



**A YOUTH-FOCUSED SOCIAL ENTERPRISE FOR ENVIRONMENTAL
PROTECTION AND CLIMATE CHANGE SOLUTIONS**

About us

Based in Bangladesh, Probha Aurora is a climate-sensitive, youth-focused social enterprise that envisions a world of transformed teenagers and young adults possessing moral values and demonstrating ethical behaviors in their daily lives, especially in their response towards the environment and climate change. The social enterprise began its journey to help these teenagers and young adults to safeguard them against the visible erosion of moral values and encourage them to use their platforms effectively to protect the environment and address climate change across the country. The words Probha (Bengali – from the East) and Aurora (English – from the West) together (meaning: light and the rays of the rising sun) reflect the global nature of both problems and the need for solutions to them.



www.probhaaurora.com
22/15, Khilji Road, Mohommadpur, Dhaka,
Bangladesh

VISSION

A world with climate-conscious teenagers and young adults who embody strong moral values and demonstrate ethical ways of working.



MISSION

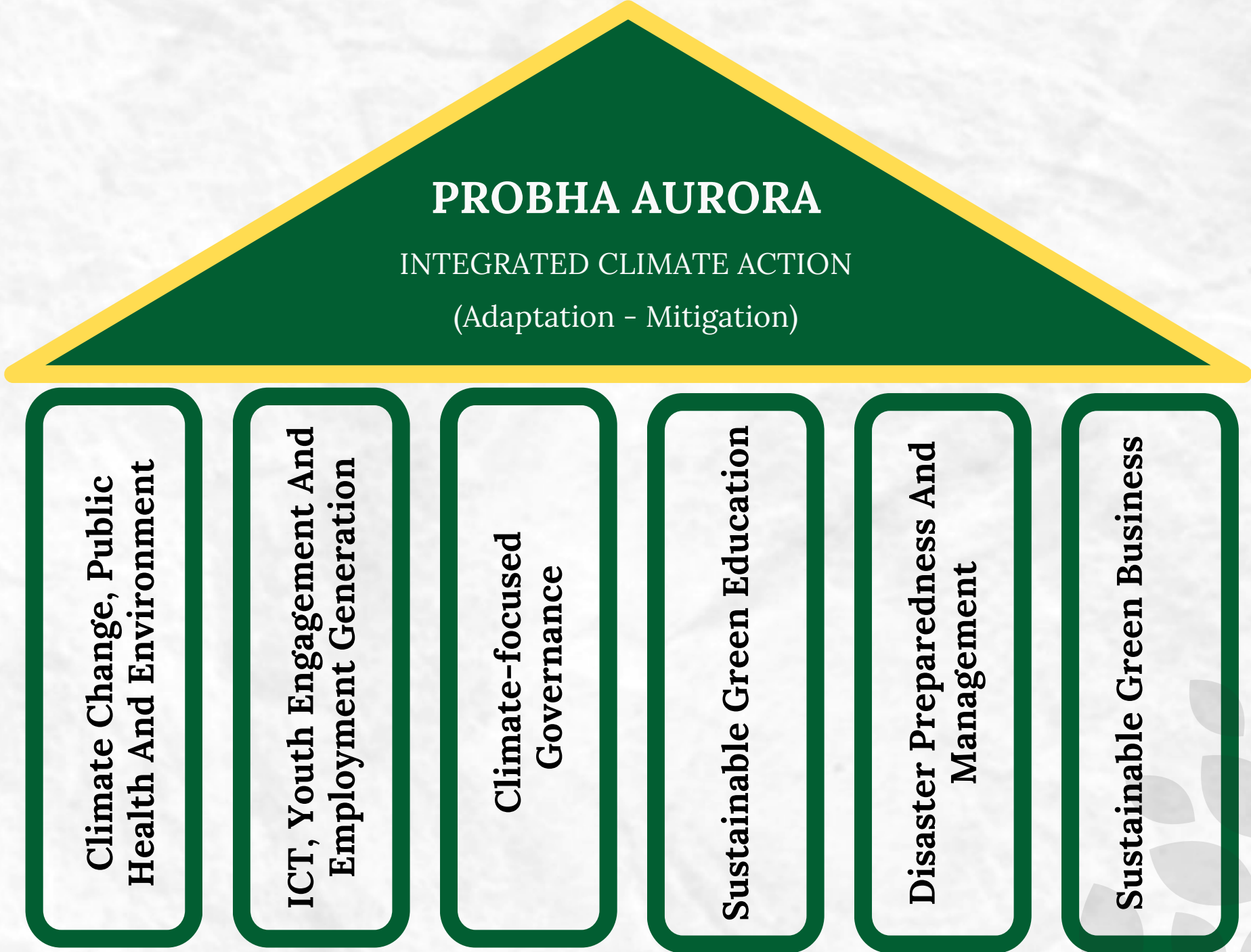
- To empower teenagers and young adults to be ethical and moral while responding to the environment and climate change globally as well as locally.
- To provide sustainable life skills and career-building opportunities, to ensure equitable access to digital technologies and resources, and to reconnect our young people with the environment and international climate change networks.

