

Wildlife Week only WEEKS AWAY in the International Year of Biodiversity 2010

Indian Wildlife Week is just weeks away.

This year is special because in 2010 itself it was officially announced that the world's organisations, institutions and individuals had **not** been successful in reducing biodiversity loss in the past decade.

Indian Wildlife Week is an opportunity to reach many, many people. Wildlife Week is probably one of the most participatory wildlife events in the world. All types of institutions throughout India celebrate and an unknown but enormous number of people of all ages participate by attending especially arranged events. Wouldn't it be great if we could use Wildlife Week to convince people to think and act for the benefit of wildlife, its diversity and its importance to our lives ...all year round.

This year we have taken a decision to cut down the variety of materials and focus on Biodiversity in the hope of influencing more people to change their behaviour and attitudes toward the Earth.

The attitudes we are trying to change are more difficult than attitudes towards things that causes problems for people, such as wild animals who raid gardens and even attack human beings. The attitudes we are targeting are apathy, or indifference. Apathy is perhaps harder to tackle than any other attitude. Often we can more easily change hatred and anger than apathy and indifference.

The only way to address this bad attitudinal habit is to try and reason with people. We should try and show them how and why – in this modern age of overuse of resources – apathy and indifference is a dangerous way of life. It will not only deprive those who are indifferent of much of the richness of life, but others who want to conserve and enhance biodiversity will be deprived also.

There is another entity causing biodiversity loss, which is Climate Change. Ironically, however, this climate-villain is also a victim. Human beings who have over-utilized resources (that's me and you and everyone in the modern world) have contributed to climate change. Every time we use (or waste) more power, water, food, petrol, etc. than we need, we are contributing to both biodiversity loss and climate change. We don't always know which comes first ... it is like the chicken and egg. What we do know is that the basic materials that insure our survival are in jeopardy.

This symbol stands for "leads to" →

Human beings' overuse of resources → biodiversity loss → climate change → biodiversity loss

This is the essence of the difficulties that threaten us, and also the only way out. Human beings have to change their habits or bring about irreparable damage to the earth.

So in this Wildlife Week, we have changed our plan of having the usual range of materials on offer. This International Year of Biodiversity, IYB, we are offering only one thing ... a packet which combines biodiversity loss, climate change and human over-use of natural resources. It is crucial that everyone understand this cycle of doom and try to cut back their over-utilisation of certain natural resources.

Packet available – You, Biodiversity Loss, and Climate Change

PDFs available - Biodiversity Loss and Climate Change ... what will you do ?

We request you to try and relate all of your activities to overall biodiversity loss. In our booklet and packet material we will include ways to do that. We will bring everything back to one point : Biodiversity is Life – our lives and wildlives' (flora and fauna) lives. Order early and plan an effective programme with our Biodiversity and Climate Change packets and PDF.

Write to : zooreach@zooreach.org or marimuthu@zooreach.org, 0422 2561087