Green Movement pioneered by World Around You (WAY) across major cities of Gujarat. SFP is designed to address one of the most common problems of today's urban areas i.e. waste.

SFP promote REUSE-RECYCLE in a very unique style. Here we channelize the donations received in form of old things from one section of the society to the lesser privileged section. SFP effectively replaces the feeling of

dependence, donation & embarrassment with a sense of choice, ownership & dignity among underprivileged kids. SFP not only makes their lives little more colourful but also helps us save our planet by re-circulating discarded goods which otherwise would have ended in landfills.

WAY in association with **STATE BANK OF INDIA (SBI)** have successfully conducted more than 6 editions of "Shopping for the Planet" in Ahmedabad, Anand, Baroda &

Surat.

SFP has benefited more than 2000 students by recirculating nearly 50000 discarded items including clothes, stationery, story books, toys and games. We are proud to mention that SFP has become a movement with several other organizations like Vidyanagar Nature Club (VNC) & Aasman Foundation, replicating it in more cities to spread WAY's message & benefit more number of students.



Generating Smiles from Wastes

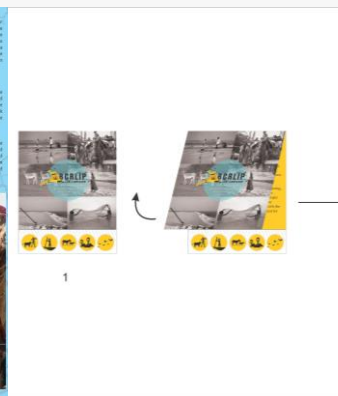
SHOPPING FOR THE PLANET (SFP)

CLIENT: State Bank of India (SBI)

PROJECT AREA: Gujarat State
PROJECT YEAR: 2010 onwards
DURATION: 2 months

KRA: To mobilize community for collection of discarded/extra items through donation, segregation of collection for finding re-usable items, processing them & organizing the event with multiple "Happy Planet Shops" where underprivileged students are invited

RESEARCH | CONTENT | DESIGN



IDENTITY & COMMUNICATION DESIGN for BCRLIP

CLIENT: Forest Dept., Gujarat

PROJECT AREA: Wild Ass Sanctuary, Gujarat State

PROJECT YEAR: 2014

DURATION: 2 months

The Biodiversity Conservation and Rural Livelihood Improvement Project (BCRLIP) is unique in more ways than one. It is perhaps the first such attempt in the country to visualize a multi sector and, seemingly antagonistic, multi theme project on a scale (landscape) which has often been talked about but not addressed before in a time bound project mode.

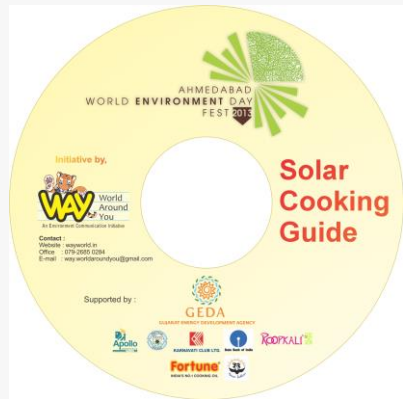
While the Little Rann of Kutch (LRK) is free

from human habitation, 108 villages (of 10 talukas and 5 districts) surrounds it. Both inland and marine salt making , agriculture, livestock rearing and brackish water prawn fishing is the major livelihood modes in the landscape.

In the LRK landscape, the conservation areas and human habitations share the boundaries. Therefore, most of the above described rural livelihood activities are directly or indirectly

associated with the conservation areas (i.e. Wild Ass Sanctuary). This causes some conflicts between conservation and livelihood. With objective of spreading awareness & information about co-existence & conservation WAY was appointed to design BCRLIP logo to create a uniform visual identity & other research based communication materials like posters, brochure, etc.

KRA: To design logo for BCRLIP & develop research based content & design for communication materials



On 5th June, 2013, World Around You (WAY) kick started the **SOLAR FEAST FEST** by distributing “SCOOKER Kits” to nearly 200 women in Ahmedabad. Looking at Ahmadabad’s infamous summer heat, our SCOOKERS were a *pakka* hit among Amdawadi women!

