



PRAKRITI SANRAKSHAN

Newsletter

Volume 6, Issue 3, Jul.-Sept., 2025

From the Editor's Desk

July-September 2025 Issue

Dear Readers,

Welcome to the July–September 2025 issue of Prakriti Sanrakshan, where we celebrate the inspiring efforts of young eco-warriors and highlight the urgent need for sustainable living and nature conservation.

This edition opens with a heartening report on the Pollinator Conservation Project led by school children in Kolkata, a shining example of how grassroots action can create meaningful environmental change. Their dedication to protecting bees, butterflies, and other pollinators reminds us all of the vital role biodiversity plays in sustaining life.

We also delve into the theme Green Future Starts With Us, emphasizing the importance of investing in nature — both financially and socially — to safeguard our planet for generations to come. In our cultural corner, we present गणेशोत्सव: सादगी से संजीवनी तक, a beautiful reflection on how traditional festivals can inspire eco-friendly practices.

Finally, सोने के अंडे की चाह offers a poignant commentary on human greed and the urgent need to restore balance with nature.

In this issue, we also highlight:

Hands That Shine: Honoring Our Everyday Guardians – A tribute to the unsung heroes who keep our surroundings clean and green.

Letter of Appreciation: Drinking and Wash Water Project via Solar System – We are honored to have received a letter of appreciation for our innovative project that provides sustainable water solutions through solar-powered systems.

Plant Drive Donation – Encouraging community participation in greening our environment through tree plantation drives. We welcome donations to support this initiative and further our efforts in creating a greener planet.

Lastly, we have an upcoming workshop on Medicinal Plants & Sustainable Therapeutics by Dr. Indu Tucker Sidhwani on 28th October 2025 organized by the Centre of Excellence in Unani Medicine, Jamia Hamdard, New Delhi, in association with Save the Environment (STE), Kolkata/Gurugram. This important event promises rich discussions and knowledge sharing on sustainable health and conservation.

Thank you for joining us on this journey towards a greener, healthier planet.

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ABOUT US

Save the Environment (STE)

SAVE THE ENVIRONMENT (STE) is the organization that aims to spread awareness to the society about environment, health and water. It was founded and registered on 19th November 1990. STE has collaborated with various organizations in the past 33 years such as All India Institute of Hygiene & Public Health, AIHH&PH and India Canada Environment Facility, DRDO, Ministry of Defence, Department of Science and Technology (DST),

Indian Institute of Management (IIM), Ahmedabad to mitigate the effects of arsenic and provide arsenic-free drinking water.

The vision of the society is to protect present and future generations from various Environmental Hazards. The NGO has been actively organizing various interactive sessions such as conferences (National and International), workshops, seminars and awareness programs including poster competitions, quiz competitions, science exhibitions and webinars among the future generations.

HUMBLE APPEAL for CSR FUNDS

To continue your Kind support for clean water supply and sanitation facility project at the STE adopted village Bankanali, Block Puncha, Distt. Purulia

Save The Environment (STE) extends its gratitude and thankfulness for your benevolent support which has made possible the installation of a drinking-cum-wash water unit at the cost of about Rs four and a half lakh (Rs. 4.5 Lakh only) in the first phase of the subject project at STE adopted village Bankanali, Puncha Block, Distt. Purulia, West Bengal. Many households, in dire need of proper water facilities, are somewhat benefitting from the same.



However, a long path remains ahead of us in order to complete the pursuit undertaken. In this endeavour, we plan to provide various water supply units in adjoining areas, rejuvenate and restore the available ponds, create the rain water harvesting systems, reuse of waste water, plantation, Electrification in the village using Solar energy and also to install toilets in the school and other places to be used by people. Looking forward for your kind support to complete the above project.

In this regard, we at STE, earnestly request all the citizens, corporates, life members of STE and patrons to kindly come forward and support for this noble cause. Your generous donation will be a pillar for us and will certainly enable us to bring a smile to several underprivileged persons.

