

The Finite Earth Movement (FEM)

A global, youth-centric call for climate action

The world is experiencing accelerated climate change—seasons are shifting rapidly, extreme weather events are intensifying, and 1.5°C global warming is now a near-term threat. If we do not act immediately and decisively, our children and grandchildren will face irreversible consequences of climate change.

Despite this urgency, climate change is still not getting the attention it demands. The 6 Ps — Parents, Professors, Professionals, Policy Makers, Politicians, and Press — have largely failed to grasp or communicate the criticality of the issue.

This calls for immediate, widespread, and public engagement globally to involve everyone in Climate action.

About Energy Swaraj Foundation (ESF)

To create mass awareness and climate action, Prof. Solanki voluntarily took an unpaid leave from IIT Bombay and embarked on an 11-year Energy Swaraj Yatra — living and traveling in a solar-powered bus across India.

The Energy Swaraj Yatra has completed over 1680 days on the road since its launch on 26th November 2020. During this journey, Prof. Chetan Singh Solanki has traveled more than 65,000 kilometers across India in a solar-powered bus, delivering over 1600 talks both online and offline. The Yatra has directly engaged more than 4.1 lakh individuals, including students, educators, policymakers, and citizens, and has indirectly reached over 2 million people. This massive outreach has been instrumental in spreading climate awareness and action grounded in the philosophies of energy independence, mindful consumption, and climate correction.

Finite Earth Movement (FEM): A Global Youth-centric Call for Climate Action

Drawing from five years of Energy Swaraj Yatra, travelling across India and engaging with lakhs of citizens across India, the foundation has now launched the Finite Earth Movement (FEM) that is rooted in the simple yet profound truth that on the finite planet, with finite resources, we can only have finite consumption. FEM offers a universal Climate Action Framework, through Climate Consumption Literacy Capsule, TUPEE Climate Habits and AMG action filter. These are simple yet effective tools for climate correction.

FEM is aimed to reach **1 billion individuals**, especially children, communities globally by 2027 and involve them in tangible climate action, focusing on mindful consumption aligned with the Mission LiFE of Hon. PM.

The FEM Framework – Three Scalable Tools:

CLC (Consumption Literacy Capsule): A free, one-hour online course that reveals how daily consumption drives climate change — and how to reverse it.

TUPEE Habits: Five action areas — Travel, Use, Purchase, Eat, Electricity — where everyone can cut carbon in daily life.

AMG Action Filter: A simple life rule — Avoid what's avoidable, Minimize with efficiency, Generate locally when needed.

These tools are practical, accessible, and designed for daily action by anyone, anywhere.

Approach of action:

The Finite Earth Movement (FEM) stands on three foundational pillars—**Adopt, Mobilize, and Contribute**—that empower every individual to transform awareness into meaningful climate action. By first *adopting* TUPEE Climate Habits and practicing mindful consumption through the AMG (Avoid, Minimize, Generate) approach, individuals reduce their personal carbon footprint. Then, by *mobilizing* as a 1+10 Climate Volunteer, they multiply their impact by inspiring others within their communities to join the movement. The movement is further strengthened through **Climate Action Hubs**, trained **FEM Speakers**, and committed **FEM Ambassadors**, who anchor FEM's presence in schools, colleges, and local communities.

Finally, through *contributing*, individuals can support the movement's growth by volunteering or making small financial contributions to help FEM provide free resources to individuals and institutions across the globe. Together, these three actions form a practical and powerful framework to address the climate crisis from the ground up—starting with self, spreading through society, and sustaining the movement for generations to come.

More details at: www.thefiniteearth.org