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 10th 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 1st 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
  2nd Runner Up: বনাশয়
  3rd Runner Up: নিজর
  4th Runner Up: ভুপাবন

- 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 “অমরা প্রকৃতিকে বাঁচাবো আগামী প্রজননের জন্য”
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!