

CARING FOR THE EARTH

CONSUMER CONNECT INITIATIVE

BUILDING RESILIENCE DRIVEN BY COMMUNITY PARTICIPATION

Community-based engagement is key to enhancing climate resilience in vulnerable groups and ecosystems, and to achieving the Sustainable Development Goals



Amit.Shanbaug@timesgroup.com

communities are empowered to drive sustainability through partnerships with policymakers, it could lend a voice to the small and marginalised groups. As the world faces climate-related challenges, the mantra for involving every voice for community action could be – think global, act local.

Community-based climate action amplifies individual power, encourages inclusive decision-making, and values the experience and durability of local communities.



These key points have been mentioned by the United Nation's High-Level Political Forum on Sustainable Development to effectively build climate resilience and achieve the Sustainable Development Goals. The COP-27 has also highlighted community-centric approaches as a pivotal factor towards responding to climate-related risks.

Indian communities possess a wealth of traditional and indigenous knowledge, which serves as an invaluable asset in addressing the intricate issues of climate change. Initiatives that have been established to provide



Rizwan Uz Zaman
Technical Consultant, Assam Climate Change Management Society, Govt. of Assam

novel economic and social structures, help move away from existing economic relationships and over-consumption of resources.

As global temperatures continue to rise, vulnerable communities and ecosystems around the world are increasingly at risk. To prevent further damage, it is essential to build climate resilience through community action. This can be achieved by implementing effective strategies that focus on improving access to resources, embracing sustainable development, and nurturing collaborative partnerships.

ABOUT EARTH CARE AWARDS

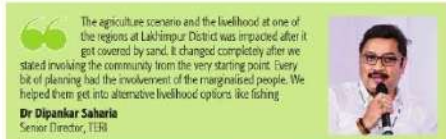
The Earth Care Awards, a collaboration between JSW and The Times of India



We organise a unique bonding activity in the community with the celebration of the Hargila Bird wedding. Though many may believe this to be a non-scientific approach, we believe that it is the coexistence, the bonding and the ownership which is important. When communities celebrate the Hargila wedding, they feel that that the birds are their own daughters, it is to invite the birds and their offspring back to the village

Group, have been recognising and promoting climate change mitigation and adaptation efforts since 2008. This 11th edition of the award is designed to recognise and applaud initiatives driven by or for communities with a focus on participatory approaches in climate adaptation and mitigation. These awards aim to motivate and encourage further community-led actions while also providing a platform

for sharing successful practices and lessons learned. The 6 Award Categories are Community Based Climate Action, Innovation in Climate Action, Business Leadership in



The agriculture scenario and the livelihood at one of the regions at Lakhimpur District was impacted after it got covered by sand. It changed completely after we stated involving the community from the very starting point. Every bit of planning had the involvement of the marginalised people. We helped them get into alternative livelihood options like fishing

Dr Dipankar Saharia
Senior Director, ITRA

Climate Action, Women Leaders in Climate Action, Enablers for Urban Centered Climate Change Management, Enterprises in the Renewable Energy Space.

The awards have a rigorous selection process that involves independent assessment by a panel of experts drawn from academia, civil society, and government. The selection process is based on a set of criteria that evaluates the impact, scalability, replicability, and sustainability of the initiatives.

To stimulate more action on climate change at the community level, the Earth Care Awards had hosted a roundtable discussion titled "Building Resilience Together: Communities for Climate Action". Participants were able to network, collaborate, and explore sustainable solutions that originated from local communities.



When we started this climate action, the idea was to go to the communities involving rural people and get them aware of all the kinds of developmental activities. We realised that they have been doing some sustainable actions for hundreds of years. All that was needed was to let them rediscover themselves

Dr. Jaideep Baruah
Director, Assam Science and Technology and Environment Council



For climate change action and environment, one needs to think globally and act locally. This is because, climate change is caused because of global factors, its consequences are also spread globally, but the impact happens the most at the local level. Who suffers? It is my people, my middle, located at certain specific locations

Dr. Partha Jyoti Das
Head, Water, Climate and Hazard Programme, Aaranyak



The teachings of Mahapurusha Sankaradev in which he advocated community interactions finds great importance today. If you go through his teaching, you find that he laid into the foundation of subjects like conservation, preservation, and biodiversity in the year 1500 itself. He used the Manjras or the community centres to promote socio-cultural exchange

Dr. Arup Kumar Misra
Chairman, Pollution Control Board Assam



What defines a community is the heterogeneity. When we talk about community, we talk about women, youth, the indigenous people and people living in urban and rural centres. It includes people dependent on forest or the river ecosystem. So, when we talk about climate change, it is not possible without community involvement.

Ajay Pandey
Partner & Co-founder, Thinkthrough Consulting

