

# Kids for Tigers

THE SANCTUARY TIGER PROGRAMME

**H. T. Parekh Foundation**

An Initiative by HDFC

LALIT RAJORA / SANCTUARY PHOTO LIBRARY



**Half-Yearly Report**  
(April – September 2019)

# Kids for Tigers

## THE SANCTUARY TIGER PROGRAMME

**REGISTRATION FORM 2019-20**  
(Please fill in this form and Email it to the Kids for Tigers City Coordinator)

Name of school: \_\_\_\_\_  
 Postal Address: \_\_\_\_\_  
 \_\_\_\_\_ City: \_\_\_\_\_ Pin: \_\_\_\_\_  
 Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_ Website: www. \_\_\_\_\_

Please tick the appropriate box:

- Medium of instruction:  English  Bengali  Hindi
- Type:  Co-ed  Girls  Boys
- Education Board:  ICSE  CBSE  Madhyamik/State Board
- Number of students: Class III to VI: \_\_\_\_\_ Class VII to IX: \_\_\_\_\_ Entire school: \_\_\_\_\_
- Point Teacher(s) Name: (a) \_\_\_\_\_  
(b) \_\_\_\_\_

Participating in the Kids for Tigers Teachers Training Workshop and coordinating the programme in our school.

6. Point Teacher(s) personal phone no.: \_\_\_\_\_ E-mail: \_\_\_\_\_

7. Our school has been a part of Kids for Tigers in the past:  Yes  No

- Yes! Our school has accessibility to an LCD Projector to showcase the AV and film shows
- Yes! Our school has an auditorium which can accommodate number of students
- Yes! Our school has access to the Internet and teachers/students can access www.kidsfortigers.org
- Yes! Our school has a Nature Club  No, but we would like to start one

8. Would you like a free copy of Sanctuary Club Magazine for the school?  Yes  No

9. Yes we can allocate a notice board / wall space exclusively for Kids for Tigers  Yes  Regretfully No





10. Principal's name: \_\_\_\_\_ Tel. no.: \_\_\_\_\_

11. Vice Principal's name: \_\_\_\_\_ Tel. no.: \_\_\_\_\_

12. Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Seat: \_\_\_\_\_

For further details & clarifications: Joydip Kundu, Co-ordinator  
 Phones -9830092059, 6289220892 E-mail: wildwatcher@gmail.com

146, Pragati Ind. Estate, N. M. Joshi Marg, Lower Parel (E), Mumbai - 400 015. Tel: (+91-22) 2305648/49/50 - www.kidsfortigers.org E-mail: adre@sanctuaryasia.com



# INTRODUCTION TO H.T. PAREKH FOUNDATION

The H.T. Parekh Foundation is a Section 25 company, established by the Housing Development Finance Corporation (HDFC) Limited in October 2012 with the aim to pursue the welfare, betterment and advancement of society as a whole, irrespective of religion, race, community, caste, gender, language or social status. The Foundation is sector-agnostic and works across a range of social interventions and development initiatives across India.

HDFC conducts a significant portion of its Corporate Social Responsibility through the Foundation.

The Foundation was begun by the late Shri H.T. Parekh, who wished to support and partner socially relevant projects and activities through NGOs and community-based organisations operating across sectors, geographical locations and size to facilitate a deep and long term impact, for a developed and inclusive society.

The Foundation partners with organisations to support initiatives and projects in the following areas:

- Rural Development
- Skill Development and Livelihood Enhancement
- Promotion of Education
- Healthcare and Hygiene.

Our Environmental Education partner in 45 schools in Kolkata is the Sanctuary Nature Foundation, through their Kids for Tigers programme.



*H T Parekh*  
FOUNDATION



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## INTRODUCTION TO KIDS FOR TIGERS

**"It is easier to build strong children than to repair broken men."  
- Frederick Douglass.**

In 2000, Sanctuary Asia launched Kids for Tigers, an environmental education programme now inspiring millions of children in schools across India. Since then, it has snowballed into one of India's largest mass movements to save the tiger.

The core purpose of Kids for Tigers is to introduce children to nature in a gentle and reassuring manner. Central to our mission has been the need to communicate the rationale for conservation to children, using the tiger as a metaphor for all of nature. Despite all the problems that grip wild India, we communicate to kids the brighter side of things; that nature is resilient and self-repairing, that the tiger will spring back to safe numbers if we offer it seclusion and protection. We teach kids about the connection between biodiversity, forests and water, and explain how forests help us fight climate change. All this is through carefully created fun activities and lessons. We are determined not only to leave a better planet for our children, but also better children for our planet!

### PREVIOUS ANNUAL THEMES:

2019-20: Re-wilding India and Fighting Climate Change

2018-19: Nature Needs Half – Re-wilding India

2017-18: Our Living Planet

2016-17: Back to Nature

2015-16: Nature Our Best Friend

2014-15: Nature Needs Half

2013-14: Leave Me Alone

2012-13: Small is Beautiful

2011-12: No Time to Lose

2010-11: Save Our Tigers

2008-09: India and Climate Change

2007-08: Save India's Big Five

2006-07: The Tiger's Destiny: Now or Never

2005-06: SOS: Save Our Stripes

2004-05: Thirty Years of Project Tiger

2003-04: Tiger Reserves – Benefits Beyond Boundaries

2002-03: Understanding Wild Tigers

2001-02: The Tiger – Forest – Water Connection

**VISION:** A world in which wild tigers (a symbol and lodestar for all of nature) and their forest homes are safe well into the next century – the only sure weapon to mitigate climate change.

**MISSION:** To inform, educate and motivate 500,000 young students to become an active force and take charge of their own environmental destinies in the future.

**VALUES:** To promote family bonding centred around environmentally-friendly attitudes (respect, humility and compassion) and to encourage a greater understanding of the inter-relationship of all lifeforms with their environment.

**OBJECTIVES:** To build strong relationships with schools through teachers and principals to win their help in involving a new generation of informed and empowered Indians in saving wild tigers. To create a core group of young 'Tiger Ambassadors' who feel passionately for the tiger and are ready to spearhead a massive effort to protect them.

#### **THE ANNUAL PROGRAMME:**

1. Registration of schools and introduction to the programme.
2. Training workshops for teachers.
3. Audio-visual shows linking tigers to climate change solutions.
4. Nature walks – especially to gauge students' affinity and commitment to the environmental imperative.
5. Petition drives, tiger parades and rallies, creative art competitions, Wildlife Week events, and vitality of information on notice boards and school projects.
6. National Camp.
7. City events that involve all members of society.

There are no dull moments with Kids for Tigers! A lot of positive noise is made through plantation drives, skating

rallies and more. For months, our Kids for Tigers students and teachers from across India's cities have been busy with exciting Nature Trails, audio-visual presentations, teachers' workshops and rallies, all for the sole purpose of creating awareness among the citizens of India about the need to protect tigers and conserving their forest habitats. These fun activities help uncover secrets about our exceptional natural treasures, including the one that symbolises it all, our very own tiger!

It's not just kids, but everyone they come in contact with including parents, kids from other schools and ordinary citizens, who are impacted by the Kids for Tigers ethic.

# Kids for Tigers

## THE SANCTUARY TIGER PROGRAMME



ASHOK KUMAR DAS / SANCTUARY PHOTO LIBRARY

PRESENCE OF **Kids for Tigers** PAN-INDIA  
THE SANCTUARY TIGER PROGRAMME



## LIST OF REGISTERED SCHOOLS

- 1) A.K. Ghosh Memorial School
- 2) Asian International School
- 3) Birla Bharati
- 4) Birla High School Jr. Sec
- 5) Carmel High School
- 6) Chowbaga High School
- 7) Chowringhee High School
- 8) Delhi Public School Ruby Park, Kolkata
- 9) Don Bosco School
- 10) Elias Meyer FS & TT
- 11) Hare School
- 12) Harrow Hall
- 13) Hindu School
- 14) Holy Mission English Medium High School
- 15) Joseph Day School
- 16) La Martiniere Girls
- 17) Lee Memorial Girls High School
- 18) Loreto Convent Entally
- 19) Loreto Day School Dharamtala
- 20) Loreto House
- 21) Loreto Day School Bowbazar
- 22) M.P. Birla Foundation H.S. School
- 23) Masat Aptap Mitra High School
- 24) Modern High School for Girls
- 25) Mt Litera Zee School
- 26) Narayanpur High School
- 27) Oxford House
- 28) Pailan World School
- 29) Saifee Golden Jubilee English Public School
- 30) Shapur Girls School
- 31) Shaw Public School
- 32) Shri Shikshayatan School
- 33) South City International School
- 34) St. Augustine's Day School
- 35) St. Joseph's College
- 36) St. Peters High School
- 37) St. Sebastian's School
- 38) St. Stephen's School
- 39) St. Joseph and Mary's School
- 40) St. Michells
- 41) Sushila Biris Girls School
- 42) The BSS School
- 43) The Frank Anthony Public School
- 44) The Future Foundation School
- 45) Union Chapel School



La Martiniere Girls School, Kolkata

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*"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it is the only thing that ever has."*  
– Margaret Mead

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Famous ornithologist Sumit Sen interacting with teachers and explaining the ecological importance of birds.



## TEACHERS' ENVIRONMENTAL LEADERSHIP WORKSHOP

Kids for Tigers believes that the educator too needs to be updated on the status of world ecology and apply it to local situations. Since teachers inspire younger generations and mould their thoughts and subsequently their actions, annual plans to train teachers are created as well. The Kolkata Teachers' Environment Leadership workshop was held at the La Martiniere Girls School in the impressive Lawrence hall on August 6, 2019.

Sumit Sen, the famous ornithologist, engaged an audience of 153 teachers by articulating his passion for birds and how they play a critical role in our ecological system.

They are not mere subjects for birdwatchers or photographers but hold a unique position in the web of life and serve as a flag for the state of the environment. Where no birds are spotted and birdsong is missing, one can presume that the

environment is degraded and needs severe rectification. He spoke on different local species, their history, evolution, ecological role, conservation and threats. The meet with 153 teachers from 57 schools in Kolkata and its suburbs opened with a short film, 'Our Planet, a Sanctuary for All Life'. Joydip Kundu elaborated on the rationale and history of the Kids for Tigers programme, the plans for 2019-2020, and explained the audio-visual specially prepared on the rewilding of India. Participants were welcomed by Rupkatha Sarkar, the Principal. Before the talk started, Uma Rajan, who had led the Kids for Tigers initiative in her school for over 15 years, was felicitated. An interactive session between Mr. Sen and the teachers was an intriguing part of the meet. Refreshments and tea were served at the end of the programme while enthusiastic teachers engaged in stimulating discussions.



Joydip Kundu, Kids for Tigers Kolkata Coordinator, Rupkatha Sarkar, Principal of LaMartiniere Girls School and Sumit Sen at the workshop.



Teachers who participated in the workshop were handed 'starter kits', including a Sanctuary Asia magazine and other material on the Kids for Tigers annual programme!



Uma Rajan, ex-Point Teacher, who led the Kids for Tigers initiative in her school for over 15 years, retired in April 2019. Here she is being presented a token of appreciation by Suchandra Kundu, Honorary Chief Wildlife Warden of West Bengal.



Ribbon used as a rakhi for the tree on Raksha Bandhan.

## CITY EVENTS

### World Environment Day 2019

June 5 is World Environment Day. Clean environment, social equity and involvement of the community with its own developmental process enable the creation of healthy communities that can be sustained for generations to come. Within the context of the subject of a clean environment, urban greenery is an important element for a sustainable city. Clean air ensures good health, and open spaces encourage children to be outdoors and engage with nature. Urban green spaces support the familiar biodiversity of barbets, magpie robins, cormorants, water hens, caterpillars, butterflies, trees and grass, as well as many hundreds of smaller species and microorganisms. All these elements endorse the place of humans in society as part of a larger whole.

Most parks and green spaces have resonance with their location: species and their habitat generally relate to the locality with its underlying substrates of geology, climate,

hydrology and ecological characteristics. Local festivities are also often hinged around the elements. This integrates us with nature in all its forms.

On World Environment Day 2019, Kids for Tigers and the Urban Recreation Forestry Division (URF) of the West Bengal Forest Department organised a special programme at the Jodhpur Park tree nursery. This patch of green surrounded by concrete structures was the perfect location for the programme.

At the gathering, an oath to protect urban greenery was taken by the participants with a special 'Raksha Bandhan' ceremony on trees as a symbolic gesture of protection. Students also planted saplings at the venue. The entire programme was to plant the seeds of conservation in young minds as well as seeds into fertile soil.



Students tying rakhi to a tree as a symbolic ritual of protection.



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*"A nation that destroys its soils destroys itself. Forests are the lungs of our land, purifying the air and giving fresh strength to our people." – Franklin D. Roosevelt*

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Suchandra Kundu and other guests planting saplings.



Students accompanied by teachers from Ballygunj Shiksha Sadan participated in an interactive session on environmental emergencies and the climate crisis.

Ajay K. Das IFS, Conservator of Forests, URF reminded all gathered that 15 of the most polluted 20 cities of the world are in India. Rabindranath Saha IFS, Dy Conservator of Forests, URF spoke on the importance and need of urban forestry in the current scenario of environmental catastrophe.

Honorary Wildlife Warden of Kolkata Suchandra Kundu encouraged the students citing Greta Thunberg's fight for the planet. She explained Greta's mission to make a difference. She spoke about her poise, her power, the clarity of her gaze and her speech to save our planet. What she reminded the gathering was that like Greta, our Kids for Tigers students have been active in bringing the ecological imperative to the attention of adults since the year 2000.



