

Ownership based and action oriented afforestation program



Project partners



TERI

(The Energy and Resources Institute)



MSRTC

(Maharashtra State Road Transport Corporation Ltd.)



MoEF

(Ministry of Environment and Forests)

Project objectives



1. To undertake afforestation program with active involvement of the concerned officials of MSRTC at selected locations in Maharashtra.
2. To sensitize the MSRTC officials about significance of afforestation and key environmental issues.
3. To encourage ownership based participation.
4. To ensure maximum survival rate of the plantations through action oriented strategies.

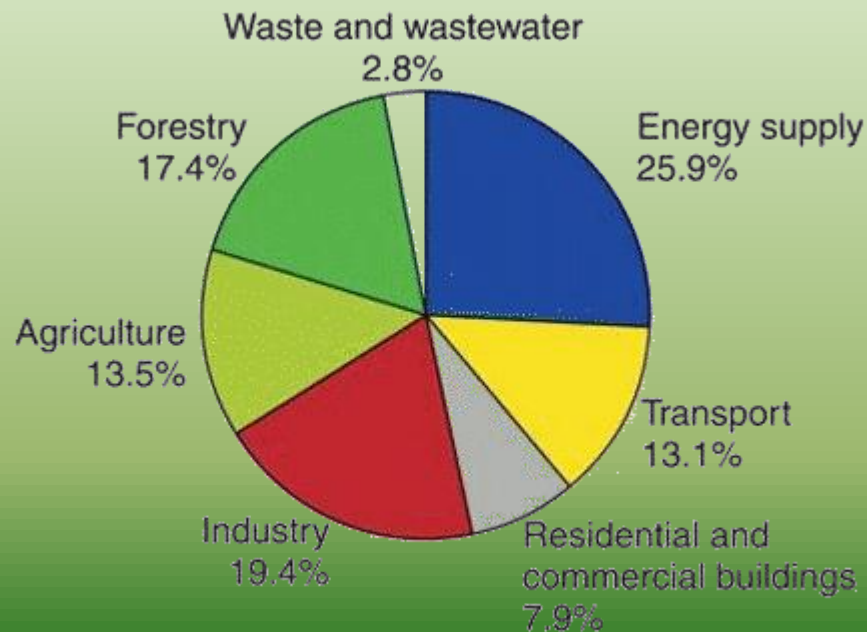


Why Transport Sector?



- Transport sector is estimated to be the source for 60% GHG (Greenhouse Gas) emissions world-wide between 2002-2025.
- Correlation between the vehicular pollution and its impact on local and global environment needs to be emphasized.
- Therefore, undertaking afforestation drives at places such as bus depots would help to highlight this correlation.

Figure 1: Total greenhouse gas emissions by sector, 2004.



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Why Transport Sector?



- By ensuring active involvement of MSRTC officials, the number of trees surviving at the end of the year through this drive could be maximized.
- Sensitization on current issues related to GHG emissions, its impact on environment, climate change and new generation fuels is necessary.
- Therefore an awareness program especially tailor-made for the transport sector would be beneficial.



Project outreach



- Officials of various departments of MSRTC;
- General public

Project duration

- October 2012 – March 2013
- Project launch on October 29, 2012



Project Activities



- Orientation program to undertake tree plantation using scientific approach for the officials of MSRTC.
- Guidance in implementing result & action-oriented environmental programmes.
- Periodic surveys by TERI officials to assess and document survival rate of plantations.
- Workshops, screening of audio-visuals & slide shows on pollution, environmental issues and significance of afforestation.
- Competitive spirit instilled by awarding credit points for successful implementation of afforestation program and active participation.
- Online Environment Quiz on MSRTC's website.
- Grand finale on **World Water Day 2013**.



Project launch

October 29, 2012



- Managing Director, MSRTC and dignitaries from MoEF and other organizations would give an address to the execution team to express commitment towards the environment by implementing an action-oriented afforestation programme.
- Project briefing to the target group, draw schedule/ calendar for the entire year.



Benefits of the project



MSRTC

- Greening of MSRTC premises.
- Training and motivation to MSRTC staff to maintain the plantation at early stages to ensure higher survival rate by nurturing the plantation.
- Motivation to carry out pro-environmental initiatives.
- Trained staff could further spread awareness among other colleagues, family members and other social units.



