

FINAL REPORT - CSR ACTIVITY

AWARENESS DRIVE ON ENVIORNMENT SUSTAINABILITY

April 07 - 27, 2016

New Delhi & Mumbai

Supported by



ACTIVITY OVERVIEW

Environment sustainability is one of the compelling issues worldwide, with a possibility of being addressed through dedicated and consistent efforts of society.

Recognizing the need for a collaborative effort, Messe Frankfurt India (MFI) has chosen environment sustainability as one of the areas it seeks to address as part of its CSR intervention.

As a first step, an awareness drive was initiated by MFI last year to acquaint the people about how each one of us can make a positive impact on the environment.

In continuation of the same, this year MFI has expanded the awareness program to reach out to more people in collaboration with the implementing partner SAFMA.

For the purpose **“Conservation of energy and natural resources”** was selected as the theme for CSR campaign.

During this campaign look walker manpower covered different locations of Delhi and Mumbai over a period of 14 days program. Several interactive sessions were held at Delhi and Mumbai across the program duration. During each of these sessions, the audience were encouraged to share their views on the current challenges being faced by society on energy conservation.

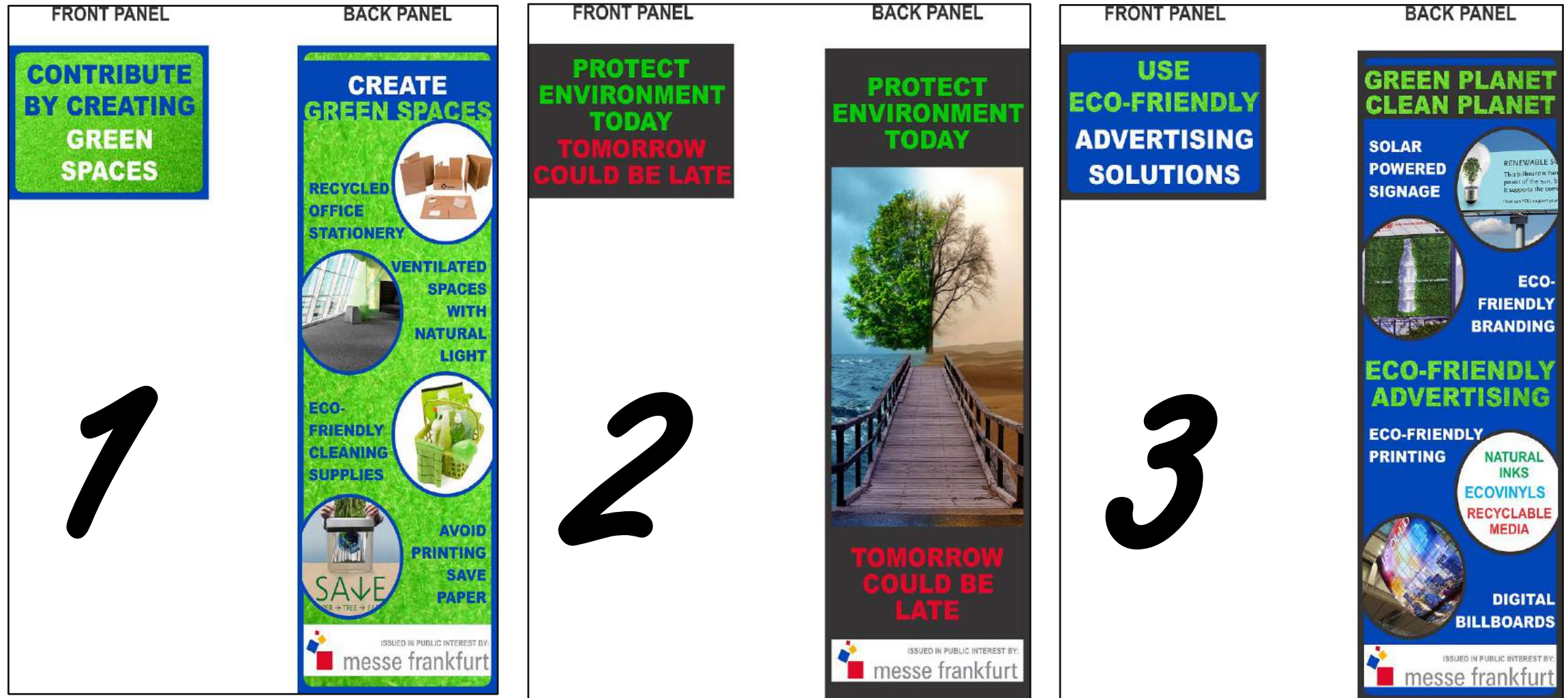
Discussions were also held to apprise them on corrective measures to be taken. At the end of each session, the audience were also invited to pledge to spread the message of “Conservation of energy and natural resources” and to implement the same in their lives for a clean and sustainable environment.

