

## Nature club Activities 2024

### 1. Plastic Free Month July 2024 Awareness Campaign (SDG 13, 14 and 4)

Plastic Free Month aims to increase awareness about the dangers of plastic pollution, promote sustainable alternatives, and inspire collective efforts to cut down on plastic waste for a healthier environment. This initiative was introduced by environmental advocates and organizations to tackle the escalating issue of plastic pollution. It encourages individuals and communities to shift away from single-use plastics, favoring reusable options and sustainable practices instead. This year, Nature club along with EIACP Amrita Vishwa Vidyapeetham in Coimbatore, Tamil Nadu, launched a campaign to highlight the importance of adopting a sustainable lifestyle. The campaign involved distributing awareness posters both online and offline, reaching approximately 1,740 people.



The posters were crafted to inform and engage the public about the effects of single-use plastics and motivate actionable changes. By placing these posters in prominent locations

such as community centers, schools, cafes, and local businesses, the campaign aimed to connect with a wide audience and build a shared commitment to minimizing plastic waste. The posters communicated essential messages about choosing reusable products, supporting environmentally friendly options, and making thoughtful consumption choices, effectively reinforcing the initiative's significance.

## **2. Leading by Example: Interviewing Ganesh, PhD Scholar, Amrita Vishwa Vidyapeetham (Nature Club Member) (SDG 13, and 4)**

As part of EIACP Amrita Vishwa Vidyapeetham's ongoing mission to educate young minds about the environment, encourage environmental stewardship, enhance sustainable living, and promote a movement towards sustainability, we are delighted to highlight the remarkable contributions of a young research scholar from our campus. Mr. Ganesh, a PhD scholar in the Electrical and Electronics Engineering (EEE) department at Amrita Vishwa Vidyapeetham, has emerged as a beacon of innovation and dedication to sustainable technology.



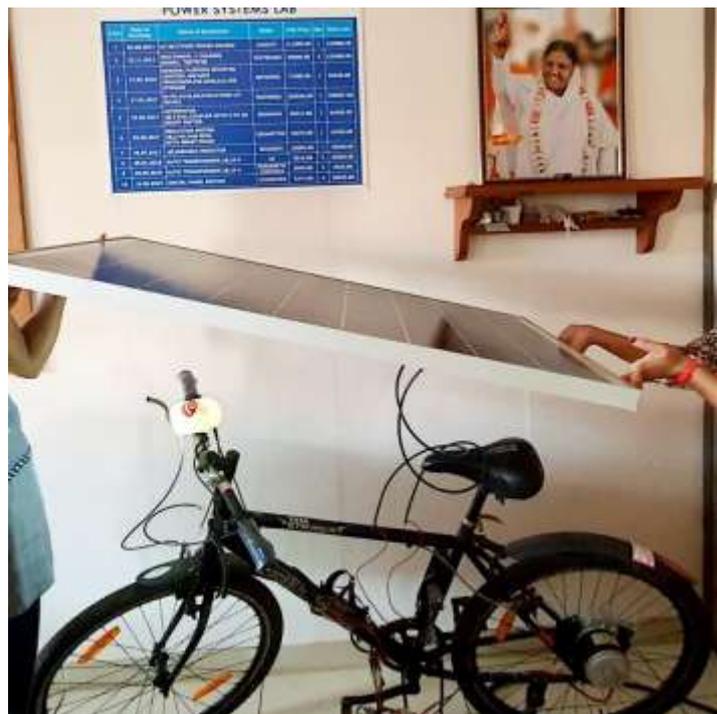
***Mr. Ganesh***

Ganesh is currently engaged in a groundbreaking project focused on the manufacture of

a solar-powered electric cycle. This innovative endeavor not only exemplifies the application of sustainable technology but also addresses the critical need for eco-friendly transportation solutions. His work is a testament to the potential of renewable energy sources in creating practical and impactful technologies that can significantly reduce our carbon footprint.

Beyond his work on the solar-powered electric cycle, Mr. Ganesh has demonstrated a deep passion for sustainability through the development of various solar-powered utensils. These innovations reflect his commitment to harnessing renewable energy to create everyday solutions that are both efficient and environmentally friendly. His efforts in this domain highlight the importance of integrating sustainable practices into our daily lives and underscore the potential for such technologies to transform our approach to energy consumption.

Recognizing Mr. Ganesh's contributions and the inspiration he provides to others, EIACP AVV conducted an in-depth interview with him, spearheaded by Nikhila, Information Officer at EIACP AVV. The interview delved into his motivations, challenges, and vision for a sustainable future. The interview will be prominently featured in the upcoming issue of EIACP Amrita's 'Bioinvasion' newsletter, ensuring that Mr. Ganesh's achievements are shared with a wider audience. By bringing his story to the forefront, we aim to set him as an example and inspiration for all, particularly for students who are aspiring to contribute to the field of sustainability and environmental conservation.



The interview with Mr. Ganesh represents a step forward in our journey towards promoting environmental stewardship and sustainable living. It highlights the critical role that research and innovation play in addressing environmental challenges and reinforces

our commitment to supporting and celebrating individuals who are making a difference. We look forward to sharing this insightful and inspiring interview in our forthcoming newsletter and continuing to spotlight the exceptional contributions of our campus community toward a sustainable world.

