



NATIONAL CEPA STRATEGY FOR WETLANDS OF INDIA

People taking action for the wise use of wetlands

Communication, Education & Capacity building,
Participation and Awareness (CEPA)

"It shall be the duty of every citizen of India to protect and improve the natural environment including forests, lakes, rivers and wildlife and to have compassion for living creatures."

Article 51-A (g), Constitution of India



India's wetlands purify water, buffer floods, and sustain over a billion livelihoods. Managed for centuries as shared community resources, wetlands thrive best when people are at the centre of their care. Today, this participatory approach is globally recognised as key to their survival.

Communication, Capacity Building, Education, Participation, and Awareness (CEPA) for wetlands is a systematic approach that supports effective wetland management by empowering individuals and communities through inclusive engagement, knowledge sharing, and capacity building.

It helps people make informed choices, work together, and take action to protect these life-giving ecosystems.

The '**National CEPA Strategy for Wetlands of India**' has been drafted by the Wetlands Division of Ministry of Environment, Forest & Climate Change with technical contributions of the Knowledge Partner Network.

It builds on the 'whole-of-society' approach brought forth in Mission Sahbhagita that was successfully showcased in the Save Wetlands Campaign implemented with State Wetland Authorities, Site Managers, Line Departments and Knowledge Partners.



Vision

A connected network of healthy wetlands that enrich human well-being and sustain wetland-dependent biodiversity



Mission

Empower collective action for conservation and wise use through cross-sectoral planning and active stakeholder participation



Values

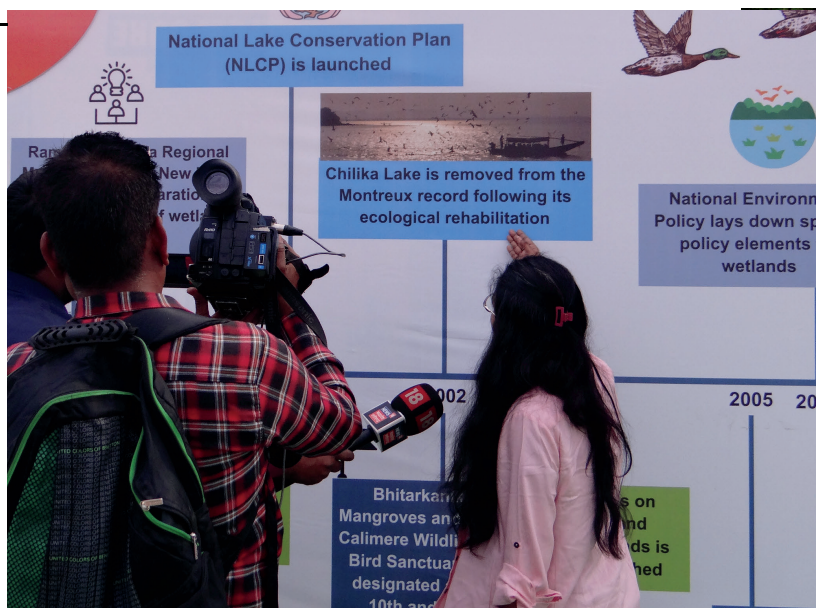
Communication that is inclusive and participatory