ACTIVITY OVERVIEW

Project Name	Awareness Campaign on Environment Sustainability
Grant Amount	INR 1,120,000
Target Areas (refer ensuing slides for the specific locations covered)	Mumbai & Delhi
Target Audience	Students, Corporate Employees & General Public
Project Duration	14 days campaign New Delhi & NCR - 7 th April – 13 th April 2016 Mumbai - 21 st April – 27 th April 2016

INNOVATIVE GRAPHICS FOR 2016

Innovative graphical depiction with messages on few simple steps in our daily lives that can bring revolutionary benefits towards **Energy Conservation** and **Other Key Natural Resources**.



INNOVATIVE GRAPHICS FOR 2016

Innovative graphical depiction with messages on few simple steps in our daily lives that can bring revolutionary benefits towards **Energy Conservation** and **Other Key Natural Resources**.



AN INNOVATIVE MEDIUM



Look-walkers: An Innovative, Efficient and Effective medium to spread awareness

INTERACTION PLATFORM

Interactive engagement with target audience by inviting them to take a pledge and take action now.

T-Shirt



The following Exercise is being done keeping in mind Conservation of Energy for a better tomorrow and every individual's contribution towards that.

The exercise highlights certain elements and some basic steps in our daily lives that make a lot of difference for a better, safer and healthier tomorrow for our families and friends.

TAKE A PLEDGE

I PLEDGE TO TAKE THE FOLLOWING ACTIONS

Once you have made your selections, please add your name and email to complete your pledge.

LIGHTING

- Use energy efficient lights
- Replace 1 light bulb
- Replace 5 light bulbs
- Replace 30 light bulbs
- Turn off lights when not needed

APPLIANCES & ELECTRONICS

- Always Buy Energy efficient appliances
- Turn off appliances when not needed
- Wash clothes on full load
- Use Solar Powered Equipment
- Recycle old equipment
- Service equipment frequently

WATER

- Check plumbing and fix leaks
- Turn off water while brushing
- Take quicker showers
- Use rain water harvesting equipment
- Recycle old equipment
- Service equipment frequently

OTHERS

- Turn off my vehicle at long halts
- Use public transport or car-pool
- Walk for shorter distances
- Categorize before disposing off junk

By taking the Pledge, you acknowledge and agree that:

- 1) Your personal information submitted as part of the Conserve Resources Pledge will be shared with the Messe Frankfurt and organizations you have agreed to associate with your account.
- 2) Messe Frankfurt's use of your personal information shall be governed by Messe Frankfurt's Privacy Policy.
- 3) You may receive emails from Messe Frankfurt or its associated organization.

