

Outcome Document

‘SDG One Stop Destination’ at Hornbill Festival

December 1-10, 2023

Background:

Held annually in December from 01st – 10th, the Hornbill Festival is a cherished cultural extravaganza organized by the Department of Tourism and Art & Culture, Government of Nagaland. The festival takes its name from the hornbill, a bird of profound cultural significance deeply embedded in the folklore of the State’s indigenous tribes. Its primary objective is to rekindle and safeguard Nagaland's vibrant cultural heritage while showcasing its grandeur and traditions.

Every year, the Hornbill Festival attracts a diverse and extensive audience, including both residents and visitors from various parts of the world. In 2022, the Hornbill Festival’s footfall recorded 1,40,299 visitors (including 1026 foreigners, 48,413 domestic tourists, and 90,860 locals) which surpassed previous years.¹ Utilizing this platform for Sustainable Development Goals (SDGs) dissemination ensured that a diverse range of people, encompassing various backgrounds and perspectives, were exposed to these vital global goals.

From 2021, the Sustainable Development Goals Coordination Centre (SDGCC) of the Planning & Transformation Department, Government of Nagaland set up an 'SDG One Stop Destination' pavilion at the Hornbill Festival consecutively for three years. Considering the prior success of this initiative in 2021 and 2022, there was a strong rationale for its continuation in 2023, incorporating new and inventive strategies to communicate the SDGs. This unique setup allowed festival attendees to understand, pledge, and engage with the SDGs, turning it into an enriching educational experience amidst the cultural festivities.

Objectives:

- To foster greater awareness about these vital global targets.
- To engage and enable citizens on SDGs, encourage sustainable action through interactive drivers such as games, quizzes, and various activities.
- To facilitate the interlinking of Naga cultural identity with the broader scope of the SDGs, the endeavor aspires to demonstrate the inherent compatibility between local heritage and global sustainability, fostering a harmonious, inclusive and informed approach towards meeting the SDGs.
- To create an immersive and educational experience that emphasizes the importance of the SDGs in building a more sustainable, equitable, and prosperous future.

¹ <https://www.indiatodayne.in/nagaland/story/nagaland-140299-footfall-recorded-hornbill-festival-2022-482014-2022-12-11>

Outcome:

The SDG pavilion offered an extensive educational experience for visitors through activities such as engaging games and quizzes, photo booth, video screenings, mascot interactions, and pledge commitment, providing comprehensive resources on the 17 SDGs. Through these interactive displays and presentations, participants learned about the SDGs and actively engaged in dialogues around their practical application and impact on society.

The inclusion of 'Interaction with Differently Abled Children' as part of the 'SDG One Stop Destination' during the Hornbill Festival 2023 significantly contributed to fostering inclusivity and deepening the understanding of diverse abilities. This thoughtful addition enhanced the overall impact and outcome of the event, marking a significant step towards creating a more inclusive and understanding environment.

The SDG Mascot, a soft teddy with an SDG-themed belly, attracted not only children and adolescents but people of all ages. Engaging the audience through greetings, dances, and photographs, the mascot proved highly interactive. Long queues for photos with the mascot and extensive tags on Instagram stories stood out as one of the best ways to engage the audience.

Another influential aspect of the pavilion was the display of real-life stories and testimonials from local SDG champions and change-makers. These stories, showcased through documentaries, and presentations, offered a vivid illustration of how individuals and communities could effectively work towards achieving the SDGs and making a tangible difference.

The pavilion also acted as a networking platform, enabling meaningful connections among attendees, NGOs, government bodies, and potential entrepreneurs. Beyond just disseminating information, it fostered collaboration and allowed individuals and organizations to explore joint initiatives, discuss strategies, and build networks focused on SDG implementation and advocacy.

