



act for  
**MAHSEER**

**NOW** that you have pledged to **SAVE** the King of fresh water - **MAHSEER**, it is time for some action!

**YOU CAN HELP IN TAKING THIS CAUSE FORWARD IN VERY SIMPLE WAYS:**

**Habitat identification and protection:**

- Identify a habitat that is conducive to Mahseer breeding in your city/state
- Gather a group of 5-10 members
- Educate them about the cause
- Visit the location and spread awareness amongst the local people
- Explain how they can promote their rivers as Angling destinations and start generating income only if there is a healthy Mahseer population in that area
- Involve and encourage the locals by using the help of locals, buying ration from them, on each of your fishing trip.

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**Recommend and promote:**

- Recommend these destinations by sharing this information with others through blogs, posts, word of mouth, etc. If more people visit the locals will be encouraged to conserve the habitat and allow the fish to breed and grow.

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**Do your bit and encourage others:**

- Undertake simple steps like not polluting any water body and encourage others not to do it, through awareness sessions or rallies by your group.

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**Fund-raising:**

- Ideate on fund-raising initiatives in association with us and the generated amount will be donated to the recognised trust.

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**Encourage your friends, families and acquaintances to pledge**



**If you put in so much effort, you surely deserve a chance to be a Fish's Knight. You are just a few steps away:**

- Send the names of the people you have sensitized, got them to pledge and be a part of your group along with a group photograph
- Send the name of the area identified by your team
- Share the images of the various activities being undertaken by your group to educate other people
- Contact us for the execution of any fund-raising initiative

To contact us, you can write to [actformahseer@tatapower.com](mailto:actformahseer@tatapower.com)

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#### **Get 'Knighted':**

- Mr. and Ms. is boring, be a fish's knight have 'Knight' added to your name.
- Knights are sure to have privileges, so get the Knight Privilege Card that will give you an opportunity to have lunch with one senior leader from Tata Power
- The best Knights can win a trip to a location where Mahseer conservation is being undertaken
- The most active Knights will be privileged to speak as Company representatives at various forums like awareness sessions with Club Enerji kids, employee kids camp or an intro note at important Company gatherings.

You will definitely have an experience to remember and will want to revisit this every year!

Are you ready to **SAVE** the **KING!**