



# OUTCOME DOCUMENT

## **‘SDG ONE STOP DESTINATION’ AT 25th HORNBILL FESTIVAL**

December 1-10, 2024

**OUTCOME DOCUMENT**  
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## BACKGROUND

The Hornbill Festival, known as the "Festival of Festivals," is held annually at Naga Heritage Village, Kisama, from December 1st to 10th. Organized by the Tourism and Art & Culture Departments of the Government of Nagaland, the festival aims to revive, preserve, and showcase the rich culture, traditions, and heritage of Nagaland. It draws a significant number of tourists from across India and around the world each year.

The 25th edition of the Hornbill Festival witnessed a footfall of 2,05,968 visitors (including 2,527 foreign tourists and 56,217 domestic tourists. This marks a more than 33% increase in footfall compared to 2023.[1] Leveraging this vibrant platform for the dissemination of Sustainable Development Goals (SDGs) allowed a broad and diverse audience to engage with these critical global goals.

Since 2021, the SDG Coordination Centre (SDGCC) under the Department of Planning & Transformation, Government of Nagaland, has been setting up an 'SDG One-Stop Destination' booth at the Hornbill Festival for four consecutive years. Building on the success of previous editions, the initiative continued in 2024 with some innovative strategies to effectively communicate the SDGs contextualising to Nagaland. This unique booth enabled festivalgoers to learn and actively engage with the SDGs, transforming the event into an educational experience seamlessly integrated into the cultural celebrations.

## OBJECTIVES

- To foster greater public awareness about SDGs through interactive platforms such as games, quizzes, film screenings and various activities while reiterating the core of Nagaland for SDGs and how they link with Naga culture and heritage.
- To provide an immersive educational experience that emphasizes the importance of the SDGs in creating a more sustainable, equitable, and prosperous future.

[1] <https://www.morungexpress.com/hornbill-festival-25th-edition-registers-over-2-lakh-visitors>

## OUTCOME

The SDG booth featured an eco-friendly design and offered visitors an immersive educational experience through a variety of engaging activities. These included SDG-themed games, quizzes, a photo booth, film screenings, mascot interactions, and pledge commitments, all of which provided comprehensive resources on the SDGs. Participants actively engaged in dialogues about the practical application and societal impact of the SDGs through these interactive activities and presentations. Many visitors expressed prior awareness of the SDGs and appreciated the government's initiative of the 'SDG One-Stop Destination.' Exclusive SDG merchandise, such as hoodies, T-shirts, paperweights, fridge magnets, pens, diaries, and tote bags, was awarded to competition winners, adding to the excitement and engagement. The outcomes of the key activities are as follows:

**SDG Information Desk:** The SDG Information Desk served as a central hub for sharing information about the SDGs while highlighting Nagaland's progress and initiatives toward achieving these goals. It also received numerous inquiries about Nagaland's SDG data, along with collaboration requests from NGOs and aspiring entrepreneurs from across India who expressed keen interest in contributing to the advancement of the SDGs.



**SDG Mascot:** The SDG Mascot, a soft teddy with an SDG-themed belly, was a crowd favourite among visitors of all ages. It engaged the audience through greetings, dances, and photographs, drawing long queues for photos and widespread Instagram posts and story tags. The mascot proved to be an effective and interactive way to connect with the audience.



**SDG Quiz:** The walk-in SDG Quiz Competition also proved to be a highly engaging and educational activity, attracting participants from diverse age groups and backgrounds. It offered individuals the opportunity to test their knowledge of the SDGs and their significance at both global and local levels. A total of 200 participants registered for the quiz.



**SDG Games:** Interactive games, including SDG board game and puzzle game, captivated visitors, especially youth and children. These activities offered an engaging and educational experience centered on the SDGs. The SDG board game attracted the highest participation, showcasing the effectiveness of gamified learning in fostering awareness and inspiring collective action toward achieving the SDGs. Over 1,300 participants registered for the SDG games.



**SDG Film Screening:** The screening of the films provided a visual and narrative representation of the state's journey toward Nagaland SDG Vision 2030. The accompanying data presentation offered a deeper insight into Nagaland's progress on various SDG indicators. The interactive and visually impactful nature of the videos were well received by the visitors.





