



Green Rajasthan Campaign

Why in News?

The Rajasthan government has set a target of **planting 10 crore trees** in the financial year **2025-26** under the **"Hariyalo Rajasthan Abhiyan"** .

Key Points

- **About the campaign:**
 - **The Hariyalo Rajasthan campaign was** launched on **7th August 2024** on the occasion of [Hariyali Teej](#) .
 - The Chief Minister of the state launched this campaign by planting a **Peepal tree at Gahota in Dudu district** .
 - Inspired by the '[Ek Ped Maa Ke Naam](#)' campaign, the state government has set a target of **planting 50 crore saplings** in the next five years under '**Mission Hariyalo Rajasthan**' .
 - Under this, **7 crore saplings** were planted in **the year 2024-25** .
- **Objective**
 - **Making Rajasthan green** and **expanding the forest area** .
 - **Protecting the environment** and **maintaining climate balance** .
 - **Conservation of biodiversity** and creating a better **ecosystem** for wildlife .
 - To make tree plantation a mass movement by ensuring **participation of local communities** .
 - **Preventing desertification** and promoting **soil conservation** .

Ek Ped Maa Ke Naam Campaign

- **About:**
 - This is a special nationwide tree plantation drive, launched by the Prime Minister on the occasion of **World Environment Day on 5th June 2024** .
 - Under this campaign, people are encouraged to **plant a tree as a symbol of love, respect and honour** towards their mother and also take a pledge to protect the **trees and Mother Earth**.
- **Objective:**
 - The aim of this campaign is to **prevent land erosion and ensure ecological restoration of degraded lands** .
 - Apart from this, environmental protection and green cover have to be promoted.
 - It aims to plant 80 crore trees by September 2024 and 140 crore trees by March 2025
- **Strategy:**
 - The campaign is based on the **concept of "Whole of Government" and "Whole of Society"** , which encourages collective efforts to revitalize India's green cover through active participation of citizens, communities and local administration.

