



Marine Turtle Festival Guidelines

by
Sahyadri Nisarga Mitra



CMPA Technical Report Series No. 17

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Chapters

Pages

ACKNOWLEDGEMENT

viii

1

BACKGROUND

01

2

ACTIVITIES BEFORE THE TURTLE FESTIVAL

2.1. Formation of Turtle Conservation and Festival Committee.....	02
2.2. Orientation of the turtle conservation and festival committee.....	02
2.3. Village-level meeting.....	02
2.4. Informing various stakeholders about the festival.....	04

3

ACTIVITIES DURING THE TURTLE FESTIVAL

3.1. Review home-stay facilities.....	05
3.2. Signage to guide and instruct tourists.....	05
3.3. Release of hatchlings.....	06
3.4. Conducting activities.....	08
3.5. Turtle festival update.....	08

4

ACTIVITIES POST-TURTLE FESTIVAL

4.1. Collection of Turtle Conservation Fund.....	09
4.2. Evaluation.....	09

5

CHECKLIST

11

LIST OF TABLES

Table 1	Suggested posters	05
Table 2	Format for data collection in a turtle nesting season	09

LIST OF BOXES

Box 1	History of Turtle Conservation Fund	03
Box 2	Activities during the festival	04

LIST OF ANNEXURES

Annexure 1	Communication Guidelines.....	13
Annexure 2	Letter formats – pre and post festival	15
Annexure 3	Media coverage	19
Annexure 4	Turtle festival and rationale for conducting the festival	19
Annexure 5	Suggested format for the tourist register	20

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Chapter 1

Background

The turtle festival is an opportunity for tourists to witness turtle hatchlings crawling towards the sea. In 2006, Sahyadri Nisarga Mitra (SNM) initiated the first turtle festival in Velas, Ratnagiri district to create an opportunity for additional income for villagers while supporting marine turtle conservation. As part of the festival, the idea of developing home-stays to host tourists attending the turtle festival was proposed to villagers. Though SNM has already worked on turtle conservation in the village for four years, no one agreed to participate in this idea. In an effort to showcase the possibilities and opportunities that can be created through the festival, SNM made the necessary arrangements for the turtle festival and hired homes and related services from the villagers. The villagers were surprised to see 250 tourists, their enthusiasm for the turtle festival, and their determination to revisit the village for such events. The festival received extensive media coverage.

SNM continued shouldering the responsibility to organise the turtle festival, while villagers took over the responsibility of hosting tourists. In an effort to provide information about marine turtles to tourists, SNM established an information centre in Velas. Over the years, the number of tourists and home-stay providers has increased. In the turtle festival held in 2014-15, about 3,000 tourists visited Velas and 31 families provided home-stay services. Local governing bodies from other villages like Anjarle and Harihareshwar have also expressed interest in hosting a similar festival. SNM assisted Anjarle to host their first turtle festival in 2016.

As interest is growing to organise turtle festivals, SNM prepared guidelines for local governing bodies to independently host a turtle festival.

Chapter 2

Activities before the turtle festival

2

2.1. Formation of Turtle Conservation and Festival Committee

The Turtle Conservation and Festival Committee has a flat structure and is meant to maximise benefits for villagers through the safe release of turtle hatchlings. This committee must be formed at the start of the turtle nesting season.

Suggested objectives for the committee

- Inform external stakeholders about turtle festival dates and activities 15 days prior to the festival.
- Encourage 8 to 10 volunteers who will be responsible for managing crowds when turtle hatchlings are released.
- Prepare a plan to use the Turtle Conservation Fund at the end of the turtle festival.

Suggestions for the constitution of the committee

- Sarpanch (Head of the village council)
- JFM/BMC representative
- Hatchery manager(s)
- Home-stay representative
- Forest Department representative

2.2. Orientation of the Turtle Conservation and Festival Committee

The committee can invite resource persons from villages that host turtle festivals or from SNM, to brief them about conducting the festival. Alternatively, the committee can visit these villages. During the orientation, committee members should pay attention to the following points,

- Publicity of the festival through print media and the internet.
- Coordination with the forest department
- Booking of tourists and coordination with home-stay owners and lodging facilities in the area.
- Decide the date and time to release hatchlings and then fix the dates for the festival.
- Organise a slideshow to demonstrate tracking of nests, and transfer of eggs to the hatchery.
- Crowd management during the release of the hatchlings.

