

A NATURE FOREVER SOCIETY INITIATIVE

2014

# WORLD SPARROW DAY

R E P O R T



[www.worldsparrowday.org](http://www.worldsparrowday.org)





# WORLD SPARROW DAY REPORT 2014



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# ACKNOWLEDGEMENTS

In its Fifth year the World Sparrow Day has come a long way today from its humble beginning. Today people from across the world see it not only as a celebration of Sparrows but a platform for undertaking concrete measure to save sparrows and other common flora and fauna. Citizens, Conservation organisation, Corporate Citizens as well as Government Organisations have got involved to show their solidarity to save the sparrows.

We are grateful to all who have contributed in one or the other way, we sincerely apologise for any omissions.

We acknowledge all the nature lovers, educational institutes, home makers and working professionals and every single person who took time off their busy schedule to celebrate the World Sparrow Day with so much enthusiasm.

## **Wipro Limited**

We want to express our deepest gratitude to Wipro Technologies for whole heartedly supporting the World Sparrow Day initiative for the past four years and coming forward to Support Wipro – NFS Sparrow Awards. We are grateful to Mr. Azim Premji and Mr. Anurag Behar, P S Narayan (*Vice President and Head - Sustainability, Wipro Ltd*) Dinni Lingaraj (*Senior Manager, Sustainability*) for their support and guidance and the belief towards supporting conservation initiatives aimed at common birds and getting the citizens involved in the conservation movement.

We would like to thank the Eco-Eye Chapters in various cities for their kind help and support in undertaking World Sparrow Day and CBMI activities in their campuses.

The kind of support extended by Wipro towards supporting the Wipro – NFS Sparrow Awards with cash contributions to the winners will go a long way towards encouraging the citizens who are not associated with conservation or are not professional conservationist to get involved in conservation.

It will also tremendously help the winners take forward their work towards conservation.

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We would like to thank Mr. Manoj Gaur, Sunita Joshi for their continued support and belief in Nature Forever Society and the Common Bird Monitoring of India (CBMI). We would like to thank Madhu Pillai and the technical team of JILIT.

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We thank the winners of Wipro- NFS Sparrow Awards: Mr Jag Mohan Garg, Mr. Nadeem Shehzad, Mohammad Saud and all the Members of Jal Grahan Kameti, Piplantri for accepting the Wipro-NFS Sparrow Awards. We would also like to thank all the people who took out time for sending in the nominations as well as the nominators without them all this would have not been possible.



# ACKNOWLEDGEMENTS

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Beena Parmar, Benita Sen, Gangaram Vishwakarma, Jigar Sawant, Kamal Bhatt, Malishka Mendonsa, Madhur Singh, Mrityunjay Bose, Nikhil Ghanekar, Poornima Kandi, Priyanka Talreja, Priyanka Vasaria, Quaid Najmi, Rama Devi Menon, Shella Reddy, Shrida Chokshi, Shwetha Kannan, Sriya Narayanan, Sudeshna Chatterjee, Tushar Ahire, Venkateshwarlu Karingula, Vinayak Parab and Zainab Kantawala

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# WORLD SPARROW DAY 2014



Sparrow populations in many countries around the world are declining. World Sparrow Day on 20th March is everyone's chance to rise to the challenge of saving them.

The humble house sparrow is one of the world's most common and widespread species. Apart from the house sparrow, there are other twenty-six distinct species of Sparrow. World Sparrow Day is an effort to create awareness about all these species which are spread across three continents namely Asia, Africa and Europe.

Since the year 2010, 20th March is dedicated to Sparrow and is being celebrated as World Sparrow Day. Nature Forever Society came up with its unique initiative called World Sparrow Day to commemorate our 10,000 year old relation with House Sparrow along with conveyance of a strong message that of protection and conservation of this species and other species. It is a day where all are encouraged to join the bandwagon to celebrate the beauty of the biodiversity.

World Sparrow Day has a much broader vision to provide a podium where people who are working on the conservation of the House Sparrow and other common birds can network, collaborate and exchange ideas for conservation, which will lead to improved results. It aims to bring about a confluence of people from different parts of the world and help them form a force that can play a significant role in advocating the need of conserving common biodiversity or species of lower conservation status.



This year also [www.worldsparrowday.org](http://www.worldsparrowday.org) was the nerve centre of the entire celebration and had information related to the event like press resource, logos, posters, images and press releases. To make it more friendly; organizations and individuals were able to download posters, logos and activity ideas which were of use to promote the event in their region. In addition to this, World Sparrow Day Secretariat was very active on social media providing updates in regards to the events being held in regards to World Sparrow Day, interacting with supporters, organizers and nature enthusiasts and other outreach activities were carried out. Nature Forever Society's social media profile can be visited by following links:

Facebook: [www.facebook.com/NatureForeverSociety](https://www.facebook.com/NatureForeverSociety)

Twitter: [www.twitter.com/NatureForever](https://www.twitter.com/NatureForever)

Pinterest: [www.pinterest.com/natureforever/](https://www.pinterest.com/natureforever/)





Your event will be seen on a global level

You become WSD Conservation Partner

A Letter of Appreciation will be awarded

Individuals, groups can join in your celebration and increase participation.

You will have access to downloading WSD logo, posters, banners

Your event will be seen on WSD website, social media and annual WSD Report

By registering your event you become part of the growing global network celebrating this day. Your World Sparrow Day activity will reach a larger public and increase the impact of your support to sparrows. No matter how big or small your event is, registering your event will gain you some benefits.

To register world sparrow day event : <http://www.worldsparrowday.org/form/>

[www.natureforever.org](http://www.natureforever.org)

[www.worldsparrowday.org](http://www.worldsparrowday.org)

[www.cbmi.in](http://www.cbmi.in)

## REGISTERING EVENT ON **WORLD SPARROW DAY MAP**

The secretariat urged citizens and organizations to register their events on [www.worldsparrowday.org](http://www.worldsparrowday.org) helping citizens at local level to get associated with it.

By registering an event the organizer becomes part of the growing global network celebrating this day. World Sparrow Day activity will reach a larger public and increase the impact of the organizers support to sparrows. No matter how big or small the event is, registering an event will gain some benefits.

- You become Nature Forever Society's Conservation Partner
- Your event will be seen on Nature Forever Society's website, social media and mentioned in the annual World Sparrow Day Report
- You will have access to WSD logo, posters to display at your event
- Individuals, small groups from your area can join in your celebration and increase participation.
- Your event will be seen at a global level



More than 50 events have been registered from across the globe on World Sparrow Day events map. Many international organizations have registered from countries like Spain, Turkey, Malaysia, Kenya, Kosovo and Pakistan. This clearly tells us that World Sparrow Day is going truly global.

# THEME FOR WORLD SPARROW DAY 2014



## Don't let sparrows join them.

Let's learn how to keep another great species from fading away.  
Let's come together to save the sparrows.

### DON'T LET SPARROWS JOIN THEM

This wonderful poster gives the message of conserving House Sparrows and not letting this diminutive bird join the Mammoth to extinction.

The World Sparrow Day Secretariat urges everyone to come together to save the Sparrows and learn ways to keep away another great species – the House Sparrow from fading.

Each of us can help in various ways to protect the house sparrow. We need to come forward to help the bird by raising awareness on the issue. We also need to start house sparrow habitat conservation drives by providing water and food regularly, by switching back to organic gardening, planting more native hedges, native gardening and putting up nest boxes and feeders for house sparrows.

The World Sparrow Day Secretariat gives its supporters a choice to select an initiative and encourage easy doable actions which suit their passion, time and skill to make real difference which will help in safeguarding the House Sparrows and not let them go the Mammoth way.



## BE A SPARROW SUPPORTER

When you become a Sparrow Supporter, you make your locality/home/school/office sparrow- friendly in following ways

### 1. Adopt nest boxes and bird feeders



### 2. Set out water and bathing trays for sparrow and other garden birds.



### 3. Plant more native hedges and shrubs



### 4. Say yes to green living

1 Segregate waste

7 Recycling, the best bet

2 Recycle waste

6 Save water



3 Stock up

5 Switch to solar

4 Save power

8 More Tips

## BE VOICE OF THE SPARROW

If you are passionate about saving the sparrow, there are enough and more ways of doing it. Pen a few lines on the bird and post it on the website. In this way you will be doing your bit to inspire others to save the sparrow.

Write poems/ stories for sparrows and share your experience



Sketch/Paint for sparrows



Photograph or video shoot sparrows



Chirp and tweet about your initiatives to save sparrows on social networking sites



## RISE FOR THE SPARROW

Experience the power of one



## BE A CITIZEN SCIENTIST

Help to collect vital data about sparrows and other birds; write notes, observe and report about them. You can take part in our citizen science project CBMI- Common Bird Monitoring India program, monitor sparrows & other common birds and enter the data online.

## BE A SPARROW HERO

Initiate a campaign and raise awareness in your block/office/college/school.

**1. Organize a Sparrow Talk- Screen a documentary and discuss issues and conservation measures.**

**2. Organize a Sparrow party/conference at schools. Involve students in various co curricular activities such as drawing, bird watching around school etc.**

**3. Organize a sparrow outing/picnic- Go out on sparrow watching trips, feed them grains.**



# CELEBRATING WORLD SPARROW DAY



THE WORLD SPARROW DAY SECRETARIAT HAS CHARTED OUT SIMPLE EASY WAYS TO CELEBRATE SPARROWS!

## 1. HOST KIDS' SPARROW PARTY:

Children love parties and what better excuse to throw them one on World Sparrow day! Invite other moms in your neighborhood, each bringing food and ideas to the party. You can implement any of the following ideas:

### Fancy dress competition

Let kids dress as common birds like Sparrow, Myna, pigeon, Crow and Parakeets and let the best one win!

### Sparrow tattoo

Invite a tattoo artist to paint your kids' in hues of their favorite birds and let them shine!

### Interactive games

Use this special occasion, to introduce children to the importance of Sparrows through interactive games. Go creative with ideas like Sparrow jigsaws, match-the-following, Sparrow hop-a-thon, Sparrow Treasure hunts etc. These will not only keep the kids entertained but is an effective way to educate them about Sparrows.

### Sparrow Walk

Take a local hike or Sparrow Walk to nearest gardens, playgrounds and even lakes. Let the children enjoy the wonders of birds.

### Sparrow in Colors

Help the children make colorful posters and paintings on Sparrows and other common birds to be put in your neighborhood which would help raise awareness on birds in your community.



## Sparrow Monitoring

Undertake Sparrow monitoring in and around your homes. Just spend 15 minutes observing Sparrows from a point location in your house or neighborhood garden or terrace. Count the number of Sparrows seen and then visit [www.cbmi.in](http://www.cbmi.in) website, register and login. Once logged in, input your location and submit observations. This way, you not only perform an important conservation activity but involve them in computer science and use internet and maps.

## Sparrow –friendly habits

Teach kids to keep a bowl of water and grains for Sparrows to feed on. This introduces them to the importance of local flora and fauna. Plant hedges and other plants in and around your homes with the help of kids that invites Sparrows in your own little bird sanctuary

## 2. CELEBRATE YOUR BIRTHDAY WITH SPARROWS:

If you or your kids' birthday falls in the month of March, celebrate it on the theme of Sparrows. You can host fancy dress competitions, Sparrow walks, show movies on Sparrows, play games like Treasure hunt of Sparrows, Sparrow races as Hop-a-thons etc. In addition, give away Sparrow nest boxes and feeders as return gifts to your guests. Order online on <http://www.shopping.natureforever.org/>

## CELEBRATE SPARROW IN YOUR OFFICE

Design and display posters on the need of Sparrow conservation..

Encourage your team to register for Common Bird Monitoring of India (CBMI) on [www.cbmi.in](http://www.cbmi.in)

Put bird boxes and bird feeders on your office windows and terraces.

Organize Sparrow-watching trips on weekend with your team members in the process monitor Sparrows or other birds and submit your observations on CBMI.

