Blue Planet Champions – Jalpari Save Water Campaign Empowering Women, Children and Youth through Sustainable Event Management by Pallavi's Management

Pallavi Deshpande[1]

[1]Founder, Pallavi's Management

[1]Research Scholar, Ajeenkya DY Patil University, Pune, Maharashtra, India

Email: pallavi.deshpande@adypu.edu.in

Abstract

Community events can provide opportunities to connect environmental awareness with cultural values and practical action. This paper examines the Blue Planet Champions – Jalpari Save Water Campaign, an initiative conceptualized by Pallavi Deshpande and Madhuri Deshpande through Pallavi's Management at Gauri Shankar Ghat, Azamgarh. The initiative explores how culturally meaningful activities can be incorporated into community events to communicate water conservation, encourage responsible consumption, and promote environmental awareness among women, children, and young people.

Drawing inspiration from the cultural significance of water during Chhath Puja, the campaign sought to extend respect for water beyond festival occasions and encourage its protection throughout the year. Activities included the Jalpari Crown Walk and River Namaskar, Save Every Drop Challenge, Save the Fish, Pass the Jal Kalash, Blue Ball Bucket Toss, and a water conservation pledge. These activities used storytelling, participation, and games to introduce environmental responsibilities in an accessible format.

The campaign also promoted practical measures such as carrying reusable steel bottles, choosing cloth bags, avoiding unnecessary plastic, disposing of waste responsibly, and maintaining the cleanliness of public spaces. The distribution of steel Kalash by Madhuri Deshpande reinforced the message of reusability. The participation of Vivan as Jal Rajkumar and Adwita as Jal Rajkumari illustrated how child-centred storytelling can support environmental communication within families and communities.

Using an exploratory qualitative case study approach, this paper examines the event's design, cultural foundation, participation model, and intended sustainability outcomes. The discussion

identifies potential contributions of sustainable event management to environmental education, women's leadership, intergenerational learning, and responsible community practices. Since quantitative measurements and long-term follow-up data are not available, the paper does not claim that the campaign produced measurable or lasting behavioural change. Instead, it presents the initiative as a practical case that can inform future research and the design of community-based sustainability events.

Keywords: Sustainable Event Management; Water Conservation; Women's Leadership; Environmental Education; Youth Participation; Cultural Sustainability; Community Engagement; Behavioural Change.

1. Introduction

Events bring people together for a variety of purposes, including cultural expression, entertainment, education, social interaction, and community development. Their significance, however, need not end when the scheduled activities conclude. When environmental and social considerations are incorporated into event planning, gatherings can also create opportunities to communicate responsible practices and encourage community participation in sustainability initiatives.

Sustainable event management involves considering the environmental, social, and economic implications of an event throughout its planning, delivery, and post-event stages. This approach encourages organizers to consider resource consumption, waste generation, accessibility, stakeholder participation, and the longer-term effects of event activities. The ISO 20121:2024 standard provides a framework for managing event sustainability systematically. Its principles can inform events of different sizes and types.

Water conservation is a particularly relevant theme for community-based environmental initiatives. Water is essential to everyday life, cultural traditions, public health, and ecological stability. Nevertheless, awareness of its importance does not always translate into consistent conservation practices. Community education can help bridge this gap by connecting general environmental messages with actions that individuals and families can incorporate into their daily routines.

Cultural traditions offer one possible starting point for such engagement. In India, water holds significance in numerous religious ceremonies and community practices. Chhath Puja, for example, involves devotional activities associated with water bodies and the natural environment. These cultural associations provide an opportunity to discuss the responsibilities that accompany respect for nature. The objective is not to alter the meaning of a tradition but to explore how its underlying values can encourage environmental responsibility beyond the occasion itself.

Women and children are important participants in this process. Through their involvement in household routines, family discussions, educational activities, and community gatherings, they can contribute to the communication and adoption of sustainable practices. Women can demonstrate responsible resource use, while children can learn environmental principles through participation, observation, and age-appropriate activities. Young people can also communicate these messages to their peers and families.

Against this background, the Blue Planet Champions Jalpari Save Water Campaign was conceptualized by Pallavi Deshpande and Madhuri Deshpande through Pallavi's Management. Conducted at Gauri Shankar Ghat in Azamgarh, the initiative combined water-themed activities, cultural symbolism, reusable materials, and environmental messages. Rather than relying exclusively on speeches or written information, the campaign used interactive experiences to introduce water conservation and responsible behaviour.