2.3. Village-level meeting

The village meeting should be held sometime between the 30th and 35th day from the first

nesting. Forest Department, home-stay owners, hotel owners, Self Help Groups in the village, and other villagers should be invited to this meeting where the following points should be discussed.

- **Finalise festival dates:** It takes about 45-50 days for turtle eggs to hatch. Turtle festival dates can be estimated based on the number of days taken by eggs in nests that season. If there are no nests, then the turtle festival dates can be declared sometime after the 45th day to ensure that no specific dates are given in any communication. This will temper tourist expectations as there is no guarantee that they will see turtle hatchlings. The festival may continue till the last hatchlings have been released.

- **Finalise home-stay owners' rate card:** This is required for all communications. Also, decide on the percentage of the home-stay owners' earnings that will be set aside with the Gram Panchayat for the Turtle Conservation Fund. It is recommended that each home-stay owner contributes 10% of their earning during the festival to the Turtle Conservation Fund.

- **Booking system:** It is advisable to have a website or social media presence to provide festival-related information. A manual centralised booking system is advisable to streamline the process and ensure that all home-stay owners receive equal opportunities. A person should be hired to manage booking-related communication over phone, email, and social media. This person will be paid a mutually-agreed remuneration from the Turtle Conservation Fund. The relevant contact details (person's name, contact number, email id, working hours etc) should be published on the website and on social media.

In case a decentralised manual booking system is used, phone numbers of all home-stay owners should be uploaded on the website. The disadvantage of this system is that all home-stay owners may not receive their fair share of bookings. In this case, home-stay owners should pass booking queries to others after they have finished their own bookings.

Box 1: History of turtle conservation fund

SNM initiated Turtle Conservation Fund in 2007-08 in Velas where home-stay owners set aside 10% of their earnings. SNM carried out turtle conservation expenses like purchasing protective net, salary of hatchery managers from this fund. In 2012-13, SNM handed over actual conservation-related work to Forest Department and Gram Panchayat. Now the money is collected by volunteers and deposited with the Gram Panchayat.

- **Attractions/Activities:** A list of attractions in the area, including forts, birding spots etc. should be prepared and mentioned in all communications. Villagers should be encouraged to conduct eco-friendly activities such as nature trails, farming activities etc to offer varied tourist experiences and create avenues for additional income. Details of such activities and contact details for individuals and groups should be mentioned in all communications.

- **Group of volunteers:** A group of eight to 10 volunteers should be trained to manage tourists to ensure that turtle hatchlings reach the sea safely. A minimum of two workshops should be held for these volunteers before the turtle festival. These workshops are normally conducted for two hours on the beach. Volunteers are trained to manage tourists and politely instruct crowds rushing to occupy vantage points to take photographs and video clips of the hatchlings crawling towards the sea. The volunteers should also be trained to managing journalists as they have a different role to play and may not always be sensitive to the welfare of the hatchlings. The workshop includes training to erect barricades and precautions that should be taken while erecting these barricades. The volunteers are also trained to involve local villagers to control crowd in case they are short-staffed.

Box 2: Activities during the festival

In 2013-14, SNM trained local villagers to make paper-mache turtles. A mould was designed with the help of Fine Arts College, Savarde. Many tourists, especially those with children, participated in this activity. There was a participation fee for the turtle-making workshop. SNM also arranged a cricket match between villagers and tourists.

Similarly “Turtle Festival – Mochemad 2012-13” received an excellent response for the following programme arranged with the help of locals.

Friday 22nd March 2013

6.00 PM: Inauguration

7.00 – 8.00 PM: Dashavatar (folk drama)
‘Dev Zala Kaasav’ by Mama Mochemadkar
Dashavatar Natya Co.

