

I am Langur Project Completion Report

YathaePyan Area Awareness (1st Stage)

To raise awareness around Yathaepyan Cave and Village with participation of Locals and Installation of Awareness vinyl in the area.

No	Description	Location	Quantity & Participants	Total
1	Vinyl Installation	Village and Cave area	3	
2	Workshop	Monastery	24	24
3	Biking Activity	Hpa an to Yathaepyan	26	26
				50



Hpa-an Area Awareness (2nd Stage)

City level awareness with participation of Local Influencer, Business and Hotel. Two days awareness campaign was held at the most popular night market of Hpa an.

Night Market Awareness Campaing

No	Duration	Interest	Participants	Total
1	Day – 1	>1000	>100	
2	Day – 2	>1000	>100	
		>2000	>200	



Zwekabin Hiking Activity Campaing

No	Description		Participants	Total
1	Mountain Madness Gp		44	44
2	Saw Ko Oo Gp		26	26
3	Zwe Ka Bin Hiking Gp		12	12
				80



Local Business Participation

No	Description	Category	Quantity	Total
1	Nan Hpa-an	Transportation Service	15	15
2	Zwekabin Delivery	Delivery Service	15	15
3	Telecom & NM Mobile	Mobile Shop	5	5
4	Oo Sauk Pan	Book Shop	1	1
5	Crown Hpa an	Souvenir Shop	1	1
6	Crown Mawlamyaing	Souvenir Shop	1	1
7	Mingalar Win	Shopping Mall	2	2
8	Phoe La Min	Shopping Mall	2	1
9	Shwe Phar Si	Mart	1	1
10	Chit Lay	Tea House	1	1
11	XOX bar	Bar & Restaurant	1	1
12	Your Soul in Hpa an	Restautant	1	1
				45



No	Hotel	Category	Total
1	Zwekabin Valley Hotel	Vinyl & Leaflet	1
2	Hpa-an Riverview Hotel	Vinyl & Leaflet	1
3	Hotel Karen Valley	Vinyl & Leaflet	1
4	Hotel Idea	Vinyl & Leaflet	1
5	Amara Hotel	Vinyl & Leaflet	1
6	Vintage Hpa an Hotel	Vinyl & Leaflet	1
7	My Hpa-an Residence	Vinyl & Leaflet	1
8	Marvellous Mountain Resort	Vinyl & Leaflet	1
9	Hotel Perfect	Vinyl & Leaflet	1
10	Grace Hotel	Vinyl & Leaflet	1
11	Hotel Boutique Inn	Vinyl & Leaflet	1
12			11



Nationwide Level Awareness Campaign (3rd Stage)

Conservation Page and Group Participation

No	Page	Post	Reach	Share	Total
1	I am Langur	3	1093768	5956	
2	Wildlife of Myanmar	5	87472	260	
3	Nature species conservation and identification	2	584986	2800	
4	Save the Tree	1	10000	428	
5	Responsible Animal Keeping	1	1000	178	
6	Outdoor Adventure Myanmar	1	500	13	
7	Back to Nature Myanmar	1	500	20	

8	Myanmar Environmental Education Team	1	500	44	
			1,778,226	9,699	

Wildlife of Myanmar
Jun 25 ·

“အားလုံးပါဝင်နှင့်မူ #ငါတို့ကဘတွေလဲ_လန်ဂါတ္ဗ
Challenge 🙁
... See more

Native Species Conservation & Identification
Jun 22 ·
{English Below}
ပုံးလန်ဂါ(ခေါ်) ပုံးမျောက်မြို့ရည်
... See more

