



Press Note Sep 23, 2020

**'Biodiversity Anthem'** launched by Ricky Kej, EU Delegation in India and Lead the Green Change Initiative. This Anthem is composed by Grammy Award-winning composer and environmentalist Ricky Kej for #LeadtheGreenChange initiative by the European Delegation in India.

The anthem is aptly titled 'Koi Na Chhotein', which effectively translates to 'Let none be left behind'. The anthem conveys positive narrative aimed at restoring and conserving biodiversity and re-establishing a connection with our planet. It is a tribute to the natural wonders of our incredible planet. The Anthem strives to inspire our youth to take action and #LeadtheGreenChange.

"I am very excited about this anthem, as it brings to attention the thread that interlinks Mother Nature and each one of us. The idea is to make more and more people aware of biodiversity conservation and preservation, and of their role as part of the solution, in a cultural and emotional way. Together, we need to create a buzz and encourage all to #ActNow."

Ricky Kej, Muscian, Youth Icon of India and a popular, award winning Musician.

**This special Anthem will be released by the EU Ambassador to India H.E Ugo Astuto and Chair of the National Biodiversity Authority Dr BV Mathur, at a webinar titled "Biodiversity is Youth" on Sep 24, 2021.** Full details are available on <https://leadthegreenchange.in/event/biodiversity-is-youth/>

"There are untold connections between healthy ecosystems and most aspects of our lives, no matter how far we live from the nearest biodiversity hotspot. This anthem, beautifully composed by Ricky Kej, is not only a tribute to the nature but a wake-up call and a reminder to all of us to do our part in restoring and conserving Mother Nature."

Dr Michael BUCKI, Counsellor, Head of Section Delegation of the European Union to India

Lead the Green Change is a biodiversity initiative by the European Union Delegation in India. The main objective is to encourage mutual understanding and cultural exchanges between European and Indian society, with an interest in nature and biodiversity as the rock-bottom foundation of a green future. The initiative aims to reach out to various stakeholders, from the



youth - who are driven and raring to take action on an individual level, to industries and policy makers who can make a shift on a larger scale. (<https://leadthegreenchange.in/>)

EU Delegation in India aims to highlight the pragmatic, collective, socio-economic benefits of protecting, valuing and restoring biodiversity in land use and coastal areas, green infrastructures, in general, and nature based solutions in particular. These efforts and initiatives are to showcase impacts in the lead to the Kunming 2021-2022 UN Biodiversity Conferences. ([https://eeas.europa.eu/delegations/india\\_en](https://eeas.europa.eu/delegations/india_en))

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