9.00 PM: Turtle Conservation – Sahyadri’s Short Film

Saturday 23rd March 2013

7.00 AM: Marine Turtle Conservation – Informative Session

3.00 PM: Boat Racing

5.00 PM: Competitions for kids

7.00 – 8.00 PM: Dashavatar (folk drama)
‘Dushkal Rajyacha’ – Naik Mochemadkar
Dashavatar Natya Co.

9.00 PM: Turtle Conservation – Sahyadri’s Short Film

Sunday 24th March 2013

7.00 AM: Traditional fishing

10.00 AM: Closing ceremony

that turtle nesting is a natural process with no guarantee that the eggs will hatch. This will temper tourist expectations. Please see Annexure 1 and Annexure 2 for communication guidelines and letter formats.

State Forest Department: Olive Ridley sea turtles are listed in Schedule 1 of the Wildlife (Protection) Act, 1972. The State Forest Department should be informed about village-level meetings and turtle festival dates with requests for their presence when home-stay bookings are done.

State Biodiversity Board: SBB should be informed about turtle festival dates and planned activities. Some of the important stakeholders for eco-tourism are:

MTDC: A request letter should be sent to MTDC to post information about turtle festival dates, booking system and attractions/activities on their website to attract nature tourists. Related photographs should also be shared with MTDC.

Tour operators: A list of tour operators should be maintained and updated every year. They should receive all information related to the turtle festival.

Important channels to reach tourists directly:

Website: The internet is very useful to provide information about the village, festival history, alternate attractions and activities, details of home-stay owners, festival timings, and events.

Social media: Popular social media channels should be used to post regular updates about the turtle festival. Related pictures should also be posted along with regular updates. Tourists should be tagged through social media tools.

Press release: Festival dates should be communicated to media correspondents.

Signage: Appropriate signage should be designed and posted at entry points with necessary permissions. The signage should have logos and names of sponsors.

Booking communication: In case a centralised booking system is used, respective home-stay owners should be informed immediately about a booking. Similarly, tourists should be kept informed about their booking and sent receipts for payments.

2.4. Informing various stakeholders about the festival

Ensure that stakeholders listed in this section are informed about the turtle festival. In these communications, no specific dates should be mentioned for turtle nesting. Instead, the communications should emphasise the fact

Chapter 3

Activities during turtle festival

3.1. Review home-stay facilities

The Turtle Conservation and Festival Committee should review bookings to ensure everyone gets equal opportunities. They should also review facilities and the tourist register every fortnight.

3.2. Signage to guide and instruct tourists

Prepare instructional posters to guide tourists. They should be installed at least two days before the start of the festival. Some suggestions for posters is listed below.

These suggestions are the bare minimum. The posters can be prepared in such a way that they can be removed and re-used the following year. The posters can also be bilingual; in the local language and English.

5

Table 1
Suggested posters

SN.	Suggested poster	Suggested content	Suggested location
1.	Welcome	Welcome message, Olive Ridley sea Turtle conservation and information about the village	Entrance of the village
2.	Dos and don'ts	Instructions that tourists should followed in the village, on the beach and while attending hatchling release	Main roads that lead to the hatchery and at home-stays
3.	Olive Ridley sea turtle	Basic information on the species, its nesting and conservation status	Near the hatchery
4.	Information board (where information can be written)	Updated number of nests and eggs in each nest in the hatchery that year	Near the hatchery

Picture 1: Hatchling emerging from the nest



Picture 2: Barricades to prevent spectators from entering the hatchling release area



3.3. Release of hatchlings

This is the main activity of the turtle festival. Utmost care must be taken to ensure that the turtle hatchlings are safe. The emergence of hatchlings can be anticipated based on the date on which the eggs were deposited. Generally, it takes 45 to 60 days for hatchlings to emerge from the nests. The date can also be predicted as a depression forms above the nest, two to three days prior to the emergence of the hatchlings. Regular monitoring of the nests is essential during this period. The following points must be borne in mind:

- Ideally, all hatchlings that emerge from the nest should be released into the sea immediately. They should be released during sunset or before dawn. This will protect the hatchlings from predators.
- If immediate release is not possible, then hatchlings should be kept in a damp but soft cloth or in a gunny sack in a cool and dark place. They should not be immersed in buckets of water as this would induce frenzied swimming behaviour and exhaust them.
- The hatchlings should be released near the sea and be allowed to crawl on the sand to reach the sea. Crawling on the sand allows beach imprinting on the hatchlings.
- Hatchlings should be released into the sea from

different locations. If hatchlings are released from the same point on the beach, they would serve as feeding sites for marine predators. Predators may gather at that point and wait to feed on the hatchlings.

