



**MINISTRY OF
INFORMATION &
BROADCASTING**



LiFE
Lifestyle for
Environment



Achievements under 'EK PED MAA KE NAAM'

**Plantation Campaign
(5th June, 2024 - 4th June, 2025)**

**Achievements under
'EK PED MAA KE
NAAM'
Plantation Campaign
(5th June, 2024 - 4th June, 2025)**

E-Book

August, 2025



**Ministry of Information and Broadcasting
Government of India**

संजय जाजू, भा.प्र.से.
सचिव
SANJAY JAJU, IAS
Secretary



सत्यमेव जयते

WAVES
World Audio Visual &
Entertainment Summit
Connecting Creators,
Connecting Countries



भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली - 110001

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001

Foreword

On the occasion of World Environment Day on June 5th, 2024, the Hon'ble Prime Minister launched the global Campaign '**Ek Ped Maa Ke Naam**' and exhorted people to plant trees as a mark of love and respect for one's own mother and to protect and preserve Mother Earth. He also emphasised the importance of collective efforts for environmental responsibility and sustainable development.

2. This campaign highlights the similarities between nurturing Mother Earth and our own mothers. 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.
3. As desired by the Hon'ble Minister of Information & Broadcasting, this Ministry fixed a target of planting a tree by each employee across the offices under this Ministry. I am happy to know that against the target of planting 24598 saplings by 31st March, 2025, the Ministry planted 36282 by the target date and 47083 saplings by 4th June, 2025.
4. This campaign being an ongoing one is to continue in all offices of the Ministry with the emphasis on high survival rate through protection and nurturing of saplings planted.
5. I appreciate the efforts of all officers of the media units and the Main Secretariat, especially the nodal officers who spearheaded the campaign with outstanding success.
6. I also appreciate the Economic Wing of the Ministry for effectively coordinating and monitoring the entire campaign.

(Sanjay Jaju)

रबिन्द्र कुमार जेना, (भा.आ.से.)

वरिष्ठ आर्थिक सलाहकार

R.K. JENA, IES

Senior Economic Adviser



सत्यमेव जयते



आज़ादी का
अमृत महोत्सव

भारत सरकार
सूचना एवं प्रसारण मंत्रालय
शास्त्री भवन, नई दिल्ली - 110001

GOVERNMENT OF INDIA
MINISTRY OF INFORMATION & BROADCASTING
SHASTRI BHAWAN, NEW DELHI - 110001



Preface

Hon'ble Prime Minister launched the global Campaign '**Ek Ped Maa Ke Naam**' on the occasion of World Environment Day on June 5th, 2024, and encouraged people to plant trees as a mark of love and respect for one's own mother and the Mother Earth.

2. The campaign not only aims at planting trees but also sensitises 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.
3. Ministry of Information & Broadcasting participated in the campaign actively and fixed a **target of planting 24598 saplings by 31st March, 2025 equal to the total strength of employees. By the target date 36282 saplings were planted and by 4th June, 2025, the total plantation done is 47083.** The major contributors to the campaign are Prasar Bharati offices; All India Radio (AIR), Doordarshan Kendra (DDK) were the major achievers in the campaign. **AIR topped with planting of 35,999 saplings and DDK was in second place by planting a total of 4,595 saplings. Central Bureau of Communication (CBC) contributed to the campaign by planting 3446 saplings.**
4. This outstanding success of the plantation campaign could be possible through the regular review and monitoring of the progress with the media units. The nodal officers of media units and the Main Secretariat played also an important role in the campaign's success.
5. There was also convergence of efforts, particularly by officers of the Ministry who visited the field offices during the special campaign for swachhta and actively participated in the plantation drive. This has motivated the field offices of the media units to put their all-out efforts for success of the plantation drive.
6. The campaign will continue in the Ministry with the emphasis on a high survival rate through the protection and nurturing of saplings planted.


