

F. No. 3-5/2018 - PE
Government of India
Ministry of Environment, Forests & Climate Change
(Project Elephant Division)

Indira Paryavaran Bhavan,
Aliganj, Jor Bagh Road,
New Delhi-110003
projectelephant.moef@gmail.com

Dated 9th September, 2021

To,
The Principal Chief Conservator of Forests (WL)
& Chief Wildlife Warden,
All PE States

Sub: Use of harsh Hindi words for Elephants by fourth pillar of our democracy print and electronic media, request to instruct the CWLWs of PE states to communicate media in their states not to use harsh works - reg.

Sir,

Please find enclosed a copy of the representation dated 19th August, 2021 received from Shri Nitin Singhvi, Chhattisgarh regarding the subject cited above which is self explanatory.

In this context, it is requested to kindly look into the matter and take appropriate action.

Encls: As above.

Yours faithfully,



(Dr. K. Muthamizh Selvan)
Scientist 'D' (Project Elephant)
Email id: km.selvan@gov.in
Telephone No. 011-24695067

Nitin Singhvi
MIG-59, Sect-1
Shanker Nagar
Raipur CG
Pin 492007

LTG/27/2021

Date 19.08.2021

To,

1. The Secretary, MoEF&CC, GoI, New Delhi. Email address-
secy-moef@nic.in
2. The Additional DG of Forest, MoEF&CC, GoI, adgwl-mef@nic.in
3. The IG of Forest, MoEF&CC, GoI, igf.fp-mef@nic.in igpe-mef@nic.in
4. The Scientist 'D' MoEF&CC, GoI, km.selvan@gov.in
projectelephant.moef@gmail.com

Sub: Use of harsh Hindi words for Elephants by fourth pillar of our democracy-print and electronic media, request to instruct the CWLWs of PE states to communicate media in their states not to use harsh works.

Respected Sir,

An Elephant is the only animal on the earth that is addressed with the words like August Animal, Dignified Animal, Majestic Animal, Regal Demeanor, Paramount Specie, Gentle Specie, Great Organism, Gentle Specie etc. Even Homo sapiens are not addressed with such respected words.

Regrettably, the so called fourth pillar of the democracy-print, as well as electronic media are, using harsh and undignified Hindi words for these Majestic Animals; at least this is happening in Chhattisgarh. Baby boomers, generation X, generation Y and generation Z had not seen the Elephants in numbers in Chhattisgarh. The Media is using आतंकी (terrorist), उत्पाती (oppressor), हत्यारा (murderer), हिंसक (violent), पागल (mad), बिगडेल (spoiled), गुस्सेल (violent), दल से भगाया हुआ (kicked out from the herd), हाथी ने मौत के घाट उतारा (elephant put to death or destroyed the life), इतना जिद्दी है कि दल ने भगा दिया (so much stubborn that the herd shoed it away), हाथियों का उत्पात जारी (nuisance/violence of elephant(s) continues), सिरदर्द बना हुआ है जान का दुश्मन (with headache enemy of life), like words for these magnificent creatures, who have been caught in the web of the Homo Sapiens. Few newspapers clippings are attached.

The use of these words gives an adverse message to the public in general, and there is every possibility that at least the Gen Z (Below 12 years of those born between 1997 and 2012) and Gen A (Born after 2012), after growing up, will treat the Elephants like deadly foes: just like we humans treat and kill snakes even when 98% of them are non-poisonous. We do this because we have been taught since our childhood that snakes are very dangerous.

Thus, we are giving training to the new generations that we cannot co-exist with the elephants, like we cannot live with the snake(s) in a room or a house. This will increase the Human-Elephant Conflict (HEC). Whereas, we should not forget that the HEC can only be solved once when we start looking at the problems from the Elephants' end. We should not forget that if we want to survive, we will have to restore the bio-diversity thus, we will have to learn to co-exist with these giants.

Therefore, it is requested to please instruct the CWLWs of the PE states to communicate to the Media in their states to use dignified words for the Elephants and always use soft and sober words without any panicky while publishing news. The undersigned shall be obliged if the action taken on this request is communicated to the undersigned also.

With Regards,

Attached a/a



Nitin Singhvi
singhvi_nitin@rediffmail.com,
M-9826126200