

CAMPAIGN ACTION PLAN

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The following campaign action plan was developed as part of a group exercise assigned during our sessions with campaign strategist Cara Tejpal. Rapid urbanization and increasing preference for exotic, non-native plant species in landscaping have outnumbered the native plants. Native species play a critical role in maintaining native biodiversity and improve ecosystem health. Therefore, we chose to work on an awareness and action campaign titled “Native Greens of Coimbatore Plains” to restore and promote the restoration and conservation of native plant species. Through collaboration with students, academic institutions, urban planners, and the city’s Municipal Corporation, the campaign will emphasize the ecological significance of native vegetation and drive action towards the same.

Title of the campaign: “NATIVE GREENS OF COIMBATORE PLAINS”

Namma Chedi, Namma Perimai!

நம்ம செடி நம்ம பெருமை

Objective:

- ▶ Generate awareness and promote restoration of native plants of Coimbatore plains by engaging students, schools and universities.
- ▶ Collaborate with Coimbatore City Municipal Corporation and Urban Forestry Department to promote the restoration of native species across the city.

Type of campaign:

- ▶ Awareness
- ▶ Pride
- ▶ Action

Target:

- ▶ Establish and maintain a native plant nursery.

- ▶ Reach out and collaborate with academic institutions to generate awareness among students and promote restoration via workshops and nature club activities.

Collaborators:

- ▶ NGOs – Zoo Outreach Organisation
- ▶ Ecologists
- ▶ Botanists
- ▶ Nature educators
- ▶ Teachers and academic nature clubs
- ▶ Student volunteers
- ▶ Coimbatore City Municipal Corporation
- ▶ Urban Forestry Department

Audience

- ▶ General public
- ▶ Teachers
- ▶ High school students (government and private schools)
- ▶ University graduation students



- ▶ Coimbatore City Municipal Corporation
- ▶ Urban Forestry Department

Timeline

5 years

Tools and Resources

- ▶ Educational workshops
- ▶ Volunteer programs
- ▶ Visual materials (posters, information cards, and a checklist of native plant species)
- ▶ Pocket notebooks for plant identification and recording
- ▶ A detailed 'Guide' to the native flora of Coimbatore plains
- ▶ Social media page

Campaign Action Plan

1. Secure Funding

- ▶ Draft a comprehensive proposal and approach Corporate Social Responsibility (CSR) initiatives of companies operating in Coimbatore.
- ▶ Highlight the campaign's ecological and educational impact to attract sponsors.
- ▶ Seek partnerships with NGOs like Zoo Outreach Organisation and academic institutions for additional resources and support.

2. Research and Information Collation

- ▶ Assemble a panel of ecologists and botanists to consolidate knowledge about Coimbatore's native vegetation.
- ▶ Facilitate discussions and knowledge exchange to identify key native species, their ecological significance and unique traits.
- ▶ Create a checklist ('Checklist to the Native Flora of Coimbatore Plains') featuring major native plants species of the city.

3. Educational Outreach

Workshops for Schools and Universities:

- ▶ Conduct interactive workshops in government and private schools to educate

students about native plants and their importance. Distribute and use information cards for education activity.

- ▶ Collaborate with nature clubs in universities to expand outreach and foster student involvement.

Teacher and Volunteer Training:

- ▶ Train teachers and student volunteers as campaign ambassadors to aid in additional activities and to build networks for the campaign.

4. Flora Checklist and Recording Initiative

- ▶ Collaborate with student nature clubs to create an inventory of Coimbatore's native plants.
- ▶ Distribute pocket-sized notebooks as "**Native Flora Journal: Coimbatore Plains Edition**" to students to identify and record native plants they spot in their localities or during visits.
- ▶ Award stamps for each identified entry, and provide a certificate of completion upon filling the notebook.
- ▶ Leverage the insights from this initiative to enhance the checklist into a comprehensive guide on Coimbatore's native flora, with contributions from students in terms of content, illustrations, and design. This will also be done with the guidance of our panel of botanists, ecologists and nature educators.
- ▶ Publish the book and recognize all contributors for their efforts.

5. Establish a Native Plant Nursery

- ▶ Engage student volunteers to source seeds and saplings of native plants for the nursery.
- ▶ Develop the nursery as a community resource to support restoration drives and native plant propagation.

6. Restoration Drives

- ▶ Organize restoration in schools, university campuses and gated residential communities through collaborating nature clubs and campaign student ambassadors.

- ▶ Encourage students to take ownership by nurturing planted saplings in their institutions or communities.

8. Social Media Strategy

- ▶ Campaign Visibility: Create and maintain an active social media page to promote the campaign, educate the public, and expand its reach.
- ▶ Event Notifications: Announce upcoming workshops, restoration drives, and collaborative programs.
- ▶ Progress Updates: Share milestones achieved, such as species documented, schools and colleges onboarded, species to be included in the native nursery etc.
- ▶ Volunteer Recognition: Highlight student volunteers, contributors to the guidebook, and participants who complete the pocket notebook with posts and certificates.
- ▶ Educational Content: Post native plant profiles, ecological facts, and snippets from the 'Guide to Coimbatore Plains Native Flora' with engaging visuals.
- ▶ Community Engagement: Encourage followers to share their campaign

experiences using a campaign hashtag (e.g., #NativeGreensofCovaiPlains).

