

From

Director Secondary Education, Haryana
Shiksha Sadan, Sector-5, Panchkula

To

All the District Education Officers and
All the District Elementary Education Officers in the State of Haryana

Memo No. 8/10-2023 ACD(1)

Dated : 11.07.2023

Subject: WWF-India's Wild Wisdom Global Challenge on the theme 'Birds of the World' for School Students of class 6th to 9th.

World Wide Fund India (WWF-India) has recently launched the 16th Edition of the Wild Wisdom Global Challenge bearing theme 'Birds of the World'. The challenge is open for students of class 6th to 9th and the registration of schools is free of cost.

WWF-India has requested the Ministry of Education, Govt. of India for support of participation of school children across the country for this challenge so as to enhance their knowledge of the local as well as global avian biodiversity. The registration for this programme will be open till 15th August, 2023 at <http://academy.wwfindia.org/wildwisdom/>. Accordingly, the Union Government has requested all the States /UTs to encourage participation in this challenge.

Therefore, it is requested to inspire the students of class 6th to 9th to participate actively in the Wild Wisdom Global Challenge on the theme 'Birds of the World' by way of endorsing the same to the schools under your control. A copy of brief note on the programme is also enclosed herewith.

Enclosed: As above


**Assistant Director Academic
for Director Secondary Education
Haryana, Panchkula** 

Endst. No. Even

Dated, Panchkula, the 11.07.2023

A copy is forwarded to the following for information and necessary action:

1. The Deputy Secretary to the Govt. of India, Department of School Education & Literacy, Ministry of Education w.r.t. F.No. 7-29/2023-INS.5 dated 20.06.2023.

Continued...

2. The Director, SCERT, Haryana, Gurugram with a request to upload this letter along with attachments on the website of SCERT, Haryana.
3. The Deputy Director, IT Cell (local) with a request to upload this letter along with attachments on the departmental websites for wide publicity.
4. The Programmer, IT Cell, Haryana School Shiksha Pariyojna Parishad with a request to upload this letter along with attachments on the website of HSSPP.
5. The Senior Manager-Youth & Cutizen Engagement, WWF-India, 172-B Lodhi Estate, New Delhi-110003 (through e-mail: ambreen@wwfindia.net).
6. PA/DSE for kind information of W/DSE.
7. PA/DEE for kind information of W/DEE.
8. All the Heads of the Schools situated in the State of Haryana.


Assistant Director Academic
for Director Secondary Education
Haryana, Panchkula 41



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10/05/2023

To,
The Secretary
Department of School Education & Literacy
Ministry of Education
Govt. of India

Subject: Regarding WWF-India's Wild Wisdom Challenge for School Students

Respected Sir,

WWF-India is one of the leading conservation organization that believes in the power of education to build a sustainable and secure future for our children. WWF-India's Environmental Education Division strives to inform, inspire and empower children, youth and citizens to contribute to environmental conservation through knowledge-building and action.

In 2008, WWF-India, started an exciting and engaging initiative, "**Wild Wisdom Global Challenge**" to engage and inspire school children to learn about nature, biodiversity, and key conservation issues. Since its inception, this initiative has engaged over a million children from across 90+ countries on various environmental education themes including Freshwater, Grassland & Desert, Oceans, Forest & Jungles, Big Cats etc.

Over the years, the programme has been supported by leading education boards in India like CBSE, KVS, and NVS who have encouraged schools and children to join the programme. We are pleased to inform you that since 2008, over 500,000 children from India alone have benefitted from the programme.

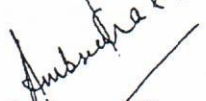
We have recently launched the 16th edition of the Wild Wisdom Global Challenge, WWF-India seeks **support from the Ministry to encourage schools from across India to join the challenge** this year and enhance their knowledge of the local as well as global avian biodiversity **without any financial liability**.

Please find a brief note on the programme and last year's report enclosed for your perusal.

We look forward to your support to take this educational initiative to schools across India. For more details, we will be honoured to visit your office and explain the programme in detail.

Thanking you,

Yours Sincerely,


Ambreen Khan
Senior Manager

Mr. Arvind Wable, President
Mr. N. Kumar, Vice President & Trustee Treasurer
Mr. Jamshyd N. Godrej, Trustee
Mr. Arun Maira, Trustee
Ms. Chanda Singh, Trustee
Ms. Mridula Ramesh, Trustee
Mr. Anil Kumar V Epur, Trustee
Mr. Srijoy Das, Trustee

WWF WILD WISDOM GLOBAL CHALLENGE 2023

About Wild Wisdom Global Challenge

In 2008, WWF India, started an exciting and engaging initiative to reach out to young minds and encourage them to learn about nature, its biodiversity and its issues so they feel inspired to take positive action for the planet.

Wild Wisdom Global Challenge is a unique opportunity for students to:

- Develop knowledge and appreciation towards the diverse wildlife, spectacular natural habitats and their remarkable elements.
- Instill a sense of concern towards the natural world to inspire this generation with values of conservation
- A tool for children to research, think and analyse the most pressing challenges of our planet
- Explore latest discoveries and innovations for conservation to stir positive action

Theme 2023: BIRDS OF THE WORLD

The Wild Wisdom Global Challenge 2023 invites students around the world to look more closely at the birds in their backyards and beyond. By exploring lesser-known aspects of the birds, students will discover the unique characteristics and adaptations that make birds the masters of earth, water, and sky, and understand the challenges and threats these amazing animals face.

The **Wild Wisdom Global Challenge 2023** will explore the astoundingly diverse physical and behavioural adaptations and survival strategies of birds around the world.

The key details of the Global Wild Wisdom Challenge Model are as follows:

Age Group: Class 6 – 9 Grade			
S.No.	Rounds	Brief Description	Tentative Timeline
1	Classroom challenge (On-ground)	Register your school on http://academy.wwfindia.org/wildwisdom/ and engage all students (6 th -9 th) in conduct classroom level quiz round for all students from (6 th -9 th grade) WWF India will send e-question papers to schools. Schools will conduct the test, evaluate and nominate top winning students as per the provided criteria Nominated students will join the next round digitally	July- August, 2023
2	School Challenge (Digital mode)	Top 30 Qualifying and nominated students from each school will join the challenge digitally	October, 2023

		School with the highest score will qualify and be eligible to participate in the state level rounds.	
3	State level round (On ground)	Eligible schools/ students from each state will compete with each other at the on-ground State level rounds.	Oct-November 2023
4	National Level (Digital mode)	Top winning school (represented by two students) from each state will participate in the online National level round.	November, 2023
5	International Level (Digital mode)	National level winner will represent at the International Finale	December, 2023

Registration Fee- There is no registration fee

Preparation material for schools

Upon successful registration, schools will receive e-wisdom nuggets and access to digital learning material to gear up for the quiz.

Rewards for students

1. All participating children will receive a digital participation certificate.
2. Top 30 students per school will receive a printed certificate
3. All state-level winners will receive certificates and trophies.
4. Top three teams at National Level round will win a trip to the forest area
5. Also, If Indian schools wins at the international level will be provided with trophy, certificates and an additional prize.

Support Required from the Ministry

1. Send a notification to education boards and other concerned authorities across India to encourage students' participation in the programme
2. Permission to use the Ministry's logo on the website
<http://academy.wwfindia.org/wildwisdom/>

Registration timeline

Registrations will be open till 15th August, 2023!

Website: <http://academy.wwfindia.org/wildwisdom/>

For more details, contact:

Ms Aarti Dalal

E-mail: adalal@wwfindia.net, wildwisdom@wwfindia.net

Mobile: 011-41504790, 9958982352, 7428056770