Education & Capacity Building that is stakeholder-specific and technically sound

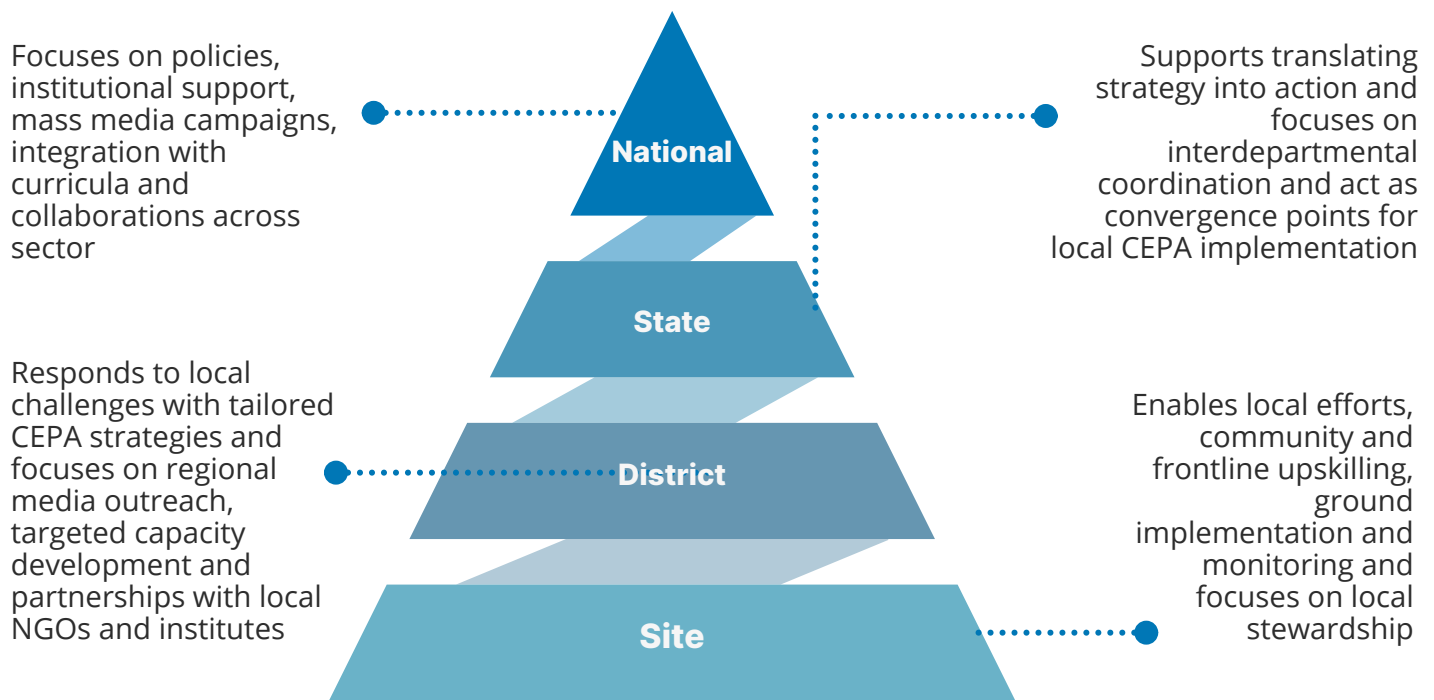
Participation by and for whole-of-society

Awareness that is engaging and innovative





For a CEPA strategy to be effective, wetland conservation must be embedded across sectors and society, with distinct yet interconnected contributions across different **scales of intervention**



Effective CEPA strategies must engage a wide **range of stakeholders across sectors.**

*Stakeholder grouping adapted from "People and Wetlands: The Convention on Wetlands CEPA Programme" 2025



CIVIL SOCIETY & COMMUNITY-BASED ORGANISATIONS

Local communities, Fishing and farming communities & groups, Eco-Development Committees, Women-led CBOs, Boat operators, Tourists and visitors

EDUCATION & LEARNING INSTITUTES

Schools, colleges and universities, Media training institutes, Curriculum development authorities, Interpretation Centers



GOVERNMENT AT ALL LEVELS

Line departments at district & state levels, multi-stakeholder co-ordination & decision-making platforms (like SWAs and DWCs), site managers, Judiciary and Elected Representatives

BUSINESSES & MARKET ACTORS

Tourism and hospitality sector, Media professionals, Private sector companies, Businesses with supply chains linked to wetland products & services



Join the movement - Protect, Restore and Celebrate India's wetlands because every drop of collective effort counts.

For further information, please contact:

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The complete "National CEPA Strategy for Wetlands of India" can be accessed by scanning the QR code