This paper examines the campaign as a case of community-oriented sustainable event management. It considers how cultural meaning can inform event design, how women can be positioned as sustainability role models, and how children and young people can participate in environmental communication. It also identifies practical approaches that event organizers may adapt when planning similar initiatives.

2. Research Problem

Environmental awareness campaigns frequently communicate the importance of protecting natural resources. However, communicating a message and encouraging its application in everyday life are different challenges.

Cultural gatherings associated with rivers and other water bodies provide an opportunity to examine this distinction. Although water may be treated with considerable reverence during

religious and cultural occasions, the principles of cleanliness, waste reduction, and conservation also need to be reflected in daily practices.

Event management can provide a structured setting in which these issues are addressed through participation, storytelling, demonstrations, and practical activities. Yet the potential of community events to connect cultural values with everyday environmental responsibility requires further exploration.

The present study therefore investigates the Blue Planet Champions – Jalpari Save Water Campaign as an example of a culturally informed environmental event.

Research problem: How can sustainable event-management practices incorporate cultural values, women's leadership, and child-centred participation to communicate water conservation and encourage environmentally responsible practices within communities?

3. Research Objectives

The study has five objectives:

1. To explore how event management can support the development of environmental awareness and a sustainability-oriented culture.

2. To examine how cultural traditions can provide a context for environmental education and water conservation.

3. To explore the potential contribution of women as sustainability role models within families and communities.

4. To examine the use of interactive activities to involve children and young people in environmental communication.

5. To identify practical event-management approaches that promote water conservation, reusable materials, and responsible waste disposal.

4. Research Questions

RQ1: How can community events incorporate sustainability into their planning and activities?

RQ2: How can cultural associations with water be connected to everyday environmental responsibility?

RQ3: How can women's participation support the communication of sustainable practices within families and communities?

RQ4: How can interactive event activities engage children and young people in environmental education?

RQ5: Which practical event-management measures can communicate water conservation and responsible resource use?

5. Research Approach

This paper uses an exploratory qualitative case-study approach to examine the Blue Planet Champions Jalpari Save Water Campaign. The case focuses on the initiative's cultural foundation, activity design, participant roles, and intended environmental messages.

The analysis considers how the campaign incorporated water conservation into its event concept and how games, symbolic objects, pledges, and reusable materials were used to communicate sustainability principles. It also examines the intended roles of women, children, and young people in sharing environmental messages within their communities.

The study is exploratory rather than experimental. No statistically representative sample, control group, or quantitative pre-event and post-event measurements are reported. Consequently, the discussion focuses on the campaign's design and potential contribution to environmental education rather than claiming verified changes in participants' behaviour.

This distinction is important for interpreting the case appropriately. Evidence of participation in an activity does not, by itself, establish that participants subsequently changed their habits. Future studies can investigate this possibility through participant interviews, knowledge assessments, behavioural observations, and follow-up surveys.

6. Contribution of the Study

The paper contributes a practice-oriented perspective to discussions of sustainable event management by examining how environmental messages can be incorporated into culturally meaningful community activities.

Its principal contribution is the integration of five elements: cultural relevance, sustainable event design, active participation, visible role modelling, and the communication of everyday environmental practices.

The campaign also illustrates how familiar symbols and child-friendly activities can make environmental topics more accessible to different age groups. The use of a Jalpari theme, a symbolic water vessel, reusable steel products, and water-conservation games provides a practical example for event organizers seeking to combine cultural engagement with environmental education.

The case does not establish that this approach is more effective than other forms of environmental communication. Instead, it offers a framework for future investigation into the relationship between community events, sustainability education, and behavioural intentions.

7. Methodology

7.1 Research Design

The study adopts an exploratory qualitative case-study approach to examine the integration of environmental education into a culturally meaningful community event. The Blue Planet Champions Jalpari Save Water Campaign serves as the case through which the relationship between event design, cultural values, participant engagement, and sustainability communication is explored.

A case-study approach is appropriate for describing an initiative within its practical setting and examining the activities through which its objectives are pursued. The analysis focuses on the event's design, environmental messages, participant roles, and proposed contribution to sustainable event management.

