



ECHO

BUILDING ENVIRONMENT CONSERVATION HEROES

Certificate of Participation

awarded to

P.K.M. College of Education, Madampam, Kerala

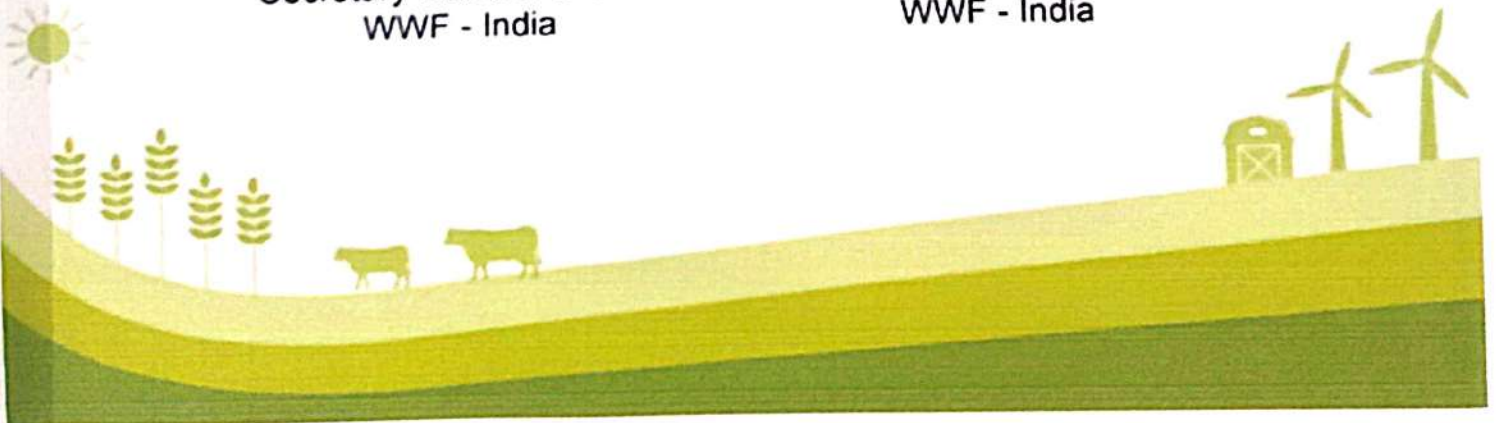
for participating in

Echo- Building Environment Conservation

Heroes programme 2021.

Mr. Ravi Singh
Secretary General & CEO
WWF - India

Ms. Radhika Suri
Director, Environment Education
WWF - India



<https://in.mail.yahoo.com/id/folders/1/messages/15506>

Mail - Review Meeting on ECHO Project

Review Meeting on ECHO Project

From: A.K. Sivakumar (asivakumar@wwfindia.net)

To: snayurveda@gmail.com, maniammaramji@gmail.com, principal@keralavarma.ac.in, nirmalagiricollege@gmail.com, pkmcedn@yahoo.co.in

Date: Thursday, 1 April, 2021, 3:36 am GMT-4

RECEIVED
12/04/2021
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Om
12/4/21

Dear Teachers,
Greetings from WWF India....

Thank you very much for your association with us and be part of the ECHO program.

Hope you and your ECHO project team is now free from the busy schedule of examinations. Based on our announced timeline, we have to submit the final report of the ECHO project by middle of May 2021.

We have already shared our review comments with suggestion to start with the project expecting a very good result. Also, hope you have filled the two progress reports too.

As it is high time to seriously look into the project, we would like to have a review meeting on 7th April 2021 from 11.00 AM to 1.00PM.

Please be prepared with a short PPT with only 6 slides on the following.

1. Heading of the project
2. Major objective/s
3. Review suggestions from WWF India
4. Present status
5. Activities to be completed
6. Any challenges being faced.

During the meeting each college team will be allotted five minutes for the presentation and another five minutes for review.

