

DEPARTMENT OF ENVIRONMENT
GOVERNMENT OF NCT OF DELHI
6TH LEVEL, 'C' WING, DELHI SECRETARIAT
I.P.ESTATE, NEW DELHI-110002

No. 9/02/ECO/Env/2019

Date:

To
All Eco club Incharge

Subject: Increasing awareness among students about the Paryavaran Saathi chatbot

Air pollution has become one of the most endemic and pressing issues of our times, particularly affecting the young and the old.

In 2020, the GNCTD launched a full-blown citizen engagement campaign "Yudh, Pradushan ke Virudh" to engage citizens more proactively. This year, as part of the 75th year of India's independence, with a continued focus on "Yudh, Pradushan ke Virudh", we are looking at engaging Delhi's youth in the age band of 15-25 years in a big way. Given the favourable demographic dividend in Delhi and the negative long term-effects that deteriorating air quality levels can have on the young, we see a huge potential in engaging lakhs of students of Delhi as "Paryavaran Saathi" to address the pollution crisis.

For this, Paryavaran Saathi which is a Whatsapp Chatbot has been designed in partnership with UNICEF for Delhi's youth. The following are its key features:

- Upon a simple registration with the bot, the youth can engage with the chatbot. The chatbot is designed to involve the youth in the **fight against air pollution by gamifying the experience**.
- The bot presents a series of fun environmental tasks and facts for the youth who get rewarded **Paryavaran Saathi points** for every successful completion.
- The **top 100 users** with the maximum no. of points stand a chance to meet the Hon'ble Environment Minister of Delhi.

You are, hence, requested to inform the maximum number of students about the Paryavaran Saathi chatbot in your institution and motivate them in participating in Delhi's fight against pollution through the chatbot.

Please note that the Paryavaran Saathi chatbot number is 9650414141. Students can send a simple "Hi" on Whatsapp to start engaging with the chatbot.


(K.S. Jayachandran)
Special Secretary (Env.)