The study is exploratory in nature. It does not employ a controlled experiment or claim to establish a causal relationship between participation and long-term behavioural change.

7.2 Case Setting

The campaign was conducted at Gauri Shankar Ghat, Azamgarh. The setting provided a relevant context for communicating water conservation because the event's central theme was directly associated with the protection of water resources.

The use of a location connected with water allowed the campaign to relate environmental messages to the surrounding setting. It also provided an opportunity to discuss responsible behaviour at public spaces, including waste disposal, cleanliness, and the reduction of plastic pollution.

The suitability of the location for environmental education formed part of the campaign's conceptual design.

7.3 Event Management Intervention

The campaign incorporated interactive activities intended to communicate water conservation and environmental responsibility in an accessible manner.

The principal activities were:

- Jalpari Crown Walk and River Namaskar
- Save Every Drop Challenge
- Save the Fish
- Pass the Jal Kalash
- Blue Ball Bucket Toss
- Water Conservation Pledge
- Family-oriented sustainability messages
- Promotion of reusable materials
- Awareness of responsible waste disposal

Each activity was designed around a simple environmental message. The games offered opportunities for children to engage with the theme, while the cultural symbols and practical demonstrations helped communicate the same principles to adults and families.

The intervention combined entertainment with environmental education rather than treating sustainability as a separate lecture or presentation.

7.4 Participants and Their Roles

The campaign's concept emphasized the participation of women, children, and young people as contributors to environmental communication.

Pallavi Deshpande, Founder of Pallavi's Management, represented the Jalpari concept and contributed to the event's design and sustainability messaging.

Madhuri Deshpande represented Jal Rani and contributed to promoting reusable alternatives, including the distribution of steel Kalash.

Vivan participated as Jal Rajkumar, while Adwita participated as Jal Rajkumari. These symbolic roles were intended to make water conservation relatable to children and to demonstrate how storytelling can support environmental education.

Women were positioned as potential role models for responsible household and community practices. Children and young people were encouraged to engage with the campaign's messages through games, pledges, and symbolic identities.

These roles describe the intended structure of the initiative. The paper does not assume that every participant adopted new environmental habits as a result.

8. Sustainable Event Activities

The campaign used a collection of water-themed activities to connect cultural expression with environmental responsibility. Each activity communicated a specific message while contributing to the overall event experience.

8.1 Jalpari Crown Walk and River Namaskar

The Jalpari Crown Walk incorporated a symbolic character associated with water and its protection. Participants could connect the visual identity of Jalpari with the importance of preserving rivers and other water resources.

River Namaskar represented respect for the natural environment. The activity was designed to extend the symbolic appreciation of water into a broader discussion about cleanliness and conservation.

From an event-management perspective, this activity illustrates how a theme, costume, and simple ceremonial gesture can be combined to communicate an environmental message.

8.2 Save Every Drop Challenge

The Save Every Drop Challenge involved transferring water between containers using a sponge. The activity was intended to help participants understand the importance of careful water use.

The physical task provided a simple way to introduce the idea that water should not be wasted. It also created an opportunity to discuss everyday actions such as closing taps properly and avoiding unnecessary water consumption.

Future versions of the activity could record the amount of water used and compare different methods of completing the task. Such measurements would help organizers evaluate resource use more systematically.

8.3 Save the Fish

Save the Fish was designed as a child-friendly activity centred on protecting aquatic life and maintaining clean water environments.

The activity introduced the relationship between water quality, living organisms, and environmental responsibility through symbolic participation.

Its educational value lies in presenting an environmental issue in a form that children can understand. However, the effectiveness of the activity in improving environmental knowledge would need to be assessed through participant feedback or other suitable measures.

8.4 Pass the Jal Kalash

In this activity, participants passed a symbolic water vessel while sharing simple ideas about conserving water.

The Jal Kalash served two purposes: it connected the activity with cultural associations surrounding water, and it provided a focal point for communicating practical conservation messages.

The activity also encouraged participants to contribute their own suggestions rather than receive information only from the event organizers.

8.5 Blue Ball Bucket Toss

The Blue Ball Bucket Toss used blue balls to represent water. Participants aimed to place or toss the balls into a bucket as part of a themed game.