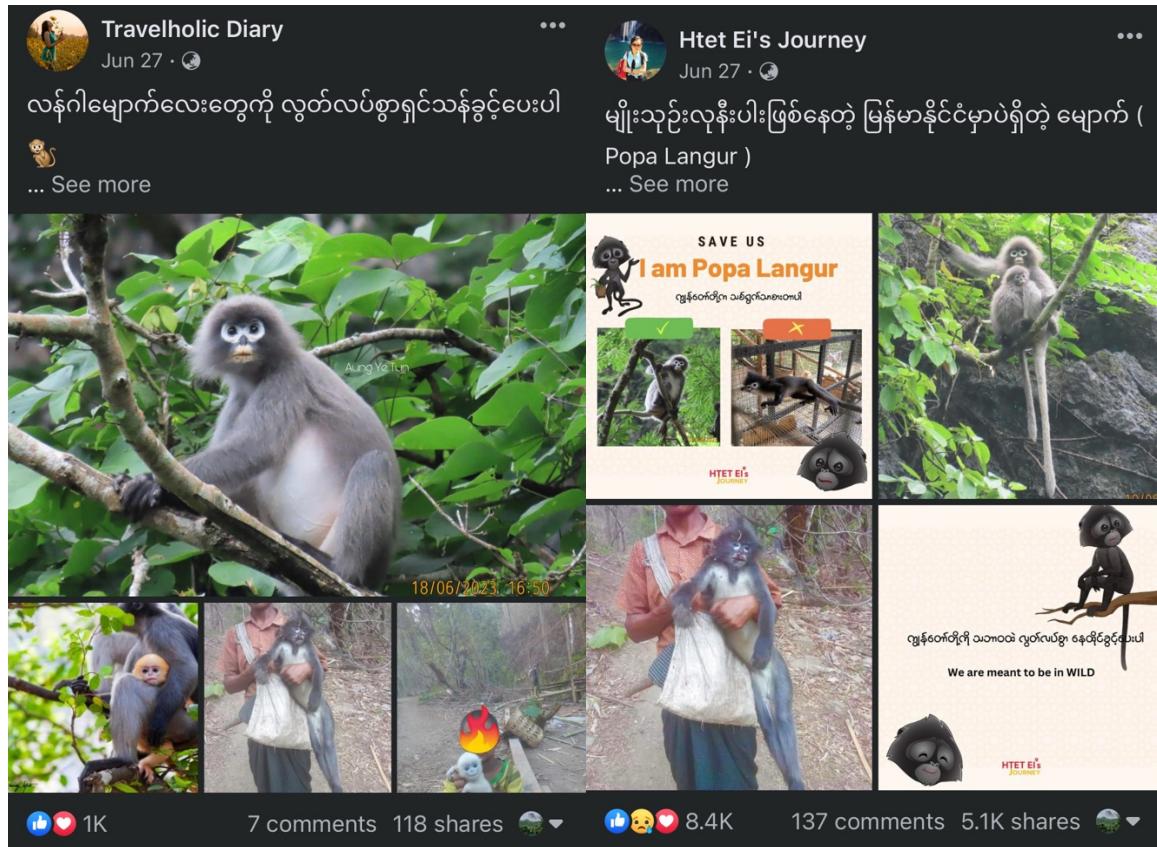
122 comments 188 shares

Like Comment Share

32 comments 2.8K shares

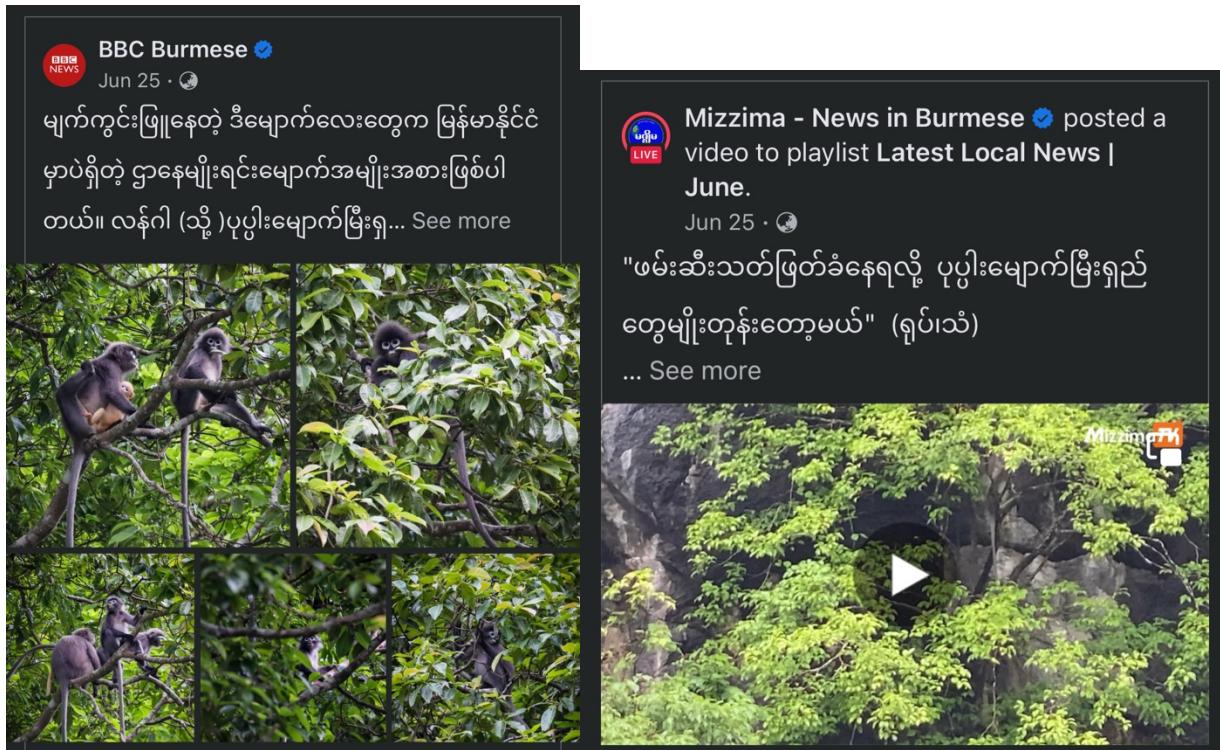
Awareness through Influencer

No	Page	Post	Reach	Share	Total
1	Htet Ei's Journey	1	1020961	5158	
2	Travel Holic Diary	1	67545	118	
3	Htoo the Wanderlust	1	15953	24	
4	Su Wai Go	1	42250	94	
5	Foodies Squad	1	37275	63	
6	Food and Travel by SBG	1	19401	68	
7	Thirty Diary	1	7731	21	
8	Hpa-an Thu	1	1000	4	
9	DG's Bucket List	1	100000	108	
			1,212,116	5,550	



Media

No	Page	Post	Category	Total
1	The Standard Time Daily	1	Interview	1
2	BBC Burmese	1	Video Interview	1
3	BBC Burmese	1	News	
4	Mizzima News	1	Video News	1
5	Myanmar Pressphoto Agency	1	Interview	1
6	Delta News Agency	1	Interview	1
7	Delta News Agency	1	Video News	1
8	DVB TV News	1	News	1



Additional Participation

Wildlife of Myanmar had made facebook profile challenge with #ငါတို့ကဘာတွေလဲ_လန်ဂါတ္တေ and more than 122 people changed their profile to participate the challenge.

Wildlife of Myanmar 6d ·

ပုံးမျှမောက်မြီးရည် လေးတွေအတွက် Awareness campaign တာဝန်ဖြစ် Wildlife of Myanmar ကလုပ်ပေးခဲ့တဲ့ #ငါတို့ကဘာတွေလဲ_လန်ဂါတ္တေ... See more

Daw Swe Mar Lwin

#သင့်ပြည့်စုံ အဲလိုပေါင်းစပ်ပြုတော်ယူလိုပေါ်မှုများ တော်ယူလိုပေါ်မှုများ

Hnin (Mascot Mascot)

❤️ အမျမှေမျမှေမြန်မာင်တဲ့ သို့လေးရှိတယ် ❤️

Ye Mun Hone

မြန်မာနိုင်ငြန်မှု အမျမှေမျမှေမြန်မာင်တဲ့ (Jay Wright)

