

Celebration of “World Sparrow Day - 2014”

World Sparrow Day is a day designated to raise awareness of the House Sparrow and other common birds to urban environments, and of threats to their populations, observed on 20th March. It is an international initiative by the Nature Forever Society of India in collaboration with the Eco-Sys Action Foundation (France) and numerous other national and international organisations across the world.



World Sparrow Day also has a broader vision to provide a platform where people who are working on the conservation of the House Sparrow and other common birds can network, collaborate and exchange conservation ideas which will lead to better science and improved results. It aims to provide a meeting ground for people from different parts of the world to come together and form a force that can play an important role in advocacy and in spreading the awareness on the need of conserving common biodiversity or species of lower conservation status.

The *World Sparrow Day (WSD)* was celebrated on *20th March, 2014* at the Regional Science City, Aliganj, Lucknow. The day was jointly celebrated by U.P. State Biodiversity Board, Lucknow, Zoology Department, Lucknow University and Regional Science City, Lucknow. The aim of the programme was to raise awareness regarding Sparrow conservation among the students through various competitions.

The celebration of World Sparrow Day started on *19th March, 2014* with various events like Art and Quiz Competitions. The competitions were organized in two groups i.e. *Group A- (class 4th to 8th)* and *Group B- (class 9th to 12th)* at Regional Science City Aliganj Lucknow. The details of the events are as follows:

Programme Schedule

S.No	Event	Date	Time	Duration	Group
1	Art Competition: “ <i>Sparrows in and around your garden</i> ”	19 th March 2014	10:00 AM	1 hour 30 min.	A & B
2	Quiz on “ <i>Sparrows</i> ”	19 th March 2014	11:45 AM	-	A & B

In all **172** students of various schools in Lucknow participated enthusiastically in the aforesaid events. In which, **81** students of Group ‘A’(57) and Group ‘B’ (24) participated in Art competition on "*Sparrows in and around your garden*" and **91** students of Group ‘A’ (21) and Group ‘B’ (70) participated in the quiz competition on "*Sparrows*". Prizes along with the certificates were distributed to the winners by Mrs. Pratibha Singh, Conservator of Forests, Uttar Pradesh State Biodiversity Board, Lucknow. The list of prize winners of the World Sparrow Day competitions is given below:

1- Art Competition:

GROUP- A (class 4th -8th)

S.No	Name of the Student	School	Class	Prize
1	Kuhuk Agarwal	Seth. M.R. Jaipuria School, Gomti Nagar, Lucknow	VI	First
2	Samriddhi Singh	Seth. M.R. Jaipuria School, Gomti Nagar, Lucknow	VII	Second
3	Satvik Rastogi	Seth. M.R. Jaipuria School, Gomti Nagar, Lucknow	IV	Third
4	Aryan Chharia	Seth. M.R. Jaipuria School, Gomti Nagar, Lucknow	IV	Consolation
5	Reeba Mustaqueem	C.M.S. Mahanagar, Near Badshah Nagar, Lucknow	VIII	Consolation



1st prize Kuhuk Agarwal



2nd prize Samriddhi Singh



3rd prize Satvik Rastogi



Consolation prize Aryan Chharia



Consolation prize Reeba Mustaqueem

GROUP- B (class 9th -12th)

S.No	Name of the student	School	Class	Prize
1	Bhavana Yadav	Seth. M.R. Jaipuria School, Gomti Nagar, Lucknow	XI	First
2	Harshita Rajnish	Seth. M.R. Jaipuria School, Gomti Nagar, Lucknow	XI	Second
3	Bhagat Singh	C.M.S. Mahanagar, Near Badshah Nagar, Lucknow	IX	Third
4	Anamika	Seth. M.R. Jaipuria School, Gomti Nagar, Lucknow	XI	Consolation
5	Sneha Singh	Seth. M.R. Jaipuria School, Gomti Nagar, Lucknow	IX	Consolation



1st prize Bhavana Yadav



2nd prize Harshita Rajnish



3rd prize Bhagat Singh



Consolation prize Anamika



Consolation prize Sneha Singh

2- Quiz Competition:

GROUP- A (class 4th -8th)

