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NEADS's new year greeting through message on climate change



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On the eve New Year, 1st January and the first day of 2021 North East Affected Area Development Society(NEADS) in support of Bread for the World and North East Dialogue Forum(NEDF) organised a campaign on combating climate change at Nimati Ghat which is the gateway of largest river island Majuli which is a heritage site.

The campaign focuses on reducing use of plastic which is one of the major factors behind environmental degradation. With the help of greetings cards which have been prepared by the adolescent girls club of Phesual, Jorhat by recycling waste materials spreading messages on climate changes among the people who have visited Nimati Ghat for New Year retreat. The retreat parties were requested not to pitch the plastic and other non-biodegradable materials into the river and the surroundings.

NEADS, a grass root organization working in Disaster Risk Reduction and Humanitarian Response, Vulnerable Livelihood, Child Protection, Nutrition, Gender Justice and Climate Change, wanted to spread the message on environmental protection to the nook and corner of Assam through this campaign.

“Save River Save Lives” was the tagline of the campaign which is led by Mohan Saikia, Jolly Saikia and their team from NEADS.



Ranjan K Baruah

Citizen Journalist and activist.

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