

Earth Hour observed



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AT News 29 March 2023 Updated 29 Mar 44636 views

Guwahati. WWF-India Assam State Office organized an evening program at Dighali pukhuri park with a walkathon and a performance by WWF volunteers and Assam Earth Hour Influencer Arghadeep Baruah and his band, "Bottle Rockets India", who performed using solar lights and candles on March 25.

In addition to these landmarks, the Hon'ble Governor of Assam, Shri Gulab Chand Kataria, issued a written message appealing to citizens to join in observing Earth Hour. Chief Minister Dr. Himanta Biswa Sarma also participated by working with candlelight at Janata Bhavan. The Education Department of Assam supported Earth Hour by advising schools to participate in the campaign.

Historical monuments under archaeological sites from Sibsagar, including Na-Pukhuri Shivadol, Rudrasagar, Rang Ghar, Kareng Ghar, Talatal Ghar, Vishnu Dol, and Joysagar, switched off their lights during Earth Hour. In Guwahati, Janata Bhavan, Gauhati High Court, Guwahati Planetarium, Srimanta Sankaradeva Kalakshetra, Lokapriya Gopinath Bordoloi International Airport, Hotel Vivanta, Radisson Blu, Novotel, many other government offices, the District Library, Assam State Museum, many landmark buildings, Central Mall, Roodraksh Mall, City Centre, and more switched off non-essential lights and observed Earth Hour.

Faculty and students from ADBU, Gauhati University, Gauhati Commerce College, Handique Girls' College, S B Deorah College, Tezpur University, Cotton University, TISS Guwahati, NLU Guwahati, Arya Vidyapeeth College, Royal Global School, Suderashan Public School, DPS-Guwahati, DPS Numaligarh, Little Flower HS School Kohima, Puthimari HS School, Cotton Collegiate HS School, Lokapriya GNB Secondary School, and Ek Prithvi Schools of Morigaon district participated in the campaign by organizing a flash mob, rally, assembly, etc., and appealed to people to switch off non-essential lights to observe Earth Hour.

Earth Hour 2023 urges people and communities across the world to take an hour to create a global moment of change. The aim is to create an unstoppable movement for nature to recognize the role of individuals in creating solutions to the planet's most pressing environmental challenges and harnesses the collective power of its millions of supporters. Earth Hour India 2023 is supported by a gamut of partners across sectors, with HSBC as the National Title partner, and local partners like Apollo Hospitals Guwahati, GCC, Decathlon Guwahati, Nandinee Energy, and Prime Bakes for the Earth Hour program. BSG-NE, Isha Foundation (Save Soil Movement), and Earthful Foundation were outreach partners for Earth Hour doing cleanliness drives and campaigning.

To mark the Biggest Hour, WWF-India Assam State Office organized an evening program at Dighali Pukhuri Park from 7:30 p.m., starting with a Walkathon followed by performances from WWF Volunteers from various institutes. Volunteers from Bharat Scouts & Guides, accompanied by BSG Assam Secretary Smti. Arunima Devi and BSG Teacher Coordinators also participated in the event. Assam Earth Hour Influencer Arghadeep Baruah and his band, Bottle Rockets India, joined the cause and performed during the switch-off using solar lights and candles, mesmerizing the audience beside the beautiful Dighali Pukhuri, creating a unique experience during Earth Hour from 8:30 p.m. to 9:30 p.m.

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