



LIFE
Lifestyle for
Environment



**NBRI-ENVIRONMENTAL INFORMATION, AWARENESS, CAPACITY
BUILDING & LIVELIHOOD PROGRAMME CENTRE
(EIACP-PC-RP)**

Ministry of Environment, Forest and Climate Change (MoEF&CC), Govt. of India
CSIR-NATIONAL BOTANICAL RESEARCH INSTITUTE (NBRI),
Rana Pratap Marg, Lucknow, India

2025

**NBRI EIACP PC RP STALL
AT ROSE & GLADIOLUS
FLOWER SHOW on
(18 JAN 2015, CSIR-NBRI,
LUCKNOW)**



NBRI-EIACP-PC-RP stall at Rose & Gladiolus flower show 18 Jan 2025 at CSIR-NBRI, Lucknow

Event Overview

The CSIR-National Botanical Research Institute (NBRI) in Lucknow organized its annual Rose and Gladiolus Show on January 18th and 19th, 2025. The event was honored by the presence of **Mrs. Monika Garg, State Agricultural Production Commissioner of Uttar Pradesh**, as the **Chief Guest**, along with **Sri Babu Lal Meena, Additional Chief Secretary, Department of Horticulture and Food Processing, Government of Uttar Pradesh**, as the **Guest of Honour**. This showcase provided an excellent platform to promote the Environmental Information, Awareness, Capacity Building, and Livelihood Programme (EIACP) while highlighting its alignment with the Mission LiFE action points.





Mission LiFE Integration:

Our EIACP stall at the show focused on raising awareness about the seven key themes of Mission LiFE, showcasing how these principles can be incorporated into daily life and horticultural practices:

- **Save Energy:** We highlighted the importance of energy conservation in gardening, promoting the use of solar-powered tools, efficient irrigation methods, and composting to reduce reliance on external energy sources.

- **Save Water:** Information on water-wise gardening techniques, such as rainwater harvesting, drip irrigation, and drought-tolerant plant selection, was shared to encourage responsible water use.
- **Reduce Single-Use Plastics:** Visitors were educated about the harmful effects of plastic waste and encouraged to adopt alternatives like reusable pots, organic mulches, and natural pest control methods.
- **Adopt Sustainable Food Systems:** We promoted the benefits of growing food at home, emphasizing organic gardening practices, composting, and the use of kitchen waste for fertilizer to create a sustainable food cycle.
- **Reduce Waste:** The importance of reducing waste in gardening was emphasized through composting, recycling plant debris, and using natural materials for garden structures.
- **Adopt Healthy Lifestyles:** We showcased the connection between gardening, healthy eating, and well-being, encouraging visitors to grow their own food and enjoy the therapeutic benefits of gardening.
- **Reduce E-Waste:** Information was provided on proper disposal of electronic waste, including batteries and old gardening equipment, to prevent environmental pollution.





Engagement and Impact:

The presence of Ms. Monika Garg as Chief Guest significantly enhanced the event's profile and drew greater attention to the EIACP initiative. Her support for sustainable agriculture and environmental conservation resonated with the visitors. The EIACP stall attracted 115 visitors on day one i.e. 18 Jan 2025, demonstrating significant public interest in environmental sustainability and Mission LiFE. Engaging displays, informative materials, and interactive discussions helped raise awareness and inspire action on these critical issues.

Highlights of the NBRI-EIACP Stall:

At the NBRI-EIACP stall, **Dr. Pankaj Kumar Srivastava, Coordinator**, NBRI-EIACP, discussed individual contributions to reducing carbon footprints with Mrs. Monika Garg, the Agricultural Production Commissioner of Uttar Pradesh.



Dr. Anju Patel, Co-coordinator, NBRI-EIACP, presented a detailed model on "Greenbelt Development around Industries," highlighting its role in reducing air pollution, controlling noise levels, and enhancing biodiversity. She explained how strategically planted greenbelts act as natural barriers, improving air quality, promoting ecological balance, and contributing to sustainable industrial growth.



Dr. Sandhya Mishra, Programme Officer, NBRI-EIACP, highlighted the importance of green belts and introduced the Green Planner Application, encouraging its on-site download for promoting sustainable practices.



The NBRI-EIACP stall offered visitors an immersive and educational experience, effectively promoting environmental awareness and sustainable practices. Upon arrival, attendees registered at the desk managed by **Ms. Shiwangi Srivastava, Data Entry Operator NBRI-EIACP**, ensuring an organized entry process. Following registration, visitors received a comprehensive briefing on the "Plant and Pollution" theme of the EIACP center, emphasizing the critical role plants play in mitigating pollution and enhancing environmental health. The stall featured a diverse array of knowledge materials, including newsletters covering various environmental topics, providing attendees with valuable information and insights.



A highlight of the stall was an interactive game organized by **Mrs. Nausheen Nisar, IT Officer NBRI-EIACP** designed to engage participants with the themes of Mission LiFE (Lifestyle for Environment). The game involved a dart and a magnetic board displaying the seven themes of Mission LiFE—Save Energy, Save Water, Say No to Single-Use Plastic, Reduce Waste, Adopt Healthy Lifestyles, Reduce E-Waste, and Adopt Sustainable Food Systems—with "Mission LiFE" at the center. Participants aimed darts at the board; hitting the center earned them a prize, while landing on a specific theme prompted them to suggest an eco-friendly action related to that theme. These suggestions were written on green leaves and attached to a "Green Pledge Tree," fostering a collaborative environment where individuals could share ideas and commit to sustainable practices in their daily lives. This interactive approach not only educated visitors about environmental issues but also actively involved them in contributing ideas for sustainable living, aligning with the objectives of Mission LiFE, which aims to mobilize individuals to become 'Pro-Planet People' through mindful and deliberate utilization of resources.





A standout feature of the NBRI-EIACP stall was the "**Green Pledge Tree**," an interactive installation designed to collect visitors' eco-friendly suggestions. Participants wrote their ideas on green leaves and attached them to the tree, symbolizing a collective commitment to environmental sustainability. This activity not only encouraged personal pledges but also provided a memorable photo opportunity, as attendees captured moments of themselves contributing to the tree.



The NBRI-EIACP stall at the **CSIR-NBRI's Annual Rose & Gladiolus Show** was a notable success. By integrating educational content with interactive elements, the stall effectively communicated crucial environmental messages. It not only informed

visitors about pressing ecological issues but also motivated them to implement tangible eco-friendly practices in their daily routines. The high level of visitor engagement and enthusiasm underscored the stall's significant impact, establishing it as a standout feature of the flower show and a commendable template for future environmental education efforts.