- ▶ Visual Storytelling: Use photos, videos, and infographics to document restoration drives, campaign events, and the growth of native saplings.

7. Government body Collaboration and Advocacy

- ▶ Present the campaign's achievements over three years to the Municipal Corporation and the Urban Forestry Dept, showcasing community engagement and environmental impact.
- ▶ Advocate for policies promoting native plants in urban planning and infrastructure projects.
- ▶ Offer saplings from the established native nursery as a resource for municipal landscaping efforts.

8. Future Plans

- ▶ Expand this campaign to other cities.
- ▶ Continue to work on the existing campaign.



NATIVE FLORA JOURNAL

DATE:

S M T W T F S

AREA/LOCALITY NAME:

WEATHER:

TIME:

NAME OF THE PLANT:

TYPE OF PLANT:
TREE/SHRUB/GRASS

FEATURES OF THE PLANT:

LEAF:

(COLOUR, SHAPE, SIZE)

FRUIT:

(COLOUR, SHAPE, SIZE,
CLUSTER/SOLITARY)

FLOWER:

(COLOUR, SIZE,
CLUSTER/SOLITARY)

FEATURES OF THE LOCALITY:

WAS THE PLANT STANDING ALONE OR IN A GROUP?
WAS THE LAND A - ROADSIDE/FARMLAND/CAMPUS ETC?
ANY OTHER PLANTS/ANIMALS AROUND?

NOTES:

**NATIVE
GREENS**
OF COIMBATORE
PLAINS

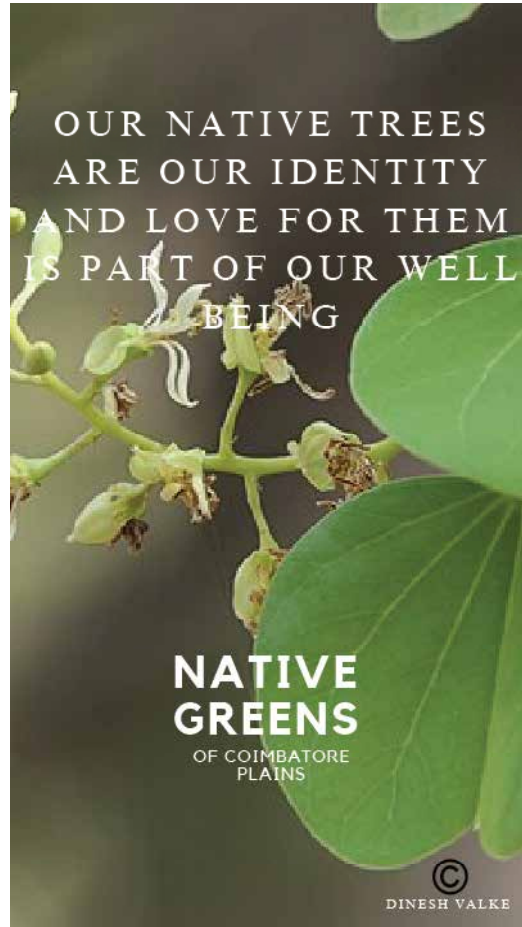
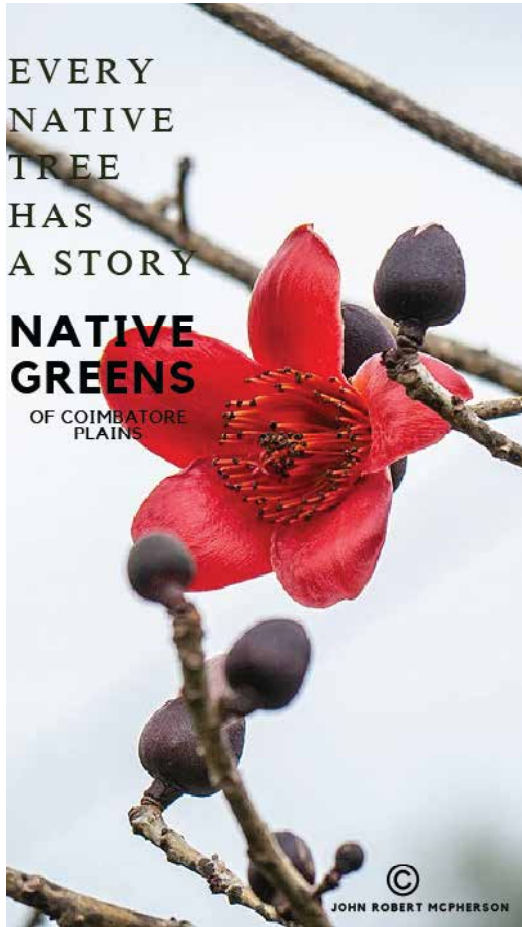


NATIVE FLORA JOURNAL

NAME OF THE STUDENT

**NATIVE
GREENS**
OF COIMBATORE
PLAINS





BAUHINIA PURPUREA

JUNE							2025
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12	13	14	15	16	17	18	
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