

## The Rufford Foundation Final Report

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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](mailto:jane@rufford.org).

Thank you for your help.

**Josh Cole, Grants Director**

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Grant Recipient Details	
Your name	Ganesh Puri
Project title	Developing Radio Programs for Mass Media Awareness about Endangered Snow Leopard in the Eastern Himalayas of Nepal
RSG reference	21600-1
Reporting period	March 2017 – February 2018
Amount of grant	£5,000
Your email address	<a href="mailto:gpuri.forestry@gmail.com">gpuri.forestry@gmail.com</a>
Date of this report	06.03.2018

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 educate local communities about snow leopard and its important role in mountain ecosystem				
To bridge the gap between local communities and park officials				
To encourage local school kids and teachers in snow leopard and wildlife conservation and awareness programs				

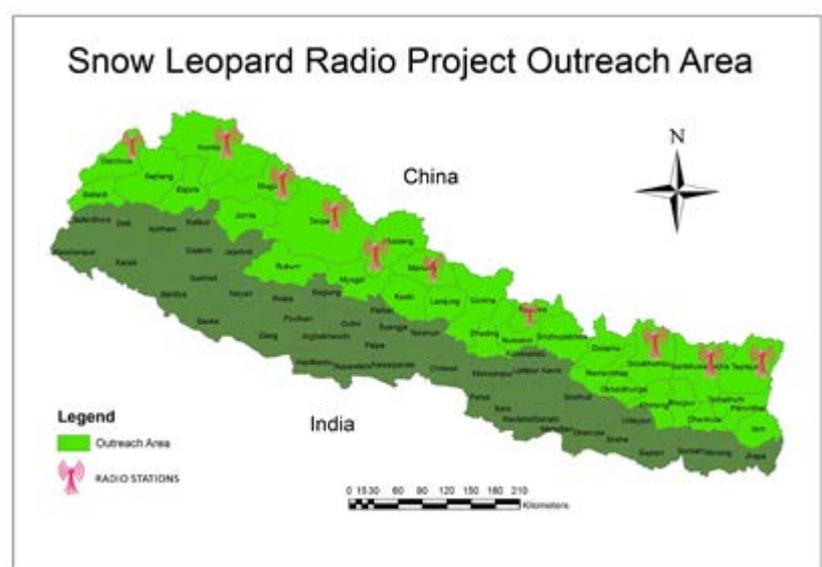
2. Please explain any unforeseen difficulties that arose during the project and how these were tackled (if relevant).

There were no any difficulties arose during the project and the project completed very successfully with positive feedback and comments from the audiences.

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

I. Coverage of geographical area, snow leopard habitat and audiences  
The radio project covered all of the snow leopard habitat in Nepal. The Rufford grants covered the eastern Himalayas and the grants received from Snow Leopard Conservancy helped to cover the central and western Himalayas of Nepal. This radio project reached to estimated 1 million people including rural and urban areas of Nepal and to the estimated 50,000 local communities critically living aside by snow leopard habitat.

Figure 1 Snow leopard radio project coverage area in Nepal Himalaya. The figure also shows the location of the 10 radio stations through which our radio programs had been aired.



II. Active participation and engagement of audiences

From March 2017 to February 2018, I aired 52 episodes of snow leopard radio programmes. I played 16 dramas, 26 interviews with herders/young scientists/experts/, 28 informative sessions and 21 radio reports. Among them in combination with dramas and radio reports were the very attractive.