Students attending the talk by Forest Officials.



Suchandra Kundu, Honorary Chief Wildlife Warden, speaking about the importance of trees in the ecosystem.



Students planting saplings at the venue, looking forward to a greener future.



Greta Thunberg is a 16-year-old Swedish climate activist. In August 2018, Greta Thunberg started a school strike for the climate by sitting by herself outside the Swedish Parliament. This gesture shook the world and now involves millions of adults and school children vying for immediate action to combat climate change. The movement is now called Fridays for

Future. Greta was only 15 years old when she began her protest.

By the age of 11, she became depressed that adults around the world didn't seem worried about the issue of climate change and stopped talking. Later on she was diagnosed with Asperger's Syndrome, Obsessive Compulsive Disorder (OCD), and selective mutism. Selective mutism is a condition where an affected person has trouble communicating in social settings.

Thunberg has spoken at climate rallies in Stockholm, Helsinki, Brussels and London. In December 2018, she attended the United Nations COP24 in Katowice, Poland, where she addressed the Secretary-General and made a plenary speech that went viral and was shared many million times around the globe. In January 2019, she was invited to the World Economic Forum in Davos where her speeches again made a worldwide impact.

In November 2018, she was awarded the Fryshuset scholarship of the Young Role Model of the Year. In December 2018, TIME magazine named Thunberg one of the world's 25 most influential teenagers of 2018.

On March 13, 2019, three members of the Norwegian parliament nominated Thunberg as a candidate for the Nobel Peace Prize. If Thunberg receives the Prize later this year, she will become the youngest person ever to receive it.





Happy kids and their teachers.





**Kids for Tigers**  
THE SANCTUARY TIGER PROGRAMME  
THE TIGER INDIA  
বাঘ বাঁচাও  
ভারত বাঁচাও





Kids proudly display slogans at the rally.

## CITY EVENTS

### Van Mahotsav – the Festival of Life

A campaign launched in the 1950s, Van Mahotsav is now a festival that is also known as Forest Day. The festival occurs over a period of seven days, from July 1<sup>st</sup> to July 7<sup>th</sup> and builds excitement about forests and trees and the importance of these in our lives.

Trees have been imperative to survival since time immemorial. The security of human lives lies in the ecosystem services they render such as water and air purification, climate regulation, erosion control and providing food.

Today, the peculiar pattern of climate raises serious questions on the still thriving 'development' activities that clear large parts of forests. The water crisis in Chennai with the extreme

heat wave and drought gripping half the world serves as a harsh reminder to reassess the role of trees in natural disaster prevention and mitigation of climate change. Trees have long served humanity in one form or the other, inspiring song and dance and local lore. On the other hand humans threaten their very existence. It is high time we reverse the damage we have caused and restore the balance between nature and man. The first step towards this change is to plant trees. Most importantly, to let old growth forests survive.

Kids for Tigers Kolkata organised an impactful rally at significant sites in Gariahat, Ballygunje, South Kolkata followed by a sapling plantation programme in association with The



Students rally on the streets of Kolkata, asking city elders to plant more trees and help fight climate change.



Students proudly show off placards with slogans at the rally.



Amarendranath Chakrabarty, Range Officer, Urban Recreation Forestry Division of West Bengal walked in the rally to motivate kids.

BSS School and the Urban Recreation Forestry Division of West Bengal on July 1, 2019. The activity started from the school spilling to the street even as the rain and the sun kept playing hide-n-seek.

About a hundred students who are part of the BSS Nature Club, led by respected Principal Sunita Sen and Vice Principal Sudeshna Banerjee participated in a rally that went around the city's busiest Gariahat area. The rally rivetted onlookers as students and teachers holding placards with meaningful

slogans and messages on forests and trees walked on the roads. Amarendranath Chakrabarty, Range Officer, Urban Recreation Forestry Division of West Bengal too walked with the children as did other teachers and parents. The Principal spoke about the 'vital role trees play in sustaining life on Earth' and along with the students, planted saplings in the school premises, encouraging the students to plant more trees and take care of the same. The Urban Forestry Division gifted saplings to teachers, parents and students of the school.



Students, faculty, parents, forest officers, all join in common cause.





Students performing a skit on the role of different trees in the lives of various birds and animals.



Kids enthusiastically celebrating Earth Day. One child painted his face and wore headgear in support.



# GLOBAL TIGER DAY

## St. Joseph Day School

Global Tiger Day was organised at St. Joseph's College Hall on July 24, 2019. Students put up two colourful performances for an audience of 800 that included Senior Forest Officers of West Bengal along with field staff, teachers and others. Kids for Tigers arranged a symbolic show at the school hall that artfully displayed the beauty of different trees.

In another performance, students conveyed the importance of tiger conservation, portraying the tiger as the protector of the ecosystem. The performances were truly food for thought for the impressed audience.



Senior Forest Officers of West Bengal, field staff and teachers attending the Global Tiger Day programme at St. Joseph Day School.







A student sketches a rhino at a poster-making competition based on the theme 'Protect our Species'.

# CREATING AWARENESS – EARTH DAY CELEBRATION

## M.P. Birla Foundation Higher Secondary School

Seven hundred and seventy students gathered at the M.P. Birla Foundation Higher Secondary School auditorium on April 22, 2019 to pledge support for protecting all species.

The programme started with an opening speech by the Sanctuary Green Teacher Award Winner Smitha Sarojakshan (2017), followed by a brief talk by Kids for Tigers Kolkata Coordinator, Joydip Kundu, who explained the rationale behind Earth Day. A strong speech was given by Rajarshi Paul of Class XII, followed by a song by the host school's own band of Class VI. Anamitra Patra, Debjit Biswas and Abhirup Bose sang a Salil Chowdhuri classic that underlined the issue of mindless development and its impact on our wildernesses. A well-choreographed dance drama by 16 students that highlighted the intricacies of human-animal conflicts energised

the audience further.

All the students participated in a grand poster making competition based on the theme 'Protect Our Species'. Aloy Ghoshal, an eminent painter and former art director of a Bengal leading daily; Abhishek Roy, a Viswa Bharati alumni and celebrated fashion designer; Apu Bandyopadhyay, a noted graphic designer; and Diptarka Ghosh, a budding zoologist, were the four eminent personalities who judged the entries and selected the 10 best artworks. A certificate of appreciation was handed over to each participant and the best artworks were acknowledged with special gifts.



Students of M.P. Birla Foundation H.S. School pledge to stand by the glorious tiger and its habitat in a skit.



Proud recipients hold up their certificates.



Attentive students listen enraptured to the eminent dignitaries.



# CREATING AWARENESS – EARTH DAY CELEBRATION

## Protect our Species

Earth Day is an annual event celebrated around the world on April 22 to demonstrate support for environmental protection. First celebrated in 1970, it now includes events coordinated globally by the Earth Day Network in more than 193 countries. Every year, a theme is shared worldwide and this year, it is a call to 'Protect our Species'.

Every species has a role in its ecosystem; only when we protect each one is the ecosystem's survival ensured. Forests, wetlands, lakes and other habitats harbour vital life forms and our green cover, which acts as a carbon sink by absorbing carbon out of the air, also paves the only way to mitigate climate change.



Loreto Day School, Bowbazar was the first to endorse species protection headed by the point teacher Divya Banerjee. Here, the senior school students proudly hold the 'Protect Our Species' banner on April 17, 2019.

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*“One of the first conditions of happiness is that the link between man and nature shall not be broken.” – Leo Tolstoy*

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#### **EARTH HOUR**

The idea for Earth Hour was first conceived by World Wildlife Fund Australia in 2005 in response to scientific data revealing the devastating impact of climate change. The inaugural Earth Hour was held in Sydney, Australia, in 2007 at 7:30 p.m. About 2.2 million people and 2,100 businesses across the city participated.

Every year, on the last Saturday in March, from 8:30 p.m. to 9:30 p.m. around the time of the spring and autumn equinoxes in the northern and southern hemispheres when sunset times are almost the same in both hemispheres, is when Earth Hour is celebrated. It spreads awareness on environmental issues in our global and local communities. Individuals, communities, corporates, and households turn off their lights to show support for the fight against climate change and commitment towards a better planet.

In 2018, the Philippines had been able to reduce electricity consumption during Earth Hour, saving as much as 611 MWh – that’s practically the same as shutting down a dozen coal power plants for an hour!



The ever-supportive Principal of Union Chapel School, Angela Ghosh, rallied for Earth Day on April 17, 2019.



Students and teachers of St. Joseph's College with the 'Protect Our Species' banner on April 17, 2019.





The Principal of Joseph Day School Md. Shahnawaj and school teachers and students hold up the 'Protect Our Species' banner on April 17, 2019.



Students and teachers of St. Stephen's, Bowbazar, at an Earth Day event on April 17, 2019.

## VIDEO MESSAGES

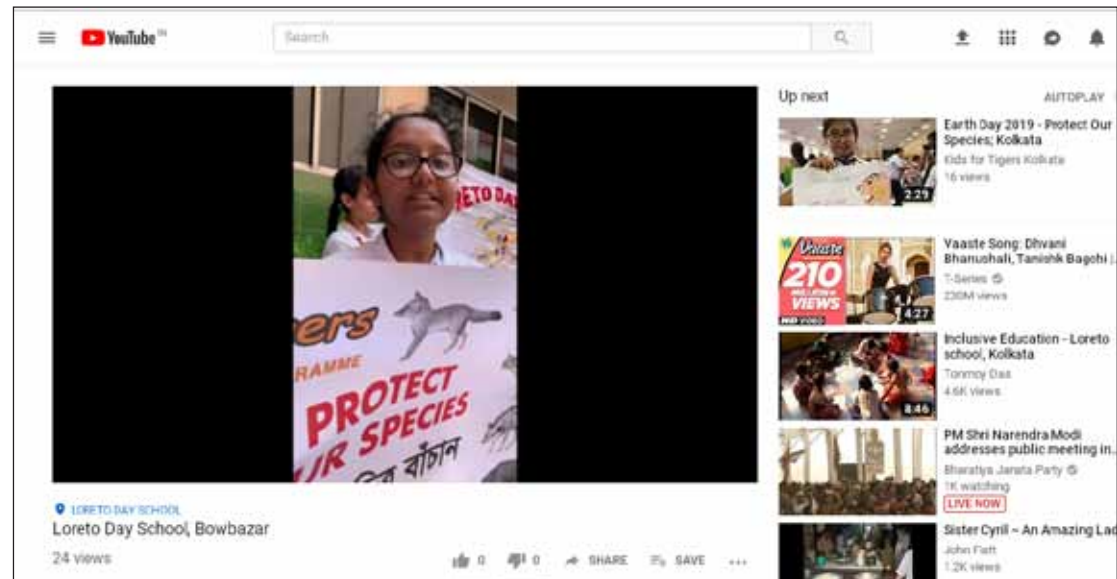
Young children use a powerful tool in raising awareness and communicating the rationale for conservation.

**VENUE: LORETO DAY SCHOOL, BOWBAZAR**

**DATE: APRIL 17, 2019**

Loreto Day School, Bowbazar issued a video message endorsing their support for Earth Day 2019.