Host Sparrow photography competition for your office members.

Showcase a film or documentary on Sparrow conservation.

Organize talks to create awareness about the sparrow.

## SPARROW CELEBRATION AT SCHOOLS

Host a Sparrow event in your school with elocution, plays, painting competitions, fancy dress contest, singing and dancing etc are simple ways to involve students in fun activities to celebrate sparrows.



Interactive games with placards, posters, educational tools, images and videos, students can be introduced to the importance of Sparrows and their conservation.

Interactive games with placards, posters, educational tools, images and videos, students can be introduced to the importance of Sparrows and their conservation.

Take students on Sparrow walk or hike around the school grounds to observe and count their numbers (monitoring) and teach them on how to enter their observations on [www.cbmi.in](http://www.cbmi.in)

Ask children to write their Sparrow Stories which is to write anecdotes, personal encounters and feelings that they have with Sparrows.

Lastly, we have to remember that this little magical bird that is gradually disappearing from our skies and neighborhoods needs immediate help to survive. By bringing it back, we are safeguarding our children's future for a green and healthy environment.



WIPRO - NATURE FOREVER SOCIETY

# SPARROW AWARDS 2014

## WIPRO - NATURE FOREVER SOCIETY SPARROW AWARDS 2014

Wipro- Nature Forever Society Sparrow Award is an award that recognizes inspirational work carried out by individuals who are not professional conservationists, ecologist, researchers or environmentalists but are citizens who take out time and work with their own resources for conservation.

The first Sparrow Awards were instituted in 2011 by Nature Forever Society with an aim to identify people making vital contribution in a selfless way to save the environment. The award intends to honor unsung environmental heroes who have been silently making a difference to the environment over the years. It is important that such heroes be identified and honored for the work undertaken by them and for being the inspiration for other citizens to get involved into conservation.

### Sentiments behind the Sparrow Award

We have often noticed in the environment conservation field that the best known professional conservationists consistently receive accolades for their good work, and there are many others also who make consistent efforts in their own way to save the environment without worrying about the credits. Our sentiment behind launching the Sparrow Awards is to honor such people and applaud their silent efforts.

In coming years we aspire to make the Sparrow Awards one of the most prestigious awards one could hold, very tough to attain and inspiration to retain.

### Aim of Sparrow Awards

To involve citizens from diverse sections of the society in the conservation movement.

To honor the work of individuals and organizations at the grassroots level for strengthening the conservation movement for better protection of the environment and biodiversity.

### Award Categories

There are only two categories- individuals and organizations. Three awards are given in the individual category and one to an organization.

- Individual
- Business/institutions/community group

### Assessment criteria

Dedication and contribution towards nature conservation; awareness and development of innovative green initiatives/ technologies.

Efforts of individuals at the grassroots and community level.

Individuals and organizations working for issues related to the environment in their own capacity with their own resources or with little support will be considered.

The work initiated should be innovative, motivational for others to take up conservation at the community level.

Organizations or individuals (professionals) working full time in the field of environment and conservation will not be considered for the award.

During the selection procedure, nominees may be considered for categories other than those indicated by the nominator

The work carried out by an individual or organization in official capacity will not be considered for the award.

## Frequently Asked Questions:

### **Q1: Is Wipro- Nature Forever Society Sparrow Award only for person working for Sparrow Conservation?**

No, Sparrow Awards are not for people working on Sparrow Conservation alone, but because the name Sparrow is synonymous with citizens of India, who is the common man of this country and a wild bird with which we all connect. So the name 'Sparrow Award'.

Work being done on conservation of wildlife, conservation of resources, innovative green technology and issues related to all aspect of environment are considered for the award.

### **Q2: Who are eligible for the Sparrow Awards?**

Contest is open to all residents of India. The Awards are given to three individuals and one Business/institutions/community group who are not professional conservationist / ecologist but through their innovative, inspirational efforts make real conservation happen at grassroots level without any formal support or funding.

\*. Employees of Nature Forever Society and Wipro Limited are not eligible for this award.

### **Q3: What is the deadline for submitting the applications?**

Hurry! Registrations have begun as on 12th November 2013 for Wipro- Nature Forever Society's SPARROW AWARDS 2014. The deadline for submission is **February 15 , 2014**.

**Important:** Applicants are welcome to send their applications until February 15, 2014. All applications are reviewed in detail and in case an application is found to be incomplete, the applicant will be intimated shortly after the deadline.

### **Q4: Do I need to send the application by post or is it ok to send a PDF via email?**

You can send in the applications either by post or by email (pdf). Please ensure that all the supporting documents are in order at the time of submission.

### **Q5: When will I know the status of my application?**

Only shortlisted candidates will be notified by email shortly after all the applications have been screened and reviewed.

### **Q6: What will I get from this award?**

The winners will receive recognition for their outstanding work through extensive media coverage. The work and the profile of the winners will be featured in the World Sparrow Day report, on the Nature Forever Society website and in awareness material. A citation will be given during the prestigious World Sparrow Day event. **The awardees will receive cash prize of Rs 50,000/- to carry on their work of conservation.**

### **Q7: Does Nature Forever Society have some preferred aspects of the environment that you prioritize for the awards (eg: climate change, water conservation, bird conservation etc)?**

The Sparrow Awards are aimed at highlighting the conservation efforts of individuals and organisations working in their own capacity on issues related to all aspects of the environment. The work can feature a wide spectrum of issues ranging from awareness to resource or species conservation to advocacy or green technology.

### **Q8: Do you only select people who have filled in the nomination forms?**

No. Contributions of individuals or organisation which comes to our notice directly or through other formal or informal sources or those brought to the notice of NFS are also considered for the awards. Such individuals or organisations need not send any nomination forms.

## Wipro- Nature Forever Society Sparrow Awards 2014 got bigger and better.

The efforts of Nature Forever Society received a big boost last year with Wipro financially supporting the awards by offering cash prize of Rs 50,000/- for each winner. Each of the Wipro- Nature Forever Society Sparrow Award winners will receive seed money/ funding of Rs 50,000/- to carry out the vital conservation work undertaken by them. NFS is committed to helping the winners in continuing their positive environmental and conservation efforts. Wipro has been supporting World Sparrow Day for the past three years and is committed towards sustainable urban biodiversity conservation and recognizing the real heroes undertaking such work.

### This year Wipro – Nature Forever Society Sparrow Award nominations were made open on the eve of 117th birth anniversary of Dr. Sálim Ali.

Dr. Sálim Ali has been an inspiration to the nation as conservationist. He made bird watching accessible and popular to the citizens. As a humble tribute to Dr. Sálim Ali Wipro – Nature Forever Society Sparrow Award opened up nominations for the year 2014 on this day. The aim of the awards is to involve the citizens into the conservation movement of India.

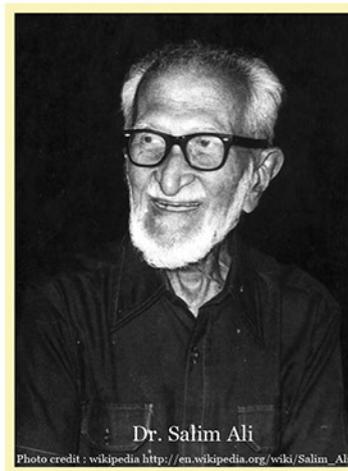
#### Information about Dr. Salim Ali

Dr. Sálim Ali popularly known as the "birdman of India" is one of the greatest ornithologists, conservationist and naturalists of all time. He was one of the very first scientists to carry out systematic bird surveys in India and abroad.

He worked all his life undertaking systematic bird surveys, his personal influence led to the creation of Bharatpur bird sanctuary (Keoladeo National Park) and prevent the destruction of what is now the Silent Valley National Park.

His work and books were instrumental in making bird watching popular in India.

He was awarded India's second highest civilian honour, the **Padma Vibhushan** in 1976.



Wipro- Nature Forever Sparrow Award 2014 winners were selected through information collected from different sources throughout the year as well as through nominations received from across the country. The credentials of all candidates were further scrutinized and authenticated. Nomination process for this year's awards was closed on 15th February 2014. What followed was a grueling selection process, creating a shortlist of nominees meeting the key criteria, the work should be innovative, inspirational and the individuals are suitable role models for citizens to follow.

Two individuals and a community, all from different part of the country were selected as outstanding recipients of the Wipro- Nature forever Society Sparrow Awards 2014.

## Wipro – NFS Sparrow Award Winners for 2014

#### Individual Category

Jag Mohan Garg, Passionate Naturalist

Nadeem Shehzad and Mohammad Saud; Bird-of-prey Rescuers & passionate Vets

#### Community Category

Jal Grahan Kameti, Pipalantri (district Rajsamand) Rajasthan

Headed by Shyam Sundar Paliwal (Social & Environmental activist)



# 2014 WIPRO - NATURE FORVER SOCIETY SPARROW AWARDS WINNERS

Jag Mohan Garg



## Mr. Jag Mohan Garg

Mr. Garg having always been interested in knowing about the flora and fauna of India, first used photography to capture the beauty that lay around him and later decided to use the Internet to connect with people that had similar interests. On exploring, he learnt that there was hardly any e-group devoted to photographing, identification, discussion, learning etc. on Indian Flora. This is how the idea of 'efloraindia' was first conceived.

Inspired after reading Robin Sharma's *The Monk Who Sold His Ferrari*, J M Garg decided to start an online group dedicated to the discussion and identification of Indian trees. Expectedly, he had his inhibitions about this initiative since its success was totally dependent on public participation. He was concerned that people would not only have to join the group, but also participate; offering up pictures of trees for identification and, just as importantly, be prepared to identify other people's pictures and discuss these identifications. The book gave him the faith in his idea and he learnt the value of focus, of passion & of helping others, and of a desire for excellence from it. Mr. Garg started Efloraofindia (earlier Indiantreepix) Google e-group in June, 2007. He wrote to different people and other e-groups for membership and by the end of the month Efloraofindia had around 112 messages, with a membership of around 50 members.

During the last 7 years since its beginning, he agreed to have faced numerous challenges and difficulties from time to time. But with the help of Moderators & The Pillars, as he calls them (long-standing, committed and hard working people who have contributed, strengthened and promoted efloraofindia), the group has been able to meet them appropriately. The e-flora model works on voluntary contribution. Mr. Garg personal believes that "the best things in life are free". Everything that has come out of it has been a result of collective efforts from the contributions of individuals' time, effort & passion.

Efloraofindia was initially set up as a means of identifying tree species, but it rapidly became apparent that other plants needed to be included.

It currently attempts to identify not only Indian trees but shrubs, herbs, grasses and sedges, cultivated plants and flowers, mosses and liverworts, fungi etc. In this regards, Mr. Garg says he expects support from all citizens particularly Botanists/ taxonomists to extend their valuable contribution towards efloraofindia. He believes that this data is equally true for a layman as is for a botanist/ taxonomist.

He believes that it was his clear thinking that his project could see the light of day. Besides, he owes the success of efloraofindia to the selfless nature of their work. Though, Mr. Garg has been working tirelessly for creating awareness of Indian Flora along with its documentation for past 7 years, on receiving the Sparrow Award, he was taken by great surprise.

About working in the field of conservation, he says, *"Online learning through efloraofindia has inculcated a feeling of attachment among the members toward the Indian flora. They care more about it as a result of increased knowledge and awareness about it. The group has played a vital role in creating awareness, inculcating a scientific attitude, helping in identification, spreading knowledge and bringing it within reach of a layman, and helping in the documentation of Indian Flora."*

He believes that it was his clear thinking that his project could see the light of day. Besides, he owes the success of efloraofindia to the selfless nature of their work. Though, Mr. Garg has been working tirelessly for creating awareness of Indian Flora along with its documentation for past 7 years, on receiving the Sparrow Award, he was taken by great surprise.

Due to the success of the group, around Oct.'10, Efloraofindia (eFI in short) website was created & updated on daily basis, for documenting flora of India being discussed on efloraofindia google e-group along with supplementing the working of the group. A species database has also been created here family wise & then followed genus wise.