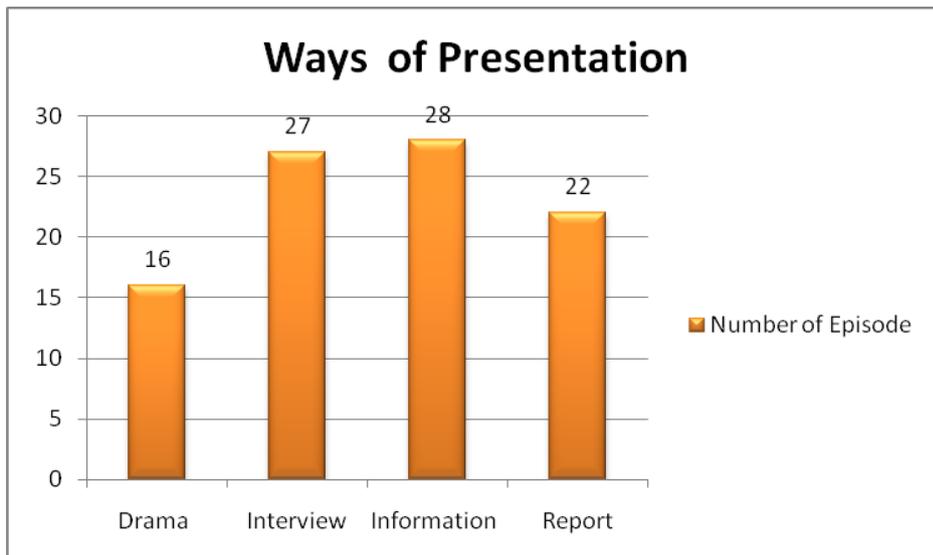


Figure 2 Way of presentations during radio project

At the end of the episode, a question related with the episode of the programme was asked. Many audiences give their responses through the messages. Among all the respondents, two correctly answered respondents were selected through random sampling and were awarded in the next episode. I received 27,557 responses of my programmes. Among them, 14,102 are male and 13,455 are female.

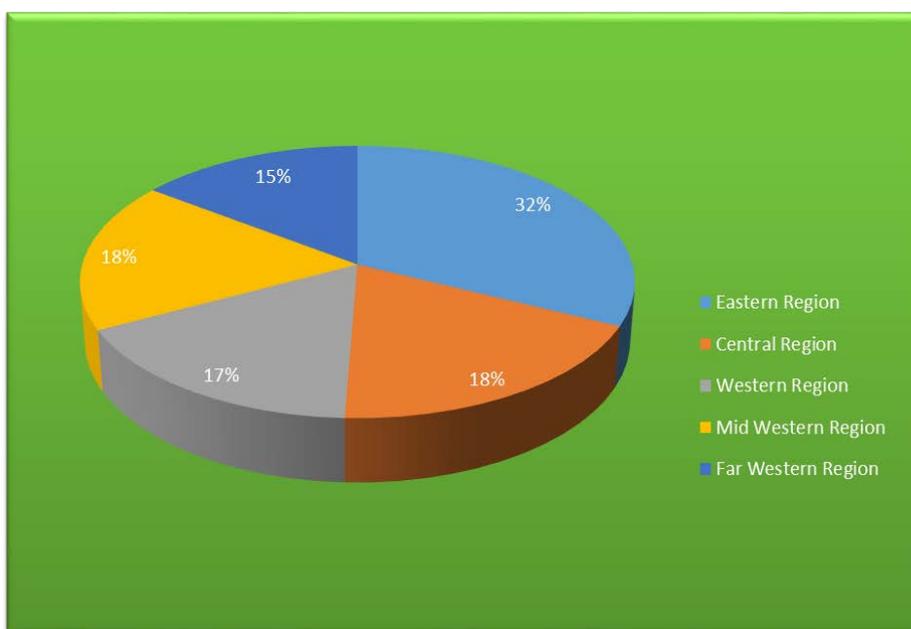


Figure 3 Audience responses from 5 development Regions

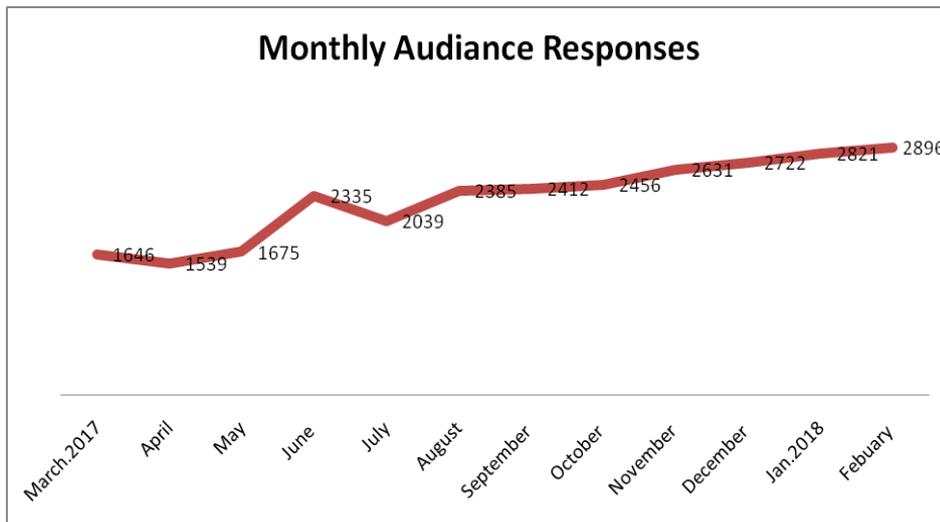


Figure 4 Monthly audience responses during radio project

III. Decrease of news retaliatory killings of snow leopard and its poaching in social media, radio, television and newspapers



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

This project was completed fully with the involvement and engagement of local school students, teachers, rural communities and local herders who live mostly in and around snow leopard habitat. The local students, school teachers and other local youths actively participated in radio dramas, radio quiz contest and also helped to prepare the radio reports. Local herders happily shared their experiences

and problems with snow leopard in the interviews which helped policy makers and park rangers to listen their voice through radio programmes. The local herders now have the idea of installing innovative solar-powered predator deterrent fox light in their herding camp after listening our radio programmes. The also gain knowledge on how to make the improved corral to save their livestock from the predators like snow leopards and wolves.

