

ACTION PLAN REPORT

MCC Public School - CBSE

Team Members

Principal: Dr. Jolly Mathew

Staff: Mrs. Revathi, Mr. Mukesh

Students:

Syed Farhan Ahmed

Chris Michael Pereira

G. Jerome Franklin

Shraddha. M

Praiseye. K

INTRODUCTION

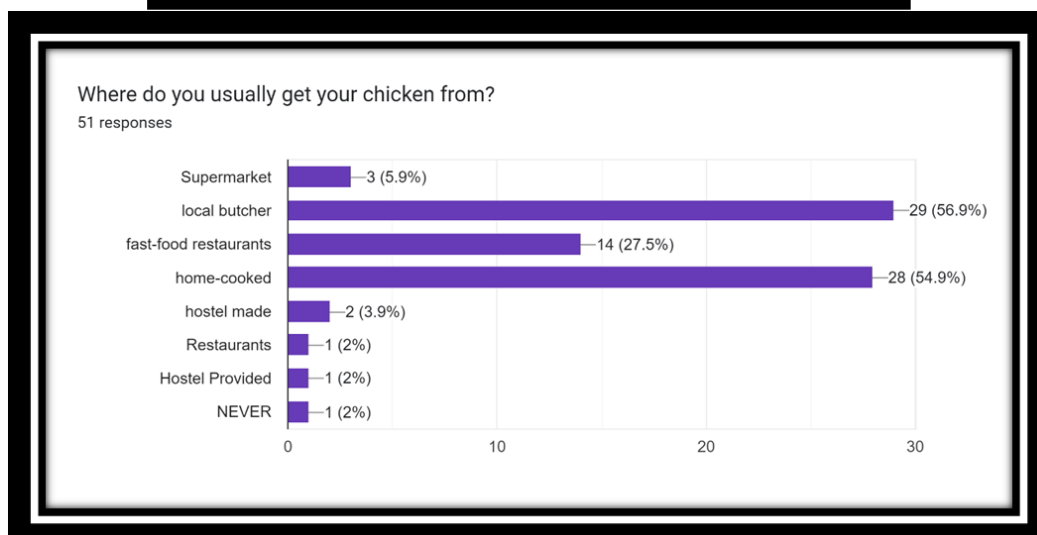
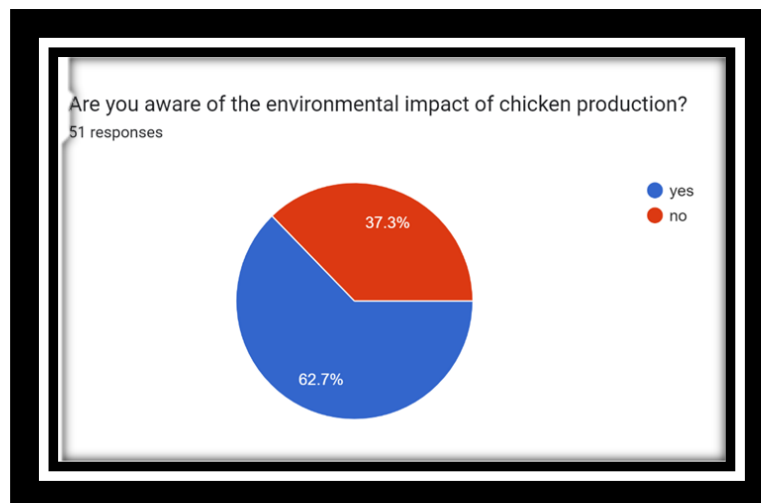
The action plan conducted by us is based on spreading awareness about the importance of having a sustainable diet in our daily lives and its significance to maintain a balanced diet without causing any damage to our environment, protecting it for future generations and helping ensure a sustainable food supply.