These diverse arrays of interactive, educational, and culturally immersive features created a rich experience that deeply resonated with attendees and significantly contributed to the successful execution of the 'SDG One Stop Destination' at the Hornbill Festival. Additionally, the winners were awarded a range of merchandise adorned with SDG logos, including hoodies, T-shirts, fridge magnets, diaries, pens, paper weight, car stickers, bags, and informational booklets such as Nagaland SDG Newsletters and the Nagaland SDG Vision 2030. Furthermore, the audience actively engaged in discussions, posing curious questions and offering insightful responses about the practical implementation of SDGs in Nagaland and throughout India.

The social media campaigns, spearheaded by SDGCC's platforms and joined by influential government bodies such as the Ministry of Development of North-eastern Region, MyGov Nagaland, Department of Information and Public Relations, Department of Tourism, UNDP India, and passionate individuals committed to SDG advancement such as Deputy Chief Minister of Nagaland, Minister of Tourism and Higher Education, Government of Nagaland, and Miss Nagaland 2023, etc, saw active engagement. This collective effort further amplified the reach and impact of the SDG initiatives, spreading awareness and garnering support for sustainable development goals.

Way Forward:

As a way forward following the Hornbill Festival 2023 and based on the feedback received from the audience, the following recommendations may be considered to accelerate the dissemination of SDGs, and encourage the public to take fruitful on-ground actions:

1. **Integration of SDGs in Education:** Enhancing the integration of SDGs into the educational curriculum, from schools to higher education institutions. This integration could involve subject-specific modules, projects, and awareness campaigns to instil a culture of sustainability from a young age.
2. **Partnerships and Collaborations:** Forging partnerships between government bodies, educational institutions, businesses, civil society organizations, and the media to enhance the reach and impact of SDG campaigns. Collaborations will bolster efforts to raise awareness, educate, and engage a diverse array of stakeholders in the state.
3. **Promoting Sustainable Lifestyle Choices:** Initiatives promoting sustainable lifestyle choices such as renewable energy adoption, waste management, conservation, and organic farming. Encouraging citizens to embrace eco-friendly habits that align with SDG objectives.
4. Screening the SDG promotional videos on the main arena stage of the festival venue.
5. The entire festival may be themed around the SDGs, signifying Nagaland's commitment, and dedication towards the agenda 2030.

Media Coverage Links:

1. <https://morungexpress.com/sdg-one-stop-destination-experience-at-hornbill-festival-2023#:~:text=The%20'SDG%20One%20Stop%20Destination'%20at%20the%20Hornbill%20Festival%202023,to%20the%20Hornbill%20Festival%202023.>
2. <https://easternmirrornagaland.com/sdgcc-to-host-sdg-one-stop-destination-during-hornbill-festival/>
3. <https://nagalandtribune.in/sdgcc-returning-with-third-edition-of-sdg-one-stop-destination-during-hornbill-festival-2023/>
4. <https://nagalandpage.com/sdg-one-stop-destination-at-hornbill-festival/>
5. <https://nagalandpost.com/index.php/sdg-one-stop-destination-at-hornbill-festival/>
6. <https://ukhrultimes.com/sdgcc-to-have-sdg-one-stop-destination-at-nagaland-hornbill-festival/>
7. <https://nagalandtribune.in/undp-deputy-resident-representative-inaugurates-3rd-edition-of-sdg-one-stop-destination-at-kisama/>
8. <https://morungexpress.com/3rd-edition-of-sdg-one-stop-destination>
9. <https://nagalandpage.com/sdg-dissemination-during-hornbill-festival/>

KEY HIGHLIGHTS

20,000+ Visitors

268+ Registered Winners

Visitors Demographics

States and Union Territories Visited

24 across India

International Visitors

6 countries

Media Engagement

Top Engaged Platform

Twitter (65,225 engagements)

Print Media Coverage

9 regional media outlets covered the event.

Top Five Engaged Activities

- SDG Mascot
- SDG Photobooth
- SDG Snake and Ladder Game
- SDG Puzzle Game
- SDG Quizzes

Testimonial

Shri. T.R Zeliang, Hon'ble Deputy Chief Minister, Planning & Transformation, and National Highway captioned the Interaction with Differently Abled Children at 'SDG One Stop Destination' during Hornbill Festival 2023 as
"A delightful and soulful experience"





