



OUTCOME DOCUMENT

'SDG ONE STOP DESTINATION' AT HORNBILL FESTIVAL

December 1-10, 2022

Background:

Hornbill Festival, the Festival of festivals, is organized in Kisama Heritage Village every December (from the first to the tenth) by the Tourism and Art & Culture Departments, Government of Nagaland to revive, protect and display the rich culture, tradition, and heritage of Nagaland attracting a large number of tourist across the globe. The festival attracts many tourists from India and abroad every year.

The Sustainable Development Goals Coordination Centre (SDGCC) of the Planning & Coordination Department, Government of Nagaland has been setting up an 'SDG One Stop Destination' at the Hornbill Festival consecutively for two years now since 2021. However, the Hornbill Festival 2021 was called off on the fifth day due to some tragic developments in the state.

Objective:

To engage and enable citizens on SDGs, encourage sustainable action through interactive drivers such as games, quizzes, and various competitions while reiterating the core of Nagaland for SDGs and how they link with Naga culture and heritage through transformative results at scale by 2030.

Overview and Outcome of 'SDG One Stop Destination 2022'

The SDG pavilion entails an eco-friendly booth design, interactive exhibits, film screenings, pledges, and novelty. Surprisingly many participants were aware of the SDGs and appreciated the government's initiative of the 'SDG One Stop Destination'. Even social media and media coverage was extensive and thus reflects the growing interest in emerging conscious souls for SDGs as well as a sustainable and inclusive society. There were provisions of SDG merchandise or goodies for the winners such as Hoodies, T-shirts, fridge magnets, pens, diaries, pens, car stickers, and bags. Just the sound of the SDG merchandise or goodies brought many people to participate in the games. While waiting in line for the photo booth and games, the SDG mascot and SDGCC team engaged guests for the pledge and oriented them on SDGs. There were curious questions and insightful responses from the audience on the functionality of SDGs in Nagaland and across India.

A green Christmas corner was displayed with an eco-friendly Christmas tree and decorations. The key idea of the Green Christmas Campaign is to incorporate small changes and considerations into our normal routine- think about the items we buy, how we use them, and how they are disposed of. to promote sustainability for the upcoming festival season.

Furthermore, an on-spot painting competition on SDGs with the theme ‘Nagaland for SDGs’ was organised on December 3, 2022, as a creative way for the audience to express their views on and their understanding of SDGs. The participants were given the liberty to depict their own experiences with sustainable development and use elements of Naga culture and tradition. More than 10 participants of diverse age groups across India participated in the contest. There were goodies for all the participants and the first three winners were awarded SDG hampers and certificates.

Talking about social media and media campaigns, apart from postings from SDGCC social media handles, there were posts from leading government bodies and organisations such as the Ministry of Development of North-eastern Region, my gov Nagaland, Department of Information and Public Relations, Department of Tourism, UNDP India and global handle and other individual posts from SDG enthusiast.

While most of the planned initiatives turned out better than the expectation, the response to the innovative suggestions from the audience to impact SDGs was less satisfactory. However, there were overwhelming collaboration queries from NGOs, organisations, forums, and potential entrepreneurs from across India who showed their interest to be a part of the Nagaland SDG revolution.

Best Practice:

The most interesting part of the pavilion was the newly launched SDG Mascot, a soft teddy with an SDG belly that attracted not only children and adolescents but people of all ages. The mascot interacted with the audience by greeting them, dancing, clicking pictures, showing the SDG film, and introducing the SDGs through the goal-wise cubicles. The long queues to click pictures with the mascot and generous tags on social media through Instagram stories turned out as one of the best practices so far to engage with the audience, followed by the photo booth, SDG games, and SDG quizzes.

Way Forward:

In view of the fact that every individual contributes significantly to the emergence of sustainability challenges in their everyday lives, moving forward efforts shall be made to sufficiently sensitize the community and promote responsible on-ground action across the state. As a way forward for Hornbill Festival 2023, the following recommendations may be considered to accelerate the dissemination of SDGs, and encourage and educate the public to take fruitful on-ground actions:

- Sponsoring and screening the SDG films and SDG logo on the main arena stage of the festival venue;
- The entire festival could be themed around the SDGs making Nagaland’s commitment towards the SDGs.