### **3. Mass Campaign Conducted in Schools and Colleges located in and around Ettimadai | Coimbatore (SDG 4, 13, 14, 15)**

On July 9th, 2024, a mass campaign was conducted by the Nature club members and Environmental Information, Awareness, Capacity Building, and Livelihood Programme (EIACP) staff. The campaign was led by Programme Officer, Karthika M. Nair and Information Officer, Nikhila K. The primary objective of this campaign was to promote the EIACP Centre and its mission, LiFE (Lifestyle for Environment), and to engage with educational institutions in and around Ettimadai, Coimbatore to foster collaboration and participation in EIACP activities.

#### **Objectives**

- To introduce and explain the mission and activities of the Environmental Initiatives by club
- To establish connections with local schools and colleges.
- To distribute EIACP brochures and inform institutions about upcoming events and competitions.
- To encourage participation in EIACP activities aimed at environmental awareness and sustainable practices.

#### **Institutions Visited and Contacted**

1. S N Guru College, Coimbatore
2. Sri Venkateswara College of Computer Application & Management, Ettimadai
3. Government School, Chavadi
4. Achariya Western Ghats International School

In addition to in-person visits, the following institutions were contacted via phone:

1. Kumaraguru College of Business, Ettimadai
2. Michael Job College of Arts & Science for Women, Sulur

#### **Activities Conducted**

**Personal Meetings:** The team visited various schools and colleges, met with the authorities in person, and provided detailed information about the EIACP Centre, its mission, and its activities. The discussions emphasized the importance of environmental conservation and sustainable practices.

**Phone Communications:** For institutions that could not be reached in person, the team communicated via phone, ensuring that the message and objectives of the EIACP were effectively conveyed.

**Brochure Distribution:** EIACP brochures, which cover detailed information about the centre's activities, were distributed to the faculty members of the visited institutions. These brochures served as a comprehensive guide to the various initiatives and opportunities available through the EIACP.

### **Response and Engagement**

The authorities of the visited and contacted institutions warmly welcomed the EIACP team. They showed great interest in the mission and activities of the EIACP Centre and expressed

their willingness to participate in future events and competitions. The positive reception and enthusiasm from these institutions indicate a strong potential for future collaboration and engagement in EIACP activities.

### **Future prospects**

**Workshops and Seminars:** Plans for conducting workshops and seminars on environmental awareness and sustainable practices were discussed with the authorities. These workshops aim to provide students with practical knowledge and skills in environmental conservation.

**Student Competitions:** Various competitions, such as essay writing, poster making, and quiz competitions on environmental themes, were proposed. These competitions are designed to encourage student participation and creativity in promoting environmental awareness.

**Follow-Up Plans:** The Nature club coordinator and EIACP team plans to follow up with the contacted institutions to ensure continuous engagement and to monitor the participation levels in the upcoming events. Regular updates and reminders will be sent to keep the institutions informed and involved.

### **Conclusion**

The mass campaign conducted by the EIACP staff on July 9th, 2024, was highly successful in establishing connections with local educational institutions and promoting the centre's mission and activities. The positive response from the institutions highlights the growing interest and commitment towards environmental conservation and sustainable practices. Moving forward, the EIACP team will continue to engage with these institutions, fostering a collaborative effort towards a sustainable future.

#### **4. Ek Ped Maa Ke Naam: Van Mahotsav Celebration at Aacharya Western Ghat International School (SDG 4, 13, 15)**

The Amrita Nature club and EIACP Amrita Vishwa Vidyapeetham spearheaded an invigorating and educational plantation drive at Western Ghat International School in Coimbatore, aligned with the Van Mahotsav celebration and the global initiative "Ek Ped Ma Ke Nam," championed by the Prime Minister of India to tackle global warming. The event was a vibrant affair, witnessing the enthusiastic participation of 100 students, each eager to contribute to the noble cause. The session commenced with an inspiring and informative introduction by Karthika, the Program Officer of EIACP AVV, who eloquently highlighted the significance of Van Mahotsav and the urgent need for global efforts to combat climate change. Karthika's interactive approach, where she posed questions about global warming to the students, transformed the session into a dynamic and thought-provoking dialogue, encouraging young minds to critically think about environmental issues.



*From the introductory note*

The diverse planting activities that followed added to the excitement, with students receiving a variety of plants, including ornamental plants, fruit trees, vegetable plants, and

other essential tree saplings. This assortment ensured that the plantation drive was both educational and practical, with the planting strategically organized across the school yard to maximize growth potential and aesthetic appeal.



***Students with the banner***

The active involvement of school faculty, including Saranya, Pavithra, Surendran, Ankita, Anupama, and many others, provided not only logistical support but also served as a strong example for the students, reinforcing the importance of collective effort in environmental conservation. The event was more than just a plantation drive; it was a powerful demonstration of community engagement, fostering a deeper understanding of biodiversity and ecological balance among the students.



EIACP Amrita Vishwa Vidyapeetham plans to sustain this momentum through ongoing initiatives, including regular follow-ups on the planted saplings, educational workshops on environmental topics, and further interactive events. This initiative under Van Mahotsav

and "Ek Ped Ma Ke Nam " stands as a testament to the power of collective action in addressing global challenges like climate change, with the enthusiastic participation of students and faculty alike highlighting the growing awareness and commitment to preserving our planet for future generations.



## 5. "Cultivating Green Minds: Nature club AVV's Impactful Visit to Acharya Western Ghat International School" (SDG 4, 15)

On July 25, 2024, the Nature club coordinators and EIACP RP Amrita Vishwa Vidyapeetham embarked on an inspiring visit to the nearby Acharya Western Ghat International School, Ettimadai, Tamil Nadu embodying their unwavering commitment to environmental conservation and sustainable living. The visit aimed to educate and engage young minds about the paramount importance of planting trees and cultivating kitchen gardens, both at schools and homes, to ensure the health and wealth of future generations.