Please let me know your Team's availability at the earliest by a return mail.

Regards

A.K.Sivakumar
Senior Education Officer
WWF-India, Kerala State Office
MRA 102, C.O Madhavan Road
Vanchiyur P.O, Thiruvananthapuram
PIN 695035, Kerala
Phone: 9447386978

Progress Report on ECHO project

From: A K Sivakumar (asivakumar@wwfindia.net)

To: sukkuedavetty2012@gmail.com, principal@keralavarma.ac.in, mailatresmi@gmail.com, nirmalagiricollege@gmail.com, jomoljoseelizabeth@gmail.com, pkmcedn@yahoo.co.in, malikdeenargraduate@gmail.com; sojomonm@gmail.com

Date: Monday, 21 December, 2020, 1:35 am GMT-5

Dear Teachers,
Greetings from WWF India....Happy X'mas and New Year!!!!

Thank you very much for your association with us and be part of the ECHO program.

Hope you must have received the review comments with suggestion to kick on the project expecting a very good result.

Please see the google form link given below for updating the progress of your ECHO project. Please do fill the same latest by 29th December 2020.

<https://forms.gle/5S28hDX3ZGbrKJGB7>

Google Forms - create and analyze surveys, for free.

Create a new survey on your own or with others at the same time. Choose from a variety of survey types and analyze results in Google Forms. Free from Google.

forms.gle

We know there were examinations, Christmas vacation etc being few hindrances for the execution of the project. Even then we request you to fill the forms with whatever activities you have completed so far.

Please be feel free to call me for clarifications.

Regards

A.K.Sivakumar
Senior Education Officer
WWF-India, Kerala State Office
MRA 102, C.O Madhavan Road
Vanchiyur P.O, Thiruvananthapuram
PIN 695035, Kerala
Phone: 9447386978



50
YEARS IN INDIA

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

o Mail - Re: Echo Proposal PKM College of Education

https://mail.yahoo.com/d/ folders/ messages/ 13007/ mlt- m& f

Re: Echo Proposal PKM College of Education, Madampam

From: A K Sivakumar (asivakumar@wwfindia.net)
To: pkmcedn@yahoo.co.in
Date: Thursday, 29 October, 2020, 2:06 am GMT-4


30/10/2020
21422
30/10/2020

Received,

Regards

A.K.Sivakumar
Senior Education Officer
WWF-India, Kerala State Office
MRA 102, C.O Madhavan Road
Vanchiyur P.O, Thiruvananthapuram
PIN 695035, Kerala
Phone: 9447386978

From: pkm college <pkmcedn@yahoo.co.in>
Sent: Sunday, October 25, 2020 6:47 PM
To: A K Sivakumar <asivakumar@wwfindia.net>
Subject: Echo Proposal PKM College of Education, Madampam

 WWF	50 YEARS IN INDIA	To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature wwfindia.org
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**WWF(World Wild Life) ECHO(Environment Conservation heroes Programme)
CAMPAIGN(Association with DoECC) - 15th &16th October 2020**

10 am-3 pm via zoom

List of students participated

Ms. Yamuna M.M.,
Ms. Anjusha Kurian,
Ms. Sweetymol Shaji,
Ms. Bijila K.K.

DAY 1-15/10/2020 Thursday

National programme of Echo 2020-21 was held on 15th&16th of October 2020. Almost 327 participants from different States were participated in this programme. First session was an icebreaking session consists of drawing a cartoon of oneself, hobbies and the thing we were inspired from the nature. Participants enjoyed the session very well. Some of the work of participants posted in the facebook page as well as the instangram page of WWF. Then Radhika Suri, the director of environment education dealt with the topic Echo journey: inspection to action.

