

MUTHIALPET CIRCLE
No. AA.7/MDA/CR/16
Date 5 APR. 2016

OFFICE OF THE
SUPDT. OF POLICE (EAST)
No. 2087/SPE/CR/16
Dated 22/4/16

2
932
20/4/16

TRAFFIC

the wildlife trade monitoring network

TRAFFIC India, WWF India Secretariat
172-B, Lodi Estate, New Delhi-110003, INDIA
Tel: 011-41504786/43516290; Email: trafficind@wwfindia.net
Website: www.trafficindia.org; www.traffic.org

16 March 2016

Director General of Police,
Puducherry, Police Headquarters,
No. 4, Dumas Street,
Puducherry - 605001

OFFICE OF THE
DIRECTOR
No. 1917/CR/16
18/4/16

W/els

Sub: Awareness about poaching and illegal trade in pangolins and freshwater turtles and tortoises in India

Dear Sir/Madam,

Greetings from TRAFFIC India, a programme division of WWF and the country office of TRAFFIC, a global wildlife trade monitoring network.

I am writing to you today to seek your support for a significant awareness campaign to help protect and conserve the lesser known and less charismatic wildlife species such as pangolins, monitor lizard, turtles and tortoises, mongoose, owls, tokay gecko among other wildlife.

36/250

Growing demand for wildlife from India threatens the existence of tiger, elephant, rhino and various other wildlife species and the fact has been well publicized. However, the illegal trade in non-charismatic species has remained largely unreported. With limited knowledge and little understanding about the population status, numbers poached, illegal wildlife trade hubs and illegal market dynamics of these non-charismatic species, it is difficult to ascertain the impacts of illegal trade on their population status.

*All
SPOs*

TRAFFIC, WWF-India and Wildlife Crime Control Bureau (WCCB) have launched a digital campaign to highlight the plight to these species and support action for their conservation in February 2015. The campaign was successful in reaching out to nearly 1.4 million individuals on Facebook, Twitter and Google. In continuation to this campaign, TRAFFIC with support from WWF-India and WCCB has recently produced posters on poaching and illegal trade in pangolins, turtles and tortoise species in India.

*Give
2016*

Pangolins in India are poached in large numbers mainly for their scales that are smuggled across international borders for use in traditional Asian medicines. Their meat is consumed locally as well as considered a delicacy in many Asian countries. On the other hand, various turtles and tortoises species are plundered from the wild for sale in pet trade markets, for meat and as well as for use in traditional Asian medicines. They are consumed locally as well as smuggled in large numbers to other countries.

Reports have indicated that the trade in pangolins, turtles, and tortoise species is massive. While it is important to strengthen wildlife law enforcement measures to curb poaching and illegal trade, it is equally important to sensitize the general masses to gain their support. TRAFFIC's latest posters are a step towards this direction.

All 6/2015

TRAFFIC India is a programme division of WWF-India and country office of TRAFFIC, a global wildlife trade monitoring network.

[Signature]

2057
CI Muthialpet

MUTHIALPET CIRCLE
MUTIALPET CIRCLE
3/185, 89A, 2-60

TRAFFIC

the wildlife trade monitoring network

TRAFFIC India, WWF India Secretariat

172-B, Lodi Estate, New Delhi-110003, INDIA

Tel: 011-41504786/43516290; Email: trafficind@wwfindia.net

Website: www.trafficindia.org; www.traffic.org

We are sharing a few copies of the posters with you and would request you to please put them up at strategic locations and use them in your awareness campaigns. Please feel free to ask for as many copies of the posters as you may need.

Thanking you,
Yours sincerely

Shekhar Niraj

Dr Shekhar Kumar Niraj, IFS
Head-TRAFFIC India

Forwarded for Necessary action
Mut. PS / Kal. PS / O.P.


INSPECTOR OF POLICE
MUTHIALPET CIRCLE
PUDUCHERRY