Making India USD 5 Trillion Economy…supporting the Prime Minister's call for awareness to Global Warming through the Channel of Education

White Paper · From REVA University Bangalore

REVA's mission is: REVA University aspires to become an innovative university by developing excellent human resources with leadership qualities, ethical and moral values, research culture and innovative skills through higher education of global standards

Our stress is on being an Innovative University and in this direction and guided by our vision we are determined to do things differently and make REVA a unique destination for study for various aspirants. This document outlines our plans for a new digital campaign that spreads the message of the Prime Minister to the country and the world at large and also lists the efforts that are underway to create Jagruti-towards Global Warming a model to be shared with the upcoming newer Universities thus creating a smart platform for networking for better ideas between Universities to create a new awareness amongst the youth. The document in the process also lists the various best practices followed at REVA to create a responsible cohort of youth.

Problem Statement

The dawn of an internet and mobile broadband era has empowered the World tremendously and this impact is seen in the Education sector the most. Where Education institutions are working with the young generation right from K-12 to Higher Education, this impact has probably been the highest. Education sector is catering to the natives of this Digital Era and hence the thrust on Educators to adapt themselves to the Education scenario has probably been the most forceful of adaptation. The youth have and are constantly in need to have access to the world's knowledge and information, high-fidelity communications and along with parents and other stakeholders of this eco system are keen on exploring a wide range of low-cost, more

convenient services. That these services are available in various forms today and that all allied services are catering to these needs more than the needs of any other sector is beyond comprehension. From teaching-learning in the classroom to equipment and quick substitution to books and study material to coaching online to products and transport and other catering services growing digital, the speed of change is remarkable. Parents are now demanding services from India from across the globe and there are instances of classrooms being monitored with technology from a parent at his office. The Ecosystem needs this change. Education Institutions have to find solutions to make this education system transparent and easily accessible to all the stakeholders. Working together with technology companies have found solutions to help increase the economic system, working together with education institutions who are thought leaders in their space will empower Education Institutions in India to grow faster and bring in a positive impact in the lives of students.

Education Institutions are the most networked amongst all other sectors with their stakeholders: parents, teachers, students and society. A couple of decades ago, every communication made by an Institution came at a very high cost, with a large number of resources consumed inclusive of manpower. Today smartphones and the internet has changed the way in which communication channels are used by Institutions. Governance has taken a complete facelift and distributed governance is the key to success of an Institution. But many Institutions are fully aware of the benefits, working in silos, are weary of the internet and are reluctant to disrupt the existing system. We at REVA believe that collaborating with likeminded Higher Education Institutions across the country and the globe is the only way to ensure that our Make In India effort is enhanced and our reach increased. Digital media is the only media to take a giant leap forward and bring to reality the USD 5 Trillion Economy initiative.

The Opportunity
As we embark on this white paper that we think together various ideas on sensitizing our youth to Global warming and leveraging technology, apart from sharing our Model of Jagruti - towards Global Warming, we think it is important to share our beliefs to align the Edupreneurs community and ecosystem we intend to spark around this initiative:

- We believe that many more people should have access to Digital technology and technology that can substitute waste of natural resources
- We believe that education institutions can bring about a vast difference in this world
- We believe that a global campaign of this nature can create immense impact on the youth, empowering them, enabling them, impressing upon them to take this up as a cause and influence them to become thought leaders in these directions
- We believe that people will increasingly participate in this movement
- We believe that Education leaders will network through this platform and learn to share their best practices
- We believe that we all have a responsibility to work with the Government and the PMO to sustain and thrust forward his dreams for the nation

The Background

The thought stemmed with Prime Minister Narendra Modi's launch of the Make in India initiative on September 25, 2014, with the primary goal of making India a global manufacturing hub, by encouraging both multinational as well as domestic companies to manufacture their products within the country. Led by the Department of Industrial Policy and Promotion, the initiative aims to raise the contribution of the manufacturing sector to 25% of the Gross Domestic Product (GDP) by the year 2025 from its current 16%. Make in India has introduced multiple new initiatives, promoting foreign direct investment, implementing intellectual property rights and developing the manufacturing sector. It also seeks to facilitate job creation, foster innovation, enhance skill development and protect intellectual property. This is where Higher Education sector plays a crucial role as the country needs Educated, responsible and sensitive team members and this value addition can be brought out by Education Institutions only through Skill based learning and teaching and sensitivity to social needs.

Skilled workforce

In this competitive world, the need of the hour is to offer high-quality education by imparting employability skills. Skilled workforce can contribute to the society as well as to the GDP of the country. To accelerate economic development and the creation of related jobs, India has to develop a talent pool that meet the requirement of various industries.

