

VIBGYOR GOGREEN – EK PED MAA KE NAAM



Project Impact Report

Growing a Greener Tomorrow, One Tree at a Time

1. Project Overview

Vibgyor GoGreen – Ek Ped Maa Ke Naam is an environmental sustainability initiative undertaken by **Vibgyor Charitable Trust** to promote tree plantation, environmental responsibility, ecological awareness, and long-term community participation in protecting the natural environment.

The initiative was conducted in collaboration with the **Goa Forest Department – Research & Utilisation Division, Campal Range, Panaji**, and undertaken in support of the Government of India's “**Ek Ped Maa Ke Naam**” (**Plant4Mother**) campaign led by the **Ministry of Environment, Forest and Climate Change (MoEFCC), Government of India**. The national campaign was launched on World Environment Day, 5 June 2024, with the objective of encouraging individuals and communities to plant trees and develop a lasting connection with environmental conservation. ([Ministry of Environment](#))

As part of the Vibgyor GoGreen initiative, **20 saplings were planted across selected locations in Goa**. The locations were identified with consideration for the suitability of the planting environment and the ability to provide the saplings with the care and conditions required for healthy growth.

The project was designed not merely as a plantation activity, but as a continuing environmental commitment – recognising that the impact of tree plantation is measured not only by the number of saplings planted, but by their survival, growth, ecological contribution, and the awareness they generate within the community.

2. Project Objectives

The Vibgyor GoGreen initiative was undertaken with the following objectives:

- To contribute directly to increasing green cover through responsible tree plantation.
- To support the objectives of the Government of India's **Ek Ped Maa Ke Naam** campaign.
- To promote environmental consciousness and responsible ecological behaviour within local communities.
- To encourage individuals, families, institutions, and particularly young people to participate in environmental protection.
- To create awareness about the importance of trees in supporting cleaner air, biodiversity, soil health, and ecological balance.
- To encourage long-term care and protection of planted saplings rather than treating plantation as a one-time activity.
- To promote environment-friendly habits as part of everyday life.
- To establish environmental sustainability as an ongoing area of community engagement for Vibgyor Charitable Trust.



3. Government and Institutional Collaboration

The project was implemented with the support and association of the following government bodies and initiatives:

Ministry of Environment, Forest and Climate Change

Government of India, New Delhi

The **Ministry of Environment, Forest and Climate Change (MoEFCC)** is the Government of India's nodal ministry for planning, promotion, coordination, and oversight of environmental and forestry policies and programmes. ([MyGov](#))

Vibgyor GoGreen was undertaken in support of the Ministry's **Ek Ped Maa Ke Naam** campaign, which promotes tree plantation as an individual and collective contribution towards environmental sustainability. The campaign also emphasises community participation and the importance of nurturing planted trees beyond the act of plantation itself. ([Ministry of Environment](#))

MyGov India – Ek Ped Maa Ke Naam

The initiative aligns with the **MyGov India** platform and its citizen-engagement approach to environmental action. The campaign seeks to encourage citizens and communities to participate in plantation activities and develop greater ownership of environmental protection.

Goa Forest Department

Government of Goa

The project was conducted in association with the **Goa Forest Department**, with the **Research & Utilisation Division, Campal Range, Panaji**, providing institutional support for the plantation initiative.

The official organisational structure of the Goa Forest Department includes the **Research & Utilisation Division** as one of its dedicated divisions, with Panaji listed among its field ranges. ([Goa Forest Department](#))

The association with the Forest Department provided the project with appropriate institutional guidance and strengthened the initiative’s connection with Goa’s existing environmental and forestry framework.



4. Project Implementation

Under Vibgyor GoGreen, **20 saplings were planted across selected locations in Goa**. The plantation activity was approached with an emphasis on responsible site selection and the subsequent care of the planted trees. Locations were selected with consideration for the environmental conditions necessary for healthy plant development and long-term survival.

The initiative therefore followed a broader principle:

Plant → Protect → Nurture → Sustain.