The program commenced with a warm welcome by Karthika M Nair, Program Officer of EIACP AVV. Nikhila, Nature club leader and the Information Officer of EIACP AVV, eloquently addressed the assembly, emphasizing the critical role that trees and kitchen gardens play in our ecosystem. She highlighted how these practices not only contribute to environmental sustainability but also promote physical and mental well-being among youngsters.

In a symbolic gesture of unity and shared responsibility towards nature, Nikhila handed over a collection of vegetable seeds to Ms. Sharanya, the esteemed Principal of Acharya Western Ghat International School. This act underscored the collaborative spirit of the event, aiming to empower students to take an active role in nurturing their environment.



Following this, Karthika and Nikhila distributed saplings of various fruit trees to all the attending students. This initiative was designed to encourage the creation of beautiful orchards, fostering a deeper connection between the students and the natural world. The sight of eager students receiving their saplings was a testament to the success of the program's message.



The event saw enthusiastic participation from 150 students and 10 faculty members, all of whom were deeply engaged and inspired by the activities. The interactive sessions and hands-on experience provided a profound understanding of sustainable practices and their long-term benefits.



The program concluded on a high note with a heartfelt vote of thanks delivered by Akshay, the student representative. His words reflected the collective appreciation and renewed commitment of the participants towards environmental conservation. Akshay expressed gratitude to the EIACP Amrita Vishwa Vidyapeetham for their invaluable contribution and encouraged his peers to implement the lessons learned in their daily lives.



The visit was a resounding success, leaving a lasting impact on everyone involved. It reinforced the importance of community-driven efforts in fostering a sustainable future and demonstrated the power of education in shaping environmentally conscious individuals.

## 6. World Mangrove Day Celebration – Lecture by Dr. Maya Mahajan (SDG 4, 13, 14)

On the occasion of World Mangrove Day 26 July 2024, Amrita Nature club and EIACP RP at Amrita Vishwa Vidyapeetham organized an educational session for the university's nature club members. Dr. Maya Mahajan, an expert in environmental sciences, conducted an insightful lecture focusing on the critical importance of mangrove ecosystems.

### Key Points Covered:

#### 1. Types of Ecosystems:

- Dr. Mahajan began by discussing various ecosystems, emphasizing their characteristics and ecological significance.
- The lecture provided a detailed comparison, highlighting the unique attributes of mangrove ecosystems.

#### 2. Importance of Mangroves:

- **Ecological Balance:** Mangroves maintain ecological balance and protect coastal regions with their complex root systems.
- **Natural Barriers:** They act as natural barriers against storm surges and coastal erosion, thereby mitigating the impacts of natural disasters like tsunamis and hurricanes.
- **Carbon Sequestration:** Mangroves are highly efficient at capturing and storing carbon dioxide, playing a vital role in combating climate change.
- **Saltwater Intrusion Prevention:** Mangroves stabilize coastlines and prevent seawater from encroaching into freshwater aquifers, thus protecting agricultural productivity and freshwater availability.
- **Ocean Acidification Mitigation:** They help reduce ocean acidification by regulating pH levels in coastal waters through their biological processes.

Dr. Mahajan's lecture was comprehensive, providing a deep understanding of the ecological functions and benefits of mangrove ecosystems. The participants gained valuable insights into the critical role mangroves play in environmental conservation.

The World Mangrove Day celebration at Amrita Vishwa Vidyapeetham was a significant event that successfully raised awareness about the importance of mangrove ecosystems. Dr. Maya Mahajan's informative lecture provided a comprehensive understanding of the multifaceted benefits of mangroves.

The session highlighted the need for mangrove conservation for disaster risk reduction, carbon sequestration, preventing saltwater intrusion, and supporting biodiversity. The event concluded with a thank-you speech by Karthika M. Nair, EIACP Programme Officer, who emphasized the university's commitment to environmental conservation and the pivotal role of the nature club in promoting sustainable practices. Through education and active engagement, Amrita Vishwa Vidyapeetham aims to foster a culture of environmental stewardship and inspire future generations to protect and preserve these vital natural resources.



## **9. World Mangrove Day Celebration - Screening of Short Documentaries (SDG 4, 13, 14)**

On the occasion of World Mangrove Day 26 July 2024, Nature club along with EIACP RP at Amrita Vishwa Vidyapeetham organized screening of two short documentaries for the university's nature club members. These documentaries were aimed at providing visual and contextual understanding of the mangrove ecosystem.

### **Documentary 1: Overview of Mangrove Species**

#### **1. Diverse Species:**

- The first video presented an overview of the diverse species of mangroves.
- It showcased the unique adaptations of these plants that enable them to survive in harsh coastal conditions.

#### **2. Survival Adaptations:**

- The documentary illustrated how mangroves have evolved to tolerate high salinity, waterlogged soils, and periodic inundation by seawater.
- Participants learned about the biological mechanisms that allow mangroves to thrive in such challenging environments.

### **Documentary 2: Ecosystem Services of Mangroves**

#### **1. Support for Fisheries:**

- The second video focused on the ecosystem services provided by mangroves, emphasizing their role in supporting fisheries by providing nursery habitats for numerous marine species.
- This service is crucial for sustaining local communities' livelihoods.

