

## **‘Sit and Draw’ competition World Environment Day 5 June, 2010. Kolkata**

**Jointly organized by the Centre for Social Markets,  
Birla Industrial and Technological Museum (BITM) &  
West Bengal Biodiversity Board**

To celebrate World Environment Day, the Centre for Social Markets organized a ‘Sit and Draw’ competition in partnership with Birla Industrial and Technological Museum (BITM) & West Bengal Biodiversity Board. The event was designed to attract children from both disadvantaged as well as privileged homes in a common learning and sharing activity. Almost two hundred students participated in this special day to celebrate art, the environment and their talent.

CSM partnered with a range of local community organizations to engage children from poorer backgrounds and special needs. These organizations included New Life New Hope, Inner Wheel, Garden Reach Slum Development, Women’s Interlink Foundation, Vivekananda Adarsha Milan Mandir and Tollygunge Women in Need. Those from a better off background came from schools such as La Martiniere for Boys and Girls, Pailan World School, St. Xavier’s Collegiate School and Patha Bhavan.

The theme of the day was set by the World Environment Day. Children sat in two groups – the lower age group comprising children aged 10 to 12 years, while teenagers formed the upper age group. For the junior participants, the topic was “You and your Environment”, while for the seniors, the topic was “Many Species - One Planet, One Future”. The children were bubbling with enthusiasm. Their keenness was a pleasure to behold. Each child received a gift to take home from CSM in the form of a pencil case and pastel colours.

Other events on the day included “Sound Pollution Measurement” hosted by BITM for BITM Summer Campers,; “Sapling Distribution” hosted by Friends of Trees where every child received a sapling. A “Costume Parade” aka “Go as you Like” for

children of different schools and a "Popular Talk" given by noted scientist and Oceanographer Dr. Sugata Hazra.

The prize distribution ceremony generated much excitement and prizes were given for each group. The winners were: Group 1 – xxxx; Group 2 – xxxx; Group 3 e (Will be added in a week).

The following special guests also attended the event: E. Islam, Director, BITM; Sandeep Chakraborty, eminent artist and Principal, Rabindra Bharati University, Kolkata; Prof. Sugata Hazra, Director, School of Oceanographic Studies; and Dr. Tapati Ghosh, Senior Advisor and Board Member, CSM.

NB: A selection of photos from the event can be found on CSM's website: [www.csmworld.org](http://www.csmworld.org)  
Further photos of the prizewinning entries and news clippings will be added within a week.

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