The first session started about 11 am which understood the sustainable development goals. Mr.Vishaish Uppal, director, governance, law and policy, WWF India dealt with the session. Then a quiz was conducted based on this session by Mr. Asish Rose. The winner of the game was decided based on number of correct answers and the speed of answering. The second session was about food from the lens of sustainability was dealt by Mari Koistinen. Then 2 questions were given for the participants and they gave the response using Google forms according to the state they included. The questions were,

- What is the major concern relating to food consumption in your state?
- What kinds of action can prevent food wastage in your state at individual, community level.

After the discussion some groups presented what they discussed in their groups. After the lunch break the meeting started at 2pm.



Mr. Michel Alexander dealt with the session 3. He showed different campaigns. After that participants were divided into different groups according to the states and suggested some ideas for digital campaign. After that they presented their ideas such as Webinars, awareness class using whats app, facebook, you tube etc. A work was given for the patcipants as homework.

This workshop ensured active participation of the participants via discussion, games, quizzes etc. All the resource persons included interesting videos and attractive powerpoints for making the sessions more fruitful.

Day 2-(16/10/2020) - Report

The second day of the Echo- Building Environment Conservation Heroes program 20-21(Change the way we consume food) Started at sharp 10:00 on Zoom Platform. Recap of the first day and the agenda of day-2 were presented by Ambreen Khan of WWF, India. Ashish Rose, WWF India conducted a poll related to the homework given previous day. It contained 4 questions and the participants had to choose the options as quickly as possible. Analysis on the basis of the answers was also there. The beautiful song by Sumit Pillai, one of the participants energized all.

Caroline Pias of WWF, India lead the discussion on the homework provided in the previous class.

The first session of the second day was handled by Neha Raghav, Senior Manager, Environmental Education on Design Thinking. She talked about what is design thinking and how to solve complex in a user-centric way. She also explained the steps to design thinking. There was an effective interactive session also. After the effective and interesting session by Neha Raghav, Ambreen Khan explained the structure, design and the requirements of Echo 2021. Participants got a clear cut idea on the project they are going to deal with. A group work in breakout room was conducted on project development. The whole members are divided into 17 groups and they had to discuss on groups the different problems faced by the society in terms of food consumption. After discussing 45 minutes on groups the team lead of each group submitted their sample project they are prepared.

The program restarted at 1:55 pm after the lunch break. On the lunch time the program coordinators reviewed the sample projects of each group and after the lunch break they gave feedbacks and suggestions on projects.

Ambreen Khan of WWF, India talked about the next steps and the timeline for the Echo-2021. Participants got opportunity to clarify their doubts.

The participants are provided a feedback form and the program ended at 3:00pm with the beautiful song 'We are the world'.

It was an outstanding program which influence and inspire peers to take leadership role in bridging the gap between environmental awareness and action. Echo forum equipped the participants with knowledge and enhanced the skills to build the projects for Echo 2021.



Permission to attend the ECHO National Orientation Program

From: A.K. Sivakumar (asivakumar@wwfindia.net)
To: pkmcedn@yahoo.co.in
Cc: jomoljoseelizabeth@gmail.com
Date: Tuesday, 13 October, 2020, 3:40 am GMT-4

13/10/2020
31395
13/10/2020

Dear Principal,

WWF India is pleased to partner with your college for the Echo- Building Environment Conservation Heroes programme.

You will be pleased to know that your nominated students will serve as your college representatives to inform, influence and inspire your peers to take leadership role in bridging the gap between environmental awareness and action.

WWF India is organizing Echo workshop for the nominated students on 15th & 16th October 2020.

Echo forum will equip the students with knowledge and enhance their skills to build projects for Echo 2021. We will have expert talks on understanding SDG's, food sustainability, digital campaigning, design thinking and lots of team work during brainstorming and discussion sessions.

Please note, it is mandatory for all the nominated students to attend the entire Echo forum. Absence of any of the nominated representative will lead to disqualification of the college from the programme.

So we request you to permit the four nominated students and Teacher-in-Charge for attending the same.