Using balls instead of water for the activity avoided the need to consume water for entertainment. This design choice illustrates how an event can communicate a conservation message through the way its activities are organized.

The activity also demonstrates that sustainability can influence the selection of games and materials, not merely the messages presented during an event.

8.6 Water Conservation Pledge

The campaign incorporated a pledge intended to encourage participants to consider their responsibilities toward water and the environment.

The proposed commitments included:

- Using water carefully.

- Turning off taps when water is not required.

- Avoiding littering in public places.

- Disposing of waste in appropriate bins.

- Reducing unnecessary single-use plastic.

- Protecting rivers and other water bodies.

- Carrying reusable bottles.

- Encouraging children to practise responsible environmental habits.

A pledge can communicate personal responsibility and provide a clear summary of an event's central message. However, signing or reciting a pledge should not be treated as evidence of sustained behavioural change without follow-up assessment.

8.7 Responsible Picnic and Public-Space Practices

The campaign also promoted practical habits relevant to family outings and community gatherings.

These included carrying personal mats, bringing homemade snacks where practical, using cloth bags, choosing reusable steel bottles, and collecting waste before leaving a public space

Such measures connect sustainability with ordinary decisions made before, during, and after an event.

For event organizers, this approach offers a practical lesson: environmental responsibility becomes easier to communicate when participants are given specific actions rather than general instructions to protect nature.

9. Women as Sustainability Role Models

Women's participation forms an important element of the Jalpari campaign's approach to environmental education.

Women can contribute to sustainability initiatives through household practices, community participation, informal education, and visible examples of responsible resource use. Their potential contribution should not be understood as an exclusive responsibility for

environmental protection, but as part of a broader effort involving families, institutions, event organizers, and communities.

The connection with Chhath Puja provides a cultural context for the campaign. The festival is associated with devotion and reverence connected with the Sun and water. The Jalpari initiative draws on this cultural significance to communicate the importance of protecting water beyond festival occasions.

The campaign's message is that cultural respect for water can be reflected in practical environmental responsibility throughout the year.

Women participating in community events can demonstrate sustainable practices by:

- Carrying reusable steel bottles.

- Using cloth bags instead of unnecessary disposable bags.

- Avoiding excessive plastic packaging.

- Carrying food in reusable containers where practical.

- Collecting and disposing of waste responsibly.

- Leaving public spaces clean after gatherings.

- Encouraging children not to litter.

- Avoiding unnecessary water consumption.

- Discussing water conservation with family members.

These actions can provide examples that children and other family members can observe and practise.

The distribution of steel Kalash by Madhuri Deshpande formed a practical component of the campaign. A reusable object can serve as a reminder of an environmental message and offer an alternative to some disposable products.

Nevertheless, the distribution of reusable items alone does not establish a reduction in plastic consumption. Future evaluations could examine whether recipients subsequently used the items and reduced their use of disposable alternatives.

The campaign therefore presents women's leadership as a potential mechanism for strengthening environmental communication and encouraging sustainable practices within families and communities.

10. Children and Youth as Sustainability Ambassadors

Children and young people can contribute to environmental communication when they are given meaningful opportunities to participate. Rather than being treated only as spectators, they can learn through games, storytelling, demonstrations, and age-appropriate responsibilities.

The Jalpari campaign incorporated this approach through the roles of Vivan as Jal Rajkumar and Adwita as Jal Rajkumari. These characters connected the event's theme with a narrative that children could understand.

The activities were intended to communicate environmental messages without relying exclusively on formal lectures. For example, Save the Fish introduced the idea of protecting aquatic life, while the Blue Ball Bucket Toss demonstrated how an enjoyable activity could be designed without using water unnecessarily.

Children may also share environmental messages with their families. A child who learns about closing taps, avoiding littering, or carrying a reusable bottle may discuss these practices at home. Whether this leads to changes in family behaviour, however, requires direct investigation.

The proposed process can be represented as follows:

Event participation → Learning opportunity → Communication within the family → Household discussion → Potential adoption of sustainable practices

This sequence is a conceptual explanation of how intergenerational learning might occur. It is not a measured result of the present case.

Future studies could examine this relationship by asking children and caregivers about environmental knowledge before and after an event and conducting follow-up assessments after 30, 60, or 90 days.