- Hatchlings released from each nest should be recorded in the same register where details of relocation of eggs were documented.
- Make sure barricades have been set up where hatchlings are going to be released (Picture 2). If it is not possible to set up barricades, draw a line in the wet sand. Ask the spectators not to cross this line so that everyone gets a chance to watch the hatchlings making their way to the sea.
- One of the volunteers should be given the responsibility to making the following instructions in two to three languages (Marathi and Hindi or English) in a loud and clear voice before checking if hatchlings are emerging under the basket placed on the nest.
- Welcome tourists and give some information about Olive Ridley sea turtles, the turtle festival, and rationale of the festival (See Annexure 4).
- Turtles are listed in Schedule 1 and protected under Wildlife (Protection) Act, 1972. Any harm to turtles, eggs, or hatchlings is a non-bailable offence and may attract imprisonment up to five years and/or a fine up to Rs 30,000.00.

Picture 3: Releasing the hatchlings



Picture 4: Hatchlings crawling towards the sea



Picture 5: Checking emergence of hatchlings from a nest in the hatchery



- The safety of the turtle hatchlings takes priority over filming/photography
- No flash should be used while filming/photography.
- Tourists should not be allowed to cross barricades and enter the water for 30 minutes after the release of turtle hatchlings.
- Announce any activities to be held on the beach immediately after the release of turtle hatchlings.
- Ask tourists if they have any questions or need clarifications.
- Ensure that all questions are answered and reconfirm that tourists have understood the instructions given.
- Thank tourists for visiting the village and for their cooperation during the release.
- Open the basket and check if the hatchlings are emerging. If any hatchlings are ready for release, pick them up gently and place them in a basket covered with a gunny bag.
- Place hatchlings gently on the sand one by one. Hatchlings may get retracted by waves in the sea and volunteers must ensure that no tourists cross the barricades or enter the water. Make sure barricades are not removed while the last hatchlings are still visible in the water.
- At least four volunteers should guard the beach to ensure that tourists do not enter the water for the next 30 minutes. Release any hatchlings spotted on the beach immediately.

Picture 6: Tourists watching a film on Olive Ridley sea turtles



3.4. Conducting activities

Make sure that activities are conducted as planned. A film show about marine turtles should be arranged at the specified time and venue. At least two volunteers should be present to answer any questions. Any concerns voiced by tourists should be addressed to their satisfaction.

3.5. Turtle festival update

The number of nests, eggs, and hatchlings released should be displayed at a central place in the village. The data should also be posted on social media and in press releases.

Chapter 4

Activities post-turtle festival

4.1. Collection of Turtle Conservation Fund

Based on the percentage or amount decided at the village-level meeting, money should be collected from every home-stay owner. The records should be verified based on the tourist register. This fund should be deposited with the Gram Panchayat. Village-level expenses for turtle conservation like beach cleanup drives, salary for the person managing the bookings,

signage, and communication costs should be paid from this fund.

4.2. Evaluation

- Conservation data: Conservation data should be sent to the State Forest Department, State Biodiversity Board and other related organisations like Sahyadri Nisarga Mitra, Turtle Action Group. This data should be presented in the following format

Table 2
Format for data collection in a turtle nesting season

Nest Number	Nest Date	Number of Eggs	Release Dates	Number of Hatchlings Released
Total Nests		Total Eggs		Total Released

As data is collected each year, the data will help monitor various trends.

