



TRAFFIC

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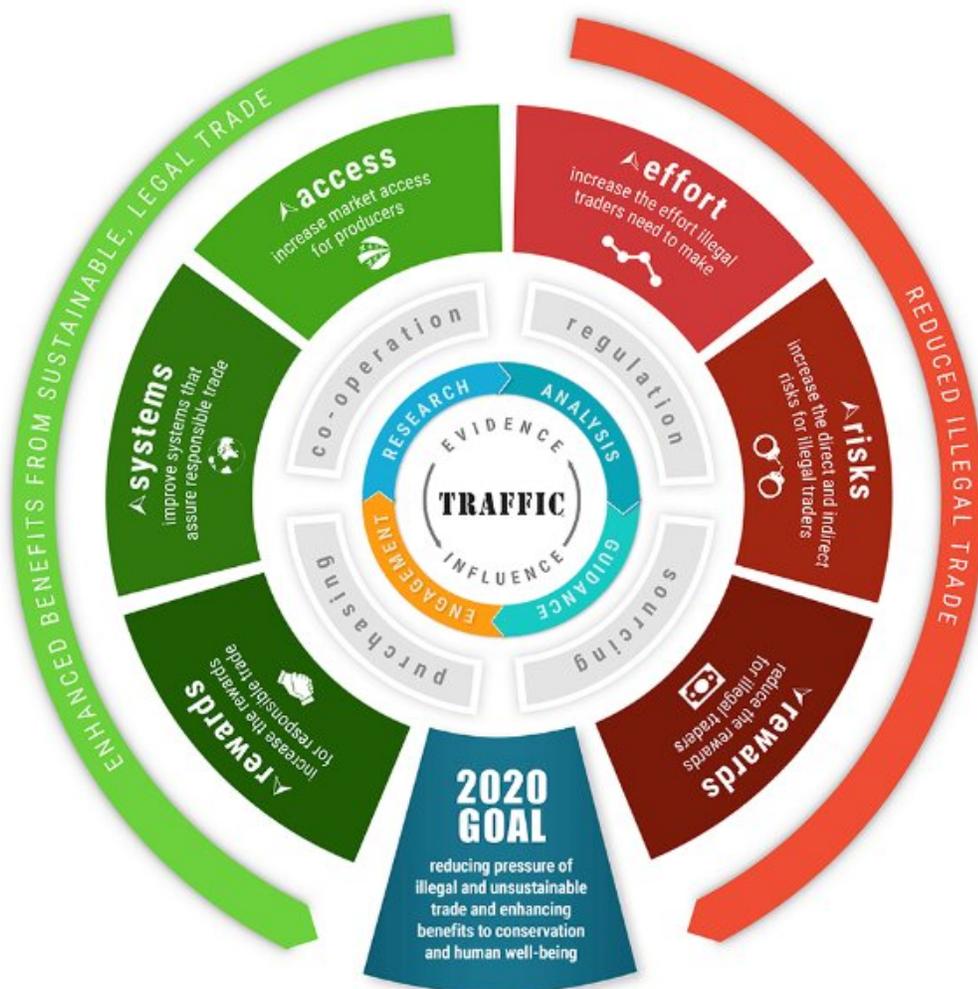
- The TRAFFIC, the **Wildlife Trade Monitoring Network**, is a leading non-governmental organisation working on wildlife trade in the context of both biodiversity conservation and sustainable development.
- It is a **joint program** of World Wildlife Fund (WWF) and the International Union for Conservation of Nature (IUCN).
- **It was established in 1976** and has developed into a global network, research-driven and action-oriented, committed to delivering **innovative and practical conservation solutions**.
- **Headquarters:** Cambridge, United Kingdom
- It aims to ensure that **trade in wild plants and animals is not a threat to the conservation of nature**.
- **Illegal wildlife trade** is one of the **main reasons that many species are endangered**.
 - For example, rhino poaching to fuel to demand for the illegal rhino horn trade reached an all-time high in 2011, with **448 rhinos poached in South Africa alone**.
 - This could unravel years of conservation success with African rhinos.

Governance

- The TRAFFIC is governed by the **TRAFFIC Committee**, a steering group **composed of members** of TRAFFIC's partner organizations, WWF and IUCN.
- TRAFFIC also works in **close co-operation** with the **Secretariat of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)**.
- **Its staff** includes experts from a plethora of backgrounds: **biologists, conservationists, academics, researchers, communicators or investigators**, etc.

Functions

- Since its establishment, it has **helped in the evolution of the international wildlife trade treaties**.
- It focuses on leveraging resources, expertise and **awareness** of the latest globally urgent **species trade issues** such as **tiger parts, elephant ivory and rhino horn**.
- **Large scale commercial trade** in commodities like **timber and fisheries products** are also addressed and linked to work on developing rapid results and policy improvements.



TRAFFIC and India

- TRAFFIC operates as a **Programme Division** of WWF-India, based in New Delhi since 1991.
- It has since worked closely with the National and the State Governments and various agencies to help study, monitor and influence action to curb illegal wildlife trade.
- **Bridging the gap in effective wildlife law enforcement** in India through **capacity building programmes**:
- Under this programme, **TRAFFIC provides training and inputs** to a diverse group of **officials working on wildlife enforcement** and other related issues.

- Conducting research and providing analysis on wildlife trade and its trends:
- TRAFFIC India's on-going projects include **study on Leopard and Tiger poaching** and trade in India, **peacock feather trade, owl trade, dynamics of hunting community**, trade in **medicinal plants**, bird trade and more.
- Awareness generation:
 - “**Don't Buy Trouble**” is one of TRAFFIC India's first **consumer awareness campaign** that **advises tourists to be careful** of what **they buy as souvenirs** during their travels.
 - The campaign has been running **successfully since 2008 at airports, Tiger reserves**, national parks, wildlife resorts/hotels, travel agencies, schools, colleges and other prominent locations.
- TRAFFIC's **latest campaign** is the **WANTED ALIVE series** on the four Asian big cats- **Tiger, Leopard, Snow Leopard and Clouded Leopard**—all of them **threatened by illegal trade** in their body parts.
- **Encouraging international collaborations to fight wildlife crime:**
 - TRAFFIC played a key role in bringing together the South Asian countries to form the **South Asia Wildlife Enforcement Network (SAWEN)**.
 - **SAWEN** was formally established at an inter-governmental meeting hosted in **Paro** (a town in Bhutan) by the **Royal Government of Bhutan, in January 2011**.
 - The main aim of this initiative is to have the countries collaborate and cooperate to fight wildlife crime in the region.