

GOVERNMENT OF INDIA
MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE

RAJYA SABHA
UNSTARRED QUESTION NO. 2760
TO BE ANSWERED ON 19.12.2024

Ek Ped Maa Ke Naam campaign

2760. SHRI MADAN RATHORE:
SHRI BABURAM NISHAD:

Will the Minister of ENVIRONMENT, FOREST AND CLIMATE CHANGE be pleased to state:

- (a) the vision and key objectives behind the Ek Ped Maa Ke Naam campaign, and how it aligns with Government's broader environmental and youth engagement goals; and
- (b) the steps being taken to ensure the survival and growth of the saplings planted during the campaign?

ANSWER

MINISTER OF STATE IN THE MINISTRY OF ENVIRONMENT, FOREST AND CLIMATE CHANGE
(SHRI KIRTI VARDHAN SINGH)

(a) & (b) The Hon'ble Prime Minister launched the 'Ek Ped Maa Ke Naam' campaign on 5th June, 2024 on the occasion of World Environment Day. This campaign draws a parallel between the nurturing of nature by Mother Earth and the nurturing of human lives by our mothers. It aims to underline this relation by planting a tree as a mark of love, respect and honour for our mothers and by pledging to protect trees and mother earth. Through this campaign, halting and reversing land degradation, building drought resilience, preventing desertification and increasing the green cover of the country through voluntary planting of trees by all the citizens is envisaged. As on 16/12/2024, plantation of 102.82 crore seedlings have been reported on MeriLife portal under the campaign with participation of the Government agencies, village- level institutions, public representatives, educational institutions, youth, students and other stakeholders.

The campaign not only aims at planting trees but sensitizes people about the need to protect and nurture them. The planting of indigenous species not only helps in improving the survival of trees but also builds a resilient ecosystem in the plantation areas. The maintenance of planted seedlings is encouraged through public participation and volunteerism/internship.