Details of the proposed project are :

ACTIVITIES

Restoration of ponds
Installation of Rain Water Harvesting Systems
Solar Electrification in the Houses and roads
Distribution of drinking water by pipe line in the village
Constructions of toilets in school, houses and other public places and plantation etc.

Looking forward to receiving your generous support.

Contact details:

Phone: 9871372350; 9830779260 Email: info@stenvironment.org

Account details for donating funds:

ONLINE PAYMENT:

Name of the Account: **SAVE THE ENVIRONMENT**

Account Number: **38041963371**

Bank and Branch: **State Bank of India, Lake Town, Kolkata**

IFSC Code: **SBIN0001506** OR

GOOGLE PAY to: **Mrs. Chhanda Basu; Mobile 9830779260**

Dear (Tree Plantation Donors)

Thank you from the bottom of our hearts for your generous support—your kindness is helping us protect our environment, restore green spaces, and provide clean water to communities that need it most. Because of contributions like yours, more people will have safe water to drink, families will be healthier, and our planet will be healthier, too.

Letter of Appreciation:-

We recently received a deeply moving letter of

appreciation from Baranagar Swapnaloke For Humanity, thanking our organization for the solar-powered clean drinking water project we gifted. The letter emphasized how our support has not only delivered safe drinking water, but also dignity, hope, and renewed strength to underprivileged children and families. It highlighted that each drop now flowing carries our compassion and commitment, and that this sustainable solution will benefit generations to come—transforming a basic necessity into a source of health, empowerment, and lasting partnership.



Hands That Shine: Honoring Our Everyday Guardians

Alok, Shibu, and Prem are the ones who wake early and work tirelessly to keep our society clean—often without recognition. Their daily efforts lay the foundation for a healthier, happier community.

I've begun this journey by offering gloves, masks, and refreshments. Now, I invite each of you to join me in

greeting them warmly every morning, sharing kind words, and giving small gifts when possible. Together, let us uplift their spirits, make their work feel valued, and in doing so, discover joy ourselves.

With deepest respect and gratitude,

Shubhankar Chakraborty
Life Member - STE



REPORT ON SUCCESSFUL POLLINATOR CONSERVATION PROJECT BY SCHOOL CHILDREN IN KOLKATA

S. K. Basu

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The Aspiration Group of the Miraloke School located at New Alipore, South Kolkata undertook a field-level project focused on Pollinator Conservation, aimed at raising awareness, generating data, and promoting eco-friendly practices to support pollinator health. This initiative was part of the group's commitment to environmental education and biodiversity preservation, supported by NGOs like Howrah Suparna (URI) and Save the Environment (STE). Saikat Kumar Basu served as the supervisor of the project.

