



RallyForRivers.org

GIVE A MISSED CALL
SAVE OUR RIVERS
☎ 80009 80009

COLLEGE ACTIVITY LIST

CREATING AWARENESS

1. **Send an Email, WhatsApp & SMS:** The entire student and faculty community could be sent the campaign email, WhatsApp and SMS. (Templates for all three are in the “College Kit”)
2. **Social Media Awareness:** Spread awareness about the campaign through Facebook, Twitter and other social media platforms. Come up with different kinds of posts/videos/blogs and **share them on social media platforms** with the hash tag **#RallyForRivers**.
3. **Posters :** With the help of the college’s creative team, **posters and sketches** can be made. Install these posters on various notice boards across the college campus and the whole city. We should have the missed call number (80009 80009) written on these posters.

ENGAGING COLLEGE STUDENTS

Selfie Stand: Create a Selfie Stand for your college using your creativity and innovation (can use cardboard, thermocoal, chart papers etc). Identify a high foot fall place in your college, where you can place the selfie stand and encourage students to click selfies with it, to show their support. They can do in their own innovative way. They can share in on Facebook, Twitter, WhatsApp or other social media platform with the hash tag #RallyForRivers.

School Module: The College volunteer team should contact a minimum of **10 schools to spread the awareness for the campaign**. Schools can take part in various activities listed in the “School Kit” which can be downloaded from the website www.RallyForRivers.org.

Mini-Parliamentary Discussion: Organize **college-level debates/discussion rooms** on the theme “Rally for Rivers”. Participants can discuss the topic of the depletion of India’s rivers, its impact on the future of our nation, and how we can effectively implement the solution of planting trees on either side of river banks, which in turn will increase the livelihood for the farmers in the next 5-6 years.

Note: You can get the material that was used for the awareness campaign to the September 1st.



“This is not a protest. This is not an agitation. This is a campaign to raise awareness that our rivers are depleting. Everyone who consumes water must Rally For Rivers.”

– Sadhguru



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ONLINE VIDEO SUBMISSION

Get maximum participation from your college for the grand Online Video Submission powered by INOX. Individuals or groups of students could produce **short videos** themed on Rivers of India. Participants can win prizes worth up to **INR 5 Lakhs**. Winners will also get a chance to work with some of the **India's most reputed movie directors**. You can put up promotional posters on notice boards across the campus. Please refer to the enclosed **Video Submission posters** to get more details.

RALLY FOR RIVERS – September 1st

On September 1st, people all over the country will gather in different locations to create awareness. Students from your college can also be a part by standing at major crowded spots in the city. They could hold “Rally for Rivers” placards/ posters to explain to people what the cause is about and inspire them to give a missed call. The designs for these placards are included in the “College Kit”. Alternately, students are welcome to express their creativity by making their own designed posters/banners for Rally for Rivers.

Note: Our aim is not to create an atmosphere of agitation. It is of paramount importance that this is peaceful process of spreading the awareness

PARTICIPATION IN THE EVENT

As part of the “Rally for Rivers” awareness campaign, Sadhguru, founder of Isha Foundation, will himself be driving across 16 states with over 20 events in major cities from 3 September to 2 October, 2017. When the Rally hits your city, it would be wonderful if students from your college can support and be part of the event. The event date for each city can be found in the “College Kit.”

Sending the Update:

After you conduct the awareness campaign please update , send a message (and a few photographs/videos, if possible) via **WhatsApp to 80009 80009** in the following format:

RFR-COLLEGE-[DISTRICT NAME]-[COLLEGE NAME]-[NUMBER OF PEOPLE REACHED]

(e.g. RFR-COLLEGE-MUMBAI-IIT BOMBAY-2000)

This will help us know how many people we have reached out to. Every college that responds will be acknowledged for their contribution towards this movement on our social media.

Note: Please stick to the given format while sending the update message.



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