**Yoga Demonstration:** A yoga demonstration was organised on 6th December 2024 to promote individual well-being, encourage sustainable lifestyles, and strengthen community resilience. The session emphasised the vital role of physical and mental health in achieving SDG 3 (Good Health and Well-being). Seven participants took part, gaining a deeper understanding of the link between well-being and sustainable development.



**Green Christmas Campaign:** As part of the Green Christmas campaign, a DIY Christmas decoration-making was organised on 7th December 2024 to promote an environment-friendly approach to the season and beyond. Fifteen participants, primarily youth and children, demonstrated their creativity by crafting eco-friendly Christmas decorations, using scrap and sustainable materials, promoting sustainable practices and innovative thinking. Additionally, a Christmas tree decoration competition was held all ten days.



**Social Media Outreach:** Social media and media campaigns played a crucial role in expanding the event's reach. Alongside posts from SDGCC's official social media platforms, government entities like MyGov Nagaland and the Department of Information and Public Relations, as well as UNDP India and individual SDG advocates and social media influencers, contributed significantly to the campaign.

While most of the planned activities turned out better than expected, the response to the e-waste collection from the audience to impact SDGs was less satisfactory. However, this provided valuable insights into the challenges of engaging the public in e-waste management initiatives, highlighting the need for more awareness campaigns and accessible collection mechanisms.

## **CHALLENGES**

The outdoor setup of the SDG booth faced challenges such as power outages and poor internet connectivity, which affected the smooth operation of digital displays and the screening of SDG films.

## **FOLLOW UP**

Replicate the campaign's model in other festivals, public gatherings, schools or universities to broaden its reach and impact, ensuring more communities engage with the SDGs meaningfully.

## **WAY FORWARD**

As a way forward, the following recommendations may be considered to accelerate SDG dissemination and encourage public actions toward sustainable development during Hornbill Festival 2025:

- **SDG Film Screenings:** Screen SDG-themed films and showcase information on the 17 SDGs at the festival's main arena stage and through key communication materials.
- **SDG-Themed Festival:** Align the entire Hornbill Festival theme with the SDGs to highlight Nagaland's commitment to achieving these global goals.

The SDGCC action plan remains committed to a “Decade of Actions,” focusing on localizing SDGs through efforts at the state, district, and village levels. By collaborating with key stakeholders, including educational institutions, private sectors, civil society, and the media, Nagaland seeks to drive innovation and sustain efforts to achieve transformative outcomes in line with the Nagaland SDG Vision 2030.

## **MEDIA COVERAGE REPORTS**

- [25th Hornbill Festival 2024: Two Day to Go | MorungExpress | morungexpress.com](https://morungexpress.com)
- [SDG ONE STOP DESTINATION: DISSEMINATION OF SUSTAINABLE DEVELOPMENT GOALS THROUGH HORNHILL FESTIVAL 2024 | DIPR Nagaland-Department of Information & Public Relations, Nagaland](#)
- [SDGCC PROMOTES AN ENVIRONMENTALLY FRIENDLY CHRISTMAS THIS YEAR](#)

## Key Highlights

**6000 + Visitors**

**25 States & UTs +  
5 Countries**

**2000+**

**Participants played  
SDG games, quizzes and  
contest.**

**300+**

**Registered Winners**

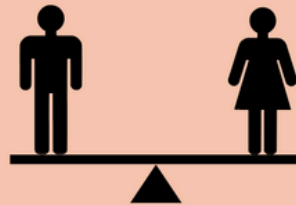
**Top 3 most engaged  
activities**

1. **SDG Mascot**
2. **SDG Quiz**
3. **SDG Board Game**

**Media Engagement**

**Top Engaged Platform  
Instagram (22.3K impressions)**

**Print Media Coverage  
5 regional media agencies  
covered the event.**



**Equal representation  
of gender across all  
activities.**

**“Great work done. Keep it up.”**

**Shri Dr. J. Alam, Chief Secretary to the  
Government of Nagaland**



## Glimpses of the 'SDG One Stop Destination' booth during Hornbill Festival 2024



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