

**Coverage Dossier: Social Media Campaign for
Awareness on Stray Dog Management: A Strategic
Collaboration between BBMP and the Department of
Liberal Arts – MAHE Bengaluru**

PRINT COVERAGE

Publication	Date	Headline	Edition	Page no.	Ad Value
Bangalore Mirror	24 Mar 2024	Stray Cool	Bangalore	1	70,000

Civic body to aid stray animals and their caregivers who continue to face harassment at the hands of RWAs, neighbours

STRAY COOL

Outreach content to be posted on social media

| Garima Prasher
garima.prasher
@timesgroup.com

TWEETS @BangaloreMIRROR

Amid rising number of complaints by community animal caretakers over harassment by resident welfare associations (RWAs), the animal husbandry department of the Bruhat Bengaluru Mahanagara Palike (BBMP) has come up with a new strategy.

The civic agency in collaboration with the Manipal Academy of Higher Education (MAHE) shall spread awareness pertaining to stray dogs and allied issues.

"We have collaborated with MAHE to spread awareness about topics such as anti rabies vaccinations, animal protection laws, rights of animal feeders, animal birth control rules, street dog management, and so forth.

We will provide inputs to MAHE and the institute will create social media awareness through various media. This content will be posted regularly on MAHE's as well as BBMP's websites and social media platforms," said a senior official from the animal husbandry department.

This measure has been taken after the officials received many complaints regarding harassment by RWAs and other issues related to street dog management recently.



"We are keeping an eye on the strays and will ensure their welfare"

— official, BBMP

Earlier this year, the department, in collaboration with animal welfare NGOs in the city, had launched a physical awareness drive to combat animal cru-

elty incidents in the city, especially those involving street dogs. The physical drive in association with Sahavarthin Animal Welfare Trust is available free-of-

cost for housing societies. "People can contact the concerned assistant zonal director and Sahavarthin trust to **CONTINUED ON PAGE 12 >>**

Publication	Date	Headline	Edition	Page no.	Ad Value
Bangalore Mirror	22 Apr 2024	BBMP, MAHE join forces for stray welfare	Bangalore	2	70,000

BBMP, MAHE join forces for stray welfare

Iffath Fathima
Iffath.Fathima
@timesgroup.com

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In a heartening display of community involvement, the Bruhat Bengaluru Mahanagara Palike (BBMP) has teamed up with educational institutions to enhance its efforts in animal welfare through the ABC-ARV programme. Led by Vikas Suralkar, BBMP's Health Division, the initiative focuses on sterilising, vaccinating, and caring for stray animals in Bangalore. Notably, a collaboration with the Department of Liberal Arts, Humanities, and Social Sciences at Manipal Academy of Higher Education (MAHE) has been pivotal in raising awareness and fostering empathy among students towards animals. Students actively participate in creating and curating content on social media, promoting inclusive and compassionate themes.

Dr Shilpa Kalyan, HOD of the department at MAHE Bengaluru, lauds the initiative, emphasising the importance of kindness towards strays, particularly during the hot summer months. The initiative urges citizens to provide water to thirsty animals, garnering widespread support from animal lovers and organisations like CARE, Praanaa Foundation, and Citizens for Animal Birth Control (C4C). BBMP's collaborative efforts aim to ensure the welfare of stray animals while nurturing a culture of empathy and responsibility in society, especially in the face of rising temperatures threatening their well-being.

