

Proposal for Wildlife Protection Society of India

Bridging the gap between animals and tribal- Protection of dancing bears and providing alternate livelihood opportunity to Kalandar Community

Organizational background

Wildlife SOS is an organization responsible for taking action against animal cruelty, rescuing wildlife in distress, working to resolve man-animal conflicts while promoting and educating the public about the need for habitat protection. Wildlife SOS is committed to working with communities who depend on wildlife for sustenance and providing them alternative and sustainable livelihoods as that is the key to sustainable conservation. Wildlife SOS also emphasizes the value of ex-situ research in veterinary areas, behavioral studies, reproductive physiology and other fields in collaboration with national and international universities and organizations. Although Wildlife SOS is mainly known for its work with the “Dancing Bears” of India, we also have active projects to help Leopards, Elephants, Reptiles and other animals. We work on various projects targeted at environment and biodiversity conservation as well as reducing our carbon footprint. With the help of our dedicated staff and volunteers, grant programs and supportive agencies, both national and international, everyday they renew their commitment to the animals and to finding innovative ways to sustain and grow their mission. Wildlife SOS has formal ‘co-operative’ agreements in place with state governments and forest departments in more than nine states in India.

CSR policy

Wildlife SOS can help you achieve your CSR Goals, acting as your Implementing Partner Wildlife SOS can:

- Identify or develop a programme that complements your CSR policy
- Effectively execute that programme
- Provide turn-key, transparent financial reporting, in a timely fashion, meeting all required CSR guidelines

Wildlife SOS Is A Reliable and Trusted Implementing Partner. It is registered with NGO Partnership with Government of India, Ministry of Corporate , MOU with 10 State Governments for biodiversity conservation initiatives and also has support from the Ministry of Women & Child Development (MWCD), GOI for our Indigenous Community Women Empowerment Initiative and also recognized by The Animal Welfare Board of India

Project Overview

Wildlife SOS believes that the success of animal conservation lies with the cooperation and support from the affected families who are hit by the protection of animal and its habitat. Wildlife SOS wants to work on the rehabilitation of the Kalandar Community (Muslim gypsy community). The Kalandar are a Muslim ethnic group, found in North India and Pakistan. They are also known as Kalandar Faqir. In India, a part of these people started leading especially bears (sloth/dancing bears), monkeys and other performing animals with which they wonder, announcing the presence with an hourglass shaped drum called a *damru*, which is used in their performances for emphasis. Hence endangering the life as well as habitat of these animals. Wildlife SOS aims to enhance their lifestyle through educational and various livelihood interventions. The organization envisions Kalandars in the mainstream and rescuing the dancing bears.

Objectives

1. To establish number of bears owned and rescuing them
2. To understand the socio-economic condition of the Kalandar community
3. To promote employment-oriented skill among members of the Kalandar community
4. To spread awareness on animal conservation issues using these groups as a platform
5. To persuade women to become self sufficient
6. To encourage children to pursue education

Project Methodology

A community-based project called 'To a bright light' will be setup in Agra near the bear rescue center of Wildlife SOS. The organization will focus on rescuing the sloth bears used by the Kalandars as a source of livelihood, will involve women in vocational training, will work towards improving the existing entrepreneurship skills among men and providing education to the children of the existing Kalandars. The project will operate with 6 full and part time staff members. In addition, a Governing Board made up of community leaders and organization staff will operate to provide overall sanctioning of the Center's operation. Periodic evaluations will be conducted to assess the effect. Wildlife SOS will also involve volunteers who are students willing to work for a social cause.

Locale: Agra

Target group: Men, women and children from Kalandar community

Duration: 1 year

Staff/administration

- **Project Director-** Responsible for hiring project staff, overseeing project development and operation, establishing and maintaining links with local government agencies, and budget.
- **Center Coordinator** - Responsible for developing working relationships with formal and informal community leaders, establishing links to community women's organizations, and scheduling of various programs under the project.
- **Volunteer Coordinator-** Responsible for recruiting volunteers, establishing and maintaining a working linkage for volunteers and the main centre, scheduling volunteers for service at the Center.
- **Project Evaluator** - Responsible for collecting entry level data and conducting periodic assessment of changes in their level of knowledge, comprehension, and application of that information. Also responsible for developing and implementing a system for periodic formative evaluation of the work of the student volunteers.
- **Graphic Artist** - Responsible for creating illustrated posters to teach about animal conservation and alternate livelihood sources. Also development of volunteer recruitment and training materials.
- **Governing Board** - A 10 member Board made up of both community leaders and staff from organization. Responsible for sanctioning the operation of the project, providing feedback to the Project Director on policies and operation, and serving as a viable link to the local community.

