



# **Launching of Nishorgo**

**The Protected Area  
Management Program  
of Forest Department  
Ministry of Environment & Forests**



## From CTFR to Nishorgo

- Formerly known as Co-management of Tropical Resources (CTFR).
- The process of identifying a name, logo & slogan started in August 2003
- In September, IRG developed initial set of logos and names
- The FD asked to organize national naming competition.
- FD asked to explore additional options for a logo.
- A nation wide competition was arranged for the students up to college level or 18 years old



# The Naming National Competition

- Advertisements were published in - Daily Star and Prothom Alo on 10<sup>th</sup> October, 2003.
- Criteria for submissions:
  - Bangla Name and could not exceed two words
  - Attach one page long summary why the name is suitable.
- More than 250 submissions received
- Naming Selection Committee was constituted by senior Forest Department & USAID personnel
- The members met twice on November.
- Reviewed & scored against the following criteria, using a five point scale:
  - Attractiveness and catchiness - Relevancy and meaningfulness
  - Ease of pronunciation - Overall rating.
- Results were tabulated & on 2nd meeting members decided the winner & the four runners-up.
- Before finalizing, Focus Group Discussions (FGDs) were arranged on 1<sup>st</sup> week of December.



## Name, Logo & Slogan for the program

- The winner is a student of 18 years old from the Jhenaidah

Winner: নিসর্গ

1st Runner Up: মায়াবন

2<sup>nd</sup> Runner Up: বনাশয়

3<sup>rd</sup> Runner Up: নির্জর

4<sup>th</sup> Runner Up: তৃপাবন

- The winners were awarded on the launching ceremony
- IRG with its Team Member CODEC developed 9 additional logo from which final logo was chosen
- Forest Department in October selected the slogan for the program -  
“*We will save the forestry for the future generation*” or “আমরা প্রকৃতিকে  
বাঁচাবো আগামী প্রজন্মের জন””



# Launching Ceremony at Bhawal National Park

- On January, FD requested ministry for confirming the Launch ceremony
- The formal launching took place on February 24, 2004
- Hon'ble Minister of Environment and Forests, unveiled the logo and formally launched the program
- Hon'ble Minister in his speech announced the pilot sites and described the components of the program





# Launching Ceremony at Bhawal National Park

- His Excellency US ambassador in his speech stressed on co-management & promised support for this govt. initiative
- The PA managers were recognized in the program for their efforts
- The whole program was arranged in the midst of scenic beauty of Bhawal National Park
- The program were widely publicized in TV channels and the newspaper.





**Thank you!**