

DESIGN FOR THE ANIMAL WORLD

Guide
Prof. Mandar Rane





NATIONS PRIDE
THE ENDANGERED STRIPE





- The tenuous relationship between tigers and humans has pushed wild tigers to the brink of extinction.
- Incomplete knowledge on the state of tigers and their needs has made it difficult to set priorities and agendas for action.



Why save tigers?

- National animal and Pride of the nation.
- Majority of tigers are found in India.
- They are big in size, but sparse in number.
- Human welfare and economic development in Asia depends on the same natural and other forest resources that tiger needs.
- Endangered tiger indicates the Ecosystem in Crisis

Example: Tasmanian tiger, Australia

ECOSYSTEM

Tertiary Consumers



Secondary Consumers



Primary Consumers



Producers



- The tiger is the symbol for the protection of all species on our earth, since it is at the top of the food-chain.
- Tiger helps in the smooth functioning of the life-cycle.
- The tiger, an apex predator, is an indicator of our ecosystem's health

Saving the tiger means
saving the forest



As tiger cannot live in places
where trees have vanished



In turn it secures
food and water for all.



If we make sure tigers live,
we have to make sure
that the Herbivores live.



To make sure that the Herbivores live.
We have to protect all the trees,
plants and grasslands.

**saving the TIGER
means
saving the MANKIND**

Forest gets protected.

By destroying the tiger's home, we not
only harm tigers, but also ourselves.



Areas with less trees lead to floods
and other environmental disorders
killing people and destroying homes.



Also forests catch and help store
rainwater and protects soils.



Saving the tiger means
Saving the entire forest kingdom.



Why Tigers Matter ?

- a very important symbol of power & might in Hindu mythology.

Why are tigers in trouble?

Habitat Loss

Conflicts with local communities

Inbreeding

Inadequate Strategies & Tools to meet their needs

Lack of funds

Shortage of trained conservation practitioners

Lack of effective communication
messages| tools| tactics

Poaching

Illegal Trade

Tiger Farming

Traditional Medicines

Rituals| Customs| Beliefs

Inadequate knowledge

How to link the tiger's survival with the welfare of people?

Tiger Facts

- Tigers are now an endangered species.
- Today there are only about 5,000 tigers left in the world.
- These tigers would soon die if people do not stop hunting them.
- It is estimated that 100 years ago, there were **1,00,000** tigers in the world; out of which **50,000 to 80,000** tigers were found in India alone.
- According to a new government census the numbers have fallen to **1,411** down from 3,642 in the last major survey in 2002.
- Wildlife activists blame poaching and urbanization for the decline and say the authorities must do more.

Example: Sariska Tiger reserve | 34 tigers

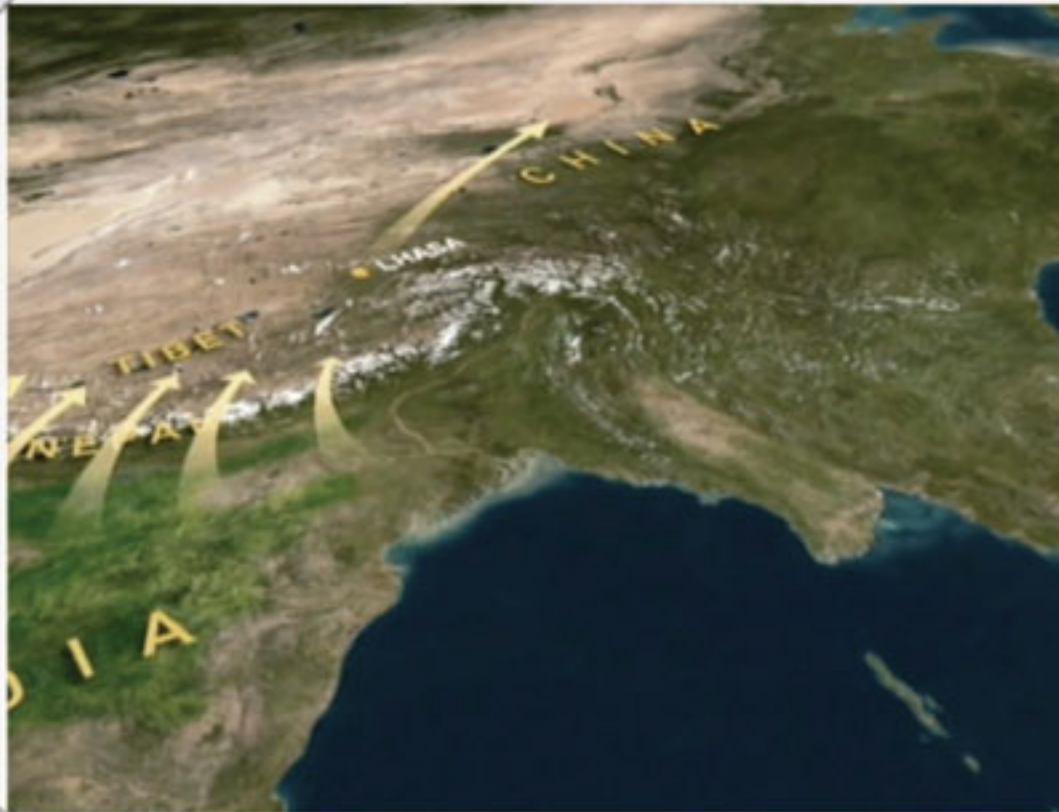


What the world must understand about tiger trade ?

