



EARTH MATTERS
FOUNDATION

ECO WARRIOR AWARDS 2010

Platform for the environment's unsung heroes

www.earthmattersfoundation.org

THE ECO WARRIOR AWARDS

At a time when the earth is going through a crisis and is troubled, the need is for a new generation of **Earth Warriors**.

People across the globe are talking about big problems like **climate change** and **water**. Governments and countries are unable to reach a solution and there is a general feeling that we are fighting a losing battle.

But there are **individuals who are making a difference**. Individuals who are working in their small ways to tackle climate change. These individuals and their contributions need to be recognized so that others can be shown a way.

Earth Matters Foundation launched the Eco Warrior Awards in 2008 in collaboration with tve (Television Trust for the Environment). The award provides an opportunity to recognize and reward environmental heroes who are working towards a sustainable environmental future at the grass root and individual level.

Apart from recognizing and rewarding such efforts, the award will in the long-term aim to act as a yard stick and inspiration for responsible environmental practices. **The aim is to inspire citizens to work towards a sustainable environmental future.**

The first eco warrior awards were held in New Delhi on 5th June 2008 - India's first and only awards to recognize and felicitate the silent crusaders for their astounding work. The awards were given out by Vice President **Shri M Hamid Ansari** at a function which he generously allowed to be held at his residence followed by a gala dinner hosted by and at **The Lalit, New Delhi**.

The Eco-Warrior Awards strives to be the most credible, non-partisan recognition of conservation efforts and the most sought-after awards in this category.

The Eco Warrior Awards 2010 is to be held on September 1st 2010.

New ideas and additions:

- Lifetime Achievement award for a senior conservationist.
- Cash reward for awardees to help support and augment their work.
- Invite earlier eco warriors to the 2010 event and showcase their work through film.
- Organize workshops with environmental experts.
- Involve young people in interactions and discussions to motivate and inspire them.

THE VISIONARY

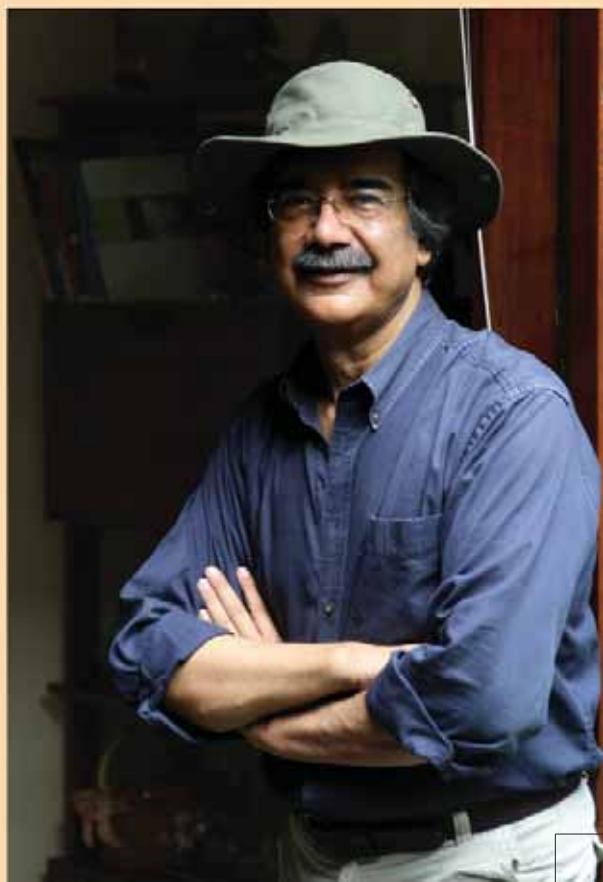
Mike Pandey is a crusader for the environment and for endangered species. Today he is internationally renowned for his high caliber and powerful films and is one of India's most accomplished and iconic nature filmmakers.

