

## The Rufford Small Grants Foundation

### Final Report

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Congratulations on the completion of your project that was supported by The Rufford Small Grants 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](mailto:jane@rufford.org).

Thank you for your help.

**Josh Cole, Grants Director**

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Grant Recipient Details	
Your name	Vidya Athreya
Project title	Using education and awareness to address human leopard conflict - at a national level by making a documentary for airing on national TV and at a state level using education programmes for affected villages in Maharashtra.
RSG reference	20.08.07
Reporting period	December 2008 – July 2009
Amount of grant	10000 GBP
Your email address	Vidya.athreya@gmail.com
Date of this report	12 <sup>th</sup> July 2009

**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
A film will be made in three language – English, Hindi and Marathi Shooting and post-production: Six months National telecast, circulation of CDs: Within nine months		√		The English film was made within the planned time period. "Pushed to Kill" is appropriate for policy makers, and the urban audiences. (see <a href="http://mazoomdaar.blogspot.com/2008/12/blog-post.html">http://mazoomdaar.blogspot.com/2008/12/blog-post.html</a> , <a href="http://mazoomdaar.blogspot.com/2008/12/work-in-progress-part-2.html">http://mazoomdaar.blogspot.com/2008/12/work-in-progress-part-2.html</a> ) To make a similar version but using the method of story telling which is more used by the rural people, I approached a local movie group and also got additional funds from Hemendra Kothari Foundation to make a movie in a style appealing to the rural audiences (using story telling/drama and rural characters as narrators). The work for this movie is on-going and uses the same footage as the Rufford funded movie and is going to be made by an award-winning director Umesh Kulkarni ( <a href="http://www.valuthefilm.com/">http://www.valuthefilm.com/</a> ) Once the above movie is also completed then all three language movies will be burnt on one DVD for distribution.
Targeted education programme for the village administrative bodies in areas affected by leopard conflict	√			I was simultaneously conducting my research in the proposed work area over the last two years (ecological work using camera traps and GPS telemetry). I thought it judicious to carry out the education/awareness, which is part of the Rufford project, once the research was completed as I could then provide the farmers a much more robust interpretation of the conflict issue. I will be starting the education and awareness work from October 2009, after the rain season.

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

Although the movie (Titled Pushed to Kill) got a prize at a wildlife film festival in February 2009 (<http://www.clubvasundhara.org/awards.html>) we were unable to sell it to two major Indian broadcasters. We got the impression that the stark but reality-based content is not what they would

want to carry. Attempts are still on to sell it but in the case we are unable to do so then we will send it to educational institutions as well as to wildlife NGO's and Forest Departments across the country.

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

The project is not yet completed, and I plan on finishing it my March 2010 (making of the regional language movies and completion of the education programmes as well).

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

I would be finishing the project in March 2010 and will provide information on the same by then.

**5. Are there any plans to continue this work?**

I plan on extending the scope of my work to other parts of the country where large cat – human conflict is present, such as lion and leopard conflict in the human dominated landscape outside Gir National Park in Gujarat and with the tigers in Central India. The thrust of the work would be similar to the work I carried out in the state of Maharashtra with Rufford support since 2005.

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

Following the completion of my research work and the current Rufford work, I plan on targeting the media and policy makers so that the work and its implications for large cat conservation are disseminated throughout the country.

**7. Timescale: Over what period was the RSG used? How does this compare to the anticipated or actual length of the project?**

The movie “Pushed to Kill” was completed by April 2008. However, work on the movie which is more in concordance with the rural Indian setting started only in January 2009 and is on-going. It should be completed by October 2009. The education part of the project I delayed to after my research was completed so that I could provide better information to the affected locals. The anticipated length of the project (making the movie and awareness campaign) was one year which has been delayed and I would like to delay it until 2010 April by when I will complete all the planned objective of the project.

**8. Budget: Please provide a breakdown of budgeted versus actual expenditure and the reasons for any differences. All figures should be in £ sterling, indicating the local exchange rate used.**

Item	Budgeted Amount	Actual Amount	Difference	Comments
Movie (exchange rate used is 1 GBP = 77.69 Rs : the value at the time of money transfer)	6595	7151	-556	This was overspent during the making of the movie
Movie	750	750	-750	We had planned (and still hope) to raise this over-budgeted amount (1365 GBP) from the sale of the movie.
Total project	615	615	-615	

Education	4020	4020	0	
<b>Total</b>	11365	<b>12536</b>	-1921	

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

I think the most important steps are

1. to carry out research in other affected parts of the country because just the presence of a researcher working among people (conflict related to the large cats is most severe outside the forests and close to people, in human dominated landscapes) is in itself a good step towards administration taking an interest in the issue.
2. to have a concerted media campaign to make the public/media/policy makers and administrators aware that the mere presence of these large cats does not imply conflict.
3. to start working with the local administrators so that losses accrued by rural people due to the presence of the large cats (which are tolerated to a large extent) are immediately dealt with and furthermore, that local people actually benefit from the rest of society for showing the higher tolerance levels.

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

Yes, the Logo of RSGF was used in the credits of the movie. As part of the wildlife film festival Vasundhara (<http://www.clubvasundhara.org/awards.html>) which awarded a prize to the movie, the film festival organisers are supposed to travel to three Indian states and many towns to show the movies. Therefore the RSGF will receive publicity in all the areas where the movie is going to be screened (in three states Madhya Pradesh (Indore), Karnataka (Hospet) and Maharashtra (Kolhapur, Sangali, Miraj, Nashik, Nagpur, Amravati, Solapur, Aurangabad, Ratnagiri, Jalgaon, Thane and Mumbai as per the Vasundhara travelling film festival information).

**11. Any other comments?**

Most often than not, the schedule of the project or its workings do not go as planned or expected. I really appreciate the flexibility the Rufford grant provides as I can then use the funds to the best extent to get the most impact out of it.