



Report

on

World Environment Day 2024



**WORLD
ENVIRONMENT
DAY**

Organized by

**EIACP Programme Centre Resource Partner on
Forest Genetic Resources and Tree Improvement
ICFRE - Institute of Forest Genetics and Tree Breeding
(Indian Council of Forestry Research and Education)
Coimbatore – 641 002**

World Environment Day 2024 Celebrations by ICFRE-IFGTB EIACP PC RP

As part of Mission LiFE and in connection with World Environment Day 2024, EIACP (Environmental Information, Awareness, Capacity Building and Livelihood Programme) Programme Centre (erstwhile IFGTB ENVIS) RP at the ICFRE - Institute of Forest Genetics and Tree Breeding, Coimbatore organized series of awareness campaigns, lectures, awareness events and various competitions to people of different walks of life. The main goal of these activities were to promote awareness about environmental conservation and to emphasize the importance of individuals in preserving our environment and natural ecosystems. Overall, these activities served not only to raise awareness but also to foster a sense of environmental responsibility and empower individuals to become agents of positive change in safeguarding our planet.

Social Media Activities

ICFRE-IFGTB EIACP PC RP actively engaged in a series of impactful social media activities, strategically utilizing the social media handles to disseminate theme-related content, documentaries, and insightful infographics on environmental conservation and significance of environment. These activities were organized to resonate with audiences of diverse backgrounds, fostering heightened awareness and understanding of current environmental issues and how to overcome these issues. The key aspect of this social media activities was the creation and dissemination of eye-catching and informative infographics, which condensed complex information into easily understandable visuals. By sharing these infographics across various social media platforms, ICFRE-IFGTB EIACP PC RP ensured widespread exposure and engagement of individuals. These initiatives fostered a sense of community and collaboration among participants, encouraging them to take proactive steps towards preserving the environment in their own lives. From sharing informative posts to organizing virtual events, the ICFRE-IFGTB EIACP PC RP efforts exemplified the potential of social media as a tool for driving positive change and raising awareness about critical environmental issues. 3 infographics on current year theme "Land Restoration, Desertification, and Drought Resilience". All the updates in the social media handles were tagged with #GenerationRestoration and shared with ministry and other respective divisions. These social media uploads extended a broad and diverse audience.



ifgtbeiACP @ifgtbenvnis · 18/05/24

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Infographics on the theme "land restoration, desertification, and drought resilience" released by ICFRE-IFGTB EIACP PC RP in connection with World Environment Day 2024

[#WorldEnvironmentDay](#)



MoEF&CC and 11 others



ifgtbeiACP @ifgtbenvnis · 2d

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As part of [#WorldEnvironmentDay2024](#), ICFRE-IFGTB EIACP organized awareness campaign to students & general public. As a part of this, a slogan writing competition was conducted for students, attracting participation from 217 individuals & 46 members of general public were engaged.



MoEF&CC and 19 others



Mobile Photography contest

ICFRE-IFGTB EIACP PC RP organized a Mobile Photography Contest on the theme "Importance of Environment" aimed to harness the widespread accessibility of mobile photography to highlight the significance of environmental conservation. Individuals across various demographics and backgrounds were actively participated in this competition. As a token of appreciation, prizes were awarded to the winners, acknowledging their creativity and contribution to raising awareness about environmental issues. Additionally, all participants were awarded with certificates of participation, recognizing their dedication to promoting the cause of environmental conservation through photography.



ifgtbeiACP @ifgtbenvis · 5d

As part of #MissionLiFE & in connection with World Environment Day 2024, ICFRE-IFGTB EIACP is organizing mobile photography contest. Participants can submit their original photographs to ifgtbenvis@gmail.com or WhatsApp to 9677471217. Prizes & E-certificates shall be awarded.

EIACP Resource Partner on Forest Genetic Resources and Tree Improvement
ICFRE-Institute of Forest Genetics and Tree Breeding
Ministry of Environment, Forest and Climate Change (Indian Council of Forestry Research & Education)
P.B.No. 1061 Forest Campus, P.S.Paran P.O. Coimbatore - 641 002

World Environment Day - 2024
Mobile Photography Contest
Theme: Importance of Environment

Guidelines

- Submit unedited original photograph in JPEG format
- Only 1 entry / participant

Key Attractions

- Prizes for the winners
- E-certificate to all the participants

Submit your Photograph to ifgtbenvis@gmail.com along with Name, Age & Contact Details or whatsapp to 9677471217.

