

## GOVT INVITES PARTICIPATION FOR GREEN GOA CLEAN GOA CAMPAIGN

Panaji: June 10, 2026

The Government has invited active participation from Panchayats, Municipalities, Biodiversity Management Committees (BMCs), Self-Help Groups (SHGs), educational institutions, Government departments, corporate organisations, NGOs and community groups in the ongoing 90-Day Green Goa, Clean Goa Campaign, launched on June 05, 2026 on the occasion of World Environment Day.

The campaign, inspired by the vision of Prime Minister Shri Narendra Modi "Ek Ped Maa Ke Naam" movement, seeks to strengthen Goa's green cover through collective action, environmental stewardship and large-scale plantation activities across the State.

As part of the campaign, Meri LiFE Portal (<https://merilife.nic.in>) will be the official digital platform for documenting and monitoring plantation activities undertaken during the campaign. The portal will enable transparent tracking of contributions made by Panchayats, Municipalities, Biodiversity Management Committees, Self-Help Groups, Government Departments, educational institutions, corporate organisations and other participating bodies.

Participating organisations are encouraged to register on the portal and upload details of plantation drives, geotagged photographs, videos and other relevant information pertaining to their activities under the Green Goa, Clean Goa Campaign. The portal provides a structured mechanism for recording plantation efforts and creating a comprehensive database of environmental initiatives undertaken across the State.

As per the guidelines of the Meri LiFE platform, organisations may register through the Central/State Ministry and Department section or through the designated field office registration facility. Registered institutions may nominate nodal officers who can upload plantation reports, photographs, videos and activity details directly onto the portal. The platform also facilitates location-wise reporting of plantation activities in both urban and rural areas, ensuring accurate documentation of contributions.

To encourage wider participation and acknowledge outstanding performance, the Government will confer awards and recognition on organisations and institutions that make significant contributions during the campaign. The awards will be presented on 19th December 2026.

The categories identified for recognition include: Panchayat achieving the highest number of plantations within its village jurisdiction; Municipality achieving the highest number of plantations within its municipal area; Successful conversion of barren or degraded land into productive fields, orchards or forest cover; Biodiversity Management Committees undertaking the highest number of plantations and conservation initiatives and Self-Help Groups (SHGs) carrying out plantation activities and developing green patches within their areas of operation.

The initiative seeks to increase tree plantation but also to promote long-term ecological restoration, community ownership of green spaces and sustainable environmental practices. Special emphasis is being placed on native and indigenous species suitable to Goa's ecological conditions, ensuring greater survival of plantations.

The Government has also made arrangements to ensure easy availability of saplings for plantation drives across the State. Saplings can be obtained from the designated Forest Department nurseries and distribution centres.

The Green Goa, Clean Goa Campaign represents a Jan Bhagidari towards enhancing Goa's green cover. The Government remains committed to encouraging community participation and recognising that a collective effort contributes towards building a greener and more sustainable Goa.

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