#### **2. Coastal Protection:**

- The documentary highlighted how mangroves protect coastlines from erosion.
- It also demonstrated the importance of mangroves as habitats for a wide variety of wildlife, including birds, fish, and invertebrates.

#### **3. Economic and Ecological Importance:**

- The video underscored the economic and ecological benefits of conserving mangrove forests, reinforcing the messages conveyed during Dr. Mahajan's lecture.

The screening of the two short documentaries during the World Mangrove Day celebration at Amrita Vishwa Vidyapeetham provided an engaging and visual complement to the earlier lecture by Dr. Maya Mahajan. The first documentary highlighted the diverse species of mangroves and their remarkable adaptations to survive in harsh coastal environments. The second documentary showcased the vital ecosystem services provided by mangroves, such as supporting fisheries, protecting coastlines from erosion, and serving as crucial habitats for wildlife. These visual narratives reinforced the economic and ecological importance of mangrove conservation. The session effectively deepened the participants' understanding of the multifaceted benefits of mangroves, underscoring the necessity of their preservation for sustaining local communities and maintaining ecological balance.



## 10. Mangrove Day 2024 General Awareness Poster Released by Nature club-EIACP (SDG 4, 14)

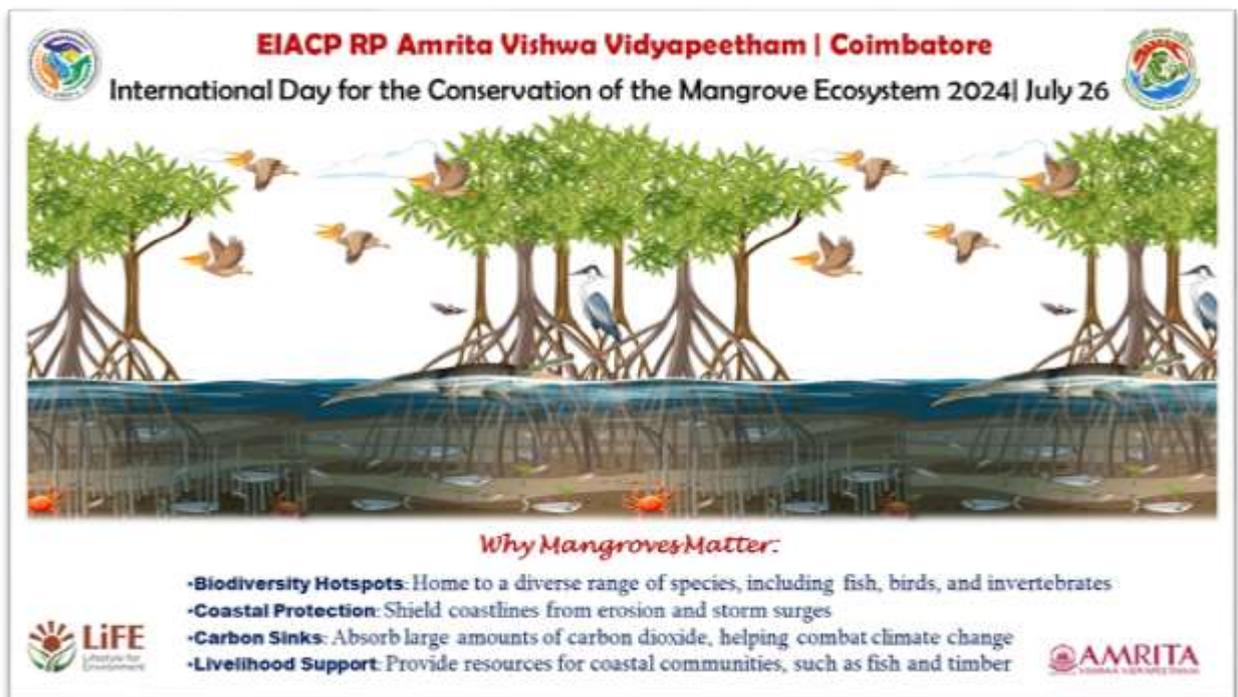
In celebration of Mangrove Day 2024, the Amrita Nature club and Environmental Information, Awareness, Capacity Building and Livelihood Programme (EIACP) released a comprehensive general awareness poster on July 26, 2024. The initiative aimed to educate and engage the scientific community about the importance of mangroves, their ecosystems, and the urgent need for their conservation. The poster was distributed widely among various scientific communities to foster a collaborative effort towards protecting these vital coastal forests.

### Key Objectives

**Raise Awareness:** Highlight the significance of mangroves in maintaining coastal ecosystems, supporting biodiversity, and protecting shorelines from erosion and extreme weather events.

**Promote Conservation Efforts:** Encourage the scientific community to participate in and support mangrove conservation projects.

**Educate and Engage:** Provide valuable information on the ecological, economic, and social benefits of mangroves.



## **Poster Content**

The poster included the following key sections:

### **Ecological Importance:**

- Home to diverse range of species

### **Coastal protection:**

- Support for fisheries and livelihoods of coastal communities.
- Protection of coastlines from erosion and storm surges.
- Resources for traditional medicine and sustainable tourism.

### **Carbon sinks:**

- Human activities such as deforestation, land reclamation, and pollution.
- Climate change impacts, including rising sea levels and temperature changes.

### **Livelihood Support:**

- Provide resources for coastal communities such as fish and timber.