Last Date of submission: 04th June 2024

#ChooseLiFE #MeriLiFE #MissionLiFE Follow us on @ifgtbenvis

MoEF&CC and 4 others



Slogan Writing Competition

ICFRE-IFGTB organized a slogan writing competition for school students, aimed at fostering environmental awareness and advocacy among the younger generation. This initiative sought to engage students in creatively crafting concise and impactful slogans that resonate with the theme of environmental conservation. Participants were encouraged to reflect on the importance of preserving our natural resources, protecting biodiversity, and mitigating environmental degradation. Through their slogans, students were prompted to express their thoughts, concerns, and aspirations regarding the environment, inspiring others to take action towards a sustainable future. 237 students from different schools in and around Coimbatore district actively participated in this event. Awareness labels highlighting the Mission LiFE Themes and actions were distributed to students.



Awareness Lectures

A series of awareness lectures were organized by ICFRE-IFGTB, targeting a diverse array of audiences including students, the general public, industries, and stakeholders. These lectures were organized to educate and inspire action towards environmental conservation. For students, informative lectures were delivered on a range of environmental parameters and the importance of adopting sustainable practices in everyday life. For the general public, industries, and other stakeholders, awareness lectures focused on broader environmental issues and the significance of Mission Life and actions were delivered. In addition to lectures, awareness posters and handouts highlighting the pivotal role of individuals in preserving the environment were distributed.



NA Gass Road, Central Academy For State Forest Service, Coimbatore, 641043, TN, India

Latitude	Longitude
11.016687	76.945973
Local 11:16:17 AM	Altitude 436.0 meters
GMT 05:46:17 AM	Thursday, 05/30/2024



Coimbatore, Tamil Nadu, India
B4, R.S. Puram, Coimbatore, Tamil Nadu 641002, India
Lat 11.016536°
Long 76.946243°
31/05/24 02:34 PM GMT +05:30

Google

GPS Map Camera



Central Academy For State Forest Service,
Coimbatore, 641043, TN, India

Latitude
11.016543

Longitude
76.945956

Local 09:36:33 AM
GMT 04:06:33 AM

Altitude 435.0 meters
Monday, 05/27/2024



GPS Map
Camera Lite

SH 167, Vadavalli, Coimbatore, 641041, TN, India

Latitude
11.030197

Longitude
76.908528

Local 05:04:03 PM
GMT 11:34:03 AM

Altitude 445.2 meters
Tuesday, 06/04/2024

Environmental Pledge - Pledge to Preserve Our Planet

ICFRE_IFGTB EIACP PC RP places significant emphasis on environmental conservation and sustainability, encouraging participants to take a pledge to protect and preserve the environment. This pledge symbolizes a personal commitment to adopting eco-friendly practices and advocating for the conservation of natural resources.

In addition to the environmental pledge, participants are also encouraged to take the LiFE (Lifestyle for Environment) Mission pledge. The LiFE Mission is a comprehensive initiative that aims to promote sustainable lifestyles and behaviors among individuals and communities. By taking the LiFE Mission pledge, participants commit to integrating environmentally friendly practices into their daily lives, such as reducing energy consumption, minimizing waste generation, and supporting eco-friendly products and initiatives.

By incorporating both the environmental pledge and the LiFE Mission pledge into their activities, ICFRE_IFGTB EIACP PC RP fosters a culture of environmental responsibility and encourages participants to actively contribute to the conservation and preservation of the environment. These pledges serve as powerful reminders of the importance of individual actions in mitigating environmental degradation and promoting a more sustainable future for all.





Central Academy For State Forest Service,
Coimbatore, 641043, TN, India

Latitude	Longitude
11.016632	76.946004
Local 11:20:17 AM	Altitude 435.0 meters
GMT 05:50:17 AM	Thursday, 05/30/2024



SH 167, Vadavalli, Coimbatore, 641041, TN, India

Latitude	Longitude
11.030036	76.908878
Local 05:08:26 PM	Altitude 446.1 meters
GMT 11:38:26 AM	Tuesday, 06/04/2024

Awareness Campaigns

In connection with World Environment Day 2024 and Mission LiFE ICFRE-IFGTB EIACP PC RP organized an awareness campaign to address the theme "Land Restoration, Desertification and Drought Resilience".

Dr Rekha R. Warriar, Scientist F and EIACP Coordinator during her introductory remarks spoke on the current year's theme and explained about the importance of the Generation restoration. She elaborated the individual's role in preserving the environment. She also gave an insight to the series of activities carried out by ICFRE-IFGTB EIACP PC in connection with World Environment Day 2024.

