

REPORT OF KAUSHAL BODH ACTIVITY SESSION 2026–27

Name of the Activity: Eco Ad Makers – Sell Sustainability

Day & Date: Wednesday, 22 April 2026

Class: VI

Activity Incharge: Ms Kumari Shalini

Teacher Incharge: Ms Minal

Objectives: To enable the learners:

- To understand the importance of sustainability and eco-friendly practices in daily life.
- To learn how advertisements persuade people using slogans, visuals and messages.
- To develop creativity by designing eco-friendly ideas and advertisements.
- To enhance teamwork and communication skills through group activities and presentations.

"Small acts, when multiplied by many, can transform the world."

Glimpse of the Event

On **Wednesday, 22nd April**, an interactive and creative activity on **Eco Ad Makers – Sell Sustainability** was conducted in the school premises of **MBS International School** for **Grade 6** students. The activity aimed to create awareness among students about sustainability and encourage them to adopt eco-friendly practices in their daily lives. The respective classrooms created a welcoming and comfortable environment for the participants.

The program began with a brief introduction to the purpose of the activity, highlighting creativity, awareness and discussion on simple eco-friendly practices such as conserving water, reducing plastic usage, and planting trees. Students not only listened to the discussions but actively participated and shared their ideas on how these practices can be adopted in daily life. Their thoughtful ideas reflected creativity and enthusiasm.

The teacher then introduced the concept of advertisements and explained how they influence people's choices through persuasive messages, slogans, and visuals. This was followed by a brainstorming session where students came up with innovative eco-friendly products and ideas, including the use of cloth bags, rainwater harvesting methods, and composting techniques.

To enhance creativity and teamwork, students were divided into groups and tasked with creating short eco-friendly advertisements. Each group designed a catchy slogan and presented their ideas using simple yet effective visuals and persuasive messages. The presentations were enthusiastic and reflected a strong understanding of environmental issues.

The activity concluded with thoughtful reflections on sustainable living. Overall, the session was highly engaging and successfully encouraged students of Grade 6 to think creatively while developing a sense of responsibility towards the environment.

Judgement Criteria:

- Creativity and Innovation
- Environmental Awareness and Relevance
- Clarity of Message
- Teamwork and Presentation
- Overall Impact

Result of the Competition

S.No	Name	Class & Section	Position
1	Sanvi Negi, Saavi Gupta, Yashika Bisht, Paavni Sharma, Divyanshi Deshwal	VI A	FIRST
2	Tejaswini Rai, Shivali Chandra, Sanaya, Aarav Shukla, Advik Singh, Parv Maheshwari, Anadee Kaur Bhatia	VI B	FIRST
3	Ayaan, Ayushmaan, Omaansh, Rudra Mishra, Rudra Prakash, Reyan	VI C	FIRST
1	Vaibhav, Faithlyn, Naira, Riyansh Barwal, Vandita, Fariha	VI D	FIRST
2	Yamini, Divija, Aayana, Chhavi	VI F	FIRST