**Jag Mohan Garg**

**Wipro - Nature Forever Society  
Sparrow Awards 2014  
WINNER**

Intent of this database is compilation of all the posts on 'efloraofindia' e- group so that it's useful to all concerned as all the data about a particular species will be available in a single species' page & easily searchable. It is the largest database on net on Indian Flora with details of more than 8000 species (and with more than 1,60,000 pictures at efloraofindia e-group links).

In the coming future, he plans to add all plant species found in India either directly or through links along with their details. In addition, he wants to add around 1000 new species to efloraofindia website every year. In any case, he wants this hugely successful citizen science initiative to maintain its leadership position as the best resource on net for Indian Flora.



# 2014 WIPRO - NATURE FORVER SOCIETY SPARROW AWARDS WINNERS

Nadeem Shehzad & Mohammad Saud



## Mr. Nadeem Shehzad and Mr. Mohammad Saud

Since more than a decade now, this pair has been saving birds of prey on their rooftop-turned-shelter in Chawri Bazaar, old Delhi. Nadeem Shehzad (36) and Mohammad Saud (32) run a 24-hour bird rescue organization that provides medical treatment and shelter to predatory birds. The brothers started the service in 2003, when they found an injured black kite and took it to the Jain Bird Hospital in Chan-dni Chowk. But since the bird hospital was in a temple, they refused to treat injured carnivorous birds. So the brothers had the vet pay the bird home visits, and finally released it after it fully recovered.

They were much amazed on “receiving the Sparrow Award since they work on Sparrow Hawks who eats Sparrows,” they joke. Their journey began out of a need for veterinary care for birds of prey and watching them die on the streets, uncared for. It has been more than a decade, but still, 95% of their efforts go out of their pockets.

Since that lone kite, they have sheltered, treated and looked after about 2,337 raptor birds such as owls, eagles, kites, hawks and the occasional endangered vulture. Even without any formal training, they have learned to fix bones using steel wires, stitch wounds using absorbable thread, perform complicated surgeries and even prescribe medicines simply by observing veterinarians over the years.

Funds are major concern for the brothers as their business is dying and professional lives are coming to an end because of their involvement with conservation. With their experience, they feel that “veterinarians do not have required knowledge on birds, so we did not have anyone to go and look for help. So it was no one except us who can perform surgeries to the wounded bird or watch it die. This made us expert surgeons in avian orthopedic surgery.”

Interestingly, without being veterinarians professionally, they have managed to learn to treat the birds through books and consulting doctors. They run family business of making metallic soap dispensers and fountain nozzles and manage funds from this. Today, many wildlife organizations call them for help every day!

They can operate on the birds, stitch their wounds and heal them. With almost no monetary support, their motorcycle operates as an ambulance and the rooftop of their home as their 'little hospital'. They have already registered for a bird rescue organization, “Wildlife Rescue” and have launched 24X7 bird rescue helpline.

Although, their work has been covered by national and international media, Wipro-NFS Sparrow Award is their first award. Raising money is a major hurdle in their efforts and for them; the need of the hour is to make their organization self-sustaining so it keeps on functioning without their help. They believe that with no facility for birds of prey, it is their moral responsibility to do something for these birds.

They tell us that the fact that these birds will come to slow painful death without their help as it has nowhere to go and no one to take care keeps them going. “We want to start a proper rescue center with international standards,” they conclude.



# 2014 WIPRO - NATURE FORVER SOCIETY SPARROW AWARDS WINNERS

Jal Grahan Kameti, Piplantri  
Shyam Sundar Paliwal



## Jal Grahan Kameti, Piplantri (district Rajsamand) Rajasthan

Headed by Shyam Sundar Paliwal (Social & Environmental activist)

A village in Rajasthan celebrates by planting 111 trees every time a girl child is born. This was not the case till some years back. The village-in-question, Piplantri in district Rajsamand in Rajasthan is about 70 km from Udaipur. Following its own brand of eco-feminism, it has successfully planted over a quarter million trees in the last six years.

This started with an idea by Shyam Sundar Paliwal, then sarpanch of the district. His entire family has been involved in social work from women's rights to environmental conservation. Inspired by his father, Bhanwar Lal ji Paliwal, he is particularly drawn to saving the girl child since losing his young 19-year old daughter during his tenure as the sarpanch.

As per the scheme active currently, a sum of Rs. 21,000 is collected from the residents and Rs. 10,000 from a girl's father. The total amount is put in a fixed deposit account opened in the girl's name with a maturity period of 20 years. Besides, the girl's parents are made to sign an affidavit promising that they would not marry her off before the legal age, send her to school regularly and take care of the trees planted in her name.

With his social activist father, wife as a member of Jila Parishad, work-personal life balance has never been a problem for him. He has received much accolades for his initiative and featured in media from across the globe. Raising funds is hardly a problem for him. He says, "I receive funds from organizations like you which help a lot to carry forward activities. Also industrialists and other fund providers help me lot for social activities. As fund providers feels that there fund is getting used for proper activity."

Mr. Paliwal believes that dedication and will-power is a must for any dream to bear fruits. According to him, when one pursues their passion for work, nothing is difficult. In this respect, he urges all Indian citizens to work in their field of interest and government to support their initiatives.

He personally feels that in India, a lot of water gets wasted and so wants the government to conserve water by water harvesting which can then be utilized by farmers and in turn, increase returns. In addition, he wants the government to initiate some scheme to improve the life of the girl child and wants the government to initiate a similar scheme in all of India. He also urges the government to make environmental science and save girl child awareness education mandatory for all.

The village also plants 11 trees when someone dies. To prevent termite attack, this village of 8000 also plants aloe-vera plants which functions as a biopesticide around the trees. Now, they are a source of additional livelihood for several residents. "Now, residents make and market aloe vera products," Mr. Paliwal concludes.

The progressive scheme that welcomes girl babies in Piplantri is having an impact on every part of the community. The village is greening its environment, changing attitudes toward women, reducing crime, and creating economic opportunity.

# BIODIVERCITY PHOTO CONTEST

BiodiverCity Photo Contest is a Nature Forever Society initiative to involve citizens into the photo-documentation and conservation of flora and fauna found in and around human habitats.

The contest in the past have not only helped participants discover the jewels of nature around them but have exhibited a different outlook towards urban flora and fauna. Only when one is aware and discovers the treasures lying in one's own backyard, can one truly get involved in its conservation.



Nature photography has for long, been associated with glamorous species, expensive cameras and exotic locations. Matters have not changed much with people having cameras with telescopic lens and DSLRs travelling to far flung areas to get images from tiger's to rhino's. This has resulted in an imbalance in which we have a surfeit of high quality images of threatened and glamorous species present while completely ignoring the common species found around their own backyards. The conservation of common bird and plant species is as important as saving a tiger in the forest.

Wildlife has always meant a tiger or an elephant in India, but this campaign seeks to draw attention to some common, non-glamorous species such as ants, bees, garden lizard, common birds such as sparrow and mynah, and plants. Through this campaign, NFS wants to inform citizens that the conservation of urban flora and fauna is just as important as protecting threatened species in a national park.

We want citizens to click pictures of facets of biodiversity with their mobile phone cameras as well as point-and-shoot cameras. One need not be wildlife photographer to participate in this contest. We aim to offer a platform to citizens who have always wanted to but were unwilling to participate in conservation and nature photography thinking it's the domain of the experts.

Citizens who are unable to take photos could still play a role by sharing, voting and asking others to get associated with the contest through social media platforms such as Facebook and Twitter.

This year Nature Forever Society's BiodiverCity Photo Competition 2014 was open from 7th February until 7th March 2014. The objective of the photo contest is to involve as many people as possible, even if they are equipped just with a mobile phone or point and shoot camera, in this massive photo documentation exercise across the country. This year we received around 180 photographs.

We thank all the participants for their effort and time & sending us photographs. Every participant is a winner for us as they are playing an important role in the photo documentation of the rich flora and fauna found around them.

But unfortunately the photos didn't represent the quality and standard for which they could be awarded. Nature Forever Society appeals to people to actively get involved in the photo contest in the coming year and apologize for not declaring any winner this year.

# NATURE FOREVER SOCIETY



## BIODIVERCITY PHOTO CONTEST 2014

To upload an image please visit

[www.natureforever.org/biodivercityphotocontest](http://www.natureforever.org/biodivercityphotocontest)



# COMMON BIRD MONITORING OF INDIA



The program is a Nature Forever Society initiative, supported by Jaypee Group, and is aimed at monitoring , through detailed mapping, the 18 common bird species found across the country such as the House Sparrow, House Crow, Rock Pigeon, Rose-ringed Parakeet which are well known as well as lesser known Ashy Prinia and Hoopoe. It is a unique project by the people, for the people and of the people. In addition to India, the project will also help map the common bird species in the entire Indian Sub-Continent, including Pakistan, Bangladesh and Sri Lanka.

In a first-of-its kind initiative, Common Bird Monitoring of India program was launched on 20th March 2012 on the eve of World Sparrow Day. This year the program has completed two successful years with strength of 2,301 registered volunteers from 34 states watching birds closely. Last two years data on CBMI suggests that the House Sparrow (*Passer domesticus*) is the fourth most common bird species. As can be well-imagined, the Rock Pigeon (*Columba livia*) with 27,064 sightings is the most commonly found bird across India, followed closely by House Crows (*Corvus splendens*) with 26,707 sightings, while the Common Myna (*Acridotheres tristis*) is the third most common species with 21,398 sightings.

A very important contribution is made by the technical team of JIL IT of Jaypee group which designated the complete CBMI- Common Bird Monitoring of India website and necessary platform. Nature Forever Society is thankful to Jaypee Group for providing the technical support and making Common Bird Monitoring of India program a reality.

### How will the Common Bird Monitoring of India program help?

The project is the first Citizen Science initiative to monitor the common birds of the country where citizens from all walks of life will be engaged in professional research. The aim is to collect data on common bird species using the internet as medium. The knowledge about the status, population and distribution of common birds will help initiate timely conservation measures. This information is vital and absent at present. The project also seeks to fill the critical gaps which exist in our understanding of our common birds and to better understand how the birds use their urban habitats.

The format of the entire program is very simple, and the selection of the birds has been done keeping in mind the ability of the common man to identify these species.

### Some of the goals of the program:

To bring people close to nature

Help in conservation efforts and make conservation a practical and doable task.

Help citizens participate in conservation, contrary to the popular myth that conservation or research is the domain of researchers and research organizations.

Play a key role in devising conservation strategies for the common urban flora and fauna in the future.

Raise awareness among people that conservation is not something that happens inside forests, but also in your immediate surroundings.

Today's children are suffering from a nature-deficit disorder. With the lack of time to actually visit a park or sanctuary, this system will help people from all walks of life to enjoy the bounties of nature within the confines of their home.

Help create more bird and nature friendly environments in your immediate surroundings and in turn create more habitats for urban flora and fauna.

### How can you monitor the 18 common birds and become a citizen scientist?

You need not be a scientist to become a Citizen scientist. As a volunteer, all you need to do is to collect and enter simple data that will be used in a scientific study to undertake long term monitoring of India's common birds.

Choose any day of the year and any time of day from dawn to dusk. Monitor these 18 common birds from any location (home, school, college, office, park). You can monitor multiple locations and follow the 15 min exercise.

Observe the birds that you see, mark YES for the once you have seen and enter the total number of each species that you see in the 15 min exercise. If you see NO birds out of the 18 common birds, mark NO and enter zero. The absence record is equally important. Also you can enter observation of additional birds other than 18 common birds encountered during the exercise.