- Tourist register: Every home-stay owner must maintain a tourist register in a standard format (See Annexure 5). Tourist data should be stored in an electronic format to analyse number of tourists, track new tourists, and returning visitors. This data is important to send turtle festival updates. A similar database should also be maintained for tour operators.
- Utilisation plan for the Turtle Conservation Fund: This plan should be developed by the Turtle

Conservation and Turtle Festival Committee. Activities to be undertaken in the village to conduct the turtle festival should be determined by the committee. A village-level meeting should be conducted to finalise priorities.

- Media update: Conservation results, tourism trends, village participation, and participation of government departments, and important individuals should be highlighted on social media and in press releases broadcast after the turtle festival.

Chapter 5

Checklist

Category	Activity	Yes / No
Before Festival	Has the Turtle Conservation and Festival Committee been formed at the beginning of the turtle season?	
	Have the festival dates been finalised based on inputs from the hatchery manager(s)?	
	Have the festival dates been presented to villagers in a village-level meeting at least 15 days prior to the festival?	
	Has a group of volunteers been finalised?	
	Are at least two meetings been held with the volunteers?	
	Are there any additional activities and the respective contact persons or groups been finalised?	
	Have home-stay owners finalised the rate card for the current year?	
	Is the booking system in place?	
	Has the social media and website been updated about festival dates, activities, and the booking system?	
	Has the State Forest Department been informed by email and letter about the festival dates, activities, and booking system?	
	Has MTDC been informed by email and letter about festival dates, activities, and the booking system?	
	Have the festival dates been shared with railway and state transport authorities?	
	Have tour operators been informed about festival dates, activities and the booking system?	
	Is any new signage required at important entry points and in neighbouring villages?	
	If "Yes" to above question, have the designs for the signage been developed and installed at the identified locations?	

Category	Activity	Yes / No
	Has a press release about festival dates, activities, and the booking system been sent out seven days before the festival?	
	Have two workshops for volunteers been held as scheduled?	
During Festival	Has the committee visited home-stay owners once a week to check bookings and hospitality guidelines?	
	Are all volunteers present during the release of turtle hatchlings?	
	Have barricades been placed where hatchlings will be released?	
	Have volunteers checked the beach for 30 minutes after the release of the turtle hatchlings?	
	If found alive, have hatchlings been released?	
	Have tourists been briefed on rules before the release of turtle hatchlings?	
	Are tourists following the instructions given by volunteers?	
	If "No" to above questions, are more volunteers needed?	
	Has the State Forest Department been informed and invited for days when a large number of visitors are expected?	
	Is the State Forest Department representative present when requested?	
	Are activities being conducted according to schedule?	
	Has media been updated about the festival progress?	
	Social Media – Daily	
	Press – After the first hatchling is released	
	Has turtle-related data been updated at a central place in the village?	
Post Festival	Has Turtle Conservation Fund been collected from home-stay owners?	
	Has conservation data been compiled with the help of hatchery manager(s) and shared with the State Forest Department and relevant institutions/organisations?	
	Have number of tourists been computed based on the tourist register?	
	Has attendance been collated and compared with the previous year?	
	Has the list of new tourists and new tour operators been updated?	
	Has utilisation plan for Turtle Conservation Fund been prepared?	
	Has the media been updated about the festival closure?	

Annexure 1: Communication Guidelines

Generic Guidelines

- Follow guidelines of sponsors, if any.
- Logo of project partners should be used in every communication material.
- No copyrighted content and images should be used without verification and permission.
- Abide with local, state, national rules and legislations.
- Respect cultural and religious sentiments of communities especially with regard to humour.
- Mention appropriate contact details.

Specific points to be included in communication directing tourists

- Provide details of website and social media tags.
- Mention booking system and related contact details.
- To ease travel, provide specific instructions related to accessibility including public transport timings, restrictions on vehicle size, parking places in village etc.
- Village-level norms about alcohol consumption, smoking, use of plastic etc. should be clearly mentioned.
- Beach restrictions such as time and swimming should be mentioned.
- Mention specific instructions and rule to be followed during the release of turtle hatchlings

Articles for newspapers and magazines

- The title of news articles should be catchy and to the point.
- A narrative style always interests reader.
- Mention turtle conservation data from the village.