<https://youtu.be/uckArXdWvA4>

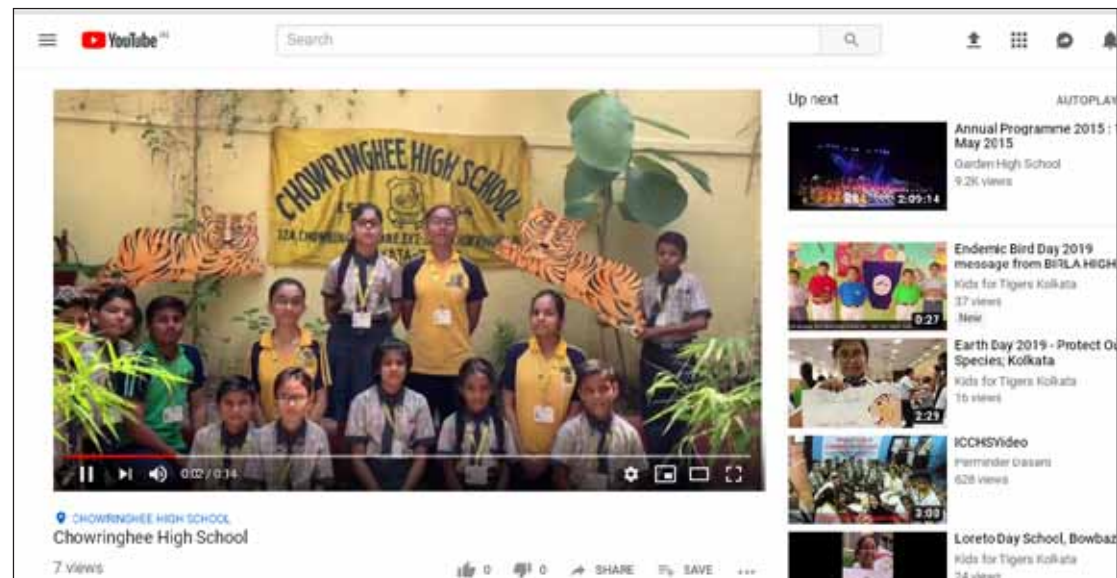


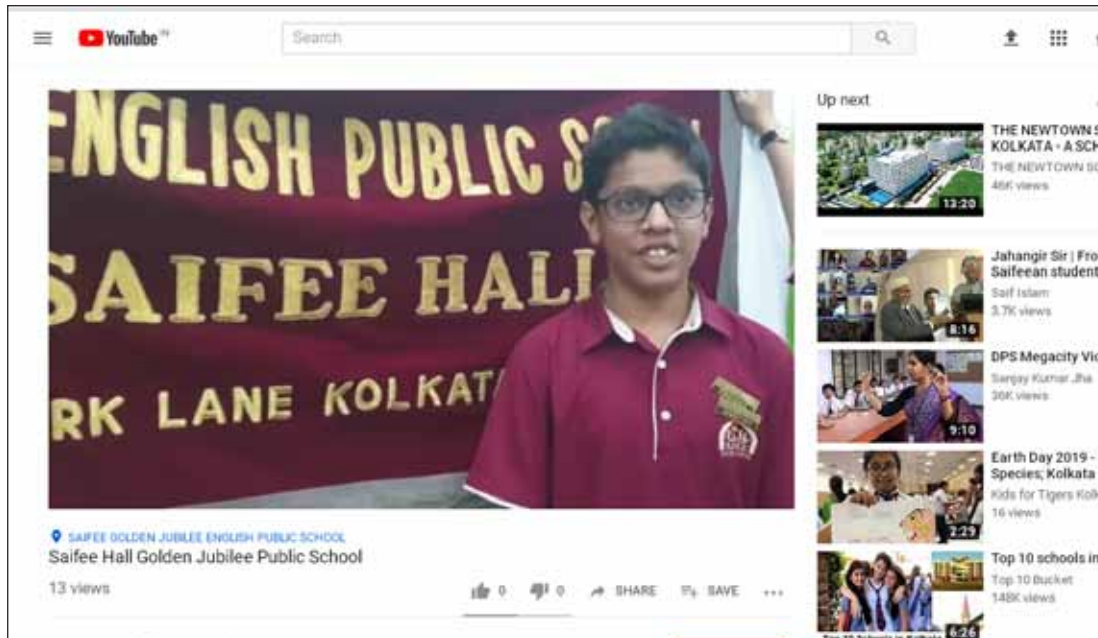
**VENUE: CHOWRINGHEE HIGH SCHOOL**

**DATE: APRIL 18, 2019**

Chowringhee High School students issued a video message endorsing their support to 'Protect Our Species', marking Earth Day 2019.

<https://youtu.be/oXcjuStcJw>





**VENUE: SAIFEE HALL GOLDEN JUBILEE PUBLIC SCHOOL  
DATE: APRIL 20, 2019**

Saifee Hall Golden Jubilee Public School delivered a video message endorsing their support for the theme 'Protect Our Species' on the eve of Earth Day 2019.

<https://youtu.be/tSN1C2RDb40>



**VENUE: A.K.GHOSH MEMORIAL HIGH SCHOOL  
DATE: APRIL 22, 2019**

The A.K.Ghosh Memorial High School delivered a video message endorsing their support for Earth Day 2019.

<https://youtu.be/qFS68iGF9ns>



# CREATING AWARENESS

## Endemic Bird Day 2019

Many days in the annual calendar have recently been marked to call attention to a species in need of the world's attention. One such is a special day for birds. Our hot Indian summers are difficult for both man and beast, especially in urban heat. The loss of trees and waterbodies has made survival difficult for birds that manage to exist here.

Placing pots of water outdoors can help birds survive the dehydration. This inspired Kids for Tigers students to initiate

a first-of-its-kind appeal in Kolkata through video messages that urged people to place bowls of water around their own neighbourhoods. Schools, teachers and students passionately spoke up for our avian friends on this day and inspired their neighbourhoods and other schools and organisations to do the same.



[https://youtu.be/b\\_dvf1C8fsg](https://youtu.be/b_dvf1C8fsg)



[https://youtu.be/3alKc\\_IGTVc](https://youtu.be/3alKc_IGTVc)



<https://youtu.be/nsUGKmrwMw>



[https://youtu.be/IJ1CTCGrf\\_w](https://youtu.be/IJ1CTCGrf_w)



[https://youtu.be/\\_qjYyzlGoNQ](https://youtu.be/_qjYyzlGoNQ)

Clockwise from top: students of Frank Anthony Public School, Birla Boys Junior High School, M.P. Birla Foundation H.S. School, St. Augustine's Day School and Don Bosco School, Liluah created their own video appeals to the masses. They urged them to provide water to birds struggling to get through the summer.



Young students of M.P. Birla Foundation H.S. School pledging to stand by the glorious tiger and its habitat.

# CREATING AWARENESS

## Global Tiger Day

During the special Global Tiger Day assembly organised at the M.P. Birla Foundation H.S. School, 1900 students pledged to help protect the glorious tiger and its habitat. At an educational interactive session, kids realised that the tiger plays a pivotal role in the health and diversity of an ecosystem. It is a top predator, at the apex of the food chain and keeps the population of wild ungulates in check, thereby maintaining the balance between prey herbivores and the vegetation upon which they feed. This is how the presence

of tigers in a forest is an indicator of the well-being of the ecosystem. The threatened extinction of this top predator is an indication that its ecosystem is not sufficiently protected, and neither would it exist for long thereafter. Most importantly, the tiger's jungle is the source of rivers and thus, our water security.

Our motto is "*Jungle nadi ki ma hai*". The tribals of the jungle where the tiger lives have their own version – "*Patedar pani ka devta*", acknowledging that the tiger is the striped water god.



Students of M.P. Birla Foundation H.S. School display their placards on Global Tiger Day.



Students participate in an activity called 'Plant Your Future'.



# CREATING AWARENESS

## Plant Your Future

The Kids for Tigers chapter at M.P. Birla Foundation H.S. School initiated a new activity, 'Plant Your Future'. An enthusiastic 139 students planted the

seeds of flower- and fruit-bearing trees. Children pledged care and love to each plant and promised to nurture it for many years to come.



Children pledged to nurture each seed they put in the earth.



Young kids show their seeds before planting them.

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***“You cannot get through a single day without having an impact on the world around you. What you do makes a difference and you have to decide what kind of a difference you want to make.” – Jane Goodall***

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### **TIGERS and YOU**

If you think there isn't much you can do as an individual to save the tiger, you are wrong. There are plenty of ways you can help. For starters, you could join Kids for Tigers or one of the many tiger conservation organisations that are doing some great work. Or take up one of these ideas:

**Start your own rally:** One of the best ways to tackle a problem is to make it well-known! Speak up for the tiger by taking part in or starting your own rally. All you have to do is get a few of your friends who love tigers to get a few of their friends who love tigers and gather at a public place. Armed with attractive posters and pamphlets, you'd be amazed at how much interest you will generate.

**Start a signature campaign:** If you know that there are tigers in a forest near your home, start a petition to declare the area a tiger reserve. Create awareness about the area and gather as many signatures as you can. Make sure your local government hears you loud and clear. Taking your signature scroll to a tiger conservation organisation will add to their efforts.

**Start your own Nature Club:** Get your tiger-loving friends together. Educate your families, neighbours, teachers and friends. Organise 'zero-cost' activities like nature walks and birdwatching trips. Take the time to observe nature and your understanding of the natural world will deepen. Once you are well-versed with the issues, access images from a tiger conservation group and organise an audio-visual show in your school.

**Write letters to the Prime Minister and newspapers:** Make a written appeal to the Prime Minister or the Chief Minister of your State, asking them to make tigers a priority. Tell them that you want your country's natural wealth protected. It is, after all, their job. If you see an environmental offence taking place near where you live, report it to your local newspaper.



St. Joseph Day School, <https://youtu.be/3gu6ziXdQQw>



Loreto Day School - Dharamtala, <https://youtu.be/BMCMbBdpxDw>



Lee Memorial Girls School, <https://youtu.be/rfBeDzDI6s>



Elias Mayer School, <https://youtu.be/hDbE-N5rp60>

# CREATING AWARENESS

## Global Tiger Day

With tiger populations rising in India, it may seem like Project Tiger was a huge success and we have a census showing 2,967 tigers in India in 2018. However, natural areas have not expanded with tiger numbers and they are now falling prey to habitat loss, developmental projects, poaching, agriculture, conflict with people and other pressures. This charismatic animal however holds the key to mitigating catastrophic climate change. Tiger forests provide the green cover the earth needs. Our ancestors called it the 'Water God', for wherever the wild tiger lives, a healthy natural forest and herbivores survive. When rain falls, the water is held by trees and grasses that fill aquifers, slowly releasing the water all year round. At the apex of the food chain, the tiger and its forests provide green cover to cool an overheated planet.

July 29 is Global Tiger Day, held every year and celebrated even by non-tiger range countries like England and the United States. Various campaigns to raise awareness and protect this magnificent cat and its habitat exist.

Kids for Tigers has been a leader in this initiative with school children since the year 2000. Schools in Nagpur, Delhi, Mumbai, Goa, Kolkata, Bengaluru, Ranthambhore, Jammu and Kashmir and several others (see map on page 6) participate in various activities like tree plantation drives, nature trails, rallies, theatre and music. These serve as inspiration to be involved in the state of the planet today and tomorrow and for children to take responsibility for their own future.



Loreto Day School – Bow Bazaar, <https://youtu.be/iIQkDd0hIqw>



St. Augustine Day School, <https://youtu.be/ycktVDhDRwM>



St. Stephen School, <https://youtu.be/tTgXb1duNmM>



M.P. Birla H.S. School, <https://youtu.be/FRSr7jgRpm0>



## CREATING AWARENESS

### *'Mera Ped Mera Dost'*

The objective is not just to plant trees, but also to facilitate the hands-on involvement of children with the environment. Kids for Tigers launched a pilot project 'Mera Ped Mera Dost' with 101 students of Modern High School for Girls. Under the guidance of Dr. S. Kulandivel IFS – Joint Director of Sundarban Biosphere Reserve, a first-of-its-kind initiative was started with the interesting practice of students in city

schools adopting plants and making personal commitments to take care of them. The aim is to increase the green cover of the city. While planting saplings is widely practised, Kids for Tigers is taking it a step ahead. Each school will follow up by calling the child's parents or visiting the locations and monitoring updates on the status of each plant.



Students and teachers of Modern High School for Girls planted saplings in the school premises.





Teachers display dresses they created from waste paper.

# CREATING AWARENESS

## Trash to Treasure

West Bengal has always been known for its cerebral prowess and capable leadership. The women of Bengal are a powerhouse and eager to lead. This Teachers' Day on September 6, 2019, an unusual theme was observed, 'From Trash to Treasure'. Kids for Tigers showcased today's environmental problems.

At a special show everyone wore outfits made out of upcycled items or junk, such as pages from newspapers, old magazines, plates, disposed CDs, and so on. There were evening gowns made of plastic sheets and chocolate wraps and smart party outfits made of tea bags and jute. The whole purpose of this show was to inspire students to find creative use for waste and divert recyclable material away from landfills. Many environmental issues were represented in the

ensembles, such as reducing paper waste by using e-books and recycling paper. One of the outfits even featured a dress made of junk mail, suggesting that companies that send it should be responsible for planting trees to replace all the paper wasted. The issue of food and paper waste from the restaurant industry was also addressed during the show.

The show was organised in association with the Union Chapel School at their heritage building's portico in the presence of a huge gathering. Teachers from 29 different schools participated to make it a success. Prizes were handed out to all participants.



Prizes were handed out to all participants, serving as an inspiration to reduce and reuse, and minimise trash in landfills.

### WASTE AND WATER

India produces 62 million tonnes of urban waste annually, out of which 5.6 million tonnes consist of plastic waste, 0.17 million constitute of biomedical waste, 790 million tonnes constitute hazardous waste, while 15 lakh tonnes make up only e-waste. The total amount of solid waste generated is 43 million tonnes, out of which only 11.9 million tonnes are treated while 31 million tonnes are untreated and dumped at landfill sites.

Studies reveal that India discards around 0.6 million tonne of plastic waste into oceans annually. It has been ranked 12<sup>th</sup> in producing plastic waste and has been ranked as 10<sup>th</sup> for generation of municipal solid waste.

According to the study by Christian Schmidt and Stephan Wagner of the Helmholtz Centre for Environmental Research in Leipzig, Germany, 57 of the world's rivers carry between 0.4 and 40 lakh tonnes of plastic waste down to the open oceans every year. And 10 of these rivers carry 90 per cent of plastic debris, including the Ganges and Brahmaputra, which flow through India.



