

WWF-India Expands Environmental Education Reach



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AT News 1 September 2023 60978 views

Guwahati: In an effort to nurture the next generation's understanding of nature and sustainability, WWF-India continues to make significant strides with its Ek Prithvi program. The importance of environmental education for the long-term success of children has never been more evident, and this program has been instrumental in connecting young minds to the environment.

Launched in 2016, Ek Prithvi focuses on fostering environmental awareness, knowledge, and the skills required for conservation among students. It has already made a profound impact, reaching out to over 145,200 students across 11 states. When the pandemic struck, Ek Prithvi adapted with the "One Earth One Home" program, digitally engaging millions of students in 16 States/UTs in 10 languages. It also extended its reach to all districts of Assam, thanks to support from the Department of Elementary Education, SSA Government of Assam.

The Ek Prithvi Assam initiative, established in 2019 in partnership with the SCERT, Government of Assam, made significant progress. In February 2022, the first Activity Room was inaugurated at WWF Model School, Lokapriya GNB Secondary School, Pobitora, providing access to all model schools in the Morigaon district.

On August 29, 2023, WWF-India marked another milestone by inaugurating an Activity Room at the Ek Prithvi Model School in Chakardeo Deshbhakta Tarunram Phukan ME School, Deepor Beel. Shri Karan Bhalla, COO of WWF-India, presided over the ceremony alongside Smt. Neha Raghav, Head EE, WWF-India, Delhi, and Smt. Archita Baruah Bhattacharyya, State Coordinator WWF-India AAPSO, among others. The event showcased the rich cultural diversity of Assam with a traditional dance performance by local school students, renditions of the Ek Prithvi Anthem, and a captivating Mime Act on Save Nature for Conservation, skillfully taught by the renowned Youth Mime artist Minangka Deka.

In her address, Archita Baruah Bhattacharyya, WWF State Coordinator Assam State Office, emphasized that the newly inaugurated Activity Room would serve as a hub for nearby schools to engage in environmental education activities, further bridging the gap between students and nature.

Expressing his satisfaction with the opening of the Activity Room, Shri Karan Bhalla, COO WWF-India, stressed the significance of WWF-India's initiative in advancing sustainability goals. He expressed optimism that the Activity Room would have a profoundly positive impact on both students and teachers, shaping a brighter future for Assam's youth and nurturing a deep appreciation for the environment. WWF-India remains steadfast in its commitment to building a sustainable and environmentally conscious society through programs like Ek Prithvi.

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