

KOMPASSIONATE KIDS

ACTIVITY REPORT January to March, 2010

Introduction

Every year thousands of animals are bred and tortured for milk and meat. Animal farming today has become a big business and most animals are treated as profit-making machines, not as living beings creatures capable of feeling pain and fear. To maximize profits and reduce costs, chickens, pigs and cow are packed in crowded conditions, which make it impossible for them to even stretch their wings or legs. They are deprived of a normal environment and kindness. But most of us are not aware of these appalling conditions, given the fact that we see a smiling cow on our milk sachets or a winking, happy-looking hen on our egg cases. Nor do we realize the staggering effects that animal-based diets and intensive farming have on the environment - rapid degradation of water resources, deforestation, desertification and global warming, to name a few.

To sensitise the younger generation about the realities of modern meat and dairy farming and its impacts on the environment, the C.P. Ramaswami Aiyar Foundation (CPRAF) has initiated a programme titled **KOMPASSIONATE KIDS**, sponsored by WINSOME CONSTANCE KINDNESS TRUST. The programme aims to reduce environmental degradation and animal suffering by promoting a vegetarian lifestyle, besides other eco-friendly practices. The programme aims to inspire students in the 10-15 age group and work with them towards spreading the word of compassion towards animals and green living.

The primary focus is on

- the links between food choices and environmental impact
- how a balanced vegetarian diet improves human health and well-being
- how a vegan diet reduces animal suffering

It takes reasonable expertise and experience to implement projects that foster ecological awareness. CPRAF chose C.P.R. Environmental Education Centre (CPREEC) to participate in the awareness driven project in recognition of the Centre's pioneering efforts in the field of environmental education in South India. CPREEC is a Centre of Excellence of the Ministry of Environment and Forests, jointly established by the Ministry and the C.P. Ramaswami Aiyar Foundation in the year 1989.

PHASE 1

Planning

Planning is of major importance to any project. During the planning phase of the Kompassionate Kids Programme:

- The team members of Kompassionate Kids Programme were identified.
 - Lalitha Ramadurai – Project Leader
 - R.Sridevi – Environmental Education Officer

Supporting Staff

- P. Sudhakar – Joint Director, CPREEC
- R. Sathya Narayanan – DTP and Publication
- Group discussions / Meetings were held to devise a strategy for the project, keeping in mind that dietary choice in India is a sensitive issue, often related to family traditions, even religion.
- Resources (Activities, Powerpoint, etc.) and information to be used in the project's pilot phase were put together.
- A powerpoint presentation titled NON-VIOLENCE TOWARDS NATURE was prepared by the team. (The powerpoint presentation is enclosed)
- The schools for the pilot study were identified and contacted.

Field Testing

The KOMPASSIONATE KIDS programme was initiated in the city of Chennai during January 2010.

To test the concept and the content validity, the programme team visited The Grove School and Saraswati Kendra Learning Centre for Children – schools located in the campus of the CPRAF.

The students were shown the power-point presentation NON-VIOLENCE TOWARDS NATURE, which highlights the violence inflicted to nature by human beings and talks about the ways in which we can make peace with Mother Nature. The presentation was designed to capture the attention of the young audience. It has animation, which proved to be a hit among the students. The PowerPoint was followed by fun-activities (puzzles, games, etc.) based on the theme. The programme was well received by the students of both the schools.



Presentation titled 'Non-violence towards Nature' being made to the students of Saraswati Kendra Learning Centre for Children, Chennai

As the next step, the programme team visited three other schools in the city, namely

- Padma Seshadri Bala Bhavan School, T. Nagar
- Sri R.K.M. Sarada Vidyalaya Girls' Higher Secondary School, T. Nagar
- M.Ct.M. Chidambaram Chettyar Matriculation School, Mylapore

and talked about the programme and the concepts behind it. The PowerPoint was also shared with the students of these schools. The concepts were easily understood by the children, who also came up with various ideas to implement the programme in their schools.

As the examinations commence in the month of February, the full-fledged implementation of the project is possible only in the next academic year, beginning June 2010.

Exhibition – EATING UP THE WORLD

Publication – pamphlet on EATING UP THE WORLD.

