



Smt. P.D. Hinduja Trust's

K.P.B. HINDUJA COLLEGE OF COMMERCE

Sindhi Linguistic Minority Institution: (Autonomous)

(Affiliated to University of Mumbai) : NAAC Re-Accredited With "A+" Grade: CGPA: 3.59

Current Address (Temporary): Sadhana House, 570, Pandurang Budhkar Marg,
Behind Mahindra Towers, Worli, Mumbai – 400018. Contact Details Tel: 022-4098-9000.

Email: info@hindujacollege.com : Website: www.hindujacollege.edu.in

Prin. Dr. Navin M. Punjabi

Ref. No. :

BAMMC Guest Lecture- Understanding Urban Biodiversity and the Role of Communication in Shaping Narratives About Wildlife

Date: 21st September 2026, Monday

Venue: Room no. 26, K.P.B. Hinduja College of Commerce

The BAMMC Department organised an insightful session on **“Understanding Urban Biodiversity and the Role of Communication in Shaping Narratives About Wildlife”**. The three esteemed speakers for the day Ms. Dipti Humraskar and Mr. Nikit Surve from the Wildlife Conservation Society-India (WCS-India), and Mr. Virat Singh from Asar Social Impact Advisors shared their valuable knowledge and experiences related to wildlife conservation, environmental awareness, and the role of communication in shaping narratives about wildlife.

The session focused on the importance of wildlife conservation, protecting nature, and preserving different species. It helped us understand the need to respect wildlife and recognise our responsibility towards the environment especially in our city of Mumbai. Through various real-life examples, the speakers explained the challenges faced by wildlife and the importance of taking appropriate measures to conserve nature.

One of the key aspects discussed during the session was the **vital role of media in wildlife conservation**. The speakers highlighted how media plays an important role in spreading awareness and sharing information related to wildlife. They also emphasised the need for responsible news coverage, especially when covering sensitive issues involving animals and nature.

The session also focused on the importance of **being responsible citizens and ethical content creators**. The speakers stressed on the point that the pursuit of views, engagement, or clickbait should not be at the cost of harming wildlife, misleading audiences, or acting irresponsibly. The speakers implored the BAMMC students to understand the impact of their content and make thoughtful decisions while sharing information.

Overall, the session was a valuable learning experience that helped students understand the connection between wildlife conservation, media responsibility, and their role as responsible citizens. The session encouraged media students to be more aware of environmental issues and to use media in a responsible and meaningful manner.