By incorporating children and young people into event activities, the Jalpari initiative provides an example of how environmental education can become part of a shared community experience.

11. Plastic Reduction and Responsible Consumption

Waste management is an important consideration in sustainable event planning. Community gatherings can generate disposable packaging, food waste, and other materials that require appropriate collection and disposal.

Events held near rivers and other water bodies require particular attention to litter prevention because improperly discarded materials can contribute to environmental pollution.

The Jalpari campaign promoted several practical measures intended to reduce unnecessary waste:

- Reusable steel bottles.

- Steel Kalash.

- Cloth bags.

- Reduced dependence on single-use plastic.

- Appropriate waste disposal.

- Responsible food packaging.

- Personal reusable mats.

- Homemade snacks where practical.

- Cleaning the event area after use.

The distribution of steel Kalash by Madhuri Deshpande was an example of incorporating reusable materials into the event's sustainability message.

The environmental benefit of reusable products depends on how frequently they are used, the products they replace, their durability, and the resources required to manufacture and clean them. Consequently, a reusable item should be presented as a potential waste-reduction measure rather than automatic proof of a specific environmental saving.

The campaign's approach is consistent with the broader resource-efficiency perspective discussed in the United Nations Environment Programme's Global Resources Outlook 2024, which examines resource use, environmental pressures, and pathways toward more sustainable consumption and production.

From an event-management perspective, material selection should be considered during the planning stage. Organizers can assess which items are necessary, which can be reused, how waste will be collected, and how the venue will be restored after the event.

A simple before-and-after cleanliness checklist can help document these practices. Records of the quantity of waste collected and the types of disposable products avoided would provide additional evidence for future evaluations.

12. Contribution of Event Management to Sustainability

The Jalpari campaign illustrates how event management can provide an organized setting for environmental communication.

Conventional event planning often concentrates on budgeting, logistics, venue arrangements, entertainment, hospitality, safety, and participant experience. Sustainable event management adds explicit consideration of environmental impacts, social participation, responsible resource use, and the event's intended legacy.

The campaign's proposed contribution can be examined through five areas.

12.1 Environmental Communication

The campaign translated broad environmental concerns into messages that could be discussed through simple activities. Water conservation, waste disposal, and reusable materials were presented in practical terms.

This approach can help event organizers connect environmental objectives with participant experiences.

12.2 Experiential Learning

Interactive activities allowed participants to engage with the campaign's themes rather than receive information only through speeches.

Games and demonstrations can provide opportunities to explain environmental concepts in accessible ways. Whether participants retain and apply the information should be assessed separately.

12.3 Cultural Integration

The Jalpari theme and the symbolic use of the Jal Kalash connected sustainability messages with cultural associations surrounding water.

Cultural integration may help organizers communicate environmental responsibilities through familiar symbols. Such integration should remain respectful of the traditions and communities involved.

12.4 Stakeholder Participation

The campaign's concept included women, children, and young people as active contributors.

Their involvement reflects an inclusive approach to event design in which participants can engage with the event's purpose rather than simply attend its activities.

Future initiatives could broaden stakeholder participation by involving local environmental groups, educational institutions, community representatives, and organizations working on water conservation.

12.5 Intended Event Legacy

The campaign aimed to extend its environmental message beyond the event itself.

Its proposed legacy included encouraging reusable products, responsible waste disposal, water conservation, and cleaner public spaces.

An event's legacy should be evaluated through evidence gathered after the event. Follow-up surveys, participant interviews, and records of subsequent community activities could help determine whether the intended messages were retained or applied.

These five areas provide a practical basis for designing future community events that integrate environmental education into their objectives.

13. Findings and Discussion

The case analysis identifies several features of the Jalpari campaign that are relevant to sustainable event management. These findings concern the design and intended educational contribution of the initiative. They should not be interpreted as statistically verified effects on participants.

Finding 1: Cultural symbolism can provide a context for environmental communication

The Jalpari, Jal Rani, Jal Rajkumar, and Jal Rajkumari identities created a common narrative for the campaign.

These symbols connected the event's activities with the central theme of protecting water. They also offered a way to communicate the message to children and families through familiar, visually recognizable characters.

The case suggests that cultural symbolism can be incorporated into sustainability-oriented event design. Further research would be required to determine how such symbolism affects knowledge, attitudes, or behaviour.

