



VentureVillage  
Learning Solutions

# Programs Report 2024

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## Annual Report



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# Hear From Our Founders



**UNNIKRISHNAN S  
KURUP**  
Partner & Co-founder

**ANUP  
JINADEVAN**  
Partner & Co-founder

This year, Education for Ecological Transformation and Project AshaKiran reaffirmed our belief in the power of young minds to drive meaningful change. Through these programs, we've engaged students in understanding global challenges like climate change and waste management, equipping them with tools to take action in their schools and communities.

The enthusiasm we witnessed—be it in exploring carbon footprints, engaging in creative projects, or visualizing sustainable futures—has been truly inspiring. From Kerala to Tamil Nadu, the energy and ideas shared by students highlight the impact of fostering ecological responsibility early in life.

Our collaboration with global researchers and local educators has been pivotal. Programs like these are not just about knowledge but also about sparking a lifelong commitment to creating a greener, more sustainable world.

2024 has been an incredible journey for all of us at VentureVillage. Reflecting on the year, we're filled with gratitude and pride for the impact we've been able to create together.

Our collaborations with global institutions and local communities have strengthened our mission, and the support from schools, facilitators, and businesses has been instrumental in making this vision a reality. Every interaction, every session, and every small step we've taken this year reinforces our belief in the power of education to drive change.

As we look ahead, our commitment to nurturing the next generation of responsible leaders remains unwavering. Thank you for being part of this journey and trusting us to shape the future—one student at a time.

**We're grateful for the schools, facilitators, and communities that have partnered with us on this journey. Together, we're building a brighter future, one student at a time.**

# Meet Our Programs Team



**UNNIKRISHNAN S KURUP**  
PARTNER & CO-FOUNDER



**ANUP JINADEVAN**  
PARTNER & CO-FOUNDER



**MARY JOE AUGUSTINE**  
PROGRAM MANAGER,  
ENVIRONMENT & SUSTAINABILITY



**AKSHAYA KRISHNAKUMAR**  
RESEARCH PROGRAM COORDINATOR



**KISHAN ALAKKAL**  
PROGRAM OFFICER



# The JPAL - World Bank Project

We partnered with researchers from **JPAL** on a project aimed at evaluating the effectiveness of children as environmental change-makers within their families. Funded by the World Bank, the project was implemented in Patna and focuses on transforming school students in Grades 4 to 9 into “**Green Warriors**” or environmental champions. The initiative also measures their ability to share and influence environmental practices with friends and family members.

Facilitators, trained by VentureVillage, play a key role in guiding the students. The first round of training for 30 facilitators was conducted in December 2023, followed by a second round for 100 facilitators on January 2nd and 3rd, 2024. The training was led by Jacob Roshan, then Chief Program Officer at VentureVillage.

*(Culmination of a program initiated in 2023)*



Photo: Jacob Roshan, former Chief Program Officer, with the trainers who were part of the Training of Trainers program, which culminated in Patna.

# Green City Program Wrapped up in Global Public School

We are proud to reflect on the success of the GreenCity Course at Global Public School, Kochi. Launched in 2023, this project concluded this year with over 120 enthusiastic students participating.

The GreenCity Course is designed to empower students with the knowledge and skills necessary to tackle environmental challenges. Throughout the course, students explored sustainability by examining both global and local environmental issues. The final session focused on the GreenCity Project, emphasizing planning and preparation for the

course's culmination—a hands-on, community-oriented initiative that allows students to apply what they have learned in a practical manner. Through the GreenCity Project, students engaged with pro-environmental topics that are not only relevant to their communities but also have the potential to drive meaningful change. It represents more than just a project; it signifies a commitment to building a sustainable future for all.

As we conclude this inspiring chapter, we feel immense pride for the students who have participated in this transformative journey. The GreenCity Course and its culminating project have sown the seeds for future environmental leaders, each equipped with the passion and skills required to promote sustainability in their communities.

*Photos: Students from Global Public School, participate in the green city program.*



# Meeting With The Consulate General of Finland

Our founders, Unnikrishnan S Kurup and Dr. Anup Jinadevan, had a productive and insightful meeting with His Excellency **Erik af Hällström, Consulate General of Finland in Mumbai**, where they discussed ongoing and upcoming collaborations in India. This meeting also provided an opportunity to showcase the impactful work being done by HY+ University of Helsinki Centre for Continuing Education and VentureVillage.

