# Did we SAVE OUR TIGERS?

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# ABOUT THE CAMPAIGN

The Save Our Tigers campaign was born out of a partnership between WCT, NDTV, Aircel and Sanctuary Asia.

Implemented in India starting in 2008, it aimed to increase the dwindling tiger population and bring it back from the brink of extinction

# THE AD CAMPAIGN

# ABOUT THE CAMPAIGN

From 2010 to 2015, the Wildlife Conservation Trust (WCT) ran several telethons, raising funds and awareness for the campaign.

The campaign was a success, with *more than $1.2 million* raised over the years.

But did the tiger population increase?

# CAMPAIGN RESULTS

## What did we achieve?


### Rapid Response Units

- Specially-designed conflict mitigation vehicles designed & deployed across India.
- Unit includes a 4WD vehicles, 3 bikes and all equipment needed in an emergency.
- Helps forest staff respond to emergencies faster.
- Can be easily replicated by the government.

### Equipping Anti-poaching Camps

- Strengthening forest guard camps in forests.
- Staff lack basic amenities.
- WCT donated essential equipment including Solar Integrated Systems and water filters.
- Hundreds of camps equipped across India.

# THE "WHY"

- Tigers are an endangered species with less than 3000 in India, which makes up for 70% of the global tiger population
- Do we need to be worried about the tigers again?
- Are conservation efforts like the Save Our Tigers campaign effective?
- How can we use this knowledge for future conservation efforts?

# THE "WHAT"

## DATASET:

*Forest Occupancy and Population Estimates of Tigers as per the Refined Methodology from 2006 to 2014*

Dataset is obtained from Government of India's public data platform

- Attributes: Population of tigers across states and regions over the years 2006, 2010, 2014
- Find trends in the time-series data
- Discover the change in tiger population across states over the years
- Compare tiger populations between states and across years

# THE "WHAT": SAMPLE IDIOM

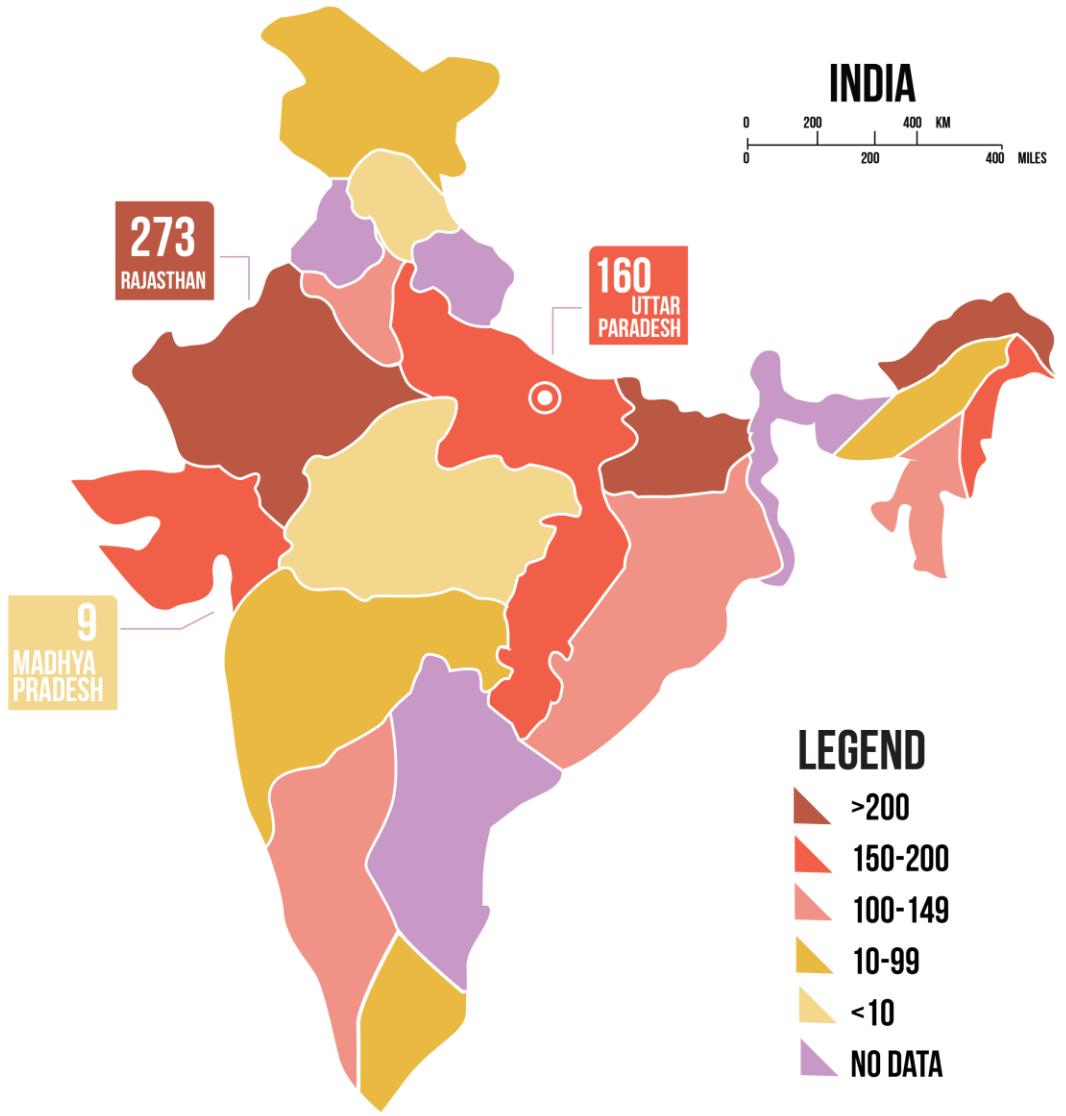
## FEATURES WE CAN IMPLEMENT:

- HOVER/CLICK ON EACH STATE SHOWS STATE-WISE POPULATION

- STATES COLOUR CODED ACCORDING TO POPULATION DENSITY OF TIGERS

- BUTTONS FOR USERS TO SELECT WHICH YEAR DATA THEY WANT TO SEE

- SHOW STATE WITH MOST AND LEAST POPULATION FOR EACH YEAR




| LEAST POPULATED | MOST POPULATED |
|---|---|
| 9 | 273 |
| MADHYA PRADESH | RAJASTHAN |

YEAR: 2006 | 2010 | 2014

# THE "HOW"

## TOOLS:

D3.js/Tableau/Python? Still need to narrow down

Web app using HTML CSS for frontend?

**Still looking for a group member who might know web development/d3.js**

## REFERENCES:


https://www.wildlifeconservationtrust.org/our-work/campaigns/save-our-tigers-campaign/

https://data.gov.in/resources/forest-occupancy-and-population-estimates-tigers-refined-methodology-2006-2014

# SUMMARY:

## WHY:

Provide a visualization to know if tiger populations have increased with conservation efforts

## WHAT:

Show dynamically the population of tigers over time across different states of India

## HOW:

An interactive web app using d3.js or web technologies

# THANK YOU!