The release and distribution of the Mangrove Day 2024 general awareness poster by EIACP was a significant step in promoting the conservation of mangrove ecosystems. By educating the scientific community and fostering collaborative efforts, EIACP has contributed to the global movement to protect these invaluable coastal forests. The initiative has not only raised awareness but also inspired action towards ensuring the sustainability and health of mangrove ecosystems for future generations.

## 11. International Tiger Day 2024 | Infographics (SDG-4, 15)

International Tiger Day, celebrated annually on July 29th, serves as a global platform to draw attention to the plight of tigers, which are facing the threat of extinction due to habitat loss, poaching, and human-wildlife conflict. Tigers, being apex predators, play a crucial role in maintaining the health and balance of the ecosystems they inhabit. The day is a reminder of the pressing need to implement effective conservation strategies to ensure the survival of this iconic species and to preserve biodiversity.



Recognizing the critical importance of tiger conservation, Amrita nature club along with EIACP RP Amrita Vishwa Vidyapeetham created an engaging and educational infographic that encapsulated key information about tigers, the threats they face, and the actions needed to protect them. The infographic was meticulously designed to be visually appealing and easy to understand, ensuring that the message reached a broad audience. The infographic was distributed among 1,740 members of the ENVIS Amrita community, fostering awareness within the immediate network of environmental enthusiasts and stakeholders. Furthermore, to amplify the reach of the message, the infographic was shared on various social media platforms, extending its impact to a wider audience. This digital outreach was crucial in engaging people from diverse backgrounds and encouraging them to participate in the global effort to save tigers.

In conjunction with the release of the infographic, EIACP RP Amrita Vishwa Vidyapeetham extended an open invitation to everyone to join in spreading the message of tiger conservation. The call to action emphasized the importance of collective efforts in making a tangible difference for the future of tigers. By leveraging social media and community networks, EIACP encouraged individuals to share the infographic, discuss the importance of tiger conservation, and support initiatives aimed at protecting these magnificent animals.

## 12.Environmental Educating Video Screening (SDG 4, 13, 14,15)

As part of its Environmental Awareness Program, Nature club and EIACP Amrita Vishwa Vidyapeetham, Coimbatore, Tamil Nadu, conducted an educational video screening to enhance environmental consciousness among students. The screening featured the compelling video titled "She's Alive... Beautiful... Finite... Hurting... Worth Dying for," which vividly illustrates the beauty of Earth and the impacts of human activities on the environment.

The video screening took place on 30 July 2024 at AB2 Seminar Hall I. Approximately 150 students participated in the event. The seminar hall was equipped with high-quality audio-visual equipment to provide a comprehensive and immersive viewing experience. The video offered a vivid portrayal of Earth's natural beauty, including diverse landscapes such as mountains, forests, oceans, and glaciers, while also addressing the negative impacts of human actions like deforestation, urbanization, and industrialization.



The video "She's Alive... Beautiful... Finite... Hurting... Worth Dying for" provides a visually stunning portrayal of Earth in its pristine, unspoiled state, capturing the planet's breathtaking natural beauty and diverse ecosystems. It depicts the dynamic

changes in atmospheric composition throughout the seasons, presenting Earth as a living entity that breathes and transforms. The video highlights the planet's varied landscapes, including mountains, hills, forests, oceans, glaciers, volcanoes, and waterfalls, each supporting a rich tapestry of life, from aquatic creatures to wild animals, all interwoven in a harmonious food cycle.



However, the video also underscores the severe consequences of human interference driven by greed and the pursuit of material wealth. It contrasts the natural splendor of these ecosystems with the detrimental impacts of deforestation, urbanization, industrialization, and the hunting of wildlife. This interference disrupts the delicate balance of nature, leading to severe climatic changes and natural disasters such as forest fires, floods, droughts, and glacier melting. The video concludes with a poignant moral: "There is plenty for needs but not for greed," emphasizing the importance of sustainable living and the need to protect and preserve the Earth's natural resources for future generations. Ultimately, it serves as a powerful reminder of the intrinsic value of nature and the urgent need for responsible stewardship to ensure its survival.

**Conclusion:** The video screening held on 30 July 2024 at AB2 Seminar Hall I was a successful component of the Environmental Awareness Program by EIACP Amrita Vishwa Vidyapeetham. The event highlighted the beauty and fragility of Earth's ecosystems and emphasized the need for sustainable living practices with 150 active participants from various departments. The video screening profoundly impacted the students by significantly increasing their awareness of the urgent need for environmental conservation and the consequences of human actions on Earth's ecosystems. It inspired them to reflect on their own environmental footprint and

motivated a commitment to adopting more sustainable practices in their daily lives.

## Competitions/ Seminars/ Webinars/Workshops

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### 13. Plastic free month 2024: Slogan Competition (SDG 4, 13, 14,15)

In observance of Plastic-Free Month in July 2024, amrita Nature club and EIACP Amrita Vishwa Vidyapeetham organized an online slogan competition aimed at promoting environmental awareness and encouraging public participation in the campaign. The competition was open to participants across various age groups, with the objective of fostering a widespread commitment to reducing plastic use. A total of 56 participants engaged in the initiative by submitting photos of themselves holding slogan posters, thereby contributing to the campaign's visibility and impact.



The competition concluded with the selection of three standout winners who demonstrated exceptional creativity and commitment. Nirupama Sunil from GUP School Pattambi, Aleena K.R from St. Joseph's HSS Alappuzha, and Ankit Bawali, a Ph.D. scholar from Pondicherry University, were honored for their impactful slogans. Each winner received a certificate in recognition of their contribution to the Plastic-Free Month campaign, underscoring the event's success in generating enthusiasm and spreading awareness about the importance of reducing plastic waste. Celebrating Plastic-Free Month plays a crucial role in driving collective

action towards a sustainable future by highlighting the environmental impacts of plastic pollution and inspiring individuals to make more eco-friendly choices.





