

C.P.R. ENVIRONMENTAL EDUCATION CENTRE

1, Eldams Road, Alwarpet, Chennai 600 018

Tel.: 044-24346526 Fax: 044-24320756

e-mail: cpreec@gmail.com Website: www.cpreec.org

Project title: **KINDNESS KIDS – A VEGETARIAN OUTREACH IN SCHOOLS**

Sponsored by: **Humane Society International – India**

Amount received: **Rs.30,00,000/-** (Rupees thirty lakhs only)

Target: **50,000 students of Std. VI to VIII**

Cities covered:

S. No.	State	City
1.	Tamil Nadu	Chennai
2.	Tamil Nadu	Nilgiris
3.	Andhra Pradesh	Guntur
4.	Karnataka	Tumakuru
5.	Odisha	Cuttack

Objective

To popularize the benefits of vegetarianism among school students, CPREEC implemented a programme titled Go-Vegetarian programme among school students of Std VI, VII and VIII from various schools in the Nilgiris, Chennai, Tumakuru, Guntur and Cuttack funded by HSI – India. CPREEC covered **50,115** students in the above cities.

Generation and printing of resource materials

Resource materials were printed in English and other regional languages like Tamil, Telugu, Kannada and Oriya for distributing to the participating students.

- Pledge card on being vegetarian
- Pamphlet on *Kindness Kids*
- Activity Sheets
- Posters for participating schools

Students were asked to express their views on Animal Welfare in art form for which the students were provided with the required stationeries.

- Crayons
- Pencil
- Sharpener
- Eraser
- Drawing Sheet/ Art Sheet
- Pouch to hold the above

School programmes

The programmes were conducted in collaboration with the concerned State Education Departments. The schools were identified by the District Education Office and prior permission was obtained to conduct the programmes in the identified schools in the above cities.

The staff members visited the schools and interacted with the school authorities to carry out the programmes on vegetarianism, animal welfare, etc. A PowerPoint presentation on *Animals in Distress* followed by a talk was organized for school children. The students were also shown a video film titled “Where is our food coming from?”

The students enthusiastically expressed their views while drawing on vegetarianism and being kind to animals. The drawing sheets were collected from the school students.

The details of programmes completed are given below:

	Chennai Tamil Nadu	Nilgiris Tamil Nadu	Guntur Andhra Pradesh	Tumakuru Karnataka	Cuttack Odisha
No. of schools covered	30	83	28	45	20
No. of students covered	10,009	10,011	10,045	10,050	10,000

Pledge Card

The pledge cards signed by the students with the consent of their parents / teachers on becoming vegetarian were collected in all the cities.

Cities covered	No. of Pledge Cards distributed	No. of Pledge Cards received
Chennai, Tamil Nadu	9,200	4,500
Nilgiris, Tamil Nadu	5,000	3,265
Guntur, Andhra Pradesh	8,000	5,000
Tumakuru, Karnataka	5,500	5,220
Cuttack, Odisha	10,000	9,120

Photographs



Programme at Bentineck Higher Secondary School, Chennai



Programme at Chennai Middle School, Royapettah, Chennai



**Students of St. Anne's Girls' Higher Secondary School,
Royapuram, Chennai, Tamil Nadu**



**Programme for the students of St. Mary's Girls Higher
Secondary School, Perambur, Chennai**



**Students of Rani Meiyammai Girls Higher
Secondary School, Chennai**



**Programme for students of St. Sebastian's
Matriculation High School, The Nilgiris**



**Student's orientation programme using flip chart at Government
Tribal Residential Middle School, Bokkapuram, The Nilgiris**



**Students of Government Tribal Residential Middle School
expressing their views through drawings, Bokkapuram, Nilgiris**



**Programme for the students of St. Antony's High School,
Kotagiri, Nilgiris**



**Students of Fatima Girls Higher Secondary School, Gudalur,
Nilgiris in Tamil Nadu with their drawings**



**Programme at Zilla Parishad High School, Peddapalem,
Guntur District**



**Programme at Zilla Parishad High School for Girls,
Kolluru, Guntur District**



**Programme at Zilla Parishad High School, Pedavadlapudi,
Guntur District**



Programme at Government Higher Primary School, RMSA, Doddaveeranahalli, Tumakuru Taluk, Karnataka



Programme at Government Higher Primary School, RMSA, Kethanahalli, Tumakuru, Karnataka



**Programme for students of Ganapathi High School, Hebburu,
Tumakuru Taluk, Karnataka**



**Students of Government High School, P. H. Colony, Tumakuru, Karnataka expressing their
views through drawings**



Programme at Government Girls High School, Cuttack, Odisha



Programme at St. Joseph's Girls High School, Cuttack, Odisha



Programme at St. Joseph's Girls High School, Cuttack, Odisha



Students of Kalinga Institute of Social Science High School, Bhubaneswar expressing their views through drawings