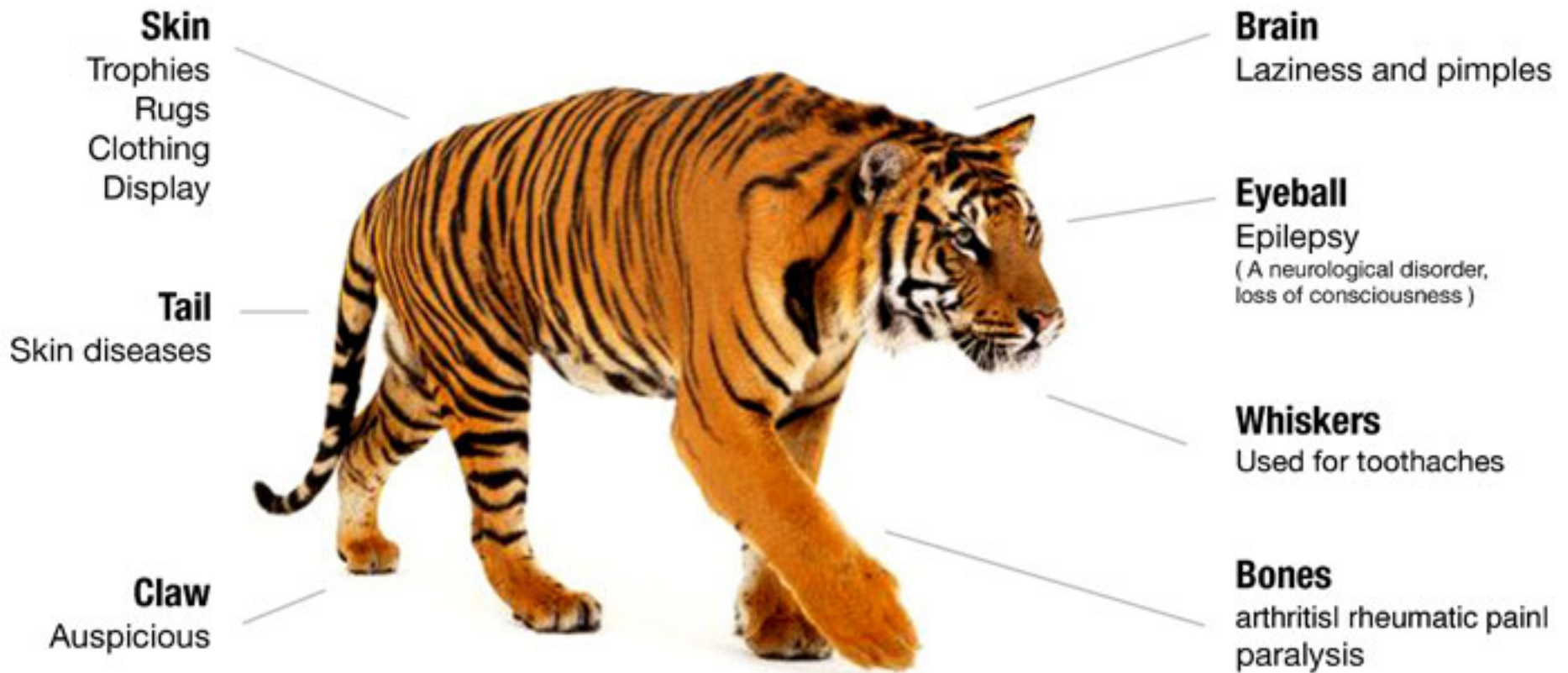
- Tigers are disappearing.
- This is due to increasing trade in tiger body parts.



- Persistent demand for tiger bone in traditional Asian medicines.
- International trade in tigers and their parts is banned.
- Wild tigers cannot withstand even limited trade in their parts.



- If tiger range and consuming countries do not act decisively and in concert now, the species in the wild will be lost forever.



Traditional Medicines

- Tiger bone is **not used** to treat life-threatening illnesses, yet use of tiger bone in medicines threatens the very survival of all wild tigers.
- Tiger body parts are also used for "**magic purposes**", **souvenirs**, as **status symbols** and even as **decorative items**.



Tiger Farms

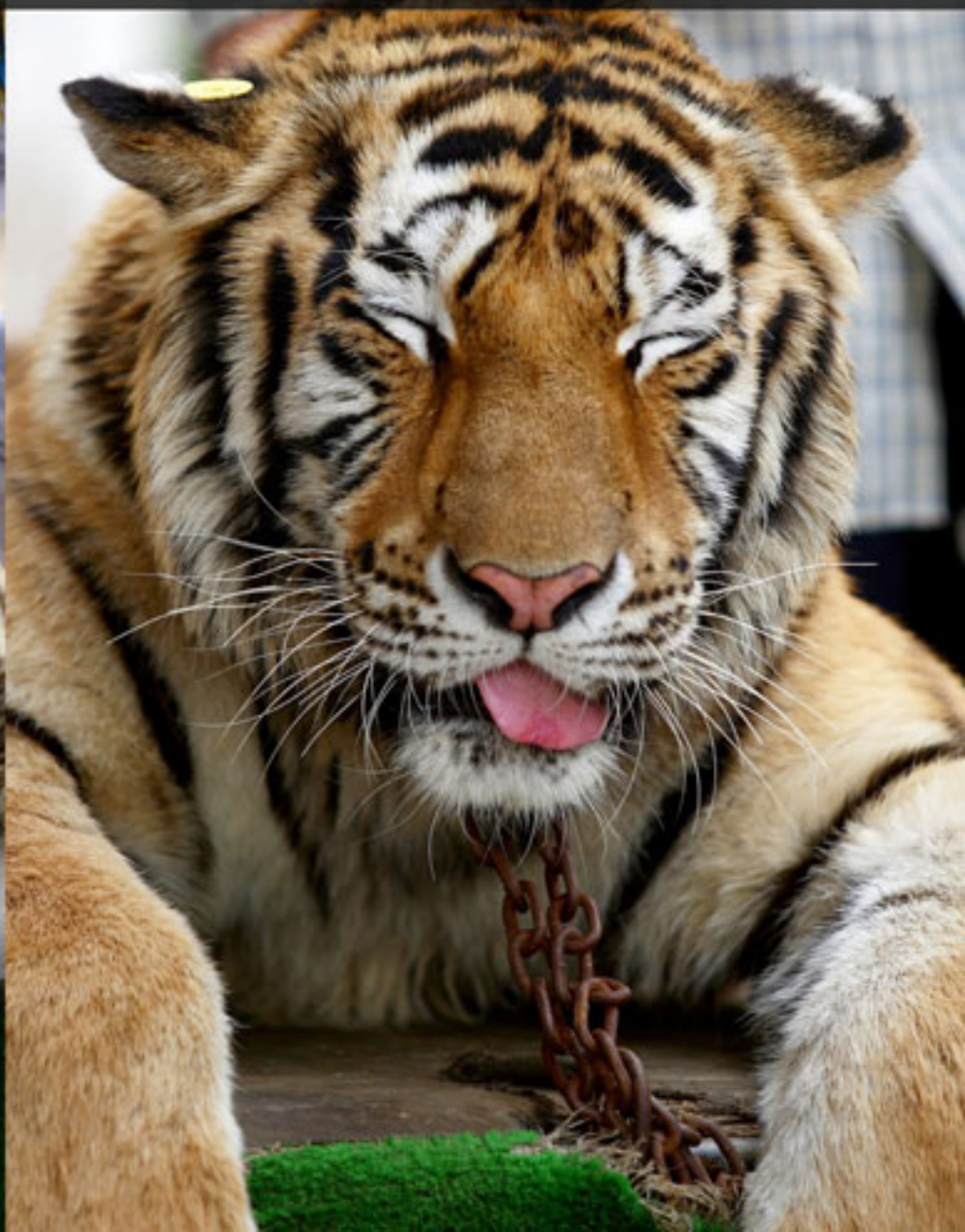
Breeding of tigers to save their genetic integrity is the job of legitimate zoos.