The discussion was further enriched by the participation of Minna Saadé, and Mirka Gustafsson, who contributed valuable insights to the conversation.

VentureVillage is deeply grateful for the continued support from Team Finland in India for all our initiatives in the region. We look forward to building more partnerships and successfully delivering impactful projects in India.



*Photos: Unnikrishnan S Kurup and Dr. Anup Jinadevan, founders of VentureVillage, with His Excellency Erik af Hällström, Consulate General of Finland, and Minna Saadé & Mirka Gustafsson from HY+.*



# Project Ashakiran - A Solid Waste Management Initiative

**Project Ashakiran**, a Corporate Social Responsibility (CSR) initiative launched by **Renault Nissan Technology & Business Centre India** in August 2024, is addressing India's growing solid waste management crisis. With VentureVillage as the academic partner, this project targets the Singaperumal Koil Panchayat in Tamil Nadu as a pilot area, focusing on reducing plastic pollution and promoting recycling through education, community engagement, and awareness.

The primary goal of Project Ashakiran is to instil responsible waste management practices, particularly among students and youth. Central to this effort is VentureVillage's Green City course, which provides the foundation for waste management education in schools. In September, we launched the program in two government schools within the Singaperumal Koil Panchayat, engaging over 100 students across four classes.

These sessions, designed to be interactive, covered essential topics such as waste segregation, recycling, reducing plastic waste, and reusing materials. Activities included sorting dry and wet waste and learning about the environmental impact of plastic. This initiative is ongoing, with more sessions planned for the future.

Project Ashakiran's success is driven by strategic partnerships. In addition



Photo: Launching of Project Ashakiran in Chennai on August 2024 along with all the partners.



# Project Ashakiran - A Solid Waste Management Initiative

We have collaborated with **India Cares Foundation** (Ms. Meena), **Max Social Innovations** (Deepak Edward), and **Nayaneethi Policy Collective (NPoC)** for the implementation of Project Ashakiran. Each entity have played a crucial role in the program's implementation and success.

The project aims to create both short-term and long-term impacts, driving positive change in waste management practices. Looking ahead, we are excited to expand the initiative to other communities across India, establishing a network of zero-waste model areas and advocating for sustainable living and climate action at a national scale.

The success of Project Ashakiran marks just the beginning of our journey, and we remain committed to inspiring communities across India to adopt eco-friendly, sustainable practices.



*In Photos (from the top): Students partaking in the 'Envisioning the Desired Future' activity and showcasing their artwork in front of the class.*



# Meeting with Indian Ambassador in Finland

In September of this year, our founders, Unnikrishnan S Kurup and Dr. Anup Jinadevan, had the privilege of meeting with **His Excellency Shri Hemant H. Kotalwar**, the newly appointed Indian Ambassador to Finland, in Helsinki, Finland

During the meeting, the founders shared insights into the organization's ongoing interventions in India's education, social, and research sectors. Both parties explored potential avenues for collaboration aimed at enhancing

these sectors in India. The meeting also highlighted the strengths of Finnish education and discussed how its best practices could be leveraged to foster growth and innovation in India.

This meeting underscored the potential for cross-cultural exchange and strategic partnerships between India and Finland, furthering the mission of VentureVillage to support and promote impactful educational and social initiatives.



Photo: Unnikrishnan S Kurup and Dr. Anup Jinadevan, founders of VentureVillage, with His Excellency Shri Hemant H. Kotalwar, the Indian Ambassador to Finland.

# Education For Ecological Transformation - Research Project

The Education for Ecological Transformation is a research program funded by the **Max Planck Society, Munich** and the **University of Innsbruck, Austria**. The program is led by two researchers based in Europe: Prof. Esther Blanco, a Professor of Economics in the Department of Public Finance at the University of Innsbruck, Austria, and Dr. Raisa Sherif, a behavioural economist at the Max Planck Society in Munich. Currently, the program is being implemented in schools across Spain and Austria. VentureVillage leads the implementation of the program in India.

The program analyzes the impact of raising climate change awareness among students and examines how it affects their attitudes toward the environment. The primary goal is to foster a deeper understanding among students of how their behaviours influence collective environmental outcomes.

Through interactive sessions and games, students are encouraged to reflect on their roles in climate change and to ask, “What can we do about it?” This approach is designed to inspire active learning about behaviour changes that can reduce ecological footprints.



