

Gong for the Wetlands

ಜವುಗಿಗಾಗಿ ಜಾಗಟೆ

“Javugigagi Jaagate” is my awareness campaign aimed at the local communities that live in the vicinity of the numerous wetlands in the Shimoga district. The aim of the campaign is to make the people realize the importance of wetlands and get them into conserving the wetlands around them.

Melito Pinto, RHATC Fellow 2022–23,
Zoo Outreach Organisation, Coimbatore, TN, India.

My Awareness campaign to save the wetlands of Shimoga

Shimoga, a district in the malnad of Karnataka, is well known for many reasons. But in a district that is popular for the ‘Jog falls’, people are really ignorant about the numerous wetlands - small and large, that are present in this district. But it’s not just the ignorance of the people that’s the issue, but problems like plastic pollution, silt, and invasive species which are killing off many of these wetlands.

I spent two years at Shimoga during my Master’s study at Kuvempu University. When travelling from my home to Kuvempu University, I used to see a number of wetlands in a really bad state, particularly at a place named ‘Umblebylu’. Knowing the importance of wetlands, I wanted to restore these wetlands back to their original state. So one of the things that first came to my mind is ‘people are the solution’. If they feel the urge and the responsibility to restore these wetlands, then anything is possible. Thus, I have designed my awareness program in a way that makes people realize that they are ignoring the wetlands, and it’s time for them to wake up, realize their responsibilities, and become the protectors of these wetlands.

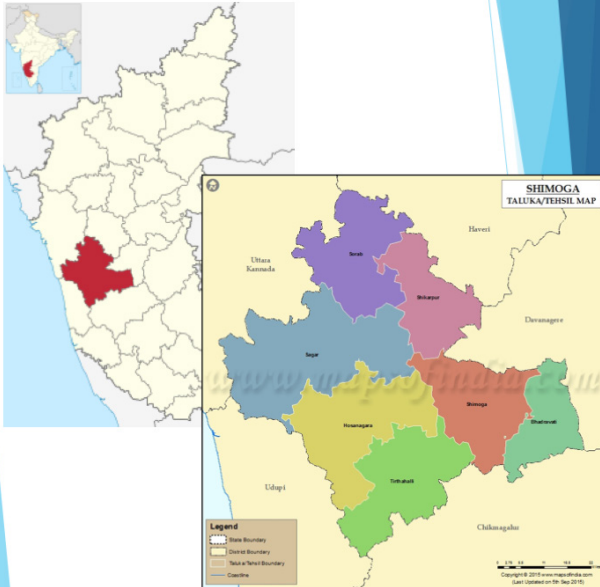
I came up with the concept ‘Javugigai Jaagate’ primarily because it sounds catchy in Kannada, and I felt the reason that the awareness must be done like playing the Jagate or Bong to reach out to people.

The awareness program is designed in a completely local manner. The mode of communication will be in Kannada. Folkstyles will be mainly used. Different forgotten folk arts will be used to reachout to people in very effective manner.



Local awareness Program

Area of Campaign: Shimoga, karnataka



Logo

The logo symbolizes a hand that represents the wetland ecosystem. The falling drop of water represents the last wasted opportunity to save the wetlands. So the logo collectively narrates that 'we are no longer going to let anymore wetlands die'



Tagline

ಜವುಗು ಭೂಮಿಯಿಳಿದರೆ ಬದುಕಾಗುವುದು ಮರುಭೂಮಿ

Without Wetlands, Life becomes equivalent to living in a desert

The tagline spreads the important message that if the wetlands cease to exist, then our existence is in trouble

Objective

- Shimoga has a good number of wetlands. But these wetlands are suffering from plastic pollution, silt, and invasive species like Ipomea. With such problems, these wetlands are drying up before summer.
- These wetlands need to be cleaned and protected

Target

- To make the local communities aware of the importance of wetlands.
- To make them understand that these wetlands are a crucial part of their lives.
- To empower them in a way that they voluntarily take up cleaning and protection of wetlands

Audience

Local communities living in the vicinity of the wetlands, and the communities that are dependent on these wetlands

Tools

Following are the tools I wish to use for raising awareness

- Songs
- Puppet shows

Collaborators

- School children (From class 8 and higher)**
Since they'd be able to understand about the wetlands and become ideal allies in spreading awareness.
- University students**
Particularly the ecology students. Since they understand different ecological systems, not only will they work for it, but also there are possibilities that an out-of-the box plan may popup
- Folklore artists**
Not only does this increase the diversity of the group, but also helps to create a better impact through art.
- Puppeteers:**
Something that has become really rare in recent days. They are the best to Convey stories in an effective manner
- Environmental activists :**
Because we need someone who can raise their voice for a cause
- Local media:**
To reach out to different people, spread the message and create an impact.

Timeline

- Duration of 3 months:
- I feel that this timeline would be sufficient to reach out different villages and campaign
- Campaign would be done on each Sunday: Since most of the people would be available on Sundays to listen to the campaign.

