



Little Black Book
Celebrating Creativity

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CHEAT

EsselWorld Bird Park's 'Nature, Nurtured' Campaign Will Leave You Eggstatic

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The Indian bird park partnered with Wunderman Thompson South Asia for the interactive social media campaign





Something's
hatched at
EsselWorld
Bird Park.

Launched in April 2019, EsselWorld Bird Park is India's first interactive bird park, spread across more than two acres of green spaces, hosting more than 500 species of volant, terrestrial and aquatic birds from across the world. With a tropical rain forest theme, it has always endeavoured to conserve and educate people about avian fauna, while also providing a safe habitat to many keystone bird species.

EsselWorld Bird Park's latest social media campaign titled 'Nature, Nurtured' launched in the backdrop of the pandemic, has resulted in the birds feeling increasingly at home, reverting to their normal natural instincts and behaviour, proof of which lies in the sudden surge in nesting and egg-laying activity.



Our birds are
the birds in
'The birds
and the bees'.

The EsselWorld
Bird Park family is

Joining the new baby birdie clan are Cockatoos, Golden Pheasants, Monk Parakeets and Cockatiels. Interestingly, the Cape Barren Geese were the first terrestrial birds in the park to have babies through natural breeding and have been breeding every winter season since then at the same place and in the same nest. However, the Zebra Doves breed round the year and have now grown by 70-80% of their population in the Park.

Guess how our birds like their eggs? Fertilized!

The EsselWorld
Bird Park family
is growing. Our
breeding pairs of
birds have had
babies, and we
are 'Eggstatic'!

'Happy Birdday',
little birdies.
Welcome to
the world.

*Nature,
nurtured.*



Cape
Barren
Gosling



Commenting on this, Mr. Paresh Mishra, senior vice president, sales and marketing, EsselWorld Leisure Pvt. Ltd., said: "We are glad to welcome the little birdies in our Park and we hope the other bird species present hereto extend their families feeling it at home. Mindful of the importance of bird conservation, our bird handlers take utmost care of the birds and preserve their habitat in a natural and eco-sensitive manner in a carefully

TRAVEL

EsselWorld Bird Park's introduced a campaign 'Nature, Nurtured'



Madhushree Chakrabarty · October 20, 2020

Working from home? Our birds did it better!

The EsselWorld Bird Park family is growing. Our breeding pairs of birds have had babies, and we are 'Eggstatic'!
'Happy Birdday', little birdies. Welcome to



EsselWorld Bird Park has come up with 'Nature, nurtured', a new social media campaign, during the pandemic. The campaign helped the birds to return back to their natural feelings, behaviour, natural instincts, etc. This can be understood by a sudden increase in their nesting and egg laying activities.

The new babies among the birds are in the species of Golden Pheasants, Monk Parakeets, Cockatoos, Cockatiels and Monk Parakeets. The Zebra Doves breeds throughout the year and have increased their population by 70-80% in the park. The Cape Barren Geese were the foremost terrestrial birds of the park that had **babies through natural breeding**. Interestingly, the species have been naturally breeding every winter.

Commenting on this **Mr. Paresh Mishra, Senior Vice President, Sales & Marketing, EsselWorld Leisure Pvt. Ltd.** said, *"We are glad to welcome the little birdies in our Park and we hope the other bird species present heretoo extend their families feeling it at home. Mindful of the importance of bird conservation, our Bird Handlers take utmost care of the birds and preserve their habitat in a natural and eco-sensitive manner in a carefully designed and propositioned environment."*

Spread across 1.5 acres of land, EsselWorld Bird Park was launched in April 19 and is the country's earliest interactive bird park. There are more than 500 species of aquatic, volant and terrestrial birds from all over the world, with a tropical rainforest theme. The bird park has always aspired to conserve and teach people about avian fauna along with bestowing the birds with safety habitat. Its has several bird species including Volant, terrestrial and aquatic birds. The star birds are Rainbow Laurakeet, Blue Gold Macaw, African Grey Parrot, Cockatiel, Toucan, Chattering Lory, Sun Conure, Golden Pheasant, Crowned Crane, California Quail, Ostrich, Black Swan and Carolina Wood Duck.

The rainforest themed bird park also has trees and plants comprising Victorian Lily, tree ferns and 20 varieties of cactus have been plated in the park. The Victorian Lily is a flower with a leaf of 3 meters diameter where kids can even sit. And, the tree ferns are rare 145 million years old Jurassic era plant.