Register in advance for this meeting

Link: <https://wwf.zoom.us/join/register/tJMvCuCrqj0rGt3mSROaDAgeMBiyFelBh3XI>

Welcome! You are invited to join a meeting: ECHO Forum 2020-21 (Change the Way We Consume Food). After registering, you will receive a confirmation email about joining the meeting.

We welcome all representatives for being onboard with us through ECHO 2020-21. This two day orientation will set base as we move forward.

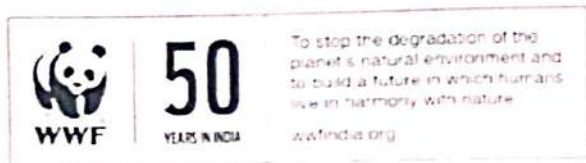
wwf.zoom.us

or

Zoom Meeting ID: 972 5934 6109
Passcode: 671023

With Regards

A.K.Sivakumar
Senior Education Officer
WWF-India, Kerala State Office
MRA 102, C.O Madhavan Road
Vanchiyur P.O, Thiruvananthapuram
PIN 695035, Kerala
Phone: 9447386978



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P.K.M. COLLEGE OF EDUCATION

MADAMPAM, KAITHAPRAM P O, KANNUR – 670631

Govt. Aided Teacher Education Institution affiliated to Kannur University)

Recognized by NCTE and included under UGC 2(f) & 12B category

Accredited by NAAC with 'A' Grade, (Second cycle -4 point scale), RUSA 2.0 beneficiary

E-mail: pkmcedu@yahoo.co.in, Website: - www.pkmcollege.org

Tel: 0460 2230929, Fax: 04602 232449

Letter No.ECHO/PKM/1/2020

Dated: 5-10-2020

From

The Principal

To

Mr. A.K. Sivakumar,
Senior Educational Officer,
WWF-India.

Sir.

Sub:- Letter of Understanding (LoU) for ECHO (Building Environment Conservation heroes) Programmes -P.K.M. College of Education, Madampam, Kannur.

Ref:- e-mail dated, 01-01-2020..

Thank you very much for selecting our college for the ECHO Project 2020-2021. As per your email I am forwarding the letter of understand (LoU) for ECHO Project 2020 to 2021 along with the list of youth representatives and teacher convenor. I request you to do the necessary actions needed.

Youth representatives	-	Ms. Yamuna M.M., Ms. Anjusha Kurian Ms. Sweetymol Shaji Ms. Bijila K.K.K
Teacher in charge	-	Mrs. Jomol Jose Asst. Professor in Natural Science.

Thanking you,

Yours faithfully,

PRINCIPAL

പ്രിൻസിപ്പാൾ
പി.കെ.എം.കോളേജ് ഓഫ് എഡ്യൂക്കേഷൻ
മടമ്പം, കൈതപ്രം പി.ഒ., കണ്ണൂർ ജില്ല-670631



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 India

Tel: +011-41504814/15
 Fax: +011-41504779
 +011-24691226
www.wwfindia.org

Letter of Understanding B/w WWF-India and _____

ABOUT WWF-INDIA

WWF-India is one of India's leading conservation organizations with programmes and projects spread across the country. The organisation works towards the conservation of biodiversity, natural habitats and the reduction of humanity's ecological footprint. The mission of WWF-India is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature.

ABOUT WWF VOLUNTEERS

WWF Volunteers is a platform for citizens from diverse backgrounds and skills to contribute to environment conservation. The programme aims to inspire collective and personal action by creating awareness about the importance of conservation and the role ordinary citizens can play. WWF volunteers is a community of people who are role models and ambassadors for the environment, acting as positive influencers and changemakers for their communities.

ABOUT ECHO

WWF India engages youth enrolled in universities/colleges to ideate, design, develop and implement their conservation projects around a yearly theme to address the most pressing environmental issue.