Songs with folk artists

ನಾವು ಬಂದೇವೆ , ನಾವು ಬಂದೇವೆ
 We have come here, we have come here

ನಾವು ಬಂದೇವೆ ನಿಮ್ಮೂರ ನೋಡಲಿಕ್ಕ
 We have come here to see your village

ನಿಮ್ಮ ಜವುಗು ಭೂಮಿ ಬಗ್ಗೆ ಹೇಳಲಿಕ್ಕ
 We have come here to tell you about the wetlands

ಗೀಯ ಗೀಯ ಗಾಗಿರ ಗೀಯ
 Geeya Geeya gagira geeya

ಜವುಗಿಗಾಗಿ ಜಾಗೆ

Gong for Wetlands

ಜವುಗಾಗಿ ಜಾಗೆ ಇದು ಕೇಳಿ

Listen O Brother, This is the gong for the wetlands

ಬತ್ತಿ ಹೋಗುತಿದೆ ಜೀವಜಲ ಒಮ್ಮೆ ಕಣ್ಣಿಟ್ಟು ನೋಡಣ್ಣ
 Open your eyes and see, the water's drying up
 ಜವುಗುಳಿದರೆ ಮಾತ್ರ ನಾನು - ನೀನು

We can live only if the wetlands live
 ಜವುಗುಳಿದರೆ ಮಾತ್ರ ಬೆಳ್ಳಕ್ಕಿ, ಆಮೆ , ಏಡಿ , ಮೀನು
 Egrets, Turtles, crabs, fish all depend on these wetlands



ಮೂಡಲ್ ಕುಣಿಗಲ್ ಕೆರೆ ಎಂದು ಹಾಡು ಹಾಡುವೆ,
 You sing about the Moodal - Kunigal lake,
 ನಿನ್ನ ಸುತ್ತಮುತ್ತಲಿನ ಜವುಗಿನ ಸ್ಥಿತಿಯನ್ನು ಎಂದು ನೋಡುವೆ?
 But why are you showing a blind eye to the wetlands around you
 ಕೆರೆಗಳು ಒಣಗುತ್ತಿವೆಯೋ ಮಾರಯ್ಯ !
 Please understand that the lakes are dying
 ಇವುಗಳನ್ನು ರಕ್ಷಿಸಲು ನೀ ಒಮ್ಮೆ ಬಾರಯ್ಯ
 Please come at once to protect them

ಎಳು ನೀ ಎಚ್ಚತ್ತು , ಹೂಳತ್ತು
 Wake up, remove the silt
 ಜವುಗುಭೂಮಿಗೆ ಕಸವು ಬಂದು ಬೀಳದಂತೆ ನಿನ್ನ ಕೈಯತ್ತು
 Raise your hands that no pollutant falls into these wetlands
 ಅಳಿಯದ ಚೆನ್ನಾಗಿ ಉಳಿದರೆ ಈ ಜವುಗು,
 If these wetlands remain healthy
 ಆಗುವುದು ನೋಡು ನಿನ್ನ ಬಾಳು ಪ್ರಕೃತಿಯೊಂದಿಗೆ ಸೊಬಗು
 You will see that you are living as one with the nature

Puppetry shows



Social media campaigning

- This would include different social media platforms like whatsapp, facebook and Instagram.
- Using whatsapp to let people know the schedule of our awareness program
- Instagram page for 'Javagu Jaagate'
- Story and post feature opportunity for anyone who shares the restoration of their nearby wetlands.

In the whole process there would also be exchange of local knowledge and tradition between the communities and the campaigners

Final step

To ensure that the local community have realized their responsibility and taken up protection of these wetlands

If this happens, the purpose of the campaign is fulfilled. Furthermore, there would be evaluation that would be done to see if the campaign was effective

Na Garvi, Na Atmagarvam (My Garvi, My Pride)

I am Aishwarya and I take special interest in working on the lesser known, elusive and ignored species which face the brunt of anthropogenic activities (like habitat loss). One such is the Jerdon's courser. Endemic to Andhra Pradesh, these birds are also critically endangered. All these reasons validate the importance of campaigning for their conservation.

Aishwarya S Kumar, RHATC Fellow 2022–23
 Zoo Outreach Organisation, Coimbatore, TN, India.

Background

- Jerdon's courser (*Rhinoptilus bitorquatus*) is a critically endangered bird.
- It is found in scrub jungle habitats.
- Very shy, it is active in the night, and has limbs adapted to run.
- It is only found in the eastern ghats (recorded till now only from Sri Lankamaleswara Wildlife Sanctuary, Kadapa District, Andhra Pradesh).
- Due to this, it has attracted many birders around the world and the locals, before 2000s earned money out of being nature guides. This ceased post the construction of the Telugu-Ganga Canal near Sri Lankamaleswara Wildlife Sanctuary and Sri Penusula Narasimha Wildlife Sanctuary. Thus, habitat loss is the major threat known yet.
- The bird was last recorded in 2008.
- Researchers believe it could still be detected from various unsurveyed parts of Andhra Pradesh.

Target

- Make people of Chapadu Mandal (Kadapa distict) aware about the existence of this unique bird and their threats.
- Help them act on minimizing/eradicating the bird's known threat.
- Take help from the people living here (in the fringes of Sri Lankamaleswara Wildlife Sanctuary) for detecting and thus surveying more presence of the bird there.

Collaborators

- Dr. P Jeganathan, Scientist, Nature Conservation Foundation
- Andhra Pradesh Forest Department
- Mandal Parishad and Panchayat samiti of villages in Chapadu Mandal.
- School head and teachers of these villages.

Audience

- Communities living in the Chapadu Mandal, Kadapa District, Andhra Pradesh.

Timeline

- 1- 2 years (since it involves adding in the school curriculum)

Tools

- Create a mascot out of the species for the area.
- Incorporate catchy information about the species in school curriculum.
- Make banners and physically go, present the issue to the residents of the place.



Meet Garvi,
the Jerdon's courser.

Garvi called Andhra
Pradesh her home.



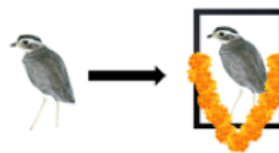
In fact, Garvi's whole lineage is
from this state. Which means they
are all Telugu, unlike any other bird
in this whole big world!

And thus, before 2000,
number of birdwatchers (including
foreign enthusiasts) came to visit the
area to see Jerdon's Coursers like Garvi.

Thus, eco-tourism was a thing;
providing job to many locals.