Farming of tigers to supply trade in skins and bones will only hasten the extinction of wild tigers, as it encourages poaching...



Production farming for tigers would be a step backward in wildlife conservation.



Tigers fed by humans are inclined to continue to seek food from humans, leading to grave danger for humans and tigers alike.



Awareness

Govt. Rules & Policies

Education

Stop Purchasing
Providing Alternatives

Enhancing
Facts and Misbelieves

Providing Funds

Solutions

Although the challenges are great,
there's still time to save this beautiful species.

Change in Beliefs
Rituals | Customs

Protecting
Natural Habitats

Highlighting the
Consequences

Protecting
Captive Tigers

Effective Media

Activities

Love| Affection| Keenness

Who can help?

Government

Conservationists

Organizations

Naturalist

Local Communities

Activists

Designers

Citizens

Adults

Teens

Kids



Sachin Rai

Activist

Tiger Watch Ranthambore
Tiger Crisis (Sariska)



Daya Thakur

Student

MSc Environmental Science.



Ajit Thakur

Environmental Consultant
Entrepreneur in Agro Based
Industry.



Dr. Anish Andheria

Conservationist

Master in Wildlife Biology
(Sanctury Asia)



Lakshmikant Deshpande

Green Teacher
Conservationist
CEE



Kazveen Umrigar

Director
Rajeev Gandhi Park



Shahid Ali

Naturalist
BNHS

Interaction

with the Field Workers

Understanding the tiger world.
& How can we help save them?

View Points

- For 25 years, conservationists tried to save tigers by keeping tigers and people apart, **but now people have anchored the tiger's ecosystem and must be part of any solution to save the species.**
- Opportunities to help people contribute and inspire them to support tiger conservation must be created.
- **Increasing Awareness** of tiger's plight must be demonstrated.
- Communication needs to be a part of the ongoing efforts to increase tiger conservation.
- Building recognition and support to make wild tigers valuable to humans is important.
- Governments of tiger range countries must enact and enforce laws to protect tigers.

Mapping

Output

LEARNING THINGS THROUGH WITH THE HELP OF PEOPLE

PRESENTATION

engage LOCAL PEOPLE as partners in conservation effort.

In such human dominated landscapes the quality of life depends on people's capacity to manage environment.

harmony bet HUMANS & TIGERS is under critical strain

Building RECOGNITION

SUPPORT to make wild tigers VALUABLE to HUMANS

ENCOURAGE FUNDING

AWARENESS

NGOs can use the ppt as a media to make people understand.



HUMANS & THREAT FOR TIGERS

① DEFORESTATION & ORGANIZATION

CAUSES OF DEFORESTATION?

② POACHING (illegal hunting)

TIGER TRADE

TIGER DIES

METHODS OF KILLING TIGERS

③ POACHING (illegal hunting)

TIGER TRADE

TIGER DIES

METHODS OF KILLING TIGERS

④ TIGER TRADING

TIGER DIES

METHODS OF KILLING TIGERS

SAVE ONE SAVE ALL

EFFECTS OF DEFORESTATION

① GENETIC DIVERSITIES

② PRONE TO DISEASES

③ HABITAT LOSS

④ TIGER DIES

⑤ POPULATION FRAGMENTATION

⑥ INBREEDING

⑦ WHITE TIGERS

⑧ IN JUNGLE / ZOO

⑨ TIGER DIES

⑩ ENCOURAGES POACHING

⑪ TIGER TRADING

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⑭ TIGER TRADING

⑮ TIGER DIES

⑯ METHODS OF KILLING TIGERS

HOW KILLING A TIGER WILL KILL US?

"YOU KILL KILLS YOU!"

WHY TIGERS MATTER?

APEX PREDATOR

indicator of the ECOSYSTEMS HEALTH

INCLUDING HUMANS

-VE

AS TIGER DIES

the amount of HERBIVORES INCREASE

deforestation

NO TREES = LOSS OF BIO DIVERSITY

CHANGE IN CLIMATIC CONDITIONS

"GLOBAL WARMING"

POLLUTION

DEFORESTATION

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At the grassroots of a nation and its moral progress can be judged by the way its tiger is protected.

— M.K. Gandhi

DEFORESTATION

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CHANGE IN CLIMATIC CONDITIONS

"GLOBAL WARMING"

DRIVING TIGER means SAVING HUMANITY

+VE

- To save tiger means save forest (human)

- Tiger can't live in places where forest has vanished (Gondar)

- To make sure herbivores live

- protect all types plants & grassland

FOREST GETS PROTECTED

TO SAVE AND SAVE ONE

- Forest catch & help others

- protect soil

AVOID

- Add more people to soil erosion

FLOODS & ENVIRONMENTAL DISORDERS

RESTORING ENVIRONMENT (ECOSYSTEM)