GOVERNANCE AND STEWARDSHIP

A group of multidisciplinary experts and renowned personalities of the country and abroad closely associated with the organization, such as former senior government officials, economists, renowned academics, doctors, technologists, cultural personalities, bankers, public health and climate and environment experts and personalities who steer related governance issues. They uphold transparency and accountability and strive to promote organizational ethics. It is to be noted here that we maintain international standards of financial transparency by working with an internationally acclaimed top-ten Bangladeshi audit firm.



ACTIVITIES



Our activities cover both adaptation and mitigation to combat climate change under six pillars.



SPECIAL INITIATIVES

We offer both product and service-oriented regular and special initiatives.

Foundation for Environmental Education (FEE) Programs

FEE is the world's largest environmental education organization based in Denmark and recognized by UNESCO and UNEP. FEE operates globally five important programs, including the Green Key and YRE. As a National Operator, Probha Aurora has been entrusted with implementing these programs with the technical guidance of FEE. It is noteworthy that both Green Key and YRE are being implemented by Probha Aurora.



Green Key:



Green Key is a leading international eco-label awarded to those offering lodging and hospitality facilities and committed to sustainable business practices. It is given to establishments that comply with eco-friendly criteria set by FEE that is independently verified through regular on-site audits. Our Green Key program is currently being implemented in the Tourism industry by the youth to promote sustainable tourism practices. After having a visible substantial change in this sector, we expect that youths will implement such practices in other sectors such as Business, Academia, Research, Environmental Management (waste management, water management, energy conservation), Food Industry (Responsible Procurement), Chemical Industry (Effective Microorganism Cleaning Products), Organic/Eco-friendly Products etc.

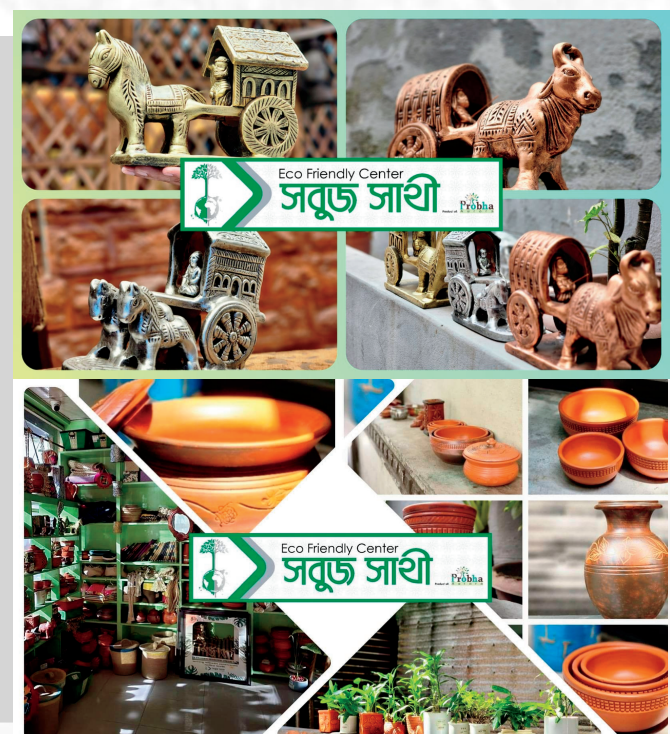
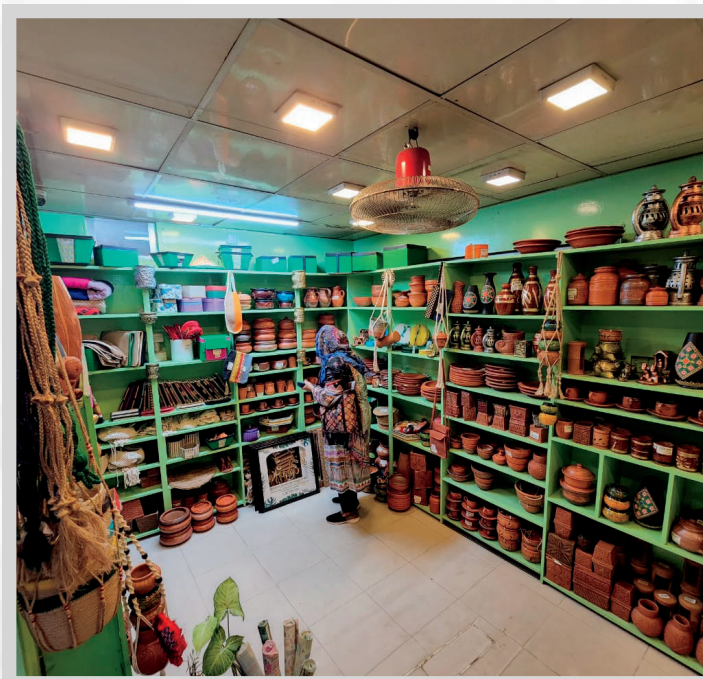
YRE:

The Young Reporters for the Environment (YRE) program aims to empower young people to take a stand on environmental issues they feel strongly about and to give them platforms to express these issues through writing, photography or video initiatives. YRE offers such enthusiastic youngsters a chance to have their voices heard through high-quality journalistic work. The ultimate goal of YRE is to identify environmental injustices, offer solutions to them and involve relevant establishments to address environmental issues. We hope, our Young Reporters will be able to make a difference in their communities while also developing their leadership, critical thinking and communication skills. YRE is currently active in more than 42 countries worldwide and is still growing!



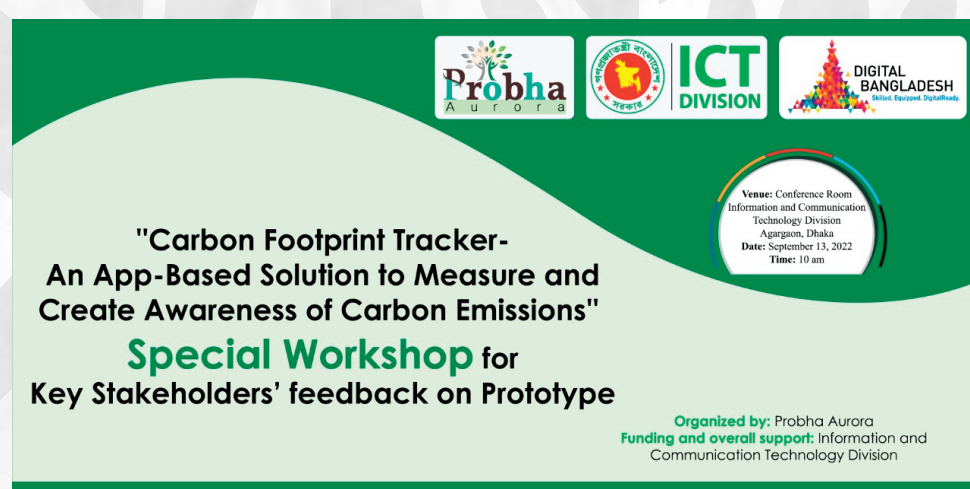
ECO-FRIENDLY CENTRE AND E-COMMERCE

The economic progress of the country has been pushing people to lead a high-carbon lifestyle that causes high carbon emissions. The situation is compounded by carbon emissions from industries and businesses. To counter such a situation, Probha Aurora has come up with the Sabuj Sathi Eco-Friendly Centre, the first of its kind in Bangladesh. Sabuj Sathi e-commerce and centre – both launched on the platform, aims to replace the high carbon-emitting products that people use on a daily basis with indigenous eco-friendly products. The Centre strictly adheres to a zero-plastic policy in terms of product packaging. More details can be obtained from this website: www.sabujspathi.net



CARBON FOOTPRINT TRACKER

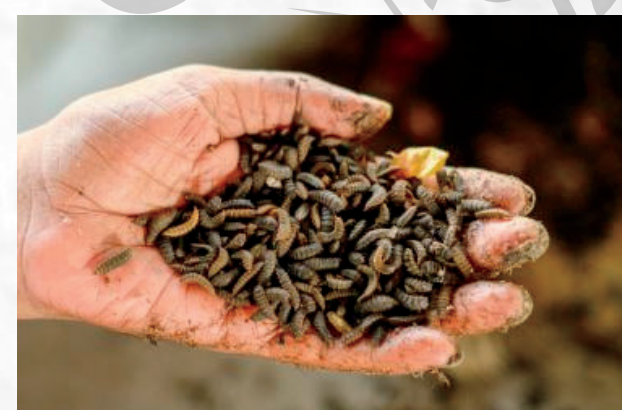
The Carbon Footprint Tracker is a collaborative initiative with our government's information and communication technology division to combat climate change considering the local context and local capabilities, though Bangladesh is a low carbon emitter compared to the developed countries. Current available global evidence suggests that there is a lack of a comprehensive tool for measuring carbon emissions in multiple settings such as individuals, families, homes, offices and consumers. These are relevant when talking about climate, and by using our app, it will be possible to track the carbon emission rate everywhere. Further, though locally driven, however, backed by the power of machine learning and artificial intelligence, the app will be a smarter solution to the global climate context.



