



### Creating Awareness through Wall Art for Biodiversity Conservation

Development Alternatives in collaboration with HCL Foundation are working for Tank Rejuvenation and Biodiversity Conservation in Gautam Budh Nagar district, Uttar Pradesh. Under this initiative – “Humare Talab Humari Pehchan”, a campaign was initiated which is reaching out to more than 18,000 people through 51 wall art piece across five villages in the district.

Wall painting plays a huge role in creating awareness in rural and semi-urban India. This is used as a medium to raise awareness and advocate for change, the paintings focus on water tank conservation and restoration and also highlight citizen’s role in creating a healthy and sustainable environment.

The main objective of wall art is to disseminate information on the current status of tanks in villages, the importance of tank ecosystem, and call for action towards protecting them, advising measures to ensure safe and judicious use of water resources. Awareness through wall art initiative will sensitise the community and bring a behavioral change, hence developing a sense of ownership towards these water bodies.

The wall paintings are being done in different phases and each message has been approved by panchayat leaders in the community. The specific walls have been identified in prime locations for mass visibility. So far, the community members are giving a positive response to these paintings especially children have been curious about the messages on the wall arts and are initiating a conversation with their elders for the same. DA team also plans to combine these activities with other capacity building workshops.