

**GOVERNMENT OF INDIA  
ENVIRONMENT AND FORESTS  
LOK SABHA**

UNSTARRED QUESTION NO:4325

ANSWERED ON:29.08.2011

CONSERVATION OF ELEPHANTS

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**Will the Minister of ENVIRONMENT AND FORESTS be pleased to state:**

- (a) whether the Government has launched the nation-wide 'Haathi Mere Saathi' Campaign to improve conservation and welfare prospects of the elephants in the country;
- (b) if so, the details and the salient feature thereof;
- (c) the name of other agencies assisting the Government for the success of the said campaign in various States;
- (d) the extent to which said campaign will be helpful for the welfare and conservation of the elephants in the country; and
- (e) the details of the expenditure likely to be incurred in the said campaign?

**Answer**

MINISTER OF STATE (INDEPENDENT CHARGE) FOR ENVIRONMENT AND FORESTS (SHRIMATI JAYANTHI NATARAJAN)

(a) to (e) The Ministry had constituted a "Task Force on Project Elephant" to recommend measures for a more effective conservation and management regime for elephants in India. The Task Force submitted its report in 2010.

One of the recommendations of Task Force is to reach out to the people to improve conservation and welfare prospects of the elephants. In this direction, the Ministry, in partnership with the Wildlife Trust of India (WTI) has launched the nationwide 'Haathi Mere Saathi' campaign by unveiling the campaign mascot, logo and website of the campaign during the Elephant-8 Ministerial Meeting held in New Delhi on 24th May, 2011. Other details of the campaign have not been finalized. No amount has been allocated for this campaign and the Government has not incurred any expenditure so far.