But instead of the warmth and pride
that Garvi deserves, she has always
been gifted with curses.



All these have been slowly pushing her,
family and friends to extinction. She
was last seen in 2008. Since then,
there have been no sighting. Maybe
she's hiding from further gifts?

What to do now?

According to the Recovery Plan implemented by NCF in 2010, the Jerdon's Courser might still occur in many potentially suitable regions in Eastern Ghats.

What you can do:

- Practise controlled grazing
- Protest against Illegal constructions

What you can gain:

- Job opportunities
- And Pride

Because,
#NaGarviNaAtmagarvam
#MyGarviMyPride

Sources

- Jerdon's courser image: Simon Cook, Birdlife International (modified at graphical level)
- Map of Andhra Pradesh: Sergey Nikitin, Dreamstime (modified at graphical level)* (not copyright free)
- Background: Jeganathan, P., Rahmani, A. R., Green, R. E., Norris, K., Vogiatzakis, I. N., Bowden, C., & Pain, D. (2008). Quantification of threats and suggested ameliorative measures for the conservation of the critically endangered Jerdon's courser *Rhinoptilus bitorquatus* and its habitat. *Journal of the Bombay Natural History Society*, 105(1), 73a.

The First People is a localised awareness and action campaign to highlight the stories of people adversely affected by anthropogenic activities. The objective is to increase awareness of the impacts of climate change and its manifestations.

Lakshmi Ravinder Nair, RHATC Fellow
 2022–23, Zoo Outreach Organisation,
 Coimbatore, TN, India.



Background

Humans, as an apex predator species, are in quite a colossal mess. We are heavily dependent on nature and wildlife species for almost everything that concerns daily living. But the rate at which we are consciously and unconsciously destroying ecosystem services is dumbfounding. Our mindless consumption patterns are threatening delicate ecological balances leading to irreversible forest loss and extinction of species. Sadly, we think we have time to save the world because the destruction is not visible or tangible enough, in most cases.

The First People campaign aims to inform decision-makers, chiefly business owners and middle-class income groups (producers and consumers) of the slow but impending collapse of living systems in and around their cities/villages. The campaign shall highlight stories of people who have directly witnessed the effects of climate change and have been economically impacted by them. In a sense, the first people to be affected by anthropogenic activities.

The hashtag for the campaign will be #thefirstpeople to encourage the audience to be an agent of change before it's too late and participate in local conservation programmes.

Target

The target of the campaign is to build the momentum for local conservation action through collaborations. This is intended to be achieved through the stories of the first people, and supporting evidences like scientific information, land-use change maps and other corroborative narratives.

The pilot state for this campaign would be Tamil Nadu, India's most industrialised state. Most of the State's industries are in the manufacturing sector comprising automobiles, components, electronics, textiles, chemicals, leather and non-leather manufacturing products. Source: <https://www.cnbtv18.com/economy/tn-has-most-factories-in-india-says-rbi-report-as-state-plots-path-to-a-trillion-dollar-economy-15254991.htm>

This growth ambition surely comes with pressures on natural resources and the intangible costs associated with such activities.

It is envisioned that businesses and consumers should demand change from Governmental bodies through this campaign.

Collaborators

Sourcing narratives
<ul style="list-style-type: none"> - Primary workers (Farmers, Fishermen, Agriculturists) - Local Residents and Community Heads - Wholesale businesses (Buyers of raw materials)
Validation of narratives
<ul style="list-style-type: none"> - Scientists (Biologists, Hydrologists, Conservationists)
Amplification of narratives
<ul style="list-style-type: none"> - Local news platforms (The News Minute, TV9) - Offline city/village events - Relevant business events (TiE conferences) - Local Government agencies - NGOs - Photographers, Videographers – Sachin Rai (Wildlife photography), Auditya Venkatesh (Portrait photography) - Writers (Meera Subramanian, Amitav Ghosh)

The First People

Audience



Tools

- Multi-lingual information packages on the campaign objectives
- Concept notes with supporting information on the effects of land-use change, extinction of species and other key issues.
- Categorise required action for each stories. Eg; plastic dumping, partnering with NGOs
- Digital Media
 - Social media accounts - Instagram and LinkedIn
 - Setting up other avenues - Blog sites, online partnerships
- Print Media and Offline Channels

Timeline

Setting up social media accounts and other channels of amplification	2 months (P)
Identification of the first people	3 months (P)
Data collection and drafting story format	4 months
Publishing across digital and print media	2 weeks
Outreach and follow-up	1 month

Legend: P indicates activities that will go on in parallel

Know your musk

My name is Akansha Mishra. I have done my BBA in Project Management and have experience working at a bank. Besides my interest in wildlife and rifle shooting, I am also a perfume enthusiast and like collecting various fragrances, especially strong masculine scents. Based on which I have used some musk fragrances as well including Jovan White Musk and Arabic attars which had some percentage of actual musk in it. I got to know that actual musk is still being used today for various purposes only after joining RHATC. Being guilty of using musk, I wanted to understand more about the musk market, species of musk deer and efforts to conserve the 4 musk deer species that we have in India. As these deer are so unique but endangered, I inferred that creating a campaign that focuses on awareness, pride and fundraising would be the best bet.

Akansha Mishra, RHATC Fellow 2022–23
 Zoo Outreach Organisation, Coimbatore, TN, India.

Musk Deer and Its Conservation in Uttarakhand


An awareness, pride and
fundraising campaign

-Akansha Mishra



Adamsson, 2022

1



(Etsy, n.d.).

