

## The Rufford Small Grants Foundation

### Final Report

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**

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	July 2009 - July 2011
Amount of grant	£10,000
Your email address	<a href="mailto:Vidya.athreya@gmail.com">Vidya.athreya@gmail.com</a>
Date of this report	31st July 2011

**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 languages – English, Hindi and Marathi Shooting and post-production: 6 months National telecast, circulation of CDs: within 9 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://www.projectwaghoba.in/videos.htm">http://www.projectwaghoba.in/videos.htm</a> ) To make a similar version but using the method of storytelling 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> ) <a href="http://www.projectwaghoba.in/videos.htm">http://www.projectwaghoba.in/videos.htm</a>
Targeted education programme for the village administrative bodies in areas affected by leopard conflict		√		I finished my project field work in July 2009 and with the results of the work I had, I got my field assistant who is a local farmer to write down his stories of interactions with the leopards. I also added the results and methods of our science and the questions we were looking to answer and we have made 10000 copies for free distribution in about six areas spanning the length of the state of Maharashtra where leopards are present. As of now (April 2012), we have distributed around 3000 to the northern areas of the state.

**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 nor did the government channel want to take it. We got the impression that the stark but reality-based content is not what they would want to carry. Attempts are still on to distribute 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.

However, the Marathi movie which was made in the rural folk form and in the local language has been very well appreciated and filmed in a village as well as in a education workshops by local NGO's. The media has also covered the making of the movie in the local language. Both these movies have also been put on YouTube with a link to my project web page (<http://www.projectwaghoba.in/videos.htm>)

The book on the issue ([http://www.projectwaghoba.in/docs/waghobachya\\_goshti.pdf](http://www.projectwaghoba.in/docs/waghobachya_goshti.pdf)) has been also very positively accepted by managers and locals and we have made 10000 copies to distribute freely across the length of the state in areas where leopards are living in human dominated landscape.

The delay has been due to me wanting to finish the research so that I could provide information to the locals with a deeper understanding of the issue. The distribution of the movies and the books will be done within the next year. The books will be distributed within the next few months.

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

The most important outcome of the work has been the use of science in the dissemination of information and knowledge about the leopard, which has otherwise been a large cat species that has been severely persecuted due to conflict. I would also like to point out that the Rufford grant provided me a very good way of disseminating the information so that ultimately conflict can be reduced and there are indications that conflict has reduced significantly in the areas of northern Maharashtra.

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

The locals are often pressuring the managers to trap the leopards and carry out other ecologically unsound practices because of their lack of understanding of the issue. Through all these materials, which are targeted at the local people, the ultimate aim is to reduce conflict so that attacks on humans by leopards are not induced due to the fear people have.

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

Yes, I plan on using the results of the research and work in this state to other states which are severely affected by leopard conflict (where human deaths are high) to carry out a media awareness programme so that sensational reporting is decreased and the media is aware of the complexities of the issue. Ultimately, only knowledge will provide us a good basis to ease the conflict.

### **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 was more appropriate 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 1 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.

I had also planned on having workshops for villagers to provide information verbally. However, after working in the rural landscape, I realised a well made book written by a local person which uses stories and lovely images would be a much better medium (a local farmer is himself telling them about the conflict which would be more appealing than a city person like me explaining to them) to get across the messages. However, I had to wait a year before the artist (a professional artist) could give me the images and then a few months for the printer to get me the copies. Therefore the project has ended only now in July 2011. However, I was also doing my research activity and so could not work on this fulltime.

**8. Budget: Please provide a breakdown of budgeted versus actual expenditure and the reasons for**

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>	<b>11365</b>	<b>12536</b>	<b>-1921</b>	

**any differences. All figures should be in £ sterling, indicating the local exchange rate used.**

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

I think the most important steps are

1. 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.
2. 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).

The logo was also used in the marathi movie and in the booklet made.

**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.