




HARYALI SAPTAH 2022

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Consumer Education and Research Centre
MoEF&CC's Environmental Information system, Resource Partner on
'Environment Literacy-Eco labelling & Eco-friendly products'

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Van Mahotsav is a tree-planting festival where thousands of trees are planted all over the country by the masses. This tree planting festival is observed annually, over a period of week starting from 1st July to 7th July.

Loss of forests leads to environmental & social issues like disappearance of livelihoods in rural communities, increased carbon emissions, loss of biodiversity, degradation of land etc.

To spread awareness on benefits and protection of trees, Consumer Education and Research Centre, MoEF&CC's ENVIS, Resource Partner celebrated '*Haryali Saptah*'.

We participated in the Environmental Awareness Rally organized by Shri New Vidyavihar for Girls, Navavadaj, managed by Shri Sankalchand Bapuji Education Trust. (Annexure-I)

Dr. Harshadbhai Patel, Former Home Minister-General Secretary, Gujarat BJP, Shri Manishbhai Patel, Sports Cell Coordinator, Gujarat, Shri Sombhai Paghdi Seth, Shri Prithvisinh Vadhela, President, Thara Nagarpalika, Shri Rupeshbhai Patel, Managing Trustee, Corporators other Trustees were amongst the dignitaries who inaugurated the rally.

1200 students, teachers, school staff and CERC ENVIS team members participated in the rally covering 3.5 km of Navavadaj area, Ahmedabad.

The objective was to spread awareness on environmental protection, plastic pollution, banning of single-use plastics & plantation. CERC ENVIS Team members also showcased the Banner on Single-use Plastic (SUP) ban for wider reach.

A video of the same has been prepared and shared on all social media platforms.

Link:

<http://cercenvi.snic.in/video/New%20Vidhya%20Vihar%20Model%20School%20for%20Girls%20-%20Environment%20awareness%20Rally.mp4>

We collaborated with Waterman Industries Pvt. Ltd. Changodar and conducted a plantation drive at the Shri New Vidyavihar School. (Annexure-II)

Ms. Divya Namboothiri, Programme Officer addressed students on the advantages of planting trees, how to lead a sustainable lifestyle and disadvantages of single-use plastics.

Mr. Jignesh Dave, representative of Waterman Industries Pvt. Ltd. addressed students on the importance of plantation.

Later, students, teachers & CERC ENVIS's Team member planted 75 saplings of Neem, Asopalav, Palash, Jamun, Saptaparni (Devil's Tree) and Spanish Cherry (Borsali)

A video of the same has been prepared and shared on all social media platforms.

<http://cercenvi.snic.in/video/Van%20Mahotsav%202022.mp4>

We have also prepared an e-poster on Van Mahotsav to promote the benefits of tree protection and plantation in english & hindi and circulated on all social media platforms for wider reach. (Annexure-III)

Annexure-I

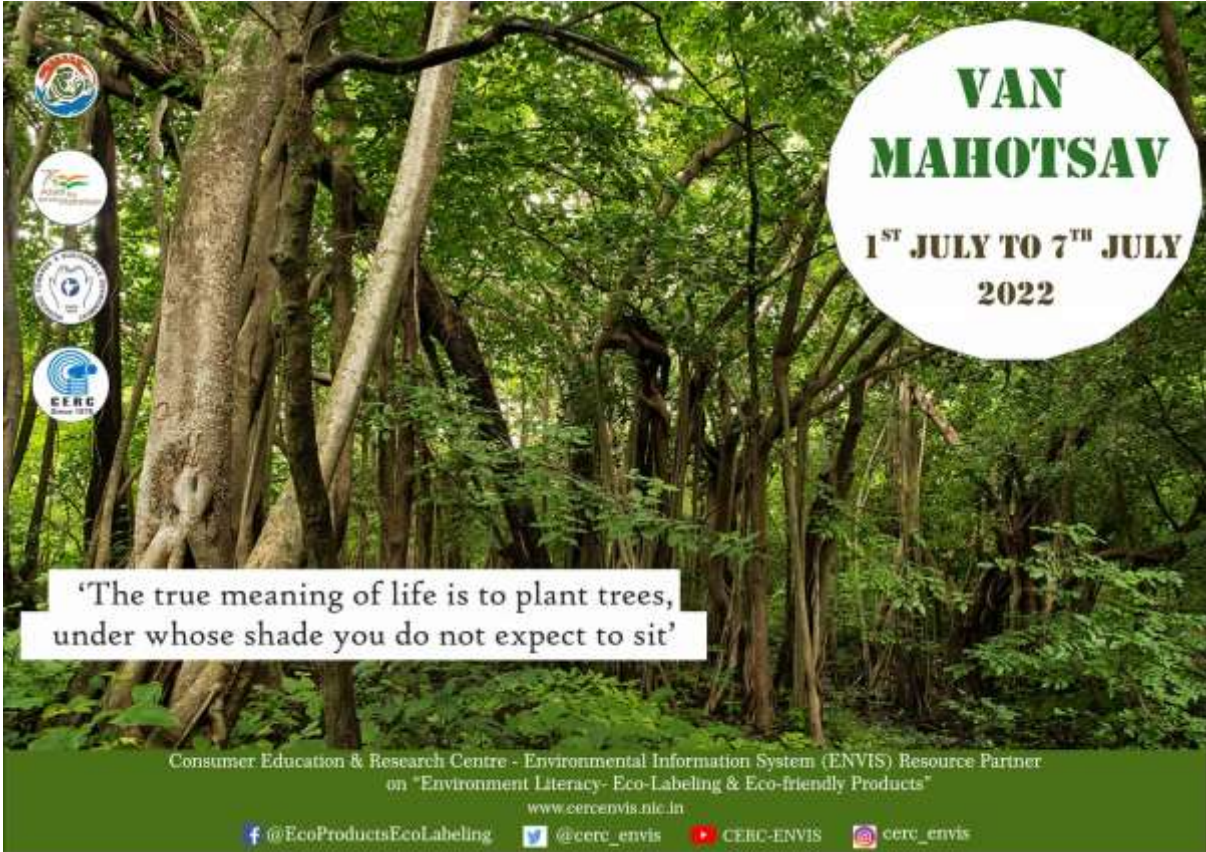


Annexure-II





Annexure-III



VAN MAHOTSAV
1ST JULY TO 7TH JULY
2022

‘The true meaning of life is to plant trees,
under whose shade you do not expect to sit’

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The poster features a lush green forest background. On the left, there are four circular logos: the Government of India emblem, the Ministry of Consumer Affairs logo, the ENVIS logo, and the CERC logo. The text is arranged in a clear, hierarchical manner, starting with the event name and dates in a large white circle, followed by a quote in a white box, and then the organizing body and contact information at the bottom.



हरियाली सप्ताह
१ जुलाई से ९ जुलाई
२०२२

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पेड़ बचाकर कर्तव्य निभाए !

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If you cut a tree, you kill a life.

If you save a tree, you save a life.

If you plant a tree, you plant a life.