



The Bharat Scouts and Guides

National Headquarters

Lakshmi Mazumdar Bhawan, 16, Mahatma Gandhi Marg, Indraprastha Estate, New Delhi-110 002.

To
All the State Secretaries,
State Associations of
The Bharat Scouts and Guides,
INDIAN UNION.



Circular No. : 27 / 2019
Dated : 09th April 2019

SUB.: EARTH DAY ON 22ND APRIL 2019.

Dear Sir/Madam,

Let Support the Cause, We can make difference to protect our Earth.

Hope each and everyone here will participate to Make difference.

Post your activity on scout.org

The Theme This Year is "Protect Our Species"

EARTH DAY

Earth Day Network is asking people to join our Protect our Species campaign. Our goals are to:

- Educate and raise awareness about the accelerating rate of extinction of millions of species and the causes and consequences of this phenomenon.
- Achieve major policy victories that protect broad groups of species as well as individual species and their habitats.
- Build and activate a global movement that embraces nature and its values.
- Encourage individual actions such as adopting plant based diet and stopping pesticide and herbicide use.

THE HISTORY OF EARTH DAY

Each year, Earth Day—April 22—marks the anniversary of the birth of the modern environmental movement in 1970.

Setting the stage for the first earth day:-

The height of counterculture in the United States, 1970 brought the death of Jimi Hendrix, the last Beatles album, and Simon & Garfunkel's "Bridge Over Troubled Water." War raged in Vietnam and students nationwide overwhelmingly opposed it.

At the time, Americans were slurping leaded gas through massive V8 sedans. Industry belched out smoke and sludge with little fear of legal consequences or bad press. Air pollution was commonly accepted as the smell of prosperity. "Environment" was a word that appeared more often in spelling bees than on the evening news. Although mainstream America largely remained oblivious to environmental concerns, the stage had been set for change by the publication of Rachel Carson's New York Times bestseller *Silent Spring* in 1962. The book represented a watershed moment, selling more than 500,000 copies in 24 countries, and

beginning to raise public awareness and concern for living organisms, the environment and links between pollution and public health.

Earth Day 1970 gave voice to that emerging consciousness, channelling the energy of the anti-war protest movement and putting environmental concerns on the front page.

2020 marks the 50th anniversary of Earth Day. In honor of this milestone, Earth Day Network is launching an ambitious set of goals to shape the future of 21st century environmentalism.

EARTH DAY NETWORK CAMPAIGNS

Earth Day Network works year-round on projects, programs, and campaigns that support environmental conservation, environmental protection, climate activism and advocacy, and advancing the green economy. Our education work focuses on efforts to green schools — from energy efficiency upgrades to improving school food — and supporting educators with resources to teach and inspire the next generation of environmental leaders. Our conservation and greening efforts include planting trees to reforest environmentally critical areas of the globe and increase the urban tree canopy, and protecting clean air and water. Our advocacy efforts focus on engaging local leaders and global citizens of all ages and from all walks of life with campaigns: to end plastic pollution, to protect our species, to act on climate and advance clean energy, and more.

We also encourage you to visit www.earthday.org & to download resources and activity ideas that you can use at your regular Scout meetings and gatherings, especially on the 22nd April 2019.

Please do not forget to tag the photos, activities, stories, pictures and videos of your Earth Day activity with #earthday #scoutsprotectspecies and #scouts #bsgindia when you upload them on www.scout.org and your Facebook page.

And share the links by email to info@bsgindia.org or pro@bsgindia.org

Thank you in advance for supporting this important initiative and report to the Bharat Scouts and Guides, National Headquarters by info@bsgindia.org or pro@bsgindia.org

Thanking you,

Yours in Scouting,



**(KRISHNASWAMY R.)
OFFICIATING DIRECTOR**

Copy to: -

01. All the Office Bearers of the Bharat Scouts & Guides.
02. Chairman/ Secretary, Railway Scout & Guide Board, Rail Bhawan, New Delhi.
03. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, Sahid Jeet Singh Marg, New Delhi-110016.
04. The Commissioner, Navodaya Vidyalaya Samiti, Institutional Area, B-15, Sector-62, Noida, Uttar Pradesh-201309.