

Tatas set example with long-term Mahseer conservation

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The majestic Mahseer game fish would have been extinct but for a dedicated conservation initiative from the house of Tatas, the salt-to-software conglomerate. (Photo: Dhns)

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Mahseer, the majestic looking fish, is considered a Tiger of the Freshwater.

The four-decade 'Act for Mahseer' campaign which was successfully positioned as India's second-largest conservation initiative after "Save the Tiger" campaign in a span of one year.

Mahseer still figures in the "endangered" species of IUCN,

"We started in a small way but today it is one of the most successful conservation programmes," said Vivek Vishwasrao, Head, Biodiversity, Tata Power.



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