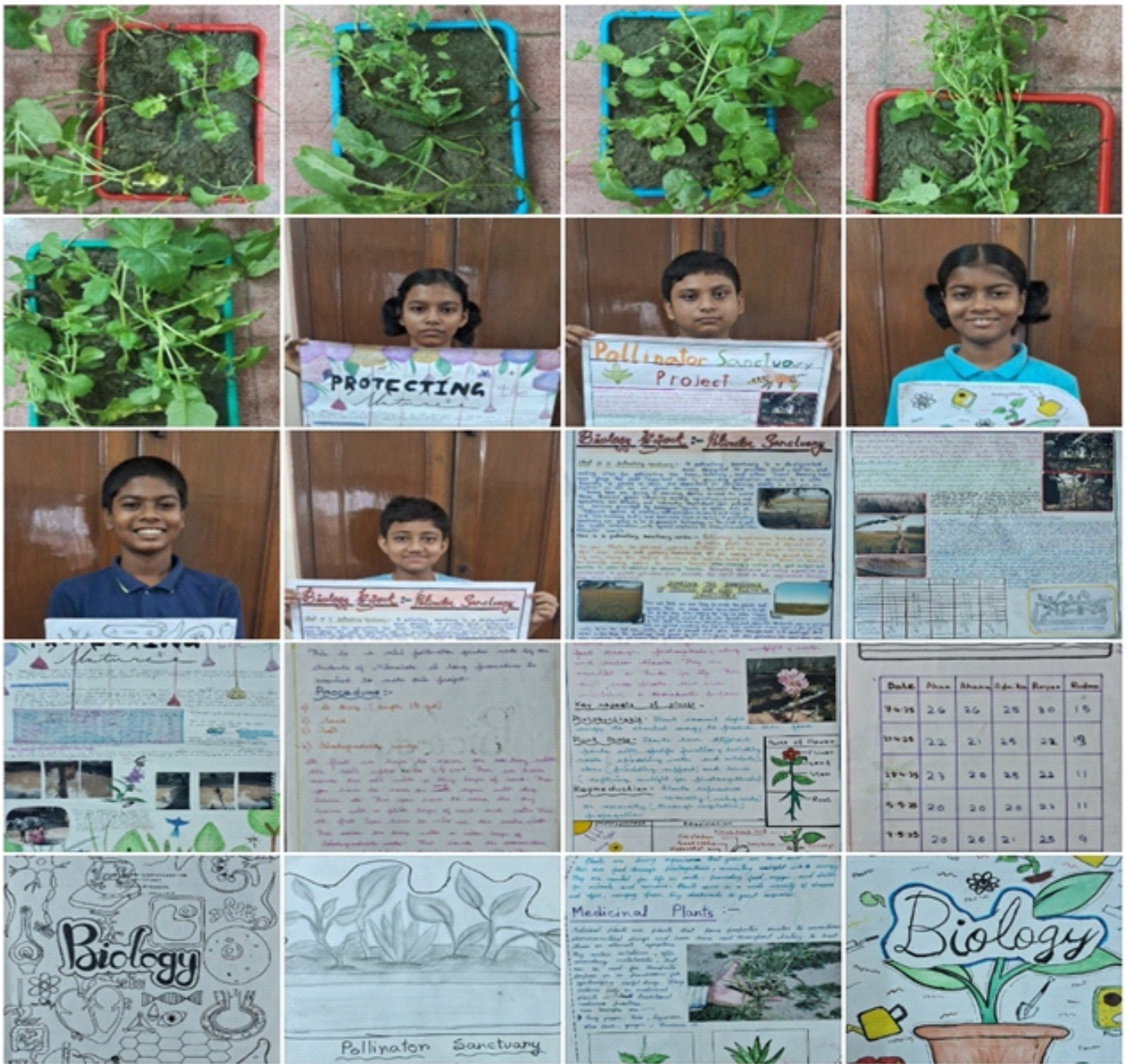
The objectives of the project have been:

1. To study and document local pollinators (bees, butterflies, moths, wasps, beetles, etc.).
2. To understand the ecological importance of pollinators in sustaining biodiversity and agriculture.
3. To identify threats to pollinator populations in the area.
4. To promote pollinator-friendly plants and practices in school and community spaces.
5. To develop low-cost strategies for local pollinator conservation.

The students conducted field visits in and around Miraloke to identify and document pollinator species, their host plants, and behaviour's. The students used visual identification, photography, and basic field journals for recording species; and interacted with local residents to understand their basic knowledge about pollinators. They successfully created small "Pollinator-Friendly Gardens" using native flowering plants within school premises. The children, with support from the NGOs and their coordinator, organised awareness programs, prepared posters, and conducted leaflet distribution among the local community members.

A total of 15 species were identified including bees (*Apis dorsata*, *Apis cerana*), butterflies (e.g., Common Mormon, Plain Tiger), moths, beetles, wasps, and ants. The students identified that urbanisation and pesticide use were major threats to pollinators in the area. Local pollinators showed high affinity towards native and seasonal flowering plants. They received positive responses and feedback from local community members who expressed interest in continuing pollinator-friendly practices.

The major achievements of the young eco-fighters have been establishing a model Pollinator Sanctuary inside their institutional campus. They have created a student-led pollinator database for educational use. The project enhanced knowledge and skills among students regarding conservation, biodiversity monitoring, and ecological responsibility. They also engaged with local community members through awareness drives and posters.



