

Top Priority

No. 3(1)/19/2017-IC.I (Part.2)

Government of India
Ministry of Environment, Forest and Climate Change

3rd Floor Jal Wing,
Indira Paryavaran Bhawan,
Jorbagh, New Delhi

Dated: 20th February, 2018

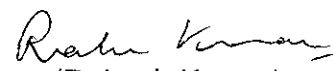
Circular

Subject: Invitation for logo design on the occasion of India being the global host for World Environment Day, 2018.

The undersigned is directed to say that India is the global host for the celebration of World Environment Day, 2018 (WED 2018). The theme of the World Environment Day, 2018 is "Plastic Pollution."

2. With a view to commemorate the occasion as a special event for India, it is indeed a good idea to have a separate logo for World Environment Day, 2018 which may invariably be used in all visual/print media, posters, hoardings, billboards, displays, documents, pamphlets, flyers, stickers, public places, rail road transport, etc. in all cities towns, villages across the country with a view to reflect the philosophy of plastic pollution during celebration of the commemoration of WED 2018 India. Details are given in the Annexure.

3. You are requested to kindly circulate this message amongst all officers and staff of your organization requesting to send their colorful design, images/sketch of logo to the undersigned within 15 days from the date of this circular.



(Rakesh Kumar)

Director

Tel: 24695368

Email: rakesh.68@nic.in

Encl: As above

To (As per list attached)

Text of the message to be placed in envfor.nic.in for inviting logo design for World Environment Day, 2018

Ministry of Environment, Forest and Climate Change, Government of India invites colorful design, images/sketch of logo on the occasion of celebration of World Environment Day, 2018 at global level with specific focus on "Plastic Pollution" from general public as well as employees of MOEFCC and its associated and regional offices.

2. The colorful design, images/sketch of logo must be submitted within 15 days from the date of publication of this advertisement to Shri Rakesh Kumar, Director, Room No. 128, 1st Floor, Agni Wing, Indira Paryavaran Bhawan, Jorbagh Road, New Delhi-3 (Email: rakesh.68@gov.in).

3. The best 3 entries will be considered for cash award, certificate, memento and invitation for 5th June ceremony at Rajpath/India Gate, New Delhi.

4. The broad objectives of the Ministry are as:

- Conservation and survey of flora, fauna, forests and wildlife
- Prevention and control of pollution
- Afforestation and regeneration of degraded areas
- Protection of environment; and
- Ensuring the welfare of animals

5. **World Environment Day:** World Environment Day (WED) is celebrated globally on 5th June every year. Established by the UN General Assembly, it serves as an important vehicle to stimulate worldwide awareness of the environment. The primary objective of celebrating world environment day is to give human face to environmental issues, promote an understanding that communities are pivotal to changing attitudes towards environmental issues.

6. **The theme:** The theme of the World Environment Day is "Plastic Pollution". Plastic pollution, mainly due to littering and unsafe disposal, is now-a-day's major environmental concern. Plastic is durable, versatile and cheap yet degrades slowly. Plastic pollution causes due to accumulation of plastic products in the environment that adversely affects wildlife, wildlife habitat, or humans. Plastic pollution can unfavorably affect lands, waterways and oceans. Living organisms, particularly marine animals, can also be affected through entanglement, direct ingestion of plastic waste, or through exposure to chemicals within plastics that cause interruptions in biological functions.

We must realize the concern and do collective efforts to reduce our plastic footprint by way of adoption of methodology of refuse, reduce, reuse and recycle of plastic and getting people to change their behavior of throwing away plastic. This is the major environmental concern.

The per capita consumption of plastics in India is on the rise and this is the right time for us to plan for the future, adopting patterns of sustainable production and consumption of plastics.