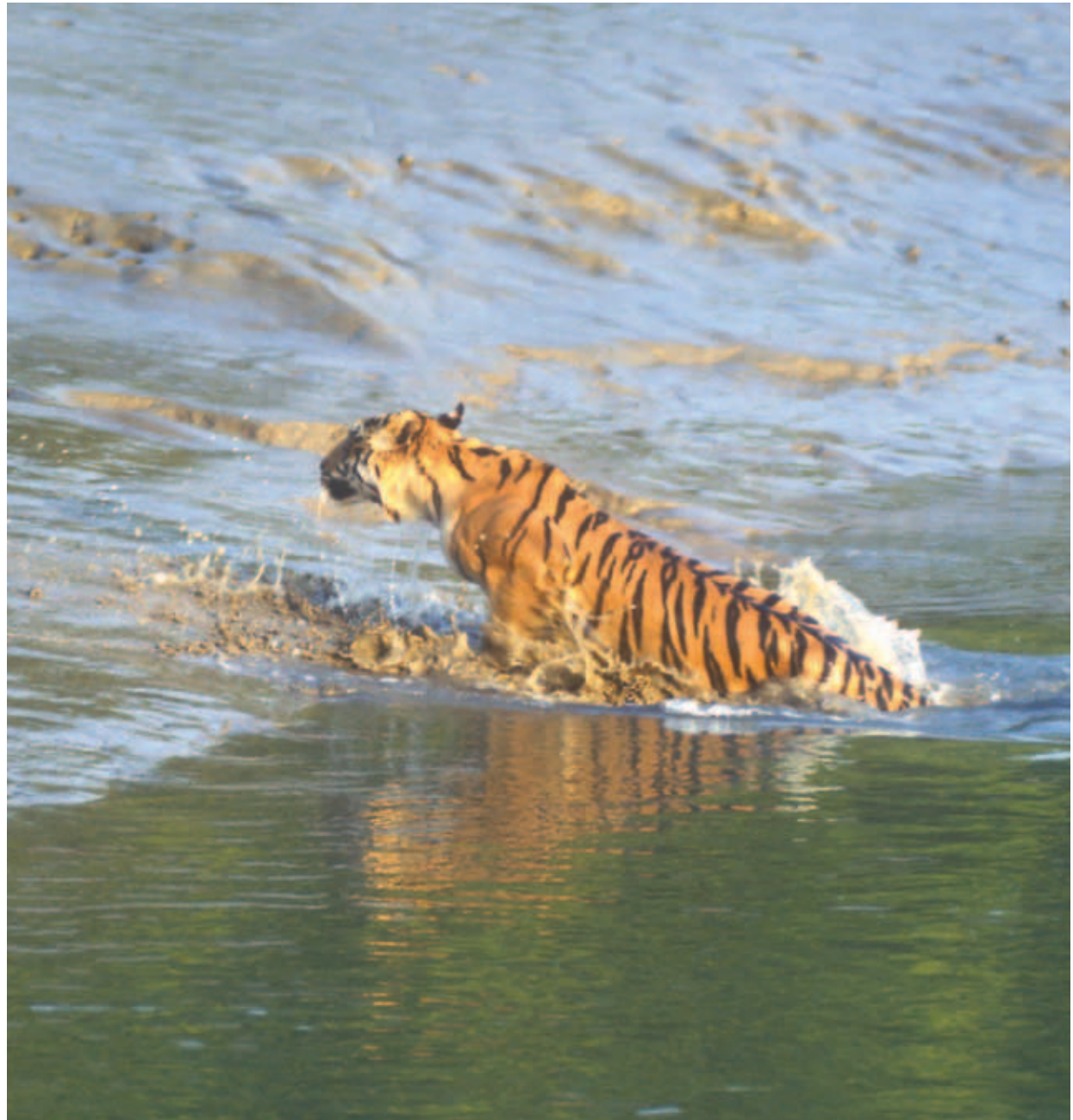
A teacher displaying a dress she made using trash.

### SUNDARBANS

The Sundarbans mangrove forest, one of the largest such forests in the world (140,000 ha), lies in the delta of the Ganges, Brahmaputra and Meghna rivers in the Bay of Bengal. It is called India's Sundarbans World Heritage site. Inscribed in 1987, the site is intersected by a complex network of tidal waterways, mudflats and small islands of salt-tolerant mangrove forests, and presents an excellent example of ongoing ecological processes. The area is known for its wide range of fauna, including 260 bird species, the royal Bengal tiger, the estuarine crocodile, Indian python and other threatened species.

The Sundarbans is a significant example of on-going ecological processes as it is an ideal example of delta formation and subsequent colonisation of newly formed deltaic islands and associated mangrove communities. These processes include monsoon rains, flooding, tidal influence and plant colonisation. As part of the world's largest delta, formed from sediments deposited by three great rivers; the Ganges, Brahmaputra and Meghna, and covering the Bengal Basin, the land has been moulded by tidal action, resulting in a distinctive physiology.

The area is quite unlike any other and is a unique habitat that deserves utmost protection.





# CREATING AWARENESS

## Importance of Wetlands

"If you cannot preserve alternative water resources, you lose the capacity to adapt to the impacts of climate change," said Prof. Arijit Chatterjee, at a Kids for Tigers session organised at the Birla Bharati School, Kolkata.

Prof. (Dr.) Anindita Mazumdar – Faculty, Department of Environmental Science at Netaji Nagar College for Women and Prof. (Dr.) Arijit Chatterjee – Faculty, Department of Environmental Science at Asutosh College held a brainstorming session with 350 students of the Birla Bharati School to give them an insight into the importance of wetlands.

### Snippets from the two-hour session:

Wetlands are perceived as landlocked shallow water bodies with no utility. Hence, encroachment on these vital water bodies is a common phenomenon. Wetlands are being silently filled up everywhere for urban settlements, which impacts the livelihood, food security and nutrition sources of the poor and marginalised.

Wetland resources are crucial for income generation,

livelihood and the wellbeing of communities. However, due to lack of effective management mechanisms and proper appreciation of their true worth, wetlands have continued to be degraded through unsustainable activities, conversion and overexploitation.

Wetlands perform vital ecological functions like flood mitigation and moisture retention, which are crucial for the poor and agrarian communities. These communities lose their lives, livelihoods and food sources under the impact of disasters caused as a result of climate change. Wetland conservation is thus imperative to minimise the impacts of climate change on the poor and marginalised.

Wetlands in India account for 4.7 per cent of the total geographical area of the country. They provide numerous ecosystem goods and services but are under stress. Reasons for wetland loss in India are urbanisation, land use changes and pollution. There is no proper regulatory framework for the conservation of wetlands in India. Future research should focus on institutional factors influencing their condition.



An interesting Question and Answer session perked the curiosity of the children.



Students of Birla Bharati School attending a special session on the importance of wetlands by Dr. Anindita Mazumdar and Arijit Chatterjee.



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*The only way to save a rhinoceros is to save the environment in which it lives, because there's a mutual dependency between it and millions of other species of both animals and plants. – David Attenborough*

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SHIVARAM SUBRAMANIAM / SANCTUARY PHOTO LIBRARY



# CREATING AWARENESS

## World Rhino Day 2019 – September 22, 2019

### RHINO FACTS:

1. A group of rhinos is called a 'crash'.
2. Rhinos make a 'mmwonk' sound when they're happy.
3. They are large, herbivorous mammals identified by their characteristic horned snouts.
4. The word 'rhinoceros' comes from the Greek 'rhino' (nose) and 'ceros' (horn).
5. There are five species and 11 subspecies of rhino; some have two horns, while others have one.
6. Because the animals' horns are used in Chinese folk medicine for their supposed healing properties, rhinos have been hunted nearly to extinction.
7. Female rhinos have one baby at a time every 2.5 to five years, after a gestation period of 15-16 months.
8. At birth, baby rhinos, can weigh 88 to 140 lbs. (40 to 64 kg).



SOURCE: WWW.WORLDRHINODAY.ORG



## World Rhino Day

### HISTORY

Apart from celebrating rhinos, World Rhino Day creates awareness of issues regarding their well-being. In recent years, rhinos have been threatened by poaching, urbanisation and pollution, which have pushed some rhino species to the brink of extinction, and others to be endangered.

World Rhino Day was first planned by World Wildlife Fund South Africa in 2010. Then, in 2011, Lisa Jane Campbell of Zimbabwe and Rhishja Larson joined forces to promote World Rhino Day 2011. Since then, September 22 has been celebrated annually by governments, animal rights organisations and animal enthusiasts as World Rhino Day.

SOURCE: WWW.WINCALENDAR.COM/WORLD-RHINO-DAY

# VIDEO MESSAGES

**VENUE: A.K. GHOSH MEMORIAL SCHOOL, KOLKATA**

**DATE: SEPTEMBER 22, 2019**

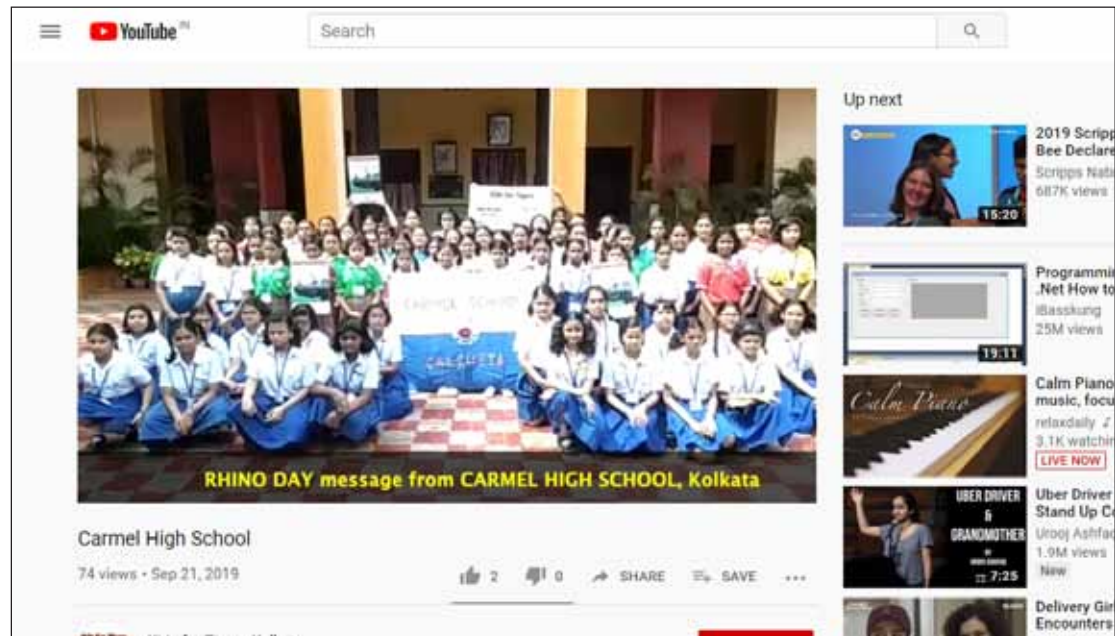
<https://youtu.be/-BEsdUcHOUY>



**VENUE: CARMEL HGH SCHOOL, KOLKATA**

**DATE: SEPTEMBER 22, 2019**

<https://youtu.be/azdMlybXhkQ>





**VENUE: DELHI PUBLIC SCHOOL - RUBY PARK, KOLKATA**

**DATE: SEPTEMBER 22, 2019**

<https://youtu.be/NO1IE6FN1kc>



**VENUE: HOLY MISSION ENGLISH MEDIUM HIGH SCHOOL, KOLKATA**

**DATE: SEPTEMBER 22, 2019**

<https://youtu.be/Moz8gwPF9Cc>

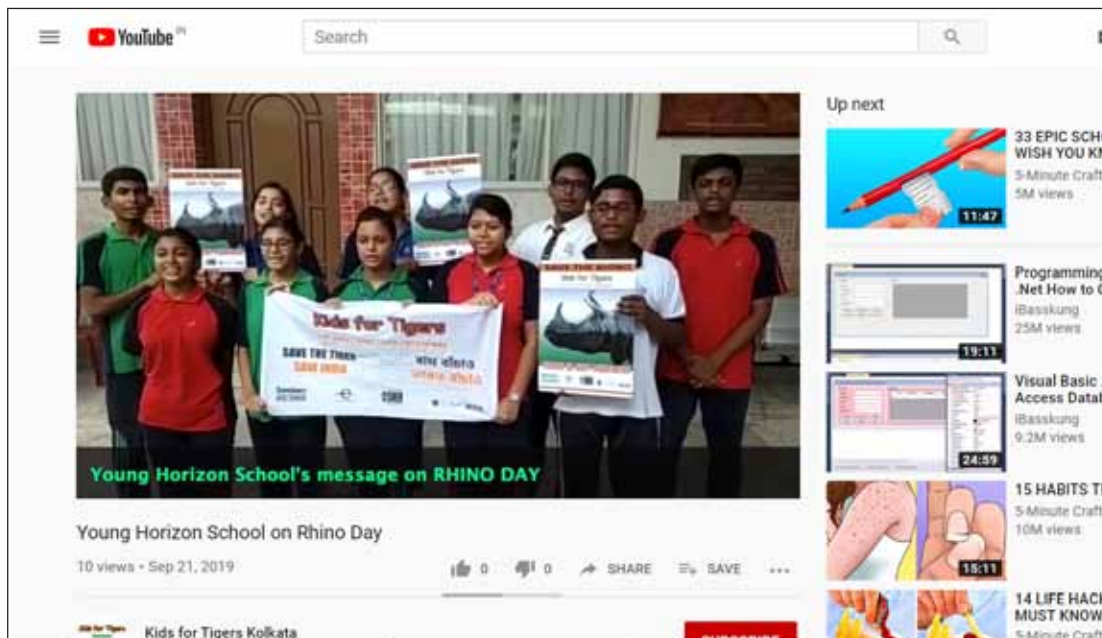




**VENUE: ST JOSEPH & MARY'S SCHOOL, KOLKATA**

**DATE: SEPTEMBER 22, 2019**

<https://youtu.be/FS0br63TVyo>



**VENUE: YOUNG HOZIZON SCHOOL, KOLKATA**

**DATE: SEPTEMBER 22, 2019**

<https://youtu.be/FdPNhvtzZSE>





# আজকাল

কলকাতা বুধস্পতিবার ৯ মে, ২০১৯

## পাখিদের জন্য

আজকালের প্রতিবেদন

প্রখর তাপে শুধুমাত্র মানুষই নয়, কষ্ট পাচ্ছে পাখিরাও। মানুষের উপায় থাকলেও অনেক সময় পাখিদের তেঁটা মেটানোর কোনও উপায় থাকছে না। বাড়ির ছাদে বা আশেপাশের এলাকায় রাখা এক পাত্র জলের জন্য সারাদিন ওদের হা-ক্রান্ত খোঁজ। আজ বুধস্পতিবার বিশ্ব পক্ষী দিবস। তাই এ বিষয়ে সচেতনতা তৈরি করতে কলকাতার বিভিন্ন স্কুল যেমন বিড়লা হাইস্কুল, এম পি বিড়লা স্কুল, লরেটো বৌবাজার, সেন্ট জোসেফ, সেন্ট অগাস্টিন, ফ্রাঙ্ক অ্যান্টনি, ডন বস্কো লিলুয়া স্কুলের



