



Owls, commonly known as *Ullu*, *Ulluka*, *Ghugghu*, *Ghubad* or *Dooda*, are a specialized group of birds. They are predatory birds that hunt in the dark. They have a powerful silent flight, are able to rotate their head up to 270 degrees, and can produce a variety of eerie hoots. Although these traits have enabled owls to become the most powerful hunters, it also invokes fear in the minds of people in India. Owls are perceived to be the messengers of death and a bad omen. As a result, owls are captured and persecuted by people. Their nest cavities are cut open to steal eggs and chicks, which are traded for use in black magic, gambling and for the pot.

In contrast to their image, owls are, in fact, one of the most important ecological service providers. By feeding on rats, mice, shrews and insects, owls perform the function of a natural pest-control agent. Farmers spend a large amount of money to protect their crops from pests, but owls offer these services freely, ensuring a healthy and abundant crop to farmers! Owls bring prosperity to farmers, which is why *Lakshmi*, the Indian Goddess of wealth, is shown riding an owl.

WRCS is studying the ecology of owls in Madhya Pradesh and Maharashtra. To protect owl nests and their habitats, we have formed owl protection committees comprising of local farmers at our project site in Madhya Pradesh. We are training women in making handicraft items based on themes about owls. The handicrafts are sold and the proceeds are returned to the committees as an incentive to protect owls. This initiative will help in creating a positive image of owls in people's mind, and in weaning them away from their superstitious beliefs about these marvellous birds.

The handicrafts are marketed under the brand *Athena*, named after the Greek goddess of power and wisdom—synonymous with owls. We thank you for becoming a part of the *Athena* family. The items purchased by you will provide income and motivation to the local communities to protect owls in their vicinity.

*“A wise old owl lived in an oak,
the more he saw the less he spoke,
the less he spoke the more he heard,
why can’t we all be like that wise old bird”*

Hooting for the Owls!
TheAthenaFamily



Image	Product	Size	Price (Rs)
	<p>Cotton Tote Bag</p>	<ul style="list-style-type: none"> • Height=70cm • Length=45cm • Width=40cm 	<p>300</p>
	<p>Jute Bag (Square)</p>	<ul style="list-style-type: none"> • Height=42cm • Length=30cm • Width=30cm 	<p>300</p>
	<p>Jute bag (Rectangular)</p>	<ul style="list-style-type: none"> • Height=45cm • Length=24cm • Width=32cm 	<p>300</p>

	<p>Jute bag (Triangular)</p>	<ul style="list-style-type: none"> • Height=60cm • Length=30cm • Width=30cm 	<p>300</p>
	<p>Cotton Pouch</p>	<ul style="list-style-type: none"> • Length=18cm • Width=13cm 	<p>100</p>
	<p>Felt Key Chains</p>	<ul style="list-style-type: none"> • Length=5 cm 	<p>60</p>
	<p>Cotton Pillow Covers</p>	<ul style="list-style-type: none"> • Length=16cm • Width=16cm 	<p>400 for a pair</p>

*First wash dry clean. All the products will have the owl design. There could be minor variation in the designs & colors of the bags and the appliqué. Since these are handmade articles, please allow up to 6 weeks of delivery time. Shipping charges will be at actuals.

For further inquiries please contact
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