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ENVIRONMENTALISTS PLEDGE TO COMBAT WILDLIFE CRIMES

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Go Wild for Life — Zero Tolerance for Illegal Wildlife Trade"— theme of World Environment this vear brought Day together environmentalists to combat wildlife crime and poaching. The event was organised jointly by Wildlife Crime Control Bureau (WCCB), TRAFFIC, WWF-India, United **Nations** Development Programme, ENVIS Centres, PETA among others.

The World Environment Day observed on June 5 every year, comes out with various conservation and environmental issues.

This year as per the theme, the participants focused on the need to curb poaching and illegal wildlife trade to ensure survival of different species in the wild.

The Environment Ministry came out with a Pledge Wall, where more than 700 individuals pledged to say "NO" to buying illegal wildlife products in order to support efforts to curb poaching and illegal wildlife trade.

According to Dr Shekhar Kumar Niraj, Head of TRAFFIC India poaching today is driven by consumer demand and if this is curbed it is possible to stop poaching subsequently. Tiger, leopard, pangolin, monitor lizard, black spotted turtles, star tortoises, parakeets and many more species are being regularly sold in the illegal wildlife trade markets to the extent that the future of these species are appearing bleak in the wild, he said.

Illegal wildlife trade has emerged as one of the most significant threats to the wildlife and engaging public support is crucial to the success of eradicating this epidemic, he added.

Tilotama Varma, Additional Director, Wildlife Crime Control Bureau said that while enforcement agencies like WCCB are continuously strengthening and evolving ourselves to control this growing menace it is important to eventually receive support of the end consumers of these wildlife products.

The highlight of the event was a march past of individuals around the inner circle of the Connaught Place with volunteers and supporters holding placards of various messages related to wildlife conservation and environmental protection. There was also a selfie corner at the venue, where cut outs of various protected species and related themes were put on display for participants.