This approach recognises that environmental impact extends beyond the initial plantation event. A planted sapling represents a long-term ecological asset only when it is adequately protected and allowed to mature.

The project also sought to create a visible and practical demonstration of how community organisations can contribute to environmental objectives through relatively small but sustained local interventions.

5. Project Impact

5.1 Direct Environmental Impact

The most immediate measurable outcome of the project was the plantation of **20 saplings across selected locations in Goa**.

Each sapling represents a long-term opportunity to contribute to:

- Increased local green cover;
- Carbon sequestration as trees mature;
- Improved local air quality;
- Habitat and food sources for birds, insects, and other organisms;
- Greater ecological diversity;
- Soil protection and improved environmental resilience;
- Creation of greener community spaces.

While the environmental benefits of individual trees accumulate gradually, the plantation establishes a tangible foundation for long-term ecological impact.

5.2 Contribution to Environmental Sustainability

The project contributes to a broader understanding of sustainability — that environmental protection requires participation at both institutional and individual levels.

By undertaking plantation activities in association with the Forest Department and in support of a national environmental campaign, Vibgyor Charitable Trust has translated environmental awareness into a practical community-level intervention.

The **Ek Ped Maa Ke Naam** campaign itself adopts a broader community-oriented approach, encouraging people to participate in tree plantation and develop a continuing relationship with environmental conservation. ([Ministry of Environment](#))

Vibgyor GoGreen complements this objective by placing emphasis on the **continued protection and nurturing of planted trees**.



5.3 Community Awareness and Behavioural Impact

An important impact of the initiative extends beyond the 20 saplings themselves.

The project was designed to communicate a simple but important message:

Environmental protection begins with everyday actions.

Through the initiative, Vibgyor Charitable Trust seeks to encourage community members to reconsider everyday environmental choices and adopt more sustainable habits, including:

- Planting and caring for trees;
- Protecting existing green spaces;
- Reducing unnecessary waste;
- Avoiding environmentally harmful practices;
- Conserving water and other natural resources;
- Reducing dependence on single-use materials;
- Encouraging responsible consumption;
- Supporting biodiversity and local ecosystems.

This behavioural dimension is particularly important because environmental sustainability cannot be achieved through isolated plantation drives alone. Long-term environmental improvement requires sustained participation by individuals, communities, institutions, and government.

The Government of India's **Mission LiFE (Lifestyle for Environment)** similarly emphasises the importance of individual and community behaviour in addressing environmental and climate challenges. ([MyGov](#))

6. Youth and Future-Generation Impact

Vibgyor GoGreen places particular importance on creating environmental awareness among the younger generation.

Young people are not only beneficiaries of today's environmental decisions; they will become the custodians of tomorrow's ecological resources.

By involving communities in practical environmental activities and communicating the importance of tree protection, the initiative aims to cultivate:

- Environmental responsibility;
- Respect for nature;
- Awareness of climate and ecological issues;
- Sustainable lifestyle practices;
- Community participation;
- A sense of ownership towards the local environment.

The objective is to ensure that environmental awareness moves beyond an annual observance or campaign and becomes part of everyday civic responsibility.

7. Institutional Commitment and Environmental Pledge

As part of its long-term commitment to environmental protection, **Vibgyor Charitable Trust** has taken a pledge under the **Ministry of Environment, Forest and Climate Change, Government of India**, to contribute towards the protection of the environment and to continuously promote awareness regarding the importance of environment-friendly habits.

Through this commitment, Vibgyor seeks to encourage individuals and communities to recognise that environmental protection is a shared responsibility.

The Trust's environmental commitment extends beyond tree plantation and encompasses the broader objective of promoting sustainable and environmentally responsible behaviour.

Vibgyor GoGreen therefore represents not a one-time plantation activity, but the beginning of an ongoing environmental awareness and conservation effort.