পড়ুয়াদের নিয়ে পালন করা হচ্ছে 'এনভেমিক বার্ড ডে ২০১৯'। উদ্যোগে বন্যপ্রাণ স্বেচ্ছাসেবী সংস্থা শের, কিডস ফর টাইগারস ও স্যাংচুয়ারি এশিয়া। শেরের পক্ষে জয়দীপ কুণ্ডু বলেন, 'পড়ুয়ারা সকলের কাছে আবেদন করছেন পাখিদের জন্য যেন এক বাটি জল ছাদে বা আশেপাশে কোথাও ছায়ায় রেখে দেওয়া হয়। যার ফলে তারা তেঁটা মেটাতে পারবে।' পড়ুয়াদের এই আবেদন নিয়ে তৈরি হয়েছে একটি ভিডিও। যা ছড়িয়ে দেওয়া হচ্ছে বিভিন্ন সোশ্যাল মিডিয়ায়। ইতিমধ্যেই কেরালার শ্রীমান নারায়ণন নামে এক নাগরিক ৬ লক্ষ টাকা খরচ করে ১০ হাজার মাটির পাত্র তৈরি করিয়ে

# আজকাল

MONDAY 13 MAY 2019 11:00 AM

## প্রকৃতি পড়ুয়া



আজকালের প্রতিবেদন

হাতি, বাঘ বা গভারের বাইরেও কম-পরিচিত প্রাণীরাও আমাদের বেঁচে থাকায় গুরুত্বপূর্ণ ভূমিকা পালন করে। এই ছোট ছোট নানা প্রাণী, যেমন পাখি, ভাম বা বাদুড়দের যদি ঠিকঠাক রক্ষা করা যায়, তবে মানবজাতিও সুরক্ষিত থাকবে। এ বিষয়ে

THE TIMES OF INDIA, KOLKATA  
MONDAY, MAY 13, 2019



### Kids' bid to save birds

Schoolkids of the city have taken it upon themselves



to protect the local bird population. Observing Endemic Bird Day of 2019, Sanctuary Kids for Tigers and city-based NGO SHER are conducting a unique campaign involving students of different Kolkata schools. Through a series of unique video messages, the students will be seen appealing to everyone to place a pot of water outside for birds to beat the heat.

## MEDIA COVERAGE MAY

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# MEDIA COVERAGE JUNE

**প্রতিদিন**  
২১ জ্যৈষ্ঠ ১৪২৬ বুধবার ৫ জুন ২০১৯

পরিবেশ দিবসের প্রাক্কালে নয়া উদ্যোগ, গাছের গায়ে রাখি বাঁধ স্কুল পছুরারা

সংবাদ প্রতিদিন ডিজিটাল ডেস্ক: পরিবেশ সচেতনতায় এতদপন্থে যার অনেক অনেককণম চেষ্টা করেছে সকলে। যদিও আমরা কোনও পাত্ত হুয়চি। কিন্তু চেষ্টা হুয়চি। আর্থনিকাল, বুকবল বিয় পরিবেশে থিকম। সারকও এককর লগুন করে চেষ্টা করার থিক। তার আগে মঙ্গলবার যোগপুর পার্ক ট্রি নার্সারিতে একটি অনুষ্ঠানের আয়োজন করা হয়।

অনুষ্ঠানের আয়োজন করেছিলেন SHER-এর প্রতিষ্ঠাতা জয়দীপ কুম্। সঙ্গে ছিল সত্যমুহুরি এশিয়া, এইট টি সারথ মনটেকশনসের মডেল সংস্থক। SHER স্কুলর হয়ে সংরকণা থিয়ে কারা কালেক। পরিবেশ সচেতনতা থিয়েও কারা করে এই সংস্থক। আর্থনিকাল বিয় পরিবেশে থিকম। কলে এর আগে যে এই সংস্থা পরিবেশ ধীচরনের থিয়েও কারা করে, সেটাই যে আর্থনিক। এরপর পরিবেশ ধীচরনের এই অনুষ্ঠানে আগে যে আর্থনিক পিন্ধা সনদের হুয়চি ও পিন্ধিকার। গাছের গায়ে রাখি বাঁধ তঁরা। বৃক্ষরোপণও করা হয়। পরিবেশ থিকের এই আয়োজ ইনামোং থিয়ে উদ্ভূতিল সারথের পরিবেশপ্রেক্ষিত।

**Highlights**

- অনুষ্ঠানের আয়োজন করেছিলেন SHER-এর প্রতিষ্ঠাতা জয়দীপ কুম্।
- সঙ্গে ছিল সত্যমুহুরি এশিয়া, এইট টি সারথ মনটেকশনসের মডেল সংস্থক।

**The Telegraph**  
WEDNESDAY 5 JUNE 2019 ১১:৫০ AM IST  
**Green day**

**JODHPUR PARK:** Several school students (in pictures above) participated in a programme at the Jodhpur Park tree nursery to mark World Environment Day that falls on June 5. The students participated in an interactive session on environmental issues and climate crisis. The programme was organised by various NGOs in association with the state forest department. The students received a sapling each.

**গাঙকাল**  
বঙ্গবন্ধু জীবন ও মৃত্যু, ১৯৩৬-১৯৮৬  
৫ জুন ২০১৯  
**এই সময়**  
বিশ্বভরা প্রাণ

**আনন্দবাজার পত্রিকা**  
৫ জুন ২০১৯  
**গাছকে রাখি**

▶▶ পরিবেশ দিবস উপলক্ষে মঙ্গলবার গাছকে রাখি পরাল শহরের একটি স্কুলের পছুরারা। ইদের ছুটি হওয়ায় বুধবারের পরিবর্তে মঙ্গলবার পরিবেশ দিবস পালিত হয়েছে। পরিবেশ ও জীববৈচিত্র্য নিয়ে সচেতন করতে বন দফতর এবং কয়েকটি বেসামরিক সংস্থা মিলে যোগপুর পার্ক নার্সারিতে এই অনুষ্ঠানের আয়োজন করেছিল। ছিলেন রাজ্যের পমস্থ বনকর্তার।

**প্রতিদিন**  
৫ জুন ২০১৯  
গাছকে রাখি পরিবে, গাছের চারা পুঁতে বিশ্ব পরিবেশ দিবস পালন করল কড়িকাঁচার। জাতীয় পরিবেশ রক্ষা সংস্থা স্যাচুয়ারি এশিয়া, রাজ্য বনদফতর ও বেসামরিক সংস্থা শের আয়োজিত যোগপুর পার্কের অনুষ্ঠানে ছিলেন বনদফতরের রবীন্দ্রনাথ দাস, শের-এর জয়দীপ কুম্ প্রামুখ।

**INDIAN EXPRESS**  
**INDULGE**  
To create awareness, Kolkata celebrates Environment Day by tying rakhis to trees

**শের আয়োজিত পরিবেশ দিবস**

শের আয়োজিত পরিবেশ দিবস উপলক্ষে মঙ্গলবার গাছকে রাখি পরাল শহরের একটি স্কুলের পছুরারা। ইদের ছুটি হওয়ায় বুধবারের পরিবর্তে মঙ্গলবার পরিবেশ দিবস পালিত হয়েছে। পরিবেশ ও জীববৈচিত্র্য নিয়ে সচেতন করতে বন দফতর এবং কয়েকটি বেসামরিক সংস্থা মিলে যোগপুর পার্ক নার্সারিতে এই অনুষ্ঠানের আয়োজন করেছিল। ছিলেন রাজ্যের পমস্থ বনকর্তার।

## MEDIA COVERAGE JULY



**আজকাল**

কলকাতা ১৭ আষাঢ় ১৪২৬ সুবহার ৩ জুলাই ২০১৯ শহর সংস্করণ \*\*

# জলের জন্য চাই গাছও, পথে পড়ুয়ারা

### আজকালের প্রতিবেদন

জল সংরক্ষণ এবং পরিশোধনে গাছের বিকল্প নেই। চেম্বাইয়ে সাম্প্রতিক জল সঙ্কট এবং বিশ্ব জুড়ে খরা পরিস্থিতি আমাদের মনে করিয়ে দিয়েছে প্রাকৃতিক বিপর্যয় রোধে গাছের গুরুত্বপূর্ণ ভূমিকা রয়েছে। এই ভাবনা থেকে বনমহোৎসব উদযাপন করল কিডস ফর টাইগার। গড়িয়াহাট, বালিগঞ্জ এলাকায় এই ভাবনা থেকে তারা মিছিল করল। পরে বৃক্ষরোপণ করে। শতাধিক পড়ুয়া এই উদ্যোগে অংশ নেয়। বিএসএস স্কুল, আরবান রিক্রিয়েশন ফরেষ্ট্রি ডিভিশনের সঙ্গে সহযোগিতার হাত বাড়িয়ে দেয় বন্যপ্রাণ স্বেচ্ছাসেবী সংস্থা 'শের', স্যাংচুয়ারি নোচার ফাউন্ডেশন এবং এইচ টি পারেখ ফাউন্ডেশন। আরবান রিক্রিয়েশন ফরেষ্ট্রি ডিভিশনের রেঞ্জ অফিসার অমরেন্দ্র চক্রবর্তীও পদযাত্রায় অংশ নেন। ছিলেন বিএসএস স্কুলের প্রিন্সিপাল সুনীতা সেন, ভাইস-প্রিন্সিপাল সুদেষ্ণা ব্যানার্জি, শিক্ষক এবং পড়ুয়াদের বাবা-মায়েরাও।





# WEB COVERAGE APRIL

The screenshot shows a Facebook group page for "Kids For Tigers - The Sanctuary Tiger Programme". The page is in Bengali and features several posts and a video. The main post is a text-based announcement about an Earth Day 2019 event, mentioning a poster-painting competition and a dance drama. Below the text is a video player showing a large group of children sitting on the floor in a hall. To the right of the main post are several sponsored ads for various organizations like "POWER THOUGHTS", "Bombay Natural History Society", "Basol Ka Swad", "Ahaadabad Wholesale Bazar", and "MADRAS SAPPERS". The left sidebar contains group information, a search bar, and a list of shortcuts. The right sidebar shows "INSTANT GAMES" and "TRENDING AMONG FRIENDS".

**Kids For Tigers - The Sanctuary Tiger Programme**  
Public group

**Discussion**

Events  
Videos  
Photos  
Files

Search this group

Shortcuts

- Sanctuary Nature
- family tree-boback
- শ্রেয়সিদ্ধির সন্মেলনী

Search this group

Shortcuts

- Sanctuary Nature
- family tree-boback
- শ্রেয়সিদ্ধির সন্মেলনী

Unwindin classic song that underlined the dangers of mindless development and its effects on our wildernesses. This was followed by a very well-choreographed dance drama by 16 students who focused on human animal conflicts.

A massive poster-painting competition involving all 770 focused on the Earth Day 2019 theme – 'Protect Our Species'. The children's efforts were judged by a galaxy of well known Kolkata celebrities, including Ajoy Ghoshal, eminent painter and former Art director of Bengal's leading daily, Abhishek Roy a Viswa Bharati alumni and celebrated new-age Fashion Designer, Apu Bandyopadhyay a phenomenal graphic designer with a passion for wildlife and Mr Diptarka Ghosh a budding zoologist. Between them they chose 10 of the best artworks. Certificates of Appreciation were handed over to every single participant.

The Sanctuary Nature Foundation acknowledged the enlightened support from the #HTParekhFoundation, an HDFC Bank initiative & SHER Sanctuary's Kolkata partner for over two decades.

The event shone a spotlight on the Earth Day Network's global theme 'PROTECT OUR SPECIES'. Needless to add, the active involvement and support of the M.P. Birla Foundation Higher Secondary School, was critical to the success of the programme. Sanctuary Nature Foundation HDFC Bank SHER Save the Tiger Nishita Karoja Nadeem Gauri Go Green Kashmir Green Guard Nature Organization Rohel Katoo Deepika Prashar Parvish Pandya Anusag Prakash Earth Day Network-India Goverdhan Meena Amandeep Kaur Giren - Barish Parvish Pandya Gautav T. Shirodkar Taluiah Daliva Rohan Chakravarty Rohit Chakravarty Bikram Grewal Sunil Channani Sunil Sarwan Alagh Nair Paul Abraham Usha Thotal Sumit Sen

<https://www.indiatimes.com/west-bengal-news/kolkata-news/students-of-m-p-birla-foundation-higher-secondary-school-participated-in-poster-making-competition-on-earth-day/articleshow/66999647.cms>

**POWER THOUGHTS**  
1,262,541 members

**Bombay Natural History Society (BNHS)**  
27 friends · 46,659 members

**Basol Ka Swad**  
262,841 members

**Ahaadabad Wholesale Bazar**  
254,965 members

**MADRAS SAPPERS**  
1,098 members

Parvish Pandya, Mayuri Shah and 20 others · 13 Shares

Browser tabs: Inbox (12) - umesh@sanctua... (5) Kids For Tigers - The Sanct...

