



Okhla Bird Sanctuary Celebrates World Wildlife Day

Why in News?

Recently, the [World Wildlife Day \(WWD\)](#) was celebrated at **Okhla Bird Sanctuary**, highlighting its rich biodiversity and focusing on [Mission LiFE](#).

- WWD is celebrated every year on **3 March** to celebrate wild animals and plants.

Key Points

- **Theme for WWD 2024:** The theme for WWD 2024 was "Connecting People and Planet: Exploring Digital Innovation in Wildlife Conservation." This theme emphasized the role of digital innovations in wildlife conservation efforts.
- **Inter-generational Exchange:** The event served as a platform for inter-generational exchange and youth empowerment through various activities like art, presentations, and conversations on sustainable digital wildlife conservation.
- **Role of Technological Innovation:** Technological advancements such as research tools, communication methods, tracking systems, and DNA analysis have facilitated more efficient and accurate wildlife conservation efforts.
- **Digital Revolution:** The ongoing global digital revolution is breaking down barriers to people-centered digital governance and providing equal opportunities for all to engage in digital transformation for wildlife conservation.
- **Activities Organised:** Various activities were organised at the event, including eco trails, poster making, and on-the-spot hand and face painting, all centered around the theme of WWD 2024.

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