Scookers - foldable, light-weight & cost-effective solar cookers are the most effective,

eco-friendly, easy-to-make, easy-to-use and affordable solar cookers that are increasingly used around the world to reduce people's reliance on cooking gas or other non-renewable fuels.

A talk on understanding the making, using and benefits of SCOOKER in daily cooking was also organized where cooking experts and nutrition experts gave idea about solar

cooking benefits. The cooking expert also answered to lot of questions raised by the ladies. The talk generated a lot of information about solar cooking which most of the ladies present there dint know before. The workshop was a huge success as it brought ladies closer to solar cooker technology.

KRA: To design & produce SCOOKER Kits, mobilizing partners & supporters, inviting women participants for the festival, identifying experts, & conducting the event.

SOLAR FEAST FEST

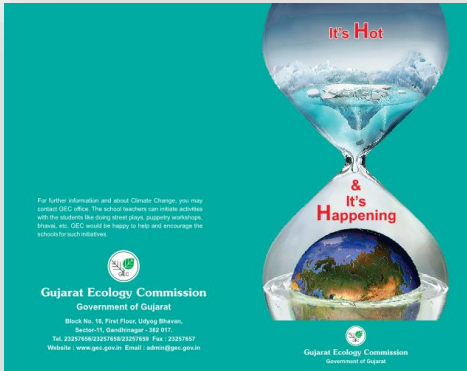
CLIENT: Gujarat Energy Development Agency (GEDA)

PROJECT AREA: Ahmedabad, Gujarat State

PROJECT YEAR: 2013

DURATION: 1 day

STRATEGY | RESEARCH | CONTENT | DESIGN



COMMUNICATION for CLIMATE CHANGE

CLIENT: Gujarat Ecology Commission (GEC), Govt. of Gujarat

PROJECT AREA: Gujarat State
PROJECT YEAR: 2010
DURATION: 03 months

As a part of environmental communication for climate change **GUJARAT ECOLOGY COMMISSION (GEC)** appointed World Around You (WAY) to conceptualize and develop information & communication materials for both rural and urban areas of the state. An animation film of 8 minutes in Hindi (with English subtitles) on simpler understanding about climate change for

school students was developed under this work. Under the project WAY conceived and designed three booklets on climate change targeting school children of 7th to 12th standard. The book was developed in 2 languages and 3 versions. Following were the final products of this project:

1. "Hara Pitara" – animation film on global warming
2. "Its hot & its happening" – booklet on

global warming in English

3. "Vicharyu nahi to vicharo havey" - booklet on global warming in Gujarati - rural
4. "Vicharyu nahi to vicharo havey" - booklet on global warming in Gujarati - urban

Information & Communication Materials on Climate Change (A simple understanding of Climate Change through animation film & booklet)

KRA: To develop research based content for communication material & animation film on Climate Change for GEC. Separate materials to be developed in Gujarati & English for rural & urban schools.

DESIGN | WASTE MGMT | EDUCATION



It was a matter of pride for **World Around You (WAY)** to be invited by India's largest bank- **STATE BANK OF INDIA (SBI)** to develop its logo in a never-done-before way. WAY designed & created a 15 feet high waste-art sculpture of State Bank of India logo. It was its first of its kind effort done in Gujarat to promote the message of 3R – Reduce Reuse & Recycle in such innovative manner.

The sculpture was divided into two parts; the bottom half symbolically represented the earth's crust wherein we dump all our wastes and forgotten good environment friendly practices like cycling while the upper half represented the present urban landscape. The sculpture contained waste water bottles, metal cans, broken plastic parts, automobile parts, e-waste, etc. The logo helped to clearly and effectively spread the message that "USE

YOUR WASTE CLEVERLY, IT HELPS". The sculpture was installed in a social fair called "Anand Mela-2012" in Ahmedabad.

WAY has worked on many theme based Waste Art installations as part of India Environment Festival like Beings Waste Positive & I am Water.