USE OF ALTERNATIVE FOR HEDIC FOR, SP

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SOLUTIONS & Alternatives

RELOCATING VILLAGES FAR FROM RESERVES

ALLOCATING ENOUGH GRASSLAND FOR THEIR CATTLE

EDUCATING VILLAGERS & POACHING COMMUNITIES

POACHERS INTO PROTECTORS

EQUIPMENT OF GOOD DEFENCE TOOLS

TRANSLOCATING TIGERS

CHANGE IN RITUALS AND BELIEFS

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IN WHAT HABITAT DO TIGERS LIVE? → thick grass / dense jungle / undergrowth (shrubs & other plants) / like water (pools / streams / rivers) / enough prey (food) / vast jungles as they mark their own territories

SOME MAJOR SITES → Sundarbans NP
→ Jim Corbett NP
→ Kanha NP
→ Bandhavgarh NP
→ Bhopalsagar NP

THE 3 FUNDAMENTAL QUESTIONS

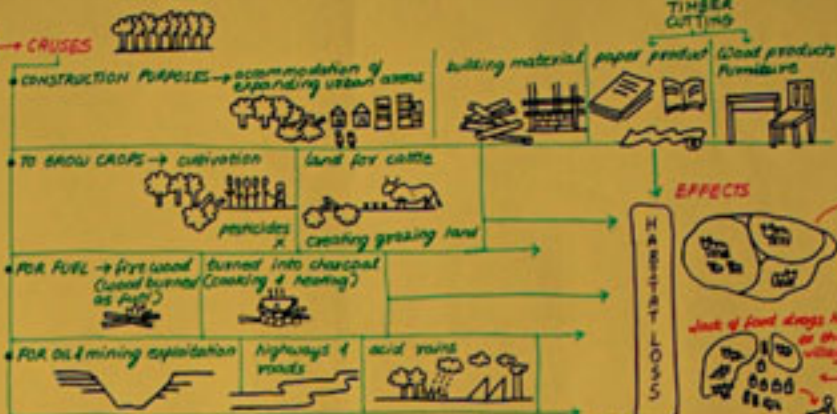
1. What is the threat to tigers?
2. Why should people care?
3. What can they do about it?

WHAT IS THE THREAT TO TIGERS?

