

Union MoS Shri Kirti Vardhan Singh reviews the Three-Day Exhibition on Peacock Conservation Organised under Mission LiFE

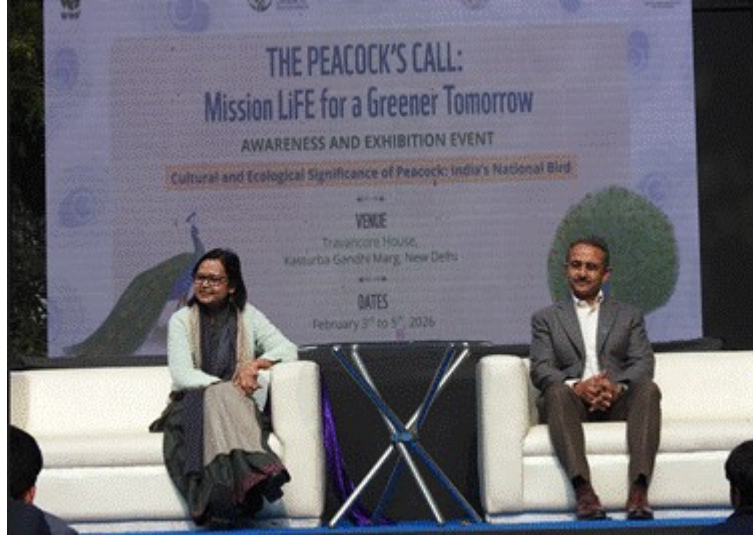
Minister appreciates effective linking of India's National Bird with Mission LiFE and Public Engagement for Conservation

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The EIACP Programme Centre - Resource Partner at WWF-India, with the support of the Ministry of Environment, Forest and Climate Change (MoEFCC), is organising a three-day awareness and exhibition event titled 'The Peacock's Call: Mission LiFE for a Greener Tomorrow', from 03.02.2026 to 05.02.2026, at Travancore House, New Delhi. The event is being organised under Mission LiFE (Lifestyle for Environment) and focuses on the ecological and cultural significance of the Indian peafowl, India's National Bird. It aims to promote sustainable lifestyles, biodiversity conservation and citizen-led environmental action.



Union Minister of State for Environment, Forest and Climate Change, Shri Kirti Vardhan Singh, visited the exhibition today. The Minister interacted with participants, viewed the displays and appreciated the initiative for effectively linking India's National Bird with Mission LiFE and public engagement for conservation.



The exhibition was inaugurated on 03.02.2026, in the presence of senior officials and conservation leaders. The inaugural session included welcome remarks by Dr. G. Areendran, Coordinator, WWF EIACP PC-RP, and Ms. Lipika Roy, followed by a thematic address by Ms. Nameeta Prasad, Joint Secretary, MoEF&CC. Shri Ravi Singh, Secretary General and CEO, WWF-India, attended as Guest of Honour, while Shri Sushil Kumar Awasthi, Director General of Forests and Special Secretary, MoEF&CC, delivered the keynote address as Chief Guest. The inauguration concluded with the formal opening of the exhibition and a guided walkthrough.



During the first two days of the event, more than 2,000 participants visited the exhibition. Attendees included school students, youth, professionals, government officials and members of the public. Across the three days, the event features a wide range of engaging and educational activities, including:

- An interactive exhibition on peacocks, biodiversity, and conservation
- Screenings of short films on Mission LiFE and peacock ecology

- A Mission LiFE selfie point and visitor message board
- Mission LiFE pledge activities
- Quizzes, origami, and poster-making competitions for school students
- Expert talks and lectures on peacock conservation, habitats, and biodiversity beyond protected areas

Special sessions have been designed for school students, encouraging environmental stewardship through creative and interactive learning experiences aligned with Mission LiFE principles.



‘The Peacock’s Call’ aims to strengthen public awareness on wildlife conservation, inspire environmentally responsible lifestyles, and highlight the ecological importance of India’s National Bird as a symbol of harmony between nature and culture. The third and final day of the event (February 5, 2026) continues with educational sessions and public engagement activities.

VM/GS

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