(Rabindra Kumar Jena)

ABBREVIATIONS USED IN THE E-BOOK

AIR- All India Radio

BECIL- Broadcast Engineering Consultants India Limited

CBC- Central Bureau of Communication

CBFC- Central Board of Film Certification

CPSU- Central Public Sector Undertakings

DD- Doordarshan

DDG- Deputy Director General

DG: AIR- Directorate General: All India Radio

DPD- Directorate of Publication Division

EMMC- Electronic Media Monitoring Centre

FTII- Film and Television Institute of India

IIMC- Indian Institute of Mass Communication

M/o EF&CC – Ministry of Environment, Forest and Climate Change

M/o I&B- Ministry of Information & Broadcasting

MoS- Minister of State

NFDC- National Film Development Corporation

NMW- New Media Wing

PCI- Press Council of India

PIB- Press Information Bureau

PRGI- Press Registrar General of India

SRFTI- Satyajit Ray Film and Television Institute

CONTENTS

S. No.	Chapter	Page
1.	Introduction	12
2.	Office-wise Target Fixed	13
3.	Launch of the Campaign	14
4.	Achievements of Campaign	15
5.	Highlights of achievements in pictures	17
6.	Conclusion	54

INTRODUCTION

On the occasion of World Environment Day on June 5th, 2024 Hon'ble Prime Minister launched the global Campaign '**Ek Ped Maa Ke Naam**' with the hash tag **#Plant4Mother**, and exhorted people to plant trees as a mark of love and respect for one's own mother and protecting and preserving Mother Earth. He also emphasized the importance of collective efforts for environmental responsibility and sustainable development.

This campaign draws a parallel line 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.

The campaign not only aims at planting trees but also 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.

FIXATION OF TARGETS:

Inspired by clarion call of Hon'ble Prime Minister to contribute in making our planet better and our commitment to protect Mother Nature and making sustainable lifestyle choices, Ministry of Environment Forest and Climate Change (M/o EF&CC) vide D.O. letter no. 08/06/2024-LiFECeCell-Part(1) dated 26.07.2024 urged this Ministry to participate in this drive by mobilizing all stakeholders such as CPSUs, Training Institutions and Organizations.

M/o I&B launched the plantation drive from 2nd week of August, 2024 and decided that each employee (Regular as well as Contractual) will plant at least one plant/sapling to make the Campaign a huge success. Accordingly, a target of planting 24598 saplings (to be achieved by March, 2025) was fixed according to the employee strength of all Media Units including Main Secretariat of this Ministry. Media Unit wise employees and target fixed is at **Table-I**.

OFFICE WISE EMPLOYEES STRENGTH/ TARGET FIXED AND PLANTATION DONE

On the basis of employee strength (Regular as well as Contractual) of the Ministry along with its Media Units and their various field offices, a target of planting 24598 saplings was finalized. Ministry through strategic and dedicated efforts not only met but also exceeded its plantation target and planted 47083 saplings. Media Unit wise targets and achievements are as follows:-

Table:1

Sl No	Name of Office/ Media Unit	Total Employees	Total plantation
1.	PIB	736	749
2.	FTII	180	185
3.	IIMC	129	519
4.	NFDC	160	302
5.	BECIL	405	120
6.	Prasar Bharati i) DDK ii) AIR	20000	i) DDK-4595 ii) AIR- 35999
7.	PD	286	260
8.	SRFTI	108	191
9.	CBC	1650	3446
10.	PCI	80	165
11.	PRGI	105	100
12.	CBFC	102	55
13.	EMMC	75	56
14.	NMW	30	25
15.	Main Sectt.	552	316
Grand Total		24598	47083

LAUNCH OF THE CAMPAIGN IN MIB:

Hon'ble Minister for Ministry of Information and Broadcasting, Shri Ashwini Vaishnaw, launched the plantation campaign by planting and distributing saplings at Central Bureau of Communication (CBC), Headquarters at New Delhi in presence of Hon'ble Minister of State for Ministry of Information and Broadcasting, Shri Dr. L. Murugan, and Secretary (I&B), Shri Sanjay Jaju. This effort was subsequently carried forward by Secretary (I&B), who reviewed the progress regularly, while Sh. R.K. Jena, Senior Economic Advisor, was the nodal officer of the Ministry, who supervised its implementation across the offices located in different parts of the country. A series of review meeting were held with the Nodal officers of Media units for ensuring its timely implementation.

