Indian Board for Wildlife was started in the year 1952. The board took the decision to start the awareness campaign regarding the wild animals and their conservation by celebrating the wildlife week in 1955. In the week long programmes the masses are given inputs regarding the necessity of wildlife conservation. The awareness programmes are designed in such a way to include all walks of life. The wildlife week is mostly conducted by forest department’s wildlife wing and some non-government organizations involved in wildlife conservation activities.

I was Director of Kanpur Zoological Park for four and half years from July, 2008. During my tenure as conducted wildlife week with much fanfare. The programmes were mainly designed to include the students of all ages up to class XII. The students are divided in to three groups. Class I-IV (Sub – Juniors), class V-VIII (Juniors) and Class IX-XII (Seniors). The competitions held within the group. All the schools and colleges of the city and the district were invited to attend the programmes. The programmes were designed in such a way that all the talents represented. The programmes included wildlife quiz in which multiple choice questions regarding wildlife put to students by turn, in essay writing the students gave their opinion in specified number of words on a topic on wildlife, in elocution the students expressed their opinion on the environment and wildlife topic, group discussion - the students were judged on the basis how effectively they could put forth their ideas on the topic of conservation, cultural activities - in which skits, monoacting, group songs organised, Mehandi - the girl students generally participated and they either put mehandi on their own palm or on the palm of their companion, in this

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competition a companion also allowed, Rangoli in which the colours filled on the design placed on the ground on a specified animal and its eco system, Painting on a canvas with colours on the wildlife and environment subject etc.,

The corporates of Kanpur, the industrial units and the contractors and suppliers of Kanpur zoo participated in the celebrations by sponsoring the prizes, activities and snacks etc for the participants. The morning walkers of the zoo also lent their hand in making the week a grand success. The chief guests of the functions include administrators, educationists, political personalities whom the students can emulate.

Mostly, the day one of the week starts with a rally of the students holding placards with slogans on wildlife conservation, the students wear the outfits like animals to give the feel of co-existence forests, wildlife and human interface for the city dwellers.

Later the week is inaugurated by an eminent personality as chief guest and the week is declared open for the competitions. Throughout the week the celebrations are conducted in much fanfare and on the last day of the week another eminent personality is invited as chief guest and the prizes are distributed to the winners. Overall championship is awarded to the institution which won most prizes. The students leave the campus with enriched wildlife knowledge and the staff who organized the programmes feel younger by mixing with a group of young students. With the memories of the week we spend one more year waiting to meet the younger generation with more ideas on wildlife conservation.
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