#### **14.Seminar cum Webinar by Ms. Rehna E T on “Socio-Ecological Study of Select Invasive Plant Species in the Palakkad Gap of the Western Ghats in South India” (SDG 4,15)**

The Western Ghats, recognized as a UNESCO World Heritage site, ranks among the world's eight most significant areas of biological diversity. The Palakkad Gap, a notable interruption in the Ghats, is vital to the socio-ecological framework of South India. This research examines the socio-ecological effects of specific invasive plant species within this gap, as these species pose a considerable threat to biodiversity by modifying habitats and ecosystem functions, potentially resulting in serious ecological and economic repercussions.

A Seminar cum Webinar took place on July 25th, 2024, at 3:30 p.m. for students of Amrita Vishwa Vidyapeetham, Coimbatore, with a total of 29 participants (25 in-person and 4 online) attending the session. The speaker, Ms. Rehna E T, a Ph.D. Scholar at Amrita Vishwa Vidyapeetham, Ettimadai, Coimbatore, initiated her presentation by highlighting the importance of her research on invasive plant species in the Palakkad Gap.



Ms. Rehna E. T. outlined her research objectives, which encompassed identifying the invasive species in the region, evaluating their impacts, and investigating management strategies. She detailed her data collection and analysis methods, emphasizing the thorough approach she employed throughout her study.

The methodology included field surveys, interviews, and a literature review for data collection, followed by an explanation of the data analyses conducted. She presented findings on the total number of invasive plants, the risk assessment protocol, and socio-economic analyses derived from her research. As conclusion she stressed on the ecological impact stating the fact that *Mimosa diplotricha* was found as high impact species due to its aggressive growth and ability to outcompete native vegetation. She also mentioned that the Invasive species were predominantly found along roadsides, indicating that transportation corridors facilitate their spread. A negative correlation was also found between the presence of invasive plants and native plant diversity, suggesting that invasive species significantly reduce native biodiversity.



The proposed management strategies for invasive species encompass a blend of physical, chemical, and biological approaches. Physical methods include the manual removal of invasive plants and the restoration of native vegetation to enhance competition against invasives. Chemical strategies involve the judicious use of herbicides to control invasive populations, alongside training local communities in their safe application. Biological methods focus on introducing natural predators or pathogens and employing biocontrol agents tailored to specific invasive species to protect native ecosystems. This research highlights the prevalence of invasive plants along roadsides in the Palakkad Gap and their detrimental effects on native flora, emphasizing the necessity for integrated management strategies. Additionally, it is vital to consider the socio-economic impacts on local communities when developing sustainable practices. Ongoing monitoring, community engagement, and educational initiatives are critical for effective invasive species management in this sensitive ecological area. In conclusion, further research is essential to track long-term ecological shifts caused by invasives, assess the efficacy of management strategies, and explore the potential economic benefits of invasive species. A productive discussion followed her presentation, featuring Dr. Maya Mahajan, Dr. Sankar Subraniam, Dr. A Rajashekharan, and Ms. Rehna.

## Mission LiFE Events

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## 15.Seminar on Mission LiFE and Sustainability (SDG 4, 13, 14,15)

On July 11, 2024, Dr. Maya Mahajan delivered an insightful and engaging lecture on "Mission Life" as part of the engaging seminar on "*MISSION LiFE and Sustainability*" to the BSc-integrated physics and chemistry students at the lecture hall of the Department of Physics and Chemistry. The audience comprised 50 students eager to learn about sustainability and environmental conservation. Dr. Maya began the session with an interactive discussion, encouraging students to share their thoughts on nature, the current state of pollution, and the imperative need for environmental conservation. This initial engagement set a collaborative tone for the lecture, making students feel involved and valued.

She then introduced the International Union for Conservation of Nature (IUCN) model, focusing on its three pillars: economy, environment, and society. Dr. Maya elaborated on how these pillars are interdependent and crucial for achieving sustainable development. A significant portion of the lecture was dedicated to explaining carbon neutrality, carbon positivity, and carbon negativity. She discussed practical steps individuals and communities can take to reduce their carbon footprints, emphasizing the impact of everyday actions on the environment.



Highlighting India's progress towards sustainability, Dr. Maya detailed various initiatives and policies implemented by the Indian government to promote environmental conservation and sustainable living through the Mission Life program. Drawing from her personal experience, she shared anecdotes from her visit to Bhutan, praising the country's commitment to 99% organic farming and their unique focus on Gross National Happiness (GNH) over mere economic productivity. This example served to illustrate how prioritizing environmental and societal well-being can lead to a happier, more sustainable lifestyle.



After the lecture, a discussion session was held where students actively participated by asking questions and sharing their views. Dr. Maya addressed various queries, clarifying doubts about the Mission Life program and offering additional insights into sustainable practices. She also provided practical tips for students to incorporate sustainability into their daily lives, such as reducing plastic usage, conserving water and energy, and supporting local organic farming.

To further assist the students, Dr. Maya recommended several resources and reading materials on environmental conservation and sustainability, urging them to stay informed and proactive. She encouraged students to participate in environmental initiatives and projects, highlighting the importance of youth involvement in driving change and innovation in sustainability.