Then enter your data online at

<http://www.cbmi.in/Enterviewdata.html>

Then enter your data online at

<http://www.cbmi.in/Enterviewdata.html>

**COMMON BIRD MONITORING OF INDIA**

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**What is CBMI ?**

Common Bird Monitoring of India (CBMI) is a Citizen Science Program of Nature Forever Society. It is a first-of-its-kind national project that aims to monitor 18 common birds of the country. With India lacking scientific data on common bird species distribution and numbers, we need involvement of citizens to support programs such as CBMI. Through CBMI, we aim to harness the passion of citizens in mapping common city birds, without which our conservation efforts would crash down on its own ground. Ours is, henceforth, to the people and by the people initiative.

**Why Monitor Birds ?**

While, conservation efforts in India have traditionally focused on only wild animal species notably Tiger, Great Indian Bustard, Elephant etc, we never bothered concerning ourselves with the common species that make up our immediate surroundings. Among these, common birds that surrounded us became less and less conspicuous. Therefore, even though, few people have woken up to the emptiness in the urban skies and the absence of bird chirp but the lack of scientific data has made it difficult for the concerned to bring this effectively to light.

**Who can monitor ?**

You, and everyone around you! This is for anyone who can recognize 18 common birds and monitor their presence/absence and is computer savvy or has a family member or friend to help enter data.

**When do I monitor the birds ?**

The choice is entirely yours. You can choose any day of the year and any time of the day, from dawn to dusk, although mornings and evenings are ideal since that's when birds are most active.

**Where Do I monitor the birds ?**

You can monitor the birds from any location: be it your balcony, window, rooftop/terrace, backyard, public garden, office, school, college, market, bus bay/railway station or any place you visit during the weekends. You can also monitor from multiple locations. All you have to do is add and mark locations. Don't change your place or time just because you don't see birds or see more birds in other locations. That would bias your observations. We need both the presence and absence monitored. If you don't see a bird in a particular location, that information is also equally important.

**How to Monitor ?**

All you need to do is spend 15 minutes of your time observing birds and noting down their numbers. Next register/log into [www.cbmi.in](http://www.cbmi.in) and after geo-tagging your location, enter your observations. Do not forget to enter (zero) to indicate the absence of bird species that you did not find in that particular location.

**Nature Forever Society**  
Office No. 14, Thakker's Pride, Opp. Siddharth Hotel, Nashik - Pune Road, Nashik - 422011, Maharashtra, India. Phone - 09890087988, +91-253-2411022 Email - [info@natureforever.org](mailto:info@natureforever.org)

The data will help map the presence/ absence and the population, distribution of these common birds since there is currently no scientific data on these species in the country. The project will help fill critical gaps and generate interesting data over a period of time which can be statistically analyzed for launching conservation efforts. The knowledge about the status, population and distribution of common birds will help in initiation of timely conservation measures that can save these birds from extinction. This information is vital and the data can be used as an advocacy tool. The project will also help create more interest in the conservation of common birds among citizens. Thus with a aim to establish a monitoring system for birds which will help in assessing the population and abundance of birds, Nature Forever Society launched a program called Common Bird Monitoring of India program- CBMI.

# WORKSHOP AND EVENTS 2014

With World Sparrow Day approaching, Nature Forever Society- World Sparrow Day Secretariat held workshops and events at various organizations around Pune and Mumbai. The idea behind this was to spread the message of conservation of House Sparrow and other common flora and fauna, make people aware about World Sparrow Day and to join hands with more and more citizens and involve them in this initiative.

## 1. Nature Forever Society visits Pune University and Indradhanushya Paryavaran Kendra

Nature Forever Society in collaboration with Indian Herpetology Society organized an interactive session on occasion of World Sparrow Day on 'Sparrows & Super Powers' and 'Citizen Science and You'.

Nature Forever Society visited Department of Zoology at University of Pune and Indradhanushya Paryavaran Kendra, Pune on 11th March 2014. We used this opportunity to interact with students from Zoology, Botany & Environmental Science as well as enthusiastic people from the Pune community which has the highest number of birdwatchers & environmental enthusiasts in the country.

Mohammad Dilawar, Founder-president Nature Forever Society gave a talk on "Sparrows & Superpower" that correlated the inter-linkages between India becoming a Superpower, the economics, infrastructure and environmental perspective and related them with Sparrows and its health in the persisting scenario. Alternative conservation measures to save the sparrow like adopting nest boxes, feeders, planting more native plants etc were discussed over an interactive session with audience.

We also utilized this opportunity to introduce the concept of Citizen Science with our "Common Bird Monitoring of India" program. We also interacted with students and the avenues open to them for research, interning and volunteer opportunities with us.

This gave us a chance to connect with the interested citizenry who provided valuable feedback on our long-term growth as well as provided immense support that helped broaden our vision for the future.

We are immensely grateful to all the people present, Mr. Deepak Sawant from Indian Herpetology Society, the professors at Zoology Department of Pune University, Mr. Suhas Waingankar and team from CEE, Pune and the students who made this event a success.



## About

### **The Indian Herpetological Society, Pune**

The Indian Herpetological Society (IHS) was established in 1984 to promote the study and conserve herpetofauna in India. Today, IHS is instrumental in rescue & rehabilitation of wild animals, their scientific management in captivity and spreading awareness for wildlife conservation through scientific education. To enlighten public and promote research on various aspects of Herpetology IHS also organizes seminars, workshops, conferences, so as to develop and acknowledge of Herpetology. It also holds exhibitions in Urban and Rural areas on identifying and differentiating poisonous and non-poisonous snake and personal safety from snake related hazards.

### **Indradhanushya Paryavaran Kendra/ Indradhanushya Environment Education & Citizenship Centre**

Indradhanushya Paryavaran Kendra is a public facility of the Pune Municipal Corporation to create environment awareness and promote responsible citizenship, thinking and action towards sustainable development in Pune.

The main thrust of Indradhanushya is to spread the message of environment conservation in society and develop skills and attitude in citizens which could improve their environment literacy and environment performance of the city.

Indradhanushya focuses to sensitize the public by infusing a sense of responsibility. The interpretation centre at Indradhanushya is a resource for information on environment, they conduct non-formal education programs/workshops/seminars, facilitate capacity building which inculcate environmental and civic values in citizens.

# Ecological Impact of Modern Architecture on Sparrows & Birds

- Sparrows & their Habitats
- Modern Buildings & their Impact on Birds
- What can WE do ?

A Seminar & Exhibition by:

**NATURE FOREVER SOCIETY**  
in collaboration with  
**RACHANA SANSAD'S**  
**INSTITUTE OF ENVIRONMENTAL ARCHITECTURE**



MAHARASHTRA  
NATURE PARK  
SOCIETY



**ENTRY FREE**  
(Registration Required)

Date: 14 March 2014 Time: 5.30pm - Registration & Tea; 6.00pm sharp - Start of Program

Venue: Noshir Talathi Auditorium, Rachana Sansad, 278 Shankar Ghanekar Marg, Prabhadevi, Mumbai 25

For any query contact: Gayatri Murudkar at 022 2430 1024 ext.601 / envarch.rachana@gmail.com

[www.worldsparrowday.org](http://www.worldsparrowday.org) | [www.rachanasansad.edu.in](http://www.rachanasansad.edu.in)

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Mohammad Dilawar, founder-president of Nature Forever Society has been campaigning to save sparrows in the city and with this regard a seminar to understand these birds and our co-existence with them had been organized by the Rachana Sansad's Institute for Environmental Architecture in collaboration with Nature Forever Society, the BrihanMumbai Center of the Indian Institute of Architects and the Maharashtra Nature Park Society.

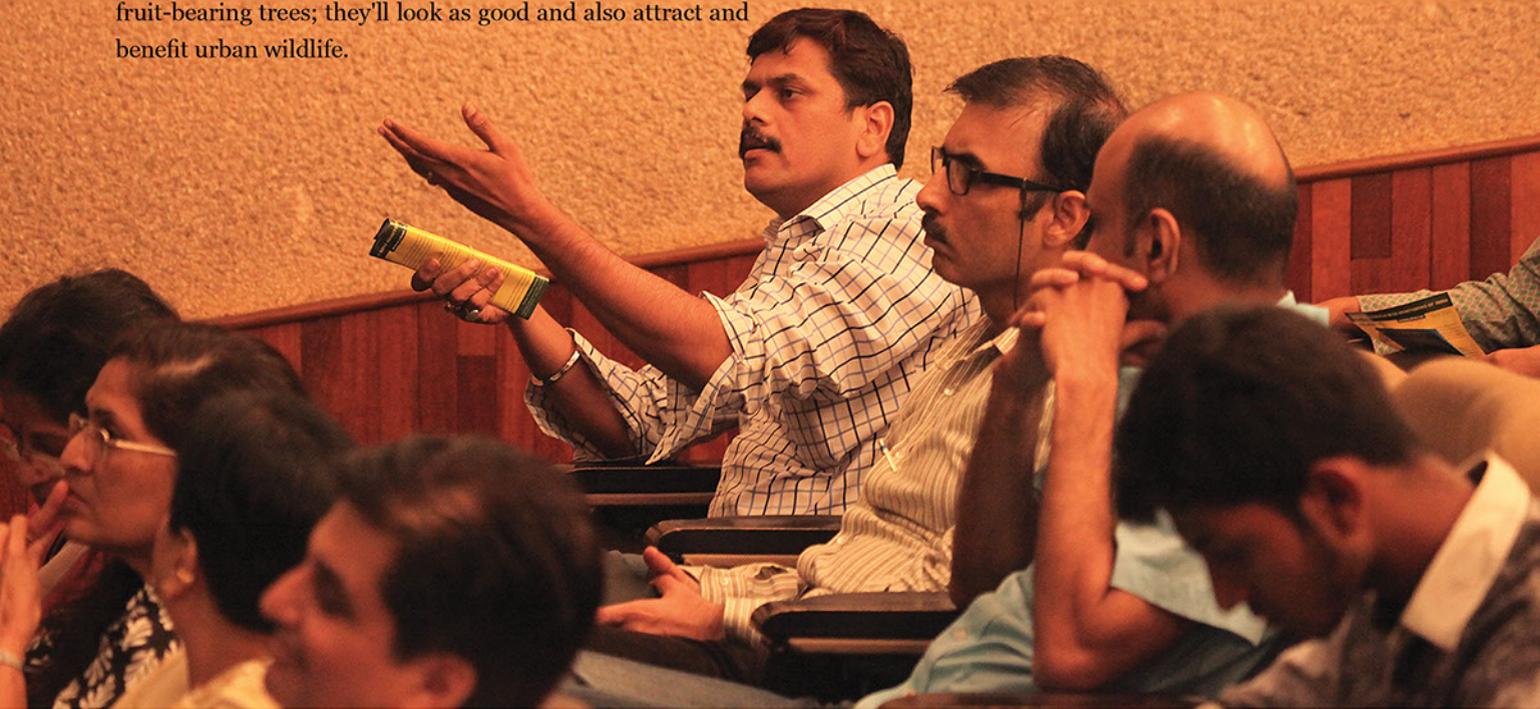


Mr. Dilawar, addressed a congregation that included representatives from the Indian Institute of Architects, town planners and architecture students on 'Ecological Impact of Modern Architecture on Sparrows and other Birds'.

Some very important issues were discussed in this workshop like considering measures while designing buildings that will not rob these small birds of their nesting sites, Glass facade buildings proving to be a major threat. As the glass is transparent or reflective, birds cannot differentiate during flight and ultimately collide. Also rather than going for finely manicured lawns and gardens, town planners and architects were urged to plant lawns with indigenous shrubs, grass and fruit-bearing trees; they'll look as good and also attract and benefit urban wildlife.

The seminar emphasized on multi-disciplinary research amongst architects, engineers and conservationists to find better solutions for an inclusive urban ecosystem which fosters the growth of birds through urban biodiversity.

Overall the workshop turned out to be a fruitful one with positive responses from audiences towards the issues raised. They said they will raise these points in their forums, will try and incorporate ideas that can help smaller birds, take measures like leaving small cavities in some of the dead walls while constructing buildings, where birds could nest.



