

Ashiyana 300



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The Concept / Idea

- Recently the wide spread and once abundant House Sparrow has become a mystery bird at many localities.
- The decline is an important biological phenomenon and may have important consequences.
- Sparrows are an umbrella species with a strong appeal to the public and they are the good indicator of the quality of the environment.
- The concept is to motivate people to improve the nesting sites through online and off line campaigns.



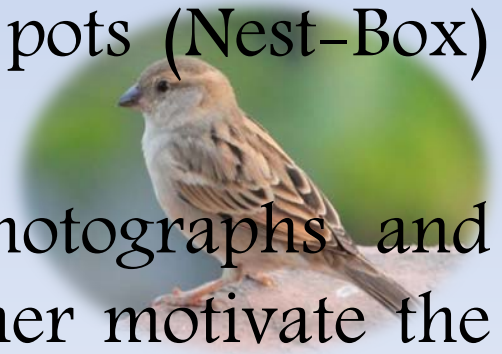
Objectives

- to draw the attention of public to the plight of house sparrow (*Passer domesticus*) and the causes
- to sensitize people by inspiring them to participate in the sparrow count on “World Sparrow Day”– 20th March 2015
- to motivate people to improve the nesting sites of sparrows




Strategies

- **Sparrow Count:** Face book campaign , Newspapers, messages through Whats App. will be used for the sparrow count on the “**World Sparrow Day**” on **20th March**.
- “OUT REACH” activities for awareness through popular talks, audiovisual programmes, group discussion, awareness material.
- Uploading Videos and photographs of stepwise making of Bird-lofts using shoe boxes and earthen pots (Nest-Box) to improve the nesting sites
- **Updating and uploading** of all the photographs and videos on social media network to further motivate the people to join the campaign.



Outputs

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- A close-up photograph of a House Sparrow perched on a dark, thin branch. The bird has a white underbelly, a brown and white streaked back, and a brown head with a small black mark around its eye. It is facing left, looking down. The background is a soft, out-of-focus brown.
- Providing 300 Nest boxes
 - The sparrow count in Lucknow
 - Sensitizing 5000 people to the dwindling population of House Sparrows through online campaign.

Outcomes

- Improved awareness on house sparrow
- Wider participation of people in Sparrow counting
- More people will participate in the nesting site improvement activity to increase the House Sparrow population