The Ministry demonstrated its commitment to the campaign by actively engaging in the drive, designating Nodal Officers for all Media Units and their respective field formations, ensuring seamless coordination and execution. The list of the Nodal officers is at **Table-II**.

The progress of the campaign was regularly reviewed by the Secretary, Shri Sanjay Jaju. In addition, the campaign's execution was closely overseen by Sh. R.K. Jena, Senior Economic Advisor as nodal officers for the Ministry who regularly coordinated with the nodal officers from various Media Units & their field formations to ensure smooth implementation. To facilitate the swift and efficient execution of the plantation drive, regular meetings were organized with the nodal officers from all the Media Units and their corresponding field formations.

There was also convergence of efforts, particularly by officers of the Ministry who visited the field offices during the special campaign for swachhta and actively participated in the plantation drive. This has motivated the field offices of the media units to put their all-out efforts for success of the plantation drive.

Table-II
Nodal officers from Media Units/ Ministry

Sr No.	Name Of Media Unit/ Office	Nodal Officer
1.	Nodal Officer of the Ministry	Shri Rabindra Kumar Jena, Senior Economic Advisor
2.	Main Secretariat	Mr. Rajendra Singh, Joint Secretary
3.	Publication Division (DPD)	Mr. Manoj Kumar Meena, Deputy Director
		Mr. Mohmad Tamin, Section Officer
4.	Press Information Bureau (PIB)	Mr. Brajesh Godra , Joint Director
		Mr. Liyan, Section Officer
5.	Central Bureau of Communication (CBC)	Ms. Ruchi Kaura, Deputy Director
		Mr. Neeraj Jain ,Section Officer
6.	Press Registrar General of India (PRGI)	Mr. Ashim Kumar Roy, Asst. Press Registrar
7.	Press Council of India (PCI)	Ms. Sonia Malhotra, Deputy Secretary
		Mr. Rohit, Section Officer

Sr No.	Name Of Media Unit/ Office	Nodal Officer
8.	Central Board of Film Certification (CBFC)	Mr. Govind Mishra, Sr. Administrative officer
9.	Satyajit Ray Film and Television Institute (SRFTI)	Mr. Liya Hitesh K, Assistant Professor
10.	Film and Television Institute of India (FTII)	Mr. Nilesh Dhote, Maintenance Engineer
11.	Broadcast Engineering Consultants India Limited (BECIL)	Mr. Ravindra Jagtap, General Manager
12.	National Film Development Corporation (NFDC)	Mr. Ajay Dhoke, General Manager
13.	EMMC	Ms. Kanta Rani Assistant Director
14.	Prasar Bharati	Sh. Jagat Singh Chauhan, Deputy Director
15.	DG: AIR	Jitender Arora, DDG
16.	DG: DD	Surender Singh, DDG
17.	IIMC	Sh Dinesh Kumar Negi, Section Officer
18.	NMW	Shri Ritesh Pathak, Asst. Registrar (Admin.)

ACHIEVEMENTS OF THE CAMPAIGN

The plantation campaign, which has been a significant environmental initiative, has seen impressive participation across various media units and field formations, culminating in the plantation of a total of **47083 saplings**. Notably, the major contributors to the campaign were **Prasar Bharati offices**, where both **Doordarshan Kendra (DDK)** and **All India Radio (AIR)** played a pivotal role. **DDK** planted a total of **4,595 saplings**, while **AIR** went above and reached the target of **35,999 saplings**, collectively making up a large share of the total number of saplings planted. **Central Bureau of Communication (CBC)** planted **3446 saplings**, while **Press Information Bureau (PIB)** and **Indian Institute of Mass Communication (IIMC)** also contributed with **749 and 519 saplings**, respectively.

Some offices not having adequate space available for plantation distributed saplings to employees to carrying out the plantation in residential areas and other places. Apart from outdoor plantation some offices also done indoor plantation.

About 7,000 trees were planted across urban and rural locations nationwide during the 'Swachhata Hi Seva' campaign from September 17 to October 1, 2024 to make this fortnight drive more impactful. During this period, Ministry officials visited various media units across the country to **monitor the progress of the plantation drive and Swachhata (cleanliness) activities**. As part of their visit, they also **planted saplings at**

different locations and encouraged employees to step up their efforts in this direction. The details of targets fixed and achievements of offices is at Table-I.

