Chitra Devi G. 34
Senior Programme Officer, Ecosystem Based Management of Fisheries, PMSecs, WWF-Malaysia

Working tirelessly to protect Malaysia's marine ecosystem, Chitra Devi has been working on local and international programmes for WWF since 2006. WWF-Malaysia has worked on important conservation projects, from saving endangered species such as tigers and turtles, to protecting highland forests, rivers and seas. Chitra draws attention to the effect inefficient, illegal, and destructive fishing practices and fast-depleting fish stocks are having on coastal fishing communities and the people of Malaysia. Chitra played a vital role in the formation of the National Steering Committee for Ecosystem Approaches to Fisheries Management (EAFM) by the Malaysian government in an attempt to preserve marine life and prevent overfishing. Chitra conceived and gave birth to the Save Our Seafood (SOS) campaign in 2010 to bridge the gap of unsustainable consumption. One of her long-term goals is to conserve the fishery resources from destructive fishing practices, by extolling the virtues of working together and calling for the reform of fisheries and marine resource management. Being an avid diver, Chitra often conducts surveys and once did a rapid survey of the corals in Langkawi during a storm, where she confesses that she spent more time throwing up under water than surveying!

Eco High
"I participated in training in Bangkok in 2009 and one of the field trips was to a fishing village in Chumphon, south of Thailand. We were there to see the success of a Crab Bank project, initiated and implemented by local fishermen. When we arrived, we saw an old man with tanned, leathered skin and a toothless grin, squinting at us. We were later informed that it was this wonderful person who had initiated the Crab Bank as a personal project 4 years prior, putting back all his gravid (full of eggs) crab into a pen to allow the eggs to hatch and be released into the sea to replenish the crab stock. He was a typical fisherman who had to go out to sea daily to feed his family, but the foresight of his action has resulted in his coastline being the only area in the south of Thailand with a healthy crab population."

How To Get Involved
If you would like to get involved in WWF, learn more about it or donate, please call please call: +603-78035772 or visit: wwf.org.my or www.facebook.com/wwfmy. For more on the “Save Our Seafood (S.O.S.) campaign, check out www.savesourseafood.my or the Save Our Seafood (S.O.S) Campaign on Facebook.