### CBMI- Common Bird Monitoring India program

Another interactive session was that of Citizen Science program and involving citizens into CBMI. The status of most common birds of our country is not known. Scientist/researchers/conservationists have focused and studied star species neglecting the common ones. Nature Forever Society addressed the audience saying that till now all have helped in saving sparrows and other birds by adopting nest boxes and bird feeders; this was the first step towards conservation but with your involvement in CBMI it will be a progressive step toward conservation by monitoring these birds, helping in mapping them and assessing the population and abundance of birds from various parts of country.

NFS urged people to be a citizen scientist and that will also help imbibe in them a sense of responsibility and affinity towards nature. The project will also give boost to India's environmental voluntarism movement and at the same time help in collection of vital data.



## About

### **Rachana Sansad's Institute of Environmental Architecture:**

The Rachana Sansad's Institute of Environmental Architecture is part of the postgraduate wing of the Academy of Architecture, Mumbai. Established in 2002 it provides a two-year Masters program in Environmental Architecture. The course is conducted under the auspices of the Yashwantrao Chavan Maharashtra Open University (YCMOU), Nashik and recognized by the Council of Architecture, New Delhi.

The Institute conducts environmental projects and public awareness in addition to academic programs. These include seminars and training programs on various subjects such as green architecture, eco-housing technical criteria, eco-friendly building materials, rainwater harvesting, thermal imaging, nature & architecture, building physics and such others.

It has recently been appointed to prepare a roadmap for the implementation of Energy Conservation Building Codes in Maharashtra.

### 3. Nature Forever Society celebrates on occasion of World Sparrow Day at Oberoi Mall, Goregaon, Mumbai



On the 15th & 16th of March, as part of our World Sparrow Day celebrations, Nature Forever Society displayed a stall at Oberoi Mall, Goregaon.



This was an effort put forth by NFS to reach more and more citizen and make them aware of the situation of house sparrow and involve them into easy doable conservation practices like putting up nest boxes and bird feeders for sparrows and other common garden birds. Citizens were also informed about CBMI and encouraged them to monitor birds and help in collecting vital data about common birds.



A counter had been put up at the mall wherein bird nest boxes and bird feeders were kept for display and people could also adopt them and in a way help in conservation of sparrows and other common birds. Initiatives of Nature Forever Society were put up in the form of standees for people to know and join us as volunteers, supporters, adopters etc. People of all age groups and backgrounds visited the stall to know more about NFS and in what way they could do their bit to contribute towards conservation.



As part of one of the activities, we asked people to write postcards to "the President of India" requesting him to "Help impose a nation-wide Ban on Chinese/nylon/glass manja which massacres hundreds of birds each year besides lethally injuring many human beings and children.

Children as young as 6 years and adults as old (or young, if you believe age is just a number) as 65-70 years participated. We collected almost 100 signatures for this cause. They were explained about our initiative about why it is important to impose a ban on such killer manja and how as a common citizen of India citizen could help in this conservation initiative. People were more than willing to participate and showed their support to our initiative.



## About

### Oberoi Mall

A one stop destination for Fun, Food, Fashion and Films, Oberoi Mall is one of Mumbai's retail malls. Clearly recognizing that the customer is paramount, all our actions and strategies are directed towards providing a wholesome experience to those visiting the mall.

Other than its business needs, they want to positively influence social and environmental issues affecting the community. To position themselves as a responsible mall they associated with conservation of water & water bodies, Recycle & re-use , Polio eradication drive by Government of India and Go green theme.

Under the CSR, it has partnered with Nature Forever Society to support and celebrate World Sparrow Day and spread awareness about the decline of House Sparrow.

#### 4. Nature Forever Society Adopters Meet, Maharashtra Nature Park, Mumbai



Nature Forever Society conducted its first ever Adopters get-together in Mumbai at Maharashtra Nature Park, what better place than this in a bustling city like Mumbai; A thick woodland boasting a wide variety of flora and fauna and a green lung for pollution-ridden Mumbai.

Since our beginning, over the last eight years, NFS members have become like a family to us. We have been talking over the phone, exchanging emails and online messages. Unfortunately, we haven't met face-to-face so far. The idea behind having such a meet was to personally acquaint ourselves with each of our adopters and vice-versa. This helped us put faces to names and nothing can be better than meeting in person.

We utilized this opportunity to communicate; exchange ideas & gain important feedback from our sparrow lovers. We tried to break the ice through capacity building activities like role play, reverse introduction and Common Bird Monitoring of India exercise. Our adopters were very enthusiastic; some bought in pictures of the birds visiting the bird feeders or nesting in the nest box. Some narrated stories of their experience with birds and what difference have it bought after adopting nest boxes and bird feeders. It was wonderful to know that the efforts put in by NFS for the conservation of House Sparrow is showing positive results from citizens themselves.

For the role play activity, 3 groups were asked to play roles as a private school's administration, another as a corporate house and third that of a government office and each of the team is approached by a NGO who has to encourage these institutions to take up conservation activities as part of curriculum or CSR or provide funding etc. Basically a task to make people aware of the difficulties involved in convincing somebody to do a bit for conservation and how with support from citizens can this attitude be changed and how by mass involvement in conservation activities; changes can be bought.





Also the importance of CBMI was explained to them. At the same time the 15min activity of monitoring birds at MNP was also carried out by the members. They really found the activity interesting as well as an activity that would also contribute towards the conservation initiative taken up by Nature Forever Society.



Our meet would have been incomplete without a small and informal conversation around our work, team, initiatives, and campaigns and of course, how their contributions impact our work on a regular basis. We utilized this opportunity also to know about their interests, profession and how we as a family and a team can work better towards becoming successful bird conservationists.

After the tremendous positive response, we are also planning to conduct similar NFS Family get-together in other parts of the country.

## About

### **Maharashtra Nature Park**

Maharashtra Nature Park, an urban forest developed from a city garbage dump. Conceived by the WWF-India in the late 1970s, an area of about 37 acres, MNP was a land fill, which was ecologically restored and developed as a Nature Park by MMRDA. Located on Bandra-Sion Link Road and on the Southern bank of Mithi River (which starts from Borivali National Park highlands skirting the airport and meets the Arabian Sea at Mahim Bay and which is one of the major drainages of Mumbai), this mini-forest is nothing short of a miracle. Apart from being a vital green lung for pollution-ridden Mumbai, the MNP also offers Mumbai's citizenry a welcome change from the din and hustle of city life. The Park aims to provide the citizens of Mumbai a quick change to relatively green and unpolluted area, and to educate the people, particularly children in Ecology and Nature Conservation.

# FUNCTIONAL CONSERVATION INITIATIVES

Nature Forever Society launched Ban Chinese Manja Campaign a week before Makar Sankranti, 2014. We have begun this by bringing awareness among citizens about the dangers of this product while petitioning the Ministry of Environment & Forests (MoEF) as well as all state governments where kite fighting is an annual sport to bring a policy change that can be effected across India.

Every year, thousands of birds are mercilessly massacred at the hands of a killer that is used across India for celebrations. Kite-flying, an old tradition that once filled the sky with its colorful hues has in the last few years turned into a soul bloody sight!

What started as a recreational activity evolved into a sport called kite fighting. These fighter **kites compete** voraciously to cut the fine threads of the other in a rampage to win. Indians celebrate *Makar Sankranti* (harvest festival), Republic Day, Independence Day, *Raksha Bandhan*, every year at various times throughout the length and breadth of the country by flying of these colorful kites (patang).

These kites are flown in the sky using a thread called manja. Courtesy the rising competitive spirit, this manja is turning more and more lethal in a drive to win. This *manja* is made of metallic/nylon yarn with an **abrasive coat of crushed glass** gummed on to it making it razor sharp and non-biodegradable. This frenzy leads to the discovery of **killer Chinese manja**.

Chinese *manja* results in thousands of bird death every year. In addition, it is **non-biodegradable**, that is, it does not get decomposed and sustains in environment for a long time. Even after the festivities are over, lumps of these dangerous threads (*manja*) remain, effectively entangling and killing innocent birds.

Over the last 2-3 years, many states have **unsuccessfully tried to ban** the use of this deadly Chinese manja. **In 2009-10 it was banned in cities like Chennai and Mumbai. In 2011 Manja for flying kites was banned in Ludhiana, Jagraon and Khanna rural districts of Punjab.** However, such sporadic and regional action has not lead to any positive results so far and both bird and human lives continue to remain in danger.

We are petitioning the top ministry people including Veerappa Moily, Environment and Forest Minister of India, S S Garbyal, Director (Wildlife Preservation), MoEF and Pranab Mukherjee, President of India to “**impose a strict nation-wide ban on the use and sell of Chinese manja**” and end this massacre of bird, human life and the environment.

Once we have the backing of few thousand supporters, we would approach the authorities at Wildlife Crime Control Bureau, Ministry of Environment & Forests and Forest Departments across states to take necessary **action against the illegal buying/selling of Chinese manja**.

And all the perpetrators, both who sell and use Chinese manja should be effectively fined to curb its misuse.

In the meantime, we are utilizing our resources to spread awareness around the banes of Chinese manja, means of rescuing birds as well as the need for legal implementation. We hereby **urge citizens to employ cotton country-made manja** that is non-abrasive, biodegradable and not a health hazard for birds and people.

If you believe that Chinese Manja should be banned, sign our petition <http://chn.ge/1klClqz>



Thousands of birds are massacred at the hands of razor-sharp **Chinese manja** during the kite flying season every year across India.



After the festivities are over, Chinese manja gets deposited on trees, wires, and electric lines etc, acting as a death trap for birds all year round.

In addition, it always remains in the environment and doesn't get degraded and continues to function as a perennial killer of birds.

Unknowingly, birds carry back Chinese manja for nest building and many a times, chicks or the birds themselves get entangled in it and succumb to such injuries.

**BAN**  
Chinese Manja

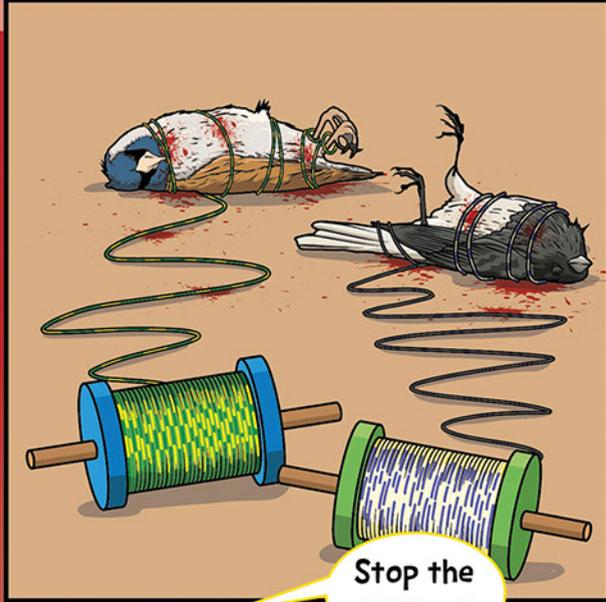


Share & sign our petition to join the campaign : <http://chn.ge/1klClqz>



# BAN CHINESE MANJA!

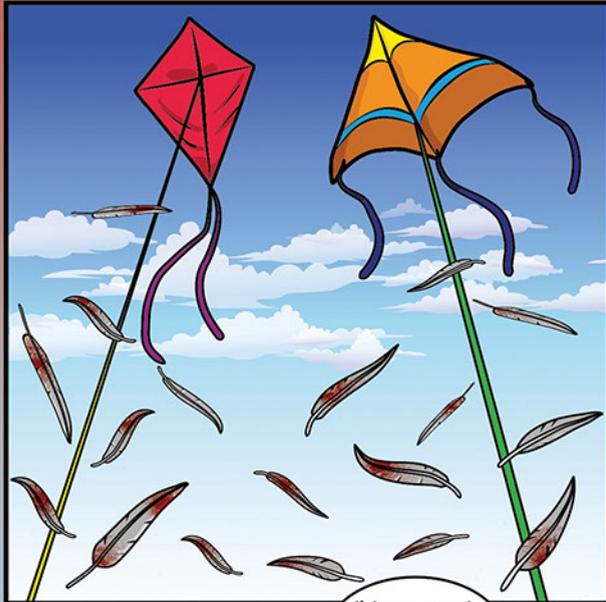
also known as "glass manja" or "nylon manja"



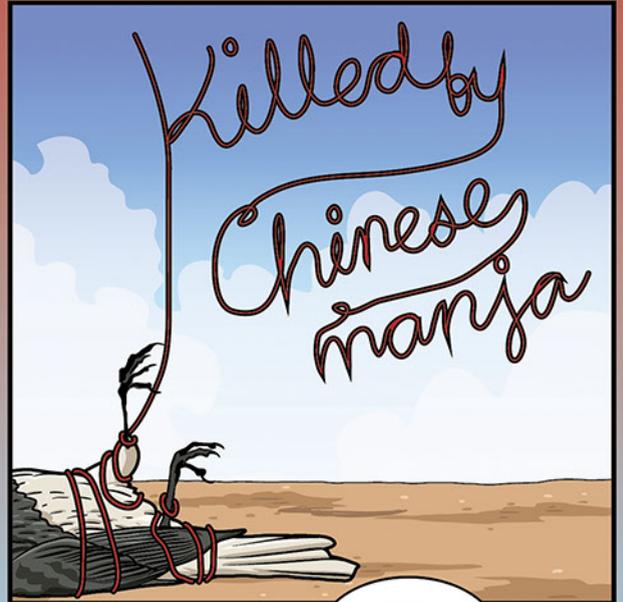
Stop the killing!



