



WWF

REPORT

IND

2015



Ministry of Earth Sciences
Government of India



discovery kids

WILD WISDOM QUIZ 2015







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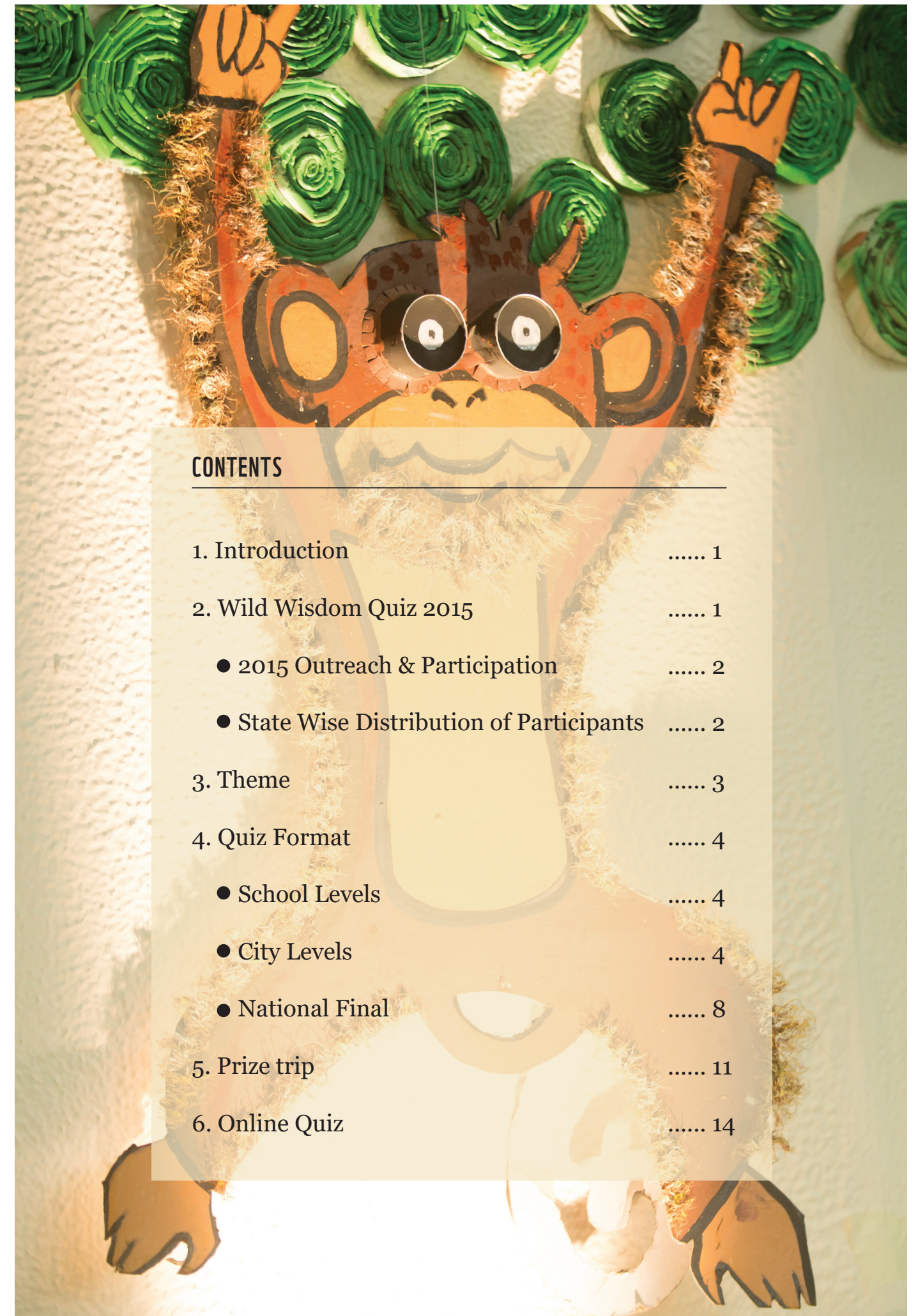
Mohammad Abbas,
Abhishek Kumar, Sakhi
& Nishchay

REPORT COMPILED & EDITED BY:

Kanupriya Sharma,
Environment Education
Division, WWF-India

REPORT DESIGNED BY:

Aparajita Zadoo



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1. INTRODUCTION

WWF-India started the Wild Wisdom Quiz in 2008 with the objective of raising awareness about India's wildlife and environment amongst young students and inculcating a sense of pride in them towards the country's rich natural heritage.