The SDGCC action plan commits to a “Decade of Actions”, and state, district, and village-level efforts to “promote awareness-raising actions on the SDGs and their underlying values” through collective action. In cooperation with education, business, civil society, private sectors, and the media, the government is committed to setting up initiatives for the dissemination of SDGs by enabling innovation, local leadership and ownership, and sustained efforts towards transformative results as per the Nagaland SDG Vision 2030.

HIGHLIGHTS

6000+
Visitors

2000+

Participants played games, Quizzes
and contests related to SDGs



25 +

Regional media
stories published

Top **5** most engaged activity

1 SDG mascot

2 Photo booth

3 SDG snake and ladder game

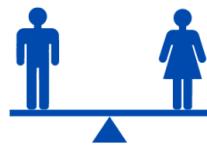
4 SDG puzzle game

5 SDG quizzes



INSTAGRAM
was the most engaged
social media platform with
60,000 + Impressions

#NagalandForSDGs
#LeaveNoOneBehind



Equal representation of gender
across all the activities

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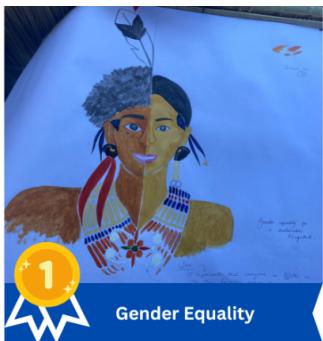
'I am very happy to know that the SDG Coordination Centre of the Planning & Coordination Department has been hosting 'SDG One Stop Destination' since 2021 at Hornbill Festival to disseminate Sustainable development Goals (SDGs) in an innovative way through various activities. And I hope it will go a long way in educating and encouraging fruitful on-ground actions for every citizen towards the Agenda 2030'

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Shri Neiba Kronu

Minister of Planning & Coordination, Land Revenue
and Parliamentary Affairs, Government of Nagaland

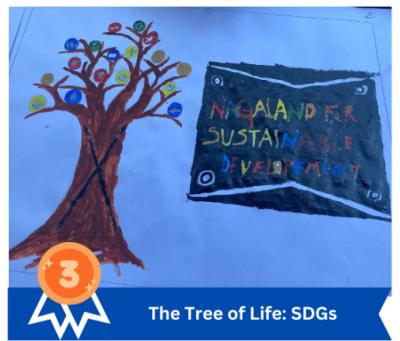
Painting Competition



1
Gender Equality



2
Nagaland for SDGs



3
The Tree of Life: SDGs

Glimpse of 'SDG One Stop Destination' at the Hornbill Festival 2022





MEDIA COVERAGE LINKS

1. [SDGCC to have 'SDG One Stop Destination' at Nagaland Hornbill Festival | Ukhru Times](#)
2. ['SDG One Stop Destination' of the Planning and Coordination Department at Hornbill Festival 2022 | DIPR Nagaland-Department of Information & Public Relations, Nagaland](#)

3. ['SDG One Stop Destination' at the Hornbill Festival 2022 \(indigenousherald.com\)](#)
4. ['SDG One Stop Destination' At Hornbill Festival - Nagaland Page](#)
5. ['SDG One Stop Destination' at Hornbill Festival 2021 | morungexpress.com](#)
6. [Hornbill Festival: 'SDG One Stop Destination' to be set up at Kisama | MorungExpress | morungexpress.com](#)
7. [Hornbill Festival nung 'SDG One Stop Destination' ayonger | Tir Yimyim](#)
8. [Painting Competition As Part Of 'SDG One Stop Destination' Held - Nagaland Page](#)
9. [SDGCC to have 'SDG One Stop Destination' during Hornbill Festival | The Hills Times](#)
10. [Painting Competition as part of 'SDG One Stop Destination Held | DIPR Nagaland-Department of Information & Public Relations, Nagaland](#)
11. [Painting on SDG held at Kisama | Eastern Mirror](#)