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Project Title: Eat Green, Live Clean – A Campus Awareness Initiative on Plant-Based Food & Sustainable Living

Institution: Jahangirnagar University, Bangladesh

Team Size: 19 members

Duration: October 28, 2025 – November 28, 2025

Organized at Jahangirnagar University in Department of Environmental Sciences

Introduction

On October 21, 2025, I gathered with 18 of my classmates at Jahangirnagar University for a short but meaningful sustainability huddle. We came from different departments — journalism, environmental science, and biology — but shared one common purpose: to make our campus greener. It was a warm afternoon filled with ideas, laughter, and genuine concern for the environment around us.

As we talked, it became clear that change doesn't always have to start big — it can begin right where we are. Each of us shared small habits, challenges, and dreams for a more sustainable campus. By the end of the discussion, we decided to turn our words into action through a one-month project focused on **healthy, plant-based, and pesticide-free food awareness**. It felt like a small step toward a much larger vision — building a healthier, kinder, and more mindful community.

Issue Identified

While discussing the issues on campus, we realized there's no shortage of environmental challenges — from plastic litter near lakes to food waste in canteens and the loss of biodiversity around our green spaces. But one issue stood out because it touched both our health and the planet's well-being: the **lack of awareness about plant-based and pesticide-free food choices**.

Most of our campus meals come from canteens that depend heavily on packaged or chemically treated ingredients. Many students, including us, didn't fully realize how food choices connect to climate action. We saw an opportunity to educate and inspire — to show

how shifting toward plant-based eating could reduce waste, cut emissions, and support local farmers.

That realization became our starting point. We wanted to help people see food not just as fuel but as a way to care for the planet and for ourselves.

Goal

Our main goal is simple yet powerful — to **inspire the Jahangirnagar University community to eat mindfully and live sustainably**. Through our project *“Eat Green, Live Clean,”* we aim to raise awareness about the benefits of plant-based and pesticide-free food, showing how it improves health, protects biodiversity, and reduces the campus’s ecological footprint.

By the end of the project, we intend to:

- Reach at least 300 students through direct participation in our awareness campaign.
- Encourage campus canteens to introduce at least one new natural or plant-based meal option.
- Develop a set of student-led sustainability resources that can be shared in future semesters.

Chosen Action: “Eat Green, Live Clean” Awareness Campaign

We will implement a month-long awareness campaign titled “Eat Green, Live Clean.” The project will combine workshops, visual displays, and student-led conversations to encourage mindful food choices.

Key Activities:

1. **Interactive Booths:** Set up at TSC and cafeteria areas with information on plant-based diets, health benefits, and environmental impact.
2. **Poster and Visual Display:** Student-designed infographics explaining how pesticide-free, plant-based foods reduce carbon footprints.
3. **Social Media Drive:** Create engaging posts under #EatGreenLiveCleanJU to reach students online.
4. **Canteen Partnership:** Work with campus canteens to highlight vegetarian/vegan options for one week.
5. **Feedback Collection:** Gather responses from students to assess changes in perception and awareness.

Organizational Structure & Roles

Team	Leader	Responsibilities
Campaign Coordination Team	Sadia Afrin	Oversees project execution, communication, and scheduling of all events.
Creative & Design Team	Nafisa Rahman	Creates posters, visuals, and campaign branding materials.
Education & Research Team	Rakibul Hasan	Prepares educational resources, collects facts, and curates information about plant-based eating.
Community Outreach Team	Tania Ahmed	Engages with students, canteen owners, and vendors to spread awareness and build collaboration.
Event Management & Logistics Team	Arafat Hossain	Handles event setup, material management, and technical support during sessions.
Media & Documentation Team	Jannatul Nayeem	Captures photos, videos, and testimonials for online sharing and PGC submission.

Project Timeline

Date	Activity
October 28 – 30	First coordination meeting and role assignments.
November 1 – 5	Design posters, collect educational materials, and prepare campaign visuals.
November 6 – 15	Conduct classroom and cafeteria outreach programs.
November 16 – 25	Set up booths, host mini awareness sessions, and engage with canteen vendors.
November 26 – 28	Collect feedback, analyze impact, and share results on social media.

Expected Outcomes

- Increased student awareness about plant-based diets and sustainable food systems.
- Greater participation from canteen vendors in reducing food waste and promoting natural meals.

- Strengthened collaboration between environmental clubs, students, and university administration.
- A replicable model that can be extended to other universities across Bangladesh.

Reflection

This project marks the beginning of our commitment to creating an environmentally conscious community at Jahangirnagar University. Working as a team of 19 passionate students has shown us the power of collaboration — how small, consistent efforts can spark meaningful change.

Through the “Eat Green, Live Clean” campaign, we hope to inspire not only dietary change but also a mindset shift toward sustainability and compassion. Our initiative will continue beyond this challenge as part of our club’s long-term vision for a greener, healthier campus.



EAT GREEN, LIVE CLEAN

A Campus Awareness Initiative on Plant-Based Food & Sustainable Living

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However, one key issue stood out: the lack of awareness about plant-based, pesticide-free food choices. Many students and vendors depend on packaged or chemically treated ingredients, unaware of the link between food, health, and the planet.

OBJECTIVES

To educate and inspire the Jahangirnagar University community to adopt plant-based, pesticide-free food habits. The project promotes mindful eating for both personal health and environmental sustainability.

CHOSEN ACTION

Eat Green, Live Clean

A one-month awareness campaign featuring:

- Interactive booths at cafeterias and TSC
- Student-designed posters on plant-based diets
- Social media campaign (#EatGreenLiveCleanJU)
- Canteen collaboration for plant-based meals
- Feedback collection to measure awareness

ROLE

Team	Leader	Main
C. Coordination	Sadia Afrin	Oversees
Creative &	Nafisa Rahman	Designs posters,
Education &	Rakibul Hasan	Prepares
Community	Tania Ahmed	Connects with
Event &	Arafat Hossain	Handles setup,
Media &	Jannatul	Captures visuals

DATA

Date	Activity
Oct 25-30	Kick-off meeting assign team roles.
Nov 1-5	Design posters and gather materials
Nov 6-15	Classroom and cafeteria outreach
Nov 16-25	Awareness booths and events
Nov 25-28	Collect-feedback and publish results.

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x_nature360 Big changes start with small, mindful actions 🌱
At Jahangirnagar University, our team of 19 students came together to launch "Eat Green, Live Clean" — a month-long campaign promoting plant-based and pesticide-free food. 🌱
We believe that the choices we make every day — even what's on our plate — can heal the planet and improve our well-being. This campaign isn't just about food, it's about building a community that cares for both people and the Earth. 🌍💚

#PGC2025 @turninggreenorg , @foe_us, and @acurebeauty and

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