The Quiz is an ideal medium and engagement platform to reach out to young minds at an early stage in their life, and embed the seed of environment conservation through a fun filled and interactive learning experience. With a humble beginning from just one city in India, the quiz has over the years spread its roots in the remotest parts of the country.

For any young student who wants to test his/her knowledge on wildlife and the environment, the Wild Wisdom is the Ultimate Quiz to take. This year, Discovery Kids partnered with WWF-India and it was also supported by the Ministry of Earth Sciences, Government of India. Chrysalid Outdoors, Puffin India and Sony also lent their support for the prizes.

2. WILD WISDOM QUIZ 2015

The eighth edition of the Wild Wisdom Quiz in 2015 saw a record-breaking participation. A total of over 34,834 students registered pan-India for the quiz in the three different categories-junior, middle and high school.

The total number of schools reached out to was approximately 10,000 out of which 455 participated from 15 states.

The numbers also stand as a testament of the inclusivity that the quiz tries to maintain by reaching out to students from varied backgrounds - private and government schools.

This year, the Chairman of Kendriya Vidyalaya supported the quiz that enabled us to reach out to 1134 KVs all over India. 1500 students from 65 Kendriya Vidyalayas across the country participated in the quiz in the junior and middle school category.

Some of the KVs that participated are Bacheli (Chhattisgarh), Guna (MP), Shahjahanpur (UP), Khargone (MP), Balaghat, Harda (MP), Ponda (Goa), Salboni (West Bengal), Palakad (Kerala), Ferozepur Cantt (Punjab), Dindigul (Tamil Nadu), Sivasagar (Assam), Bina (MP), Madurai, Jalalabad (Punjab).

2015 OUTREACH AND PARTICIPATION



Figure 1
Map of India showing the 15 cities that participated in the Wild Wisdom Quiz 2015

Outreach of more than 10,000 schools pan-India (CBSE, ICSE, KVs and State Boards)
15 Cities have held state level events of the quiz | Current participation pan-India : 26,000 students

STATE WISE DISTRIBUTION OF PARTICIPANTS

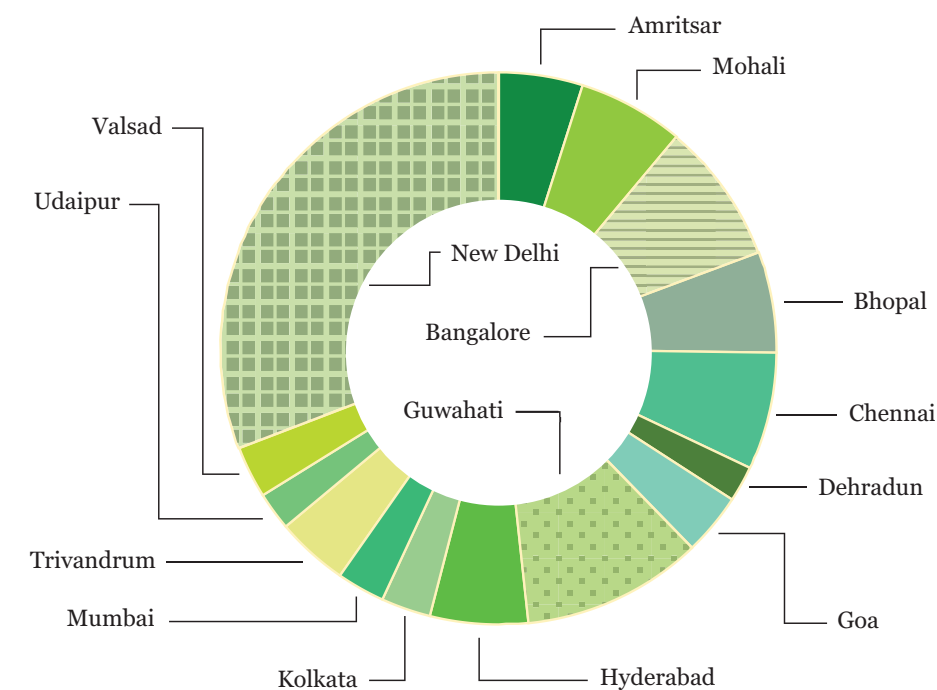


Figure 2
Pie chart showing the state wise distribution of Wild Wisdom Quiz participants in the Junior and Middle School category

3. THEME

Like every year, the quiz aims to test the students' knowledge about a particular theme along with that on biodiversity, flora and fauna.

In 2015, the theme was 'Secrets of the Soil' based on the UN's Declaration of 2015 as the Year of soils.

The quiz highlighted soil as an essential element for the persistence of life on earth / an element essential for life on earth. Thirty per cent of the questions in the quiz were related to soil, soil types, organisms, animals plants found in soil and other soil characteristics.