NAME

CONTACT

E-MAIL ID

SUGGESTIONS

I AGREE ☐

(Signature)



Issued in Public Interest by:
messe frankfurt

Trained teams in customized attire interacted with the target audience to spread awareness and invited them to take a pledge by filling the form

LOCATIONS COVERED

DELHI / NCR	MUMBAI
Nehru Place	Bandra Link Road
M Block, Greater Kailash I	Bandra Bandstand
Gargi College/KNC	Dadar Station Road
Hauz Khas Market	Dadar Shivaji Park
Netaji Subash Palace	Mohamad Ali Road
Sector -15, Rohini	Crawford Market
Janak Puri District Center	Hiranandani Market, Powai
PVR, Janak Puri	R City Area, Ghatkopar
DLF Cyber City, Gurgaon	Corporate Hubs, BKC
Sec 56, Hong Kong Market	Bandra Skywalk
Dayal Singh College / CGO Complex	Corporate Hubs, Prabhadevi
Khan Market	Sidhi Vinayak Temple Area
Noida Sector -16	Corporate Hubs, LBS Marg
Noida Sector - 18	Nirmal Lifestyle Mall Area

ACTIVITY SNAPSHOT



ACTIVITY SNAPSHOT



ACTIVITY SNAPSHOT



ACTIVITY SNAPSHOT



ACTIVITY SNAPSHOT



ACTIVITY SNAPSHOT



ACTIVITY SNAPSHOT



ACTIVITY SNAPSHOT



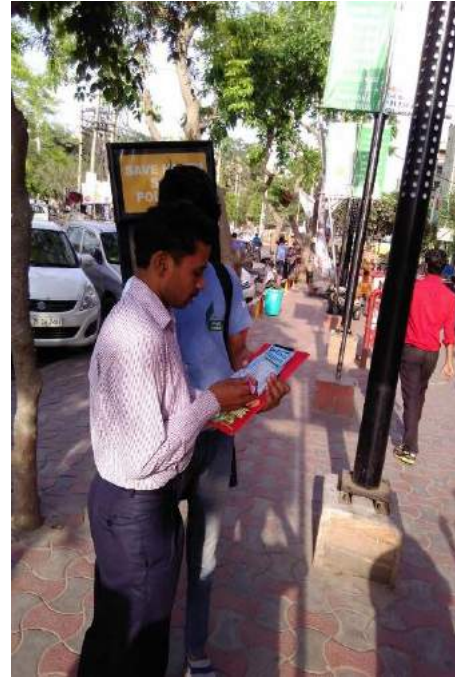
ACTIVITY SNAPSHOT



ACTIVITY SNAPSHOT



ACTIVITY SNAPSHOT



RESPONSE

S.No.	Date	Ward	Location	City	Campaign Visibility	Direct Interactions	Pledges Taken
1	7 th April 2016	South	Nehru Place	Delhi	9,500	580	210
2	7 th April 2016	South	M Block, Greater Kailash – I	Delhi	5,400	320	90
3	8 th April 2016	South	Gargi College / KNC	Delhi	8,400	486	166
4	8 th April 2016	South	Hauz Khas Market	Delhi	17,400	930	350
5	9 th April 2016	West	Netaji Subash Palace	Delhi	16,000	840	319
6	9 th April 2016	West	Sector – 15, Rohini	Delhi	12,600	750	281
7	10 th April 2016	West	Janak Puri District Centre	Delhi	11,700	720	270
8	10 th April 2016	West	PVR Janak Puri	Delhi	10,800	630	220
9	11 th April 2016	NCR	DLF Cyber City	Gurgaon	14,400	810	312
10	11 th April 2016	NCR	Sector -56, Hong Kong Market	Gurgaon	18,000	1,080	382
11	12 th April 2016	South	Dyal Singh College / CGO	Delhi	9,250	590	210
12	12 th April 2016	South	Khan Market	Delhi	9,750	620	230
13	13 th April 2016	NCR	Sector 16, Noida	Noida	9,700	590	230
14	13 th April 2016	NCR	Sector 18, Noida	Noida	10,200	680	260
Total					163,100	9,626	3,530