The Pollinator Conservation Project by the students of the Aspiration Group of Miraloke has been a resounding success, demonstrating the power of youth-led environmental action. The experience empowered students with scientific knowledge, field skills, and community leadership, setting an example for other schools and regions. This initiative marks a significant step forward in grassroots conservation efforts and will hopefully serve as a catalyst for broader ecological awareness and action.

PRAKRITI SANRAKSHAN | JULY-SEPTEMBER, 2025

GREEN FUTURE STARTS WITH US: NEED TO INVEST FOR NATURE

S. K. Basu

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Introduction

In an era of escalating environmental degradation and biodiversity loss, sustainable investment has emerged as a powerful tool to reshape our approach to wildlife protection. This investment strategy, which considers environmental, social, and governance (ESG) factors alongside financial returns, is becoming increasingly crucial in ensuring the long-term survival of wildlife and their habitats. By channeling capital into conservation-friendly enterprises and policies, sustainable investment fosters a more harmonious balance between economic development and ecological preservation.

The Urgency of Wildlife Protection

Wildlife across the globe is facing an unprecedented crisis. According to the World Wildlife Fund's *Living Planet Report*, global wildlife populations have plummeted by nearly 70% since 1970 due to habitat loss, climate change, pollution, poaching, and overexploitation. This rapid decline is not only a tragedy for biodiversity but also a direct threat to human well-being. Wildlife plays an integral role in maintaining healthy ecosystems, which provide vital services such as pollination, water purification, and carbon sequestration.

Sustainable Investment

Sustainable investment refers to the allocation of capital in projects and businesses that generate long-term value while positively impacting the environment and society. In the context of wildlife protection, this means funding initiatives that support biodiversity, restore ecosystems, reduce environmental harm, and promote sustainable livelihoods for communities dependent on natural resources. Unlike traditional conservation funding, which often relies on donations and public grants, sustainable investment offers a scalable and self-sustaining model for environmental protection.

Linking Capital to Conservation

Sustainable investment can drive wildlife protection in several impactful ways:

- **Green Bonds and Conservation Finance:** Financial instruments like green bonds and conservation trust funds are being used to finance projects such as forest

restoration, anti-poaching patrols, and wildlife corridor creation. These investments generate environmental returns while often offering modest financial yields.

- **Eco-tourism and Sustainable Enterprises:** Investing in eco-tourism initiatives and conservation-friendly businesses can generate revenue for local communities while incentivising the protection of wildlife habitats. This model has proven successful in countries like Costa Rica, Kenya, and Bhutan.
- **Carbon Markets and Biodiversity Credits:** Initiatives that link carbon offset markets with biodiversity protection, such as REDD+ (Reducing Emissions from Deforestation and Forest Degradation), allow investors to support forest conservation while meeting carbon neutrality goals.
- **Public-Private Partnerships:** Sustainable investment often bridges the gap between government policy and private capital. Collaborative efforts can lead to innovative conservation strategies, improved regulatory frameworks, and stronger enforcement of wildlife protection laws.

Challenges and Opportunities

While the potential of sustainable investment in wildlife protection is vast, it is not without challenges. Measuring the environmental impact of investments, ensuring transparency, avoiding greenwashing, and securing community participation are crucial to the success of such initiatives. However, the growing demand for ESG-compliant portfolios and the rise of impact investing are creating new opportunities for aligning financial incentives with conservation goals.

Moreover, technological advancements—such as satellite monitoring, artificial intelligence, and blockchain—are enhancing the ability to track and evaluate the effectiveness of conservation investments, thereby attracting more investors into the space.

The Way Forward

To make sustainable investment the cornerstone of wildlife protection, it is essential to:

1. Integrate biodiversity considerations into financial decision-making and policy frameworks.
2. Encourage corporate responsibility and green entrepreneurship.
3. Build capacity among local communities to manage and benefit from conservation investments.