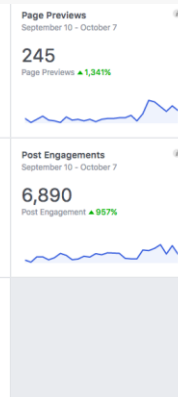
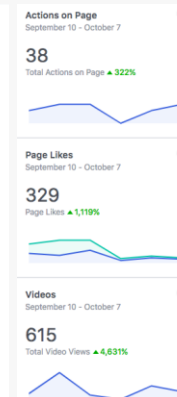
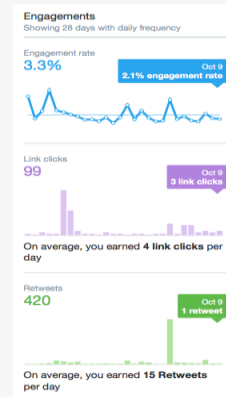
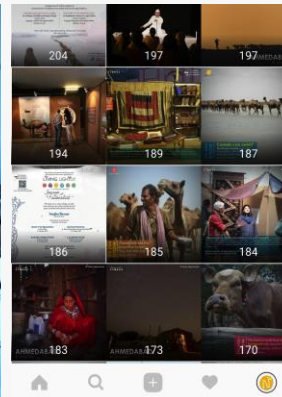


WASTE-ART INSTALLATIONS

PARTNER: Wealth out of Waste (WOW)

PROJECT YEAR: Since 2012

KRA: To source waste, design installation structure & put the installation at an event/venue



LIVING LIGHTLY EXHIBITION

CLIENT: Sahjeevan

PROJECT AREA: Ahmedabad
PROJECT YEAR: 2017
DURATION: 2 months

World Around You (WAY) was appointed by **SAHJEEVAN** for strategizing & executing Living Lightly Exhibition promotions through Social Media, PR outreach and on-ground promotions. "Living Lightly: Journeys with Pastoralists", is an exhibition that captures the essence of the lands, lives and livelihoods of pastoralists in India.

The following were the major components of promotional strategy for Living Lightly: Social Media Platforms: Facebook, Twitter, Instagram & Medium. Print & TV Media, On-ground Promotions: posters, hoardings, pastoral times, etc
Purpose : To enhance the impact and reach of "Living Lightly" Exhibition (5nd – 8th October 2017 in Ahmedabad) by strategic

promotion, management and collaborations.

WAY's scope of work will fall under following heads:
1. Ideation & Strategy Building for promotions
2. Digital media promotion.
3. PR & Media Relations
4. Content Management
5. Design Development for Social Media

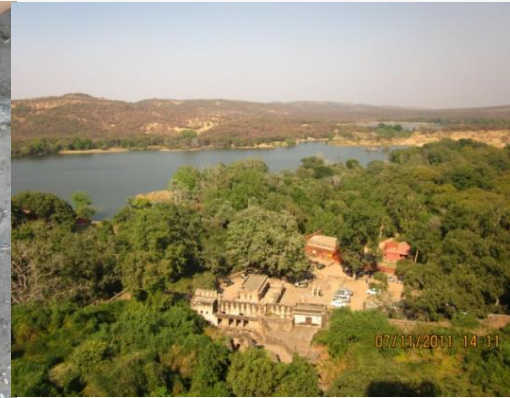
KRA: To maximize the reach of exhibition & allied activities by generating curiosity & awareness through content development/management & design & promotion.

Researched & developed by



Discover India Project
Report for Rajasthan & Madhya Pradesh
November 2011
Submitted to H Kumar's Education Institute (HSF)

STRATEGY | RESEARCH | DOCUMENTATION | DESIGN



DISCOVER INDIA PROGRAMME

CLIENT: HSF School of Languages

PROJECT AREA: Rajasthan & Maharashtra State
PROJECT YEAR: 2011
DURATION: 3months

School of Liberal Studies, PDU emphasizes on the need to seek knowledge, intellectual growth and creative expression, which allows a students to be a creative thinker. The School believes in variety of methodologies to impart liberal education like Case Studies, Workshops, Seminars, Role Plays, Exposure Visits, Field Trips, Lecture Discussions, Presentations, Research Projects and other activities. With a view to impart exposure

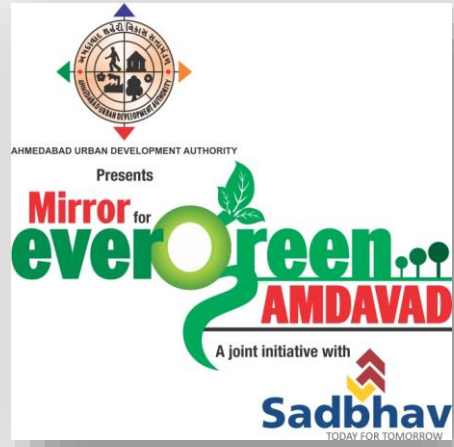
to multi-disciplinary courses complemented with practical exposure, the research and development of a program called Discover India Project was assigned to World Around You (WAY).

