

Celebrating World Day to Combat Desertification on 17th June, 2014

The theme for WDCD 2014 is **"Ecosystem-based Adaptation"** and the slogan is **'Land Belongs to the Future, Let's Climate Proof It'**

The WDCD is observed worldwide on 17 June every year. In 1994, the United Nations General Assembly declared June 17 the "World Day to Combat Desertification" to promote public awareness of the issue. Since then, country Parties to the Convention, organizations of the United Nations System, international and non-governmental organizations and other interested stakeholders have marked this particular day with a series of outreach activities worldwide. For more details visit: <http://www.unccd.int/en/programmes/Event-and-campaigns/WDCD/Pages/WDCD-2014.aspx>

Desertification is defined as "land degradation in arid, semi-arid, and dry sub-humid areas, resulting from various factors, including climate variations and human activity". The WDCD is a unique occasion to remind everybody that desertification can be effectively tackled through strengthened community participation and co-operation at all levels.

Land is a vital resource for producing food, preserving biodiversity, facilitating the natural management of water systems and acting as a carbon store. Yet, globally around 12 million hectares of land are transformed into new man-made deserts every year and one quarter of the world's agricultural land is highly degraded. In India, dry-lands constitute about 69.6 % of the Total Geographical Area (TGA) and 32 % of TGA is affected by land degradation and 25 % undergoing desertification. This reduces the productivity of land and can leave the soil exposed and vulnerable to climatic hazards such as drought. Degradation of land resources is manifested in desertification, soil erosion, secondary salinization and water-logging, to mention a few, and affects one out of three people on Earth.

The WDCD, 2014 highlights the benefits of mainstreaming sustainable land management policies and practices into our collective response to climate change. The emphasis is on sustainable land management that increases both community and ecosystem resilience while improving the human condition particularly in the drylands.

The objectives of the 2014 WDCD are to:

1. Increase attention on land and soil within climate change adaptation
2. Mobilize support for sustainable land management
3. Call for the inclusion of land and soil and their significance in food security into national climate change adaptation policies.

Entries will be judged on the basis of

- Originality of Concept
- Relevance to the Theme of WDCD
- Slogan/Caption
- Other text / data if used
- Layout and Design

The winner of the best entry/entries will be invited to the event to mark WDCD on 17th June at New Delhi, and their contribution suitably recognized.

The MoEF reserves the right to make changes as deemed fit in the original concept/design for development of the final communication product.

Interested individuals/agencies/organizations are invited to send in their entries along with full contact details through email or post at the below mentioned address:

Information Facilitation Centre

Paryavaran Bhavan, CGO Complex, Lodhi Road,

New Delhi- 110003

Phone: 011-24362065

Email: webmaster@ceeindia.org

LAST DATE TO SEND ENTRIES: JUNE 11th, 2014 (till 11.59 pm)