Facts about musk deer:

- There are total 7 species of musk deer in the world under genus *Moschus* out of which, **4 are found in India!** It is known as 'Kasturi Mrig' in Hindi (IUCN, 2022).
- They belong to family Cervidae (deer) but are more closely related to family Bovidae (goat, sheep and antelopes) (Gandhi, 2012).
- They possess fang like tusks, unlike any other deer and have a gall bladder.
- Only male musk deer have a musk pod located between their belly button and genital region, which becomes active at the age of 2. Females don't pose this gland.
- The males rub this gland on trees to attract females and mark territory during mating season.
- They are solitary, found over 2,000 meters of elevation and are either nocturnal or crepuscular.
- All species of musk deer found in India are endangered (IUCN, 2022).

2

Facts about musk:

- As this gland is located inside the body, musk deer's abdomen is cut, the musk pod is taken away and the deer is left to die in agony in most cases.
- To produce 1 Kg of musk, 40 – 45 adult male deer with sufficiently large musk glands are needed (Gandhi, 2012).
- Around 1900, the price of musk was estimated to be double the price of gold. Today, the price of 1 Kg musk is about \$45,000 on an average in the international market (Animal hype, 2022).
- This musk has been historically used and is still used in the perfume industry (mostly in France), as an aphrodisiac and for traditional Chinese and Korean medicine.
- Not only deer, but some other animals also produce musk and equivalent substances – like civets, beavers (castoreum), hyraceum and Ambergris (Animal hype, 2022).



(Pinterest, n.d.).

3

In India, the protected areas in which musk deer is found are:

- Kedarnath Musk Deer Sanctuary/ Wildlife Sanctuary, Uttarakhand
- Kanchendzonga National Park, Sikkim.
- Askot Wildlife Sanctuary, Uttarakhand and
- Gangotri National Park, Uttarakhand.

Although white bellied musk deer is the State animal of Uttarakhand, only **few hundred individuals** remain today! (Times Now News, 2019).

Other alternatives of Deer Musk:

- Plants like Malva moschata and Angelica sp.
- Aromatic nitro musks, polycyclic musks and macrocyclic musks (Today I found out, 2018).



(Garageartsigns, n.d.).

4

Know Your Musk Campaign

#KnowYourMusk Campaign – Objective - An awareness, pride and fundraising campaign to protect the endangered musk deer, for people to know if they are consuming actual musk extracts in their perfumes and medicines and also raise funds for boosting breeding efforts of the musk deer in the Kedarnath Musk Deer Sanctuary.

Target: To raise Rs. 10,00,000 in order to boost breeding efforts of the musk deer in Kedarnath Musk Deer Sanctuary within 6 months and to increase consumer awareness regarding musk consumption.

Collaborators: Uttarakhand government and brand ambassador – Urvashi Rautela.

Audience: People of Uttarakhand and nationwide perfume/attar consumers. Global awareness.

Timeline: 6 months

Tools: Social media posts and trends

5

#KnowYourMusk Campaign

Statement of Purpose: To increase awareness, pride and funds for the conservation of musk deer in the Kerdarnath Musk Deer Sanctuary.

Platform: Conservation India for spreading information.
 Fundraising: Impact Guru.
 Social media platform and public participation: Instagram.

Identity: #KnowYourMusk and #KasturiPehechano in collaboration with Urvashi Rautela and the Uttarakhand Forest Department.

Social Media Strategy: Encouraging consumers to click a picture of the list of ingredients of their perfumes and deodorants to check for the presence of musk deer extracts, on the absence of which, they must proudly use the hashtag #KnowYourMusk.



#KnowYourMusk
 #KasturiPehechano



Campaign ambassador –
 Former Miss Universe India
 and Actress –
 Urvashi Rautela

6

THANK YOU!

For Donations: Go to Impact Guru/KnowYourMusk
 For more info: Go to Conservation India/KnowYourMusk

Instagram

@Know_Your_Musk

Email

mishraakansha2001@gmail.com



Collaborative effort of



References:

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IUCN. (2022). Musk Deer. Retrieved from:
<https://www.iucnredlist.org/search?query=musk%20deer&searchType=species>

Times Now News. (2019). Essence of death: Only one male musk deer remains in captivity in India; who failed the state animal?. Retrieved from: <https://www.timesnownews.com/mirror-now/in-focus/article/one-male-musk-deer-remains-in-captivity-in-indian-zoo-poaching-uttarakhand-kufri/378530>

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8



Campaign for conservation of White-Rumped Vulture in India

Gyps bengalensis is a critically endangered species that are affected by the drug diclofenac which is used as an anti-inflammatory drug in cattle and due to which when the vulture consumes the carcass it ends up having kidney failure which is a big threat to the already low population. Even though its veterinary use is banned, it is still in circulation. Another issue is the spread of invasives which affects the whole ecosystem and the food webs in it. It also possesses a threat to the nesting site as it mostly nests on native species such as *Terminalia arjuna*. This campaign is to spread awareness, make some action regarding the threats it's facing, and crowdfunding for the conservation of the white-rumped vulture.



P. Kritika, RHATC Fellow 2022–23,
 Zoo Outreach Organisation, Coimbatore, TN, India.

Introduction

White-rumped vulture (*Gyps bengalensis*) is a critically endangered species, whose global population is just about 4000-6000, and are slow reproducing animals with a clutch size – 1. These are slow growing and hence rapid degradation of their habitat and an indirect effect by chemical (Diclofenac) affects their population. If these problems are not managed or dealt with the species might go extinct.

Objective/statement of purpose

Spread awareness of their importance in the ecosystem

- The purpose here is to make sure that these vultures have a safe habitat, with the help of the people, to educate local communities not to use diclofenac as a drug for their cattle, but rather use a safe (for the vulture) alternative available in the market.
- collaborate with the forest department, and communities to plant more native trees for their nesting.
- To eradicate invasives that degrade the habitat even more.

