

Celebration of Earth day and World Turtle day through social media



Photographs shared by participants for First Day Challenge.

Due to the rising cases of corona virus in India, the country went into a nationwide lockdown from 24th March 2020. So the important days such as Earth Day and World Turtle Day were celebrated using the social media. In recent years, India has evidenced significant contribution of social media to various causes. The field of biodiversity conservation is also utilizing it to spread the message through social media. Social media played an immense role in spreading

the message of importance of biodiversity as well as its conservation. The aim of organizing online events was to involve people of all age groups in various activities related to Earth Day, 22nd April 2020 and World Turtle day, 23rd May 2020.

Earth Day is an annual event celebrated on April 22 to demonstrate support for environmental protection. First celebrated in 1970, it now celebrates its 50th Anniversary. To celebrate this important day, Indian

Biodiversity Conservation Society, in collaboration with Jeev Seva Sansthan, Arohan Foundation and Manav Organization, came up with a series of challenges for the members on Social Media such as Facebook and Whatsapp. The Seven day challenges had following activities.

First Day Challenge: Post a picture showing you planting a tree/gardening. Second Day Challenge: Post a picture of your Cloth bag that you take to the market for shopping.



The participants of World Turtle Day.

Third Day Challenge: Post a picture of Plastic item reused by you. Fourth Day Challenge: Have you ever done anything for Mother Earth? Write on your wall or share the picture.

This can be being kind and tolerant towards other species, water conservation, reducing pollution, planting trees, saving electricity and there are so many ways to serve Mother Nature.

Fifth Day Challenge: Post a picture of your plants in balcony/Garden. Sixth Day Challenge: When you did last spent time in Mother Nature's lap and appreciated

it?. Seventh Day Challenge: Post a picture of Earth's Best Friend be it an animal or plant species. The response was immense. People shared the event with their friends and actively participated in the activities. Members who participated in at least 5 out of 7 activities were felicitated with e-certificates. *World Turtle Day* was celebrated by participating in Creative event- My Little Turtle. For this the participants were free to use a variety of household and craft items to make a collection of fun and unique turtle. Some amazing facts about turtles were also

shared with the participants. The elders were requested to involve children in this activity. It is time to realize the importance of different species and conserve them. An appeal was made not to keep them as pets since it is a crime under Wildlife Protection Act, 1972. The people were motivated by these activities. All the participants were felicitated by e-certificates.

Submitted by: Akhilesh Kumar & Sonika Kushwaha, Indian Biodiversity Conservation Society, Jhansi, Uttar Pradesh. Email: ibcsforall@gmail.com