

Final Evaluation Report

Your Details	
Full Name	Kushal Shrestha
Project Title	Uncovering illegal bird trade in Kathmandu valley and strengthening public awareness
Application ID	32920-1
Date of this Report	27 February 2023

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
To collect baseline information on illegal bird trade				We reviewed past 10 years seizure records from Division Forest Office – Kathmandu, Bhaktapur and Lalitpur. Additionally, we conducted market survey and social media survey to document the illegal bird trade.
To develop and disseminate awareness materials for public awareness				We developed social media contents (n=2), awareness stickers (n=300), policy brief (n=1000) and around 7-minute YouTube video to help educate people and policy makers on this issue. Also, published one op-ed in a national daily. The developed awareness materials were disseminated via social media of Greenhood Nepal and also distributed in-person.

2. Describe the three most important outcomes of your project.

- a) **Media coverage on the issue of illegal bird trade:** Illegal bird trade is one of the most overlooked conservation issues in Nepal. It is least covered by media in comparison to charismatic wildlife. Our project helped to raise a profile of this issue with coverage from Nepal's leading newspaper dailies and international magazines. There were significant four publications; one was an op-ed written by the project leader himself that received massive engagements, and it was also covered by other reputed media e.g. Himalkhabar, Mongabay, Kantipur and more.
- b) **Bird seizure operation in Kathmandu Valley:** Despite legal provisions, Nepal's enforcement of illegal wildlife trade is inadequate. The project activities, particularly the stakeholder meeting and result sharing workshop, aided in sensitising Nepalese law enforcement. The online stakeholder meeting generated widespread agreement among all stakeholders to reduce illegal bird trade in Nepal. Similarly, an in-person result-sharing workshop attended by enforcement agencies (Division Forest Officials, Nepal Police, District Administration Officials) contributed to a bird seizure operation in Kathmandu, Nepal.
- c) **Publication of awareness materials:** Awareness materials are crucial means to educate people. So, we created awareness materials such as stickers, policy

briefs, and YouTube videos that are in the public domain and can be used to raise awareness.

Stickers – We created stickers (n=300) specifying legal provision and penalties. The stickers were pasted around bird market of Kathmandu Valley.

Policy brief – We published a policy brief (n=1000) entitled “ILLEGAL BIRD TRADE: a rising conservation challenge in Nepal” highlighting the emerging concerns about Nepal's illegal wild bird trade and summarising the key information that concerned agencies must recognise in order to prioritise action on this emerging issue. The policy brief was disseminated among policy makers in Ministry of Forests and Environment, Department of Forests and Soil Conservation, Department of National Parks and Wildlife Conservation and Division Forest Offices.

YouTube video – We documented the issue of illegal bird trade in Nepal and produced a YouTube video to raise public awareness about how most wild birds found in markets are illegal to purchase and carry heavy fines and penalties for possession. The video is available on Greenhood Nepal's official YouTube channel.

3. Explain any unforeseen difficulties that arose during the project and how these were tackled.

The most difficult challenge was the sensitivity of the wildlife trade issue. In such cases, traders find it inconvenient to disclose trade information. It was also difficult to communicate and collect detailed data in our project.

The next challenge was a global pandemic caused by COVID-19. Nonetheless, by working virtually and adhering to safety protocols, we were able to complete the project in the first and second quarters.

4. Describe the involvement of local communities and how they have benefited from the project.

We reached out to a wide range of public via awareness materials (stickers, policy briefs, YouTube video and op-ed). The stickers, op-ed, and YouTube video were in Nepali, while the policy brief was in English. Local communities benefited from increased bird conservation education and legal awareness of wild bird trade in Nepal through all awareness materials.

5. Are there any plans to continue this work?

Yes, we intend to scale up this work. The next project will be designed to assist the government in policy formulation, law enforcement and public awareness/policy dissemination.

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

We shared the results of this work with enforcement agencies conducting a results sharing workshop. Further, we developed policy brief highlighting the major findings of this work and currently working on manuscript, that is targeted to be published in peer-reviewed article.

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

Illegal bird trade is often ignored and overlooked issue in Nepal. Loopholes exists in legal provision for bird trade and enforcement agencies are usually confused. Moreover, enforcement agencies lack expertise in species-level identification of birds. So, looking ahead we feel strengthening enforcement and large-scale public awareness would be the important next step to curb illegal bird trade in Nepal.

8. 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?

We used the Rufford Foundation logo in every awareness material produced in relation to this project – social media posts, stickers, policy brief and YouTube video.

9. Provide a full list of all the members of your team and their role in the project.

S.N.	Team member	Role
1.	Kushal Shrestha	Team leader – led all activities of the project
2.	Reshu Bashyal	Team member – assisted in research designing, data analysis, content creation for awareness, writing policy brief and manuscript
3.	Bharat Adhikari	Team member – assisted in data collection, photography, video documentation and post-processing

10. Any other comments?

We are grateful to The Rufford Foundation for believing us and funding to this project. The project has been exemplary in raising bird trade issues to enforcement priorities in Nepal. We look forward for such support in future.