In 1994, he became the first Asian producer/director to win the Wildscreen Panda Award, also known as the Green Oscar, for his film *The Last Migration* – Wild Elephant Capture in Sarguja. He subsequently went on to win two more Green Oscars, the second one in 2000, for his film *Shores of Silence* - Whale Sharks in India, which led to the **ban on the killing of whale sharks** on Indian shores, and the third one for his film *The Vanishing Giants* – a news feature which exposed the cruel and archaic methods of capture being used for elephants and led to the **ban of outdated techniques of wild elephant capture in India**.

Mike has also been awarded the Presidents award – Rajiv Gandhi Wildlife Conservation Award and was also presented with The Golden Giraffe International Award in France which is the highest award for conservation in France.

Mike who has been recently declared a '**Hero of the environment**' in the October 2009 issue of Time magazine, is nationally and internationally recognised for his relentless work for the environment for decades. He has waged a three-decade war to defend India's wildlife and environment through his powerful films and they are a living proof of the difference one individual can make in bringing about changes locally, nationally and globally.

Now with Earth Matters Foundation he created a platform that would recognize other such environmental warriors who are working for the environment at a grass root level. It is from this vision that Eco Warrior Awards was born.



EARLIER RECIPIENTS



M.Y.Yoganathan is a bus conductor from Tamil Nadu who has single handedly planted 38,000 trees in 26 years. He has made commendable efforts to rescue injured wildlife and has been working with young people to create awareness about conservation.

Chewang Norphel is popularly known as 'The Glacier Man' for his efforts to save and make artificial glaciers in Ladakh. At 62 he is still actively working towards his vision of generating water and greenery in the barren landscape of Ladakh.

Madhu Bhatnagar has been working towards bringing about change in young minds towards protecting wildlife and nature. She has initiated projects like rain water harvesting systems, zero garbage zones and grey water recycling to inspire actionable change.

G.V.Reddy's work has exemplified the dictum 'One can make a difference, a lasting difference at that'. He stood up for the cause of conserving Tigers in Ranthambore Tiger Reserve from poachers when many other officials would just turn a blind eye to the tiger's plight.

Suraj Mewara is devoted towards saving the environment and nature. This young eco warrior has formed a club in his community to protect snakes on agricultural land and also create awareness about issues such as use of plastic, cutting trees, saving water bodies etc.

Tilak Vij is a business man who also works as a ground level activist in Himachal Pradesh towards reforestation in the state. He has helped set up water harvesting projects and is now helping set up a leopard conservation centre with the state government.

Sonya Ghosh has fought a legal battle for a habitation exclusively for monkeys and with orders from the honorable high court relocated them in the Asola wildlife sanctuary. She is now working towards sterilization of street dogs for their protection.

Monali Manohar Warwade is a teenage school girl who is utilizing her hobby of art to propagate the message of conservation of natural resources. She makes greeting cards, posters and pamphlets from waste material to make people aware about pollution.

Madhulal Valliate works with animals in distress and suffering. He went beyond the call of duty to save the lives of two elephants that had been badly burnt in a major fire in Amer. His timely presence also helped in saving a dying elephant which collapsed on a Jaipur road.

Komal Parakh and Mahesh Prakash's tireless and consistent commitment over three years has helped to sensitize local communities in Chhattisgarh. They are working towards the creation of an elephant village in partnership with the government.

Brahamanand Pandey's work in the remote regions of eastern UP Baral Gunj resulted in saving the life of dolphins in the tributary of the River Ganges, Surju nadi. He has formed an Earth Matters club and holds regular awareness camps to inspire elimination of plastic and reforestation.

Rahul Rohitashwa is a young member of the Earth matters club in Bihar. Inspired by the Earth Matters series he formed a nature club and participated in various conservation and awareness activities. The club is working continuously by conducting seminars, competitions and tree planting drives.

Dr. D.N.Choudhary has been involved at the grass root level, campaigning against the poaching of migratory birds in Bhagalpur and the surrounding areas. He has also been running extensive campaigns against the trade and illegal poaching of wildlife and specially birds and river dolphins.

