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VAN MAHOTSAV



CONSUMER EDUCATION AND RESEARCH CENTRE
ENVIRONMENT INFORMATION, AWARENESS, CAPACITY
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Van Mahotsav Celebration-2024

Van Mahotsav, India's annual tree planting festival, serves as a powerful symbol of environmental responsibility. However, with increasing ecological awareness, we must move beyond simply planting trees to planting the right trees in the right places. This shift ensures long-term environmental benefits and fosters a deeper understanding of habitat integrity.

CERC-EIACP PC RP celebrated Van Mahotsav through three different events, viz. one plantation drive at a school in Mehsana district, and two plantation drive in Bhavnagar district.

On 28th June, CERC-EIACP PC RP celebrated Van Mahotsav in collaboration with Environment Conservation Youth Club (ECYC) of Bhavnagar, through plantation drive. 30 saplings of different species were planted in Kaliyabid area by the volunteers of ECYC and representatives of CERC-EIACP, Dr. Kartik Andharia (PO) and Karan Thakkar (IO).

On 4th July, CERC-EIACP Team, PO, IO and ITO went to Shri BAPS Swaminarayan Vidyamandir, Kherva, Dist-Mehsana, for conducting plantation drive with the students. **100** students of standard 9th participated in the plantation activity where 200 saplings were planted within the school campus. Following the plantation, the students were also asked to take a Mission LiFE pledge.

On 7th July, another plantation drive was done by the volunteers of ECYC, with support of CERC-EIACP.

We also released a bimonthly e-bulletin issue related to Van Mahotsav which focused on encouraging people to choose the species of plants carefully. We also released an e-poster which was circulated in social media and through our website along with the e-bulletin.