Infrastructure development

Infrastructure development of the nation also plays a key role in executing this vision. The country has to contribute to this vision by building roads, highways, ports, housing, railways, and water management. This required highly skilled workforce to develop, operate and maintain the jobs related to these industries.

How Education Can Be a Game Changer

The strength of a nation relies on higher education system. To turn India into a $5 trillion economy, the foundation has to be laid through quality education. The higher education structure of India should be reformed by giving autonomy to universities and letting them to set of hi-tech infrastructure and research labs to nurture the best talents for the country.

There is a dramatic change in the field of education in India over the past three decades. The gender bias in education has come down drastically in these three decades. There is a huge rise in the number of women enrolling for higher education with compound annual growth rate of 5 percent. Hence, by 2024, there will be normalisation of genders in the higher education.

Well-qualified teachers

The vision can be fulfilled only by transforming the existing higher education institutions into world-class educational institutions. Setting up new institutions that are focused on research and innovation is the best way to reach the goal. Each institution should make a deliberate effort to hire well-qualified and motivated teachers by providing regular training to enhance

their skills. Only institutions with world-class infrastructure and facilities can attract qualified faculty and international students.

Global Exposure

Globally ranked institutes should create a well-educated and skilled talent pool in the country and lure foreign students. The inflow of foreign students to the Indian campuses benefit the campuses with diversity in culture and languages.

Curriculum

The course curriculum has to be updated to meet the industry standards and the institutes should ensure excellent facilities to the student to make India as the first choice for higher education. India has to create such institutions to make it a global hub for students seeking higher education.

Role of REVA University

REVA University's strength is the urge for innovation through research studies. REVA University has already started its journey towards this vision because it is one of the globally ranked institutes. REVA is creating skilled and knowledgeable students who are industry-ready. The University also has a global recognition in terms of quality education, infrastructure and facilities that attract a good number of foreign students.

The diverse community of students in REVA University shows its global educational standards. The University updates the curriculum of each course so that it aligns to the current trends and requirements of various industries. REVA became research and innovation-oriented campus because of its highly qualified faculty members.

REVA became the undisputable destination for higher education because of its hard work and dedication towards education throughout these years.

Introducing Jagruti

Jagruti: A Movement towards Nation Building

The brainchild of Dr. P. Shyama Raju, Honourable Chancellor, REVA University, Jagruti is a cause that is close to everyone's heart at REVA. 2018 saw the conception of RELA- REVA Electoral Literacy Association, an organized effort to spread a sense of civic responsibility towards voting among citizens and thereby inducing their democratic sensibility. Thus was born Jagruti, it's first program. The main focus was the constituency of Byatarayanapura in Bengaluru.

Formation of REVA Electoral Literacy Association (RELA) - Birth of Jagruti

Bengaluru has been moving backward in terms of participation in the democratic machinery of the country. The overall aggregate voting enrollment and participation from urban India has

been rather poor, as observed through the country. This disappointment strongly points towards the eminent failure and loss of faith amongst this populace in the ideals of democracy, so arduously built by the freedom struggle and the architects of our constitution. A large democracy naturally translates to a large voting population due to its sheer size. However, our country here needs a step up, not just in active involvement but also in being equipped with the right knowledge. This precipitation needs a boost. REVA Electoral Literacy Association (RELA) is a convinced endeavor by the University, faculty and students, to conscientiously evoke in citizens the awareness, knowledge of and need for ideally functioning democratic processes. The essence and vision of RELA is aligned with empowerment of the citizens for better participation in the electoral democracy in voluntarily registering and ethically voting in every election. RELA constituted Jagruti to counter this legacy of a non-participatory mindset in people.

The campaign was inaugurated on 16th November 2018. Sri Sanjiv Kumar, IAS, Chief Electoral Officer, Karnataka was the Chief Guest of this event. Sri Sreenivasachary, IAS (Retd.,), State Election Commission was the Guest of Honour of this event and Dr. P. Shyama Raju, Hon'ble Chancellor, REVA University presided over the event. This event witnessed the oath taking ritual for all at REVA to uphold independent India's democratic values. The Guests and other dignitaries shared their thoughts on the growing need for democratic values to come into play for the betterment of our society. Student volunteers also exhibited a play which proclaimed the importance of voting.

In the first phase of 'Jagruti' more than 800 students of REVA University and its allied educational institutions participated in the Deeksha Vidhana Event' of the initiative conducted on 19th November 2018, as volunteers to spread the message of voting, beginning with conducting an awareness electoral centric survey in Byatarayanapura Constituency of Bengaluru. Close to 50 lecturers participated in the campaign. Dr. P. Shyama Raju, Chancellor, REVA University initiated this campaign. Two round workshops were conducted for students and lecturers who were involved in this campaign. In these workshops electoral officers participated to guide the group to a better understanding of the mission and its importance. BBMP officials were a crucial part of this door to door campaign.

