



Food and Agriculture
Organization of the
United Nations



Ministry of Agriculture &
Farmers' Welfare
Ministry of Environment, Forest
and Climate Change



LIFE
Lifestyle for
Environment



Govt. Of Odisha



global
environment
facility
ASSISTING DEVELOPMENT

Green Eco-Club



Green- Ag Project
Similipal Landscape, Odisha

GREEN ECO-CLUB

Eco-Club is being formed under the Green-Ag project as a voluntary group platform through which students and youth learn about their environment, develop skills, and build attitudes that lead to actions for improving the local environment. An Eco-Club is a way to extend the boundaries and scope of the formal education system. It aims to strengthen cognitive learning, encourage creativity, assist in taking constructive actions, build responsibility, and increase appreciation and value of local biodiversity and the environment among the school children/youth. By participating in the eco-club activities, the students/youths will emerge as confident and responsible citizens with a sense of ownership and pride for their traditional culture, indigenous flora and fauna and will be self-motivated to initiate corrective actions for improving the local environment.



GREEN- AG PROJECT

The Green-Ag project aims to mainstream biodiversity, climate change, and sustainable land management objectives and practices into the Indian agricultural sector. The objective of the project is to achieve national and global environmental benefits (GEBs) in the five production landscapes in India - Madhya Pradesh, Mizoram, Odisha, Rajasthan and Uttarakhand. In Odisha, the project is being implemented in the Similipal Landscape, which is very rich in biological diversity and natural resources, including wildlife, trees, and crops. However, the landscape faces threats due to loss of agrobiodiversity, unsustainable use of natural resources,

1. Biodiversity (BD)



2. Sustainable Land Management (SLM)



3. Climate Change Mitigation (CCM)



4. Sustainable Forest Management (SFM)



adoption of input intensive farming practices, and conversion of forest land to other land uses such as mining. In the current scenario, therefore, it is felt important to connect with the school children and youth from the project landscape to sensitize them about their local environment, flora and fauna and the importance of their ecologically rich landscape and to maintain this diversity through actions on the ground for its sustainable management to secure a better livelihoods.

GREEN ECO-CLUBS IN SIMILIPAL LANDSCAPE

The project will work with the local schools and educational institutions covering children and youth of different ages, gender and social categories in the Similipal Landscape, to enhance their awareness and actions about the local biodiversity and environment in promoting Green Landscape conservation of the current 66 high-priority villages, 31 schools (16 in Upper Primary Schools and 15 in higher secondary schools) out of 91 schools have active eco clubs. The project will roll out the green eco club activities through the existing eco clubs in these schools with an aim to create a sense of pride among the school children for their traditional food systems and landscape. The number of these eco-clubs will increase as the project's intervention is taken up in other villages of the landscape.

OBJECTIVES OF GREEN ECO CLUB

- Sensitize the students about the importance of their environment, local biodiversity & forests, traditional crop varieties, farming systems and climate change.
- Strengthen consciousness among students for a clean and green landscape.
- Create a sense of appreciation and pride for the local biodiversity and its uniqueness.
- Motivate students to adopt habits and lifestyles that promote sustainable living.



ENGAGEMENT STRATEGY

The green eco clubs will organize awareness workshops and campaigns for students for hands-on learning, tree-planting drives, and competitions to promote sustainable agriculture and environmental conservation on key globally, national and state important environment days. The selected days as detailed in the Activity Calendar are in sync with the project objectives and the four GEBs that the project aims to achieve. The project team will develop the knowledge material with support of school teachers in the form of leaflets, brochures, and flyers, which will be distributed to the children during the activities. These are expected to enhance the awareness and knowledge of the children. The project team will make arrangements of the planting material for the plantation drives and will capacitate the children in tree plantations and their maintenance.

As token of appreciation and encouragement of school children, the project will issue certificates and prizes to the participating children, especially children who will win the competition activities.

