

# CSR activities on world's Environment Day 2016

*Go Wild for Life: Zero tolerance for the illegal trade in wildlife”*



Supported by: North-West Power Generation Company Limited (NWPGL)

Implemented by:

JBK & MMS



## **Introduction**

**W**orld Environment Day (WED) is celebrated globally every year on 5th June. The Day is celebrated over 100 countries around the world including Bangladesh. World Environment Day (WED) has been started celebrating on every 5<sup>th</sup> of June since 1973. This day was first established by the United Nations General Assembly and United Nations Environment Programme (UNEP) in the Conference on the Human Environment began from 5-16 of June at United Nation in 1972. It was first time celebrated in 1973 with the particular theme “Only one Earth”. Since 1974, the celebration campaign of the world environment day is hosted in different countries of the world. As part of it North-West Power Generation Company Limited (NWPGL ) of Bangladesh initiated to celebrate this program utilizing the CSR fund of the company through BJK and MMS.

## **Objectives of the day celebration**

Main objectives of the United Nations behind declaration of World Environment day (WED) was to:

- Give a human face to environmental issues,
- Empower to become agents of sustainable and equitable development,
- Promote to change attitude toward the environment and
- Advocate partnership between each human being and each society to ensure a safe future.

**In our Country context the objectives of the world environment day observation were as under:**

- It is celebrated to make and increase aware the common public about the environmental issues.
- Draw attention of relevant govt. department/policy level to implement some effective actions.
- Develop an active community agent from deferment sector on environmental issues.
- To inhibit negative changes towards the environmental issues.

## **World Environment Day (WED)2016 Theme & Slogan:**

Each year celebration of the World Environment Day is based on the particular theme to make the celebration more effective. This year theme is “Go Wild for Life; Zero tolerance for the illegal trade in wildlife”

## **Description:**

This year different organizations, government, educational institutions, women's groups, Cultural institutions, corporations and the media jointly celebrate World Environment day (WED) at Sirajgonj district. Manab Mukti Sangstha (MMS) and Jiban Bikash Karjocrom (JBK) jointly organized a day long programme to celebrate the day at Saydabad High school, Sirajgonj

Sadar with the financial & technical support from North-West Power Generation Company Limited (NWPGL). Thousands of stakeholders (student, Teacher, community people, local government representative, media etc.) were present there to celebrate the day. A number of events were structured to observe the day. Honorable Deputy commissioner, Sirajgonj District Mr. Bellal Hossain was the Chief Guest where Mr. Nuruzzaman, Director-Finance, NWPGL was one of the special guest in the program. the other special guest were:

- Mr. Jahaghir Alom Raton, President, NGO Samannoy Porishad Sirajgonj.
- Mr. Nabilul Islam, Chairman (Newly elected), Soydabad Union Porishad, Soydabad sirajgonj.
- Mr. Harunur Rashid Tatukder, Head teacher, Soydabad High School, Soydabad, Sadar Sirajgonj
- Mr. Md. Shahtabul Islam, Executive Director, Jiban Bikash Karjocrom (JBK) and
- Mr.Md. Habibullah Bihar, Executive Director, Manab Mukti Sangstha (MMS).



## **Events**

A number of activities were planned to celebrate WED.

<b>S L</b>	<b>Event Type</b>	<b>Time</b>	<b>Venue/Lo cation</b>	<b>Participa nts</b>	<b>Organized by</b>	<b>Support t by</b>
<b>01</b>	Quiz Competition	8.00-10.00am	Soydabad High School,	Students and general	Manab Mukti Sangstha	North West Power
<b>02</b>	Discussion Meeting & Prize distribution	11.00am- 12.10pm	Soydabad, Sadar Sirajgonj	public/com munity, different	(MMS) and	Genera tion Compa ny
<b>03</b>	Special award distribution for talent student	12.10- 12.30pm		organizatio n, Midea, local govt. Teachers etc.	Jiban Bikash Karjocrom (JBK)	Limited (NWP GCL)
<b>04</b>	Tree Plantation	12.30-12.50 pm				
<b>05</b>	Rally	12.50-13.20 pm	Soydabad High School, Soydabad, Sadar Sirajgonj To Soydabad More			

## **Events Summary**

### **Pre meetings for WED 2016 Celebration:**

A series of meeting was held at MMS Head office for successful implementation of the program. Specially, to procure 200 mix fruits trees, fences and bamboo sticks, T-shirts, Caps, Pens, snacks was one of the big rock for event management, but with the support and cooperation from the colleagues (NWPGL, JBK &MMS) finally successfully we completed the whole progression.