ECO-FRIENDLY AND NUTRITIOUS FARMS

It is a research-based, technology-integrated, and innovative initiative to provide multiple solutions by cultivating black soldier flies (BSF) in Satkhira district, one of Bangladesh's most vulnerable areas due to climate change. Under this initiative, organic waste will be collected as feed to nurture the black soldier fly to yield a type of larvae using a special technique. Later, the larvae will be used as feed for fish, chickens, ducks, plants for indoor planting, eggs etc., to be produced in an environmentally friendly and healthy way. If properly implemented, such farms will add a new dimension to waste management in the country.

It is also aimed at adding value, primarily to the poultry industry, and secondarily to meet the nutritional needs of the people in Bangladesh and beyond. It is expected to be a bright example, especially in the field of zero waste and circular economy. The program also plans to test Eco-creation machines and robotic solutions in the future.



OTHER SELECTED IMPORTANT ACTIVITIES BEING CARRIED OUT UNDER THESE SIX PILLARS ARE

- Being a Bangladesh partner of the Waste Hero Alliance, developing an educational curriculum on waste, conducting various activities on Zero Waste and Circular Economy: <https://wasteheroeducation.com/#overview>
- Conducting Climate Hero Rotaract activities based on needs evaluation through Rotaracts and youths and providing special training to them on the environment and climate issues;
- Initiating a Mobile Food-van program to develop healthy and environmentally friendly eating habits of students and to add value to the street vendors' entrepreneurship.
- Encouraging people to use indigenous and traditional food products, setting up such industries as Barley (Chhatu) Factories;
- Utilizing cultural media optimally to protect the environment and combat climate change, regularly organizing Paribesh Shandhya' consisting of environmental songs, dances, recitations etc.;
- Inspiring teenagers and young adults to build an animal-friendly society;
- Celebrating World Animal Day celebration with relevant government institutions and providing a platform for youths in this regard (details to be found at www.friendofanimals.com);
- Celebrating Global Action Days with relevant government institutions in Bangladesh is a significant milestone, providing an opportunity to raise awareness, mobilize communities, and encourage collective action towards important global causes. Students of different ages from different educational institutions participate in the event.
- Creating interactive voice response (IVR) content on various issues of climate change and environment protection from different perspectives as VIAMO's country partner. It may be mentioned in this context that Probha Aurora maintains a nationwide pool of voice artists to create such content;
- Conducting National Awareness Program, specifically targeting region-wise rickshaw pullers;
- Spreading awareness of climate change, plastic pollution, pandemics & common illnesses by engaging young adults. While creating awareness, young adults also distribute a Protector (a hat made of bamboo & leaves) to replace plastic-made hats and reusable masks to the working class. WHO and RCCE have reviewed our awareness campaign materials.

- Conducting research is one of the priorities of Probha Aurora. Realizing the importance of modern research, Probha Aurora deploys a multidimensional approach and seeks collaboration to tackle climate change and protect the environment. Already, it has forged partnerships with various relevant institutes and consortiums, for example, Bangladesh University of Health Sciences, Consortium for Climate and Health, and Waste Hero Alliance, for augmenting research. Also, it involves capable key personalities and researchers at national and international levels and maintains a pool of expert researchers in various fields. Probha Aurora's collaboration with WHO and JHUCCP for evidence generation under the Risk Communication and Community Engagement pillar has been widely acclaimed already, and its recent research focusing on human behavioral aspects and climate change related to eco-friendly products has also gained much appreciation;
- Organizing webinars regularly on various aspects of climate change and environmental protection and inviting relevant experts and personalities from various sectors to contribute to knowledge dissemination.
- Forging Partnership and Networking; Probha Aurora is active as a member of various associations and consortiums both domestically and internationally. Among such consortiums and associations are:



- Conducting research is one of the priorities of Probha Aurora. Realizing the importance of modern research, Probha Aurora deploys a multidimensional approach and seeks collaboration to tackle climate change and protect the environment. Already, it has forged partnerships with various relevant institutes and consortiums, for example, Bangladesh University of Health Sciences, Consortium for Climate and Health, and Waste Hero Alliance, for augmenting research. Also, it involves capable key personalities and researchers at national and international levels and maintains a pool of expert researchers in various fields. Probha Aurora's collaboration with WHO and JHUCCP for evidence generation under the Risk Communication and Community Engagement pillar has been widely acclaimed already, and its recent research focusing on human behavioral aspects and climate change related to eco-friendly products has also gained much appreciation;
- Organizing webinars regularly on various aspects of climate change and environmental protection and inviting relevant experts and personalities from various sectors to contribute to knowledge dissemination.
- Forging Partnership and Networking; Probha Aurora is active as a member of various associations and consortiums both domestically and internationally. Among such consortiums and associations are:

Introduction of the Founder and Managing Director



Bidhan Chandra Pal, entrepreneur, researcher, and climate expert as well a poet is the Founder and Managing Director of Probha Aurora. Mr. Bidhan Pal – soon after finishing his Master in Social Science–has worked in multiple sectors, including voluntary, environmental, and social development organizations in Bangladesh, in close collaboration with government and international organizations for the last 28 years. He is a published author who regularly writes in leading newspapers and journals on the environment, climate change, and capacity building of teenagers and young adults. He is well known for using information and technology to promote innovative ideas and concepts related to green and sustainable practices in business enterprises.

ACKNOWLEDGEMENT

Content Drafted by:

Mahinoor Nazia Farah, Assistant Manager, Research and special initiatives, Probha Aurora and Subah Tarannum, Assistant Manager, Research and Development, Probha Aurora

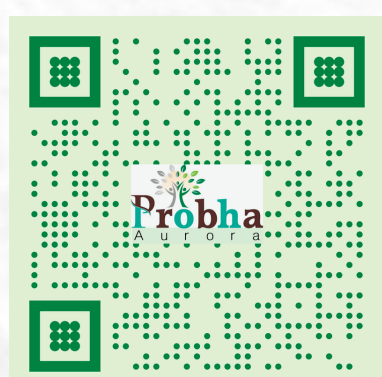
Designed by:

Khandokar Farmina Shammi, Assistant Manager of the Marketing Creative Initiative and Research department, Probha Aurora

Edited by:

Dr. Fakrul Alam, Advisor, Probha Aurora, Professor, writer, and translator, Director, Bangabandhu Sheikh Mujib Research Institute for Peace and Liberty and Dr. Aftab Uddin, Advisor, Probha Aurora, Chairperson, Public Health Foundation, Bangladesh; Former employee, ICDDR, B and Ministry of Health & Family Welfare and World Health Organization (WHO)

TO LEARN MORE ABOUT PROBHA AURORA



Probha Aurora



Facebook



Sabuj Sathi



Facebook



Twitter



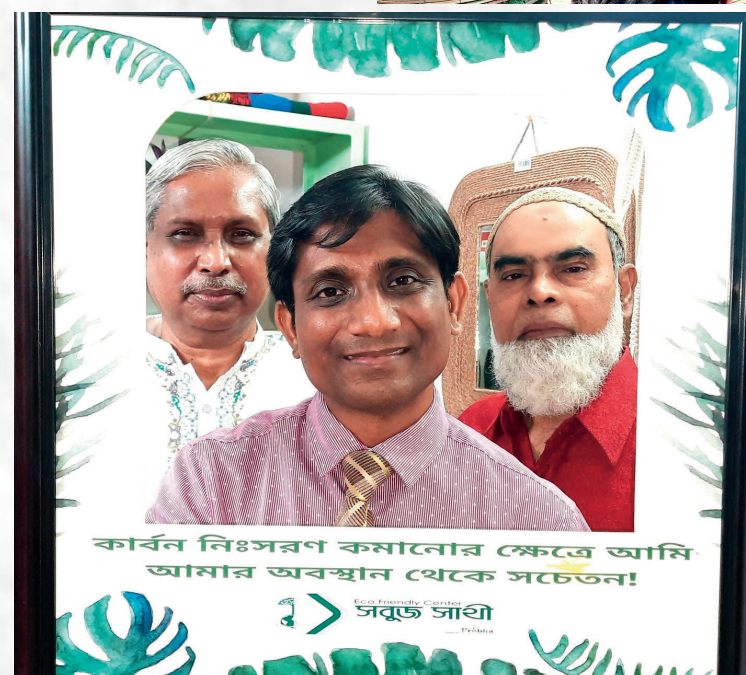
Instagram



Linkedin



Youtube




www.probhaaurora.com

+880 1791-822404

22/15. Khilji Road, Mohommadpur, Dhaka 1207
Bangladesh