'HUMANS' 3 MAJOR REASONS

Humans
a threat to
Tigers

DEFORESTATION
(cutting down trees) → CAUSES



EFFECTS



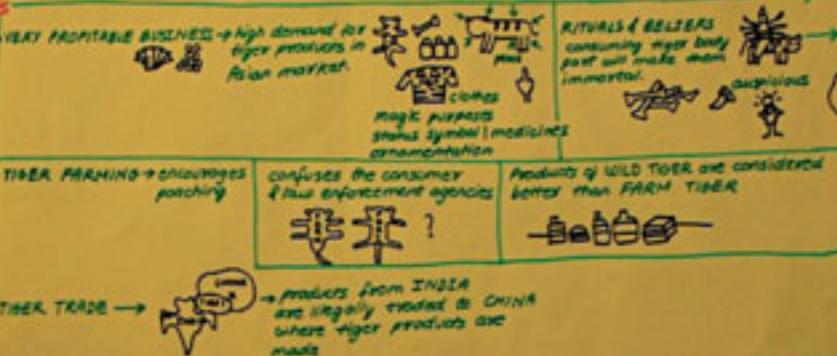
POPULATION FRAGMENTATION → CAUSES



INBREEDING

Myth that they are endangered

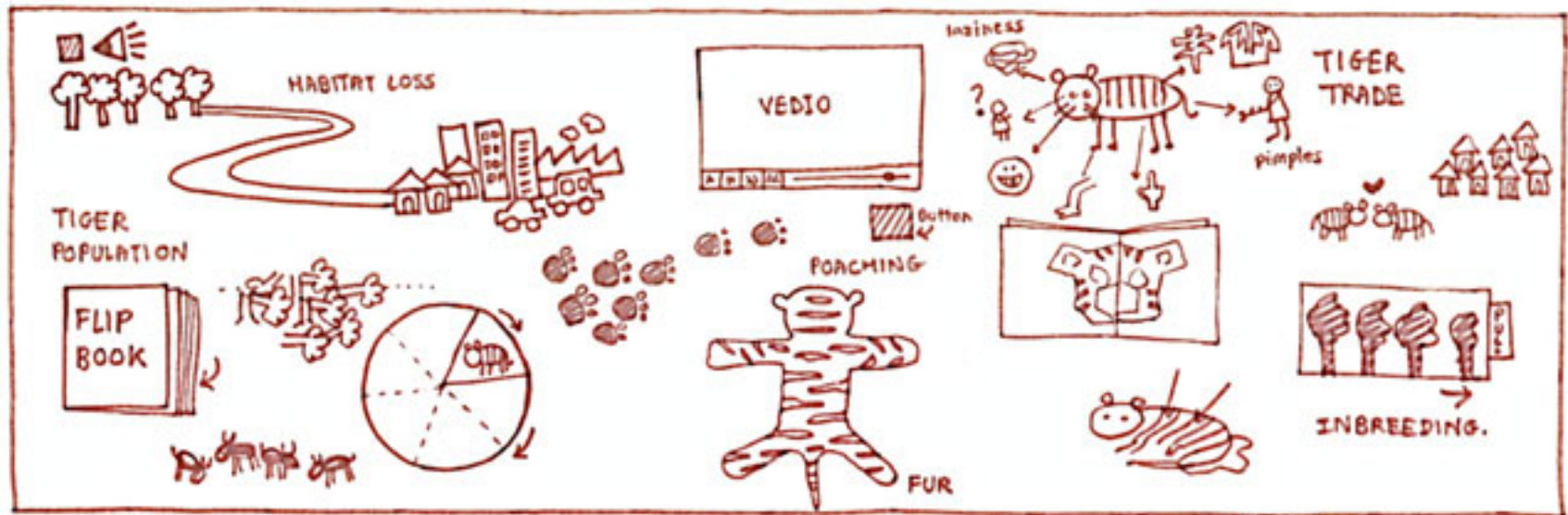
DEMAND FOR TIGER BODY PARTS → CAUSES



EFFECTS

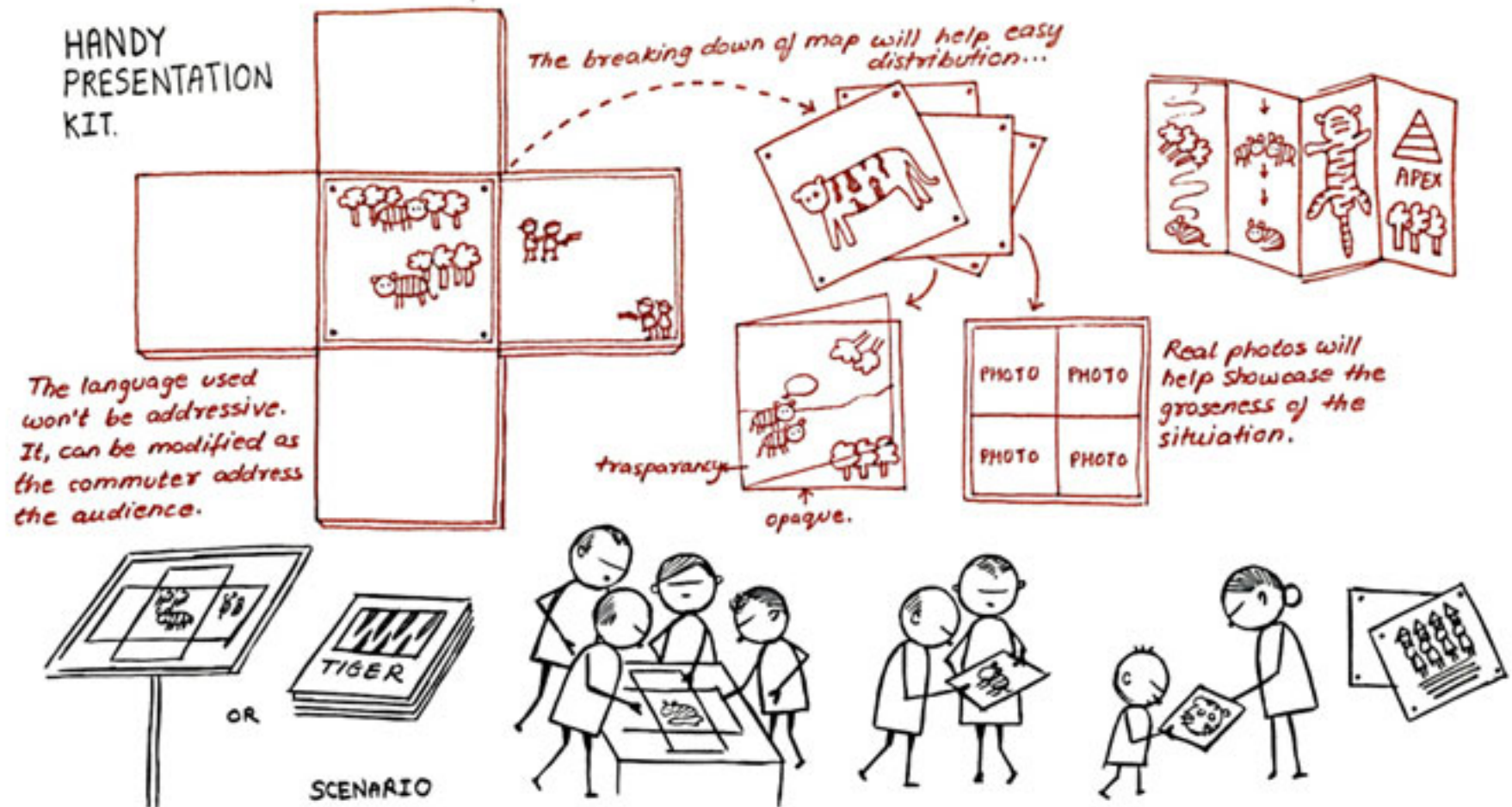


Ideation



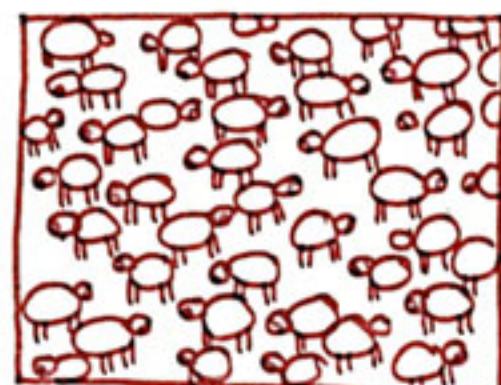
Interactive Exhibition Panel-

Design of an graphical exhibition panel where people can learn, indulge and interact to understand the world of tiger crisis.



Handy Presentation Kit

Whether it is school or poor villages, NGO's and other organizations often travel places to educate people on tiger crisis. But not every NGO or an organization is wealthy enough to carry laptops along to exhibit tiger crisis issues. This detachable kit will help provide a visual aid to the viewers which will creatively unfold the existing tiger scenarios and will also encourage sharing views and contribution.



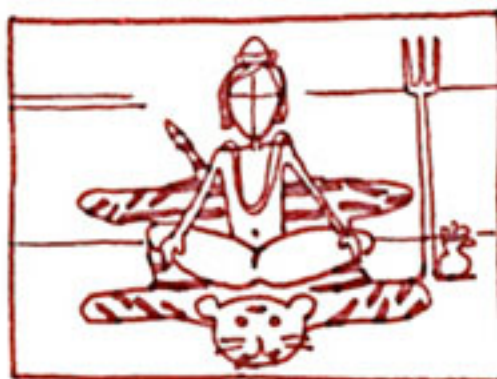
Video Clips

Small and effective messages create instant impacts on the viewers mind. The idea was to design a series of video clips, which will help spread awareness among the viewers. These clips can be telecasted on television or in cinema theaters during trailers.