Abdul Wadud Banatwala has been a crucial part of the success in stopping the merciless killing of the Whale sharks along the Gujarat coast. He has been working towards the protection of whale sharks since 1992 by organizing awareness campaigns through film screenings and get-togethers for fishermen.

John Abraham has been working, away from the media eye, with the grass root communities for animal welfare. His commitment towards the elephants will help towards realizing the country's first elephant village in Maharashtra which is an effort to return these wild animals back to their natural home.



SUBMISSION/NOMINATION

Submission is open to any individual who has been working for environmental change. Potential awardees can also be nominated by organizations and individuals.

The criteria targets these areas and more:

- Conservation of a specie
- Conservation of an ecosystem or habitat
- Plantation and reforestation to green areas
- Use of sustainable technologies for communities, eg. Wind/ bio fuel/watermills
- Conservation of water
- Waste Management
- Lobbying and campaigning for a specie/habitat/climate change etc.
- Awareness generation campaigns among the youth

The above criteria's are just examples and submissions are not limited to these criteria's.

Evaluation of Applications

An award committee comprising of representatives from key environmental institutions and environmental experts will review all applications. There will be 10 finalists and a lifetime achievement award. Those selected will be visited to verify the information presented in the application document before the winners are picked.

How to Participate

To be eligible for the award, an individual can either submit a form directly or can be nominated by an independent party. The submission form should be sent directly to Earth Matters Foundation. EMF will notify the nominee of the nomination and ask them to provide information requested in the application guideline document. This document is available at request from doel@earthmattersfoundation.com



SPONSORSHIP AND SUPPORT

As a partner and supporter of Earth Matters Foundation and Eco Warrior Awards all sponsors will gain visibility and positioning on issues of national importance.

It is a strong message from you to all your stakeholders, collaborators and revenue enablers that you believe in contributing to making a positive change in the field of climate change, environment, wildlife, social welfare and education.

Our partners and sponsors will also gain visibility on all Eco Warrior communication, publicity, media communication and also get mentioned on our website, www.earthmattersfoundation.org.

Visibility and positioning can also be designed and strategised according to the need of our supporters.

Please support our heroes who give their present for our future.
Let's honour our real heroes.

For more information on Earth Matters Foundation, Eco Warrior Awards, Submission guidelines and sponsorship opportunities please contact:

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Earth Matters Foundation is a registered public charitable trust (Registration no. 984). Donations to the foundation are exempted under section 80g of the income tax act.



ABOUT EARTH MATTERS FOUNDATION

Earth Matters Foundation is a Delhi based not for profit trust that is working towards **conservation of natural resources, environment and wildlife conservation, education and awareness generation**. Earth Matters Foundation also works with local and tribal communities in the field of social welfare and primary health.

Education, information and its adequate dissemination are a necessary requirement to spread awareness and for the conservation of the environment and wildlife. EMF works towards spreading awareness, bringing people together, inspiring and motivating them to take action, starting from the grass root level upwards. Building capacities and empowering people with knowledge and information are crucial to this cause.

In India today over 500 million people are below the age of 25 and 890 million people are under the age of 45. Our outreach programs and films reach and talk to the **youth who are the future decision makers** of the country. India has the largest population of young people in the world and therefore it is imperative that we generate awareness and educate them for an environmentally secure future.

Our films are also used as a medium to **advocate among key policy makers** and decision makers at the political level.

Shores of Silence – whale sharks in India became a powerful tool and helped bring about legislative changes for the whale shark which is now a protected specie under the Wildlife Act of 1972 in India.

The film *Last Migration* – elephant capture in Sarguja and its sequel *Vanishing Giants* triggered a national debate and led the government to ban the brutal traditional methods of elephant capture in India.

Timeless Traveller – the horseshoe crab has been used for lobbying for the horseshoe crab for the past 14 years which is now protected under Schedule IV of the Wildlife Act of 1972 giving the species a fighting chance for survival.

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