Respect Nature!



Chinese manja kills people and birds!



Love birds!



Please sign our online petition at

<http://chn.ge/1cZWAA5>



# NURTURING NATURE MAGAZINE

We celebrated International Women's Day (March 8th) this year by featuring Indian women conservationists in a special magazine issue. Our motive behind this was to highlight their journey as professional conservationists, mothers, daughters and most importantly, as women. In this special issue we bring out the challenges faced and victories gained by women in conservation.

This special issue is a collaborative result of many people. From its conception as an idea to final completion, the one binding thread of this issue was to highlight the lives of women conservationists narrated in their own words. Conceived by Mohammed Dilawar, founder of Nature Forever Society, its execution would not have been possible without the support of all interviewees.

## **Sentiments behind the issue**

It's often debated that the field of conservation is not the ideal work profile for women, especially in India, considering the amount of field work, travel and consequently, their security becoming a major concern. As the times are changing, so are the old notions and we are seeing newer crop of women conservationists fulfilling their dreams without inhibitions.

In this light, we endeavored to reflect on the changing notions, bringing together the experience of the past generation together with the vision of the future and find a way forward. It is our way of honoring the work of women conservationists and at the same time inspires future generation of women conservationists.

The special issue is available to download from the home page of <http://natureforever.org/>

# NURTURING NATURE



A special issue  
**TO CELEBRATE**  
**WOMEN**  
 CONSERVATIONISTS

ON  
**INTERNATIONAL**  
**WOMEN'S**  
**DAY**



[www.natureforever.org](http://www.natureforever.org)



# WORLD SPARROW DAY AROUND THE WORLD

## **Travancore Natural History Society, Thiruvananthapuram**

Each year they take sparrow count during the World Sparrow Week and give reports of these counts in leading newspapers bringing in awareness about World Sparrow Day. This year TNHS installed a dozen sparrow nest boxes at a market area near the killipaam bypass. Another installation was done at Nagerkovil. For this purpose they selected a handful group of workers at the Connemara Market, the main pocket of House Sparrows in the city. These workers are also greatly inspired to upkeep the bird nests already installed in the market and the TNHS has also urged the city co-operation to reward these scarcely-educated but the real ambassadors of nature.

They celebrated World Sparrow Day by distributing clay pots which can be used as water-bowls or as bird baths for birds. Around 551 such clay pots were distributed taking into consideration the summers, these pots will be very useful for birds or other small mammals as source of water.

## गौरैया दिवस पर वितरित किए सकोरे



बीना। विलुप्त हो रही गौरैया को बचाने के लिए एनीमल हेल्प लाइन की ओर से पंकजप्रकाश लखेरा ने सकोरे वितरित किए। विश्व गौरैया दिवस के अवसर पर 150 सकोरे वितरित किए गए हैं। पंकज पिछले कई सालों से सकोरे वितरित करते हुए गर्मी के दिनों में चिड़ियों के लिए पानी की व्यवस्था करते आ रहे हैं।

# प्यासे पक्षियों के लिए बांटे 551 सकोरे

विश्व गौरैया दिवस पर पक्षियों के हित में हुआ आयोजन



### ■ राज न्यूज़ नेटवर्क

**बीना।** यदि आप आज से लगभग 20 वर्ष पूर्व याद करें तो हमारी प्यारी चिड़िया प्रतिदिन सुबह चहचहाहट से नींद खुला करती थी। चिड़िया चावल के एक दाने के लेने बड़े अधिकार सक रसोईघर के अंदर तक चली जाती थी। बच्चों को परिचय जिस पहले पक्षी से होता था, वह गौरैया ही थी। वर्तमान समय में तेजी से बढ़ते प्रदुषण, मोबाइल टॉवर के रेडिएशन, भोजन एवं रहने के स्थान की कमी के कारण हमारी प्यारी चिड़िया गौरैया की संख्या लगातार कम होती जा रही है। नागरिकों को गौरैया के संरक्षण के प्रति जागरूक करने के लिए एक कार्यक्रम आयोजित किया। जिसमें उपस्थित लोगों को गौरैया को बचाने के लिए प्रेरित किया गया। भीषण गर्मियों के इस मौसम में हर जगह पानी की कमी हो जाती है। ऐसे समय में प्राकृतिक स्रोतों में पानी कम हो जाता है। जिसके कारण पशु-पक्षियों को प्यास से

व्याकुल होकर यहां-वहां भटकना पड़ता है। अनेक बार ये प्यासे पशु-पक्षी जलस्रोत तक पहुंचने से पहले दम तोड़ देते हैं। अतः हम सभी मनुष्यों का नैतिक कर्तव्य है कि हम इन पशु-पक्षियों की मदद करें, क्योंकि इन पशु-पक्षियों के लिए के बिना हमारा जीवन भी संभव नहीं है।

### एनीमल हेल्पकेयर कार्यक्रम प्ररंभ

पशु-पक्षियों को इन्हीं समस्याओं को देखते हुए एनीमल एड एण्ड केयर कार्यक्रम शुरू किया है। जिससे अन्तर्गत पशु-पक्षियों को भोजन, पानी, उपचार एवं देखभाल करने की व्यवस्थाओं को करने का प्रयास शुरू किया है। जिसका एनीमल हेल्पलाइन नं. 9 407 407 407 है। जिससे लिए लोगों को अपने घर के बाहर पानी पशुओं को पानी भरने, घर की बची हुई भोजन सामाग्री, पत्ते, छिस्के आदि को साफवर्तन में बाहर रखने के लिए प्रेरित किया जा रहा है। इसी श्रंखला में

प्यास से व्याकुल पक्षियों को पीने के पानी की व्यवस्था करने हेतु नागरिकों निशुल्क मिट्टी के पक्षी जल पात्रों का वितरण किया जा रहा है। जिसके लिए एनीमल हेल्पलाइन बीना के संचालक पंकज प्रकाश लखेरा ने मिट्टी के जलपात्र बनवाये। इस प्रकार लोगों को पूरी तरह से रेडीमेड तैयार करके नागरिकों को 551 जलपात्रों का वितरण किया।

जिसे नागरवासियों, दुकानदारों, महिलाओं ने अपने-अपने घरों पर लटकाया। एवं सभी ने प्रण किया कि हम लगातार इसमें पानी डालते रहेंगे। इस कार्यक्रम में पंकज प्रकाश लखेरा, सदस्य बंदना लखेरा, गायत्री गुणे, दिनेश राय, सुभाष, गुणे, अनिमेष जैन, दिलीप जैन, राहुल जैन, निर्मल ने सहयोग किया। पी.एफ. बीना ने प्यासे पक्षियों को पानी पिलाने के कार्य में सहयोगी बनने वाले नागरिकों के प्रति आभार व्यक्त किया।

## Animal Rescue Organization, Andhra Pradesh

Members of the organization organized an awareness campaign at a park – Vivekananda Park in the town. Visitors were made aware of World Sparrow Day being celebrated on 20th March and as conservation practice informed them about adopting bird feeders and nest boxes.



## CECBNHS, Delhi

CECBNHS celebrated the much awaited sparrow day on 20th March 2014. The event was a public and school event which was celebrated with much zeal and enthusiasm. The event started with interaction and presentation on the relevance of the day and the solutions to stop the bird from decline. The school children also did a sparrow awareness project on the same and they also shared their poster and campaign ideas. They also organised a sparrow observation walk inside our Asola Bhatti Wildlife Sanctuary and explored for sparrows who have a healthy population here. Later they had sessions on how to build a bird feeder and bird nests and how they can be useful in attracting not only sparrows but other birds as well. The programme concluded with a plantation programme.

This initiative was designed to raise awareness to the existential plight of the State Bird of Delhi. ABWLS has a healthy sparrow population and habitat and CEC- Delhi intended to provide a meeting place for serious sparrow lovers and amateur birders to commune, discuss and form a force that can play a noteworthy role in spreading awareness on the need of conserving common species of lower conservation status.



## F D School, Gujarat

F D Eco Club celebrated World Sparrow Day by distributing 350 nests and waterpots to the members of eco club. PAPA TRUST gave Rs.6000 as students had collected 120 kg of manja on uttarayan festival; the manja which injures the birds. Through this campaign students collected this manja to save birds. By this money collected, PAPA trust, F D Eco club purchased bird nests and waterpots to save the birds. This event was celebrated to create awareness to save sparrows. It is a small step towards saving the sparrow.



## Finolex Academy of Management and Technology

The Finolex Academy of Management and Technology, Ratnagiri and SAM (Students Association of MCA) conducted a social event 'World Sparrow Day' on March 20, 2014. In this event they addressed the students of the schools of Ratnagiri region by giving them short presentation on sparrows, environmental awareness and what they can do to save birds. They also conducted Drawing Competition within various schools.

They reached more than 11 schools of Ratnagiri region and passed the social message to save the sparrows. With the kind support and motivation of schools and organizations they were able to reach 1295 Students and address them about World Sparrow Day. With the same in the Drawing competition around 625 Students participated and enjoyed this event.

**FINOLEX ACADEMY OF MANAGEMENT AND TECHNOLOGY**  
P-60,P-60/1, MIDC, MIRJOLE, RATNAGIRI

**Student Association Of MCA**  
Celebrating

**WORLD SPARROW DAY**  
On 20th March, 2014

With  
**Inter-School Drawing Competition**  
of Ratnagiri Region

Contact us:  
Sagar  
(Chief Coordinator)  
9421614035  
Girish Velankar  
9765767971

"Many birds die in summer without water, this year has been extremely hot. Help us in saving our birds by providing water in pots in your balconies, window and garden. A little help will go a long way."

In Association with  
NATURE FOREVER  
HELP BIRD'S IN SUMMER

Organised By  
SAM MCA





## JCI Pillukhera Town and Happy Nursery Convent School

JCI Pillukhera Town celebrated World Sparrow Day on 20th March 2014 at Happy Nursery Convent School. On this day a drawing competition was held. Children were very excited about celebrating this day and drew wonderful pictures of sparrows. JC K. L. Nimbal encouraged the students to save the sparrow and also advised students to put seeds and water on the roof of their houses for birds.