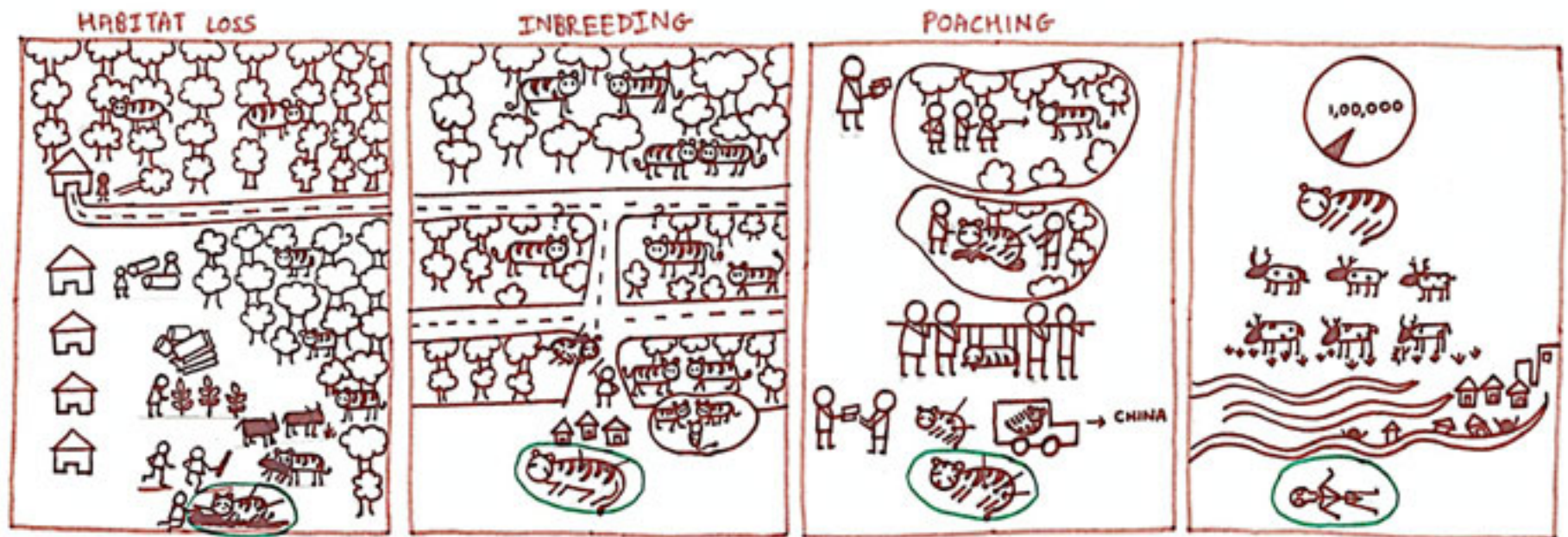


SHERKHAN.....???

.....SHERKHAN.....



NO ONE
WILL BE
SPARED
.SAVE TIGER.



Information scenario posters-

The idea was to design a series of posters which can be exhibited at suitable places, which will display the scenario of how human encroachment has affected the tiger world and will ultimately lead to the end of human race.



Tiger Classroom-

This installation will provide the user great experience of exploring the tiger world along with understanding its physical characteristics and its importance in the ecosystem.

Final Concept & Development





Audio- Visual Presentation



Tiger Conservation is an issue with multiple faces. Similarly, it can be dealt with, in a multiple ways.

As a designer, I chose to express my views through an audio visual presentation.

This has the advantage of being not just visible but also retaining viewers attention as it unfolds the most sadistic facts of the tiger world, which not every common man might know.



Objective-

The primary objectives of this project are to-

- **Increase awareness**
- **educate people and**
- **Inspire them to help tiger conservation**

The aim is-

- To convey the message effectively to the targeted audience.
- To create a visual language that addresses multiple users.
- A design that can be exhibited at different suitable areas.
- To educate and develop ones understanding and seriousness towards the issue and simultaneously motivate them to act.

Audio- Visual Presentation

The presentation will answer the 3 fundamental questions?

1. What is the threat to tigers?
2. Why should people care?
3. What can they do about it?

The presentation can be shown at suitable places like-

1. Exhibition halls in National Parks or Sanctuaries
2. NGO's or other Tiger Organizations can use it as a media to develop effective understanding in people.
3. Uploaded on Internet, which will allow people to circulate it among themselves through mails
4. Can be showcased as an episode on national geographic channels.

STORY

This presentation will address people in form of an interesting story, which will help retain their attention and involve them emotionally.

Brief Story-

The story is about Mrs. Thapar and her kid in year 2020. A wildlife conservationist, who is jobless as the wildlife she worked for hardly exists by then. While being at home and spending time with her kid she discovers that her kid has never even learnt about the word 'tiger', the tiger one of the most significant animal for who's survival she had strived, did not even exist in the memories of her own kid.. Taking a back with this thought and trying to describe the animal to her kid, she unwinds her old harsh memories and the inhuman treatment the wild tigers received from people, which further led to their extinction and the imbalance of our ecosystem.

Ultimately the story ends, creating an urge into the viewers mind, provoking him to put a step forward and to help tiger conservation before its too late.