Threats

- Degradation of habitat by invasive species.
- Widely known cause- illegal use and sales of diclofenac for cattle use- causes kidney failure in vultures.
- Replacement of native nesting trees(Terminalia arjuna) can be caused due to agricultural practices or timber plantation

Action

- Proper restoration of the habitat to provide optimum nesting sites by planting native species which is a long-term plan as the
- Discouraging illegal diclofenac use, providing them with proper guidance, and educating them about alternative drug use for their cattle. This can be done by local scholars like- Manikandan because then the communities will be more open to a local representative.
- Identifying manufacturers of products that use higher diclofenac and putting pressure on them so that there is a decline in the uses, if the drug is not available then people will have to switch to other products

Awareness

- Why are they important- the age-old fact that they are scavengers and help clean up the carcasses.
- Prevention in the spreading of diseases(zoonotic).
- Important piece in the food web.

Collaborators

- Researches in local landscapes- Manikandan, Ph.D. scholar(Mudumalai)- for engaging communities in conservation practices.
- Forest department- to carry out the restoration of the habitat, and manage invasives.
- BNHS – survey and to monitor individuals
- Byju H – Independent researcher, engaging with local communities and for contacts.
- Payal B. Molur- Wildlife educator, community engagement.
- SACON – surveys and monitoring individuals

Crowd funding

- For nursery set up of native species. Setting up a nursery will require a lot of work and support from the collaborators such as the forest department- to initially get the saplings their monitoring is also a very important aspect because if it doesn't survive in the wild then all the efforts would become nil. So proper monitoring is important for such action.
- to hand-hold communities in making a switch from diclofenac, initial push is needed

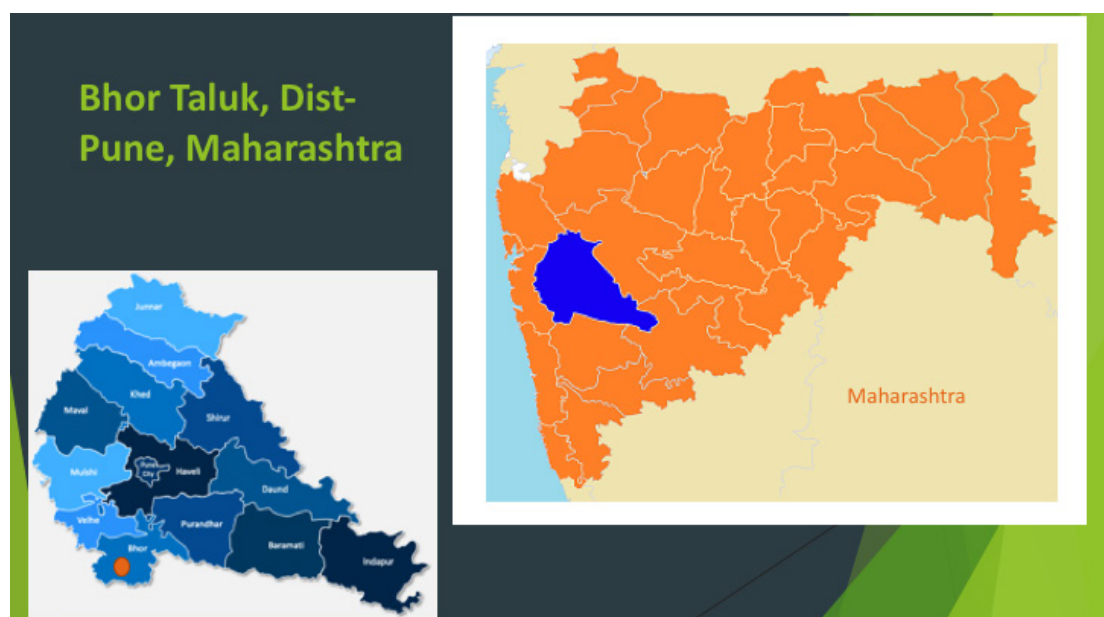
Audience

General public

Local communities Through local links- such as representatives, and local researchers.

The Western Ghats are close to Bhor, where I was raised. There are several tourist attractions. Locals manage hotels, homestays, and real estate sales. Therefore, the outsider constructs farmhouses and temples there. whenever I take little excursions. I observe an increase in the number of hotels and farmhouses. The regions are close to the western ghats, one of the globe's 36 hotspots. These lands are facing fragmentation and degradation problems. And because of this anthropogenic activities the problem of landslides have increased. And the ground water level is decreasing because of illegal borewells for the farmhouses. After seeing this all my heart cries out and I have come up with this campaign. Which will create awareness and change perspective of community that grassland is not wasteland. Instead of selling lands the local people can promote homestays, so that tourists also can feel the livelihood.

Pooja Ramdas Patil, RHATC Fellow 2022–23,
 Zoo Outreach Organisation, Coimbatore, TN, India.



SOME TOURIST PLACES



Bhatghar Dam



Necklace Point



Bhor- Varandha
Ghat (Central
Western Ghats)

Degraded- fragmented lands



Bhordara



Background:

- ▶ Bhor Taluk Dist- Pune, Maharashtra is close to The Western Ghats.
- ▶ As a result attracts tourists.
- ▶ Due to which, a number of infrastructures have come up; managed by both locals and outsiders.
- ▶ All these affecting the habitats and thus biodiversity.
- ▶ Thus, there is a need to safeguard these habitats.
- ▶ However, Numerous endemic species. But Biodiversity hotspot- many yet to discover. The loss of habitat and other human activities possessing a serious threat to many species.
- ▶ Naturally high rainfall- catchment areas loss. The land facing fragmentation and degradation- affects the ground water level- increase in land slides.