4. Foster global cooperation to develop standards and incentives for nature-positive investments.

Sustainable Investment from an Indian Perspective

Sustainable investment can play a transformative role in conserving Indian wildlife by providing long-term financial resources, community engagement, and ecological benefits. To make such investment successful, a multi-stakeholder, inclusive, and ecologically sensitive approach is essential. Here are some proposed key strategies to ensure success:

1. Policy and Legal Support

- o **Strengthen regulatory frameworks:** Clear laws and policies that support conservation investments (e.g., Wildlife Protection Act, Forest Rights Act, ESG guidelines) can attract responsible investors.
- o **Provide incentives:** Tax benefits, subsidies, or fast-track clearances for conservation-related enterprises will encourage private sector participation.

2. Community Participation and Livelihood Support

- o **Invest in eco-tourism and nature-based livelihoods:** Empowering local and tribal communities through eco-tourism, organic farming, or sustainable crafts reduces pressure on forests and creates stakeholders in conservation.
- o **Joint Forest Management (JFM) and Community Reserves:** Investing in community-led protection initiatives ensures local support and monitoring.

3. Public-Private Partnerships (PPP)

- o Encouraging partnerships between government bodies, NGOs, and businesses for wildlife corridors, habitat restoration, and anti-poaching technology. The Satpura Landscape Tiger Partnership demonstrates how collaborations can restore fragmented habitats.

4. Green Finance and Conservation Funds

- o **Green Bonds and ESG Funds:** Encouraging companies and investors to fund wildlife projects through sustainable finance tools.
- o **Corporate Social Responsibility (CSR):** Channeling CSR funds into wildlife conservation, especially from sectors like tourism, pharmaceuticals, and forestry.

5. Technology-Driven Monitoring and Transparency

- o Using drones, camera traps, GIS, and AI to monitor

wildlife populations, detect illegal activities, and report outcomes.

- o Transparent impact reporting builds investor trust and encourages long-term engagement.

6. Education and Awareness

- o **Investing in community education programs** to change perceptions about wildlife and ecosystem services.
- o **Promoting awareness** among urban investors and youth about the value of biodiversity as natural capital.

7. Landscape-Level Planning

- o Supporting large-scale, long-term projects rather than fragmented efforts.
- o Focusing on corridor connectivity (e.g., elephant and tiger corridors), wetland conservation (e.g., Ramsar sites), and mangrove protection and reforestation.

8. Biodiversity Offsets and Compensation

- o Pushing industries to invest in biodiversity conservation if they impact natural habitats.
- o Establishing wildlife trust funds at local or state levels for compensatory funding.

9. Capacity Building and Local Governance

- o Training local NGOs, forest officials, and community groups in financial and project management.
- o Building local governance mechanisms to manage funds and conservation efforts transparently.

Conclusion

Sustainable investment represents a paradigm shift in how we fund and value wildlife conservation. By blending financial acumen with ecological responsibility, it offers a viable path toward preserving the planet's precious biodiversity. As we move into an uncertain environmental future, sustainable investment will play a pivotal role in ensuring that wildlife continues to thrive—not just for the sake of nature, but for the resilience and prosperity of humanity itself.

Sustainable investment in Indian wildlife conservation will succeed when it balances ecological goals with socio-economic realities. It must go beyond short-term funding and embed conservation into the economic and development narrative of India. With the right frameworks, incentives, and community ownership, sustainable investment can turn India's rich biodiversity into an asset for both people and planet.

गणेशोत्सव: सादगी से संजीवनी तक

स्रोत: इंटरनेट

प्रस्तुतकर्ता: तृप्ति श्रीवास्तव



मैं तो हूँ गोल-मटोल,
कोई समस्या नहीं होगी ।
फिर दे मुझे बैठने के लिए स्वच्छ पाटा
आंगन में उगी घास से ला दूर्वा और दो – चार फूल,
हर दिन घर में बने भोजन का भोग लगा,
तो तेरा और मेरा आरोग्य ठीक रहेगा ।
रोज सुबह तेरी ओंकार ध्वनि से उठाना,
रोज शाम मंत्र और शंखनाद करना,
उससे तेरे मन और घर में पवित्रता आएगी,
मेरा विसर्जन भी तेरे ही घर में करना

मैं पिघलकर माटी रूप ले लूँ , तो घर की बगिया
में मुझे फैला देना ।
मैं वहीं रहूँगा,
तो तेरे घर का ध्यान रखूँगा
तू किसी तकलीफ में हुई तो पल में आ सकूँगा !!

