

COMMENTS / OBSERVATIONS BY **INDIA** ; DT-15 Oct 2013

GOAL-A

Our comments relate to Strategic Goal –A, Target -1 and Goal C, Target 13. We wish to share our experiences and strategies as also challenges that we face.

- ❖ For spreading awareness about the importance of Biodiversity, National Environment Awareness Campaign has been launched. It is run annually on an agreed environmental theme in which more than 10,000 organizations including central and state governments, education institutions, NGOs and other voluntary agencies participate. The programme is implemented through designated Regional Resource Agencies.
- ❖ Another programme is the ‘National Green Corps Program’ wherein knowledge empowered teacher-in-charge of Eco-clubs is made responsible to transmit awareness among children through various activities. So far 130,931 Eco-clubs have been established in NGC Schools across the country.
- ❖ Besides, institutions such as the National Biodiversity Authority at the National level, 28 State Biodiversity Boards at provincial level and 32,000 Biodiversity management committees at local level are undertaking awareness and training programmes.

- ❖ However, we do have a unique situation. India being a large and diverse country with 13 official languages and several local dialects, there are significant and major challenges to evolving appropriate communication strategies for conserving biodiversity. Therefore, we are required to constantly update and innovate our strategies to reach out to different target groups even in remotest of corners of the country. Therefore, we would very much welcome suggestions on this critical aspect.

- ❖ In the context of Targets 1 and 13 taken together, Breed Saviour Awards are being given to promote awareness about biodiversity and for rearing indigenous breeds of cattle, goats, sheep and poultry. Earlier, focus was mostly on cross breeding for increased milk production. Now, we realize that for ensuring long term sustainability of integrated agricultural production systems, survival of pure indigenous breeds is an important contributing factor. This strategy has also enabled us to save certain indigenous cattle breeds from extinction.

- ❖ Our actions are, therefore, in line with the direction set by Strategic plan of the Convention viz; –creating public awareness, giving economic incentives and policy main streaming. However, challenges still remain especially in terms of appropriate communication strategies, appropriate institutional structures and the capacities within institutions to deliver as per expectations and in time.

❖ Finally, our understanding is that the tools and methodologies for coherently monitoring or assessing levels of awareness at the Sub national, National and global, scale are still very limited.

Thank you chair.

From India; date-15 Oct 2013.