Dr C. Kunhikannan, Director, ICFRE-IFGTB inaugurated the awareness event and spoke on the issues that our ecosystem faces because of land degradation and drought. Director highlighted how natural calamities affects our environment. He explained how pollution, coupled with floods, leads to the contamination of groundwater. Pollution exacerbates the scarcity brought on by urbanization and anthropogenic activities, ultimately leading to water scarcity, often manifested in droughts, he added. It's crucial to uphold ecological balance, ensuring we consume only what is necessary to sustain it. Director shared his own experience towards of using minimal resources for maximum utilization and urges all to follow the same and to contribute towards environmental conservation.

Ms Prasanna Rajamanicam, Junior Research Fellow spoke on the role of every organism in maintaining ecosystem equilibrium. Ms Agila, Junior Project Fellow spoke how to connect with environment to actually experience the advantages of healthy lifestyle. Ms R. Kalaiselvi, Senior Project Fellow shared how the controlled environment within a tissue culture laboratory contributes to enhancing greenery.

The photographs of the Mobile Photography Contest were scrutinized by Dr John Prasanth Jacob, Scientist G (Retd.) and Chief jury. Among the participants Shri Sayan Maity, West Bengal, Shri Rathod Digvijaysinh Umedsinh, Scientist B, ICFRE-Tropical Forest Research Institute Jabalpur and Shri Suraj Thomas, Kerala won first, second and third prize respectively. Consolation prize was awarded to Shri Subhodip Shastri, West Bengal and Shri Prasad K. N, Kerala. Prizes were awarded to the winners and certificates were awarded to other participants. Poster highlighting the current year's theme was released by the Director and disseminated widely. Dr S. Vigneswaran, Programme Officer proposed the vote of thanks.