This 12 day arduous process had student and faculty volunteers move door to door, interacting with residents of the constituency, armed with a Google form questionnaire that would help them prepare a detailed survey report on the voting pattern and mindset of the city. At the culmination of this project, which was also an experiential learning for students, a report will be submitted to the State Election Commission for further action and study.

REVA University celebrated the successful completion of the first phase of Jagruti, a campaign by REVA Electoral Literacy Association (RELA) on 6 December 2018 at Kuvempu Auditorium in the campus. A voting awareness campaign, students of the University immersed

themselves in the process of educating residents of Byatarayanpura constituency on the importance and details of elections.

To commemorate the realisation of this ongoing campaign, where more than 800 students and 200 faculty members supported by the very involved members of Bruhat Bengaluru Mahanagara Palike (BBMP) participated, REVA hosted an Appreciation Meet. Shri. P. S. Vastrad, IAS (Retd.), Karnataka, Senior Consultant, SVEEP, (Election Commission of India), was the esteemed Chief Guest with Dr. P. Shyama Raju, Honourable Chancellor, REVA University presided over the event.

Jagruti Sets an Example
The significance and the combined endeavor of Jagruti was recognized on International Voter's Day, 25 January, 2019. Dr. P. Shyama Raju was felicitated by Governor of Karnataka, Shri. Vajubhai, Rudabhai Vala along with other dignitaries of the State Election Commission for ushering in social awakening through Jagruti.

Jagruti: Phase 2
REVA University inaugurated REVA Electoral Literacy Association's (RELA) Jagruti, commencing its Phase 2, on 18 March, 2019 at Kuvempu Auditorium on the campus.
Ms. Disha Oberoi, RJ, RED FM 93. 5, who has tied up with Election Commission to spread awareness on voting and has been actively involved in causes related to that was the Chief Guest of the event.

Encouraged by the success of the survey, RELA spearheaded Jagruti Phase 2, a more participatory podium. Students will engage residents with powerful enactments, songs, performances and more. This time the engagement will be more direct and hands on. The inauguration also released the Jagruti Phase 1 Souvenir- a chronicle of the work accomplished and a record of the experience in the form of a booklet.

"It falls on your shoulders, everyone present here, to encourage the other to vote" articulated Disha Oberoi, who is considered a youth icon for her continuing support for causes and initiatives for public welfare. Dr. P. Shyama Raju took this moment to further motivate students of REVA in "realizing the vision of better nation"

The third phase of Jagruti was preceded by Phase 1 and 2, spanning over 6 months. Jagruti- a voting awareness initiative by REVA University has been on a singular mission, to educate citizens on voting as a right and a responsibility. In the first phase, more than 800 students and 100 faculty members participated, undertaking a digital survey to record the voting mindset systematically. In phase 2, students took the performative route to invoke civic consciousness on voting. Street plays, dance performances and songs were performed in rural settings to reach a large number of people.

Jagruti Phase 3 was a digital platform where voting as a right was being endorsed hoping to capture modern social media aficionados. Phase 3 transformed the campaign with WhatsApp, Twitter, Website, Facebook, Vlogs and blogs as the forums for communication.

Initiated in the month of November, 2018, Jagruti Phase 1 & 2 made an impact and impressed upon more than 1 lakh homes of Bengaluru. The cause continued to stir the country with small but methodical steps. Finally taking the digital world too. The Jagruti Digital Campaign fashioned an incredible response from the forums, the fulcrum of this mission being a fused strong voice of the youth. Through the combined platform of Google, Facebook, Twitter, LinkedIn, Instagram, YouTube and Slideshare, the campaign was able to reach more than 30 lakh views and responses.

Jagruti towards Global Warming….
Focus has now been shifted to Jagruti this year by REVA and with the objective of focussing of REVA on initiatives towards preserving and conserving our Earth. Jagruti towards Global Awareness as a campaign was launched in July 27, 2019 amongst the students and society at large.

As a first step of Jagruti 2019-20, the campaign started digitally and will continue to sustain the same with priority being on the fact that no usage of paper will be done and strongly send a message to the society that we practice and preach sensitivity towards nature and greenery. The campaign was initiated and started by students with:

1. Posts on Global Warming on all digital media
2. Statistics on where the Earth is moving and how aware we should be about this
3. Precaution and remedy towards Global Warming and with focus on initiatives taken up by REVA
4. Blogs and posts towards student sensitivity and
5. REVA steps towards creating a sensitivity towards nature in the campus

The response has been overwhelming. This campaign is a strong message to all education institutions and the youth of today that we need to save our nature, our mother earth and this World from Global Warming. It is the youth who can work aggressively on this concept and we want Jagruti to be led by the youth of REVA.