बैठी थी आराम से
विचार चल रहे थे आने वाले गणेशोत्सव के ।
क्या करना है, कैसे करना है, सोच रही थी ।
इतने में घर के मंदिर में से किसी ने झांका

मैंने पूछा, कौन है?
तो आवाज आयी, अरे मैं गणपती ।
कुछ कहना है, सुनेगी ?
हाँ, बताइये प्रभु, सब करूँगी ।
गणेश जी बोले –

आ रहा हूँ तेरे पास आनंद के लिए,
कोई दिखावा मत करना,
नहीं चाहिए सोने की दूर्वा,
नहीं चाहिए सोने के फूल
न ही कोई जगमगाहट
तकलीफ होती है मुझे !!
मेरी सात्विकता, सादापन, सब निकल जाता है ।

तेरे बाग की मिट्टी ले,
दे मुझे आकार,



सोने के अंडे की चाह

प्रस्तुतकर्ता: श्री एस. के. वाष्णेय
पूर्व सलाहकार एवं प्रमुख,
अंतरराष्ट्रीय प्रभाग, विज्ञान और प्रौद्योगिकी विभाग,
भारत सरकार, नई दिल्ली

नदी से — पानी नहीं, रेत चाहिए
पहाड़ से — औषधि नहीं, पत्थर चाहिए
पेड़ से — छाया नहीं, लकड़ी चाहिए
खेत से — अन्न नहीं, नकद फसल चाहिए

उलीच ली रेत, खोद लिए पत्थर,
काट लिए पेड़, तोड़ दी मेड़

रेत से पक्की सड़क, पत्थर से मकान बनाकर
लकड़ी के नक्काशीदार दरवाजे सजाकर,

अब भटक रहे हैं ?

सूखे कुओं में झाँकते,
रीती नदियाँ ताकते,
झाड़ियाँ खोजते लू के थपेड़ों में,
बिना छाया के ही हो जाती सुबह से शाम.

और गली-गली ढूँढ़ रहे हैं आक्सीजन

फिर भी सब बर्तन खाली से

सोने के अंडे के लालच में, मानव ने मुर्गी मार डाली।



JAMIA HAMDARD
CENTRE OF EXCELLENCE IN UNANI MEDICINE
(Pharmacognosy and Pharmacology)
Bioactive Natural Product Laboratory (BNPL)

MEDICINAL PLANTS AND SUSTAINABLE THERAPEUTICS (MPST) WORKSHOP 2025

Organized By
Centre of Excellence in Unani Medicine
(Pharmacognosy & Pharmacology)
Bioactive Natural Product Laboratory
Jamia Hamdard, New Delhi, India

In Association With
Save the Environment
Kolkata Gurugram

Free Registration
E- Certificate
STE Awards

SPEAKER
DR INDU TUCKER SIDHWANI
Former Associate Professor, Gargi College

28 OCTOBER, 2025
9:00 AM
COE AUDITORIUM

WORKSHOP REGISTRATION LINK
<https://forms.gle/V9G3oF4Uw4EyoAuv7>

For Students, Scholars, and Faculty members

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STE Membership LINK: <https://www.stenvironment.org/national/life-time-membership-online>



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ENVIRONMENT AND HEALTH SCIENCES

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We are pleased to announce that the DOI prefix for International Journal of Environment and Health Sciences is now available from Crossref, the official Digital Object Identifier (DOI). **The journal is now indexed in International Scientific Indexing (ISI).**

For further details, please contact Chief Editor at:

ijehseditor@gmail.com

or

visit our website: www.stenvironment.org



STE ANNUAL AWARDS 2025

(NOMINATION AND APPLICATIONS ARE INVITED)

LAST DATE 31st December, 2025

Annual Awards of STE are the tangible symbol to signify eminence of contributions made by a person or institution. This boosts the enthusiasm of the contributors who have contributed in different fields of science and social service with their excellence, expertise and approach towards achieving certain goals for the society. Recognition of such extraordinary activities is eventually very important to boost their confidence and to honour them for what they have done for the science and society. STE confers following categories of awards and honours to such eminent personalities.:

1. STE Dr. APJ Abdul Kalam Award

This award is conferred every year to the senior scientist of DRDO/ ISRO (working or retired) who has significantly contributed towards science and technology in India. Nominations will be from STE.