## विश्व स्पैरो दिवस

# छतों पर रखें पक्षियों के लिए दाना-पानी: गोयल



बच्चों को जानकारी देते संस्था के सचिव कश्मीरी लाल व पेंटिंग में विजेता रहे बच्चों के साथ जेसीज के सदस्य व प्राचार्या शशि। (घांच)

पिल्लूखेड़ा, 20 मार्च (चांद): वीरवार को पिल्लूखेड़ा मंडी के हैप्पी स्कूल में विश्व स्पैरो दिवस कार्यक्रम का आयोजन किया गया। इस कार्यक्रम में स्कूली बच्चों के बीच लुप्त हो रही चिड़िया की प्रजाति को बचाने का

संदेश देने के लिए पेंटिंग प्रतियोगिता का आयोजन किया गया। इस कार्यक्रम का आयोजन पिल्लूखेड़ा जेसीज संस्था द्वारा किया गया।

इस कार्यक्रम के संयोजक सुमीत गोयल, प्रधान प्रशांत सिंगला, सचिव

कश्मीरी लाल ने बताया कि आज पक्षियों में चिड़िया का वजूद समाप्त होता जा रहा है। ऐसे में उनको बचाने के लिए एक अभियान की जरूरत है। उन्होंने बताया कि अब गर्मियों का मौसम आ चुका है, ऐसे में घरों की

छतों पर पक्षियों के लिए दाना-चुग्गा रखने की व्यवस्था करें। यह एक पुण्य कार्य है। इस अवसर पर स्कूल की प्राचार्या शशिकला, जेसीज के रोहित गुप्ता, अभिषेक जैन, प्रवीन आदि भी मौजूद रहे।

## Manav Organization

Manav Organisation celebrated World Sparrow Day on 20th March by organizing an exhibition giving information about sparrows and ways in which they can be conserved. The exhibition was open to all and was a successful in attracting and creating awareness amongst a lot of people. A drawing competition was organized for students. Also earthen pots were put for display and sale which can be used as water baths for small baths.



## Nature Drive Trust of India, Odisha

Nature Drive Trust of India provides awareness programs on protection, preservation, conservation and management of our earth ecosystem and its natural resources for environmental sustenance. They aim to build a new generation of highly committed nature activists, who will secure a healthy and sustainable ecosystem for the future. World Sparrow Day was observed by NDTI at Bethany Convent School premises on 21/03/2014 in presence of Chief Guest Dr Sailabala Padhi Director at Center for Env't. Studies, Honorable Guest Mr. Sudhakar Mantry Trustee of Paradip Port Trust, Priest of Saint Merry Church, Principal of Bethany Convent School Sister Montee, along with Dr Ranjita Pattaniak as chief speaker & speaker from NDTI Prafula Patnaik.

The students were made aware of the little bird sparrow and its age old association with human beings. Conservation measures such as providing food and water to these little creatures were discussed. Also bird feeders and water baths were distributed among the students.



**THE NEW INDIAN EXPRESS**

### Drive to Protect House Sparrows in Paradip

**Express News Service** Environment, Government of Odisha.

Paradip: With an aim to protect house sparrows and other neighbourhood birds, Nature Drive Trust of India has launched a public awareness campaign involving school students.

Nature Drive Trust of India works for the conservation of Nature in Paradip and other areas of the State by organising cleanliness drives, plantation awareness programmes and seminars on nature and environment in collaboration with Centre of Environment Studies under Department of Forest and

now buying packaged grains from supermarkets and malls and the practice of

women cleaning grains at home no longer exists which results in the sparrows not getting food grain.

People can help in a number of ways to promote the growth of population of sparrows like providing clean

drinking water using earthen bowls and arranging nest boxes at homes, offices, schools, public parks and other places.

The population of the house sparrow, a small, seed-eating species of birds, is fast shrinking in urban areas and will become extinct if steps are not taken to save them. Future generations may get to see them only in pictures, the experts said.

Director at Centre for Environment Studies Sailabala Padhi said, "Every creature has a significant role to play in the web of life. House sparrow is a major indicator

of the health of our environment.

The sparrow is on the verge of extinction due to environment pollution."

Director of Nature Drive Trust of India Prafulla Patnaik said organisation distributed 40 nests, bird feeder and bowls for storing drinking water to school students for preserving the common bird species. Trustee of Paradip Port Trust Sudhakar Mantry, Priest of Saint Mary Church, Principal of Bethany Convent School, Ranjita Patnaik and Bhagaban Mohapatra were present on the occasion.

**Pratap Highschool, Amalner**

World Sparrow Day was celebrated by students and teachers of Pratap Highschool by conducting a session and creating awareness on sparrows and its conservation.



## World Sparrow Day celebration at the APPTA Market, Nagercoil, Tamil Nadu

“Sparrows are the friends of farmers”, observed S S Davidson, environmental educator, while addressing the World Sparrow Day celebration at the APPTA Market in Ozhuginasery here in the outskirts of the town. The Day was celebrated by Tribal Foundation with the traders of the market, who are keeping nest boxes to breed the sparrows. “Birds are natural pest controllers”, the environmentalist observed that they consume the insects, worms and larvae that destroy the agricultural crops. By consuming the pests, there is no need or lesser need to use pesticides in the agricultural activities.

Joe Prakash, co-ordinator of National Green Corps while addressing the participants said that the sparrow population was decreasing owing to radiation from the mobile phone towers and it was a good attempt that the traders were fixing nest boxes to help the breeding of the bird which was a positive act towards conservation of a bird which is on the verge of extinction.

Jacob Robert Singh, Managing Trustee of the Foundation in his presidential address paid rich encomium to the traders in bio-diversity conservation of the small bird. While the day was observed in many countries, it was a happy occasion to celebrate it in the remote corner of the country

APPTA Market boasts of the only place in the entire State of Tamil Nadu having more than 400 pairs of the tiny bird in an area of five acres of land.

The market has many of factors that facilitate the breeding of the bird as insects, worms and green leaves secured from the discarded vegetables. Safety is accorded from predators as crow, kite and reptiles as snake and chameleon are provided naturally as the area is busy round the clock with trading activities. Human interruption to the birds is zero in the market. The habitat for breeding is provided in the concrete building by wooden nests by the Foundation.

To mark the occasion, 30 eco-friendly nest boxes designed by Davidson were distributed to the traders.





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இன்று உலக சிட்டு குருவிகள் தினம்

## அழிவின்பிடியில் இருந்து சிட்டுக்குருவிகளை பாதுகாப்போம்

நாகர்கோவில், மார்ச் 20 உலக சிட்டுக்குருவி தினம் இன்று (20ம் தேதி) கொண்டாடப்பட்டுகிறது. பல்லுயிர்களை பாதுகாக்க வேண்டும் என்ற நோக்கத்திலும், சிட்டுக்குருவியை பாதுகாக்க வேண்டும் என்ற நோக்கத்திலும் இந்த நாளை குறிப்பிட்டு சிட்டுக்குருவியை பாதுகாக்கும் முயற்சியில் பல இயற்கை சார்ந்த சங்கங்கள், இயற்கை ஆர்வலர்கள் செயல்பட்டு வருகின்றனர். இந்த பறவையினம் பல காரணங்களால் அழிந்து வருகிறது. காங்கிரிட் கட்டிடங்கள், பெருகி வரும் மாசுக்கள், பூச்சி கொல்லி மருந்துகள், பறவைகளின் வாழிடங்கள் அழிக்கப்படுதல், உணவு இல்லாமல், வேட்டையாடுதல் ஆகிய வற்றால் இந்த பறவை அழிந்து கொண்டிருக்கிறது.

நாகர்கோவில் உள்ள அப்தா மார்க்கெட்டில் வியாபாரிகள் சிட்டுக்குருவி இனப்பெருக்கத்திற்காக கூடுகளை வைத்துள்ளனர். 10 ஆண்டு களுக்கு முன்பு இங்கு சுமார் 5 ஜோடிகளாக இருந்த



குருவிகள் தற்போது 400 ஜோடிகளுக்கு மேல் பெருகியுள்ளன. நாகர்கோவிலை சேர்ந்த சூழியல் கல்வியாளர் டேவிட்சன் வடிவமைத்த கூடுகளை பழங்குடி மக்கள் அறக்கட்டளை நிறுவனம் ஆண்டுதோறும் வழங்கி பறவைகள் இனப்பெருக்கத்திற்கு உதவுகின்றனர்.

இது தொடர்பாக சூழியல் கல்வியாளர் டேவிட்சன் கூறுகையில், 'சிட்டுக்குருவிகள் சந்தையில் உள்ள சூழிவு பொருட்களான காய்களில் இருக்கின்ற பூழ், பூச்சிகளை உண்கின்றன. சிறை வகைகளையும், அவை உண்ணுகின்றன. இவ்வாறு விவசாய நிலங்களில்

பயிர்கள் மற்றும் காய்கனிகளை அழிக்கின்ற பூழ்க்கள், லார்வாக்கள், கட்டுப்பாட்டின்மீது ஆகிய வற்றை உண்பதால் விவசாயிகளின் நன்மையாக அவை திகழுகின்றன.

பெருகி வரும் காங்கிரிட் கட்டிடங்களால் சிட்டுக்குருவிகளின் வாழிடங்கள் அழிக்கப்பட்டுள்ளன. எனவே இந்த பறவைகள் கூடு கட்ட வழியில்லாமல் இனப்பெருக்கம் செய்ய முடியாமல் அழிந்து கொண்டிருக்கின்றது. எனவே கூடுகள் அமைத்து சிட்டுக்குருவிகள் இனப்பெருக்கத்திற்கு உதவுவதின் மூலம் இப்பறவை இனத்தை காப்பாற்ற முடியும் என்றார்.

## Chisopani JH School SINGTAM, SIKKIM

The students and teachers observed World Sparrow Day at its school on March 20th. The day marked with an awareness workshop followed by competitions on activities related to preservation and conservation of birds. Santosh Sharma (pursuing PhD on Avian diversity of Sikkim, Gurukula Kangri University, Haridwar) and Krishna Prasad Dahal, (pursuing M.Sc on Forestry, NERIST, Arunachal Pradesh) were the speakers of the day. Mahesh Dahal, Headmaster, Chisopani JHS and his staff were present on the occasion. More than hundred students attended the programme.

The best part of the day was when few students submitted their catapults to the school and vowed not to shoot the birds in near future. Altogether 8 catapults were received by the school. Competitions were held for the students that included nest making, tree house making, pla cards and short speech on importance of birds. More than 40 students had participated on the competitions. Following were the winners: Sabitra Dahal and Sita Rasaily (pla-cards), Nilu Rai (Bamboo Tree model for birds), Rikit Gurung (nest making), Bindhya Subba (short speech on importance of birds) and Ranjit Darjee, special prize (Bamboo Tree model for birds). The prizes were sponsored by RRC Badhaichha Creation, Singtam.

The day long programme was held in two sessions; first session had students of class Pre to class IV while the next session featured students of class V, VI AND VIII. Mahesh Dahal, Headmaster, Chisopani JHS gave the welcome speech and spoke about the importance of the day. Dahal said it is the need of time to preserve birds before it is too late. Students should always adore the beauty of nature and preserve it, he added. Santosh Sharma and Krishna Dahal, the resource persons showed visual presentations of the importance of birds and interacted with the students.

Initially, Santosh Sharma highlighted the relationship between vegetation structure and composition, human beings and birds. He emphasized the role of avian species in maintaining essential ecosystem services such as pollination; importance of the conservation of avian biodiversity in general and sparrow in particular. He went on to say that birds are the indicators of the health of the ecosystem as they are very sensitive to any kind of disturbance in any habitat.

Krishna Dahal in his talk encouraged the students to observe birds and note down the variation in the characteristics of different species. Dahal further went on to say those small creatures requires care as we humans need. Survival of human race depends upon environment they live and it gets worse when avian are not found, he added. He also shared information on different avian species being called as the state birds in India. Shital Pradhan, teacher Chisopani JHS was the host of the day while CM Chettri, teacher Chisopani JHS gave the vote of thanks.



