

# Global Tiger Day, and its Significance

The world celebrates Global Tiger Day on July 29th to show our collective support for the magnificent yet endangered big cat.

This day was founded 7 years ago, when the 13 countries where wild tigers still roam, came together to commit to Tx2 – the global goal to double the number of wild tigers by the next Chinese Year of the Tiger in 2022.

We've rounded up some of the highlights on what has happened on the 7th Global Tiger Day!

**ROARING WITH PARTNERS**

Celebrities Megan Fox and Zachary Quinto “disappeared” on social media by removing their profile photos for a day – then reappeared with a tiger art selfie generated on 3890tigers.com to help raise awareness of the plight of wild tigers disappearing due to the illegal tiger trade.

This #3890tigers campaign is born out of a partnership between WWF and Tiger Beer. Similarly, WWF is partnering with Discovery to fund efforts to conserve nearly one million acres of protected habitat in India and Bhutan to protect wild tigers. As part of this alliance, well-known stars like Leonardo DiCaprio, Heidi Klum, Adriana Lima, Freida Pinto, Mark Hamill and Ellen DeGeneres are among those who have voiced their support for this initiative; ProjectCAT (Conserving Acres for Tigers) on Global Tiger Day.

**INDONESIA**

The smallest tigers in the world; Sumatran tigers are only found in Indonesia, and locals take a special pride in protecting them. Global Tiger Day celebrations span across 12 cities including Aceh, Jambi, Bengkulu, Lampung, Jakarta and Central Java, in collaboration with NGO partners, as well as UNDP and the Ministry of Forestry.

The passion for tigers came alive in the cities on 29 July, with hundreds of Indonesians running 10km to raise funds for tiger conservation

and the general public stopping to pen down a personal message in a petition to save the Sumatran Tiger.

In 5 malls across Jakarta and Balikpapan, WWF-Indonesia also activated a unique #30claps campaign to get locals to start thinking about how we are all connected in this world. The idea stems from clapping hands instead of using disposable napkins to dry your hands, in order to reduce the use of paper and help protect rainforests where tigers live from being destroyed.

**INDIA**

As the country where more than half of the world's wild tigers are at now, Global Tiger Day is always a huge event! WWF-India coordinated 7 different events held in 7 key tiger landscapes this year.

Celebrations in Manas National Park at the North Bank landscape was a day-long event that Saturday, pointing to the important conservation being done in Manas by WWF-India and others while veterans rangers speaking with emotion about their park experiences.

A very important announcement was made amidst these celebrations too. Lansdowne Forest Division in Uttarakhand is officially CA/TS Approved! Ever since it committed to achieve the global standards in tiger conservation set by the CA/TS accreditation scheme, Lansdowne has gone through rounds of checks to ensure it ticked all boxes to be considered a safe haven for tigers.

**MALAYSIA**

Malaysia announced the registration of Royal Belum State Park under CA/TS, Conservation Assured Tiger Standards, for effective management of endangered tigers as part of its vision towards zero poaching by 2020. Malaysia is now the first country in Southeast Asia to register for CA/TS, redoubling its commitment to double wild tigers by 2022.

The state of Perak announced this happy news on Global Tiger Day, where an awareness carnival was



held for the public in Ipoh. This event was held together with WWF-Malaysia's tiger conservation partner, Maybank Foundation. Activities held included a friendly futsal match between tiger conservation stakeholder agencies, a live interactive tiger conservation exhibition, games for children and lots of food. The event saw a huge turnout of the public and Maybank staff.

At Publika, Kuala Lumpur, the first year of WWF and Tiger Beer's partnership culminated in a creative showcase where 20 renowned artists gathered to create tiger-inspired art pieces signifying the estimated 250 Malayan tigers left in the wild. There was also a silent auction for selected art pieces on display and proceeds from the auction were channeled to our conservation efforts.

**CAMBODIA**

WWF's partnership with Tiger Beer saw a pop-up awareness event at Cambodia's largest mall, Aeon

Mall, to raise awareness on Asia's snaring crisis. This critical message was delivered with the support of popular local singers and emphasized on the importance of protecting prey species in the Eastern Plains with the possibility that wild tigers may return to the forests in future.

A MoU was signed on the conservation of tigers in Dong Phrayayen - Khao Yai forests by The Department of National Parks, Wildlife and Plant Conservation (DNP).

**THAILAND**

Global Tiger Day in Thailand gave resolution to future tiger conservation with the signing of MoU on the conservation of tigers in Dong Phrayayen - Khao Yai forests by The Department of National Parks, Wildlife and Plant Conservation (DNP).

**CHINA**

A celebratory event in Jilin province involving government officials, rangers, and youths showed the rest of the country that tiger conservation is a collective responsibility.