Illustration style

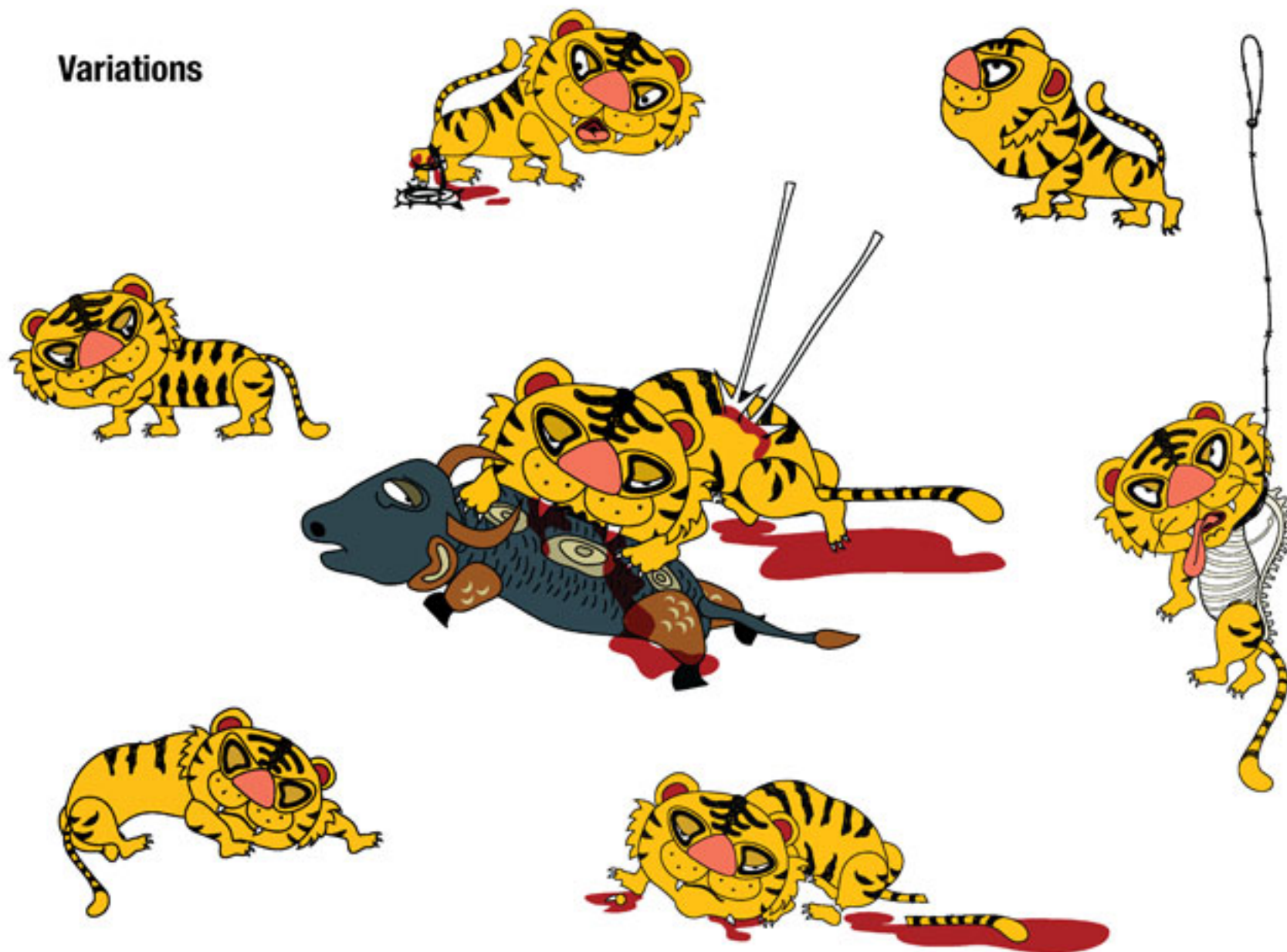
As the entire presentation addresses serious issues, the style for the artworks will be a combination of both **photographs** as well as **illustrations** which will help viewers relate to them easily with better understanding.

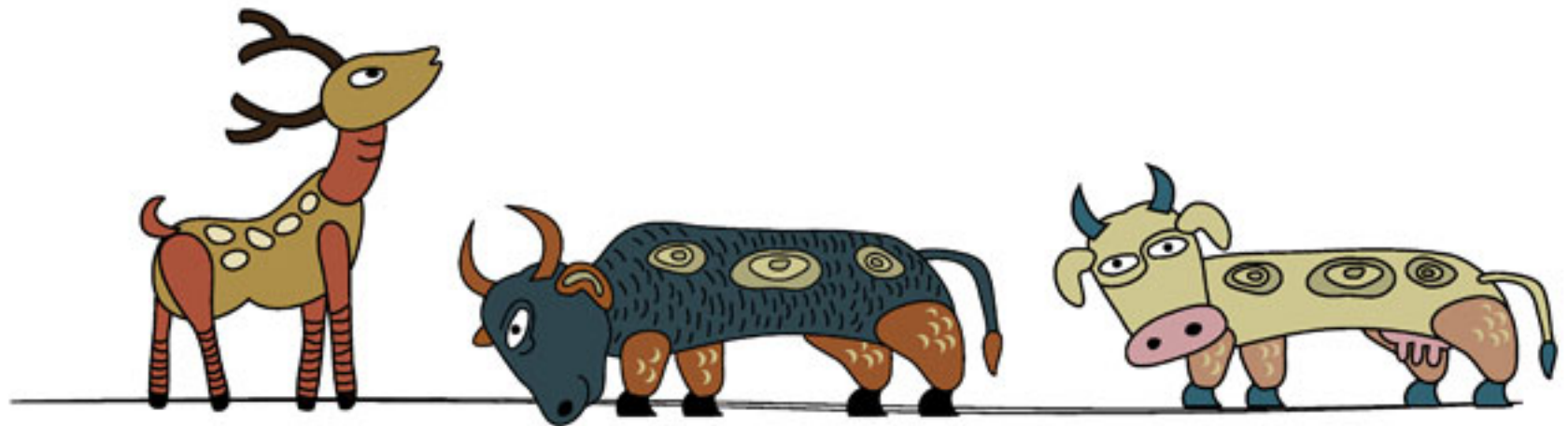
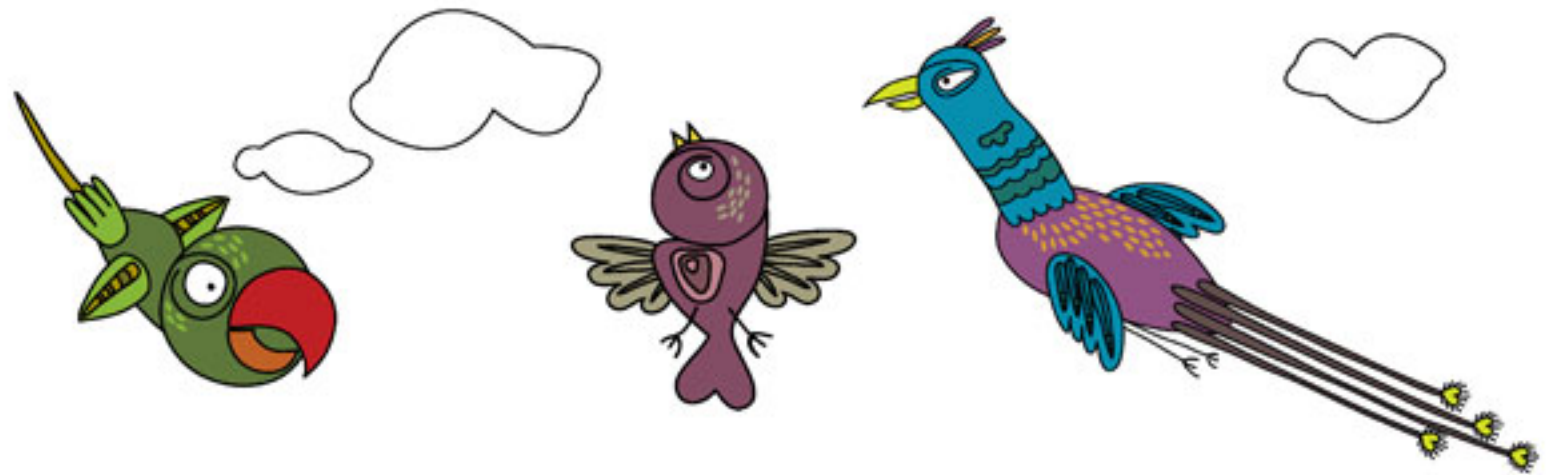
The characteristic of every character has been kept in mind before exploring the illustration.