## Report on “World Sparrow Day-2014” Awareness Rally and Meeting held at Manjoor, The Nilgiri District on 20.03.2014



The Nilgiris Education And Research Foundation Observed “World Sparrow Day – 2014” Awareness Rally and Meeting at Manjoor on 20.03.2014. About 150 participants including School children, Teachers, Forest Officials, Police Officials, General Public were actively participated in the World Sparrow Day awareness rally and the meeting.

The World Sparrow Day 2014 awareness rally was inaugurated by hoisting green flag by Mr. R. Muthukrishnan, Forest Range Officer and Mrs. Ragamath Nisha, Sub Inspector of Police, Manjoor. The awareness rally covered the entire area of Manjoor, started from Main Bazaar, moved onto upper bazaar upto Girls High School, then returned to Gokul Theatre and finally reached the meeting venue, H.K. Trust Hall, Near Central Bank of India, Manjoor. The participants of the rally were School Children, Teachers, General Public, Press Reporters, Forest Officials, Police Officials and various NGO Members. Participants held awareness banners, hand-outs, raised various slogans on protecting sparrow to create better environment for them to live, preserve nature and etc.,

The World Sparrow Day -2014 function was held at HK Trust Hall Manjoor at 11.30 AM. The function started with prayer. Mr. N.Siva, Managing Trustee of The NEAR Foundation welcomed the gathering. The World Sparrow Day 2014 address was delivered by Dr.M.Ramesh, Professor of Zoology and Animal Science, Bharathiar University, Coimbatore.



He has delivered World Sparrow Day – 2014 address with a Power Point Presentation. In his address, he explained the origin and development of Sparrows, various kinds of Sparrows around the world, advantages of Sparrows, role of Sparrows in the bio-diversity development, diminishing trend of Sparrows, reasons of diminishing and means of protecting and preserving Sparrows in the modern villages and cities. School children raised many questions which were resolved by the chief guest.

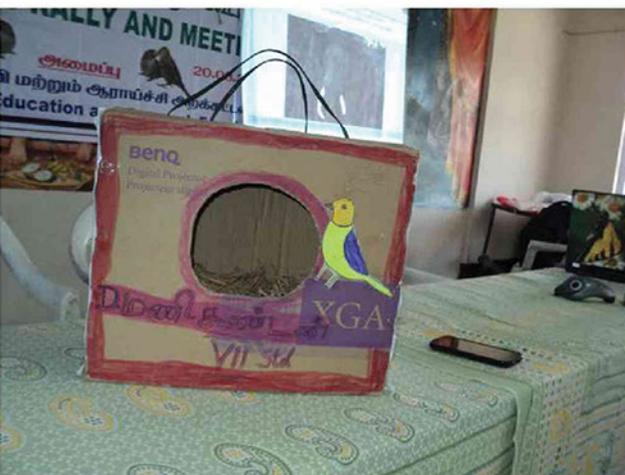


Mr.N.Sadiq Ali, Founder, Wildlife and Nature Conservative Trust had participated as a special guest and shown various wildlife conservative measures associated with forest department of the Nilgiris district and other places of TamilNadu. He conducted a snake-show to the school children and impressed them.



Mr.R. Muthukrishnan, Forest Range Officer, Kundha Range of Nilgiris District had participated as another special guest in the awareness programme and delivered an awareness talk on preserving house Sparrows. Mrs. Ragamath Nisha, Sub Inspector of Police, Manjoor Police Station participated and delivered an awareness talk in the meeting. As the impact of the awareness programme, school children assured that they would create nests for Sparrows in their schools and homes. Mr. N.Maga Maga Belliappan, Member Trustee and Senior Coordinator of The NEAR Foundation delivered vote of thanks in the meeting. It had been a very useful programme for the School children of Government Elementary Schools of Kilkundha, Melkundha, Mulligoor and Mattakandi.





## The TITAN School

The students and staff of TITAN school celebrated World Sparrow Day with great enthusiasm. Various activities were held by the administration for students. Students were engaged in making World Sparrow Day badges, face masks, made wonderful poems on sparrows and also wrote stories related to sparrows. The students also sang songs on sparrows. The teachers also had discussions with students regarding bird habitats and the need to conserve birds.



**The Little Ones with their painted Bird faces & beaks**



**The Class Bulletin Board**



**Singing the Spirited Sparrow song**



**Teacher Discussing Bird habits & the need to care for Birds**



*Date : 20.03.2014*

# World Sparrow Day

## Fluffy Sparrow

Fluffy, fluffy sparrow,  
Your beak's like an arrow,  
And your tail is narrow !  
You're not as small as an ant,  
Or as big as an elephant.  
You can't sail,  
You're not bad,  
And you don't behave mad.  
That's why I love you,  
And not want to make you few!

**Pramod Seshasayanan, 5-B**

**The Titan School, Hosur - 635 110, Tamilnadu.**

Date : 20.03.2014

# World Sparrow Day

## Morning Tweets

On our little gate,  
It looked like the Sun was rising late.  
Here come our little mates,  
Breakfast is on their plates.  
They fly happily in the sky,  
When I see them come down  
They feel very shy.  
The Passer Domesticus is ubiquitous,  
Found pecking at juicy Iceberg Lettuce.

**Zerah Lakshmi Vincent, V B**

**The Titan School, Hosur - 635 110, Tamilnadu.**

Date : 20.03.2014

# World Sparrow Day

## *My House is the Best*

*Once a family of four sparrows lived happily in a forest but because wild animals were a menace they planned to migrate elsewhere.*

*First they migrated to a city. There they found there were no greeneries for them to wander.*

*Next they went to a town. There they saw machines saying dro.....dro.....brum...brum.....and vehicles saying pi.... pi.... pomp..... pomp..... at 6:00 in the morning. This was definitely too much for them. Shooooo....*

*Next they went to a village, Oh! Dear this was too much. The places were too dry with no trees and no water at all so they hurried back to the forest. Mother sparrow said, "Good gracious those are no places for us to live". "Yes, you are right", said the father sparrow. The forest is surely the right place for us to live. Saying this both the sparrows flew back to the forest with their chicks. They saw their children flying about here and there with a lot of happiness. The children said in a chorus, 'my house oh! Sorry sorry our house is the best house! They hugged each other while the animals watch them from below. The sparrows decided to live with the wild in the wild. If we can be of help to these sparrows then I'm sure they'll find a place to live with us. Can we help them!!!!!!*

*Reshma Shajani, Class V*  
*The Titan School, Hosur - 635 110, Tamilnadu.*

Date : 20.03.2014

# World Sparrow Day

## My Sparrows

Sparrow sparrow little sparrow,  
Here, there, every where  
Which way do you go?  
You sing, you fly  
In the open sky  
Yet, I don't see you at all  
Sparrow sparrow little sparrow,  
Here, there, every where  
Do I find you on the swing?  
Or on any tree  
Do you sit on the wire up?  
Or fly away  
Cause I know  
You fear  
The Humans now  
Who never know you dear!!!

G. Thirisha, Class 5

The Titan School, Hosur - 635 110, Tamilnadu.

Date : 20.03.2014

# World Sparrow Day

## SPARROWS

Sparrows are really few  
They are now found dead in a barbecue  
Sparrows need to be secure  
As they are soft as water dew  
They should stick to our heart like glue  
But we are a wicked crew  
We destroy them and they never grew  
Just let them brew  
Save them and let them live new.

Varrun Raj, Class V

The Titan School, Hosur - 635 110, Tamilnadu.

Date : 20.03.2014

# World Sparrow Day

## Tiny Sparrows

Cute little sparrows  
All the way they go  
I can't see them up there  
Or neither down below

Endangered they've become  
From less to least  
Here and there everywhere

Save them, Save them,  
Oh! Please save them  
They like to live a life like us  
Help them, feed them,  
Care for them, Love them too.

Parmeitha, Class V

The Titan School, Hosur - 635 110, Tamilnadu.

The school organized a drawing competition for students on occasion of World Sparrow Day .



### **Asociación Ornitológica Ardea, Spain**

A photo contest was organized to capture photographs of house sparrow, named: "Your neighbour, the house sparrow". The photo contest gathered huge response from people and was successful in spreading awareness about sparrow .

### **NGO 'FINCH', Kosovo**

The NGO organized a bird watching session just next to the River of Dri on occasion of World Sparrow Day. Both house sparrow and tree sparrow were observed along with other birds. In all it was a wonderful bird watching session.



### **KuzeyDoga Society, Turkey**

The society organized a bird ringing session at Aras Bird Research and Education Center, conducted educational activities for children in YUkari Ciyrikli Village. The society also helped with monitoring and counting the sparrow species with children around the center and the village.



### **Muongano development gateways, Kenya**

They carried out tree plantation and awareness campaign around the town of busia.

### **The Nature Conservation and Protection Society, Lahore, Pakistan**

World Sparrow Day was celebrated on 20th March at University of Punjab, Lahore. Students celebrated this day with enthusiasm and participated in creating awareness about conserving sparrows and spreading the message of importance of this day.

### **Bird Ecology Study Group, Singapore**

This online study group encouraged birdwatchers to save the Eurasian tree-sparrow through blogs, posts and created awareness.



## Trendsetters Charitable Trust, Visakhapatnam, Andhra Pradesh

On World Sparrow Day 2014, Trendsetters Charitable Trust launched a year long project called "Project Backyard". They will be distributing nesting boxes, bird feeders and plants all through this year at reasonable price and for no profit. This is aimed at increase of awareness in Vizagites regarding sparrows and environment as well as to increase the sparrow population in the City of Destiny. 100 sets of boxes, feeders and plants were distributed on 20th March World Sparrow Day and people from various corners of city attended the launch. Their team also addressed 400+ children from 4th-10th class of Rama Krishna Mission School near Zilla Prishad Junction. They spoke about the importance of sparrows and how to increase their population. Children also made some models of their own depicting the bird nests as well as importance of sparrows.



*"Earth provides enough to satisfy every man's need, but not every man's greed."*

**20th March 2014 onwards**

- \* Put a bird feeder in your house
- \* Adopt a bird nest
- \* Put up clay water bowls
- \* Grow fruit bearing or flowering plants

**Reach us to collect bird feeders, nest boxes, water bowls and saplings**

**Contact:**  
Vivek Rathod - 9052797234  
Ravikanth Reddy - 9885830838

**In co-ordination with:**  
AP Pollution Control Board  
AP Forest Dept  
Indira Gandhi Zoological Park  
Green Climate  
JCI Vizag

**Supported by:**  
**MEECONS**

*"Water that plant, put a few crumbs of food and water and enjoy nature in your backyard."*

*An initiative by:*  
**TRENDSSETTERS CHARITABLE TRUST (TCT)**

### Zoo Outreach Organization, Coimbatore, Tamil Nadu

An awareness programme was held at Government Middle School, Pachapalayam, Perur. About 100 students and 8 teachers were sensitized about sparrow conservation by talk a talk, drawing competition and documentary on sparrows.



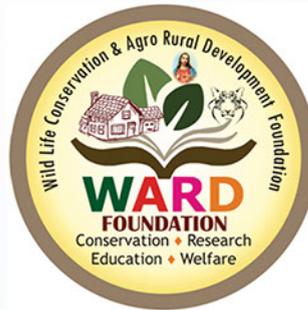
### Bhopal Birds- ECS

Bhopal birds -ECS and Van vihar National Park organised various events on world sparrow day -2014 including birdwatching camp , Photo contest and lectures on Sparrow .



### Ward Foundation, IVSA and Nagpur Veterinary College, Nagpur

Bhopal birds -ECS and Van vihar National Park organised various events on world sparrow day -2014 including birdwatching camp , Photo contest and lectures on Sparrow .



### Green Heritage, North Lakhimpur, Assam

Awareness meeting and distribution of sparrow nest box free of cost by AINP

### University of Lucknow, Uttar Pradesh

Students conducted Sparrow monitoring and counting in different areas of Lucknow city. Also different type of competition related to House Sparrow among the students of colleges, schools and university were carried out .M ass awareness among the local people regarding Sparrows and importance of this day was done.



# CONSERVATION PARTNERS

## Lead Conservation Partners



## Conservation Partners