**16. Screening of the Documentary: *"This country isn't just carbon neutral -- it's carbon negative"* by Bhutan's President Tshering Tobgay (SDG 4, 13, 14,15)**

After the lecture, the inspiring TED Talk titled "This country isn't just carbon neutral -- it's carbon negative," by Bhutan's President Tshering Tobgay was screened, discussing Bhutan's unique and commendable approach to environmental conservation and sustainable development. His talk highlighted Bhutan's commitment to maintaining its natural resources and reducing its carbon footprint, setting an example for the world.

It sheds light on the possibility of a nation prioritizing environmental sustainability while achieving economic growth. Bhutan's approach serves as an inspiration for other countries, highlighting that with the right policies and commitment, it is possible to reduce carbon footprints and promote sustainable living. Bhutan's achievement of being carbon negative demonstrates the effectiveness of integrating environmental sustainability into national policies and development goals. This talk is not only a testament to Bhutan's dedication to preserving its natural resources but also a call to action for the global community to follow suit.



The seminar concluded at 5 PM, leaving the students inspired and more aware of their role in environmental conservation. The interactive nature of the session, coupled with Dr. Maya's expertise and personal experiences, made it a memorable and impactful event. The discussion session that followed allowed students to deepen their understanding and clarified their doubts, fostering a greater commitment to sustainability. Many students expressed their appreciation for the lecture, noting that it had broadened their perspective on sustainability and inspired them to take actionable steps toward reducing their carbon footprint. The department plans to organize more such lectures and workshops, aiming to inculcate a culture of sustainability and environmental stewardship among students.

## **17.Mission Life Awareness Documentary Screening Event**

**(SDG 4, 13, 14,15)**

Amrita nature club and EIACP Resource Partner (RP) at Amrita Vishwa Vidyapeetham organized a Mission Life Awareness documentary screening event featuring David Attenborough's "A Life on Our Planet" on July 22 and 23, 2024. The event aimed to raise awareness about environmental issues and promote sustainable living practices among students and staff.

### **Inauguration and Opening Speech**

The event commenced with an opening speech that emphasized the urgent need for environmental conservation and sustainable practices. The speech highlighted the significant impact of human activities on Earth's ecosystems, biodiversity, and climate, setting a reflective tone for the evening and inspiring attendees to consider their role in environmental stewardship.



### **Documentary Screening**

The documentary was screened from 4:15 pm to 5:00 pm each day, captivating the audience with its stark portrayal of humanity's impact on the environment and potential paths towards a sustainable future. David Attenborough's narrative emphasized the importance of biodiversity preservation, combating climate change, and fostering a harmonious relationship with nature. The documentary's compelling visuals and powerful message left a lasting impression on the attendees.

### **Interactive Quiz Competition**

Following the screening, an engaging quiz competition was conducted to test the students' understanding of environmental concepts and themes from the documentary. This interactive session promoted active learning and critical thinking among participants. Prizes were awarded to the top performers, encouraging enthusiastic participation and reinforcing key environmental messages conveyed in the documentary.

### **Closing Remarks and Vote of Thanks**

The event concluded with closing remarks that stressed the moral imperative of protecting the planet for future generations. The importance of individual and collective actions in environmental conservation was reiterated, encouraging the audience to adopt sustainable practices in their daily lives.

A heartfelt vote of thanks was delivered by Nikhila K., Information Officer of EIACP, who acknowledged the contributions of all participants and organizers. Approximately 300 students and staff members attended the event, actively participating and engaging in the discussions.

### **Impact and Significance**

The event successfully raised awareness about critical environmental issues and promoted a sense of responsibility among students. The interactive format and the powerful message of the documentary underscored the importance of collective action in creating a sustainable future. The event highlighted the crucial role of education and community involvement in promoting environmental stewardship and sustainable living practices.





## **18.Mission Life Awareness Program: 30 July 2024 (SDG 4, 11, 12, 13, 14,15)**

The Amrita Nature club and EIACP RP at Amrita Vishwa Vidyapeetham successfully conducted a Mission Life awareness program on July 30, 2024, starting at 11:30 AM, attracting an impressive attendance of 150 students. This event was a significant milestone in the centre's ongoing efforts to foster environmental consciousness among the student body. Dr. Maya Mahajan, the Nature club and EIACP coordinator and a renowned environmental expert, delivered an engaging and informative lecture covering a range of essential topics including the environment, carbon footprint, sustainable living, sustainable resources and business, and the Kyoto Protocol.

Dr. Mahajan began by addressing the current state of our environment, emphasizing the urgency of taking action to mitigate climate change. She explained the concept of carbon footprints, illustrating how everyday activities contribute to greenhouse gas emissions and discussing practical ways students can reduce their carbon impact. Her discussion on sustainable living was particularly impactful, offering students actionable advice on incorporating eco-friendly practices into their daily routines, from reducing waste to conserving energy and water.



***Dr Maya Mahajan interacting with students***

The lecture also delved into sustainable resources and business practices, highlighting the importance of transitioning to renewable energy sources and the role of businesses in driving sustainable development. Dr. Maya used real-world examples to illustrate how companies

are innovating to reduce their environmental impact while maintaining economic growth.

One of the session's highlights was the detailed explanation of the Kyoto Protocol. Dr. Mahajan explained the historical significance of this international treaty and its objectives in reducing global greenhouse gas emissions. She discussed the successes and challenges of the protocol, providing students with a deeper understanding of global environmental policies and the importance of international cooperation in combating climate change.