- Newspaper articles should not exceed 1,000 words, while magazines can have 2,000 words.
- A sentence should not exceed 22 words.
- An article is always more interesting if it includes quotes from someone who is an expert. The writer must be careful to ensure that he or she has relayed the quote accurately. It's important to cross-check quotes with the source to avoid mistakes.
- Mention the names of important people (government officials and elected Members) who attend the turtle festival
- In case of reporting events, mention the correct timeline (DD/MM/YYYY), venue, organisers, objectives, key proceedings, resource persons, participants, and the outcome of the event.

Posters

- A poster is a visual presentation of information and should contain appropriate images and a key message for the target audience.
- Use graphic elements wherever appropriate. Use boxes to isolate and emphasise points.
- Make sure that the title and organisations' name is prominent.
- White space is an important design element and must be used to make a poster elegant.
- Use colours sparingly. This will make the poster more striking than using numerous colours. Select icons and colours to convey key messages. E.g. Red Cross for "DO NOT"
- The title text should be readable from a distance of six metres and the body text should be readable from a distance of two metres. Make subheads and column heads smaller than the poster title but not larger than half the size of the title.
- Choose a clear font with large inner space.

Annexure 1: Communication Guidelines

- Leave at least a half-inch margin around the poster with no graphics or text.
- The place of display should be protected from wind, harsh sunlight, and rains (water). Laminate the poster if the budget permits, especially if it has to be displayed for a long duration and if it will be re-used.
- Conservation data should be uploaded on the website with links on the Facebook page after their official submission, incorporation of suggestions, and clearance from funding agencies.

Website and Facebook page

- The website must carry logos and information of the project partners in the 'About' section.
- The website should have separate links for stakeholders with customised content for each stakeholder.
- The Facebook page should be updated regularly, especially after important events like nesting, release of hatchlings, important visitors etc.

Letters

- All official letters to be sent on the Gram Panchayat's letterhead with the Sarpanch's signature.
- The letter should mention the specific event and participation of partners in each communication.
- A precise subject is necessary for each letter to explain its intent.
- Letters should not exceed one page.

Annexure 2: Letter formats – pre and post festival

MTDC – Requesting Support for Turtle Festival

Manager, विकास विभाग

Maharashtra Tourism Development Corporation Ltd.

C.D.O. Hutments, Opp. L.I.C. (Yogakshema) Building,
Madame Cama Road, Mumbai-400 020.

विषय: <गावाचे नाव> कासव महोत्सव

मा. महोदय,

दर वर्षी प्रमाणे यंदाही दि. <कासव महोत्सवाची तारीख> पासून <गावाचे नाव> येथे “कासव महोत्सव” आयोजित करण्याचे <गावाचे नाव> ग्रामपंचायत आणि ग्रामस्थांनी ठरवले आहे. ह्या वर्षी <गावाचे नाव>येथे सागरी कासवाची<घरट्यांची संख्या>घरटी झाली आहेत.

कासव महोत्सवादरम्यान येणाऱ्या पर्यटकांची घरगुती पध्दतीने रहाण्या-जेवण्याची सोय <गावाचे नाव>ग्रामस्थांतर्फे केली जाते. येणाऱ्या पर्यटकांना कासवाच्या पिल्लांच्या बरोबरीनेच<गावातील जैवविविधतेची /शेतीची /रहाणीमानाची ओळख व्हावी>आणि निसर्ग संवर्धन केंद्रित पर्यटनाच्या माध्यमातून स्थानिकांना अधिक उत्पन्न मिळावे असा “कासव महोत्सव” चा दुहेरी उद्देश असतो.

पर्यटकांना अधिक माहिती तसेच रहाण्याचे बुकिंग करण्यासाठी खालील नंबर देत आहोत. तसेच <गावाचे नाव>“कासव महोत्सव” ची माहिती अधिकाधिक लोकांपर्यंत पोहोचवण्याच्या दृष्टीने म. प, वि. म. च्या संकेतस्थळावर वर माहिती द्यावी ही विनंती.

आपल्या सदैवाच्या सहकार्याबद्दल धन्यवाद!