Methods

Rescue: Rescue of Indian sloth bears from all possible locations of the area

Needs assessment exercise: An initial survey to be conducted to understand the preference for alternative source of income of the Kalandar community

Community Mobilization: Reach out to the potential beneficiaries through mobilization and outreach initiatives which encourage men and women to enhance their skills

Community meetings: To organize community meetings for spreading awareness about the need to conserve animals

Training preferences: Three months training course on vocational training for women and entrepreneurship development for men as per their interest and feasibility

Vocational training: Design and implementation of vocational training programs on stitching, decorating, jewelry making, bag making

Entrepreneurship development program: Design and implementation and initial stocking of entrepreneurship development programs like setting up a grocery shop, packaging of products, seasonal farming, organic farming, dairy cooperatives etc.

Organizing haats/mela: Organizing weekly haats and melas each two months for the new entrepreneurs to get hands on market experience

Counseling for education: Counseling sessions with children and pursuing them to aim for education

Funding: Providing funds for education of children in nearby schools and giving them access to materials like school uniform, books, register, stationary etc.

Workshops : Workshops on painting, crafts making, dancing and music for children

Formations of women run cooperatives and self help groups(SHG)s: Initial funding and set up of self help groups and cooperatives to help women choose appropriate entrepreneurial ventures for their skills

Communication platform: This includes use of IEC material to raise awareness and reinforce the message. For example- Announcements on public transport and display of posters about animal conservation and protection

Project logarithm

Input	Output		Outcome		
	Activities	Participants	Short term	Middle term	Long term
Staff Volunteers Time Money Materials Equipment Technology Partners	Needs assessment for alternative sources of livelihood(stitchin, decorating, jewelry making, bag making)	Survey in the community	Knowledge	Implementation	Successful project
	Meetings on the need for animal conservation	Men and women from community	Awareness Knowledge	Change in behavior	Increased participation
	Vocational training exercise (Women from the community	Awareness Knowledge Skill Confidence	Learning new skill Enhanced learning	Efficient entrepreneurs
	Entrepreneurship development programs(setting up a grocery shop, packaging of products, seasonal farming, organic farming, dairy cooperatives)	Men from the community	Knowledge Skill Confidence	Enhanced learning Practical exposure	Successful entrepreneur
	Counseling for education	Children belonging to the Kalandar community	Knowledge Awareness	Motivated for education	Enrolling in schools and institutes
	Workshops for children	Children belonging to the Kalandar community	Knowledge Skill	Extracurricular activities other than education	Excelling in extracurricular activities

Monitoring and evaluation plan

Project evaluation will be the responsibility of the Project Evaluator and consist of two different evaluative strategies - formative and summative.

Formative Evaluation - Primarily qualitative in nature, the formative evaluation will be conducted through interviews and open-ended questionnaires. Project staff and student volunteers will be asked about the day-to-day operation, the topics covered in the volunteer training program, the attractiveness of the training materials, and other questions to provide feedback for the ongoing improvement of the

operation of the Project. The Project Evaluator will meet regularly with project staff to share findings from the formative evaluation effort. Periodic reports will be prepared that identify the major findings of the formative evaluation and how they have been used to improve Project operation.

Summative Evaluation - Primarily quantitative in nature, the summative evaluation will begin with the establishment of baseline data at the beginning of the Project (data obtained from the needs assessment survey) and then be conducted at 6 month intervals (it is mainly conducted with the beneficiaries including men, women and children from the community). Data for the summative evaluation will focus on the the objectives of the project.

M & E indicators

Input	Process	Outcome	Impact
Investment in-money, time, personnel and partners.	Number of women and men who attended the community meetings	Number of regular/non-regular men, women.	Percentage of decrease in using animals for livelihood
	Number of women taking vocational training	Number of regular/non-regular women	Percentage of women who becomes a successful entrepreneur Number of SHGS and cooperatives opened
	Number of men attending the entrepreneurship development programs	Number of regular/non-regular men	Percentage of men who becomes a successful entrepreneur Number of shops/farms opened
	Number of children attending the counseling sessions and workshops	Number of regular/non-regular children	Percentage of children who joins school/institutions

Expected outcomes

- Successful men and women entrepreneurs
- Increase in literacy rate among children
- Nil exploitation of animals

Exist strategy

- **Phasing out over time-** Organization reduces activity over time in order to phase out or transferring responsibility
- **Transferring responsibility** - When successor institute is identified which can continue providing activity or service. The organization will help successor institute in securing needed resources and delivery or management capacity
- **Complete phase out-** organization takes over support completely, no new successor institute is identified or contacted

Budget

No	Item activity	Rate in Rs.	Total amount in Rs.
Hiring venue			
1	Hire of meeting Venue per day	300/- for 12 days	3600/-
2	Stationery for meeting: flip charts, file folders, ruled paper, writing pads, pens, pencils, markers, etc.	200/- for 12 days	2400/-
3	Hire of workshop venue for per day	300/- for 20 days	6000/-
4	Hire of counselling venue per day	300/- for 24 days	7200/-
Hiring trainers			
5	Hiring of trainer for vocational training (Estimated 5 trainers)	5 trainers for 64 days (Per day 400 /-)	1280000/-
6	Hiring of trainer for training (Estimated 5 trainers)	5 trainers for 64 days (Per day 400 /-)	1280000/-

Temporal plan