### **Welcome Speech by the Exicutive Directo of Manab Mukti Sangstha (MMS )**

Mr. Md.Habibullah Bahar, Exicutive Director, Manab Mukti Sangstha (MMS ) welcomed all the participants through his inaugural speech. He special thanked the honorable Chief gust DC, Sirajgonj for his presents in this event and he also thanked to North West Power Generation Company Limited (NWPGL) for their support to implement the program. He explicated the objectives of the WED 2016.

### **Speech of Special guests:**

Special guests were addressed on some focuses areas of the day and they also highlighted the day's theme and it's importance in our national life. The snapshots are-

- Climate Change effect and it's consequences
- Importance of forest and plantation,
- The necessity of increased forest.
- Awareness builds up on environment for new generation.
- Uncontrolled population
- Unplanned urbanized
- Policy implementation
- Role of community on environmental issues.

They are also requested the students to plant a tree at least once in a year in their house or any public places or by the side of the road. Finally they thanks to school authority, MMS, JBK & North West Power Generation Company Limited (NWPGL) for their initiative and support.



### **Speech of Chief guest:**

Mr. Bellal Hossain, DC, Sirajganj was the chief guest of the program. He started his speech giving thanks to the organizer. He said, we have very good environmental policies and rules but its implementation is still a big question for the nation. He emphasized that the environmental change issue couldn't controlled by government alone, community and relevant stakeholders should also come forward to play their active role. He also said, the trees can play a vital role in the safe environments. It can bring economical solvency of the people. It could play a vital role for ecological balance of the country he added.



### **Speech from the Chair:**

Mr. Masud Rana, President, Managing Committee, Soydabad High School, Soydabad, Sadar Sirajgonj delivered his closing speech. He said that we are lucky and happy to participate in this program. Inshallah, in the coming days we will also be the partner of implementing this sorts of program. Finally he thanks all for active participation and cooperation. He also thanks to North West Power Generation Company Limited for their support.

### **Quiz Competition**

Quiz competition was organized by JBK and MMS, the Students of Soydabad High School was participated in the event. The class teachers were assigned to select 10 students from each Class (VI-X). Total 50 students were participated in the event. The issue of Quiz competition was the basic knowledge of WED and class wise **environment chapter** of social science book. The Chief Guest & Special guests distributed the prize among the 1<sup>st</sup> and 2<sup>nd</sup> winners of each class.



## **Special award distribution for talent student**

North West Power Generation Company Limited gave award to a poor talent student for his good result. NWPGL distributed a laptop to student Nurul Islam. Mr. Nuruzzaman, Director-Finance, NWPGL also notify that NWPGL will take all responsibility to continue his education.



Nurul Islam, Father Joynal Sheqe, Mother-Rashida Khatuon, village-Paikpara, Sadar Sirajgonj. He is a student of paikpara Model High School, Sirajgonj. He is a good student and Secured A++ (GPA 5) in SSC Exam 2016 by his own initiative. His father is a Van puller & his mother is a house wife. They are 4 brothers & sisters. They are so poor. He himself is a rickshaw puller. He managed his education expenditure by pulling rickshaw. To encourage him NWPGL award a laptop & take all responsibility to continue his education.

## **Tree Plantation**

Tree plantation was a special event of WED celebration. Total 200 trees have been planted around Soydabad High School (Inside & out side). Chairperson of WED celebration team opens this event. Representative of NWPGL, MMS & JBK were participated in this event.



### Awareness Rally

After finishing all the events a colorful rally started from Soydabad high School and went up to Soydabad Moor, Sirajonj. Total 1000 plus students were participated in the rally. The Rally was lead by NWPGL.





## **Conclusion**

Every year on 5 June, we celebrate World Environment Day – an occasion when people the world over come together to demonstrate their commitment to the protection of the environment. On this World Environment Day let us resolve to reverse the trends of the last thousand years. Let us take the necessary steps, which will lead us into a more sustainable future marked by improvements in our standards of living and in the health of the planet on which we all depend.