REVA has been involved in creating this awareness towards Global Warming in small ways within the campus. We have a student size of more than 14000 students in the campus and each student has pledged to take this campaign forward. Along with this we have a faculty strength of 1000 and other staff members around 600 and together our objective is to build awareness, Jagruti amongst the youth about Global Warming and how students can contribute towards Saving this World.

REVA has strategically planned and gone Digital for the past few years. Today's generation of students live in a world of technology, right from their mobiles to their laptops to their usage of apps to networking on social media. From our end we have taken small strides towards saving this planet by adding digital boards to save on paper notifications, Apps that navigate students in the large campus, ERP communication with parents and students alike, ICT classrooms, smart classrooms, Online fee payment facilities, moodle for class notes, Tab based assessment, promotion of e-books, lecture capturing system and so on.

We need to sustain and preserve our Environment and we can do this in small steps which we have already begun be it in controlling water and food wastage, rain water harvesting and recycling in campus, use of LED power in the campus, Electric charging points in the campus and promoting cycles in the campus. By doing so we can sensitize students to the importance of protecting and sustaining our Environment.

This is REVA's small step towards protecting our Environment and we believe that the youth of today can make a difference in this!

How to Get Involved
Jagruti towards Global Warming envisions a vibrant ecosystem of educators networking, sharing, adding value to our thoughts on global warming and encouraging students to participate in this campaign. Some of the initiatives taken up at REVA to make REVA a Digital campus has been fairly successful and we at REVA can be a model to be replicated.

Our journey is just beginning, and we are asking the community to help. If Educators believe in what Jagruti-towards Global Warming could do for billions of people around the world, share your perspective and join in. Your feedback is needed to make global warming initiatives inclusion a reality for people everywhere. If your organization is interested in becoming a Jagruti partner we would be happy to collaborate and work together with you.

Conclusion
REVA hopes to create a greener world and add to the dream of the Prime Minister's vision for the year ahead. With small steps in this direction, there will be access to better and bigger ideas that can involve the student community in this movement. Practice of all ideas that emerge is a reality and in this direction only Education Institutions can come forward for the reach is far more than any other organization. The youth is who will make a difference. We recognize that the road to delivering this will be long, arduous, and won't be achieved in isolation — it will take coming together and forming a real movement around this pursuit. We hope you'll join us and help turn this dream into a reality for billions of people around the world.

For more details on Jagruti-towards Global Warming, please visit : www.reva.edu.in

Ananth Raju · I WISH A GRAND SUCCESS TO THE REVA MOVEMENT AND HOPE LET OTHERS TO FOLLOW 🙇🙇🙇 🙇🙇🙇

Like · Reply · 1d

Kedarnath Reddy Palle · 0:00 Wonderful of the day and event

Dr. Manjunath Kounte @MRKounte · Jul 27
Great Initiative by @REVAUniversity to bring awareness about #Globalwarming and #ClimateChange

#globalwarming
#ClimateEmergency
#ClimateChangeIsReal
#Jagruti

john_johnny8 Everytime I swipe my credit /debit cards in fuel station, restaurants or even buying groceries, I make sure i stop the vendor on not to print the customer copy to save on paper. And I also educate others

psakode Usually use public transport of pool service. I understand only me using it won't make difference but surely maximum people doing the same will surely impact

harshavardhan00009 I hv planned to fo Rain harvest in my Home ....and it can be used fr various purpose.....👍

2h   Reply

tagaru_teja Collect Drinked plastic bottles 1/2L to 2L on Road n cut into pieces,fill the soil and Plant the Tree's...... as I done in my home,Free of cost,Less in Time,Eco friendly....❤️Can place on terrace or In compound To look beautiful...no need to buy from outside😘

rakhavvv I have a composter at home. Don't use single-use plastic (bare minimum). I run n NGO name lethalgleans and plant trees and clean roads in Noida every week. Fitted CNG in my car. Now planning to fot water harvesting system and solar panels on the rooftop.

bhaskargupta9968 To reduce carbon emissions and footprint and reduce chances of global warming I have stopped using tissue and unnecessary plastic, I even thought recycle everything that came to my home which can be recycled and I do plant a tree every month

anil.jaswal.3158 I use fridge with eco friendly technology and get pollution check of scooter regularly so that pollutants are not emitted. Electricity is used if necessary otherwise keeps my led lights switched off. Always send plastic waste for recycling. Try and plant as much trees as one could and also see to it that they grow up.

b_henaa Whenever I see someone littering any place, I politely tell them not to do so. If they don't, I try to clean it. Also I use public transport and encourage others to do so.

4h   Reply