2. STE Dr. Praloy O. Basu Lifetime Achievement Award

This award is conferred every year to any citizen of India, who has made a difference to the society by his/her contributions in terms of education/ policies/ S & T/ Social Service and others. Nominations will be from STE.

3. STE Green Excellence Award

This award is constituted to honor those Indian citizens who have excelled in safeguarding and protecting the environment utilizing green technologies.

4. STE Fellowship Awards

STE Fellowship award is conferred to the Indian senior scientists /Academicians for their outstanding achievements in various fields of Science & Technology and Education.

5. STE Meritorious Award for Excellence in Academics and Research

6. STE Women Excellence Award

This award is constituted to recognize the Indian women scientists/ Academicians for their contributions in the field of science and environment.

7. STE Water Awards

The awards are conferred to the Indian nationals who have made a difference in the area of water by their efforts.

8. STE Award for Best Innovation in the field of Science & Technology

9. STE Best School Principal Award

10. STE Best Teacher Award

11. STE International Achiever Awards

12. STE Young Researcher Awards (Age limit: Faculty/ researchers between 25 to 40 years can apply.)

13. STE Humanitarian Award for NGO

14. STE Green Campus Award

15. STE Student Award

A. School Level

B. College Level

For more information, please log on to our website: www.stenvironment.org/ste-awards/

STE is pleased to announce that the STE State chapter of Uttarakhand has been opened and is ready to start activities there. It is requested that those who want to do any programme/ seminar / conference / symposia or any other related activity under the mandate of STE are welcome to come forward and take off for the new journey of STE in the mountains.



SAVE THE ENVIRONMENT

UTTARAKHAND CHAPTER

Shilyakote Malla, Dhari, Nainital, Uttarakhand

Contact details:

E-mail: steuk2020@gmail.com, Mobile: 9971851949, 9359412783

Website: www.stenvironment.org/chapter

Bank details for the Donation

Bank Name: State Bank of India

Branch Name: Muketshwar, Nainital, Uttarakhand 263138

Branch Code: 02582

Account No.: 41762330673

Name: Save The Environment

IFSC Code: SBIN0002582

Our Kind Sponsors

❖ WTI, DST, Govt. of India



❖ NABARD



❖ Gaur Surgicals



❖ Agilent Technologies



Agilent Technologies

Awards/ recognition received for DART

- Silver Medal for Innovative Technology in Anveshan Competition on 29th June, 2003 at IIM, Ahmedabad
- WATI (Women and Technology Innovation) National Award by Bhartiya Stree Shakti for innovative Technology -2004
- DRDO Spin-off Technology Award- 2007
- NRDC, GOI –Social Innovation Award-2012

Our Collaborators

- ◆ DRDO, Govt. of India
- ◆ DST, Govt. of India
- ◆ AIIHPH, Kolkata
- ◆ Hindu College, University of Delhi
- ◆ Royal Society of Chemistry (London)-North India section
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- ◆ Swami Rama Himalayan University (SRHU), Dehradun, Uttarakhand
- ◆ Visvesvaraya Technological University, Muddenahalli, Chikkaballapur, Karnataka
- ◆ ICAR-CAFRI, JHANSI, U.P.



Save The Environment (STE)

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STE PLANTATION DRIVE (ON GOING)

STARTED FROM

5th June, 2025 World Environment Day



“एक पेड़ माँ के नाम”
“EK PED MAA KE NAAM”



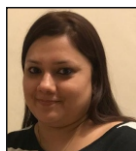
We request you to please come forward to participate and
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Google Pay to: Mrs. Chhanda Basu; Mobile No. 9830779260



Note: Please send the payment details and your mother's name at:
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