

Awareness Week Observed by RCE Lucknow on Sparrows and Butterfly

To promote conservation of endangered species, every year world butterflies day on 14 March and world sparrow day on 20 March is observed. Taking the opportunity, RCE Lucknow partner institutions lead by Institute for Wildlife Sciences, University of Lucknow conducted a week long awareness campaign from 14 to 20 March in Lucknow to create awareness for engaging youth and community in taking action towards conservation of sparrows and butterflies. The campaign was conducted in collaboration with UP State Biodiversity Board (UPSBB), Centre for Environment Education, Northern Regional Cell (CEE North), Turtle Survival Alliance (TSA), India, Butterfly Research Center, Bhimtal; Uttar Pradesh Forest Department and Lucknow Zoological Garden.

The campaign started with a daylong workshop on butterflies and sparrows. Various online competitions/ events were organized including poster, poem, collage, Rangoli, tattoo making, photography, essay, slogan, and power point presentation focusing on the theme. Winner of various competitions were given away prizes by eminent conservationists.

A mobile awareness campaign was conducted from 15 to 19 March 2019 in various parts of Lucknow with a team of 30 student youth volunteers of Biodiversity and Wildlife Conservation Lab. Volunteers visited various locations covering urban and rural areas. The campaign could reach out to around 10,000 people including children, women, men, youth etc. Educational material including posters, fliers, and brochures about species was used to educate masses and also distributed it to people for display. The sparrow nest boxes, feeder and sparrow host plants distribution stall was also put up at University and Lucknow Zoo. A photography exhibition was also organized at Lucknow Zoo.

Volunteers also made appeal to students of various schools and colleges and common masses to join the counting of sparrow activity as well. On 20th sparrow count day was observed where response is coming from all around the city.



Fig.1: Prof Amita Kanaujia delivered a Lecture on Sparrow and Butterfly





Fig.2: Sparrow Awareness Car inauguration



Fig.3: School students and common mass was awared during the car campaign



Fig.4: Students Participated in Tattoo competition



Fig.5: During Collage competition



Fig.6: During PowerPoint Competition



Fig.7: Sparrow Nest Box Distributed to Dr. AlokDhawan, Director, IITR, Lucknow



Fig.8: Distribution of Sparrow nest box, sparrow host plants, water pot and feed among the common mass