S.No	Name of the student	School	Class	Prize
1	Aditya Verma	Sri Ayodhya Singh Memorial Inter College, Chinhat, Lucknow	VI	First
2	Ayush Yadav	C.M.S. Mahanagar, Near Badshah Nagar, Lucknow	VIII	Second
3	Khuboo Pal	Sri Ayodhya Singh Memorial Inter College, Chinhat, Lucknow	IV	Third

GROUP- B (class 9th -12th)

S.No	Name of the student	School	Class	Prize
1	Ayushi Singh	C.M.S. Mahanagar, Near Badshah Nagar, Lucknow	IX	First
2	Shreya Srivastava	C.M.S. Mahanagar, Near Badshah Nagar, Lucknow	IX	Second
3	Jainub Shaikh	M.L.M. Higher Secondary School, Sec.A., Aliganj, Lucknow	IX	Third

**Awareness materials published and distributed on the occasion of
World Sparrow Day-2014**

Think for the Sparrows!

WORLD SPARROW DAY
(March 20th, 2014)

Organized By
Biodiversity & Wildlife Conservation Lab
Department of Zoology, University of Lucknow
U.P. State Biodiversity Board, Lucknow
Regional Science City, Aliganj, Lucknow

U.P. State Biodiversity Board Lucknow
Regional Science City Aliganj, Lucknow
Biodiversity & Wildlife Conservation Lab Department of Zoology University of Lucknow Lucknow

Poster

Our Little House Sparrow

WORLD SPARROW DAY 20TH MARCH 2013

Description: The House Sparrow (*Passer domesticus*) is a species of passerine bird of the sparrow family Passeridae. It is a small bird, with feathers mostly different shades of brown and grey. House Sparrow is a chunky bird, typically about 16 centimetres (6.3") long, ranging from 14-18 centimetres (5.5-7.1"). It has a large rounded head, a short tail, and a stout bill.

MALE: With Chestnut & Grey Head, Black Bib, & Intense Chest Nut on Lesser coverts.

FEMALE: With Duller aspect, Lacks Black on Throat & Breast and Lesser coverts are light Brown.

JUVENILE: Similar to a Female, but with a fresh plumage.

Habit & Habits: It is strongly associated with human habitations. House sparrows are hardy creatures with a life span of three to 13 years, able to survive in all temperatures and up to 15,000 feet above sea level.

Voice: Notes especially in display or at roosts. Steady series of chirps, cheeps, chattering calls.

Distribution: It occurs naturally in most of Europe, Africa, the Mediterranean region, and much of Asia, Myanmar and Indonesia.

Ecological Role: The house sparrow is useful in eradicating insects. They feed their chicks the larvae of the alfalfa weevil and cut-worms, both of which harm alfalfa crops. The humble house sparrows are nature's bio-indicators and enjoy a historical relationship with humans for thousands of years.

Threats:

- Food scarcity: the bird's natural food resources are being eaten away by massive urbanisation.
- Habitat destruction: Hundreds of trees and bushes are being cleared for big buildings
- Electromagnetic Radiation: Thousands of mobile phone communication towers are being erected in cities, towns and villages, mobile phone towers pose one of the biggest threats to sparrows. The electromagnetic radiation causes irritation, reduces their reproductive capacity as well as the hatchlings are either destroyed or born with serious deformities.
- Predation: Natural predator such as cats are also accountable for mortality of sparrows.

CONSERVATION:

- Protection of nests built in houses and buildings or trees.
- Making provision of bird house in your gardens
- Providing bird feed in gardens
- Creating awareness among people through education
- Celebrating the World Sparrow Day

HOW TO ATTRACT HOUSE SPARROW IN YOUR GARDEN?

- Keep water pot in your house for birds.
- Put the sparrow nest box in your garden.
- Plant the small and bushy tree in your garden.
- Spread food grains for sparrow.

Department of Zoology Biodiversity & Wildlife Conservation Lab University of Lucknow Lucknow
Regional Science City Aliganj, Lucknow
U.P. State Biodiversity Board Lucknow

Handbills

**जन्तुविज्ञान विभाग, लखनऊ विश्वविद्यालय लखनऊ एवं
उत्तर प्रदेश राज्य जीवविद्यता बोर्ड लखनऊ**

विश्व गौरैया दिवस, 20 मार्च 2013
गौरैया गणना प्रपत्र

Rise For The Sparrow! Experience The Power of One!

