

ਡਾਇਰੈਕਟੋਰੇਟ ਆਫ ਸਕੂਲ ਐਜੂਕੇਸ਼ਨ (ਸੈਕੰਡਰੀ), ਪੰਜਾਬ।
ਐਟ ਪੀ.ਸ.ਸਿ.ਬੋਰਡ ਕੰਪਲੈਕਸ, ਫੇਜ਼-VIII, ਐਸ.ਏ.ਐਸ. ਨਗਰ।
(ਕੋਆਰਡੀਨੇਸ਼ਨ ਸ਼ਾਖਾ)

(email. dpise.coordination@punjabeducation.gov.in)

ਸੇਵਾ ਵਿਖੇ

ਸਮੂਹ ਜਿਲ੍ਹਾ ਸਿੱਖਿਆ ਅਫਸਰ (ਸੈਸੀ), ਪੰਜਾਬ।

ਮੀਮੋ ਨੰ. DPISD - (EDUCATION) 34/2023/542186/2023202934

ਮਿਤੀ 21-07-2023

ਵਿਸ਼ਾ:

WWF-India's Wild Wisdom Challenge 2023- for School students.

ਹਵਾਲਾ:

ਪੰਜਾਬ ਸਰਕਾਰ, ਸਿੱਖਿਆ ਵਿਭਾਗ (ਸਿੱਖਿਆ-6 ਸ਼ਾਖਾ) ਦਾ ਪੱਤਰ ਨੰ. SED-
EDU6011/137/2023-5EDU5/116 ਮਿਤੀ 20.07.2023.

1.0

ਉਪਰੋਕਤ ਵਿਸ਼ੇ ਤੇ ਹਵਾਲਾ ਅਧੀਨ ਪੱਤਰ ਰਾਹੀਂ ਲਿਖਿਆ ਗਿਆ ਹੈ ਕਿ WWF-India ਵੱਲੋਂ Wild Wisdom Global Challenge ਚਲਾਇਆ ਜਾ ਰਿਹਾ ਹੈ ਜਿਸਦਾ theme "Birds of the World" ਹੈ। ਇਸ ਚੈਲੇਂਜ ਵਿੱਚ 6ਵੀਂ ਤੋਂ 9ਵੀਂ ਜਮਾਤ ਦੇ ਵਿਦਿਆਰਥੀਆਂ ਵੱਲੋਂ ਭਾਗ ਲਿਆ ਜਾਣਾ ਹੈ। ਇਸ ਚੈਲੇਂਜ ਸਬੰਧੀ ਵਿਸਥਾਰ ਵਿੱਚ ਪੂਰੀ ਜਾਣਕਾਰੀ ਵੀ ਇਸ ਪੱਤਰ ਨਾਲ ਨੱਥੀ ਹੈ।

2.0

ਆਪ ਨੂੰ ਲਿਖਿਆ ਜਾਂਦਾ ਹੈ ਕਿ ਇਸ ਚੈਲੇਂਜ ਨੂੰ ਕਾਮਯਾਬ ਬਣਾਉਣ ਲਈ ਸਕੂਲਾਂ ਦੀ ਰਜਿਸਟ੍ਰੇਸ਼ਨ ਕਰਵਾਈ ਜਾਵੇ ਅਤੇ 6ਵੀਂ ਤੋਂ 9ਵੀਂ ਦੇ ਵਿਦਿਆਰਥੀਆਂ ਨੂੰ ਇਸ ਵਿੱਚ ਭਾਗ ਲੈਣ ਲਈ ਉਤਸ਼ਾਹਿਤ ਵੀ ਕੀਤਾ ਜਾਵੇ।

ਨੱਥੀ: ਉਕਤ ਅਨੁਸਾਰ

21/7/2023
(ਬਲਜਿੰਦਰ ਕੌਰ)

ਸੁਪਰਡੈਂਟ (ਕੋਆਰਡੀਨੇਸ਼ਨ)

21/11/2023 204 495

July 24.07.2023

ਉਪਰੋਕਤ ੨੫ ਹਜ਼ਾਰ ਸਾਲ ਮੁਕਤ ਮੁਕਾਮ ੬ ਭਾਗ
ਸਿੰਗਲ ਸਾਲ ੩ ੧੨ ਪਿੰਡ ੫੦ ੨) ਪਿੰਡ ਲਾਮ ਪਾਤਲ
ਪਾਤਲ ਬਦਾਇ ਸਾਇ।

ॐ नमो भगवते वासुदेवाय
 श्री कृष्णाय नमः

Government of Punjab
Department of School Education
(Education-VI Branch)

To

Director School Education (Secondary).
Punjab, SAS Nagar, Mohali.

