Chief Education Officer

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

Ref:- Adm. Deptt letter No. Edu-PS/89/2021-11-SED (35605)

Sir / Madam,

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 issue. WWF-India has recently launched 16th edition of the Wild Wisdom Global Challenge in order 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.

In this connection, I am directed to request you to kindly pass necessary directions to all Educational Institutions (Govt. as well as Private) for participation in WWF-India Wild Wisdom Challenge for School Students.

The detailed guidelines for participation in said Challenge are appended with this letter for your perusal.

Yours faithfully,

Divisional Coordinator
Directorate of School Education Kashmir

No: DSEK/CEW/WWF/
Dated: 06/2023

Copy to:
1. District Nodal Officer ________ (all) for information.
2. District Cultural Coordinator, ________ (all) for information.
3. P.A to DSEK for information of Director School Education Kashmir.
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:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Rounds</th>
<th>Brief Description</th>
<th>Tentative Timeline</th>
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<tbody>
<tr>
<td>1</td>
<td>Classroom challenge</td>
<td>Register your school on <a href="http://academy.wwfindia.org/wildwisdom/">http://academy.wwfindia.org/wildwisdom/</a> and engage all students (6th-9th) in conduct classroom level quiz round for all students from (6th-9th grade)</td>
<td>July- August, 2023</td>
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<td></td>
<td>(On-ground)</td>
<td>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</td>
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<td></td>
<td></td>
<td>Nominated students will join the next round digitally</td>
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<tr>
<td>2</td>
<td>School Challenge</td>
<td>Top 30 Qualifying and nominated students from each school will join the challenge digitally</td>
<td>October, 2023</td>
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<tr>
<td></td>
<td>(Digital mode)</td>
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### School with the highest score will qualify and be eligible to participate in the state level rounds.

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<tr>
<th></th>
<th>State level round (On ground)</th>
<th>Oct-November 2023</th>
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<td>3</td>
<td>Eligible schools/students from each state will compete with each other at the on-ground State level rounds.</td>
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<th>National Level (Digital mode)</th>
<th>November, 2023</th>
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<td>4</td>
<td>Top winning school (represented by two students) from each state will participate in the online National level round.</td>
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<th>International Level (Digital mode)</th>
<th>December, 2023</th>
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<td>5</td>
<td>National level winner will represent at the International Finale</td>
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### 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. 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/](http://academy.wwfindia.org/wildwisdom/)

### Registration timeline

Registrations will be open till 15th August, 2023!

Website: [http://academy.wwfindia.org/wildwisdom/](http://academy.wwfindia.org/wildwisdom/)

For more details, contact:

Ms Aarti Dalal

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