Echo provides a platform and WWF-India harnesses their energy and intent by working closely with youth by giving them direction, knowledge, know-how, skills. Echo is a programme for the youth and for the youth. It gives them freedom to decide what they wish to do, how they want to do. Under this programme, we identify driven and motivated students through partnerships with colleges and universities and provide them with the training they need to design and implement solutions for a specific environmental challenge. The theme for the Echo programme is aligned with the Sustainable Development Goals (SDGs) and focuses on most pressing environmental issue of the year.

At the end of the academic year, projects are reviewed and evaluated against set parameters in a state elimination round and selected colleges are provided a chance to showcase their projects at the national level summit. A panel of jury reviews the projects, which are presented by student representatives, and the college with maximum impact is recognized with the title of "Environment Conservation Hero of the Year".

THE ACTIVITY

WWF-India in partnership with the registered college will launch Echo for engagement of students enrolled in the college, through a year-long membership for the students. Each college will nominate a teacher convenor and four youth representatives to lead and represent the respective college in

Mr. Janshyd N Godrej, President
 Mr. Arvind Wable, Vice President & Trustee Treasurer
 Mr. Shyam Saran, Trustee
 Mr. Arun Maara, Trustee
 Ms. Chanda Singh, Trustees



WWF-India Secretariat
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 Conservation Center
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 New Delhi - 110003
 India

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 +011-24691226
 www.wwfindia.org

10. The nominated youth representatives will work towards engaging other youth in the college to work towards the conservation action project under the theme and help resolve an environmental issue in their college, community or city. WWF-India will provide mentorship, support and guidance for implementation of the project.

At the beginning of the academic year, a workshop for the nominated youth representatives and teacher convenor will be organized for all participating colleges. The workshop will include an in depth education on the theme of the year through movie screenings, expert talks and various interactive activities. It will include assisted brainstorming session with the youth representatives on project development, including areas and communities to be targeted, operational requirements, involvement of all students etc.

Once the projects are finalized and approved by WWF-India, WWF-India will provide mentorship and will review progress of the projects through review meetings. At the end of the academic year, national level summit will be organized, where the best projects will be recognized through a trophy, certificates, and goodies.

ROLES AND RESPONSIBILITIES

Participating college/Institution:

1. College will be responsible to nominate four youth representatives. This is a pre-requisite for activation of college membership.
2. College shall nominate a teacher convenor as a point of contact to coordinate Echo activities within a college and with WWF-India.
3. College shall be responsible for ensuring participation of nominated youth and teacher convenor in the workshop.
4. College shall be responsible for ensuring administrative permissions and smooth running of the program.
5. The college shall ensure participation of nominated youth and teacher convenor in the National Summit

WWF-India:

1. Conduct echo forum for nominated youth
2. Provide mentoring support during the course of project implementation
3. Provide volunteering opportunities to registered students in various WWF-India projects
4. Collect and collate bi-monthly reports of the project implemented by college
5. Organize National level summit
6. Provide participation certificates to nominated student representatives

Mr. Jamsheed N Godrej, President
 Mr. Arvind Wable, Vice President & Trustee-Treasurer
 Mr. Shivani Saran, Trustee
 Mr. Arun Maitra, Trustee
 Ms. Chanda Singh, Trustees




WWF-India Secretariat
Pirojsha Godrej National
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172-B, Lodi Estate
New Delhi - 110003
India

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www.wwfindia.org

On Behalf of WWF-India

Name of the authorized signatory:
A.K.Sivakumar
Designation:
Senior Education Officer
Signature with seal:
Date:

On behalf of (Name of College) P. K. M COLLEGE
OF EDUCATION
Name of the authorized signatory: Dr. JESSY-
Designation: PRINCIPAL N.C
Signature with seal: 
Date: 5-10-2020



Mr. Jamsheed N Godrej, President
Mr. Arvind Wable, Vice President & Trustee Treasurer
Mr. Shyam Saran, Trustee
Mr. Arun Marra, Trustee
Ms. Chanda Singh, Trustees