



## Meet the Amur Leopard



Youth of India Foundation's

# MASCOT

The animal's name comes from the Amur River, the 10th longest river in the world, which flows into the sea in eastern Russia and forms part of the border with China!

The territory of a single Amur Leopard can be enormous, covering nearly 120 square miles. This is around 75,000 acres or more than 55,000 football fields!

The Amur leopard can run up to 37 miles per hour, reflecting the fast-paced potential and energy of the Youth of India, driving the nation towards a sustainable 2047!

Head Office

### Youth of India Foundation

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# THANK YOU

## Youth of India Foundation

You're helping WWF to protect the future of Amur leopards and to tackle some of the biggest environmental challenges facing our natural world today.  
**Thank you.**

**Paul De Ornellas**  
Chief Adviser – Wildlife, WWF-UK

 For a future where people and nature thrive | [www.org.uk](http://www.org.uk)  
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This certificate is not a receipt and cannot be exchanged for an adoption pack.



## About Amur Leopard

Elusive. Elegant. Extraordinary. Meet the Amur Leopard, Nature's Ninja in a sleek, spotted coat AND The Foundation's Mascot!

The Amur leopard (*Panthera pardus orientalis*) is the rarest big cat in the world, native to the temperate forests of the Russian Far East and parts of North-Eastern China. With fewer than 40 left in the wild, this species faces the brink of extinction due to habitat loss, poaching, inbreeding, and illegal wildlife trading among other threats, and is on the International Union for Conservation of Nature's "Critically Endangered" list.

Known for its striking golden coat covered in unique, widely-spaced rosettes, the majestic leopard's unmatched grace, agility, and hunting prowess mirror the vast potential and energy of the Indian YOUTH, acting as an evergreen inspiration in us becoming agents of positive change across the globe. Its status as a critically endangered species only highlights the importance of Conservation and Environmental Protection, which is in perfect alignment with our Mission & Vision that are committed to Engaging Young Minds in Environmental Stewardship, Empowering them with Education, and Evolving India towards a Sustainable 2047 through enhanced Employability.

We are the proud parents of one Amur Leopard, Aarya (meaning Spiritual Warrior) adopted under the authority of the World Wildlife Fund - UK, and we could not be more honored to have this royal creature as the face of our family at the Youth of India Foundation!

**Watch the  
Leopard Walk:**





## Meet Arya - the Youth of India Mascot!

Elegant. Elusive. Extraordinary. Meet the Amur Leopard, Nature's Ninja in a sleek, spotted coat AND our Official Mascot!

The vibrant scarf represents individual style and beliefs, and in this case, the Amur Leopard believes in Sustainability!

The Yol emblem signifies intergenerational Youth Partnerships, envisioning a world where one for all and all for one is the norm.



The Youth of India logo represents the Circle of Life and the Circle of Sustainability!

The SDG button represents the need of the hour: Sustainability and Environmental Consciousness!

The Hexagon represents Creation, Love, Resilience, Justice, and Cultural Heft: everything we stand for at the Youth of India Foundation!