The names of the five teams this year were animals and birds that are closely linked to soil. They were:



Figure 3
Names of participating teams were based on these animals and birds

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4. QUIZ FORMAT

The quiz is conducted at three levels - school, city and national as follows:

School Level

- MCQ - 15 minutes
- Top 2 scorers from each Junior and Middle move to the City level



City Level

- Elimination round - top 5 teams move to the final PPT round
- Junior level culminates; middle school winners move on to National Final



National Level

- Teams from 15 cities compete at New Delhi
- Elimination round - top 5 teams move to the final PPT round
- Top 3 teams win the outdoor prize trip

Figure 4
Three levels of Wild Wisdom Quiz 2015

There were six rounds in the final quiz

SCHOOL LEVELS

445 schools pan-India conducted school levels in the month of July and August. Two top scorers from Junior and Middle school categories were chosen to represent their schools at their respective city levels.

CITY LEVELS

The City Levels were held in August and September 2015. On an average, 30 schools participated in each city level event. For Junior category, the quiz culminated at this level whereas for Middle school students, one team represented each city at the National Finals.

JUNIOR LEVEL WINNERS FROM 15 CITIES ARE AS FOLLOWS:

City/State	School	Name of Students
Amritsar	DAV International, Amritsar	Vaibhav and Ishaan
Guwahati	Maharishi Vidya Mandir, Rajgarh	Mohixit Goswami and Abhinandarupa Mahanta
Dehradun	Pinewood School	Yuvraj Singh Pundir and Ali Kazmi
Valsad	Anand Vidya Vihar, Vadodra	Radha Erande and Ansh Khandelwal
Hyderabad	Delhi Public School, Hyderabad	Adithya Ananth and J. Jayansh Aditya
Bhopal	Delhi Public School, Kolar	Paridhi Srivastava and Rishab Kothari
New Delhi	Scottish High School	Susheel Shenoy and Indra Deshmukh
Chennai	Delhi Public School, Chennai	Dnanesh Aravind G and Akash Shanmugam
Udaipur	St. Anthony School, Sector 4, Udaipur	Arishta Jain and Sanvi Jha
Mohali	St. Kabir School, Chandigarh	Simarpreet Singh and Jaiveer Singh
Mumbai	Bombay Scottish	Arya Rojekar and Rehaan Tahiliani
Kolkata	Kendriya Vidyalaya, Shalboni	Neha D.S. Reddy and Spandan Koyorhi
Goa	Mushtifund High School, Panjim	Paras Kakodkar and Vaishnavi Potekar
Bengaluru	National Public School, HSR	Pohar and Atulya
Thiruvananthapuram	Bhavan's Vidyamandir, Ochi	Abhishek P and Ishitha Praveen

Figure 5
Junior Level winners of
Wild Wisdom Quiz 2015

WINNERS & PARTICIPANTS FROM 15 CITIES OF WILD WISDOM QUIZ 2015 CITY LEVEL COMPETITION:





Goa



Udaipur



Kolkata



Thiruvananthapuram



New Delhi



Mumbai



Dehradun



Bengaluru

NATIONAL FINAL

After successfully conducting the city levels, the National Final was held at New Delhi on 7 October 2015 and was hosted by our brand ambassador, Arjun Kapoor.

15 teams representing the 15 states attended the event and took part in the elimination round. The top five teams from Chennai, Hyderabad, Amritsar, Mumbai and Goa then battled it out for the Grand Title.

City/State	School	Name of students
Chennai	Vidya Niketan Public School, Coimbatore	P. Shriman and R. Avnish
Guwahati	Don Bosco School, Guwahati	Kaustav Kalita and Bhraaz Kashyap
Bengaluru	Bishop Cotton School	Anirudh Kota and Aditya Gupta
Goa	Jnyan Vikas Academy	Aydan Rangel and Siddhant Uday Govekar
Hyderabad	Teja Vidyalaya	G. Gokul Sai and T. Pavan
New Delhi	ASN Sr Secondary School, Mayur Vihar	Aryashree Bannerjee and Dhriti Bindra
Valsad	Anand Vidya Vihar, Vadodra	Adisha Sheikh and Satchit Bhatt
Dehradun	The Doon School	Vansh and Chetan
Udaipur	Presidency School, Ajmer	Akshit Rathi and Vedant Maheshwari
Bhopal	St Joseph Convent Girls School, Idgah Hills	Anshita Raj and Kriti Paliwal
Thiruvananthapuram	Bhavans Vidya Mandir, Thrissur	Kum Gowri G Gokul and Sreeram Madhavan
Mumbai	IES Manik Vidya Mandir	Tejbir Khalsa and Sanya Wadke
Amritsar	Heritage School, Jammu	Sajjal Rana and Sparsh Jandial
Kolkata	Delhi Public School, New Town	Fayez Sarkar and Indranil Basu
Mohali	Delhi Public School, Chandigarh	Gursimar Singh and Aditya Prasad

Figure 6
The names of participants representating respective city/state and schools in National Level Quiz

The event began with a welcome address by Ms. Radhika Suri, Director of the Environment Education division and Mr. Rahul Johri, Executive Vice President and General Manager of Discovery Kids, South Asia Division also addressed the participants.

