



Letter of Understanding between WWF-India and Brahmananda Keshab Chandra College

ABOUT WWF-INDIA

WWF-India is one of India's leading conservation organizations with programmes and projects spread across the country. The organisation works towards the conservation of biodiversity, natural habitats and the reduction of humanity's ecological footprint. The mission of WWF-India is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature.

ABOUT ENVIRONMENT EDUCATION

Environment Education has been a core part of WWF India's conservation efforts since 1969. The division's vision is to inform, inspire and empower children, youth and citizens to take action for a sustainable planet. Its three-pronged strategy focusses on building environmental awareness and knowledge; developing requisite capacity and skills; and enabling action for conservation and sustainability.

ABOUT ECHO

WWF-India engages youth in universities/ colleges to ideate, design, develop and implement their conservation projects around a yearly theme to address the most pressing environmental issues.

Environment Conservation Heroes (ECHO) is an annual innovation platform that runs through the academic year and leads to the National Summit and a rolling Panda Trophy.

At the beginning of the ECHO journey, the core team of students – representing their college is oriented in teamwork, project management, and business canvas development and familiarized with the year's theme. Each team conducts a need assessment, defines one or more problem statement(s), devise innovative solutions aligned with the yearly theme, and take action to test it.

A panel of experts on the parameters of innovation, scalability, impact, feasibility, and business model reviews the impact created by the teams.

Theme of ECHO 2023

The theme of ECHO 2023 will engage college students to innovate and take action to advance Sustainable Development Goal 11- **Sustainable cities and communities**. SDG 11 aims to make cities and human settlements inclusive, safe, resilient and sustainable.

THE ACTIVITY

WWF-India will invite colleges/universities to participate in the ECHO programme. Each college will assign one teacher convenor and four student representatives. These student representatives will act as core team and has to be selected as per the criteria provided by WWF-India.

The key roles & responsibilities of the core team are stated below:

- Responsible for ECHO Project Ideation, Engagement and Implementation as per the theme



- Mobilize and engage students from other departments to contribute to the implementation of the ECHO Project
- Attend periodic Review Meetings
- Submit Project Reports as per the timeline
- Represent College at the State Level Elimination and National Level Summit

Steps involved

COLLEGE REGISTRATION – Upon submission of signed copy of this letter, participation of the college will be confirmed.

CORE TEAM FORMATION – The college will nominate four core student representatives and one teacher coordinator as per the criteria shared by WWF-India.

ECHO BOOTCAMP- The core team will attend a two-day workshop to get familiar and carve the ECHO Journey.

INCUBATION- The core team to invite more students from the college to ideate and develop the project proposal and action plan (aligned to the theme of the year).

IMPLEMENTATION – The core team, with other students, will pilot-test the project idea for a period of six months and submit a report.

STATE LEVEL ELIMINATION – Students will submit their detailed impact reports to present their project impact and earn a chance to enter the National Finale.

NATIONAL ECHO SUMMIT – Selected teams for National Level Summit will be invited to present their project impact to the panel of Jury.

ECHO'S TENTATIVE TIMELINE

LoU Signing with WWF-India	August 2023
ECHO Bootcamp	September 2023
Proposal Submission	October 2023
Project Review and Implementation	November 2023-April 2024
State Level Elimination	May/ June 2024
National Level Summit	July 2024

ROLES AND RESPONSIBILITIES

- **PARTICIPATING COLLEGE/INSTITUTION:**

1. The college will be responsible for nominating four youth representatives.
2. The college shall nominate a teacher convener as a point of contact to coordinate ECHO activities within the college and with WWF-India.



3. The college shall be responsible for ensuring active participation of nominated youth and teacher convenor in the workshop, review meetings and any other sessions organized under ECHO 2023.
4. The college shall be responsible for ensuring administrative permissions and provide available support to students for smooth implementation of their projects.
5. The college shall ensure participation of nominated youth and teacher convenor in the National Level Summit.
6. The winner of ECHO 2023 shall return/handover the rolling panda trophy to the winning college in the subsequent year.

• **WWF-INDIA:**

1. Conduct ECHO Orientation Workshop for nominated youth at the beginning.
2. Review and approve project proposals submitted by the college core team.
3. Provide mentoring support during the course of project implementation.
4. Review the progress and provide feedback on a bi-monthly basis to the core team.
5. Organize a National Level Summit for shortlisted colleges.
6. Provide Appreciation Certificate to teacher convenor and core team members upon successful and active participation in ECHO 2023.

RECOGNITION

Recognition for students and teachers involved upon active participation and successful implementation of ECHO 2023 until the National Level Summit in July/August 2024

1. Appreciation Certificate will be provided to the college and the teacher convenor.
2. Appreciation Certificate will be provided to the four core team members.
3. Up to ten projects/colleges with the best impact from Pan-India will be shortlisted and selected to enter the National Level Summit. A core team of these selected colleges will receive a trophy and goodies.
4. The college selected as the Best Achiever at the National Level Summit will be rewarded with a rolling Panda Trophy for earning the Environment Conservation Heroes 2023 Title.

On Behalf of **WWF-India**

Name of the authorized signatory: **DR. SASWATI SEN**

Designation: **STATE DIRECTOR**

Signature with seal: **Saswati Sen**

Date: **27.09.2023**

WWF - India
West Bengal State Office
Tata Centre, 1st Floor
43, J. L. Nehru Road
Kolkata - 700 071

On behalf of (**Name of College**) **BRAHMANANDA KESHAB CHANDRA COLLEGE**

Name of the authorized signatory: **PAPIA CHAKRABORTI**

Designation: **PRINCIPAL**

Signature with seal: **Papia Chakraborti**

Date: **17.10.2023**



Principal