

Master Plan (Draft)	
Study Title Contribute to Manage Human-leopard Conflict in Northern Pakistan through more informed based management practices	
Study Researcher Muhammad Waseem, Research Officer, Leopard Conservation Project in Pakistan, WWF-Pakistan, Email: mwaseemwwf@gmail.com , or wwfng@brain.net.pk , Phone Contact (Office): +92-992355210	
Accomplishment Uptodate 1. Population survey of common leopard in and around Ayubia National Park, Pakistan (December, 2007) 2. Livestock depredation Assessment study of three consecutive years (2005, 2006, 2007) in and around Ayubia National Park, Pakistan (December, 2007) 3. Prey species identification by analysing the scats of common leopard (december, 2007) 4. Launch livestock insurance scheme in the study area in March,2006 5. A preliminary study of the Post killing impacts of common leopards (April, 2008)	
Proposed Duration of the Study: One Year (<i>August, 2008 to July, 2009</i>)	
Study Area: Three Union Councils (<i>Indigenous communities of Nathiagali, Namlimera and Bakot</i>) around the Ayubia National Park, District Abbottabat, NWFP-Pakistan. Ayubia National Park, Pakistan is located in the Western Himalayan Eco-regions (200Global regions identified by WWF)	
Common Leopard (<i>Panthera pardus</i>) Common leopard is classified as a critically endangered species of Pakistan (IUCN Redlist data book2004). According to the Global Cat Species Vulnerability Ranking, common leopard (<i>panthera purdus</i>) is categorized as 5(a), while regionally placed in category 4(a).	
Study Goal: Conservation of Common leopard (<i>Panthera pardus</i>) in Himalayan Mountain Ranges of Pakistan	
Study Objectives: <ul style="list-style-type: none"> • Reduce retaliatory killings of common leopard from the study area • Develop and design a comprehensive awareness and communication strategy for leopard conservation in the problem zone • Implement the awareness and communication strategy for the leopard conservation 	
Implementation strategy or Methodology: <ul style="list-style-type: none"> • Review literature for best management practices throughout the leopard ranges • Conduct social attitudinal survey to know the local communities perception about the leopard conservation • Identify and document the indigenous methods used to protect themselves from the leopard attacks in the problem zone specially and from Himalayan range states in general • Develop training module on mitigating measures to reduce leopard attacks on human life and property • Conduct training sessions for the master trainers (teachers, religious leaders, local community activists/mobilisers, local government representative's elites of the society etc. • Support/facilitate trainings organized by the master trainers in their respective villages • Interpret research findings related to the common leopard behavior in the form of poster • Evaluate the progress of the interventions periodically (3months quarterly report) 	
Enduring Understandings	Essential Questions
<i>Problem zone communities will understand that ...</i> <ul style="list-style-type: none"> • Ecological importance of the natural resources • Role and conservation significance of common leopard in the ecosystem 	<ul style="list-style-type: none"> • How I will identify the reasons of human-leopard conflict in the study area? • What will be the implementation mechanism to interpret the indigenous methods used to protect human life and property? • What type of information will be required need to design the awareness and communication strategy for the leopard conservation?