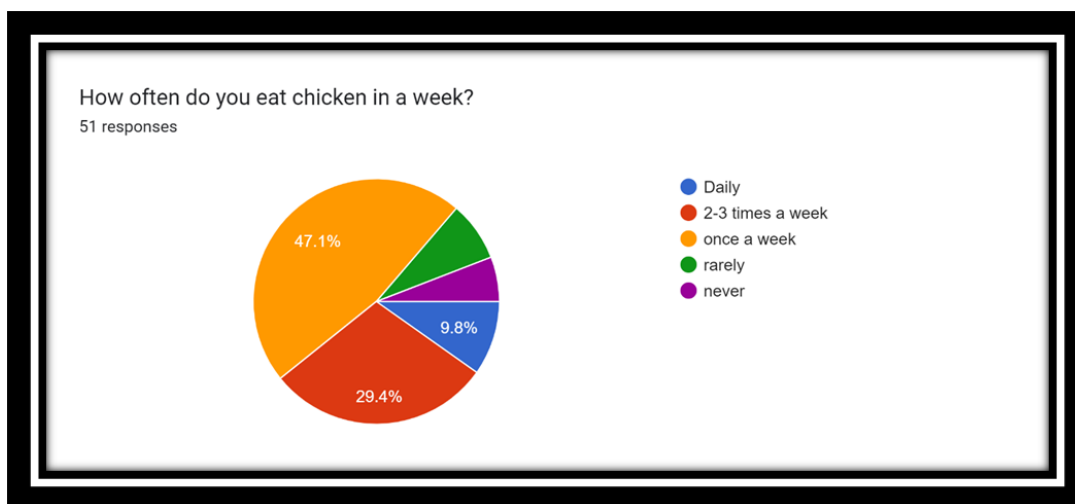
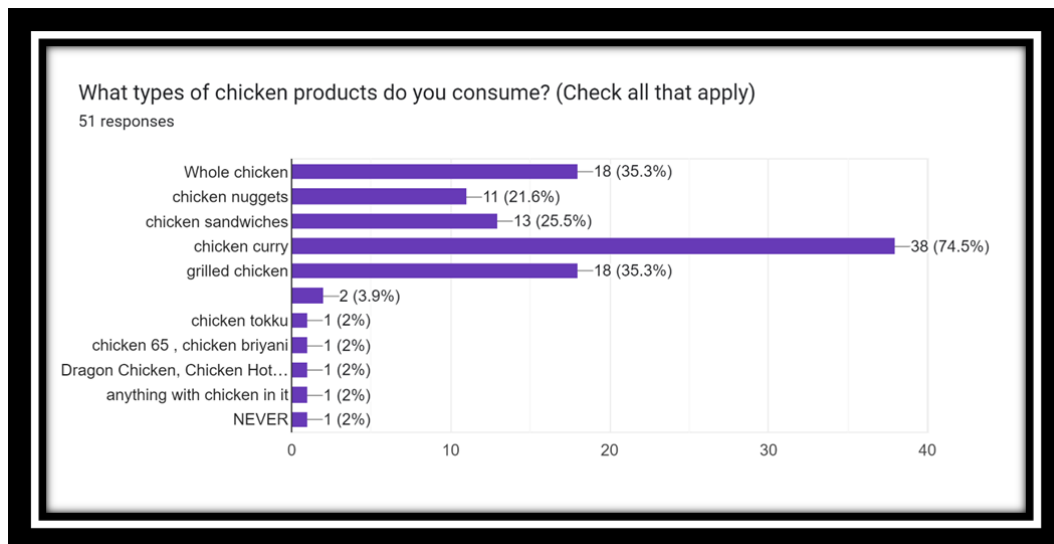
OUR ACTION PLAN

The various actions taken by our team to help spread awareness on sustainable diet include:

A. Conducting surveys

Our team conducted surveys on 12th September, 2024 regarding chicken consumption and collecting data on the existing awareness of people about the harmful environmental impacts of the meat industry. The results of the survey are depicted below:





B. Organizing competitions

To encourage participation from school students, we took help from our school staff and organised intra-school “Poster Making” and “Slogan Making” competitions on the topic of ‘Sustainable Diet’ on 4th November, 2024. The students from grade 6 to 12 participated and the best charts were displayed on the school notice board.



C. Creating awareness via social media platforms

An animated video was made by us on the topic of sustainable diet which was posted on social media platforms such as Facebook, Instagram on 14th November, 2024 to further help spread awareness amongst online users. This increased the propagation rate of awareness of the sustainable diet system and its benefits. As people viewed this video, they would gain a solid understanding about the principle of sustainable diet.

Video link:

<https://www.instagram.com/reel/DCWQyVtSKTH/?igsh=Z2c5NGRo2Fyem92>

<https://www.facebook.com/share/r/1B54YSECPA/>

D. Writing an article

We worked to write an article on the topic of sustainable diet which was published in 'Times of India' on 19th November, 2024 to help expand our awareness to news readers. As we noted in our article for The Times of India, sustainable diets are increasingly important in India and need not only to be healthy but also easy on the earth. We discussed how plant-based meals, seasonal produce, and reducing food waste are not just "green" topics but also can help build healthy bodies and a healthy planet. By adopting mindful eating practices and reducing reliance on meat, supporting local agriculture, someone can participate in making this world a healthier one. The article also emphasized the health benefits that such diets imply, like lower risks of chronic diseases. Lastly, sustainable eating is a huge step toward a healthier future for human beings as well as for the planet.



Article Link:

https://drive.google.com/file/d/1UxBjbgDY0JDVv_267KuwAd7wThHiRPNt/view?usp=sharing

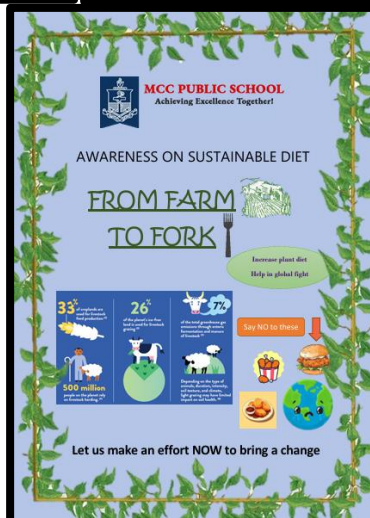
E. Conducting Rally

Several students of our school came together to conduct a rally to encourage eating sustainably which was done with the help of the Chennai traffic police and NCC students from our school. The rally was conducted on 9th November, 2024 and was taken for more than 2km with 70 students, 7 teachers and 4 traffic personnel. During the rally, we distributed flyers to the public spreading awareness on sustainable diet and spoke to few of them personally emphasizing the same.

