

The Rufford Foundation

Final Report

Congratulations on the completion of your project that was supported by The Rufford Foundation.

We ask all grant recipients to complete a Final Report Form that helps us to gauge the success of our grant giving. The Final Report must be sent in **word format** and not PDF format or any other format. We understand that projects often do not follow the predicted course but knowledge of your experiences is valuable to us and others who may be undertaking similar work. Please be as honest as you can in answering the questions – remember that negative experiences are just as valuable as positive ones if they help others to learn from them.

Please complete the form in English and be as clear and concise as you can. Please note that the information may be edited for clarity. We will ask for further information if required. If you have any other materials produced by the project, particularly a few relevant photographs, please send these to us separately.

Please submit your final report to jane@rufford.org.

Thank you for your help.

Josh Cole, Grants Director

Grant Recipient Details	
Your name	Vidya Athreya
Project title	National level media awareness workshops in 4 high leopard conflict states in India.
RSG reference	1043-C
Reporting period	1 October 2013 - 31 August 2015
Amount of grant	15000 GBP
Your email address	vidya.athreya@gmail.com
Date of this report	5 September 2015

1. Please indicate the level of achievement of the project's original objectives and include any relevant comments on factors affecting this.

Objective	Not achieved	Partially achieved	Fully achieved	Comments
To use past experience on human leopard conflict to make media more aware about the issue in other states.			yes	A total of 10 workshops were conducted between February 2013 and March 2015 in nine locations in six states.
To involve the local NGOs and Forest Department in these workshops			yes	In all areas, we worked closed with the Forest Department except for in Coimbatore where the local NGO, WNCT organised the workshop.
To involve media from Maharashtra and other places in the workshops.			yes	The Mumbai Press Club gave us full support, as well as other media friends from Mumbai came to all our workshops and gave a talk about how it is possible to report without sensationalising human wildlife interactions.
To carry out content analysis after our workshops	yes			1. We administered the pre-workshop questionnaires but when we sent post-workshop questionnaires it was really hard to get the journalists to respond. 2. Our workshops were meant for educating the media about recent science and management and was not strictly a press conference, so they were not required to report, but to listen and understand. 3. We have carried out content analysis before and after workshops in Mumbai and preliminary results indicate a difference in the reporting. Also, our interactions with the Forest Officials and the Press people indicated that they appreciated the effort.

2. Please explain any unforeseen difficulties that arose during the project and how these were tackled (if relevant).

We had started dialogue with the Forest Department in Andhra Pradesh and had even held a workshop there for the senior officers of the Forest Department but then the state was bifurcated and there has been too much of turmoil with respect to the attention of the media and the officials we

were dealing with are now in one state and the conflict area is now in another state, so we did not have the workshop there despite a substantial amount of planning. However, we had a workshop for the senior officials of the Forest Department prior to the bifurcation of the state.

3. Briefly describe the three most important outcomes of your project.

- Awareness among forest officials (senior and field level) about the complex nature of the conflict issue. Interaction with officers from Maharashtra who have dealt with this issue in high conflict areas.
- Awareness among media on the complex nature of the conflict and that their reporting can positively change the way the public view potentially dangerous wildlife. Also, they have the power to make the administration change their activities to be pro-people instead of only focusing on chasing/translocation wildlife as it is currently done.
- Sharing of new research findings across a wide area among people who make the most difference on ground (managers and media).

4. Briefly describe the involvement of local communities and how they have benefitted from the project (if relevant).

Not relevant

5. Are there any plans to continue this work?

The project has ended. Currently a colleague of mine from WCS India has got funds to organise media workshops in Karnataka and I am assisting her in doing so.

6. How do you plan to share the results of your work with others?

As form of a report but since it is a media workshop there would be a lot of sharing of information with the media and forest department staff about the complex nature of human leopard conflict.

7. Timescale: Over what period was The Rufford Foundation grant used? How does this compare to the anticipated or actual length of the project?

The grant was used over 2 years because it takes a long time to plan these events. They should not be around elections (media will not attend), should not be around national holidays or other important events. Also, I have other commitments so had requested that I take two years to do this work.

8. Budget (GBP):

Items	Budgeted Amount	Spent	Difference	Comments
Salary	5131	3487	1644	
Travel	3922	6253	-2331	
Stay	1176	959	217	

Food	327	542	-215	
Movie	800	0	800	
Awareness material	933	3200	-2267	
Computer	408	427	-19	
Rent for office space	882	0	882	
Communication	294	262	32	
Courier	302	6	296	
Salary for office assistant	1765	772	993	
Total	15940	15909	31	

9. Looking ahead, what do you feel are the important next steps?

More of these workshops are extremely crucial. However, what is said and how it is said is very important. My experience is that the information has to be delivered by scientists, in a neutral manner with the aim being to only share the knowledge.

10. Did you use The Rufford Foundation logo in any materials produced in relation to this project? Did the RSGF receive any publicity during the course of your work?

Yes, I have distributed more than 500 manuals I had made as part of an earlier Rufford grant along with DVDs, posters all of which had the Rufford Logo. A detailed report is provided with this report and you can see in the images that the Rufford logo has a place of prominence in the resource materials.

11. Any other comments?

I would like to thank Rufford for the support.