STUDENT ENGAGEMENT STRATEGY



A step towards Conservation of Biodiversity



Figure 1
Tree Plantation drive by community members and children



Figure 2
Learning the importance of Organic manure use in farming



Figure 3
Sensitive towards nature conservation

Photos: © PD Watershed, Mbj

SIGNIFICANT DAYS TO BE CELEBRATED THROUGH GREEN ECO CLUBS

Designated Days	Significance of the day	Synergy with LD, BD, SFM, CCM	Proposed activities	Learning Points
Earth Day April 22	Earth Day is a significant event that raises global awareness about environmental issues, promotes sustainable practices, and mobilizes people to protect and preserve our planet for future generations	Earth day broadly creates awareness among the school children on conservation biodiversity, soil health and climate change mitigation measures to save mother earth.	<ul style="list-style-type: none"> ● Campus clean-up and waste audit. ● Sustainable gardening or tree planting. ● Earth-themed art/quiz competition. ● Eco-friendly workshop (e.g., recycling, composting). 	Students understand environmental issues, practice sustainability, engage in conservation efforts, and promote Earth-friendly behaviors on Earth Day.
World Environment Day June 5	World Environment Day is a vital event for raising awareness and promoting sustainable living, biodiversity preservation, climate change reduction, and resource conservation	Eco Clubs shall be educated on issues pertaining environmental protection by acquiring knowledge and actions towards forest and biodiversity conservation.	<ul style="list-style-type: none"> ● Environmental awareness campaigns ● Recycling or upcycling workshops. ● Tree plantation. ● Eco-friendly art and craft projects. ● Quiz Competition. ● Drawing Competition 	Students gain awareness of environmental issues, promote sustainability, participate in conservation initiatives, and advocate for a cleaner planet on World Environment Day
Vana mahotsav Week July 1-7	Vanamahotsav Week, also known as Tree Plantation Week, promotes environmental protection, afforestation, forest maintenance, and awareness of tree benefits.	The main focus of the day is conservation and protection of rich forest resources and biodiversity where the Eco club works towards understanding the value of such resources for environmental benefits and climate change mitigation. Accordingly there is a behavioral change of students towards care and protection of such resources.	<ul style="list-style-type: none"> ● Tree plantation drives in the community/ School Campus. ● Workshops on tree care and forest conservation. ● Art and essay contests on the importance of trees. ● Organizing talks by experts on forestry and conservation. 	Tree planting, biodiversity awareness, environmental stewardship, sustainable practices, and community engagement promoted during Vanamahotsav Week

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World Wild Life Week October 1-7	Wildlife Week: Celebrates biodiversity, fosters conservation awareness, and highlights wildlife's crucial role in ecological balance.	Eco Clubs can utilize World Wildlife Week to promote wildlife protection, awareness, habitat restoration, advocacy, sustainable practices, addressing biodiversity conservation, and ecosystem management. impacting better protection of forest and environment.	<ul style="list-style-type: none"> • Tree Plantation • Rally • Wildlife drawing contest and Felicitation. • Guest speakers on wildlife conservation efforts. 	Students learn about wildlife conservation, biodiversity, habitat protection, and the importance of coexisting with nature
World Soil Day December 5	World Soil Day promotes soil conservation, health, food security, biodiversity, and climate change mitigation, inspiring protection.	World Soil Day celebrations promotes soil health awareness, education, conservation, biodiversity where students are aware of importance of soil health and its role in better ecosystem management.	<ul style="list-style-type: none"> • Plantation/other activities relating to protection of soil in the school garden. • Educational talks on soil health and conservation. • Soil-themed art and poster contests. 	Students learn soil conservation, its role in agriculture, sustainable farming, and the importance of healthy soil ecosystems on World Soil Day.

NB: Activities are worked out giving a broader choice to Ecoclubs however the Eco-Club may choose one or multiple of the same as per context and convenience.



Steps towards Sustainability



Protect Our Planet - Join the Eco Club



Greener World - Plant Trees



Switch to Green Energy



Together We Can Make a Difference



Heal Our Planet



Sip Responsibly