ONLINE COVERAGE

Publication	Date	Headline	Ad Value
Bangalore Mirror	24 Mar 2024	Stray Cool	145,833,600

https://bangaloremirror.indiatimes.com/bangalore/cover-story/stray-cool/articleshow/108738351.cms

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Stray cool

By Garima Prasher / Updated: Mar 24, 2024, 06:00 IST

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HIGHLIGHTS

- Civic body to aid stray animals and their caregivers who continue to face harassment at the hands of RWAs, neighbours
- Outreach content to be posted on social media

Amid rising number of complaints by community animal caretakers over harassment by resident welfare associations (RWAs), the animal husbandry department of the Bruhat

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India Education Diary	21 Mar 2024	Social Media campaign for awareness on stray dog management: A strategic collaboration between BBMP and the Department of Liberal Arts – MAHE Bengaluru	30

<https://indiaeducationdiary.in/social-media-campaign-for-awareness-on-stray-dog-management-a-strategic-colla>



NATIONAL NEWS

Social Media Campaign For Awareness On Stray Dog Management: A Strategic Collaboration Between BBMP And The Department Of Liberal Arts – MAHE Bengaluru

By India Education Diary... — Last updated Mar 21, 2024

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Biz RapidX	22 Mar 2024	Social Media campaign for awareness on stray dog management: A strategic collaboration between BBMP and the Department of Liberal Arts – MAHE Bengaluru	30

https://bizrapidx.com/news/social-media-campaign-for-awareness-on-stray-dog-management/

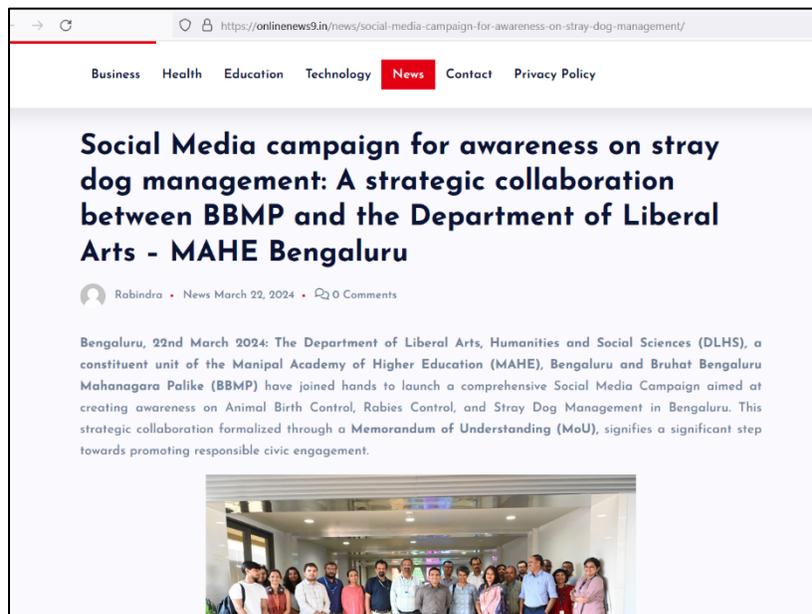
SOCIAL MEDIA CAMPAIGN FOR AWARENESS ON STRAY DOG MANAGEMENT: A STRATEGIC COLLABORATION BETWEEN BBMP AND THE DEPARTMENT OF LIBERAL ARTS - MAHE BENGALURU

March 22, 2024 | Rabindra | [Leave a comment](#)

Bengaluru, 22nd March 2024: The Department of Liberal Arts, Humanities and Social Sciences (DLHS), a constituent unit of the Manipal Academy of Higher Education (MAHE), Bengaluru and Bruhat Bengaluru Mahanagara Palike (BBMP) have joined hands to launch a comprehensive Social Media Campaign aimed at creating awareness on Animal Birth Control, Rabies Control, and Stray Dog Management in Bengaluru. This strategic collaboration formalized through a **Memorandum of Understanding (MoU)**, signifies a significant step towards promoting responsible civic engagement.



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Business News This Week	22 Mar 2024	Social Media campaign for awareness on stray dog management: A strategic collaboration between BBMP and the Department of Liberal Arts – MAHE Bengaluru	30



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Verito Today	22 Mar 2024	BBMP and MAHE Bengaluru Partner for Stray Dog Awareness Campaign	30

ay/index.php/2024/03/22/bbmp-and-mahe-bengaluru-partner-for-stray-dog-awareness-campaign/#google_vignette

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by **Media Release** — March 22, 2024 in Business 0



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