

Project Update: March 2017

Activity: Awareness campaign

An awareness campaign on the importance of the Himalayan Black Bear and the Human- Bear Conflict was carried out on 19th February, 2017. The campaign was attended by a large group of rural communities covering both the gender who resides in and around the forest areas supporting some form of agriculture and livestock activities. These communities are directly/ indirectly in conflict with the Himalayan Black Bears in terms of the use of the resources. The resources like the wild fruits and vegetables and trees have become the common pool resources for both the communities of the locals and the Black bears.

The campaign was carried out on the theme "Bears are our partner for eco-system services". During the advocacy campaign, the participants were presented on the importance of the Himalayan Black Bears and measures to avoid Human- Bear Conflict. Resource sharing and the wise use of the resources were two most important points highlighted during the awareness campaign. Two images of the campaign are attached please.