Following is the outline of this programme, as formulated after several meetings, broadly includes:

- Traveling to remote places

- Interaction with local people and their culture
- Exposure to real life situations
- Opportunities to learn life skills
- Enriching cultural, social, natural and historic knowledge and understanding
- Life learning traveling experience
- Traveling with bare minimum facilities
- Managing travel on their own

KRA: To research & develop comprehensive report and programme design for Discover India programme for students of School of Liberal Studies, PDU encompassing states of Rajasthan and Madhya Pradesh



GREEN AHMEDABAD CAMPAIGN

CLIENT: SADBHAV Engineering

PROJECT AREA: Gujarat State
PROJECT YEAR: 2013
DURATION: 2months

STRATEGY | RESEARCH | DOCUMENTATION | DESIGN



Sadbhav Engineering carried out massive plantation drive at Ahmedabad ring road and aimed to sensitize maximum people about importance of trees & environment and also to activate Sadbhav's branding through a Communi-Action campaign designed by World Around You (WAY).

Under this CSR project, communi-action campaign at six public gardens of

Ahmedabad targeting morning walkers was conducted. Diverse age groups were covered through two public involving activities, a nukkad natak and a slogan writing completion. Men, women and children aged 9 to 70 years were positively impacted through these activities. Campaign was taken to six schools of Ahmedabad targeting students from 5th Standard onwards. Art Attack activity with theme

Make my Tree, Street Play and Slogan writing competition was conducted with students. Children were made aware through these activities about importance of trees and how it is necessary to take care of saplings till they grow into a tree. Saplings of Tulsi and various trees were distributed to children and school.

KRA: To conceptualize, develop and execute a tree campaign in Ahmedabad with school students and morning walkers at public garden.

WORK PROFILE

KEY PROJECTS & INITIATIVES

MEDIA COVERAGES

CLIENTS & PARTNERS

WORK SUMMARY

MEDIA COVERAGES



MEDIA COVERAGES

Since inception, WAY has earned over 250 articles & coverages in print, electronic & digital media — regional, national & international.

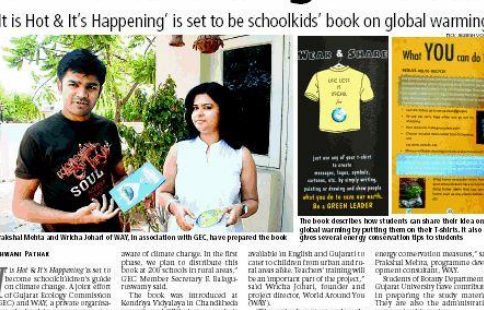
Best out of used pens: Pen Pal project

Ahmedabad: Imagine a window blind, a dustbin, a pot for indoor plants or pen holders made from the use and throw pens. Pen Pal green project designed in the city wherein students of 300 municipal and private schools collected 500 kg of plastic pen waste which were converted to artifacts. The project is conceived and implemented by Ahmedabad Global Shapers' Community. It was showcased by one...

Schools to buzz with climate change notes

'It is Hot & It's Happening' is set to be schoolkids' book on global warming

Prakshal Mehta and Wricha Johari of AW-E, in association with GIC, have prepared the book...



Youth join 'freedom struggle'

Every Sunday, a group of people try to reduce harm done to trees by plucking out nails used to fix advertisements

Ahmedabad Mirror Bureau tweeted @ahmedabadmirror

Getting out of the comfort of air-conditioned rooms is difficult for many of us, given the cruel summer heat. But, on Sundays, a group of...

દુનિયાભરની 'ખુશી' ખરીદાઈ, મોંઘવારી મૂંઝાઈ

જોય ઓફ ગિવિંગના પ્રોજેક્ટ હેઠળ જરૂરિયાતમંદ છાત્રોને કારમી મોંઘવારીમાં ઉપયોગી થીજવસ્તુઓ ખેલ ખેલના ઉત્તમ સાથે પ્રાપ્ત

MANAGING WASTE WISELY FIRST EDITION OF IEF HELD AT AHMEDABAD HAAT

Indian Environment Festival kicks off

Day 1 of three-day fest witnesses discussion on waste management



Ahmedabad: The first edition of Indian Environment Festival commenced on Friday with expert panel discussions on waste management and other environment-related issues.

