

The Situation That Inspired the Campaign

In October 2024, as the development plans gained momentum, concerns were raised about the irreversible damage that deforestation would cause.

- ▶ Environmental Impact: The loss of habitat for endemic species, soil erosion, and disruption of local hydrological cycles.
- ▶ Community Concerns: The livelihoods of local residents, who depend on the forest for resources and cultural identity, were at stake.

- ▶ Government Inaction: Despite approvals and funds allocated for afforestation, there was little progress in addressing the ecological damage or involving the local population in decision-making.

Faced with these challenges, the idea for the Damagundam Mana Vanam campaign emerged. Recognizing the urgent need for grassroots action, we designed the campaign to build awareness, foster community involvement, and advocate for the forest's protection.

REVIVING THE GLOW


Diya Banerjee & Gupta Priya

The following campaign action plan was developed as part of group exercise assigned during our sessions with campaign strategist Cara Tejpal.

Protecting fireflies is essential for maintaining a healthy ecosystem, as they are natural invertebrate predators and pollinators. Their mesmerizing glow inspires cultural and ecological awareness, but their decline due to light pollution and pesticide use signals broader environmental issues. Therefore, we chose to work on an awareness campaign titled “Reviving the glow: an initiative for firefly conservation” to raise awareness, promote firefly-friendly practices, and encourage sustainable farming methods. By protecting fireflies, we support biodiversity, improve agricultural outcomes, and preserve a natural wonder for future generations, fostering a deeper connection between communities and nature.

REVIVING THE GLOW: AN INITIATIVE FOR FIREFLY CONSERVATION

Name _____ Date _____



Fireflies


➤ What is a firefly? What else are fireflies called?


➤ What is special about a firefly?

➤ Why do fireflies produce light?

➤ Are you familiar with the concept of organic farming? If yes, have you ever used it?

➤ Do you know that fireflies play a role in natural pest control?





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| REVIVING THE GLOW: AN INITIATIVE FOR FIREFLY CONSERVATION | | |
|---|---|---|
| 22 JULY FIREFLIES DAY CONDUCT ART COMPETITION. | AUDIENCE: FARMERS | OFFLINE EVENT FIREFLY TRAIL, WORKSHOPS, ART COMPETITION, STORYTELLING SESSIONS. |
| #REVIVINGTHEGLOW | | |
| OBJECTIVES: <ul style="list-style-type: none"> EDUCATE FARMERS ABOUT THE IMPORTANCE OF FIREFLIES. ENCOURAGE FARMERS TO USE BIOLOGICAL PEST CONTROL. PROMOTE TO RESTORE FIREFLY-FRIENDLY HABITAT AMONG THE LOCAL PEOPLE. FARMERS PARTICIPATING IN FIREFLY-FRIENDLY PRACTICES RECEIVE A CERTIFICATION STAMP, ALLOWING THEIR PRODUCE TO BE SOLD AT A PREMIUM. | TARGET <ul style="list-style-type: none"> CONDUCT 10 AWARENESS SESSIONS. REACHING AT LEAST 50 FARMERS. COLLABORATE WITH 50 FARMERS TO IMPLEMENT BIOLOGICAL PEST CONTROL METHODS. ACHIEVE A 30% REDUCTION IN PESTICIDE USE IN SELECTED FARMING PLOTS. COLLECT FEEDBACK FROM PARTICIPANTS TO EVALUATE PROGRESS. | |
| TIMELINE: <ul style="list-style-type: none"> 1 YEAR PLANNING AND PREPARING THE OUTLINE OF THE CAMPAIGN JANUARY, 2025: COMMUNICATING WITH COLLABORATORS FEBRUARY-APRIL, 2025: FIREFLY WORKSHOP FOR FARMERS. MAY-DECEMBER, 2025: CREATING DARK SPACES NOVEMBER-DECEMBER, 2025: CONDUCT EVENTS. | COLLABORATORS: <ul style="list-style-type: none"> ORGANISATION: IUCN SSC SOUTH ASIAN INVERTEBRATE SPECIALIST GROUP, INVERTEBRATE CONSERVATION AND INFORMATION NETWORK OF SOUTH ASIA, ZOO OUTREACH ORGANISATION, WILD & DARK EARTH, ENVIRONMENTAL MANAGEMENT & POLICY RESEARCH INSTITUTE, MANGO EDUCATION. FILM MAKING: SRIRAM MURALI, CHANDRASEKAR RATHNAM, AVIJIT BANERJEE <p style="text-align: right;">Created By: Diya Banerjee, Gupta Priya</p> | |

REVIVING THE GLOW: AN INITIATIVE FOR FIREFLY CONSERVATION

HOW DO I LOOK?

I have head, thorax, abdomen

Antenna

My red plate protects my head

I light up at night

MY LIFE CYCLE

Egg

Larva

Pupa

Adult

IMPORTANCE

BEAUTIFUL

Fireflies evolved at least 100 million years ago.

Firefly larvae are known to feed on snails, slugs, and other insects that feed on crops.

PEST CONTROL

THREATS

HABITAT LOSS

Urbanization, deforestation, and agricultural expansion destroy their natural environments.

POLLUTION

Pesticides and water pollution harm firefly larvae and disrupt their life cycle.

CONSERVATION PLAN

PRESERVE HABITAT

Leave the leaf litter, plant native shrubs, grasses and trees to restore the habitat.

USE OF ORGANIC PESTICIDE

Use organic pesticides.

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REVIVING THE GLOW: AN INITIATIVE TO FIREFLY CONSERVATION

Threats

Contaminated water

Use organic pesticide

STOP

try new things

keep learning

Sustainable Pesticide Usage

Create a small hole at the base of the plant

Pour organic pesticide into the hole

Cover the hole to protect firefly larvae and beneficial insects

Glowing again

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