She spoke about the positives of being involved with WWF through the quiz and the opportunities it can open up, *“You are all now ambassadors of conservation and even something as little as you spreading awareness about these issues counts. The future is in your hands now. When you grow older and step into your respective professions, you can all contribute by choosing a green career. If you’re interested in being a journalist - be an environmental journalist, if you want to be a scientist - be a wildlife scientist and if you want to be a lawyer - be an environmental lawyer”!*

The finalists were then shown a movie of the Wild Wisdom Quiz 2015 journey leading up to the finals. The elimination round followed and teams from IES Manik Vidya Mandir, Jnyan Vikas Academy, Vidya Niketan Public School, Teja Vidyalaya and Heritage School reached the final stage round.

The quiz had six rigorous and informative rounds in which the teams battled neck-to-neck for the top spot giving each other tough competition. Arjun Kapoor and the audience were awestruck by the amount of knowledge these students possessed about wildlife and the environment.

The teams that emerged as the final winners of the Wild Wisdom Quiz 2015 are as follows:

- 1st position – P. Shrman and R. Avnish from Vidya Mandir, Coimbatore
- 2nd position – G. Gokul Sai and T. Pavan from Teja Mahavidyalaya, Hyderabad
- 3rd position – Sajjal Rana and Sparsh Jandial from Heritage School, Jammu



Figure 7
The set made of recycled material received great appreciation

This year, a novel concept was used in creating the set for the National Final. An attempt was made to incorporate the ideology of the 3 Rs’ – reduce, reuse and recycle. The set was entirely made out of recycled material like newspapers, bottle caps, ropes, wires, egg shells, used CDs and received great appreciation.

The quiz ended with the prize distribution ceremony with Mr. Ravi Singh, CEO and Secretary General who said, *“We are extremely proud of all the students who have qualified for the finals. The amount of knowledge they possess about nature and their surroundings gives us hope for a better future. It is children such as these whom we envision to be future conservationists. The Wild Wisdom Quiz is an initiative towards sensitizing and bringing about awareness in students and other groups about flora, fauna and the various issues in conservation that are so vital to our knowledge and our world.”*



Figure 8 & 9
Left: One of the winning teams of Wild Wisdom 2015
Right: Brand Ambassador Arjun Kapoor hosting the quiz

The top three teams won an all paid trip to Tirthan River Valley, Himachal Pradesh.

Tejbir and Sanya from IES Manik Vidya Mandir, Mumbai and Aydan and Siddhant from Goa who finished at 4th and 5th position respectively won branded headphones, goody bags from WWF-India and Puffin books which included a signed copy of Ruskin Bond’s Uncles, Aunts and Elephants.

The event was covered in all major national television and print media. Arjun Kapoor had one-on-one sessions with journalists and he spoke about how he feels great about associating with WWF-India as a brand ambassador and spreading their message about conservation. He further lauded the quiz for being a great learning tool for introducing and enhancing children’s knowledge about the natural world.

The event coverage went in the following dailies:

Hindu	Statesman	Pioneer	Navbharat Times
Dilli Aajtak	Times Now	News X	India News
NDTV	IANS	ANI	

5. PRIZE TRIP

The top three winning teams were taken on a 3D/2N trip to Tirthan River Valley in Himachal Pradesh.

The top three winning teams were taken on a 3D/2N trip to Tirthan River Valley in Himachal Pradesh. The trip was sponsored by Chrysalid Outdoors. It aimed at bringing students closer to nature and to pique their interest in conservation by making them experience nature first-hand, the trip was a fitting prize for the Wild Wisdom winners.

The students, teachers and the Wild Wisdom team started for the camp after the National Final on 7 October 2015.

After a 13 hour journey, everyone was served breakfast at the camp on arrival. The first day was an adventure filled day that began with bouldering. The children were made to wear protective gear and climbed big rocks. This was followed by a trek to a nearby waterfall.