The collective participation from all Media Units showcases a strong commitment to environmental sustainability. Each sapling planted represents a step forward in contributing to a greener, healthier environment, with the campaign reflecting a unified effort from various government media units to make a tangible impact on ecological conservation.

The plantation campaign involved the planting of a diverse range of saplings, chosen for specific environmental and aesthetic purposes. A significant portion of the saplings were **fruit-bearing plants**, with other varieties such as **Neem, Blue Berry, Mehagani, Ashok Tree**, and **Ata Fruits**, alongside popular fruit trees like **Mango** and **Apples**. In addition, a number of **flowering and decorative plants** were planted, adding beauty to the environment, in office premises and residential areas with varieties like **Fagun Bou, Timber Wood**, and other flowering species. Several **medicinal plants** and **shade-giving trees** were also planted, chosen for their health benefits and ability to improve the microclimate of the surroundings.

The commitment to this noble cause is clearly reflected and visible through some photographs, received from various field offices. These images, showcasing the planting of the **various types of saplings in urban and rural areas across the country**, serve as a powerful testament to the collective resolve in nurturing and protecting **Mother Earth**.

HIGHLIGHTS OF PLANTATION IN PICTURES



Hon'ble Minister of I&B, Sh. Ashwini Vaishnaw Plants saplings at NFDC, Mumbai



Hon'ble Minister of I&B, Sh. Ashwini Vaishnaw Plants & distributes saplings at CBC HQ



Hon'ble MoS of I&B, Dr. L. Murugan plants saplings at DDK Chennai



Hon'ble MoS of I&B, Dr L. Murugan, participated in a tree planting event as mark of respect to mother in Kerala



Secretary, Ministry of I&B, Sh. Sanjay Jaju plants saplings at his residence at Delhi and dedicate it to his mother.



Senior Economic Advisor, Sh. R.K Jena plants saplings at NABA Bhubaneswar



Smt. Vrunda M. Desai, Joint Secretary, Ministry of I&B at Akashvani, Lucknow



Deputy Secretary, Sh. Prem Chand plants saplings at DDK, Jammu



Smt MeenuBatra, Joint Secretary at office campus of AIR, Dehradun Dehradun



Sh. M.L. Meena, Addl. Economic Advisor in Jaipur



Shri. P. Ratnakar, Director, CBC in Vizag



Principal DG, Sh. Dharendra Ojha led a tree plantation drive at the National Media Centre, New Delhi



AKASHVANI, CHENNAI



BECIL, ITO NEW DELHI



AKASHVANI, TEZPUR



AKASHVANI, SHIMLA



AKASHVANI,
LUCKNOW



AKASHVANI,
HAFLONG



AKASHVANI,
VISAKHAPATNAM

MAIN SECRETARIAT







PRESS INFORMATION BUREAU







PRESS COUNCIL OF INDIA



PUBLICATION DIVISION









INDIAN INSTITUTE OF MASS COMMUNICATION









DOORDARSHAN



ALL INDIA RADIO





SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA









SATYAJIT RAY FILM & TELEVISION INSTITUTE, KOLKATA





NATIONAL FILM DEVELOPMENT COOPERATION LTD.







FILM AND TELEVISION INSTITUTE OF INDIA



ELECTRONIC MEDIA MONITORING CENTRE



CONCLUSION

'Ek Ped Maa Ke Naam' is a movement that reflects India's commitment to a sustainable and environmentally conscious future. By combining respect for mothers with a call for action for environmental protection, this initiative offers a way for citizens to contribute directly to creating a greener planet. The success of this campaign lies in its simplicity and emotional appeal, encouraging people across the nation to plant a tree as a tribute to their mothers. In doing so, they honor the nurturing power of both nature and motherhood, ensuring that future generations inherit a healthier and more sustainable world.

This campaign is to continue in the country so also in the offices under this Ministry. All offices have been directed to do maximum plantation particularly in the offices where there is open space available with independent campus. All have been directed to give special attention on protection, nurturing and ensure high rate of survival.



Ministry of Information and Broadcasting
Government of India



Publications Division
Information and Broadcasting
Government of India



Published by Publications Division

I&B-ENG-OE-/