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EXECUTIVE SUMMARY

SDG Action Awards is an innovative instrument to encourage, promote and back the efforts of all change makers who are working towards making the world a better place.

The implementation of SDGs necessitates that the WHOLE OF GOVERNMENT and WHOLE OF SOCIETY approaches are followed. In the post COVID-19 scenario SDGs have assumed that much more importance in helping create a new normal. There are many people who are anyways working in their own way towards creating a better world. The Award celebrated these people, as the SDG Champions who are charting the course through the new normal and inspiring others.

The Awards intended to

- ※ Create Awareness and provide information about SDGs among all stakeholders
- ※ Celebrate & felicitate the change creators, the 'DOERS'
- ※ Encourage innovation & similar solutions to states' development issues
- ※ Promote solutions to States' issues as work done in line with SDG principles
- ※ Create a spirit of competition among districts to promote innovation and identify more champions

There were 5 award categories i.e. SDG Action Award for Economic sustainability, for Social upliftment and welfare, for Environmental sustainability, award that exemplifies "Leaving no one behind" spirit and award which promotes Integration, convergence, joint action and holistic solutions. Each of these categories had 4 sub-categories (Government, NGO, Corporate and Academia/Individual) for equal representation of all stakeholders. Total 17 winners and 2 special humanitarian action award winners were recognized for their efforts.

The Chief Guests for the virtual event were Ms. Vini Mahajan – Chief Secretary, Govt. of Punjab and Deputy Resident Representative (a.i), UNDP (India) – Ms. Nadia Rasheed.

The reach of the event was significant. 2 Press Notes by Deptt. of Information, Govt. of Punjab were issued and the event was mentioned in more than 80 print and digital news-papers in 3 languages - Punjabi, Hindi and English, across Punjab. There were 10 mentions/day from 6th Sept – 28th Sept on MyFM Radio in 3 cities – Chandigarh, Amritsar & Patiala. The event itself was watched live by more than 150 audience and more than 200 people on Facebook and the event video on Facebook has got more than 18000 views. Also, Facebook and Instagram impressions were more than 4 million for the period of 8th Sept – 5th October along with 82100 Twitter impressions and more than 850 profile visits.

Building on the success of the event, workshops are being planned with journalists and Radio Jockeys of the State. As for next year, it is being planned to start seeking entries 2 months before the event to get more entries and get more time to inform the people about the SDGs.



VINI MAHAJAN, IAS
CHIEF SECRETARY OF PUNJAB



SDG Action Awards Event Stage



WINNERS

SPECIAL HUMANITARIAN ACTION AWARD

1. Mr. Sonu Sood
2. Dr. S P S Oberoi

Category - Leave No One Behind Spirit

1. Individual
Iqbal Shah
Serving food during lockdown
2. NGO
Speaking Hands Foundation
Empowering Deaf Children

Category - Integration, Convergence, Joint Action & Holistic Solution Approach

1. Government
NABARD, Punjab
UGPL project
2. Individual
The Kalgidhar Trust
Rural Education
3. NGO
SEWA Bharat – Punjab
Women Employment Generation
1. Corporate
CII Foundation
Crop Residue Management Initiative

Category - Economic Sustainability

2. Individual
Gurdev Kaur Deol
Global Self-Help Group Farmer Producer Organization
3. NGO
Samvedna, Ludhiana
Free Ambulance Service
4. Corporate
Red Cross Infosys PGI Sarai
Shelter for patients and care-givers

Category - Environment Sustainability

1. Government
Punjab State Council for Science & Technology
Paddy Straw and Stubble Burning Management Programme
2. Individual
Dr. Vishal
Study on Solid Waste Management
3. NGO
Round Glass Foundation
Plant for Punjab initiative
5. Corporate
Punjab Renewable Energy Systems
Biomass Briquettes from paddy straw

Category - Social Upliftment and Welfare

1. Government
Department of Health and Family Welfare
Hepatitis C management programme
2. Individual
Ms. Sakshi Muwal
Samvaad programme
3. NGO
Mehar Baba Charitable Trust
Women Empowerment
6. Corporate
INFOSYS
Sanrachna & Paathshala initiatives