8. Partnership and Institutional Value

The collaboration between **Vibgyor Charitable Trust** and the **Goa Forest Department** demonstrates the value of partnerships between civil society organisations and government institutions in advancing environmental objectives. The Goa Forest Department maintains dedicated divisions covering research and utilisation, social forestry, parks and gardens, soil conservation, wildlife and eco-tourism, and other areas of forest management. ([Goa Forest Department](#))

Such institutional collaboration enables community-led initiatives to operate within the broader framework of established environmental and forestry programmes.

For Vibgyor Charitable Trust, the association also reinforces its commitment to implementing projects that have:

- Clearly identifiable environmental outcomes;
- Government or institutional association;
- Community relevance;
- Measurable outputs;
- Long-term sustainability objectives.



9. Impact Summary

Impact Area	Project Contribution
Tree Plantation	20 saplings planted across selected locations in Goa
Environmental Conservation	Contribution towards increasing local green cover
Biodiversity	Potential future habitat and food resources for local flora and fauna
Climate & Ecology	Long-term potential contribution to carbon sequestration and ecological resilience
Community Engagement	Encouraged participation in practical environmental action
Environmental Awareness	Promoted understanding of responsible environmental behaviour
Youth Engagement	Encouraged younger generations to recognise their role as environmental custodians
Government Collaboration	Conducted in association with Goa Forest Department – Research & Utilisation Division, Campal Range, Panaji
National Alignment	Undertaken in support of the Government of India’s Ek Ped Maa Ke Naam campaign
Long-Term Commitment	Vibgyor has pledged to protect the environment and continuously promote environment-friendly habits

10. Long-Term Sustainability

Vibgyor Charitable Trust recognises that the success of a plantation initiative cannot be measured solely by the number of saplings planted.

The long-term objective is to encourage a culture of **plantation, protection, maintenance, and environmental responsibility**.

Accordingly, Vibgyor GoGreen is envisioned as a continuing initiative through which the Trust can progressively expand its environmental activities, encourage additional plantation, promote awareness programmes, support responsible environmental practices, and engage communities in sustainability-oriented activities.

The Trust intends to build upon the foundation created through this initiative and encourage greater participation in future environmental programmes.

11. Key Project Outcomes

The Vibgyor GoGreen – Ek Ped Maa Ke Naam initiative has established the following tangible and intangible outcomes:

Tangible Outcomes

- **20 saplings planted** in selected locations across Goa.
- Collaboration established with the **Goa Forest Department – Research & Utilisation Division, Campal Range, Panaji**.
- Project undertaken in alignment with the **Government of India's Ek Ped Maa Ke Naam campaign**.
- Environmental action translated into a measurable community-level activity.

Intangible Outcomes

- Increased awareness of the importance of trees and green spaces.
- Encouragement of environment-friendly habits.
- Greater emphasis on long-term tree care and protection.
- Strengthened connection between community participation and environmental conservation.
- Promotion of environmental responsibility among younger generations.
- Reinforcement of Vibgyor Charitable Trust's long-term environmental commitment.



Conclusion

Vibgyor GoGreen – Ek Ped Maa Ke Naam reflects Vibgyor Charitable Trust's belief that meaningful environmental change begins with responsible action at the community level.

The planting of 20 saplings is a modest but tangible contribution towards a greener Goa. More importantly, the initiative seeks to establish a continuing culture of environmental responsibility – one in which trees are not simply planted, but protected; environmental awareness is not simply discussed, but practised; and sustainability is not treated as a one-day activity, but as a shared responsibility. Through its collaboration with the **Goa Forest Department – Research & Utilisation Division, Campal Range, Panaji**, and its alignment with the **Ministry of Environment, Forest and Climate Change, Government of India's Ek Ped Maa Ke Naam campaign**, Vibgyor Charitable Trust has strengthened its commitment to environmental stewardship. ([Goa Forest Department](#))

The initiative reinforces a simple principle:

Every tree planted today represents an investment in cleaner air, richer biodiversity, healthier communities, and a more sustainable future.

Vibgyor Charitable Trust remains committed to carrying this responsibility forward by continuing to promote environmental awareness, encourage environment-friendly habits, support tree plantation and conservation, and motivate individuals – particularly young people – to become active participants in protecting the environment for generations to come.