	<ul style="list-style-type: none"> Who will be the audience? (local communities, teachers, students, religious leopards) How I will implement the strategy? Who will sponsor the study? What will be the evaluation mechanism? Who will supervise the study? When this study will be started)? Where this study will be conducted?
Knowledge	Skills
<i>Communities will know ...</i> <ul style="list-style-type: none"> Know the importance of the their immediate environment in general and common leopard specially Protective measures from leopard attacks Revival and preservation of the indigenous methods of protection from leopard attacks Negative impacts of the species extinction from the area Teachers and local communities will be sensitized towards the leopard conservation 	<i>communities will be able to ...</i> <ul style="list-style-type: none"> Save their immediate environment in general and common leopard especially Adopt protective measures for human life protection from leopard attacks Adopt protective measures/techniques for livestock protection from leopard attacks Positive attitudinal change towards the leopards conservation will be ascertained
Partners in the study	Communication tools
<ul style="list-style-type: none"> Wildlife department of NWFP Local community Local school teachers & students Local government representatives Elites of the society Religious leaders Media representatives etc 	<i>Communication tools are</i> <ol style="list-style-type: none"> Lectures field activities Trainings sessions Poster Events celebration Meetings/briefings/dialogue Print and electronic media etc.
Project Assessment	
Outputs of the study	Evidence
<ul style="list-style-type: none"> Leopard attacks on human life Reduced Leopard attack chances on livestock Reduced Retaliatory killings of common leopard from the area Reduced Hatred against the wildlife department will be reduced The trust of wildlife conservation organizations in the area restored leopard population in the area Increased Teachers and students knowledge enhanced Positive attitudinal change ascertained 	<ul style="list-style-type: none"> Awareness and communication strategy Poster Training module Indigenous methods/techniques to protect human life and property form leopard attacks (Report) Number of master trainers Number of supported/facilitated trainings Number of nature clubs established Number of nature clubs activities conducted under the leopard conservation theme in already established district schools Minutes of the community meetings/dialogue sessions Quarterly updates, six monthly and annual reports reports

Conservation significance of the study;

The study shall help people to understand the values of natural ecosystem, with leopards as a part of it and will reduce tension that has put the entire fate of leopards and associated biodiversity at risk. The study will help women protect themselves from potential attacks by leopards that will further make people more tolerant of leopards.

Detailed Workplan;			
Activity	Sub- activity	Targets	When to be conducted
1.Review of literature	-Get help from the Lampson library for literature review -Consult with the Cat specialist group (IUCN) for the information -Document the review	-Review at least 10 papers and consult with 05 experts	August-September, 2008
2. Conduct social attitudinal survey study	-Develop a questionnaire -Conduct pretesting of the questionnaire -Conduct questionnaire survey -Analyze the information -Develop a report		August-September, 2008
3.document indigenous methods used to reduce leopard attacks	-Meeting with indigenous communities of Himalayan ranges -Document information -Identify the awareness strategy to interpret the information to other area	Visit 07 union councils of the area and hold meetings with the old peoples	August-september, 2008
4.Develop training module on mitigating measures	-Selected information from the activity.1 &3 for preparing module -Design sketches to interpret the information - Publish the module -Conduct master trainers trainings -Sponsor/facilitate trainings provided by the master trainers	01 module, 07 masters trainings, and 20trainings will be sponsored	October, 2008
5. Interpret research findings related to the common leopard behavior in the form of poster	-Identify the information for to use as a message for the leopard conservation -Prepare and design messages for the poster -Print the poster -Disseminate/display among the community members in the problem area	01 poster will be designed and 1000posters will be disseminated in the problem zones	October, 2008
6. School Conservation Education <i>(I am already involved with 26 schools of the area already to impart Environmental education)</i>			
6.1 Teacher training workshop	-Meeting with teachers & head of institution -Identify teachers -Identify resource person/s -Develop training module	Train 30 teachers (20 schools)	October, 2008

Detailed Workplan;			
Activity	Sub- activity	Targets	When to be conducted
	-Organize workshop -Evaluation of the workshop		
6.2 Establish Nature Clubs	-Identify students as nature club members -Develop nature club activities	Establish 20 nature clubs	October,2008
6.3 Monthly lectures	-Deliver lectures -Design field activities according to the lectures	Deliver 03 lectures per week	November,2008
6.4 leopard trail walk	-Share knowledge with the students regarding the leopard pugmarks -Provide information about the mitigating measures	01 field trip per month	November, 2008
6.5 Celebrate Earth day	-Inform Nature club members -Organize drawing competition	01 Competition for each of the activity	April 22, 2009
6.7 Celebrate International day for Biological Diversity	-Inform Nature club members -Organize debate		May 22, 2009
6.8Celebrate world environment day	-Inform club members -Organize quiz		June 05, 2009
7.Evaluation of the study	-Events reports will be prepared and shared with the PELI blog -Quarterly, Six monthly and annual reports will be prepared and shared with the PSU		