Rally:

<https://drive.google.com/file/d/1LrUoaicJBijD8dIkoq9sEPyJABD4J47X/view?usp=sharing>

https://drive.google.com/file/d/1MKyHbgafJyPqTeNwWQYUZeqFjyHbJMgx/view?usp=drive_link



F. Giving Presentation

Our team gave a presentation/talk on 11th and 13th November, 2024, to various classes in our school about the importance of having a sustainable diet to increase awareness among the school students. We spoke about what it was, how we could implement it, what were the sustainable substitutes to unsustainable product, the ill practices in the meat industry, what the school had done so far and what we can do as a society. We motivated them to carry forward the message to the society.



Presentation link:

<https://docs.google.com/presentation/d/1OXiAe7ZTkCdeCVIbPJErgNfdv3vaU7D8l6VNdSPsvVE/edit?usp=sharing>

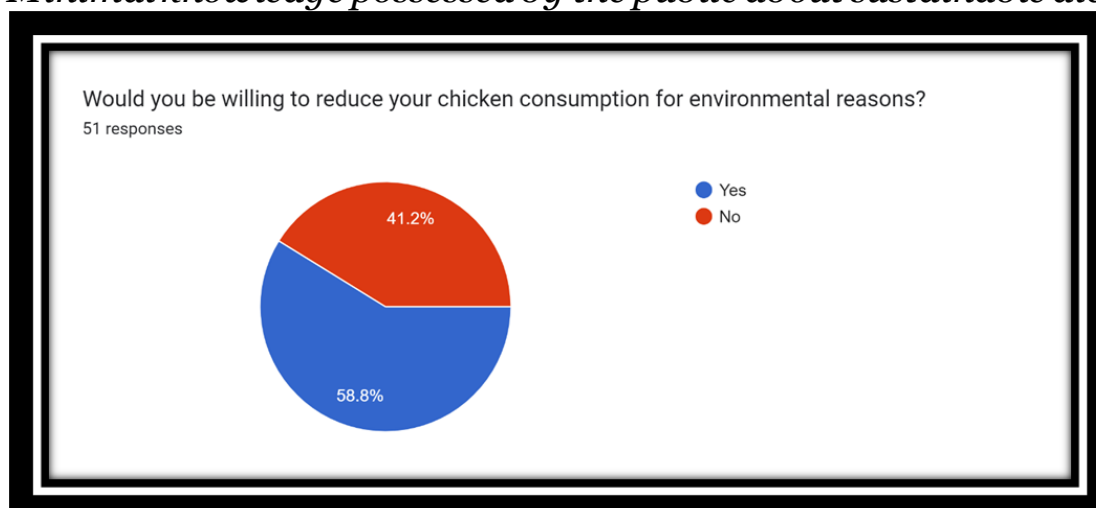
G. Collaboration with TATA SONS:

We collaborated with TATASONS on 13th November, 2024 to promote millet snacks as a healthy alternative to traditional Maida-based options. Through this, we helped encourage consumption of millets such as jowar, bajra and ragi to fulfil protein intake. It improves digestion, controls blood sugar and improves energy levels. Nearly 160 students were made to attend the session and at the end of the session millet-based snacks were distributed to promote them.



3. CHALLENGES FACED

- *Convincing the public to take initiatives*
- *Coordinating intra-school competition*
- *Facing initial backlash / misinterpretation*
- *Inadequate Government intervention in the implementation of sustainable diet programmes resulted in overutilization of unsustainable options*
- *Abundance of unsustainable options for food (KFC, McDonalds, Street food, etc.) leads students to stray from the path of sustainable dieting*
- *Difference in the texture of the meat substitutes and the actual meat product led to people preferring actual meat if the substitute was not prepared properly.*
- *Minimal knowledge possessed by the public about sustainable diet*



4. STEPS TAKEN TO OVERCOME CHALLENGES

- *Awareness sessions through competitions, social media video and PPT presentation*
- *Local rally by the school students (more than 2km, nearly 70 students, 8 staff members and 4 traffic police personnel)*
- *Deeper collaboration with staff for smooth sailing of related intra-school competitions conducted*
- *Promotion of sustainable substitutes such as TATA Soulfull Ragi bites*

5. COLLABORATORS

- *MCC PUBLIC SCHOOL: Staff Provided resources for conduction of surveys, rallies, competitions.*
- *TATA: Collaborated on millet snack and awareness on the benefits of healthy foods*
- *GREATER CHENNAI CORPORATION TRAFFIC POLICE: Aided in rally*
- *NCC (National Cadet Corps): Aided in rally*

6. CONCLUSION

We published an article and write up in the Times of India, took awareness sessions for various classes, did strategic social media updates, rallies and competitions for spreading awareness about sustainable diets. To enhance our reach, we partnered with TATA SONS for that purpose. These efforts did not just show the world the importance of sustainable eating but also helped people understand the immense implications on not only their personal lives but also toward sustainability