Address bar: www.facebook.com/groups/KidsForTigersIndia/

Facebook navigation: Kids For Tigers - The Sanctuary Tiger Programme | Umesh | Home | Create | 1 | 1 | 4

**Kids For Tigers - The Sanctuary Tiger Programme**  
Public group

About

**Discussion**

Events

Videos

Photos

Files

Search this group

Shortcuts

- Sanctuary Nature ... (20+)
- family tree-bobade. 😊
- श्री नृसिंह सरस्वती भक्त ... 1


[+ Join Group](#) [... More](#) Join this group to post and comment.

Mayuri Shah, Sneharani Laha and 9 others

[Like](#) [Share](#)

**Amandeep Kaur Giran - Bamrah** is with Parvish Pandya and 11 others.  
April 24 at 9:52 AM

Students of AK Ghosh Memorial School, Kolkata Pledge their support to Protect our Species



[Like](#) [Share](#)

Parvish Pandya, Mayuri Shah and 8 others


**Sanctuary Nature Foundation**  
2,261 like this

**DESCRIPTION**  
Kids for Tigers' is a fun, action based environmental education... [See More](#)

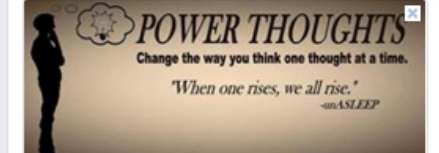
**GROUP TYPE**  
General

**CREATE NEW GROUPS**  
Groups make it easier than ever to share with friends, family and team mates. [Create Group](#)

**RECENT GROUP PHOTOS** [See All](#)



**Suggested Groups** [See All](#)



Footer: https://www.facebook.com/groups/KidsForTigersIndia/permalink/2298181776892248/

# WEB COVERAGE APRIL

**Kids For Tigers - The Sanctuary Tiger Programme**  
Public group

**About**  
Discussion  
Events  
Videos  
Photos  
Files

Search this group

**Sanctuary Nature**  
family tree-bobade  
श्री अशोक सारंगी आर

**About**  
Discussion  
Events  
Videos  
Photos  
Files

Search this group

**Sanctuary Nature**  
family tree-bobade  
श्री अशोक सारंगी आर

**Amandeep Kaur Giran - Bamrah** added 42 photos to the album: Earth Day Kolkata  
April 22 at 2:08 PM

Earth Day 2019 was to once again make ourselves take a pledge to "Protect Our Species"

So did the 770 students who gathered at the M.P Birla Foundation Higher Secondary School's auditorium today.

The program started by an opening speech by Sanctuary Green Teacher award winner Ms. Smriti Sarojkshin followed by a brief by KFTT's Kolkata coordinator Joydip Kundu explaining the rationale behind observing Earth Day. The boisterous event rolled ahead with a hard hitting speech by Rajarshi Paul of Class XII and then a song by the host school's own band of Class VI. Anamika Palta, Debjit Bhattacharya and Abhirup Bose rendered a Sali Chowdhuri classic song that underlines the issue of mindless development and its effects on our wilderness. It was indeed a flawless presentation that took all by surprise. A very well choreographed dance drama by sixteen students on the human animal conflicts followed it.

A grand poster making competition started with 770 students on the day's theme - "Protect Our Species". Mr. Ajoy Ghoshal eminent painter and former art director of a Bengal's leading daily, Mr. Ashishek Roy a Vibwa Bharti alumni and celebrated new age Fashion Designer, Mr. Apu Banerjee a noted graphic designer and Mr. Dipankar Ghosh a budding zoologist were the four eminent personalities who judged the entries and selected 10 (ten) best artworks. A certificate of appreciation was handed over to each participant and the best artworks were acknowledged by special gifts.

Kids for Tigers, Kolkata in collaboration with #EarthDayNetwork, #HTParekhFoundation by #CICOfBank & #GHEP jointly organized the event that was made possible by #MPEBirlaFoundationHigherSecondarySchool.

**Royal Ka Sward**  
202,841 members

**Abanindranath Wholesale Dealer**  
254,965 members

**MADRAS SAPPERS**  
1,096 members

**Abanindranath Wholesale Dealer**  
254,965 members

**MADRAS SAPPERS**  
Public group · 1,096 members

**THE SAPPERS HAD A METRO RAIL**  
MADRAS SAPPERS  
Public group · 1,096 members

The Thanks  
+ Join Group + Share Group

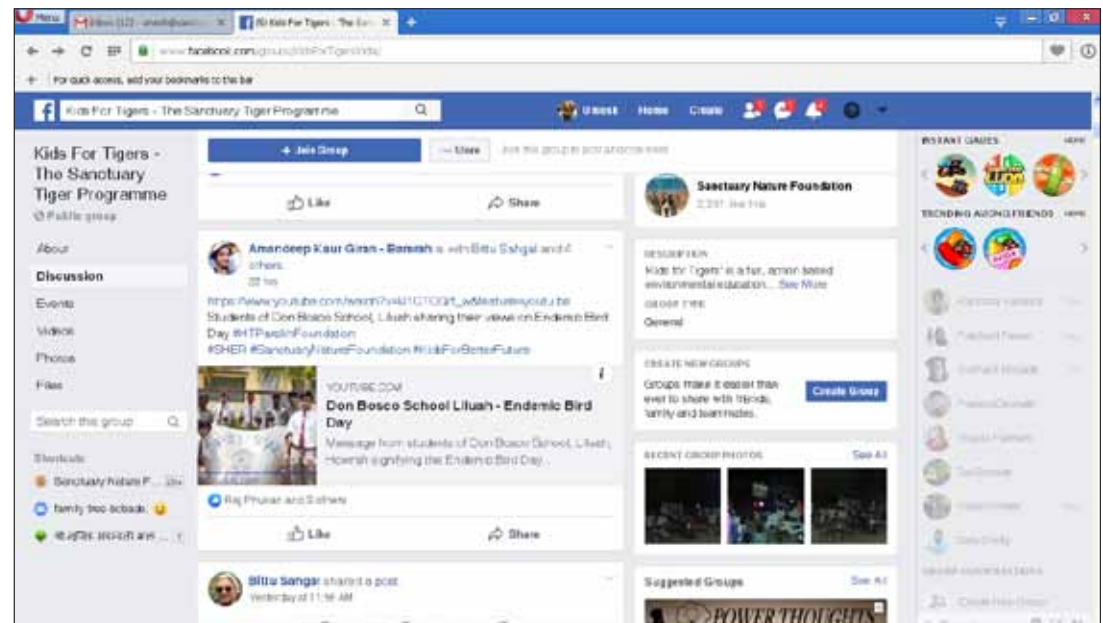
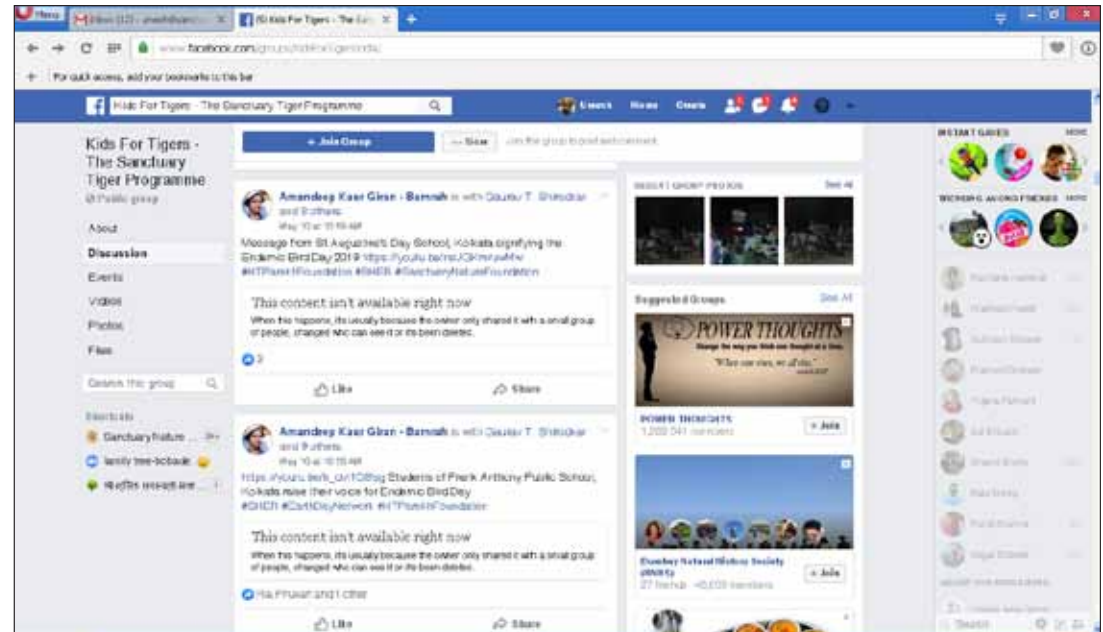
6 Comments 21 Shares





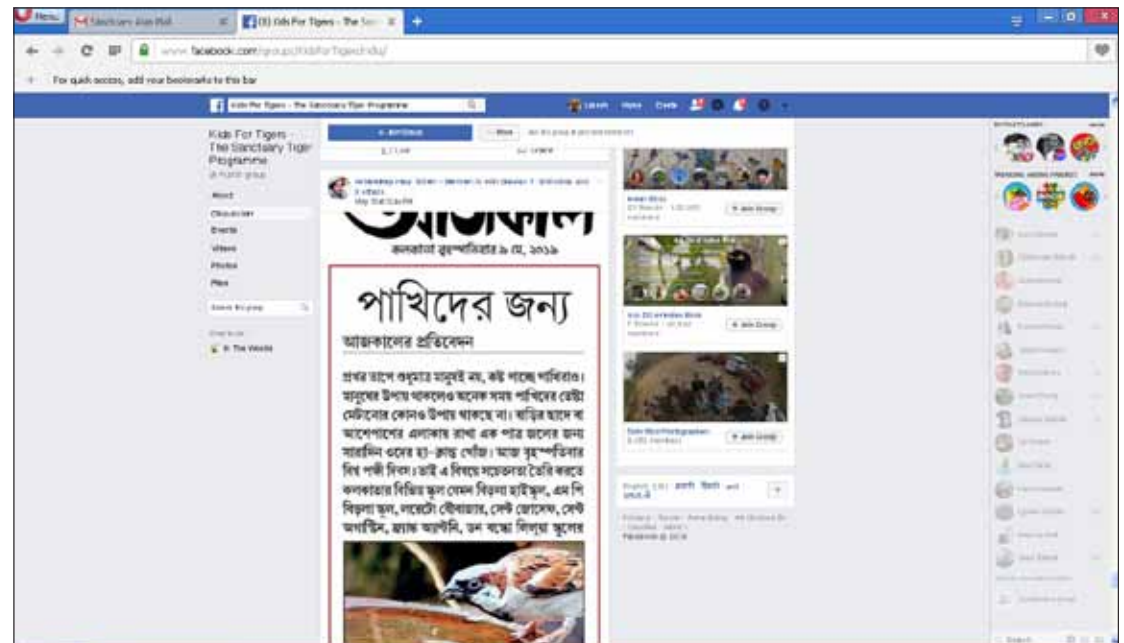
# WEB COVERAGE APRIL

The screenshot shows a web browser window displaying the Facebook page for the 'Kids For Tigers - The Sanctuary Tiger Programme' group. The browser's address bar shows the URL [www.facebook.com/groups/KidsForTigersIndia/](https://www.facebook.com/groups/KidsForTigersIndia/). The Facebook navigation bar at the top includes the group name, a search icon, and user profile information for 'Umesh'. The group's cover photo is a blue button that says '+ Join Group'. Below this, there is a post from 'Amandeep Kaur Giran - Bamrah' dated May 9 at 10:31 AM, which is a link to a Times of India article titled 'Bengal tigers may not survive climate change, UN report finds'. The article has 3 reactions. Below the link is a video post from 'Loreto Day School, Bowbazar' dated May 9 at 9:20 AM, showing a woman holding a sign that says 'PROTECT OUR SPECIES'. The video has 4 reactions. To the right of the main content, there are sections for 'DESCRIPTION' (stating the group is for environmental education), 'GROUP TYPE' (General), 'CREATE NEW GROUPS' (with a 'Create Group' button), 'RECENT GROUP PHOTOS' (with three photo thumbnails), and 'Suggested Groups' (with a 'POWER THOUGHTS' poster featuring the quote 'When one rises, we all rise.' by ANASLEEP).

