

## Go Green, Plant Trees. Celebrating Earth Day in Madhya Pradesh

Globally, 22 April is celebrated as The Earth Day. First held in 1970, it is now the day which serves as a medium for addressing environmental damage that man-made activities have done in the past and how we need to make environmentally conscious choices each day to leave a better planet for the future generations to come. Earthday.org (EDO) sets out a theme for each year and this year's theme is 'Invest in our Planet'. It calls corporations, organisations, governments, and individuals to partake in environment protection by adopting practices that support and promote sustainability. Radio Bundelkhand (RB) in collaboration with World Wildlife Fund (WWF), and Amar Shaheed Chandrashekhar Azad Government College organised a tree plantation event. The objective of this initiative was to foster the world's largest environmental movement, aiming to bring about transformative change for both people and the planet.



Distinguished guests attending the program included Mr. P. Goad, Principal, Amar Shaheed Chandrashekhar Azad Government College Niwari; Mrs. Rajni Singh Chauhan, TI Station In-charge of Women's Police Station; Ajay Namdev, District Coordinator, Jan Abhiyan Parishad; Rajkumar Pathak, the Block Coordinator, Jan Abhiyan Parishad; Deepak Kumar Sharma, District President, Business Cell; Manish Samadhiya, reporter from RB, as well as students from the MSW program.

During the event, radio reporter emphasized the importance of such programs, which are regularly organised in villages and colleges. The primary goal is to raise awareness amongst people that planting trees is one of the most viable solutions to combat climate change. He interacted with the Masters of Social Work students and emphasised on the opportunity to carry out such campaigns in their own villages and educate the community about the significance of tree plantation. Trees were planted by the RB team as a contribution to save the planet. Apart from this ground activity, RB also interviewed Ms.



Sangeet Saxena, State Director, Madhya Pradesh & Chhattisgarh, WWF. She spoke to RB about the good practices we must adopt to save our planet for the future generations.

## EVENT 2023

Earth Day plays a vital role in raising awareness, promoting sustainable practices, advocating for environmental policies, educating, and engaging people, fostering global collaboration, and working towards a more sustainable future. It serves as a reminder that every individual has a role to play in protecting and preserving our planet.