Character Design



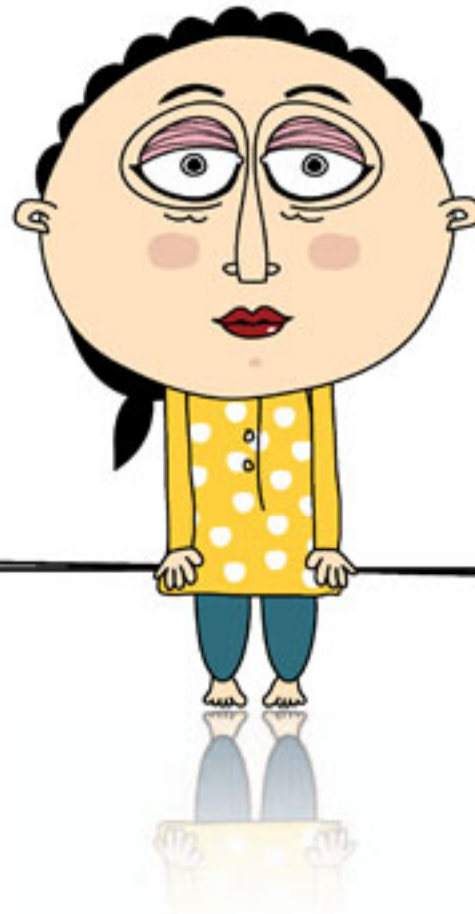
Variations





Character Design

Mrs. Thappar



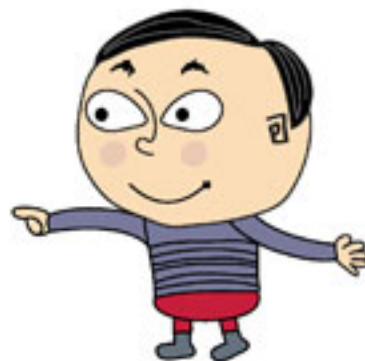
Kid



Character Design



Farmer



kid



Religious man



Young Ms. Thappar



Poachers



Politician

Character Design



Poor kids



Chinese trader




Poachers



Citizens

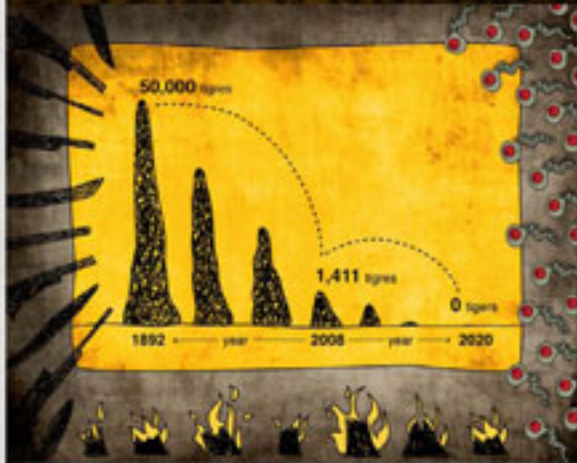
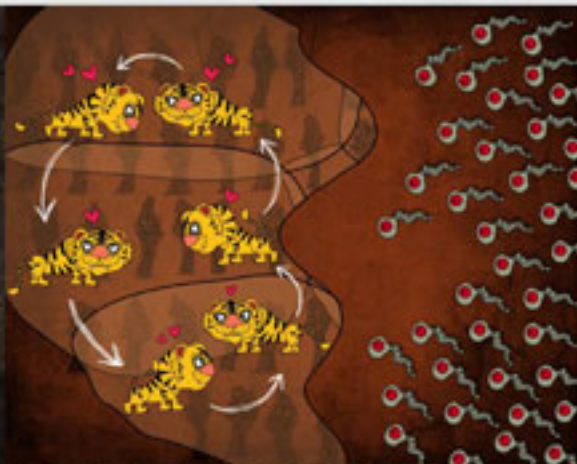


Forest Guard



Audio Visual Presentation

(Few Screen Shots)



Conclusion

Experts who have been working on the Tiger conservation projects, have been trying their level best to raise awareness and work to save the tiger and contribute to it's natural growth.

But, if we all collectively do not support their effort we shall be deprived of our National Natural Heritage species - The Indian Tiger



Thankyou

Website:

www.google.com

www.getty.com

www.wwf.com

www.savetigerfund.com

www.bigtigerrescue.com

www.5tigers.com

www.animal.discovery.com

www.bagheera.com

Books Referred

Riding the Tiger : Seidensticker Christie Jackson

Endangered Species Tigers: Peter Jackson

Encyclopedia of discovery Nature: Published by Fog City Press

Trouble Coming: Christine Harris

Sunshine & Storm: Elisabeth Jones & James Coplestone

Rumble in the jungle: Giles Andrene

Tiger Tiger on the shore

Why Look at Animals: John Berger

BBC Wildlife Magazines

Horbill Magazines

Library

IDC Library

BNHS Library

British Library

Movie | Documentaries

Life on Earth: David Attenborough

Tiger Zero: Valmik Thappar

7 Tigers of the snow: Mark Stouffer

The Tiger Domain: Valmik Thappar

BBC The Natural World

Two Brothers: Thierry Portier