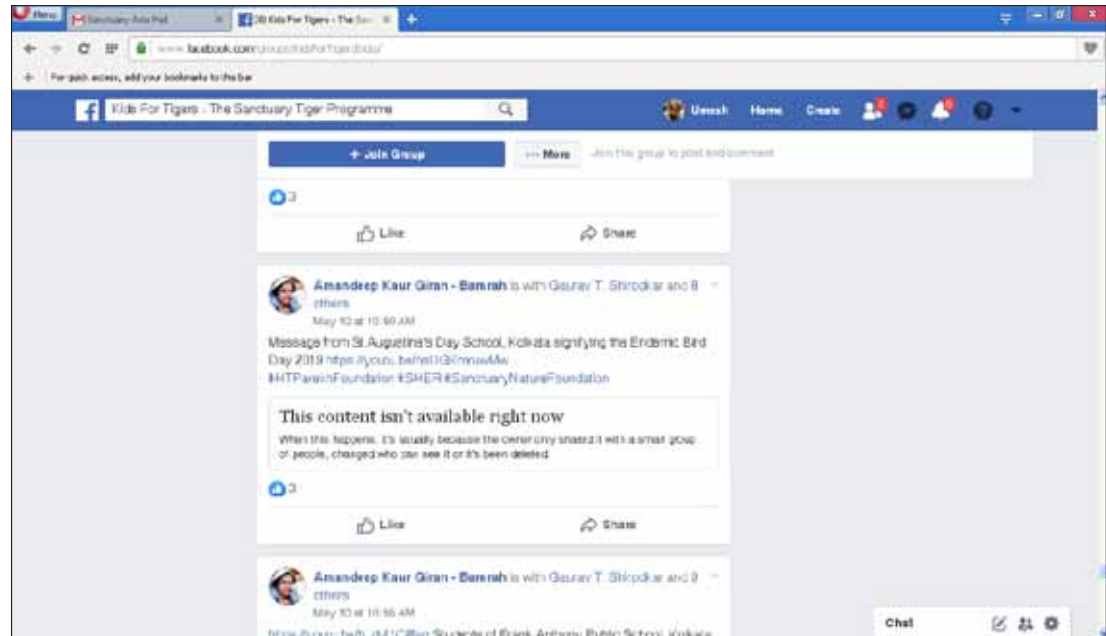


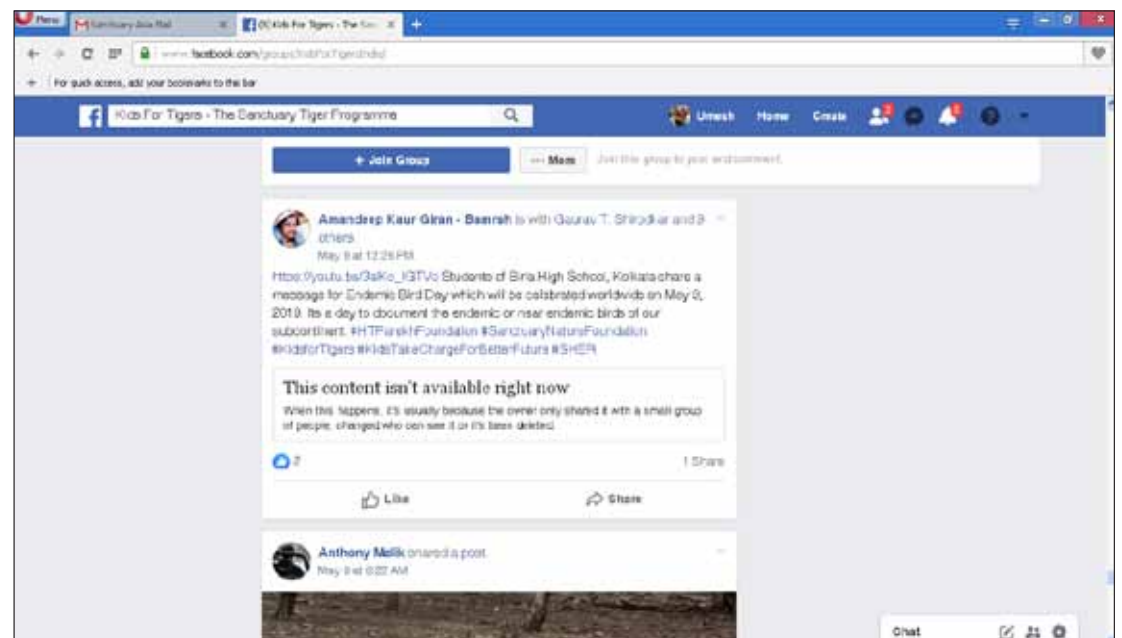
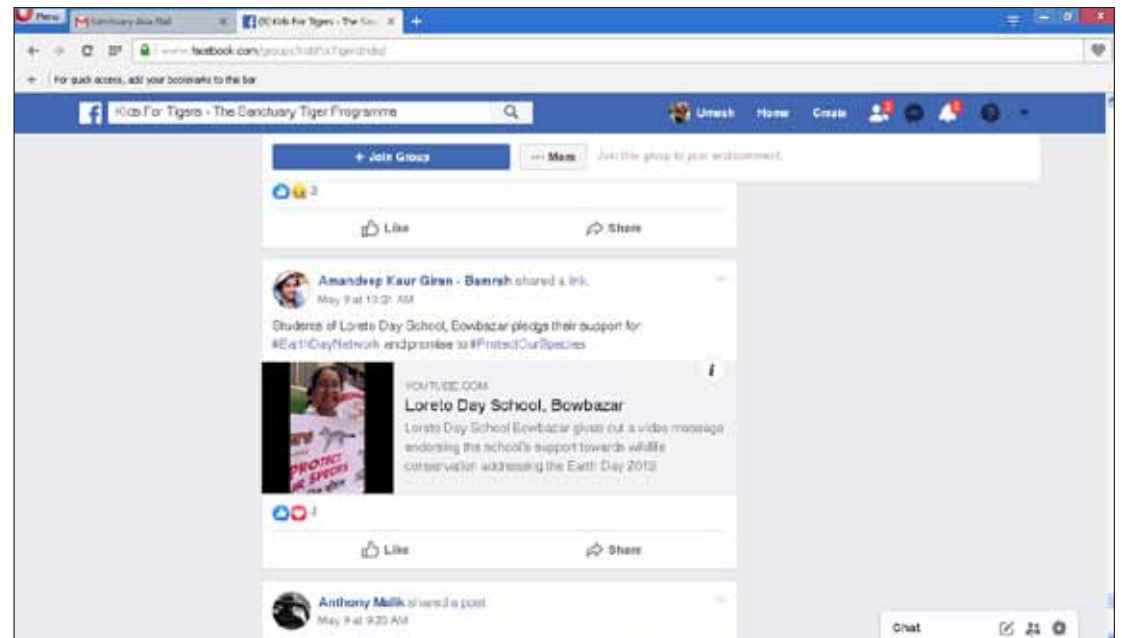
# WEB COVERAGE MAY

The screenshot shows a web browser window displaying the Facebook group page for "Kids For Tigers - The Sanctuary Tiger Programme". The browser's address bar shows the URL [www.facebook.com/groups/KidsForTigersIndia/](http://www.facebook.com/groups/KidsForTigersIndia/). The Facebook interface includes a navigation bar with the user's name "Umesh", "Home", "Create", and notification icons. The group page header features a search bar, a "Join Group" button, and a "More" dropdown menu. The main content area displays a post by "Amandeep Kaur Giran - Bamrah" from May 16 at 11:51 AM, which mentions "Students of MP Birla Foundation Higher Secondary School" and includes a video thumbnail titled "Message from M P Birla Foundation Higher Secondary School, Kolkata on Bird Day". Below this is a post by "Dulu Bora" shared on May 16 at 9:19 AM. To the right, there are recommendations for other groups: "Indian Birds" (269,486 members) and "Ask IDs of Indian Birds" (7 friends, 42,644 members). The right sidebar contains "INSTANT GAMES", "TRENDING AMONG FRIENDS", and a list of group conversations with members like Gargi Bobade, Chinmayee Bobade, and others.



# WEB COVERAGE MAY





# WEB COVERAGE JUNE

The screenshot shows a Facebook browser window with the URL [https://www.facebook.com/groups/KidsForTigersIndia/?epa=SEARCH\\_BOX](https://www.facebook.com/groups/KidsForTigersIndia/?epa=SEARCH_BOX). The page title is "Kids For Tigers - The Sanctuary Tiger Programme". The group is public and has 295 members. A post by Amandeep Kaur Giran - Bamrah, dated July 3 at 12:43 PM, features a photo of yellow ribbons tied to a tree trunk. The ribbons have the text "Kids for Tigers" and "SHER" written on them. Below the photo, a caption reads: "SHER added 21 new photos to the album: Environment Day with the BSS School, Kolkata. June 4". The caption also includes the text: "Observing the #WorldEnvironmentDay 2019, #SanctuaryAsia - #KidsForTigers, #SHER & #HTParekhFoundation in association with the Urban Recreation Forestry Division... See More". The right sidebar shows several related groups: "Satyashodhak Study Circle Mumbai" (1,359 members), "The Untamed Earth" (1 friend - 788 members), and "Chakram Hikers, Mulund (चक्रम हायकरसे, मुलुंड)" (1,307 members). The bottom of the page shows the Facebook footer with "Facebook © 2019".



# WEB COVERAGE JULY

This screenshot shows the Facebook group page for 'Kids For Tigers - The Sanctuary Tiger Programme'. The main post is from 'Amandeep Kaur Ghim - Bamrah' and features a video titled 'M.P. Birla Foundation H.S. School, Kolkata on Global Tiger Day'. The video shows a group of students in school uniforms holding signs and banners. The post text reads: 'Students of M.P. Birla Foundation H.S. School, Kolkata, shared a video message on Global Tiger Day to create awareness. #HTParekhFoundation #SanctuaryNatureFoundation #KidsForTigers #KidsForBetterFuture <https://youtu.be/FR67jgTpe0>'. The right sidebar shows a list of members and suggested groups.

This screenshot shows the Facebook group page for 'Kids For Tigers - The Sanctuary Tiger Programme'. The main post is from 'Amandeep Kaur Ghim - Bamrah' and features a video titled 'Message from St. Stephens Borebag on Global Tiger Day'. The video shows a group of students in school uniforms holding signs and banners. The post text reads: 'Students of St. Stephens School, Borebag, Kolkata, shared a video message on Global Tiger Day to create awareness. #HTParekhFoundation #SanctuaryNatureFoundation #KidsForTigers #KidsForBetterFuture <https://youtu.be/71gXh1uVj6M>'. The right sidebar shows a list of members and suggested groups.

# WEB COVERAGE JULY



Kids For Tigers - The Sanctuary Tiger Programme

Amandeep Kaur Gillen - Barneah shared a link.

Students of Elias Meyer School Kolkata, shared a video message on Global Tiger Day to create awareness. #HTParekhFoundation #KIDSTIGERS #KIDSTIGERSFOUNDATION  
<https://youtu.be/ANDE-NSUe0>



YOUTUBE.COM  
 Elias Meyer School, Kolkata message on Global Tiger Day

Like Share

Amandeep Kaur Gillen - Barneah shared a link.

Takbir Anshari Tiger Reserve [TAR] 14,208 members

Wildlife Network 272 members

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INSTANT GAMES

TRICKING A MONO FRIENDS

Arish Kaashan  
 Anam Kalyan  
 Ady Mayer Kalyan  
 Sukhshob Ghosh  
 Sussal Paloo  
 Anil Ramesh  
 Anshul Mittal  
 Rajkumar Ghoshal  
 Madan Manoj  
 Shanti Ramesh

GROUP CONVERSATIONS

Kids For Tigers - The Sanctuary Tiger Programme

Amandeep Kaur Gillen - Barneah shared a link.

Students of Lee Memorial Girls School Kolkata, shared a video message on Global Tiger Day to create awareness. #HTParekhFoundation #KIDSTIGERS #KIDSTIGERSFOUNDATION  
<https://youtu.be/HDeDzD8Hs>



YOUTUBE.COM  
 Lee Memorial Girls High School message on the Global Tiger Day

Like Share

Takbir Anshari Tiger Reserve [TAR] 14,208 members

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INSTANT GAMES

TRICKING A MONO FRIENDS

Prashant Paloo  
 Arish Kaashan  
 Anam Kalyan  
 Dhavesh Vasthaya  
 Ady Mayer Kalyan  
 Zaverin A. Maza  
 Sukhshob Ghosh  
 Anil Ramesh  
 Anshul Mittal  
 Rajkumar Ghoshal

GROUP CONVERSATIONS

# WEB COVERAGE JULY



Inbox (47) - umesh@sancti... Kids For Tigers - The Sa... x

https://www.facebook.com/groups/KidsForTigersIndia/

Kids For Tigers - The Sanctuary Tiger Programme

Umesh Home Create

Kids For Tigers - The Sanctuary Tiger Programme  
Public group

About Discussion Members Events Videos Photos Files

Search the group

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- श्री सुरेश्वर सरस्वती मंदिर ...
- Sanctuary Nature ...
- श्री श्री स्वामी स्वामी ...

