

WWF, Earth Hour and a decade of Climate Action



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Syed Miraz Ahmed 28 March 2017 Updated 30 Mar 7953 views

[As](#) skylines around the country went [dark](#) on Saturday, March 25, thousands united to celebrate WWF's Earth Hour and shine a light on climate action. Prominent Indian landmarks, Rashtrapati Bhavan, [India](#) Gate, [Red](#) Fort, Charminar and others switched off their lights in solidarity [as](#) individuals, communities and organizations came together to deliver on their potential to help change climate change, the planet's biggest environmental challenge yet.

The Earth Hour [India](#) campaign, "Be an Earth Hour Superhero" focused on inspiring individuals, corporates and other organizations, schools, colleges, RWAs and housing societies to become superheroes for the planet, undertake five simple actions and lend their voices to the world's largest grassroots movement for the environment. WWF-[India launched](#) an interactive Earth Hour game on its portal (earthhour.in), driving home the need to be energy efficient in the daily lives of the people.

The year 2017 marks the tenth [anniversary](#) of Earth Hour which started [as](#) a symbolic event in 2007. The campaign went beyond the traditional "switch-off" and carried with it a conservation message that inspired millions around the globe to stand together and take positive action [against](#) climate change. Earth Hour is mobilizes individuals, communities and organizations globally to do their part to help build a sustainable and greener future.

Speaking during the campaign, Ravi Singh, Secretary General and CEO, WWF-[India](#), said, "[Climate Change](#) is a global concern and needs our immediate attention. Earth Hour, a campaign [launched ten](#) years ago, is a platform that allows people to stand together on climate change and adopt practices that can help us make positive changes and work towards a sustainable future. The participation in the campaign has grown multifold [over](#) the years and is an indicator of the willingness of people across the country to work together to protect the planet and its

resources."

[As](#) every year, this year too Earth Hour [found](#) unprecedented support from all quarters across the country including governments, corporates and organizations, through various innovative Earth Hour events and the switching off of iconic monuments and buildings in [India](#) to mark the movement. Celebrities like Alia Bhatt, Virat Kohli, Amitabh Bachchan, Anil Kapoor, Boman Irani and many others are also lended their voice to the cause, asking people across the country to switch off and adopt sustainable and greener lifestyles for a healthier planet. Some of the organizations that supported the campaign include the Delhi Metro Rail Corporation, BSES, the Taj Group of Hotels, Times Media, E-bay, Vistara, Indigo and others.

In Guwahati, a candle-march was organized [as](#) a part of Earth Hour celebrations at the Dighalipukhuri Park. College students, supporters and the Assam Bamboo Band convened for the switch-off lights campaign. Solar lanterns and LED lights provided by AEDA were used to illustrate 60+ Assam on the ground. Present during the event to support the global cause were [Arup](#) Mishra, Director, Assam Energy [Development](#) Agency, Professor Prasanta Kumar Saikia, Gauhati University and Advisor Professor Ranjit Chowdhury among others. WWF Volunteers at Gauhati University and IIT-Guwahati also observed Earth Hour. WWF-[India](#), in partnership with various other organizations also organised programs in Pobitora, Deepor Beel, Mangaldoi, Nalbari and Goalpara.

The campaign has also received overwhelming support from many government and private organizations across the [state](#) such [as](#) the Gauhati High Court, Assam Tourism [Development](#) Corporation Limited (ATDCL), Assam Power [Development](#) Corporation Limited(APDCL), Assam Energy [Development](#) Agency (AEDA), Office of the Deputy

Commissioners, Commissioner of Police, Office of the [Governor](#), Commissioner of Guwahati Municipal Corporation, Srimanta Sankardev Kalakheta, Rabindra Bhawan, District Library, Assam State Museum, Swami Vivekananda Institute of Art and Culture, [SBI](#), Town Club, [India Club](#), Gauhati Club, and many others

Syed Miraz Ahmed

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