*In photos: VentureVillage team with (from top right) - Ms. Ruby Antony, Principal Rajagiri Public School; Mr. Shanavas KT, Principal Alif Global School; Ms. Noori P Rafeek, Principal MES Thalassery & Mr. Abraham, Teacher Coordinator; and Ms. Maya Nair, from St. Peter's School.*



# Education For Ecological Transformation - Research Project

The program equips students with the knowledge and practical skills needed to actively participate in mitigating climate change, fostering a sense of responsibility and empowering them to believe in their ability to make a difference

The first pilot of the program took place at St. Peter's School, that saw participation from 188 students. The second pilot was held at Rajagiri Public School in Kochi, where the program was implemented across five sections of the 9th grade. A total of 177 students participated, with eight facilitators leading the sessions over two days, on the 8th and 9th of August.

The next phase of the program took place at Alif Global School and MES Kaithapoyil. At Alif Global School, students from grades 7, 8, and 9 participated, with 50 students in total. Three facilitators led the interactive sessions, held on the 11th and 25th of October. Meanwhile, at MES Kaithapoyil, approximately 100 students from grades 7, 8, and 9 participated in sessions on the 18th and 25th of October, with eight facilitators leading the activities.

Subsequently, the program was held at MES Thalassery on the 11th and 12th of November, where 58 students from grades 6, 8, and 9 took part in sessions led by five facilitators.



Photo: VentureVillage team with Mr. Joseph Pulimoottil Chacko, Principal of MES Kaithapoyil.



The next phase of the program is set to involve 90 classrooms and will span the academic year 2025-26.

# Green City Course at ECI Stanley Tam Matriculation High School

As part of the second phase of Project Ashakiran, the Green City Course is being offered to **ECI School**, a private educational institution located in Singaperumal Koil Panchayat. The sessions, which began on November 4th, aim to raise awareness about waste management and foster environmental responsibility among students. Around 60 students from grades 7, 8, and 9 are participating in this initiative.

The sessions are structured to achieve several key objectives. First, they seek to raise awareness about the importance of proper waste management, with a particular emphasis on waste segregation. Students are educated on the global challenges associated with waste management and the far-reaching impacts of waste on ecosystems and human health. In addition, the sessions aim to instill a sense of environmental responsibility among the students, encouraging them to adopt eco-friendly habits in their daily lives. The course also seeks to

engage the students in activities that enhance their critical thinking skills and empower them to take personal action toward a cleaner, greener environment.

This ongoing initiative, led by Subject Expert Reshma Chandran, will span six weeks, with the program slated to conclude by the end of January 2025. This extended duration ensures that the students have ample opportunity to deepen their understanding of waste management and its global implications, while also encouraging them to actively contribute to environmental conservation.



*Photo: Students work in teams to identify an idea future for our planet.*



*Photo: Students proudly show the paper bags that they made out of newspapers, in a bid to reduce the use of plastic bags.*



# Impact Report



Schools Reached in  
this Calendar Year

# 10

1



2

Student  
Participants

# 840+

Facilitators  
Trained

# 120

3



# Testimonials

I have known Venture Village for four years, and they have consistently demonstrated proactive engagement with learners. Their interactive tools are both engaging and effective in completing tasks. The platform's commitment to privacy, especially when discussing sensitive or taboo topics, is a commendable initiative.

My experience with the Green City project, which involves over 1,500 children, highlights Venture Village's deep-rooted culture of striving to make a difference in the world and within us.

**Deepak Edward**  
Max Social Innovations Foundation



Over the past six months, Nayaneethi Policy Collective has had the privilege of collaborating with Venture Village Solutions on capacity-building projects across Tamil Nadu and Kerala. This partnership has been an enriching experience, marked by innovation, professionalism, and shared progressive values. Our resource persons were consistently impressed by the dedication and competence of the Venture Village team. Their team's positive and supportive working culture made our tasks effortless and enjoyable.

We are deeply grateful for their support, which has exceeded our expectations. We look forward to continuing this impactful collaboration for meaningful change.

**Abdul Samad**  
Nayaneethi Policy Collective (NPoC)



My experience as a facilitator with Venture Village was truly rewarding. It provided me with the opportunity to engage with young minds and explore their perspectives on the environment.

I gained valuable insights during the session, and some of the students' contributions genuinely surprised and impressed me.

**Navgeeth Mohan T M**  
Facilitator  
Education for Ecological Transformation Program









# Programs We Offer



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