

Start today - Save tomorrow

Raise a call for solidarity towards prosperity



Development Alternatives commemorated **World Environment Day 2014 (WED)** on 5th June in Bundelkhand to encourage the youth groups in becoming agents for change and to galvanize individual actions into a collective power to combat climate change. More than 300 youths and women in Jhansi and Shivpuri celebrated the '*people's day*' for doing something positive for the environment.



The International theme for this year's Environment day is '**Raise your voice....not the sea level**'. Sea level rise is one of the adverse effects of climate change. Youths and children of the world are the ones most threatened by the impacts of climate change in the coming future. Thus the celebration included variety of activities, woven around the theme of **Start today - Save tomorrow** to put little steps in fighting against the ubiquitous impacts of climate change.

The day started off with an introductory note on the objective of WED celebration followed by a discussion on realizing everyone's responsibility in **protecting our environment and ensuring a better future for our successor**. The campaign focused on raising awareness amongst the rural youth and women on the face of climate Change and instilling an leadership attitude in their minds for **positive environmental action taking**.



A quiz competition was organized for the youth groups, recognized as **Bal Panchayats**. The winners were rewarded on the right answers of environment, climate change and local governance related questions.

A **clean-up drive** around the village, Sarmau in Jhansi was put into effect with the help of the local Panchayat. This convergent action viewed the role and responsibility of local government representatives in caring and improving local environment state.



The participants also took part in a rally armed with colorful posters and color coded trash bins, **rendering slogans on environment**. The rally ended at the starting point, successfully spreading the message of environment protection.

The celebration ended with a pledge on **Greening the Blue** through a collective and sustained effort.

Pledge on Act of Green

तापक्रम वृद्धि के दुष्परिणाम
है दुनिया के सामने,
पर्यावरण के रक्षा सूत्र होंगे
सबको अपनाने।

पर्यावरण जीवन का आधार,
पर्यावरण जीवन का सार,
आओ कदम बढ़ाएँ,
जग हरा - भरा बनाएँ।