Prakshal Mehta, the person behind the project, said around 1,600 to 2,400 million pens are thrown away every year, and this has been growing at the rate of 8 to 9% annually.



સોલર એનર્જીના ફાયદા જાણ્યા

સોલર એનર્જીનો વપરાશ વધે છે હેતુથી તાવેતરમાં એક સેમિનારનું આયોજન કરાયું હતું. જેમાં કૂચિંગ એક્સપર્ટ અને લ્યુટીશિયાનિસ્ટ દ્વારા ટિપ્સ અપાઈ હતી.

આબકો માટે સ્વર્ણમ દિવસ

આ દિવસને આ રીતે કમલોક ખરીદી કરી નથી. તેમની માટે અમલકો દિવસ સ્વર્ણમ છે. આબકોને નક્કી કરવાની યોજના માટે પે નક્કી, પરંતુ માલિકા અને અલગલગ માટે પણ અહીં કરી છે. જેથી તેને માલિકાના આબકોને અહીં કરી છે. તેને અલગલગ પણ અલગલગ માટે અહીં કરી છે, તે સમયે જેના અંગે જેટલું જાણવાનું હતું.

દરેક વિદ્યાર્થીને હાન્ટર પેન લેવે

દરેક વિદ્યાર્થીને હાન્ટર પેન લેવે તેથી તેમની અભ્યાસક્રમને અસર નહીં થાય. આ પ્રકારે આબકોને આબકોને અહીં કરી છે. દરેક વિદ્યાર્થીને હાન્ટર પેન લેવે તેથી તેમની અભ્યાસક્રમને અસર નહીં થાય.

વસ્તુઓને લઈને ખુશી

વસ્તુઓને લઈને ખુશી થઈ રહ્યા છે. આ પ્રકારે આબકોને અહીં કરી છે. દરેક વિદ્યાર્થીને હાન્ટર પેન લેવે તેથી તેમની અભ્યાસક્રમને અસર નહીં થાય.



Instilling green values

Prakshal Mehta and Wricha Johari are promoting green culture by their innovative programmes

Prakshal Mehta and Wricha Johari are promoting green culture by their innovative programmes. They are working for the conservation of environment.

Creating quirky products with discarded pens

City-based organisation puts A'bad on global map with world's first initiative of making designer home用品 with used pens

Prakshal Mehta and Wricha Johari are promoting green culture by their innovative programmes. They are working for the conservation of environment.



3-day fest to pave WAY for sustainability

Ahmedabad: A three-day festival to create awareness on environment sustainability would be organised in the city from February 24 to 26. It would be organised by a city-based organisation 'World Around You' (WAY).

વસ્તુઓને લઈને ખુશી

વસ્તુઓને લઈને ખુશી થઈ રહ્યા છે. આ પ્રકારે આબકોને અહીં કરી છે. દરેક વિદ્યાર્થીને હાન્ટર પેન લેવે તેથી તેમની અભ્યાસક્રમને અસર નહીં થાય.

શહેરમાં વર્લ્ડ એન્વાયરમેન્ટ ડે ફેસ્ટિવલનો આજથી પ્રારંભ

શહેરમાં વર્લ્ડ એન્વાયરમેન્ટ ડે ફેસ્ટિવલનો આજથી પ્રારંભ થઈ રહ્યો છે. આ પ્રકારે આબકોને અહીં કરી છે. દરેક વિદ્યાર્થીને હાન્ટર પેન લેવે તેથી તેમની અભ્યાસક્રમને અસર નહીં થાય.

Day 2 of IEF talks of reducing waste

Indian Environment Fest bowls over visitors with workshops, a dog adoption show

Prakshal Mehta and Wricha Johari are promoting green culture by their innovative programmes. They are working for the conservation of environment.

