



WWF India Secretariat :
Pirojsha Godrej National
Conservation Centre
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India

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www.wwfindia.org

Letter of Understanding B/w WWF-India and CITY COLLEGE, KOLKATA-09

ABOUT WWF-INDIA

WWF-India is one of India's leading conservation organizations with programmes and projects spread across the country. The organisation works towards the conservation of biodiversity, natural habitats and the reduction of humanity's ecological footprint. The mission of WWF-India is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature.

ABOUT ENVIRONMENT EDUCATION

Environment Education has been a core part of WWF India's conservation efforts since 1969. The division's vision is to inform, inspire and empower children, youth and citizens to take action for a sustainable planet. Its three-pronged strategy focusses on building environmental awareness and knowledge; developing requisite capacity and skills; and enabling action for conservation and sustainability.

The five education programmes are currently running in 16 states across India, taking within its purview all members of the society across all age groups.

ABOUT ECHO

WWF India engages youth enrolled in universities/colleges to ideate, design, develop and implement their conservation projects around a yearly theme to address the most pressing environmental issue.

Echo provides a platform and WWF-India harnesses their energy and intent by working closely with youth by giving them direction, knowledge, know-how, skills. Echo is a programme for the youth and by the youth. It gives them freedom to decide what they wish to do, how they want to do. Under this programme, we identify driven and motivated students through partnerships with colleges and universities and provide them with the training they need to design and implement solutions for a specific environmental challenge. The theme for the Echo programme is aligned with the Sustainable Development Goals (SDGs) and focuses on most pressing environmental issue of the year.

At the end of the academic year, projects are reviewed and evaluated against set parameter in a state elimination round and selected colleges are provided a chance to showcase their projects at the national level summit. A panel of jury reviews the projects, which are presented by student representatives, and the college with maximum impact is recognized with the title of "Environment Conservation Hero of the Year".

THE ACTIVITY

WWF-India in partnership with the registered college will launch Echo for engagement of students enrolled in the college, through a year-long membership for the students. Each college will nominate one teacher convenor and four youth representatives to lead and represent the respective college in Echo. The nominated youth representatives will work towards engaging other youth in the college to work towards the conservation action project under the theme and help resolve an environmental issue in their college.

Mr. Arvind Wable, President
Mr. N. Kumar, Vice President & Trustee Treasurer
Mr. Jamsheed N. Godrej, Trustee
Mr. Arun Maara, Trustee
Ms. Chanda Singh, Trustee
Ms. Mindula Ramesh, Trustee
Mr. Anil Kumar V Epur, Trustee
Mr. Srijoy Das, Trustee



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community or city. WWF-India will provide mentorship, support and guidance for the implementation of the project.

At the beginning of the academic year, a workshop for the nominated youth representatives and teacher convener will be organized for all participating colleges. The workshop will include an in depth education on the theme of the year through movie screenings, expert talks and various interactive activities. It will include assisted brainstorming session with the youth representatives on project development, including areas and communities to be targeted, operational requirements, involvement of all students etc.

Once the projects are finalized and approved by WWF-India, WWF-India will provide mentorship and will review progress of the projects through review meetings. At the end of the academic year, national level summit will be organized, where the best projects will be recognized through a trophy, certificates, and goodies.

ROLES AND RESPONSIBILITIES

Participating college/Institution:

1. College will be responsible to nominate four youth representatives. This is a pre-requisite for activation of college membership.
2. College shall nominate a teacher convener as a point of contact to coordinate Echo activities within a college and with WWF-India.
3. College shall be responsible for ensuring participation of nominated youth and teacher convener in the workshop.
4. College shall be responsible for ensuring administrative permission and smooth running of the program.
5. The college shall ensure participation of nominated youth and teacher convener in the National Summit

WWF-India:

1. Conduct echo forum for nominated youth
2. Provide mentoring support during the course of project implementation
3. Provide volunteering opportunities to registered students in various WWF-India projects
4. Review the progress and provide feedback on a bi-monthly basis to the youth representatives
5. Organize National level summit
6. Provide participation certificates to nominated student representatives

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On Behalf of **WWF-India**

Name of the authorized signatory:

Designation:

Dr. Saswati Sen
State Director,

Signature with seal: WWF-India, WBSO

Date: *Saswati Sen*

28.09.2021



On behalf of (Name of College) **CITY COLLEGE**

Name of the authorized signatory: *Dr. Sital Prasad Chattopadhyay*

Designation: **PRINCIPAL**

Signature with seal:

Date: *13/09/2021*



Sital Prasad Chattopadhyay
Principal
CITY COLLEGE
Kol-9
13/09/2021

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