Objective:

- ▶ Make locals aware of –
 1. Habitat
 2. Biodiversity
 3. Ground water level
- ▶ And, instead of selling lands, promote homestays

Target:

- ▶ Change people's perspective of looking at landscape through the awareness program

Audience:

- ▶ Teachers
- ▶ School students
- ▶ Local community (especially village heads)
- ▶ Outsiders of the village

Collaborators:

- ▶ Local NGO's
- ▶ Grassland Experts
- ▶ Forest Department
- ▶ Gram Panchayat
- ▶ Panchayat Samiti

Timeline:

- ▶ January to may
- ▶ These actions carried out mostly before summer vacations, because in summer vacations tourists visits.
- ▶ Also because of summer vacations, job doing people take a leave and spend their vacations in farmhouses which were build before vacations.

Tools:

- ▶ Education packets- Introduction to Grasslands, games- Know your grassland, weekly walks to get know to grassland
- ▶ Local Radio stations- Experts talk about Grasses and their importance
- ▶ Town crier/ announcer- Do's and Don'ts

Social media –

Instagram- @ World's Heritage_ सहायद्री

गवताळ प्रदेश वाचवा

सहायद्री वाचवा, जागतिक

(Tagline: save Sahayadri, preserve world's heritage)

#grasslandmatters

Big cat under the tea bush

The North Bengal landscape is a mosaic of protected areas, reserve forest, tea estates and agricultural fields and has high conflict levels between human and animals like (Elephants and Leopards). Leopard as a very well adapted big cat, has always shared spaces with people across various part in India. In the northern districts of West Bengal, when vast stretches of primary forest were cleared to make room for tea plantations during the colonial era, leopards adapted to this novel landscape. The people who currently working in these tea estates were brought from the Chotanagpur Plateau region (now Jharkhand) during the British occupation of India. The leopards and people shared a common thread of being displaced from their homes, only to adapt to living in the tea plantations. Tea bush is ideal place for leopard to hiding, resting in daytime, raising their cubs and by using tea garden nullah leopard can move very easily from one section to another section without coming into contact with humans. Tea garden provide ample of domesticate prey like (cow, goat, pig) and wild species like (Black-naped hare, peacock) to leopard. However, things turn extremely ugly and aggressive when workers are injured due to accidental encounters with leopard,

Hence, it is necessary to take preventive measures and create awareness among tea garden workers.

OBJECTIVE

- ❖ Sharing space with big cat in tea plantation of North Bengal.

TARGET

- ❖ Creating awareness among the tea garden workers.
- ❖ Creating coexistence between tea garden worker and leopard.
- ❖ Engaging tea garden authorities to mitigate the negative interaction between workers and leopards.
- ❖ Creating volunteer team to monitor leopard movement in tea plantation.

COLLABORATORS

- ❖ Local NGO's who works in wildlife conservation.
- ❖ Local stakeholders (Panchayat Pradhan, Women SHG).
- ❖ Forest Department.
- ❖ Government authorities (BDO, Local Forest Department, Police, Village Head).

AUDIENCE

- ❖ Local Communities (Tea Garden workers, livestock keepers).
- ❖ Tea garden authorities (Managers, Field staff, Tea worker union, Chowkidars).
- ❖ Local media personals.
- ❖ NGO's.
- ❖ School, college students.

TIMELINE

- ❖ In northern West Bengal most of the accidental encounter happen in tea garden during winter season January to May.
- ❖ Duration of awareness campaign is 6 months.
- ❖ November-December awareness session with tea garden workers.
- ❖ March-April awareness session with school students age groups(8-14years) and college students. (Before summer vacation).
- ❖ May-June awareness session with tea garden adjacent villagers.

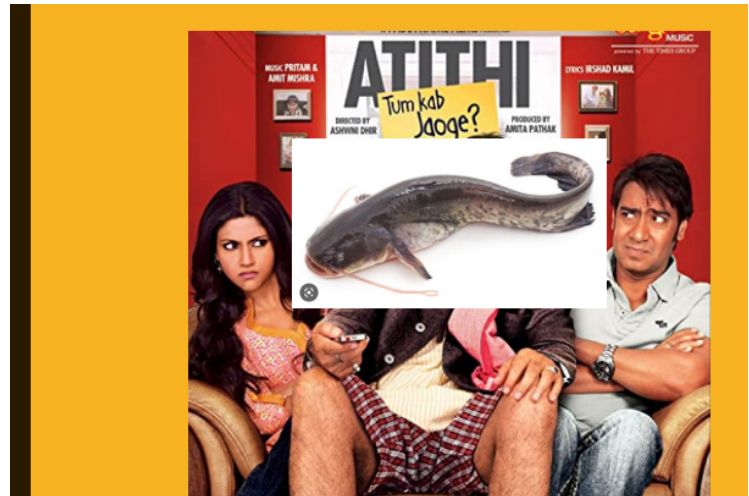
TOOLS

- ❖ Educational package for school and college students.
- ❖ Drama.
- ❖ Do/Don't offline leaflet distribution.
- ❖ Milking.

Rajib Saha, RHATC Fellow 2022–23,
Zoo Outreach Organisation, Coimbatore
TN, India.

As per my observation many devotees and priests are unaware about Invasive fishes and I didn't see any campaign addressing the problem of Invasive Fishes in Temple Ponds. Therefore it occurred to me that an online lecture series can be started where every Thursday we will explore options to mitigate the threat of Invasive fishes. I will also make an App that has a Friendly User Interface for easy identification of Invasive Fishes in India. #thursdays4threat_mitigation, #AthitiBagao. This campaign will start a thought process and could scale up to policy change.

Soham Parnaik, RHATC Fellow 2022–23,
 Zoo Outreach Organisation, Coimbatore, TN, India.