मैंने नुं कल्लो अर्द्ध विडिया, दात का दाना लार्ड विडिया- इस काव्य को स्मरण करते ही हमने हमारी प्यारी गौरैया वार आ जाती है हमारी नशी. प्यारी एवं छोटी सी गौरैया आज धीरे-धीरे हमारे बीच से विलुप्त होती जा रही है। इसी प्यारी सी छोटी गौरैया को बचाने के लिए पहिले हम गिनाई और 20 मार्च 2013 को विश्व गौरैया दिवस मनावे। इस दिवस को मनाने का हमारा मुख्य उद्देश्य जंग सजाव को गौरैया की प्यारी हुई संख्या के प्रति जागरूक करना। उसके अलावा, प्रजनन एवं उनके के बच्चा को सुरक्षित करना तथा अपने अपने एवं अपने रहने-मानने के लोको में बदलाव लाना जो कि बहुत आसान है एवं वा बदलाव गौरैया संरक्षण के लिए अतिवश्यकपूर्ण होगा।

विश्व गौरैया दिवस 20 मार्च को पूरे विश्व में एक अवियान के रूप में मनाया जाता है। और इस अवियान का मुख्य उद्देश्य जनमानस एवं शैक्षिक संस्थानों को जागरूक करना है जिससे हम गौरैया संरक्षण में अपना सक्रिय योगदान दे सकें।

गौरैया जागरूकता अभियान का मुख्य उद्देश्य यह है कि विश्व के समस्त नागरिक कम संरक्षण एवं कम समय का प्रयोग कर गौरैया जागरूकता एवं संरक्षण में भाग ले सकें।

आज किजो 20 मार्च, 2013 के अपने घर से बाहर निकलें और घातकाल 7:00 से 7:30 बजे तक गौरैया की गणना करें और इस गणना काम को भर कर हमारे पते वा ई-मेल पर भेजें।

हम आशा करते कि आप गौरैया जागरूकता एवं संरक्षण करने में हमारी पूर्ण मदद करें।

क्र.सं.	बदलको की संख्या		जिसे पहचाना गया कि संख्या	जव्वरको की संख्या	गौरायो की संख्या	घोसला बनाने का स्थान (दि, राता, घर में आदि)
	नर	मादा				

केने वल्ले का पता -
पता -
पूर्ण रूप में भरने को भर कर निम्न पते पर भेजें :
200 अजील कर्नाटिका एस्टेट/एच/ओडोर
जन्तु विज्ञान विभाग विश्वविद्यालय एवं राज्य जीव संरक्षण प्रयोगशाला
सुंजन-विश्वविद्यालय, लखनऊ
ई-मेल : wildlifeconservation.lko@gmail.com
upstatebiodiversityboard@gmail.com
एस.एस.एस.को : 9454574121, 9026987174

Sparrow count form

Glimpses of World Sparrow Day -2014 Celebration



Students participating in Art Competition



Students with their paintings



Students participating in Quiz competition



A view of paintings by the students



Prizes and certificates for winners



Prize distribution

Besides, *World Sparrow Day Campaign* was also organized on 20th March, 2014. The event started at 6:30 am covering more than 30 areas of Lucknow (Triveninagar, Khadra, Daliganj, Aliganj, Aminabad, Indiranagar, Alambagh, Chowk, Telibagh, Kapurthalla, Vikasnagar, Mahanagar, Gomtinagar, Chinhat, Munshipulia, P.G.I., Bangla Bazar, Rajajipuram, Faizullaganj, Smileganj, Niralanagar and New Hyderabad in Lucknow city and its associate areas like Kakori, Malihabad, Itaunja, Gosainganj, Bakshi Ka Talab, Mahona, Nagram, and Amethi).

The volunteers spotted the Sparrows in the aforesaid areas and created awareness by distributing flyers, pamphlets, posters and calendar on sparrows to the local people. They also distributed the Sparrow count forms. Celebrating this day is an attempt to bring sparrow lovers and nature supporters on a common platform, and start a conservation movement to save the common flora and fauna of the world.