Earlier this month, the State Council has made major news by declaring the Heilongjiang Qixinglazi Amur Tiger National Nature Reserve opened on July 12, 2017.

**BHUTAN**

A short film series by filmmaker Emmanuel Rondeau takes us through the landscapes of Bhutan in search of wild tigers. The adventure was a success with the capture of the first high-res photo of a tiger – at 11742 ft high and will be used to advocate for the protection of wildlife corridors the tigers were photographed at.

Bhutan's Global Tiger Day event was held at the Royal Takin Preserve in Thimphu with the theme 'Conserving prey base for tiger preservation'. The event included the formal inaugural of the Preserve office including open viewing deck and a pamphlet inviting membership on Friends of Bhutan Takin to support the preserve.

“Tiger is a top predator and ensuring their survival depends on a well-established prey-base. For the survival of the endangered cat, it requires the species it preys on to prosper in a shared habitat,” said officials of Bhutan's nature conservation division.

The event was graced by the Speaker of the National Assembly Tshogpon Jigme Zangpo, Minister for Agriculture and Forests and senior government officers. The event called on the Bhutanese community to support tiger conservation given the tangible benefits it brings to human society by being the guardians of our forest ecosystem.

**NEPAL**

Nepal draws attention to the unsung heroes in tiger conservation with 4 short beautiful #iProtect-Tigers films, following the stories of an anti-poaching community patroller, a citizen scientist, a Chief Warden and a Lieutenant Colonel.

WWF-Nepal also launched the Nepal's edition of Wild Wisdom Quiz – likely Asia's biggest quiz on wildlife! The preliminary round kicked off on Global Tiger Day with 15 schools participating.

**BANGLADESH**

Great news in Bangladesh! The government announces a doubling of the size of its protected mangrove wildlife sanctuary, in a bid to protect its endangered Bengal tigers.

**HONG KONG**

Hong Kong proves that anyone can be a tiger protector – from six year-olds to grandmothers to celebrities! WWF-Hong Kong kick-started the “Be a Tiger Ranger” roadshow on Global Tiger Day, inviting the public to share their passion for protecting these big cats with the world through VR film experiences, hand painting activities and more!

**NETHERLANDS**

Street artist Judith de Leeuw ('lion' in Dutch) has started painting a large wall mural of a tiger in the heart of Amsterdam on 29 July to create talking points about the tiger around the city.

Earlier this month, Dutch fashion designer Bas Kosters, also launched a new collection of 3,900 limited edition T-shirts to raise awareness for the endangered tigers in collaboration with WWF. The collection was well-received by the public, selling out quickly after its launch at the opening show of Amsterdam Fashion Week.

**CANADA**

Canada showed that the big cats matter to them as a video made by WWF-Canada on the threats tiger faced went viral. The video reached 598,317 people – that's more than half a million!

**POLAND**

13 Polish influencers and celebrities shared photos of them with WWF tiger plushies to stress the situation of tigers and call for the public to support the Tx2 campaign to double the number of wild tigers. Tigers were put on a spotlight by social media on the 29th July.

## Inclusive Finance for an Empowered Bharat: Enabling Growth from the Grassroots

By Ashok Chandra, MD&CEO, PNB

India's agricultural sector stands at the heart of the nation's economic and social progress, serving as a powerful driver of food security, rural empowerment, and employment generation. With more than half of the population engaged in agriculture and allied activities, this sector plays a vital role in sustaining livelihoods and fostering local enterprise.

In recent years, government-led initiatives such as PM-KISAN, PMFBY, the Agriculture Infrastructure Fund, and the PM Formalisation of Micro Food Processing Enterprises (PMFME) scheme have accelerated this transformation. By focusing on irrigation, infrastructure, crop diversification, and income support, these programmes have brought farming closer to sustainability while unlocking new growth opportunities for millions of farmers.

Complementing these national efforts, Punjab National Bank (PNB) continues to strengthen rural resilience through inclusive and tailored financial solutions. From Kisan Credit Cards and SHG financing to Agri-infrastructure loans and support for allied sectors, the Bank empowers farmers to scale their operations, adopt modern technologies, and access broader markets.



**Building Agri India 2.0: Infrastructure, Innovation, and Inclusive Growth**

For Indian agriculture to transition from subsistence to sustainability, it must evolve beyond the sowing and harvesting cycle. The future lies in a value-chain ready farm economy, one that is supported by robust rural infrastructure, technology adoption, and strong market linkages. Strategic investments in cold storage, warehouses, farm mechanisation, and custom hiring centres are critical to reducing post-harvest losses, improving price realisation, and creating rural employment. In this effort, the Agriculture Infrastructure Fund (AIF) plays a catalytic role by supporting capital-intensive agri-projects that can uplift both productivity and prosperity.

