



Seeing the Unseen

Inevitable Invisibles

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Concept

- To check the awareness level of people about microbes and making people aware of the importance of microbes in the ecosystem through social media campaign

Objectives

- To check the awareness level of the people about microbes and their diversity
- To draw attention of the people towards microbe diversity and its importance in the ecosystem.
- To motivate them to take steps to conserve this important part of our biodiversity.

Approach/Strategy

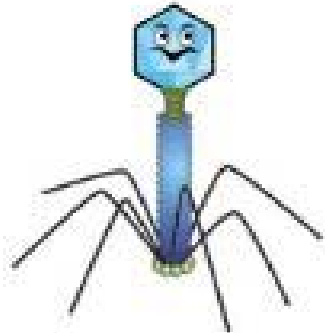
- On-line campaign
 - An interactive Quiz (**How much you know about us (Microbes) and check your rank**) through an app or a campaign page on CBD website/ on green wave face book page to check the awareness level of people about the microbes . 4 buttons in the page - **Yes , No , Know More** and **Next**; **Know More** button will provide information of the microbe. **Next** button will get to information about the beneficial and harmful microbes
 - There will be a survey with interesting facts about various microbes in “DID YOU KNOW” style with a funny image of the microbe

The sample campaign

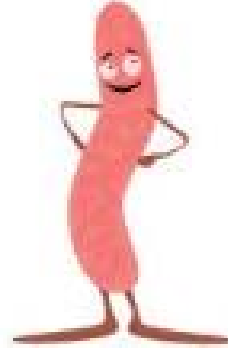


How much you know about us ?

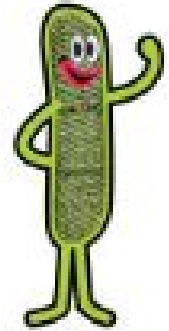
Quiz and know your rank !



Captain Phago



Ready Rhizo



Sunny Spiro



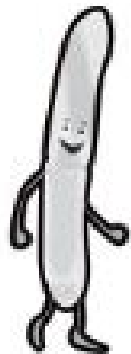
King Coli



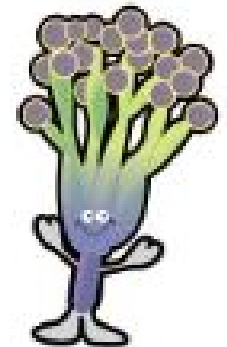
Wily Mucor



Wily Wild Yeast



Longy Lacto

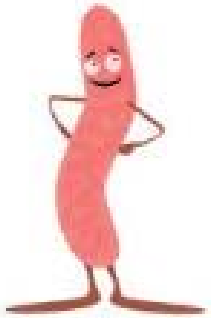


Bold Blue Mold

Did You Know?

Although I live in a rented house – root nodules of leguminous plants, I pay a very substantial rent by fixing nitrogen, the building blocks of proteins for all the land and the landlord.

Plants Are Happy With Us.
Please Don't Separate Us.



Ready Rhizo



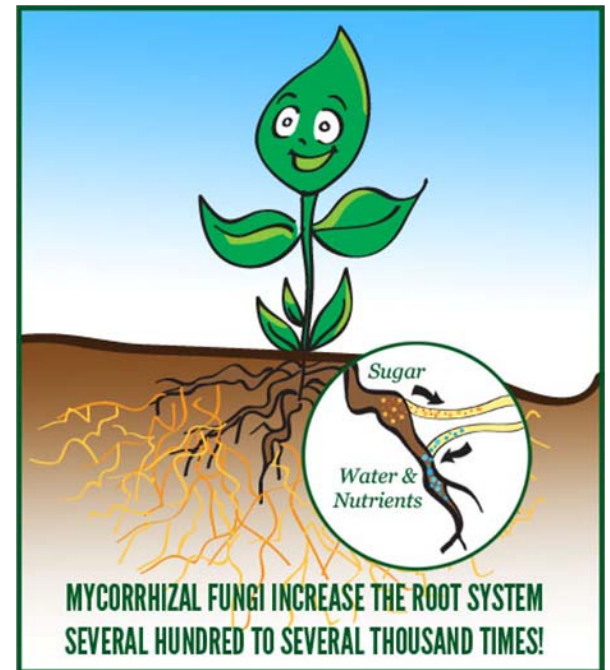
Yes



No

Know
More

NEXT



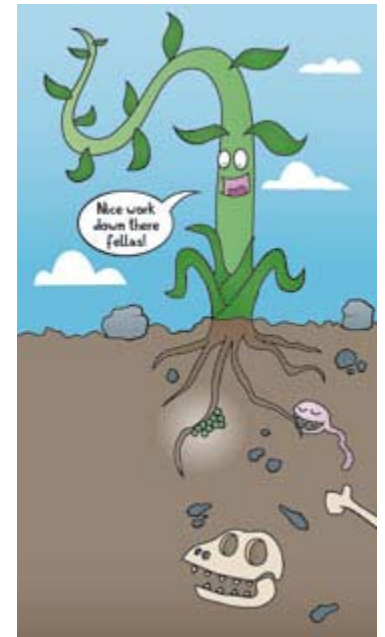
Know more about MYCORRHIZA

I am getting separated from my friend because top soil being removed by human for construction of buildings, making mud bricks etc.

What You Can Do?

- Spread the word to your friends.
- Conserve the top soil.

NEXT



Promotion

- Upload in the Green Wave page in Face book.
Reach the people who regularly check this page.
- Reach out to the Microbiology groups of different colleges to spread the quiz in their networks by providing the link.
- Daily we'll post snapshot of one of the microbes from our quiz in face book and twitter handle of SAYEN.
- Upload a photo story in You tube providing the link of the quiz and asking to visit us in face book.
- People taking up the quiz will have an option of sharing their ranks with their friends at the end of the quiz.

Outputs

- Minimum 500 unique users taking up the quiz over a period of 3 months.
- At least 500 people are aware of the importance of microbes and are motivated towards the conservation of the microbes.

Indicators

- Number of likes
- Number of shares
- The quiz results will provide the awareness level of people about microbes.
- The count of the **Know more** pages visited will be an indicator of no. of people interested in the conservation of beneficial microbes.
- The no. of comments will be an indicator of the possible actions to be taken up by the visitors.

Outcomes

- Understanding the awareness level of people about microbes
- People are aware of the importance of microbes