

Project Update: October 2023

Awareness Program

- **Student Awareness**
- **Community Awareness**
- **Hoarding board establishment**
- **Radio Programme**

Student Awareness

We have conducted awareness programmes in schools and communities. Students and community people have greatly benefited. Students were curious about the musk deer and actively participated during the teaching sessions. During the different teaching sessions, we found that not all students were ignorant about the musk deer. There were students who already knew about the musk deer usually from their parents, teachers and the sector office of Kanchanjanga Conservation Area Management Council (KCAMC). But they have not taken it seriously. The school teaching programmes have given positive insights among the students of KCAP area about the conservation importance of musk deer.



Students and other participants take photos after the teaching session.



School teaching session.



School teaching and educational materials distribution.

Educational materials like brochures and pamphlets were distributed to the students. It consisted of the condensed information of musk deer and its conservation. The

educational materials have drawn more attention among the students, thus, found to be the effective means of conservation awareness.



Students reading the educational material.

In Lelep, a joint rally on musk deer conservation and environment protection was organized on 5 June 2023, followed by school teaching programme on 6 June 2023.





Joint rally on musk deer conservation and environment protection.

Community Awareness

Community teaching and social data collection were done simultaneously. First of all, a questionnaire survey was conducted for the purpose of research. It not only gave the data we were seeking but also the idea about the knowledge and understanding of the musk deer and the necessity to conserve it. After that educational materials were distributed, and teaching was done accordingly. The latter part was more engaging. Community people were very interactive. They have not only received our message but also contributed their knowledge and ideas about the musk deer and its evidence in the study area.



Interaction with community people.



Dissemination of information about musk deer and its conservation.

Hoarding board establishment

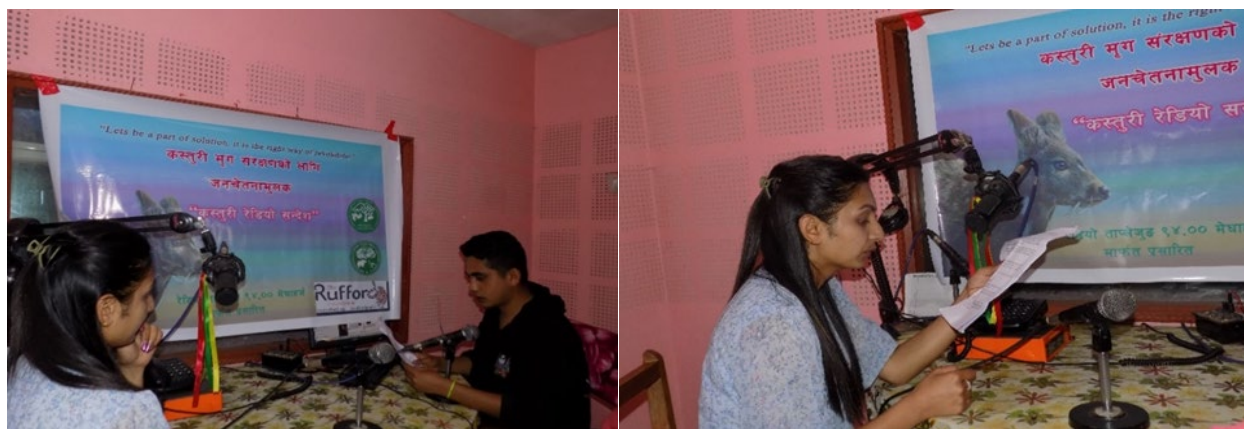
We have established a hoarding board about the information about the musk deer, its habitat, legal status and way forward for the conservation effort. Hoarding boards are placed at a place where there is high movement of the people. It is visually attractive and placed tall so that it is noticeable to the people.



Establishment of the hoarding board.

Radio Programme

A radio message regarding the musk deer and its conservation was aired. A local radio called "Radio Taplejung" aired "Musk Deer Radio Message" daily three times for 5 months. After a discussion with colleagues, radio technicians, and other experts, we concluded that short but repeated radio messages are more effective than long radio talk shows. We played the radio message three times per day (7 AM, 2 PM, and 7 PM) which are considered as the peak hours so that the radio message would be disseminated among the large audience. We have interrogated the participants during the community teaching and school teaching programmes whether they have ever heard about the musk deer. Many participants have responded that they heard about it by radio.



Recording of the "Musk Deer Radio Message" in Radio Taplejung.