Alongside infrastructure, the rise of rural enterprises is reshaping India's agrarian landscape. The PM Formalisation of Micro Food Processing Enterprises (PMFME) scheme is em-

powering small, often family-run, food businesses—many of them led by women—with credit access, infrastructure grants, and quality certification support. These units, once rooted in informal cottage industries, are scaling into competitive, market-facing enterprises that not only add value to agricultural produce but also anchor job creation in rural regions.

Importantly, rural India's economic fabric is no longer limited to traditional farming. There is growing momentum in allied and emerging sectors such as precision farming, aquaculture, hi-tech horticulture, food and agro-processing. Young rural entrepreneurs are increasingly venturing into these spaces with ambition and agility. What they need is not just credit—but targeted support, capacity building, and handholding. Supporting innovation in these sectors can help reduce the risks of monocropping, enhance income diversification, and usher in

a new wave of rural enterprise.

The Union Budget 2025-26 has rightly recognised this shift, placing agriculture at the centre of India's inclusive growth strategy. Flagship schemes like the PM Dhan-Dhaanya Krishi Yojana are aimed at transforming 100 low-productivity districts by strengthening irrigation, promoting crop diversification, and building storage infrastructure. The enhancement of the Kisan Credit Card (KCC) interest subvention limit from ₹3 lakh to ₹5 lakh will benefit over 7.7 crore farmers, including those in dairy and fisheries—boosting liquidity at the grassroots level.

In parallel, initiatives such as the National Mission on High-Yielding Seeds, the Mission for Aatmanirbharta in Pulses, and the Rural Prosperity and Resilience Programme focus on advancing climate-resilient farming, agricultural research, and rural skilling. Complementary efforts like the Comprehensive Programme for Fruits and Vegetables and the expanded support under PMFME are reinforcing processing capabilities and creating forward linkages for agri-produce.

Together, these efforts are more than policy interventions—they are a strategic roadmap to build a resilient, modern, and inclusive rural economy. They signal a systemic shift—from farm to fi-

nance, from input to income, and from subsistence to enterprise.

**SHGs as Engines of Grassroots Enterprise and Women's Empowerment**

Self-Help Groups (SHGs) have emerged as one of India's most transformative grassroots models—particularly for women in rural areas. With even modest financial support, these collectives are turning local skills into thriving enterprises across sectors like dairy, food processing, tailoring, handicrafts, and animal husbandry. What starts as supplemental income often grows into sustainable businesses that fuel local economies and build financial independence.

The real catalyst behind this transformation is structured Micro Credit Plan-based financing, which empowers SHGs to move beyond subsistence—formalising their operations, accessing higher-value credit, adopting digital tools, and tapping into government subsidies and new-age marketplaces.

Women-led SHGs, in particular, are driving a quiet revolution. Focused lending—combined with financial literacy, market linkages, and digital empowerment—enables rural women not just to participate in the economy, but to lead it. These women become multipliers of change, improving household outcomes,

strengthening community resilience, and unlocking intergenerational progress.

**The Road Ahead: From Access to Ownership**

India's growth story is no longer scripted solely in its cities—it is being co-authored every day in its villages, farmlands, and small towns. Rural India is fast emerging as the new frontier of innovation, enterprise, and inclusive development. Agriculture, once seen as a subsistence sector, is now the foundation for grassroots entrepreneurship, digital adoption, and women-led change.

To truly empower Bharat, we must shift from outreach to ownership. Access to finance must be more than availability—it must be meaningful, responsible, and rooted in dignity. Technology should not merely touch rural lives—it must transform them. And credit must not just be disbursed—it must be delivered with purpose and impact.

Inclusive finance is not a transactional service—it is a transformative force. It allows people to plan for the future, weather uncertainties, invest in ideas, and unlock opportunities. When every citizen—especially those in the most remote corners—has access to structured financial tools, we are not just enabling livelihoods; we are empowering lives.


## Dr Vinay Mishra's corner...

Question- I have just joined college. Even as a young girl in school I found it very difficult to make friends. I want to change in college. Please advise.