The Mission Life program, an initiative by the Government of India, was also highlighted for its critical role in promoting sustainable living. Dr. Mahajan underscored how this program



aims  
to

mobilize citizens to adopt sustainable lifestyles, emphasizing the collective effort required to achieve significant environmental benefits. The program's focus on educating the public about sustainability, encouraging green practices, and supporting community-level actions is vital in driving the nation towards a greener future.

Throughout the session, the students were remarkably enthusiastic and engaged. They actively participated by asking insightful questions, expressing their views, and voicing their concerns about various environmental issues. This high level of participation not only demonstrated their keen interest but also their growing awareness and commitment to environmental sustainability.

The event concluded at 12:45 PM, with the coordinator summarizing the key points discussed and emphasizing the importance of individual and collective action in achieving sustainability. The coordinator also highlighted how different countries are making significant strides towards sustainability by adopting new technologies, implementing green policies, and changing lifestyles. This global perspective provided students with a broader understanding of the collective effort required to address environmental challenges.

Overall, the Mission Life awareness program was a resounding success, leaving a lasting impression on the students. It underscored the vital role of education in shaping a sustainable future and inspired the students to take active steps towards reducing their environmental impact. The EIACP RP Amrita Vishwa Vidyapeetham's initiative not only educated but also empowered the students, fostering a generation of environmentally conscious individuals ready to make a difference. The program aligned perfectly with the Government of India's Mission Life objectives, demonstrating how educational institutions can play a pivotal role in driving national sustainability goals.

## **Unique Activities of compassion and care by animal welfare club**

### **( SDG 4, 15)**

Animal club the wing of Nature club at Amrita Vishwa Vidyapeetham takes pride in its compassionate approach to environmental and community welfare. One standout initiative is our effort to feed and rescue stray dogs on campus, providing them with essential medical care through collaboration with a nearby veterinary hospital.

This initiative is unique because it extends beyond traditional environmental advocacy. We recognize that the well-being of all living creatures is vital to a harmonious ecosystem. Addressing the needs of stray animals, often overlooked, promotes a humane and caring community, reduces public health risks, and fosters a safer environment.

By ensuring the welfare of animals, we align with our mission of holistic environmental stewardship, integrating care for vulnerable animals into our broader conservation efforts. This initiative demonstrates our dedication to creating a compassionate and inclusive approach to environmental and community welfare, leaving a lasting positive impact on our campus. The July month of EIACP RP Amrita Vishwa Vidyapeetham witnessed the coming back of two stray dogs into life!

### **19. Julu's Story**

Bijay, a security guard at Amrita University, discovered Julu, a Stray dog on campus, in a critical state after suffering a severe insect bite. Recognizing the urgent need for professional care, Bijay promptly sought help from the EIACP center at Amrita Vishwa Vidyapeetham. The center, renowned for its Mission Life initiatives, had recently launched a specialized animal rescue program focused on aiding stray animals on campus.



*Julu with infection*

The EIACP center, in collaboration with Bijay, its dedicated staff, and enthusiastic students from various departments, quickly mobilized to support Julu. As part of their "Rescue Stray Animals" program, the center partnered with Dr. Chakravarthy from 'Barks and Meows' pet clinic in Coimbatore. Dr. Chakravarthy provided critical medical treatment and medication for Julu, which was essential for his recovery. Additionally, a well-rounded nutritional plan was implemented, benefiting not only Julu but also other stray dogs on campus, with each animal receiving the utmost care and affection.

The combined efforts of Dr. Chakravarthy, Dr. Maya Mahajan, the EIACP center's coordinator, and the committed EIACP staff and students led to a significant improvement in Julu's health. This touching story underscores the powerful impact of the EIACP center's mission and its animal welfare program. Julu's recovery and the improved care for other stray dogs highlight the remarkable difference that can be made through coordinated, compassionate community efforts.

## **20.Compassionate Care: Animal club at Amrita's Stray Dog Rescue Initiative**

On 20<sup>th</sup> July 2024, the EIACP RP Amrita Vishwa Vidyapeetham undertook a compassionate rescue operation for a wounded stray dog found on our campus. The dog, discovered with severe skin lesions and infections, was in urgent need of medical attention and care. Upon discovering the injured dog, Dr Maya Mahajan, Coordinator, EIACP AVV together with the

team swiftly intervened by providing food to stabilize its condition and arranging a consultation with a nearby veterinary doctor. The veterinarian conducted a thorough examination and prescribed a comprehensive treatment plan, including tablets, syrup, and a spray to treat the skin infection.



*The dog with the skin infection*

For the past two weeks, the EIACP AVV team, alongside dedicated student volunteers, has been diligently locating and caring for the dog. Whenever the dog is spotted on campus, information is quickly disseminated within the team. EIACP team then locates the dog, provides nutritious food, and administers the prescribed medications. Due to the consistent efforts, the dog's condition has significantly improved. The lesions are healing, and the infection is under control, with the dog showing signs of better health and vitality each day. This rescue event highlights the EIACP AVV's commitment to animal welfare and community service. By providing timely medical care and daily support, we have made a tangible difference in the lives of a vulnerable animal. This initiative underscores our belief in holistic environmental stewardship, integrating care for all living creatures into our broader mission. We will continue to monitor the dog's recovery and provide the necessary care until full health is restored. The EIACP RP Amrita Vishwa Vidyapeetham remains dedicated to such compassionate actions, reinforcing our role as a responsible and caring community.



Amrita nature club



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