United Nations Educational, Scientific and Cultural Organization

Mahatma Gandhi Institute of Education for Peace and Sustainable Development

YESPeace
Youth for Education Sustainability & Peace Network

INTERNATIONAL YOUTH CAMPAIGN ON KINDNESS FOR THE SUSTAINABLE DEVELOPMENT GOALS

KALINGA INSTITUTE OF INDUSTRIAL TECHNOLOGY
Deemed to be University U/S 3 of the UGC Act, 1956

KISS
KALINGA INSTITUTE OF SOCIAL SCIENCES
A HOME FOR 27000 INDIGENOUS CHILDREN

Report

INTERNATIONAL YOUTH CAMPAIGN ON KINDNESS

for the Sustainable Development Goals

2nd October 2018

Kalinga Institute of Social Sciences

Bhubaneswar, Odisha

OCTOBER 2ND, 2018
GANDHI JAYANTI



SDGs & STUDENTS:

Classroom Sessions

500 Post-Graduate students of KISS University held a 40-minute session for nearly 10,000 students from classes 6 to 10, wherein they discussed Mahatma Gandhi and his ideologies, in addition to educating the young students on the UN's Sustainable Development Goals.

They explained the role and importance of the SDGs in light of Agenda 2030, and also touched on the many efforts being conducted at KISS to address SDGs on its campus.

Testimonials

Upon the completion of their session, selected students from the 6th-10th grade classes were asked to record a Testimonial video, in which they shared their experiences of the session. Students addressed the knowledge they gained, and spoke on their understanding of SDGs and vitality of youth involvement for achieving Agenda 2030.

PROCESS

500 PG students
conduct awareness classes
for nearly 10,000 young learners

- *Primary group of PG students identified*
- *Students given week-long orientation by UN volunteers at KISS*
- *Students provided with a write-up on SDGs as a reference to facilitate session*
- *Final selection of PG students to teach classes*



OFFICIAL CAMPAIGN LAUNCH:

International Youth Campaign on Kindness for the SDGs

October 2nd marked the official launch of the International Youth Campaign on Kindness for the SDGs by Chief Guest, Shri Satya Tripathi – the UN Assistant Secretary heading UN Environment Programme's New York office.

During his interaction with a gathering of students from KISS on the occasion of Gandhi Jayanti, Shri Tripathi addressed Mahatma Gandhi's messages (focus on truth, non-violence, opportunity for education). He also talked about the SDGs and their importance to sustainable global development, especially addressing the importance of the involvement of the current youth generation in furthering and achieving Agenda 2030.

Shri Tripathi further addressed the intellectual support that must be provided to this young generation so that they are empowered to truly be involved as active citizens geared towards achieving Agenda 2030. In doing so, he also lauded the many efforts that KISS employs to educate its vast student body about the SDGs.



SHRI SATYA TRIPATHI

Shri Tripathi officially launches the International Youth Campaign on Kindness for the SDGs at KISS.

CITY-WIDE ENGAGEMENT:

Official Flag-off of Swachhata 'Cleanliness Awareness Vehicle'

The highlight of the afternoon's events at KISS was undoubtedly the flagging of the Swacchta 'Cleanliness Awareness Vehicle' to promote awareness on sanitation and cleanliness throughout Bhubaneswar city for a full week. The mobile vehicle will travel throughout the city from the 2nd to the 8th of October, playing messages on sanitation and clean drinking water.

These messages particularly highlight Goal no. 6 of the 17 Sustainable Development Goals - "Clean Water & Sanitation: Ensuring the availability and sustainable management of water and sanitation for all". Barely a few days into the week-long initiative, KISS has already received word of positive response from citizens of Bhubaneswar towards this initiative.



CLEANLINESS AWARENESS VEHICLE

parked on KISS campus prior to its flag-off

HUMAN CHAIN LOGO:

Creation of UNESCO and Swacch Bharat Campaign human logos

Another method of student engagement at KISS featured the creation of human-chain logos of UNESCO, KISS and the Swacch Bharat Campaign by thousands of KISS university students.



HUMAN LOGOS

An aerial view of UNESCO, KISS and Swacch Bharat human logos formed by 10,000 KISS students on October 2nd, 2018.

PUBLIC SANITATION & AWARENESS:

KIIT & KISS staff and students clean-up Shikharchandi Hill

Thousands of students and staff from both KISS, and KIIT University participated in a massive clean-up of Shikharchandi Hill,which is a public picnic spot adjacent to a temple.

This space is commonly used as meeting space for various festivals and picnics year round, making it essential to ensure cleanliness in this public space. By cleaning this space and promoting the imrpotance of cleaning public spaces, the public also gained knowledge on the necessity of maintaining sanitation and cleanliness in their personal and public spaces, thereby ensuring overall cleanliness of the city.



SHIKHARCHANDI HILL

Students and staff of KISS University clean Shikharchandi Hill

PUBLIC SANITATION & AWARENESS:

KIIT Students clean up Bhubaneswar Central Bus Station

The student activities cell of KIIT University also participated along with various university departments to hold similar smaller cleanliness drives around the city.

The biggest of these drives was held at the central bus station of Bhubaneswar city, located at Baramunda. This cleanliness drive was greatly lauded by the public.



BHUBANESWAR CENTRAL BUS STATION

Students of KIIT University's Students Activities Cell clean up the public Bhubaneswar bus station.located at Baramunda. .

SOCIAL MEDIA ENGAGEMENT

Yes Peace Network

Students of KIIT University participated in a social media campaign with Yes Peace Network, in order to promote the message of peace and sanitation. Through their messages and posts, the students both highlighted and demonstrated the critical role played by youth in promoting acts of kindness, cleanliness, peace and harmony in society, thereby contributing towards the achievement of the global sustainable development goals.

Stories of Kindness

Stories of Kindness is an on-going story campaign shared on UNESCO MGIEP's web portal, wherein stories of kindness related to the SDGs can be submitted to UNESCO. The campaign hopes to mobilise the world's youth to achieve the 17 SDGs through transformative acts of Kindness. The overall goals of the campaign are to create a positive culture of kindness where a person's selfless acts matter while showing how they can make a difference to the SDGs. *It also hopes to p*rovide a comprehensive, independent and engaging pathway for youth to demonstrate how an act of kindness is a non-trivial task and that being kind is "cool".

Answering UNESCO's call for stories, students at KISS and KIIT University were sensitised about the story campaign and asked to submit their stories.



YES PEACE NETWORK

YESPeace provides an open space for dialogue by connecting youth and youth organisations working in the area of education, peace, sustainable development and global citizenship and enabling them to take the lead in transforming education for humanity, as outlined in Sustainable Development Goal 4, Target 7.



MOVING FORWARD

Citizens of Bhubaneswar vow to hold similar initiatives

Following the positive feedback that poured into KISS for its efforts at the beginning of the 150th birth anniversary year of Mahatma Gandhi, citizens of Bhubaneswar pledged to hold similar initiatives throughout the year, in order to maintain the overall cleanliness of the city, and therein fulfill Gandhi ji's dream, as active and involved citizens of Bhubaneswar.





EVENT MEDIA

Pictures and Videos of the campaign may be accessed on:

https://drive.google.com/drive/folders/1lYYoAtsz26n0qOu75dFKSjsNJ-4c2LVU?usp=sharing