

# **Environment Day Celebration**

**JUNE 5-6 -2016**

**Under Micro level Intervention (MLI)**



**Theme:**  
**Environmental Awareness**  
**GO WILD FOR LIFE**

**Implementing Agency -CEDRA**

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## MLI: Environment Day Celebration

As a part of our continuous engagement with the community, we have executed environment campaign towards protecting and sustaining the environment in areas of Ahmedabad and Surendranagar districts of Gujarat. While designing the program all stake holders like Sarpanchs, village panchayat representatives, School principals, teachers, Taluka delegates, local leaders and forest departments were consulted and decision was taken to organize 3 day Awareness Campaign to promote awareness on Environment protection and Maintenance with tools of Street Plays, Road Shows and sample Plantation in Schools and Panchayat lands.



## Theme: Environment Protection



Since environment is being destroyed and priority it to protect it with some effective measures we in consultation with CAIRN India associates decided to organize various interventions focusing Environment Protection theme along with some steps towards its sustenance. Trees have direct influence on increase or decrease of the raining quantity and quality it was decided to do sample plantation in schools and Panchayat towards promoting plantation at the highest level in communities.



## Schedule of Events

Sr. No.	Village	Date of Implementation	Activities
1	Vinzuvada	5/06/2016	Road show/Street Play/Plantation
2	Vani	6/06/2016	Road show/Street Play/Plantation
3	Trent	6/06/2016	Road show/Street Play/Plantation
4	Nana Ubhda	6/06/2016	Road show/Street Play/Plantation
5	Mota Ubhda	6/06/2016	Road show/Street Play/Plantation

## The Implementation Process:

- 1.1 Event Planning
- 1.2 Community Mobilization via Road Shows
- 1.3 Street Plays
- 1.4 Plantation program

## Event Planning

The field coordinator carried out visits to each village listed above and met key personalities in village for planning of the event at grassroots level. The programme was planned according to the local convenience for better and effective outcome. People were consulted for time slab of event in the village to ensure the maximum participation during the events of Road Show, Street plays and Plantation.

During the visit the place for Street plays and Plantation were finalized along with assessment of availability of water facility. As water is a primary requirement for growth and sustenance of plants.

For sustainability aspects it was explained that the plants are the responsibility of whole village along with premises holder and leaders and PRI members from the very beginning.

As long as beneficiaries are concerned we targeted whole village. So we can say that more than 10000 village people are benefitted with such intervention and message of environment protection have reached to the community as a whole since we have covered school children also as our target groups.

## Arrangement of Street Players

After basic assessment and process a trained group of Street Players were mobilized and given the content of play focusing environment protection, finalized in consultation with CAIRN India rep.



### Event Implementation: Road Show and Street Plays



We started Road Shows, Street plays and Plantation at decided places as per the schedule. Our coordinator coordinated all the events for three days as desired. For smooth and timely flow of action we hired a vehicle for road show and plants delivery along with the travel for the street play teams. In all we complete the events in three days having 2 events per day (in a morning and evening considering the community presence)

### Plantation

After finishing the activities of Road shows and Street Plays we planted trees in scheduled places in the presence of local dignitaries and schools staffs along side the communities to establish the message of Environment protection with direct action of the communities.



## Conclusion



Sometime it is more important to protect the present situation to reduce the risk of major destruction than to do action for promotion. So we carried out specialized Road Shows and Street plays to convey the importance of environment and its protection. Towards direct community engagement we also did sample plantation for further green cover and concern. The response was motivational from all villages for this programme, and Sarpanch, PRI members, community leaders, Primary school teachers, children and community people participated in this. Altogether more than 5000 villagers participated in the events including schools students. The indirect beneficiaries are nearly doubles to the direct participants.



All 5 villages authorities appreciated this MLI Environment day Celebration) and given thanks letter to CEDRA and CAIRN for such intervention. All this five villages are strategically important village for CARIN India and RO plants have been installed by CAIRN in all this villages to support the community with clean drinking water towards reducing the water prone decease under it CSR intervention.



**THANKS!**