WORK PROFILE

KEY PROJECTS & INITIATIVES

MEDIA COVERAGES

CLIENTS & PARTNERS

WORK SUMMARY

CLIENTS & PARTNERS

CLIENTS/PARTNERS

STATE & CENTRAL GOVERNMENT Depts



Gujarat Pollution Control Board



Ahmedabad
Municipal
Corporation



Gujarat Ecology Commission
Government of Gujarat



GUJARAT GAS



GEER
FOUNDATION



GEDA



CLIENTS/PARTNERS

CORPORATE/ PSUs



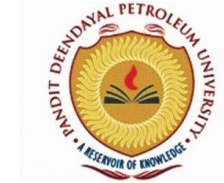
CLIENTS/PARTNERS

REGIONAL, NATIONAL & INTERNATIONAL Organizations

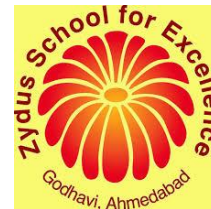


CLIENTS/PARTNERS

EDUCATIONAL INSTITUTIONS



**SHARDA
TRUST**
Ahmedabad



WORK PROFILE

KEY PROJECTS & INITIATIVES

MEDIA COVERAGES

CLIENTS & PARTNERS

WORK SUMMARY

WORK SUMMARY

No	Year	PROJECT / INITIATIVE NAME	CLIENT	PARTNER	BRIEF	DOMAIN	PROJECT TYPE
1	2018	Positive Stories of BCRLIP	Gujarat Forest Department	CESC	Documentation of positive stories of livelihood improvement for scaling-up purpose under BCRLIP in Little Rann of Kutch region.	Environment Communication	Research & Documentation
2	2018	Eco-Entrepreneurs Summit	GIDC, Gujarat Ecology Commission (GEC), GVFL, Electrotherm, Mokshda	Uncubate	Building & organising a community of entrepreneurs who are into eco-friendly products & services. Developing platform to showcase, collaborate & empower 'Earth-keepers' who are making efforts everyday to come up with new ideas and strategies to make the World greener with their initiatives!	Eco-Entrepreneurship	Event
3	2017	Living Lightly	Sahjeevan	-	Enhance the impact and reach of "Living Lightly" Exhibition on Pastrolism by strategic promotion, management and collaborations.	Environment Communication	Exhibition
4	2017	Hara Pitara	Gujarat Ecology Commission (GEC)	GreenoBazaar	Hara Pitara is one of the first green markets to take place in the vibrant city of AHMEDABAD. It will be a tangible platform not only to dedicatedly promote eco-preneurs to exhibit their green products/services in an eco-friendly setup, but also to empower people to make greener choices in their homes and communities. It is a one-stop solution, all under one umbrella to go organic, sustainable and eco-friendly at the same time!	Eco-Entrepreneurship	Exhibition
5	2017	India Environment Festival (IEF)	-	-	India Environment Festival marks the beginning of India's 1st community-dedicated multi-disciplinary annual 'Festival of Environment' that takes place at the world heritage city – Ahmedabad. IEF is envisioned as a national event to trigger a positive change, through celebration, fascination and love, amongst people towards the environment and for a dream of greener tomorrow.	Environment Communication	Festival
6	2017	<i>Aapdo Dariyo Aapdu Jeevan</i>	Gujarat Ecology Commission (GEC)	-	Aapno Dariyo Aapnu Jivan is a coastal awareness campaign in the form of yatra, which would travel in the 160 coastal villages of ICZM project. Content development & design of yatra communication tools & tableau in Gujarati.	Environment Communication	Research & Design
7	2016	Khijadiya Interpretation Centre	German Development Cooperation (GIZ)	Archimedes	Development of science-based content for the Coastal and Marine Biodiversity Centre in Khijadiya Wildlife Sanctuar, Jamnagar, Gujarat.	Environment Communication	Research & Design
8	2016	Eco-tourism feasibility Study	TCSR D	-	A study on Feasibility & Developing Ecotourism Implementation Plan for Okhamandal Region in Gujarat.	Eco-tourism	CSR Project
9	2015	Free The Trees	-	AMC, Harela Society	Campaign to inspire & engage multiple stakeholders across the state to free 1Lakh trees from all possible threats to increase their health & lifespan and to appeal for creating an effective Gujarat Tree Protection Policy.	Environment Communication	Green Movement
10	2014	Communication strategy for MNP&S	Gujarat Forest Department	NA	A long term inter-disciplinary communication strategy and action plan for Marine National Park & Sanctuary . Communication material designing & piloting with different stakeholders.	Environment Communication	Research & Design
11	2014	BCRLIP	Gujarat Forest Department	NA	Development of communication materials for different stakeholders at Little Rann of Kutch and develop official logo for the BCRLIP project.	Environment Communication	Design
12	2013	PenPals	NA	AW Design, AGS, Schools	PenPals is world's 1 st waste pen upcycling project which aims to create a sustainable model of collecting waste items at source, reusing them before recycling for creating utility products, generating employment opportunities for local artisans and craftsmen and linking the products to the market for revenues.	Solid Waste Management	Design & Campaign

