

Assam Joins Global Earth Hour Movement, Highlights Water Conservation Efforts



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Assam actively participated in Earth Hour 2025 on Saturday, March 22, by switching off non-essential lights from 8:30 p.m. to 9:30 p.m., aligning with the global movement for environmental awareness. The event, organized by WWF-India in collaboration with local partners, also emphasized the importance of water conservation under the theme **#BeWaterWise**, marking the convergence of Earth Hour with World Water Day.

Prominent landmarks across the state, including the Assam Legislative Assembly, Gauhati High Court, Chief Minister's Secretariat in Dibrugarh, and historical sites like Rang Ghar, Kareng Ghar, and Charaideo Maidam, participated in the symbolic switch-off. In Guwahati, notable buildings such as the Srimanta Sankardev Kalakshetra, Vivanta by Taj, Radisson Blu, and District Library also joined the initiative.

Hon'ble Chief Minister of Assam, Dr. Himanta Biswa Sarma, and Hon'ble Governor Shri Lakshman Prasad Acharya extended their support to the movement, urging citizens to take part in Earth Hour and adopt sustainable practices. Dr. Sarma personally marked the occasion by switching off lights and lighting candles at the Dibrugarh Secretariat.

Community and Youth Engagement in Assam

WWF-India's Assam & Arunachal Pradesh State Office (AAPSO) organized multiple events to engage citizens, students, and institutions. **A Clean-up Action at Lachit Ghat** on the banks of the Brahmaputra saw over 250 participants, including volunteers from Bharat Scouts & Guides-Assam, NCC, NSS, and various universities. The **WildLens Wetland Photo Walk** at Deepor Beel, in collaboration with photography experts, promoted awareness about Assam's fragile wetland ecosystems.

A major highlight of the celebrations in Guwahati was an **Earth Hour Evening Program at Central Mall**, where university and college students delivered performances before the official switch-off. Notable Assamese personalities, including actor **Arghadeep Baruah** and **MasterChef India winner Nayanjyoti Saikia**, participated as Earth Hour Water Ambassadors, reinforcing the message of water conservation.

Additionally, students from institutions like Gauhati University, Cotton University, National Law University & Judiciary Academy, and Royal Global University engaged in activities such as birdwatching, nature walks, and article-writing competitions to promote sustainability.

Government and Corporate Support

The Assam government, local municipalities, and corporate entities played a crucial role in amplifying Earth Hour's impact. NF Railways and Lokpriya Gopinath Bordoloi International Airport displayed Earth Hour awareness messages, while Guwahati's hospitality sector, including hotels like Novotel and Radisson Blu, actively participated in the switch-off.

The Earth Hour campaign in India saw an unprecedented **3.59 lakh hours dedicated to the planet**, a significant rise from last year's 2.65 lakh hours. With a massive digital outreach of **80 million**, India ranked **#3 on the global leaderboard for Earth Hour participation**.

WWF-India's State Coordinator for Assam, **Mrs. Archita Baruah Bhattacharyya**, emphasized the importance of the movement, stating: *"Our decision to merge Earth Hour with World Water Day has sparked crucial discussions on water conservation. The overwhelming participation from Assam's youth, institutions, and communities showcases the state's commitment to a sustainable future."*

As Assam continues to play a vital role in environmental conservation, Earth Hour 2025 has reinforced the state's dedication to protecting its natural resources and inspiring sustainable actions for future generations.

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