GK

Answer- That's a wonderful intention, and college is a great place for a fresh start. Here are simple ways to help you make friends in college:

1. Work on Your Inner Confidence First, Affirmations: Try repeating to yourself daily: "I am open to new friendships. I deserve to be valued."
2. Start Small and Natural, You don't have to be super outgoing to make friends. Say "hi" or smile to people you see often — in class, cafeteria, or hostel. Sit near others in class or group settings instead of isolating yourself.
3. Join Activities That Match Your Interests, Friendship grows easily through shared interests so join a club, society, or campus event (e.g. music, dance etc).
4. Use Class Time Wisely, Try to form or join a study group. Offer to collaborate on class projects or group assignments. Compliment someone's work or participation — it shows you're supportive.
5. Be Active Online, Join your college WhatsApp group or social media pages. Participate in group chats positively — send helpful messages, respond kindly, ask relevant questions.
6. Be a Good Listener, Ask open questions like "Where are you from?" or "What made you choose this course?"
7. Handle Rejection or Awkwardness Calmly, Not everyone you talk to will become a close friend — and that's okay. Don't take it personally if someone is cold or uninterested.
8. Reflect and Practice, Take a moment each week to ask yourself: Did I try to talk to someone new today? What made me feel good or awkward? What will I try differently next time?



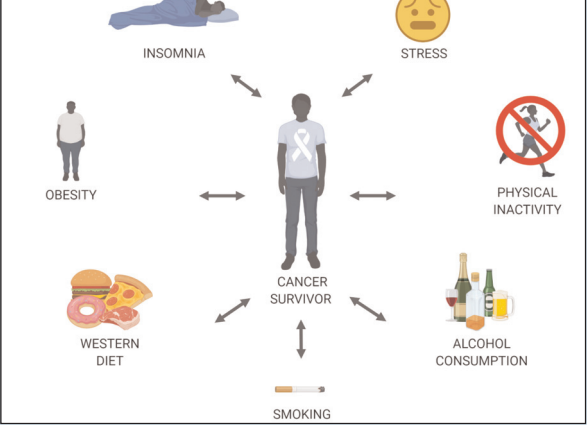
## When Pain Persists: Understanding the Link to Cancer

By Dr Alok Modi, Medical Oncologist at HCG Cancer Centre, Indore

Pain is often our body's first alarm—an instinctive signal that something needs attention. Yet not all pain is loud or immediate. Some discomfort builds slowly, quietly embedding itself into our daily lives. It's easy to dismiss a dull ache as a result of overexertion, or write off persistent stiffness as part of aging or stress. But occasionally, these seemingly minor issues may point to something more serious.

One such condition is bone cancer—a rare but aggressive disease that often begins with subtle, easily overlooked symptoms. A persistent limp, unexplained fatigue, or a lingering ache that doesn't respond to rest could be the earliest clues. These quiet hints, though easy to ignore, deserve closer attention—especially when they refuse to fade.

Dr. Alok Modi, Medical Oncologist, HCG Cancer



The diagram illustrates various lifestyle and health factors that can contribute to the development of cancer. A central figure labeled 'CANCER SURVIVOR' is surrounded by icons and labels for: INSOMNIA (person sleeping), STRESS (person with a headache), OBESITY (person with a large belly), PHYSICAL INACTIVITY (person sitting at a desk), WESTERN DIET (plate with burger and fries), ALCOHOL CONSUMPTION (wine and beer bottles), and SMOKING (cigarette).

Centre, Indore said, "Bone cancer can affect anyone, but certain factors increase vulnerability. In children and young adults, rare genetic conditions

like Li-Fraumeni syndrome, hereditary retinoblastoma, or Rothmund-Thomson syndrome can silently elevate the risk. These disorders are uncommon but require consistent medical oversight to catch potential issues early.

Previous exposure to radiation, especially during childhood, can also heighten the risk of bone cancer years later. The bones may carry the memory of this exposure long after it seems forgotten. In older adults, benign conditions like Paget's disease or multiple enchondromas can, in rare cases, become cancerous, necessitating regular monitoring to detect changes before they progress".

Dr. Alok Modi, Medical Oncologist, HCG Cancer Center, Indore said, "Understanding bone cancer requires distinguishing it from benign growths. For example, fibroids-non-cancerous tumors—typically form in soft tissues like the uterus and pose little threat. In contrast, malignant bone tumors, such as

osteosarcoma or chondrosarcoma, are far more serious and require immediate attention. This distinction is critical, as persistent bone-related symptoms, unlike benign conditions, may signal a need for urgent medical evaluation to rule out cancer".

Dr. Alok Modi, Medical Oncologist, HCG Cancer Center, Indore said, "In its early stages, bone cancer often feels like a minor inconvenience. A deep, persistent ache that doesn't ease with rest or pain relievers is a frequent starting point. This discomfort may flare up at night or seem unusually intense for a recent activity. As the condition advances, the pain can grow, limiting mobility or disrupting daily routines.

Other signs include swelling near a joint, difficulty walking or lifting, or a limp that persists without explanation. In some cases, bones may fracture with minimal impact—a red flag, particularly in younger individuals.