

Wildlife road safety: Raising awareness about Roadkill in Banke National Park, Nepal

Project Update: April, 2024

The second phase awareness program was carried out in April, 2024

Field Coordinators: Manju Shree Thakur, Shiwa Jnawali, Prabin lama and Manisha Sherpa

Activity 1: Social Media Campaign and Sticker Design Competition

We organized a sticker competition on Human-Wildlife Road Safety with the theme, 'Careful driving helps protect wildlife.' Many participants submitted their designs, and the organization selected one winner to feature in our awareness program. The winner, Somy Bhattarai, received sustainable gifts and a winner's certificate. This sticker was in English font.



Figure 1: Winner of Sticker Design Competition

Similarly, another sticker designed by our team member Pawan Rai was also selected for the awareness program which was designed in Nepali Font.

Stickers used in awareness program both English and Nepali Font



Activity 2: Sticker Distribution

We distributed a total of 1,000 stickers and attached them to various vehicles, including buses, trucks, jeeps, vans, autos, bikes, HiAce vans, and cars. With the necessary permissions, we placed the stickers in visible locations on the vehicles to ensure everyone could see, read, and receive the information. Some motorists were excited to assist us in attaching the stickers to their vehicles



Figure 2: Manisha Sherpa attaching sticker



Figure 3: Motorist themselves taking sticker



Figure 4 and 5: Motorist attaching sticker by themselves

Activity 3: Game related with traffic signals

Various games were played with the motorists. They were asked several questions related to traffic rules and regulations concerning wildlife. Engaging motorists directly through questions, games, and discussions cultivates a sense of responsibility and encourages them to adopt safer driving practices that benefit both people and wildlife. All of the participants were very engaging and they were excited to be a part of the program.

Activity 4: Information sharing with motorists

Information sharing with motorists is a key component in promoting awareness about road safety and wildlife conservation. Through interactive sessions, brochures, and visual aids like posters and stickers, motorists are educated on the importance of careful driving in areas where wildlife is present. Topics covered typically include how to reduce speed in wildlife crossing zones, understanding the signs that indicate animal presence, and the consequences of vehicle-wildlife collisions. The motorists were actively engaged and asked several questions, expressing confusion on certain aspects of traffic rules and wildlife protection. They also shared valuable insights from

their own experiences, which provided us with a deeper understanding of wildlife roadkill. Their input helped highlight key areas where awareness is needed, allowing us to learn more about the challenges drivers face and how we can improve efforts to reduce roadkill incidents and such programs in future. The motorists expressed a strong willingness to be part of future programs or workshops.



Figure 6: Shiwa Jnawali sharing information regarding rules and regulation to the motorist.



Figure 7: Manisha Sherpa sharing information regarding wildlife traffic sign to the motorist.



Figure 8: Motorists participates in the information sharing sessions Nepalgunj Buspark



Figure 9: Pictures with team members and motorists (Location: Nepalgunj Buspark)



Figure 10: Group of motorist came and asked about the program (Location: Nepalgunj Buspark)



Figure 11: Group Picture with motorists and team members (Location: Kohalpur Buspark)



Figure 12: Motorist signing in attendance sheet
(Location: Nepalgunj Buspark)



Figure 12: Motorist attaching sticker (Location:
Lamahi Buspark)

Note: All pictures were taken with permission.