AWARENESS/ ACTION CAMPAIGN: #ATHITI_BHAGAO DARE TO 'REJECT_GUESTS' #THURSDAYS_FOR_THREAT_MITIGATION

- Calling attention towards problem of Invasive Alien Species (IAS) in temples and impact it has on biodiversity, people and economy.
- Conscientizing about importance of native species.
- Invasive species are capable of causing extinctions of native plants and animals, reducing biodiversity, competing with native organisms for limited resources, and altering habitats.

BACKGROUND

- The Indian government banned the breeding of the invasive fish species in 2000 but the practice still thrives in many parts of the country.
- Unintentionally in temple ponds these fishes are fed for developing an altruistic outlook.
- There is lack of awareness about impact these fishes can have on Biodiversity, people and economy.

OBJECTIVES

- Awareness about Invasive Alien Fishes in temple Ponds
- Demand implementing/ monitoring agency
- Regulate ornamental species trade
- Responsibility of pet owners
- Promote Risk management tool kits <https://www.cbd.int/invasive/doc/toolkit-prototype-en.pdf>

TARGET

- Tourists feeding temple fishes
- Temple authorities
- Villagers and fishermen

COLLABORATORS

- Freshwater Fish Experts
- Local NGO
- Pet Shop Owners
- Community Leader
- Religious Ambassador

AUDIENCE

- Citizens
- Devotees
- Students
- Priests
- Bureaucrats

TOOLS

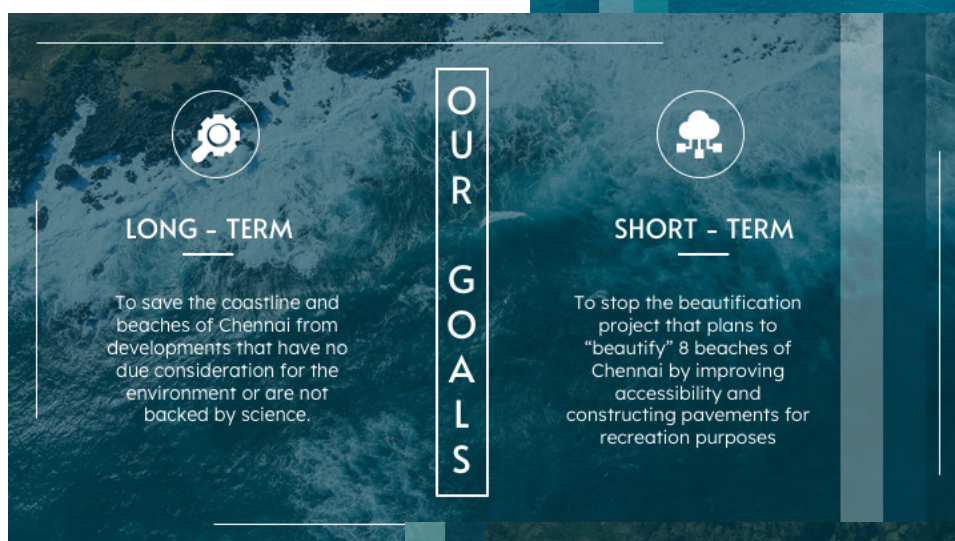
- Social media
- Tshirts, caps, badges during workshops

Timeline

- Once every week on Thursday Online talks will be organised informing about problem of IAS, assignments will be given to encourage self learning, Accessible to anyone, anytime on Youtube platform.
- Crowdfunding for offline workshops can be arranged.
- In five years Lobbying for policy change to mitigate issue of Invasive temple fishes.

Growing up in and around Chennai, I have always had a very close relationship with its beaches. From going to beaches for chilly bajjis and balloon shooting wars with cousins to going there for the calmness that the beach offers and to play hide and seek with the crabs around, I have been around beaches my whole life. To a person to whom the coastline of Chennai meant only the Marina, Elliot's, or the Kovalam beaches, the eco-heritage walk organised by the CCAG opened my eyes to the other parts of the coastline which were greatly impacted because of the developments that are changing these landscapes. There is a unique beauty in the raw wilderness unchanged or untouched by humans which can't be matched or even replicated no matter how much money you spend on the so-called "beautification" of the landscape. I wanted my dream campaign to focus on awareness and action against the developments on the coastlines that have no due consideration for the environment or have no scientific backing behind the planning. The immediate target of this campaign would be to stop the beautification of the beaches project for which the CMDA has opened tender applications for recently. Yuvan and CCAG have been great inspirations for me in designing this campaign.

Swaathi Na, RHATC Fellow 2022–23,
 Zoo Outreach Organisation, Coimbatore, TN,
 India.



OTHER COLLABORATORS

- 01** **SANTHOSH**
Civil Engineer with experience in marine construction.

02 **LATHA MAHESWARI**
Advocate
- 03** **KALAIGAL NAAM**
Artists group based in Chennai

04 **NOVINA**
Marketing and Fundraising head at The Escola.

05 **LOCAL HEAD**
A representative of the local fishing community or the people who will be directly impacted because of the coastal degradation



Chennaiites, tourists visiting Chennai, Fishermen, people directly affected because of the constructions and other possible stakeholders including the civil engineers taking up the tenders for construction

AUDIENCE



For the short-term goal, the time would be 5 months (1 month till the application is open for the tender and 3-4 months for the final decision on who gets the tender to come out)

TIMELINE

PLAN

OFFLINE EVENTS



COAST WALKS

Guided walks along the coast to highlight that there is a whole other world that is hidden in plain sight in the beaches.



OPEN MICS

Meeting in a common platform where all the participants can express their views and actively contribute in formulating the action plan



ECO-TOXIC TOURS

Tour of the various ecosystems highlighting the threats and impacts to the coastline



SCHOOLS

Awareness and education workshops, poster creations, etc.



