

## Final Project Evaluation Report

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Your Details	
<b>Full Name</b>	Sethu Parvathy
<b>Project Title</b>	Initiating on-ground conservation of the Endangered purple frog <i>Nasikabatrachus sahyadrensis</i> in the Western Ghats, India
<b>Application ID</b>	23036-1
<b>Grant Amount</b>	£5000
<b>Email Address</b>	<a href="mailto:sethuparvathy13@gmail.com">sethuparvathy13@gmail.com</a>
<b>Date of this Report</b>	01/11/18

**1. 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
Improve positive appreciation and profile of purple frogs and amphibians in general among indigenous communities				The campaign involved 1597 children. A 146% increase in appreciation of the purple frog among lower primary children (aged 6-9), a 240% increase among upper primary children (aged 10-13) and 150 % increase among adults of indigenous communities were observed post the campaign.
Reduce utilization of purple frogs as amulets and in traditional medicine by indigenous communities				Focus group discussions undertaken with indigenous communities were promising as they showed interest in reducing the use of purple frogs and towards actively participating in its conservation with proper economic incentives.
Restore degraded habitats occupied by the purple frog outside the protected area network				Restoration activities were conducted at two instead of three locations.

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

**1. Logistical difficulty due to delay in project permits.**

In the government schools of Kerala, the half-yearly examinations are conducted in December while the final examinations are held in March. Due to this, the Directorate of Public Instruction, Trivandrum advised us to revise our campaign dates to June-July 2017 (pre-campaign) and October–November 2017 (post-campaign) instead of September – October 2017 (pre) and January–February 2018(post). The campaign dates were revised accordingly and permits were acquired for the campaign and the pre-campaign survey as the government departments asked us to re-apply again for permits in order to conduct the post-campaign surveys. The campaign and the survey were conducted at 31 schools as planned after receiving the permits from the three concerned departments: Directorate of Public Instruction, Tribal Welfare Department and the Kerala Forest Department. However, for the post-campaign survey, there was a delay in drafting the permit from the Kerala Forest Department. Since I had already received the post-campaign schedule for visiting the schools from the other two

departments, the surveys had to be restricted to 18 schools in order to match the schedule provided by the three departments.

- 2. Food poisoning:** We had to shorten the post-campaign surveys as I was hospitalised due to severe food poisoning and was later diagnosed with irritable bowel syndrome. I was asked not to travel and to take rest for a few months by the doctors. However, during this time we were able to plan and acquire permits towards the habitat restoration initiative.

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

- a) Campaign success rate: There was a 146% and 240% increase in the number of lower primary and upper primary children respectively who appreciated the purple frog in the post-campaign survey.
- b) The campaign was conducted at 31 schools with 1597 children
- c) Habitat restoration: A habitat clean-up activity was conducted at one of the sites, Pattathipara Falls, which is also a tourist attraction. Thirty-six volunteers from 11 organisations participated in the cleanup activity, which was conducted in collaboration with researchers from the Kerala Forest Research Institute, Peechi who have been studying the ecology of the purple frog at the site. We collected 30 sacks of non-biodegradable waste which included 270 discarded liquor bottles, 794 plastic bottles and 1152 plastic covers, plates, and cups. Post the cleanup, surveys conducted in June 2018 revealed that all the oviposition sites had eggs laid, there were no casualties of the species because of plastic litter and 120 amplexing pairs were spotted. A purple frog habitat adjacent to a stream at Thodupuzha, Kerala measuring 2 acres, which was once a rubber plantation was restored with native tree and shrub species.

**4. Briefly describe the involvement of local communities and how they have benefited from the project.**

All the children to whom we took the campaign to were from indigenous communities and each child was provided with a copy of the storybook, purple frog sticker, the forest frog activity sheets, and crayons. The community was involved in the focus group discussions where we discussed their knowledge, amphibian utilisation, and prospects towards conservation of the purple frog. The respondents from the two settlements Chikkanamkudy and Vazhachal were very familiar with the frog and believed strongly about the frog's medicinal and ritualistic use. However, they were open towards improving its conservation upon economic benefits. We also conducted the pre and post-campaign surveys with the adults of the community too.

The restored land belonged to a farmer at Thodupuzha who willingly allowed us to restore the area towards the conservation of the purple frog.

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

The project results revealed that the campaign was successful and I plan to build upon the project with help from the Forest Department by training the staff to identify and monitor the species and also select children from the indigenous schools as purple frog conservation ambassadors who can explain the need for its conservation through keeping a clean habitat especially at amongst tourist locations like Vazhachal, Chalakudy and Pattathipara.

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

- A news report on the habitat clean up had already been published in a regional newspaper. <https://www.mathrubhumi.com/thrissur/malayalam-news/thrissur-1.2825497>
- A news report on the campaign was published in local newspaper Deepika about the campaign ...



- I have approached the State Children's Literature Institute (Kerala) towards publishing the book in Malayalam and making it available in every school in Kerala.
- A manuscript discussing the results is under preparation which I aim to publish in Conservation Evidence

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

The actual project timescale was from May 2017 to April 2018, However, I had to extend it by 3 months till July 2018 owing to the food poisoning while in the field. Moreover, the best time to restore the habitat and clean it up was before the monsoon started in June.

**8. Budget: 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. It is important that you retain the management accounts and all paid invoices relating to the project for at least 2 years as these may be required for inspection at our discretion.**

Item	Budgeted Amount	Actual Amount	Difference	Comments
Accommodation	1122	1042	80	Accommodation was mostly at homestays hence we could save some expense this way which was added towards travel because the total travel was more than 1000kms.
Travel	667	992	-325	Multiple visits needed to be done across the state of Kerala to schools and some of the indigenous settlements had very limited transport
Food	1212	1010	202	The difference was used towards transport
Printing	139	170	-31	Extra 49 story books, 397 stickers were printed for distribution
Communication	170	140	26	
Equipment	181	195	-14	A memory card of 8gb had to be bought for the voice recorder used for focus group discussions
Research Assistant Salary	1491	1467	24	
Translation	12	30	-18	Translations for the story book and colouring sheet
<b>TOTAL</b>	<b>4994</b>	<b>5046</b>	<b>-52</b>	

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

The important next steps would be to conduct more such campaign across the purple frog distribution with all the concerned stakeholders especially the Forest

Department field staff and the ecotourism staff. I believe they would be able to better communicate to the tourists and also make sure that the initiatives towards conservation of purple frog remain consistent since most of the field staff are from the indigenous communities. The staff must also be equipped and trained to monitor the population of the frog and also familiarised with the ecology and the habitat requirements as this would help in long-term monitoring.

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

The Rufford Foundation logo was used in the printed book and the stickers that were distributed to the children. It was also used on the presentation shown to the upper primary children. The logo was also used while presenting the project's data at the Rufford Conference at Goa on September 18 to 21.

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

**Libin Chandran and Sethu Lekshmi**

Helped conduct the campaign and the surveys.

**Arun Kanagavel**

Helped in conceptualising the project outreach material, designed the questionnaires, and conducted the post-campaign surveys.

**Nithin Diwakar**

Organised the cleanup event in collaboration with Mr. Sandeep Das of Kerala Forest research institute and also helped collect the habitat parameters.



Children colouring the frog colouring sheet.



Adults of Vazhachal settlement watching the documentary made about frogs. This was followed by discussion on utilisation of the frog by the community and prospects towards conservation



Lower primary children displaying the coloured sheets.



Upper primary children with the colouring sheet.