Finding 2: Women's participation can support community sustainability communication

The initiative positioned women as potential role models for responsible resource use.

The emphasis on reusable products, cleanliness, and water conservation connected environmental messages with everyday family and community practices.

This approach highlights an opportunity for event managers to involve women in planning, leading, and communicating sustainability activities. It does not imply that environmental responsibility belongs primarily to women; effective sustainability initiatives require shared participation.

Finding 3: Interactive activities offer an accessible format for environmental education

The campaign included activities such as Save the Fish, Save Every Drop Challenge, and Blue Ball Bucket Toss.

These activities presented environmental themes through participation and play. Their design illustrates how event managers can make environmental subjects accessible to children while maintaining the event's entertainment value.

However, evidence of participation does not establish the extent of learning. Future evaluations should examine whether participants can recall the messages and apply them in everyday situations.

Finding 4: Reusable objects can reinforce sustainability messages

The use and distribution of reusable items, including steel Kalash, connected the campaign's message with a tangible object.

Reusable products can act as reminders of environmental commitments and may replace disposable alternatives when used consistently.

To determine the practical effect, future research should record product use and assess whether participants reduce their consumption of single-use products.

Finding 5: Sustainable activity design can avoid unnecessary resource use

The Blue Ball Bucket Toss used blue balls rather than water.

This choice illustrates how organizers can examine the environmental implications of individual activities during the planning stage.

The principle can be extended to decorations, catering, packaging, water use, and waste management.

Finding 6: Community events can create opportunities for intergenerational learning

The campaign's design brought together environmental messages, adult role models, and child-centred participation.

Such arrangements can create opportunities for participants of different ages to exchange ideas and discuss responsible practices.

Whether these interactions produce lasting changes remains an empirical question. Follow-up research could examine the influence of event participation on conversations and practices within households.

Taken together, the case highlights the potential of community events to connect cultural meaning, participation, and environmental education within a single event concept.

14. Discussion: From Celebration to Sustainability Culture

A central proposition of the Jalpari campaign is that environmental responsibility can be incorporated into celebrations and community gatherings rather than treated as a separate subject.

The initiative uses a water-related cultural theme to communicate practical environmental messages. Its activities were designed to connect respect for water with actions such as preventing litter, reducing unnecessary plastic use, and conserving water.

The proposed progression is:

Celebration → Awareness → Participation → Intention to Act → Repeated Practice → Potential Sustainability Culture

This sequence represents the intended pathway through which an event might contribute to sustainability. It should not be understood as a demonstrated causal process in the absence of follow-up evidence.

The campaign's cultural framing is important because it connects the environmental message with the values associated with the event's theme. The Jalpari and Jal Rani identities provide a narrative, while the roles of Jal Rajkumar and Jal Rajkumari offer child-centred ways to communicate the same message.

The approach can be summarized in the principle:

"If we worship water, we must also protect water."

This statement expresses the campaign's central message: respect for water should be reflected in everyday environmental responsibility.

From an event-management perspective, this means that sustainability should influence both the content of an event and the methods used to deliver it. An event promoting water conservation should also consider its own water consumption, waste generation, materials, and post-event cleanliness.

The campaign therefore provides a practical example of how environmental themes can inform event design. Its long-term contribution would be better understood through repeated implementation and systematic evaluation.

15. Theoretical Contribution

The study proposes that community-based sustainable events can be examined through a combination of operational, social, cultural, and educational considerations.

Traditional event-sustainability assessments may focus on measurable operational factors such as resource consumption, waste generation, transport, energy, and materials. These indicators

remain important, but they do not fully describe the educational purpose of a community event designed to promote environmental responsibility.

The Jalpari case suggests that the analysis of such initiatives can also consider cultural meaning, participant engagement, role modelling, and opportunities for learning.

The proposed relationship can be expressed as:

Sustainable Community Event Contribution = Environmental Practices + Social Participation + Cultural Relevance + Learning Opportunities + Intended Event Legacy

This expression is a conceptual proposition, not a validated mathematical equation. Its components would need to be operationally defined and tested before it could be used as a measurement scale.

The study also proposes the Culture–Event–Participation–Behaviour (CEPB) framework as a way to organize the relationship between cultural values and environmental communication.