Acknowledgments

Thanks to Cara Tejpal for teaching and guiding us on how to design a campaign. I would also like to thank the RHATC team for providing us with opportunities to interact with such great mentors. Slide template by slidesgo, flaticon and freepik.

STRATEGY - ONLINE

Create awareness by posting short infographic reels, memes, and posts. Weekly live for regular updates to the followers and direct interactions to answer questions.

Logo creation competition, 30-day art prompts related to coasts, poster competitions



Online Petitions

Deepor Beel Campaign

The concern for wetlands is growing concurrently over the world as new names are frequently added to India's list of wetlands. Wetlands clearly serve a critical role in preserving the natural equilibrium of the ecosystem. They protect numerous plant and animal species from extinction by housing them. They are beneficial to people because they stop floods and are a fantastic way to recycle organic waste.

Deepor Beel is one of the largest freshwater lakes in Assam and the State's only Ramsar site besides being an Important Bird Area by Birdlife International. However, for the past 15 years, municipal solid waste of Guwahati has been unscientifically dumped next to the Deepor Beel, a prominent wetland in Assam. It is Assam's only Ramsar site. The trash is choking the wetland along with all the biodiversity it harbours.

Therefore, conservation of the wetland is an urgent step that needs to be taken. It will require management of environmental needs with a holistic approach. Also, there should be people's participation and developmental activities should consider the immediate stress on the biota and the local community residing there.

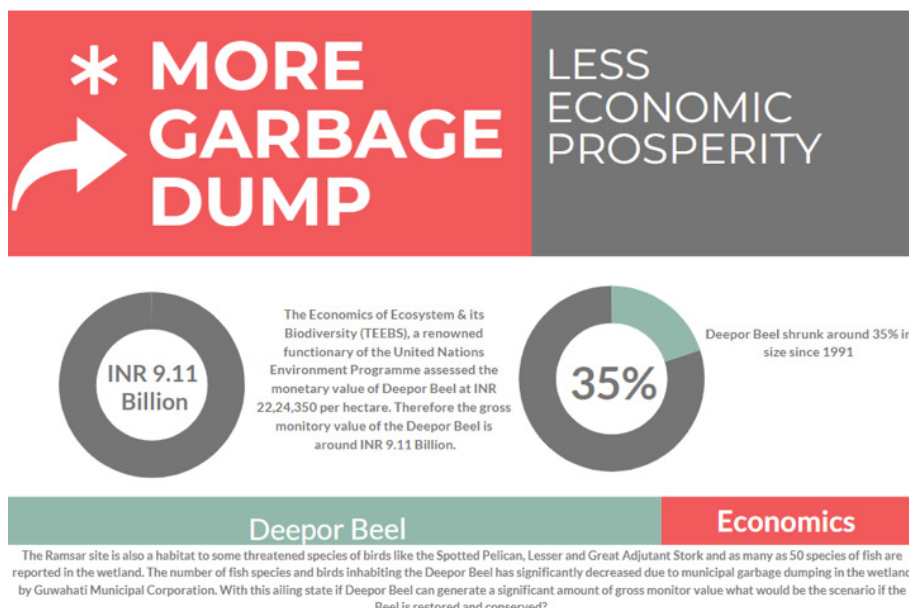
Tandrali Baruah, RHATC Fellow 2022–23,
 Zoo Outreach Organisation, Coimbatore, TN, India.

SAVE DEEPOP BEEL & WETLAND PROSPERITY ECONOMIC PROSPERITY



Picture Credit- Pratidin Time

Introduction and Rationale	Objective	Collaborators
<ul style="list-style-type: none"> India has lost her 30% of the wetlands in last three decades according to estimates by Wetlands International South Asia For the past 15 years, municipal solid waste of Guwahati has been unscientifically dumped next to the Deepor Beel, a prominent wetland in Assam. It is Assam's only Ramsar site. The trash is choking the wetland along with all the biodiversity it harbours. 	<ul style="list-style-type: none"> The campaign seeks to educate and create awareness about the impacts of the garbage dumping site on the wetland and its biodiversity. Long term goal would be prepare a toolkit to understand the waste generation. To monitor the disposal for one year so that efficient system of waste disposal is established in the residential areas. Endline assessment to understand the impacts of the project on the wetland and the biodiversity present in that area. 	<ul style="list-style-type: none"> Assamese singer or actor as a brand ambassador Local organizations already working in that area Akshar Foundation Outreach Partners Guwahati Municipal Corporation
		Target Audience <ul style="list-style-type: none"> Ragpickers Local communities of Deepor Beel Citizens of Guwahati city Schools and colleges



Awareness , Communication and Action Plan

Social Media	Media	Webpage	Ads
Campaign launch on wetland day	Press Release (English and Assamese Newspapers)	Blog entries	India marks its 75 years of independence-75 Ramsar sites 75 species present in deepor beel and pledge to save them
Video Messaging- Explainer 2D animation	Press Release- Partnerships/ Collaborators	Essays on communities	Importance of waste source segregation at home
Assamese+ English Posts	Target few community radio	Interviews of experts	Action Plan
Education Podcast (Suno India)		Listicles	Plog run drive in Deepor Beel with the ambassador
Blogs and social media pledge posts		Fundraising page/Products	Waste footprint with ragpickers of Guwahati city and showcase the contribution of the ragpickers
Ambassador Post		Wetland literacy toolkit	Interaction with local communities about the biodiversity present in Deepor Beel

মানুহে মানুহৰ বাবে
If man wouldn't think for man
With a little sympathy
Tell me who will — comrade?
CAMPAIGN SLOGAN BY
LOCAL COMMUNITIES OF
DEEPOR BEEL