CPREEC designed an exhibition which focused on the environmental consequences of animal farming. It was titled EATING UP THE WORLD and was put up at the C.P. Art Centre from February 04-19, 2010. It had panels and models that listed reasons to give up animal-based diets. The environmental, health, ethical and animal welfare angles were also discussed in great detail.

A colourful and easy-to-understand pamphlet has also been published which was distributed free to all the visiting students and members of the public. The CD containing the exhibition panels and the pamphlet are enclosed.



*Students of M.Ct.M. Chidambaram Chettyar Matriculation School
visiting the Exhibition*

Press Meet

A press meet was organized by CPREEC on February 06, 2010 to brief the media about the 'Kompassionate Kids' programme, the 'Eating up the World' exhibition and the other events held in its connection. The meet was attended by print as well as television media and was well covered. The press clippings are enclosed.

Inter-School Competitions

Painting and Creative competitions for school students were also conducted on February 16th and 17th respectively as part of the exhibition. The topics were :-

- Painting Competition (Classes VI – VIII) – Design a poster on EATING UP THE WORLD
- Creative Writing Competition (Classes IX – XIII) : Story based on EATING UP THE WORLD

About 30 city schools participated in the events. (List of schools enclosed)



School Children at the Inter-school Creative-writing Competition

Visit to the Blue Cross of India

Several students were taken to the Blue Cross of India. The children were very enthusiastic and showed great concern for the animals at the rescue centre. They were full of ideas and had a lot of questions.

PHASE 2

As a result of the enthusiasm shown by the schools during the pilot phase of the project, the programme will be extended to other city schools in the next academic year. Letters have been sent to CBSE, ICSE and Tamilnadu State Board schools.

Activities Planned during 2010 -11:

- ❖ Introduction of the concept in more schools - The team members will revisit the schools and some more to exhibit EATING UP THE WORLD and NON-VIOLENCE TOWARDS NATURE.
- ❖ **Selection of Kompassionate Champ & Teacher Mentor from each school** – The Kompassionate Champs will be the student-mentors, along with a teacher (nominated by the school). A 2-day orientation workshop will be conducted for the selected students / teachers from the city schools. The workshop will include:
 - Talks by experts on animal welfare
 - Training in activities by which the programme could be taken ahead
 - Visit to animal welfare shelters

- ❖ **Take-back memories** – Caps and wrist bands to be distributed among the Kompassionate Champs and other relevant participants.
- ❖ **The exhibition and the programme “Eating up the World” will visit schools in Chennai, Hyderabad and Ooty.**

Encl.:

1. CD with:
 - a. Powerpoint presentation on NON-VIOLENCE TOWARDS NATURE
 - b. Exhibition Panels on EATING UP THE WORLD
 - c. Pamphlet – We are EATING UP THE WORLD!
 - d. Exhibition Photos
2. Pamphlet – We are EATING UP THE WORLD! (Hard Copy)
3. Press Clippings
4. List of participating schools

C.P.R. ENVIRONMENTAL EDUCATION CENTRE
1 Eldams Road, Alwarpet, Chennai 600 018

EATING UP THE WORLD

PAINTING COMPETITION (CLASS – VI to VIII) LIST OF SCHOOLS

| S. No. | Name and address of the school |
|---------------|---|
| 1. | Jawahar Vidyalaya Sr. Sec. School Ashok Nagar, Chennai 600 083. |
| 2. | Corporation Higher Secondary School Rajalakshmi Nagar, Zone X, Velachery, Chennai 600 042 |
| 3. | The Hindu Senior Secondary School Triplicane, Chennai 600 005. |
| 4. | Bala Vidya Mandir Sr. Sec. School Adyar, Chennai 600 020. |
| 5. | The Grove School CPRAF, Alwarpet, Chennai 60 018. |
| 6. | P.S. Senior Sec. School Alamelumangapuram, Mylapore, Chennai 600 004 |
| 7. | St. Thomas Mat. Hr. Sec. School Stringers Street, Broadway Chennai 600 108 |
| 8. | The Ashram Mat. Hr. Sec. School 20, Race Course Road, Guindy Chennai 600 032 |
| 9. | The P.S.B.B. Millennium School 9, GST Road, St. Thomas Mount, Chennai 600 016 |
| 10. | Ganapathy Iyer Girls' High School Gopalapuram, Chennai 600 086 |