Benefits of the project



Region

- Project shall contribute to urban tree cover and increase in the carbon sequestration potential as almost 500 trees would be planted in MSRTC premises.
- Increased awareness amongst the MSRTC officials as well as citizens on the importance of afforestation, especially in the urban areas.
- Online quiz on MSRTC's website to maximize project outreach.
- Scalable and replicable model relying on ownership based and action oriented approaches.



Unique Features



- The project partners wish to emphasize upon higher survival rate of the plants through constant monitoring, maintenance and by encouraging voluntary participation.
- Motivating the concerned units to undertake active part in the afforestation project.
- The tree plantation would be undertaken in a systematic manner; periodic surveys would be conducted and survival of the plants at the end of the year will be documented, as it has been observed that with traditional afforestation programs only around 30% of plantations survive after a year.
- Strategy to protect trees post plantation
- A scoring system to instill competitive spirit and motivate the officials.



Proposed scoring system



Criteria	Range	Score
Percentage of trees survived		
	30 - 50%	5
	50 - 80%	8
	80 - 95%	9
	95 - 100%	10
Participation in awareness program		
	30 - 50%	5
	50 - 80%	8
	80 - 95%	9
	95 - 100%	10



Office level (10 points / activity) A	Individual level (10 points / activity) B	Social level (15 points / activity) C	Special projects (20 points / project) D
Save Paper	Use of CFL	Awareness Programmes in schools / colleges	Practice rainwater harvesting, use this water for gardening, flushing
Save Water	Switching over to metal idols of Ganesh instead of POP	Campaign against noise & air pollution during Diwali	Landscaping, grow medicinal plants around the campus
Save Electricity (demonstrate reduced energy consumption by comparing electricity bills)	Avoid the use of plastic bags	Awareness campaign for motorists for safe and fuel-efficient driving practices	Prepare posters for saving fuel while driving
Segregate & Reduce Waste	Avoid the use of paper napkins	Develop skit(s) giving environmental message(s)	Composting of organic waste within the campus
<ul style="list-style-type: none"> • Keep the campus clean & free of litter • Do not use non-biodegradable material for decoration during festivals, prefer natural / organic material 		* Any other activity	Organize Nature Appreciation Walks for the executives
Discourage the use of high-decibel noise crackers during Diwali		Awareness programmes using the mass media (TV, FM radio & print)	
‘Environment News’ board in the campus for public awareness	Avoid buying items with excess of packaging material	Demonstrate advantages of using alternate fuels like biodiesel & ethanol, and electrically-charged vehicles	
Film Screening / slide show for executives	Repair / replace all the leaking taps at home	* * Any other project	

Tentative Calendar of Activities



Month	Interface	Proposed activities of the programme
October	TERI, and MD, MSRTC, executives, media	<ul style="list-style-type: none"> Launch event and awareness program for MSRTC officials Details of implementation of the programme to be explained.
October Last-week		<ul style="list-style-type: none"> TERI will design the quiz questionnaire and MSRTC will Upload quiz it on MSRTC's website which is open for everyone.
November		<ul style="list-style-type: none"> Orientation workshops and plantation of trees at the selected depots: <ul style="list-style-type: none"> Kalwa workshop, Thane Uran. Navi Mumbai The executives trained in the orientation workshop would undertake tree plantations and encourage the officials to undertake environment friendly activities.
December	TERI, MD, MSRTC & executives	<ul style="list-style-type: none"> Periodic site visits and inspection by TERI. Interaction with the executives to get an overview about the progress. Interim Review meeting, presentation by executives on the progress, activities & projects undertaken.
January-February		<ul style="list-style-type: none"> The concerned officials would oversee the afforestation activities such as watering plants, fertilizers, etc. A summary of the scores achieved by the respective units would be updated by the executives, which will be circulated among all the units. Periodic site visits and inspection by TERI.
March	TERI, MD, MSRTC & executives	<ul style="list-style-type: none"> Final Review meeting, presentation by concerned officials of the activities & projects undertaken, open discussion Grand Finale event, Quiz results, announcement of the winner group, prize distribution at the hands of Transport Commissioner / Chief Guest; Feedback regarding achievements.



Save Environment, because the natural environment is what really sustains us.

