

BIODIVERSITY

is our heritage.

If it gets
extinct
who will be
its
recipient?



LET US TREASURE OUR

EARTH

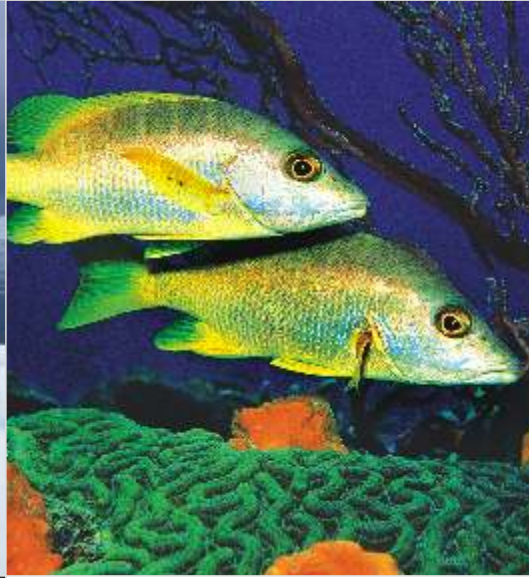


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Before removing
any pawn



be sure



you are not
making yourself



vulnerable.



You'd sure be a King, only once you save the Kingdom

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WHAT IS BIODIVERSITY?

BIOLOGICAL DIVERSITY - OR BIODIVERSITY IS ALL LIFE ON OUR PLANET



UNTIL RECENTLY IN HUMAN HISTORY,



THE GENERAL VIEW WAS THAT THE WORLD WAS A PLACE OF

ALMOST LIMITLESS RESOURCES.



AS HUMAN POPULATION GROWS AND SPREADS, IT LEAVES BEHIND

HARMFUL IMPACTS OVER THE ENVIRONMENT.



MANY INDIVIDUAL SPECIES ARE NOW UNDER THREAT

BECAUSE OF HUMAN INFLUENCE AND THE NEED OF THE HOUR IS



'A GLOBAL CONSERVATION EFFORT'



BIODIVERSITY IS PRICELESS

ACT NOW TO SAVE IT OR ELSE...