Within this framework, cultural values inform the event concept; event activities create opportunities for participation; visible role models communicate the intended practices; and participants are encouraged to consider applying those practices beyond the event.

The framework's contribution lies in identifying a possible relationship among these elements. Further empirical research is required to determine the strength and nature of those relationships.

16. Managerial Implications

The case provides several practical considerations for event organizers planning sustainability-oriented community programmes.

Recommendation 1: Incorporate sustainability during conceptualization

Environmental objectives should be considered when the event theme, venue, materials, activities, and budget are first developed.

Early planning can help organizers avoid unnecessary resource consumption and ensure that the event's practices support its environmental message.

Recommendation 2: Use age-appropriate activities

Games, storytelling, demonstrations, and pledges can make environmental topics accessible to children.

Activities should communicate a clear message and avoid creating unnecessary waste or consuming resources that the event aims to conserve.

Recommendation 3: Provide meaningful opportunities for women's leadership

Women can be invited to participate in event planning, lead demonstrations, communicate environmental messages, and contribute to community follow-up.

Organizers should encourage inclusive participation and recognize that environmental responsibility is shared among all members of the community.

Recommendation 4: Select materials carefully

Event planners should assess whether decorations, packaging, containers, and activity materials can be reused.

Reusable steel bottles, cloth bags, and durable event materials may reduce reliance on disposable alternatives when they are appropriate and used repeatedly.

Recommendation 5: Establish a cleanliness protocol

Organizers should identify waste-collection points and explain disposal arrangements to participants.

A before-and-after inspection can help document whether the venue was left clean. Where appropriate, waste should be separated according to the facilities and arrangements available at the location.

Recommendation 6: Monitor event sustainability

Future events should establish indicators before implementation.

Potential indicators include:

- Number of participants.

- Quantity of water used for event activities.

- Quantity and types of waste collected.

- Number of reusable items distributed and subsequently used.

- Estimated disposable items avoided.

- Participant satisfaction.

- Environmental knowledge before and after the event.

- Intention to adopt sustainable practices.

- Self-reported behaviour during follow-up.

Organizers should record the methods used to obtain each measurement and avoid presenting estimates as verified figures.

Recommendation 7: Introduce post-event sustainability challenges

A seven-day or 30-day Save Water Challenge could encourage participants to practise selected environmental habits after the event.

Participants could record activities such as closing taps properly, carrying reusable bottles, and preventing litter.

Follow-up questionnaires or simple activity logs could provide information about engagement. Self-reported results should be interpreted cautiously and, where feasible, compared with other forms of evidence.

Recommendation 8: Build partnerships

Future campaigns could collaborate with schools, local environmental groups, community organizations, and relevant public institutions.

Such partnerships could broaden participation, support environmental education, and provide expertise for evaluating water conservation and waste reduction.

17. Proposed JALPARI Sustainability Model for Future Events

The Jalpari initiative offers a basis for developing a repeatable event-management model for community-based environmental education.

The proposed JALPARI model organizes seven components around the campaign's central theme.

J — Jal Awareness

Communicate the importance of water conservation through accessible messages, demonstrations, and educational materials.

A — Action through Activities

Use participatory games and demonstrations to connect environmental messages with practical examples.

L — Leadership by Women and Youth

Provide opportunities for women and young people to lead activities and communicate sustainability principles.

P — Plastic Reduction

Encourage the careful selection of event materials, the use of reusable products, and responsible waste management.

A — Active Community Participation

Invite families and community members to contribute ideas and participate in environmental activities.

R — Responsible Behaviour

Communicate practical actions related to water use, waste disposal, cleanliness, and resource conservation.

I — Intergenerational Learning

Create opportunities for children, young people, and adults to exchange environmental knowledge and encourage responsible practices.

The model can be summarized as follows:

JALPARI = Jal Awareness + Action + Leadership + Plastic Reduction + Active Participation + Responsible Behaviour + Intergenerational Learning

The proposed model is intended as a planning framework for future initiatives developed through Pallavi's Management. It has not yet been validated as a standardized sustainability assessment tool.

Its practical value could be examined by applying it to multiple community events and comparing their objectives, implementation practices, and measured outcomes.

18. Limitations of the Study

The study has several limitations that should be considered when interpreting its contribution.

First, the analysis focuses on a single community event. The findings therefore cannot automatically be generalized to other locations, cultural settings, or participant groups.