No	Year	PROJECT / INITIATIVE NAME	CLIENT	PARTNER	BRIEF	DOMAIN	PROJECT TYPE
13	2013	Solar Feast Fest	Gujarat Energy Development Authority (GEDA)	Karnavati Club	A Seminar on the use of Solar cooker was organised to encourage use of solar energy. A free solar cooker kit was given to participants to give them confidence to buy & experiment with costlier solar equipment.	Education for Sustainable Development	Event
14	2013	Green Ahmedabad Campaign	Sadbhav Engineering Pvt. Ltd.	Schools	Communi-Action campaign at six public gardens of Ahmedabad targeting morning walkers. Diverse age groups were covered through two public involving activities, a nukkad natak and a slogan writing completion. Men, women and children aged 9 to 70 years were positively impacted through these activities.	Environment Communication	Design & Campaign
15	2012	Towards Green Gujarat	Gujarat Ecology Commission (GEC)	-	Selection and documentation of good environment friendly practices of Gujarat from individual to industries.	Environment Communication	Research & Design
16	2011	Discover India Project	H Kumar's Education Institute	-	With a view to impart exposure to multi-disciplinary courses complemented with practical exposure, the concept of 'Discover India Programme' was developed. The report provides in-depth information about the places, suggested itineraries, photographs of the places, information about accommodation and activities of two states- Rajasthan & Madhya Pradesh.	Eco- tourism	Research & Design
17	2011	SBI Logo Art installation	State Bank of India	AW Design	Created logo of India's largest bank- State Bank of India (SBI) in a never-done-before way. A 15 feet high sculpture of SBI logo out of waste was its first of its kind effort done in Gujarat to promote the message of 3R – Reduce Reuse & Recycle in such innovative manner.	Solid Waste Management	Design
18	2011	Shopping for the Planet	State Bank of India	-	"Shopping for the Planet" is an innovative Green Movement initiated by World Around You (WAY) to promote REDUCE-REUSE-RECYCLE culture among the citizens. Event was conducted twice in Ahmedabad, once in Anand, Baroda & Surat with support of State Bank of India.	Education for Sustainable Development	Green Movement
19	2010	Climate Change Project	Gujarat Ecology Commission (GEC)	-	Conceptualisation and development of an animation film of 8 minutes on simpler understanding about climate change for schools. Conception and designing of three booklets on climate change targeting school children of 7th to 12th standard.	Education for Sustainable Development	Research & Design
20	2009	WAY- Everything Connects	SHARDA TRUST, Zydus School for Excellence, AnandNiketan School	-	Based on Behaviour Change Communication Strategy this programme aims at inculcating 'Environmental Manners' among school students over the period of 3 years.	Education for Sustainable Development	CSR Program
21	2009	Study to identify potential of eco-tourism in MP & Chhatisgarh	World Wildlife Fund (WWF)	-	Study to identify potential of eco-tourism in Madhya Pradesh & Chhatisgarh involving local communities.	Eco-tourism	Research
22	2008	Study on Impact of Tourism on Gir National Park	CENTRE FOR DEVELOPMENT COMMUNICATION	-	Research study on impact of wildlife tourism & religious tourism on Gir National Park and suggestions for overcoming limitations.	Eco-tourism	Research
23	2008	Study on Impact of Outdoors to impart Environment Education	CENTRE FOR DEVELOPMENT COMMUNICATION	-	Research study on impact of use of outdoors as a medium to impart environment education in school students by taking ANUBHAV programme as a case study.	Education for Sustainable Development	Research

THANK YOU



World Around You

... connecting people & environment