RESPONSE

S.No.	Date	Ward	Location	City	Campaign Visibility	Direct Interactions	Pledges Taken
1	21 st April 2016	Mumbai	Bandra Linkin Road	Mumbai	11,200	630	243
2	21 st April 2016	Mumbai	Bandra Bandstand	Mumbai	11,250	720	247
3	22 nd April 2016	Mumbai	Darad Station Road	Mumbai	11,100	640	240
4	22 nd April 2016	Mumbai	Dada Shivaji Park	Mumbai	12,700	800	289
5	23 rd April 2016	Mumbai	Moham Ali Road	Mumbai	11,300	710	247
6	23 rd April 2016	Mumbai	Crawford Market	Mumbai	11,000	730	275
7	24 th April 2016	Mumbai	Hiranandani Market	Mumbai	7,500	430	153
8	24 th April 2016	Mumbai	R City Area, Ghatkoper	Mumbai	17,500	980	367
9	25 th April 2016	Mumbai	Corporate Hubs, BKC	Mumbai	9,720	610	226
10	25 th April 2016	Mumbai	Skywalk, Bandra Station	Mumbai	10,900	695	264
11	26 th April 2016	Mumbai	Prabhadevi	Mumbai	10,100	640	240
12	26 th April 2016	Mumbai	Siddhi Vinayak Area	Mumbai	11,000	690	264
13	27 th April 2016	Mumbai	LBS Marg	Mumbai	10,400	660	243
14	27 th April 2016	Mumbai	Nirmal Lifestyle Mall	Mumbai	10,900	680	260
Total					156,570	9,615	3,558
Total for Delhi & Mumbai					319,670	19,241	7,088

FINANCIAL REPORTING

Expense	Budgeted Spend (INR)	Actual Spend (INR)	Variance to Budget (%)	Narrative Description of the expenditure incurred
Look walker with manpower	520,000	510,000	-1.92 %	<p>The expenses were incurred for renting of look walker units as well cost of hiring relevant manpower to execute the activity. This also includes cost of lunch and refreshment for the manpower look walkers during the campaign .</p> <p>Balance under spend of INR 10,000 of the budget was adjusted with other budget line items.</p>
Permission costs	130,000	138,000	+6.15 %	<p>The expenses incurred were in the nature of permission costs/sanctions from various authorities. Actual expenditure was higher than budgeted due to shuffling of locations on 24th April 2016 and 25th April 2016 in Mumbai</p>

FINANCIAL REPORTING

Expense	Budgeted Spend (INR)	Actual Spend (INR)	Variance to Budget (%)	Narrative Description of the expenditure incurred
Support Staff & Supervisors	75,000	75,000	-	A total of 2 support staff and 1 supervisor were hired for monitoring and logistical coordination of all look walkers and program for whole duration at a fixed cost.
Manpower/look walker/material transportation & logistics	160,000	1,64,986	+3.12%	<p>This expense related to the cost of transportation of the look walker kits between locations over the program period as well as the transportation of manpower from the designated activity sites.</p> <p>The overspend has been compensated by SAFMA from the budget of content creation and development</p>
Merchandise & Product literature	95,000	99,160	+4.38 %	<p>The expense is in relation to purchase of customized T-shirt for the manpower along with the printing of the pamphlets for the pledges.</p> <p>The additional cost was attributed towards dry-cleaning of T-shirts in the middle of the activity and has been met with savings in other budget line items.</p>

FINANCIAL REPORTING

Expense	Budgeted Spend (INR)	Actual Spend (INR)	Variance to Budget (%)	Narrative Description of the expenditure incurred
Content creation / development	80,000	75,000	-6.25 %	The entire project has been evolved/conceptualized by SAFMA in collaboration with an outsourced expert agency/ technical team from designing the appropriate messages to be conveyed to the target audience to on-ground development and implementation of the program.
Execution partner/technical fee	60,000	60,000	-	
Total	1,120,000	1,122,146		The excess/overspend of INR 1,251 has been absorbed by SAFMA

THANK YOU

Supported by



SAFMA