Second, the paper does not report a statistically determined sample size, a comparison group, or quantitative pre-event and post-event measurements.

Third, the extent of participant learning and long-term behavioural change has not been established through systematic follow-up data.

Fourth, the paper describes the campaign's activities and intended sustainability messages but does not provide objectively measured reductions in water consumption, plastic use, or waste generation.

Fifth, the proposed CEPB framework and JALPARI model are conceptual contributions. Their reliability, applicability, and effectiveness require further examination.

Finally, cultural traditions and community practices vary across locations. The approach used in Azamgarh may require adaptation to the preferences, circumstances, and environmental priorities of other communities.

These limitations do not eliminate the practical value of documenting the initiative. Instead, they identify areas where future research can strengthen the evidence base.

19. Future Research

Further research could examine whether community events such as the Jalpari campaign contribute to measurable improvements in environmental knowledge, attitudes, intentions, and everyday practices.

A mixed-method research design could combine structured questionnaires with interviews, observations, and follow-up assessments.

Potential areas of investigation include:

1. Participants' knowledge of water conservation.

2. Attitudes toward responsible water use.

3. Intentions to reduce unnecessary plastic consumption.

4. Waste-disposal practices.

5. Adoption and continued use of reusable bottles.

6. Household sustainability practices.

7. Children's communication of environmental messages to parents.

8. Women's participation in community sustainability activities.

9. Participant satisfaction with environmental event activities.

10. Self-reported practices 30, 60, and 90 days after participation.

A pre-event and post-event questionnaire could help identify changes in knowledge or stated intentions. Follow-up measurements would be necessary to investigate whether such changes are sustained.

Where feasible, future studies could compare similar events with different educational approaches. A comparison design would help researchers investigate whether interactive activities, cultural storytelling, or reusable-product demonstrations are associated with different outcomes.

Research could also examine the implementation of the CEPB framework and JALPARI model across different community settings.

For example, researchers could assess whether the models are useful for school programmes, cultural festivals, neighbourhood gatherings, and environmental awareness campaigns.

A further research direction would be the development of a Sustainable Community Event Management Index. Such an index could combine clearly defined operational indicators with measures of participant engagement and environmental learning. Its components would need to be developed, tested, and validated before practical application.

These research directions could help move the Jalpari initiative from an exploratory case toward a more systematically evaluated approach to sustainable event management.

20. Conclusion

The Blue Planet Champions – Jalpari Save Water Campaign provides a practice-based example of how environmental education can be incorporated into a culturally meaningful community event.

Conceptualized by Pallavi Deshpande and Madhuri Deshpande through Pallavi's Management, the initiative brought together water-related cultural symbolism, interactive activities, reusable materials, and messages about environmental responsibility.

The campaign's design emphasized the participation of women, children, and young people. The roles of Jalpari, Jal Rani, Jal Rajkumar, and Jal Rajkumari provided a narrative through which the importance of water conservation could be communicated. Activities such as Save Every Drop Challenge, Save the Fish, Pass the Jal Kalash, and Blue Ball Bucket Toss offered practical formats for introducing environmental themes.

The promotion of steel Kalash, reusable bottles, cloth bags, responsible waste disposal, and clean public spaces connected the campaign's message with everyday actions. These practices illustrate how sustainability can influence an event's activities and material choices.

The case also highlights the potential contribution of women as community participants and environmental role models. Children and young people can similarly contribute by engaging with sustainability messages and sharing them within their families. However, the extent to which these opportunities result in lasting behavioural changes requires further investigation.

The proposed CEPB framework and JALPARI Sustainability Model provide starting points for organizing future community-based environmental events. Their usefulness could be assessed through repeated implementation, systematic documentation, and measurable evaluation.

Overall, the case supports an expanded perspective on sustainable event management in which environmental considerations are incorporated into event design, participant engagement, cultural communication, and post-event evaluation.

The central message of the Jalpari initiative is that respect for water should extend beyond particular celebrations and be reflected in everyday responsibility. By combining cultural relevance with practical environmental activities, community events can create opportunities for education, participation, and the promotion of responsible citizenship.

The initiative therefore offers a foundation for future research into the relationship between sustainable event management, women's leadership, youth participation, cultural engagement, and environmental education.

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