Cowley Brown Road, RS Puram, Coimbatore,
641002, TN, India

Latitude
11.014962

Local 12:33:40 PM
GMT 07:03:40 AM

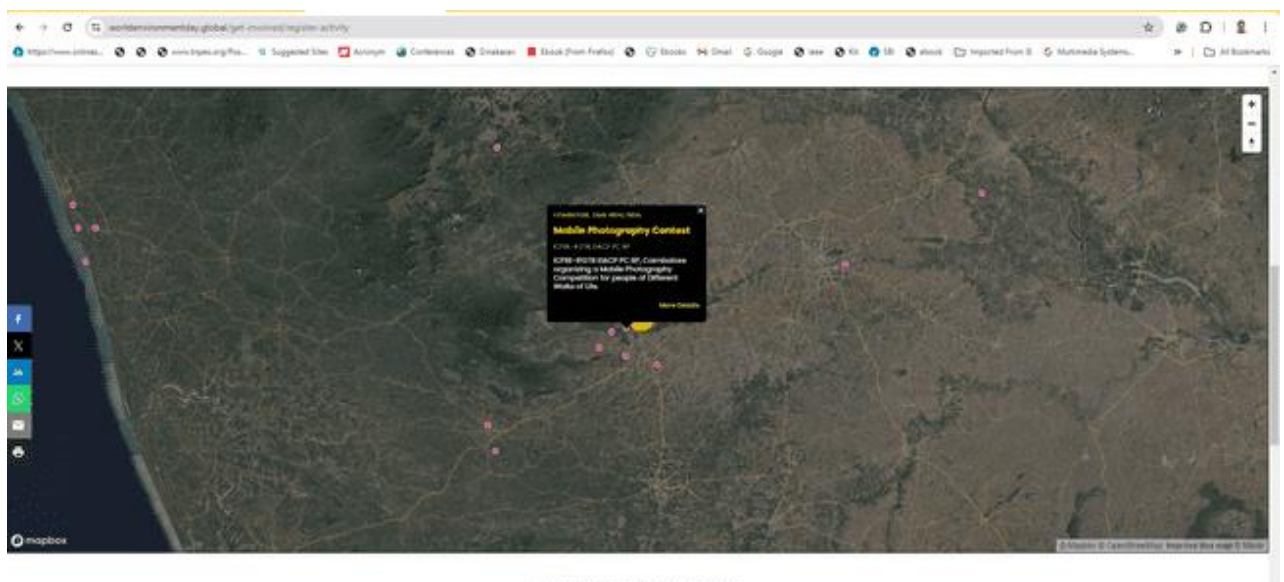
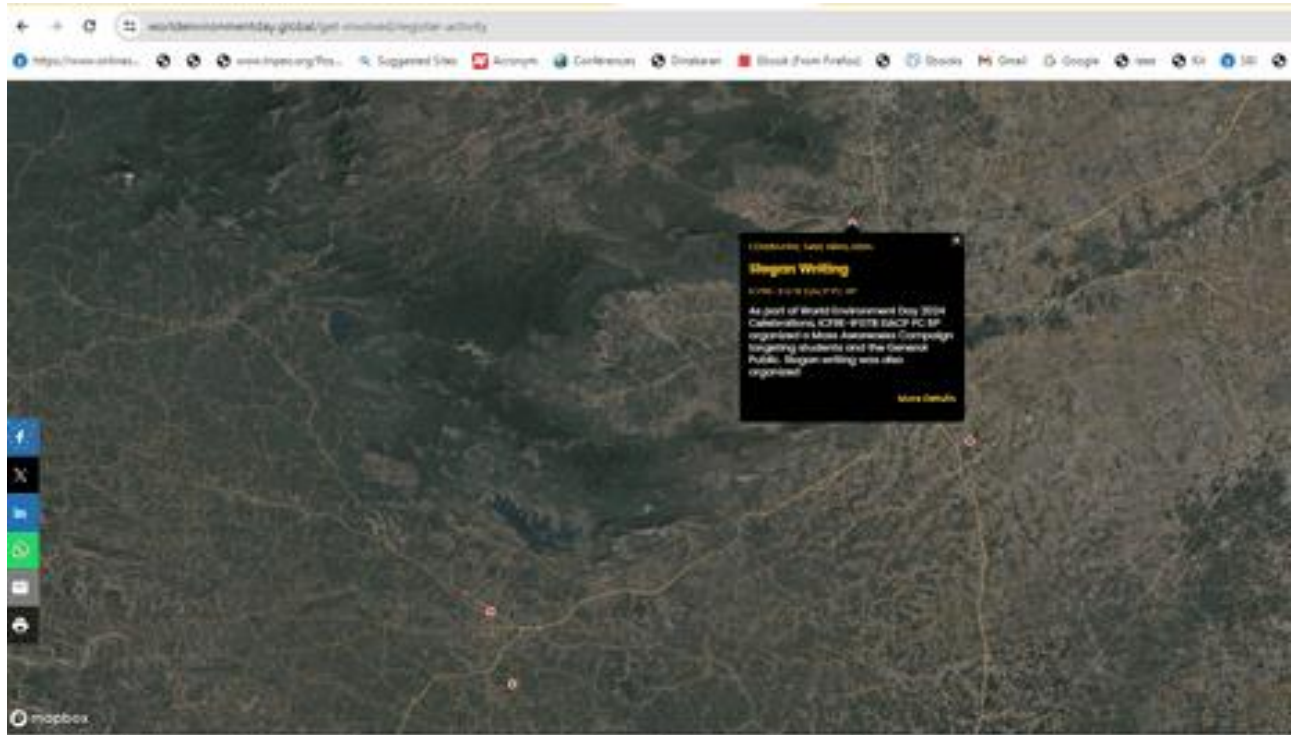
Longitude
76.948166

Altitude 436.2 meters
Wednesday, 06/05/2024



Global Registration of the Events

All the activities organized by ICFRE-IFGTB EIACP were registered in the <https://www.worldenvironmentday.global/get-involved/register-activity> and got wider publicity.





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WORLD ENVIRONMENT DAY 2024

Theme: "LAND RESTORATION, DESERTIFICATION & DROUGHT RESILIENCE"

Across the globe, ecosystems face imminent threats. From forests and drylands to farmlands and lakes, the very foundations of human existence are nearing a critical point. That's why World Environment Day 2024 is dedicated to land restoration, combating desertification, and fostering drought resilience under the banner "Our land. Our future. We are #GenerationRestoration."

Did you know?



Land degradation

- Globally, more than 2 billion hectares of land are degraded.
- Every year, an estimated 12 million hectares of land are lost to degradation.
- Land degradation affects 3.2 billion people, or 40 per cent of the world's population.
- Over 60% of India's arable land is estimated to suffer from environmental degradation.

- 55 million people are directly affected by droughts every year.
- Drought threatens people's livelihoods.
- It increases the risk of disease and death, and fuels mass migration.
- In India, approximately 25% of the land is experiencing desertification.



Drought



Desertification

- Climate change exacerbates desertification.
- It can interrupt the natural processes of the Earth, causing natural hazards.
- An estimated US\$10 trillion in global Gross Domestic Product could be lost by 2050.
- Over 70% of India reporting drought-like conditions.

#GenerationRestoration

#MeriLiFE

#ChooseLiFE

#MissionLiFE