Aye Aye Mway

God bless U ❤️

I AM LANGUR

ကျော်တော် လန်ဂါ

"ကျော်တော် သာသာမထွေစွာနေရန်" "We are meant to be WILD"

393 13 comments 10 shares

Project Brief in Person Participation

No	Description	Category	Quantity	Total
1	In person participation	Yathae Pyan Area (Workshop & Biking)	50	
2	In person participation	Hpa-an Night Market	200	
3	In person participation	Zwekabin Hiking	80	
				320

Project Brief (Local Business Participation)

No	Description	Category	Quantity
1	Local Business Participation		12
2	Hotel Participation		11
		Total	23

Project Brief in Social Media Reach

No	Description	Reach	Share
1	Conservation Page&Gp	1,778,226	9699
2	Influencer	1,212,116	5550
	Total	2,990,342	15,249

Briefly, from the beginning of I am Langur to present in all three stages, more than 320 people had participated in person in awareness campaign in Yathaepyan Village and Hpa-an. For the second stage (city area), 12 locals business had participated by having Langur vinyl and leaflet in front of the business including delivery service, restaurant, bookshop and souvenir shop. On the other hand, 11 hotels in Hpa-an also took part of the campaign by setting up Langur vinyl and leaflet in the reception area. Last but not least, with support of Conservation group and influencer, I am langur had raised more than 2.9 million awareness (reach) on social media in 20 days.