+ Join Group

Like Share

Amandeep Kaur Giran - Bamrah is with Gautav T. Shirodkar and 9 others  
55 mins

Celebrating the teachers day, KFT Kolkata organized a special fashion show where all models wore outfits made out of recycled items or junks, such as pages from newspapers, old magazines, plates, thrown out CDs, spoons, forks & many many others. There were evening gowns made of plastic sheets and chocolate wraps and smart party outfits made out of tea bags and jute. The whole purpose of this show was to inspire students to find a creative use for waste and divert recyclable m...  
See More

Indian Flora  
3,703 members + Join Group

Sahapedia Pages  
1,421 members + Join Group

NATURE INDIA  
3 brands · 1,545 members + Join Group

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INSTANT GAMES MORE

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- Rohit Karoo
- Pankaj Behharia
- Shushanti Prakash Bo...
- Kavya Chandra
- Gharup Mondal
- Amit Panariya
- Vikram Nanjappa
- Shravan Bala Ingle

GROUP CONVERSATIONS

Search

start Kids For Tigers - KFT Report April Se Adobe Photoshop CS

1:01 PM



# WEB COVERAGE AUGUST



# WEB COVERAGE SEPTEMBER





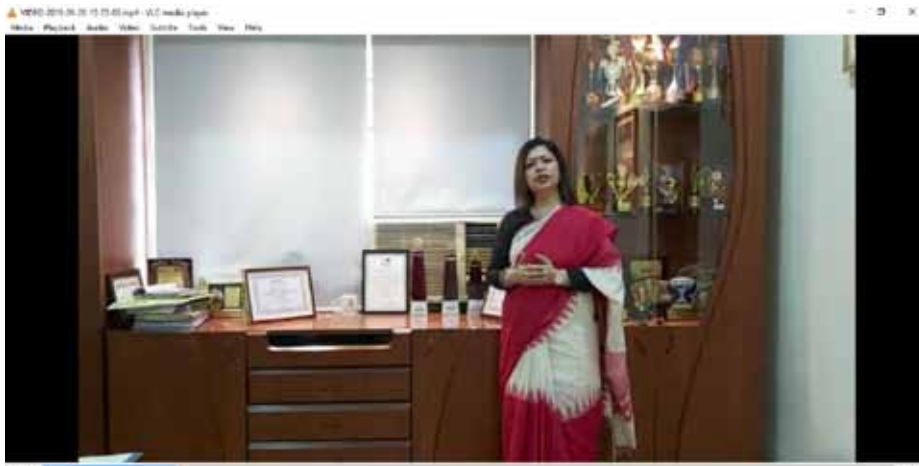
# TEACHER'S TESTIMONIALS



Modern High School for Girls, Kolkata



St. Stephen's School, Phears Lane, Kolkata



The Principal of Birla Bharati School, Kolkata



Lee Memorial Girls High School, Kolkata

## DID YOU KNOW?

### STATE TREE - DEVIL'S TREE

It is an evergreen tree with tall, straight, often buttressed and fluted stem, whorled branches, green-white flowers, and follicular fruit.



Devil's Tree *Alstonia scholaris*

AMAR / PUBLIC DOMAIN

### STATE ANIMAL - FISHING CAT

The state animal of West Bengal is a unique species of cat which is nearing extinction – the fishing cat. It is almost double the size of a house cat and has a strong build with a short tail. It is a nocturnal animal and as the name suggests, it feeds primarily on fish.

The fishing cat needs wetlands for its survival and hence, is dying a slow death in India due to habitat loss as wetlands are considered as wastelands.



FISHING CAT *PRIONAILURUS VIVERRINUS*

ANJANI KUMAR / SANCTUARY PHOTO LIBRARY

### STATE BIRD - WHITE-THROATED KINGFISHER

This kingfisher is a resident over much of its range, although some populations may make short distance movements. It can often be found well away from water, where it feeds on a wide range of prey that includes small reptiles, amphibians, crabs, small rodents and even birds.



White-throated Kingfisher *Halcyon smyrensis*

ANKIT GOYAL / SANCTUARY PHOTO LIBRARY



DENZUE / SANCTUARY PHOTO LIBRARY

### MASKED FINFOOT *HELIOPAIS PERSONATUS*

Globally vulnerable, the Masked Finfoot is one of the most elusive birds in the world and is known to occur in the wetland areas of the Oriental region. This large, rather dumpy-looking, grebe-like bird measures 56 cm. The distinctive, elongated neck, strong beak, rigid tail and webbed feet allow easy identification. It has a huge yellow or orange bill and green legs and feet. The male and female are similar with a black forehead, throat and foreneck. Except for the mating season when it is seen in pairs, Masked Finfoots are solitary or move in small parties, usually foraging for aquatic insects, small crabs, other crustaceans and fish. When it feels threatened, it plunges into the water and wades away with only the head visible, or silently scampers away along the fringe. In India, the Finfoot inhabits perennial pools, tidal creeks, flooded forests, swamps, lakes and mangrove creeks of the Sundarbans (spotted only in the Bangladesh region) and parts of Assam and Arunachal Pradesh. The eastern range of the Finfoot extends all the way to Indonesia. It has a peculiar vocalisation – high-pitched, bubbling sounds during courtship, followed by a series of clucks. Most breeding seems to occur during the monsoon and nests are usually located in vegetation near water. Habitat loss, degradation of wetlands, changes in hydrology, hunting and collection of eggs are some of the major threats faced by the species.

## HIGHLIGHTS OCTOBER 2019 TO MARCH 2020

- |                       |                         |
|-----------------------|-------------------------|
| 1) Audio Visual Shows | 4) City Event           |
| 2) Nature Trails      | 5) Annual Wildlife Camp |
| 3) Tiger Fest         |                         |

## DIRECT AND INDIRECT IMPACT OF THE PROGRAMME

- |  |                            |
|--|----------------------------|
| 1) List of Registered Schools<br>(Students, Teachers and Parents)                    | Direct impact              |
| 2) Teachers Environmental Leadership Workshop<br>(Teachers, associates and students) | Direct and Indirect Impact |
| 3) City Events   | Direct and Indirect Impact |
| 4) Creating Awareness  | Direct and Indirect Impact |
| 5) Media Coverage  | Indirect Impact            |
| 6) Web Coverage  | Indirect Impact            |
| 7) Teachers Testimonials   | Direct impact              |



For more updates visit <https://www.facebook.com/groups/KidsForTigersIndia/>



MODERN PUBLIC SCHOOL  
SAFARA

AMIENCE PUBLIC SCHOOL  
SAFDARA  
SALWAN PUBLIC SCHOOL  
AFTERNOON

AIR FORCE  
BAL BHARTI  
SCHOOL

SALWAN GIRLS SR. SEC. SCHOOL  
SAFARA  
OLD RAJINDER NAGAR

Delhi Public School  
Vasant Kunj

Public School  
Nagar

WELCOME



Under normal circumstances, the impact of any programme is assessed by numbers. Kids For Tigers, however, has looked at impact from the point of view of quality and persistence. We encourage your children to go back home and speak to family and friends about their learning. For instance, we'd love for them to elaborate on the contemporary science of issues such as climate change, biodiversity and conservation, the water cycle, the carbon cycle and more. Perhaps the greatest impact we have noticed over the last two decades has been the fact that today, several Kids For Tigers alumni are now at the top of their professions, and have the value systems, knowledge and sensitivity required to become better planet managers.

## IMPACT AND MEDIA COVERAGE REPORT

MONTH	SCHOOL	DIRECT IMPACT	INDIRECT IMPACT	MEDIA COVERAGE (*Circulation numbers mentioned are only for the city excluding suburbs and districts.)
17-April	Loreto Day School Bowbazar	150 students & teachers who participated in person	Entire school with approx. 3,600 students & teachers	Social media
17-April	Joseph Day School	30 students & teachers who participated in person	Entire school with approx. 1,800 students & teachers	Social media
17-April	St. Stephen's Bowbazar	25 students & teachers who participated in person	Entire school with approx. 1,200 students & teachers	Social media
17-April	St. Joseph's College	40 students & teachers who participated in person	Entire school with approx. 4,000 students & teachers	Social media
17-April	Union Chapel School	20 students & teachers who participated in person	Entire school with approx. 2,000 students & teachers	Social media
17-April	A.K. Ghosh Memorial High School	15 students & teachers who participated in person	Entire school with approx. 2,800 students & teachers and widely circulated among parents and guardians	Social media
17-April	Loreto Day School, Bowbazar	45 students & teachers who participated in person	Entire school with approx. 3,600 students & teachers and widely circulated among parents and guardians	Social media
17-April	Saifee Hall Golden Jubilee Public School	20 students & teachers who participated in person	Entire school with approx. 3,400 students & teachers and widely circulated among parents and guardians	Social media
17-April	Chowringhee High School	15 students & teachers who participated in person	Entire school with approx. 2,900 students & teachers and widely circulated among parents and guardians	Social media
22-April	MP Birla Foundation	770 students & teachers who participated in person	Entire school with approx. 7,500 students & teachers	1. Times of India EiSamay (Bengali edition). Circulation 3,50,000*. Also on the WEB version. 2. Sangbad Pratidin (Bengali Daily). Circulation 1,00,000*. Also on the Web version.

<b>MONTH</b>	<b>SCHOOL</b>	<b>DIRECT IMPACT</b>	<b>INDIRECT IMPACT</b>	<b>MEDIA COVERAGE</b> (*Circulation numbers mentioned are only for the city excluding suburbs and districts.)
8-May	Birla Boys	5 students representing the school's Nature Club & teachers	Entire school with approx. 6,900 students & teachers and widely circulated among parents and guardians	"1. Aajkal (Bengali Daily). Circulation 2,00,000*. Also on web version. 2. Social Media"
8-May	St Augustine's Day School	32 students representing the school's Nature Club & teachers	Entire school with approx. 5,300 students & teachers and widely circulated among parents and guardians	Social media
9-May	Don Bosco School Liluah	12 students representing the school's Nature Club & teachers	Entire school with approx. 8,500 students & teachers and widely circulated among parents and guardians	Social media
9-May	Frank Anthony School	5 students representing the school's Nature Club & teachers	Entire school with approx. 7,500 students & teachers and widely circulated among parents and guardians	Social media
15-May	MP Birla Foundation School	11 students representing the school's Nature Club & teachers	Entire school with approx. 7,500 students & teachers and widely circulated among parents and guardians	Social media
4-June	The BSS School	65 students representing the school & their teachers who participated in person	Entire school with approx. 9,200 students & teachers	"1. Aajkal (Bengali Daily). Circulation 2,00,000*. 2. Anandabazar Patrika (Bengali Daily). Circulation 10,00,000*. 3. Times of India EiSamay (Bengali edition). Circulation 3,50,000*. 4. Indian Express INDULGE (web version) 5. Sangbad Pratidin (Bengali Daily). Circulation 1,00,000*. 6. The Telegraph (English Daily). Circulation: 3,63,000* "
1-July	The BSS School	100 students representing the school's Nature Club & teachers who participated in person	Entire school with approx. 9,200 students & teachers	Aajkal (Bengali Daily). Circulation 2,00,000*.
<b>MONTH</b>	<b>SCHOOL</b>	<b>DIRECT IMPACT</b>	<b>INDIRECT IMPACT</b>	<b>MEDIA COVERAGE</b> (*Circulation numbers mentioned are only for the city excluding suburbs and districts.)

24-July	St. Joseph's School	80 students representing the school's Nature Club & teachers who participated in person	800 people who watched the show along with the entire senior school of another 2,500 students	The Telegraph (English Daily). Circulation: 3,63,000*
25-July	Loreto Dharamtala	10 students representing the school's Nature Club & teachers who participated in person	Entire school with approx. 6,800 students & teachers and widely circulated among parents and guardians	Social media
26-July	Lee Memorial Girls High School	11 students representing the school's Nature Club & teachers who participated in person	Entire school with approx. 2,500 students & teachers and widely circulated among parents and guardians	Social media
27-July	Elias Meyer School, Kolkata	9 students representing the school's Nature Club & teachers who participated in person	Entire school with approx. 1,900 students & teachers and widely circulated among parents and guardians	Social media
27-July	Joseph Day School	8 students & teachers who participated in person	Entire school with approx. 1,800 students & teachers and widely circulated among parents and guardians	Social media
29-July	St Stephens Bowbazar	15 students & teachers who participated physically	Entire school with approx. 1,200 students & teachers and widely circulated among parents and guardians	Social media
29-July	Loreto Day School Bowbazar	30 students & teachers who participated physically	Entire school with approx. 3,600 students & teachers and widely circulated among parents and guardians	Social media
29-July	St Augustine's School	8 students representing the school's Nature Club & teachers who participated in person	Entire school with approx. 5,300 students & teachers and widely circulated among parents and guardians	Social media
6-August	The La Martiniere for Girls School's	153 teachers from 57 schools who participated in person	Associate teachers of the respective school with approx. 1,800 people of the Nature Club	Social media
22-August	Modern High School for Girl	101 students representing the school's Nature Club & teachers who participated in person	Entire school with approx 7,400 students & teachers	Social media
<b>MONTH</b>	<b>SCHOOL</b>	<b>DIRECT IMPACT</b>	<b>INDIRECT IMPACT</b>	<b>MEDIA COVERAGE</b> (*Circulation numbers mentioned are only for the city excluding suburbs and districts.)



27-August	M P Birla Foundation H S School	139 students representing the school's Nature Club & teachers who participated in person	Entire school with 7,500 students & teachers	Social media
6-September	Union Chapel School	145 teachers from 29 schools	Associate teachers of the respective school with approx. 1,000 more people from the nature clubs	Social media
17-September	Birla Bharti School	350 students & teachers who participated in person	Entire school with approx. 5,700 students & teachers	Social media
22-September	A.K.Ghosh Memorial High School	12 students & teachers who participated in person	Entire school with approx. 2,800 students & teachers and widely circulated among parents and guardians	Social media
22-September	St.Joseph & Mary's School	12 students & teachers who participated in person	Entire school with approx 3,200 students & teachers and widely circulated among parents and guardians	Social media
22-September	Young Horizon School	10 students & teachers who participated in person	Entire school with approx. 2,900 students & teachers and widely circulated among parents and guardians	Social media
22-September	Carmel High School	68 students & teachers who participated in person	Entire school consisting of approx 4100 students & teachers	Social media
22-September	Holy Mission English Medium High School	8 students & teachers who participated in person	Entire school with approx. 2,300 students & teachers and widely circulated among parents and guardians	Social media
22-September	DPS Ruby Park	6 students & teachers who participated in person	Entire school with approx. 7,200 students & teachers and widely circulated among parents and guardians	Social media
<b>TOTAL</b>		<b>2535</b>	<b>159200</b>	
<b>GRAND TOTAL = 161735</b>				