The trek was steep and tiring but the children felt rejuvenated after spending some quality time at the waterfall. The group then made its way back to the camp and the night ended with a reflective session where everyone shared their thoughts on their experience of the first day.

Day 2 was the highlight of the trip as the group undertook a 16 km long trek to the Great Himalayan National Park. The professionals at the camp gave them tips on how to walk, how to stay hydrated during the trek and on what to look out for.

While making the ascent up to the park, the children were asked to be silent in order to feel more in touch with nature and to feel the experience more deeply. They observed species of trees, plants and insects and kept documenting it along the way.



Figure 10
The students documenting their observations in their journals



Figure 11
At the entrance of the Great Himalayan National Park

In the reflective session, they all discussed their observations and what all they had seen through the day. The experience was an eye-opener for all and the winners shared how their senses were active and heightened as a result of keeping silent and they effectively communicated their thoughts with each other. They felt that their observation skills had undergone a change and improved. The night ended with group activities like an informal dance competition and then everyone sat together and observed the night sky.



Figure 12
Students talking to the forest guard

The last day of the trip ended on a high adrenalin note with cliff jumping. The kids were made to wear life jackets and tied to a harness rope before they plunged into the icy cold waters of the Tirthan river. This experience was an exhilarating one not just for the students but even for the members of the Wild Wisdom team.

The adventure activities organized by Chrysalid Outdoors taught the students certain life skills. It proved to be a novel experience for these children who belong to today's time and age and lead plugged in lives in the confines of their homes. It gave them an opportunity to break out of those shells and has probably provided them with a new sense of achievement and a boost of confidence that will help them in their daily lives.

The games that they participated in were focused on team building and the synergy between the different age groups was also an interesting one to observe.

During the day, the children were taken to a Botanical Garden where they saw various endangered plant species, medicinal plants and plants that are used in making products we use in our day-to-day lives.

They even had the opportunity to meet a forest guard and interacted with him. They were eager to know about his training, the work he does and the challenges that they come across. This allowed them to delve into a real world perspective of the kind of professions that exist in different geographies and helped them in getting a more expansive world view.

Hence, the whole trip provided a well rounded and holistic outdoor experience that the students will cherish for a long time.



Figure 13
The winners, Wild Wisdom team and Chrysalid camp guides at the camp site

'The Wild Wisdom quiz trip to Tirthan was a lot of fun and we learnt a lot. We experienced nature in a different way. The activities at the camp like cliff jumping were very exciting. The quiz is a very good way of learning about our country, the world and its natural wonders. Seeing it up close makes me want to preserve it even more.'

- Sparsh, Heritage School, Jammu

6. ONLINE QUIZ

The second phase of the Wild Wisdom Quiz 2015 was held in an online mode for students of classes 9, 10, 11 and 12.

A total of 9725 students registered in this category that was held between 31 October and 7 November 2015. Out of this, 8584 were students from Kendriya Vidyalayas across India. These students were given vouchers that entitled them to register for free in the quiz.

This move was well received by the Kendriya Vidyalaya Sangathan as an attempt to include students who belong to less financially sound backgrounds.

The Quiz was conducted over three elimination levels. Students move up each level by attaining a certain pass percentage.

The winners of the Online Quiz are as follows:

- 1st Sayed Mohammad Hashmi, Little Flower High School
- 2nd Krishna S. Girish, National Public School, HSR
- 3rd Aniket Mishra, Arwachin International School
- 4th Kirti Singh, Kendriya Vidyalaya Jalahalli (West)
- 5th Swastik Sourjeet, Kendriya Vidyalaya Jalahalli (West)
- 6th Madhu Verma, Kendriya Vidyalaya Jalahalli (West)

The first three winners won Sony Xperia phones, the students who came 4th, 5th and 6th received Sony Point and shoot cameras.

THE ONLY NATIONAL WILDLIFE QUIZ

Being the only national wildlife quiz in India, the Wild Wisdom Quiz is the only competition in India that lays stress on deepening one's relationship with nature

OBJECTIVE

To instill a sense of concern for the natural world and sow the seed of conservation in the minds of young children

THEME

Based on United Nation's declaration of 2015 as the Year of the Soil, the theme for the quiz was 'Secrets of the Soil'

OUTREACH

In it's 8th annual edition, the Wild Wisdom Quiz saw participation from 35000+ students pan-India

CITIES

Apart from the 15 cities where the quiz was held, participants came from remote areas of the country like Shahjanpur (Uttar Pradesh) and Dindigul (Tamil Nadu)

UNIQUE PRIZE

The top three teams won an adventure trip to Tirthan River Valley, Himachal Pradesh



Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.wwfindia.org

WWF-India
172-B Lodhi Estate
New Delhi 110003