| S. No. | Name and address of the school |
|---------------|--|
| 11. | New Prince Matriculation Higher Secondary School 8th Street, New colony, Adambakkam, Chennai 600 088 |
| 12. | The Children's Garden Higher Secondary School Myalpore, Chennai 600 004 |
| 13. | P.S. Higher Secondary School R.K. Mutt Road, Mylapore, Chennai 600 004 |
| 14. | P.S. Matric Higher Secondary School 214, R.K. Mutt Road, Mylapore, Chennai 600 004 |
| 15. | Sri Sankara Vidyashramam Matric. Hr. Sec. School Thiruvanmiyur, Chennai 600 041. |
| 16. | Jaigopal Garodia National Hr. Sec. School, East Tambaram, Chennai 600 059 |
| 17. | Maharishi Vidya Matndir Sr. Sec. School, Dr. Guruswamy Road, Chennai 600 031 |
| 18. | D.A.V. Girls' Sr. Sec. School Gopalapuram, Chennai 600 086. |
| 19. | Sri R.K.M. Sarada Vidyalaya Girls' Hr. Sec. School Usman Road, T. Nagar Chennai 600 017 |
| 20. | Sir Sivaswami Kalalaya Sr. Sec. School Mylapore, Chennai 600 004 |

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EATING UP THE WORLD

STORY-WRITING COMPETITION (CLASS – IX to XII) LIST OF SCHOOLS

| S. No. | Name and address of the school |
|---------------|--|
| 1. | Jawahar Vidyalaya Sr. Sec. School Ashok Nagar, Chennai 600 083. |
| 2. | Sri Sankara Vidyashramam Mat. Hr. Sec. School, South Avenue, Thiruvanmiyur, Chennai 600 041. |
| 3. | P.S. Senior Sec. School Alamelumangapuram, Mylapore, Chennai 600 004 |
| 4. | Sri RKM Sarada Vidyalaya Girls. Sec. School Usman Road, T. Nagar Chennai 600 017 |
| 5. | D.A.V. Girls' Sr. Sec. School Gopalapuram, Chennai 600 086. |
| 6. | Sir Sivaswami Kalalaya Sr. Sec. School Mylapore, Chennai 600 004 |
| 7. | The P.S.B.B. Millennium School 9, GST Road, St. Thomas Mount, Chennai 600 016 |
| 8. | P.S. Higher Secondary School R.K. Mutt Road, Mylapore, Chennai 600 004 |
| 9. | Corporation Higher Secondary School Rajalakshmi Nagar, Zone X, Velachery, Chennai 600 042 |
| 10. | Maharishi Vidya Mandir Dr. Guruswamy Road, Chetpet, Chennai 600 031 |

| S. No. | Name and address of the school |
|---------------|--|
| 11. | Bala Vidya Mandir Sr. Sec. School Adyar, Chennai 600 020. |
| 12. | Ganapathy Iyer Girls' High School Gopalapuram, Chennai 600 086 |
| 13. | New Prince Matriculation Higher Secondary School 8th Street, New colony, Adambakkam, Chennai 600 088 |
| 14. | The Hindu Senior Secondary School Triplicane, Chennai 600 005. |
| 15. | The Children's Garden Higher Secondary School Myalpure, Chennai 600 004 |
| 16. | G.K. Shetty Hindu Vidyalaya Matric. Higher Secondary School Mohanapuri, Adambakkam, Chennai 600 088 |
| 17. | P.S. Matric Higher Secondary School 214, R.K. Mutt Road, Mylapore, Chennai 600 004 |
| 18. | The Grove School CPRAF, Alwarpet, Chennai 60 018. |
| 19. | The Ashram Mat. Hr. Sec. School 20, Race Course Road, Guindy Chennai 600 032 |
| 20. | Modern Senior Secondary School Nanganallur, Chennai 600 061. |