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

Yes, if funding available, I am planning to continue this snow leopard radio project since radio is only the means of sensitising local communities in the rural areas of snow leopard habitat. Along with radio project, I am planning to conduct the education programmes for local school kids so that I can motivate them in the snow leopard conservation in the future.

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

I had already presented my work in the ‘Rufford Grantees Meeting’ in Kathmandu which was held on 29th-30th January, 2018. I have been also sharing my project activities in the social media regularly. I submit my project report to the related wildlife and forest authorities in the snow leopard habitat. Besides, I am planning to present my works in national and international seminars and conferences in near future. I will also try to publish my works in journal article wherever possible.

**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 Rufford Foundation grant was used from March 2017 to February 2018 which completely fit to the anticipated length 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
Radio episodes production	530	530	0	
Radio episodes broadcasting	2120	2120	0	
Food and accommodation for field visit & exploration	1512	1512	0	
Travel for field biologists	838	960	-122	This difference was covered by the

				matching funds from Snow Leopard Conservancy (SLC), USA
Radio quiz award	0	318	-318	Covered by SLC
Stationeries & Communication	0	150	-150	Covered by SLC
Reporting	0	150	-150	Covered by SLC
<b>Total</b>	<b>5000</b>	<b>5740</b>	<b>-740</b>	<b>This difference was covered by the matching funds from SLC</b>

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

From my experiences from this project and from the feedback and comments from the local herders and snow leopard experts, I feel that more education and awareness programmes are needed to sensitise people about the importance of snow leopard. The non-lethal predator deterrent methods should be applied and compensation programs should be made more effective throughout the snow leopard habitat. The development of alternative income generation for the local herders and communities would be effective to develop the positive attitudes towards snow leopard and other predators.

More in-depth survey and monitoring of snow leopard and prey species is required in the less studied sites such as Api Nampa Conservation Area, Humla, Gauri Shankar Conservation Area and Makalu Barun National Park. The government wildlife and forest officials should be careful and more active to monitor wildlife trade, poaching and for implementing wildlife laws and policies in rural snow leopard habitat.

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

Yes, I used Rufford Foundation logo in the project banner in all 10 radio stations and also in social media while posting project activities. I had sent the digital banner and studio shot picture with logo to Rufford Foundation while submitting project progress report. I had mentioned and aired the Rufford Foundation as a financial supporter in each radio episode. I also used the logo during my power point presentation on Rufford Grantees Meeting in Kathmandu in last January.

**11. Please provide a full list of all the members of your team and briefly what was their role in the project.**

**Jamuna Prajapati**

Jamuna was the major team member of this snow leopard radio project. She worked as the co-host and assistant producer of all radio episodes including radio dramas throughout the project. She also visited fields and prepare radio reports, interviewed local herders and brought the real stories from the snow leopard habitat.

**Kopil Pariyar**

Kopil is a radio technician who helped me to prepare the radio episodes by mixing, sounds, music and other technical support in the studio.

**Niraj Thakali**

Niraj supported me in field co-ordination, interviewing people and dealing with local radio stations which helped a lot for smooth running of the project.

**12. Any other comments?**

I express my heartfelt thanks to the Rufford Foundation, UK and Snow Leopard Conservancy, USA for the financial support to this radio project without which this project was not possible. Global Primate Network Nepal is thankful for all technical support and equipment provided during the project period. I am grateful towards my referee Dr Rodney Jackson, Founder and Director of Snow Leopard Conservancy; Prof. Dr. Falk Huettmann, University of Alaska Fairbanks (UAF), USA; and Ganga Ram Regmi, Project Manager for Nepal Snow Leopard Project and the Founder and Director of Global Primate Network Nepal for their support, motivation and mentorship.

At last but not at least I would like to express my deepest thanks to Jane Raymond and Josh Cole of Rufford Foundation for their support. I am hoping to receive similar kind support from the foundation for my future conservation projects.