



Report on Earth Day 2024



Organized by

**EIACP Programme Centre Resource Partner on
Forest Genetic Resources and Tree Improvement
ICFRE - Institute of Forest Genetics and Tree Breeding
(Indian Council of Forestry Research and Education)
Coimbatore – 641 002**

Earth Day 2024 Celebrations by ICFRE-IFGTB EIACP PC RP

As part of Mission LiFE and in connection with Earth Day 2024 EIACP (Environmental Information, Awareness, Capacity Building and Livelihood Programme) Programme Centre (erstwhile IFGTB ENVIS) RP at the ICFRE - Institute of Forest Genetics and Tree Breeding, Coimbatore organized awareness campaigns to students and the general public. The primary objective of these initiatives was to raise awareness about the detrimental impacts of plastic pollution and advocate for environmental conservation. These campaigns were registered among the global events organized by earthday.org.

Dr C. Kunhikannan, Director, ICFRE-IFGTB inaugurated the awareness campaign and released the awareness poster on the current year's theme "Planet Vs Plastics". Director emphasized the importance of responsibly utilizing Earth's natural resources. By using these resources wisely and efficiently, individuals can contribute towards conserving the planet. Director also urges everyone to actively participate in conserving Mother Earth to have a sustainable future.

Dr Rekha R Warriar, Scientist F and EIACP Coordinator in her awareness lecture gave an insight on history of Earth Day and the current year's theme. Dr Warriar explained that the battle between our planet and plastics is one of the most persistent environmental challenges of our time. Plastics, ubiquitous in our daily lives, have become a significant threat to the health of our ecosystems and the well-being of countless species. She urges all to join together to eradicate the use of single use plastics.

Dr S. Vigneswaran, Senior Programme Officer, ICFRE-IFGTB EIACP PC RP delivered a lecture on the impacts of plastics on Mother Earth, targeting students, the general public, and UPSC aspirants. As part of this campaign, awareness posters and handouts were disseminated among school students and the general public in and around Coimbatore. Additionally, copies of these materials were shared with the Central Library and various stakeholders.

Ms G.V Subha Shree, DEO disseminated the awareness labels highlighting valuable information about the importance of native trees to the visitors of Gass Forest Museum. Earth day 2024 awareness posters and handouts were also provided to the visitors.





 GPS Map Camera



Coimbatore, Tamil Nadu, India
D45, Cowley Brown Rd, R.S. Puram, Coimbatore, Tamil Nadu 641002, India
Lat 11.014827°
Long 76.948272°
22/04/24 11:46 AM GMT +05:30



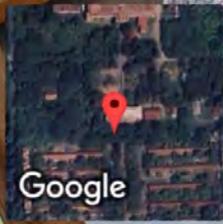
 GPS Map Camera



Coimbatore, Tamil Nadu, India
2W8W+J99, B3, Cowley Brown Rd, R.S. Puram, Coimbatore, Tamil Nadu 641002, India
Lat 11.016472°
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22/04/24 11:39 AM GMT +05:30



GPS Map Camera



Coimbatore, Tamil Nadu, India
2W8W+J99, B3, Cowley Brown Rd, R.S. Puram, Coimbatore, Tamil Nadu 641002, India
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Long 76.945892°
22/04/24 11:36 AM GMT +05:30



GPS Map Camera



Coimbatore, Tamil Nadu, India
B3, R.S. Puram, Coimbatore, Tamil Nadu 641002, India
Lat 11.016518°
Long 76.945919°
22/04/24 11:29 AM GMT +05:30



**ELACP Resource Partner on Forest Genetic Resources and Tree Improvement
ICFRE-Institute of Forest Genetics and Tree Breeding**

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EARTH DAY - 2024

Theme : "Planet vs Plastics"

Theme for Earth Day 2024, "Planet vs. Plastics," highlights the urgent need to address the pervasive impact of plastics on human and planetary health. The initiative sets forth a bold objective: a 60% reduction in plastic production by 2040, with the ultimate aim of crafting a future free from plastic pollution for generations to come. To realize this ambitious vision, concerted efforts must be directed towards several key areas. Primarily, there is a crucial need to enhance awareness regarding the health hazards associated with plastic consumption and pollution. We all join together to eradicate the use of single-use plastics to save Mother Earth and to have a sustainable future.



Plant more trees



Skip the straw



Break up with bottled water



Choose seasonal and local products