Memo No. SED-EDU6011/137/2023-5EDU6/116

Dated, Chandigarh: 20-07-2023

Subject:- **WWF-India's Wild Wisdom Challenge 2023 for School students.**

Regarding the subject, it is informed that WWF-India has launched the 16th Edition of Wild Wisdom Global Challenge, the theme of which is "Birds of the World". This challenge is open for the students of grade 6th to 9th and the registration of schools is free of cost. Copy of letter of the Ministry of Education, Department of School Education and Literacy is attached.

2. Details of different rounds of the "Global Wild Wisdom Challenge- 2023" are mentioned in the table along with timelines in the attached documents of WWF-India.

3. You are requested to write to the all District Education Officers of the state to encourage participation of school children from grade 6th to 9th for this challenge. The online school registration for this program/challenge is open till 15th August 2023.

4. You are further requested to designate a Nodal Officer from the Directorate, who can be the single point of contact with WWF-India's team For any queries or details Ms. Aarti Dalal, Senior Program Officer, Wild Wisdom Quiz Environment Education could be contacted on the following numbers 011-41504814/15, 011-41504790, Mob. 74280-56770, 89299-90989 and reached out on Email at - adalal@wwfindia.net, and wildwisdom@wwfindia.net.

24/7/23
Dr. Rupanjali Karthik, IAS
Special Secretary to Government of Punjab
Department of School Education

Copy to:- 117
20-7-2023

Ms. Aarti Dalal, Senior Program Officer, Wild Wisdom Quiz Environment Education for information and necessary coordination.

Pl. send a copy to
DPI concerned for
u/a S.O. dated
20/7/23

E.No. 7-29/2023-INS.5
Government of India
Ministry of Education
Department of School Education & Literacy

request put up on file.
20/7/23

Dated the 20th June 2023

- Secretary (School Education) of States/UTs.
The Chairman, Central Board of Secondary Education, Shiksha Kendra, 2,
Community Centre, Preet Vihar, Delhi-110092.
3. The Director, National Council of Educational Research and Training, Sri
Aurobindo Marg, New Delhi-110016.
4. The Commissioner, Kendriya Vidyalaya Sangathan, 18 Institutional Area, S.I.S.
Marg, New Delhi-110016.
5. The Commissioner, Navodaya Vidyalaya Samiti, B-15, Institutional Area,
Sector-62, Noida, G.B. Nagar, U.P.-201309

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

Sr. Madam,

I am directed to forward herewith a copy of e-mail dated 23.5.2023 from
Ms. Ambreen Khan, Senior Manager-Youth & Citizen Engagement, WWF-India, 172-
B, Lodhi Estate, New Delhi on the abovementioned subject and to state that WWF-
India has recently launched the 16th Edition of the Wild Wisdom Global Challenge,
the theme of which is 'Birds of the World'. The challenge is open for students of Class
6th and the registration of schools is free of cost.

WWF-India has requested 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/>. A copy of the brief note
on the programme and last year's report is also enclosed for ready reference.

In this regard, it is requested to encourage participation of children of schools
under your Department/organization in the above said programme.

This issues with the approval of the Competent Authority

Yours faithfully,

(V.N. Shukla)

Deputy Secretary to the Government of India

Encl. As above

6/WWF-6
20/7/23
20/7/23
20/7/23

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

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		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!

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

For more details, contact:

Ms Aarti Dalal

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

Mobile: 011-41504790, 9958982352, 7428056770

Sent: Tuesday, May 23, 2023 11:05:10 AM
Subject: Fwd: WWF-India's Wild Wisdom Challenge for School Students_Request for support

Sd/-
Secretary (SE&L)

AS (LSC)

From: ambreen@wwfindia.net
To: "Sanjay Kumar" <secy.sel@nic.in>
Cc: adalal@wwfindia.net
Sent: Monday, May 22, 2023 4:36:19 PM
Subject: WWF-India's Wild Wisdom Challenge for School Students_Request for support

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,



WWF India Secretariat
Pragati Ganga National
Conservation Centre
172-B, Lod Estate,
New Delhi-110 053
India

Tel: +91-11-2550214/15
Fax: +91-11-25504778
www.wwf.org

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

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Thanking you,

Yours Sincerely,


Anshu Khan
Senior Manager

Mr. Anand Mehta, President
Mr. N. Kumar, Vice President & Finance Treasurer
Mr. Jyotsna N. Gohel, Trustee
Mr. Arun Kumar, Trustee
Ms. Chandra Singh, Trustee
Ms. Vinodini Ranawat, Trustee
Mr. Anil Kumar W. Egar, Trustee
Mr. Gopal Das, Trustee