आपला विश्वासू

सरपंच

MTDC - Thanking them for support to the turtle festival

Manager, विकास विभाग

Maharashtra Tourism Development Corporation Ltd.

C.D.O. Hutments, Opp. L.I.C. (Yogakshema) Building,

Madame Cama Road, Mumbai-400 020.

विषय: <गावाचे नाव> कासव महोत्सवाला उदंड प्रतिसाद

मा. महोदय,

आपल्याला दि. <मागील पत्राची तारीख>रोजी पाठवलेल्या पत्रात माहिती दिल्याप्रमाणे<गावाचे नाव>ग्रामपंचायतीने कासवाची पिल्ले घरट्यातून बाहेर पडण्याच्या तारखांचा मागील अनुभवावरून अंदाज बांधून ह्या वर्षी दि. <महोत्सवाची तारीख>कासव महोत्सव जाहिर केला होता.

महोत्सवाला महाराष्ट्र पर्यटन विकास महामंडळातर्फे योग्य ती प्रसिध्दी दिल्यामुळे<पर्यटकांची संख्या>पर्यटकांनी खूप आशेने कासवाच्या पिल्लांचे स्वागत करण्यासाठी<गावाचे नाव>हजेरी लावली होती. महोत्सवादरम्याने<ज्या घरट्यांतून पिल्ले सोडली गेली त्या घरट्यांची संख्या>घरट्यातून<सोडलेल्या पिल्लांची संख्या>सुखरूपपणे समुद्रात सोडली गेली. पर्यटकांना हा अनुभव आनंददायी होता.

स्थानिकांनी<खाद्य पदार्थांचे स्टॉल्स /घरगुती पदार्थांची विक्री / इतर गोष्टी>तसेच "होम स्टे" सारख्या सोयी पर्यटकांना देऊन रोजीरोटीचे इतर पर्याय अजमावले. केवळ पर्यटन ह्या एकाच हेतूने कासव संवर्धनाकडे न बघता येणाऱ्या पर्यटकांना गावाने सुरु केलेल्या प्रकल्पांची माहिती तसेच आस्था ही निर्माण व्हावी आणि कासव संवर्धनातून एक वेगळा अनुभव देण्याच्या दृष्टीने गावकऱ्यांनी<एक छोटे प्रदर्शन / कासव माहितीपट / पर्यटकांना कांदळवनातून फेरफटका / निसर्ग भ्रमंती / इतर गोष्टी>असे विषयही अधोरेखित केले. निसर्ग पर्यटनाचा वेगळा अनुभव पर्यटकांना कासव महोत्सवामुळे मिळाला. ह्या सर्व कार्यक्रमाला<टी. व्ही. चॅनलस् / वर्तमानपत्रांनी>प्रसिध्दी दिली.

आपल्या सर्व सहकार्याबद्दल आपले आभार!

आपला विश्वासू

सरपंच

Forest Department, State Biodiversity Board to request support for the turtle festival

विभागीय वन अधिकारी<विभागाचे नाव> /

राज्य जैवविविधता मंडळ

विषय: <गावाचे नाव> कासव महोत्सव

मा. महोदय,

दर वर्षी प्रमाणे यंदाही दि. <कासव महोत्सवाची तारीख> पासून <गावाचे नाव> येथे “कासव महोत्सव” आयोजित करण्याचे <गावाचे नाव> ग्रामपंचायत आणि ग्रामस्थांनी ठरवले आहे. ह्या वर्षी <गावाचे नाव> येथे सागरी कासवाची<घरट्यांची संख्या>घरटी झाली आहेत.

कासव महोत्सवा दरम्यान येणाऱ्या पर्यटकांच्या समक्ष कासवाची पिल्ले समुद्रात सोडण्यात येतील. येणाऱ्या पर्यटकांना कासवाच्या पिल्लांच्या बरोबरीनेच<गावातील जैवविविधतेची /शेतीची /रहाणीमानाची ओळख व्हावी> आणि निसर्ग संवर्धन केंद्रित पर्यटनाच्या माध्यमातून स्थानिकांना अधिक उत्पन्न मिळावे असा “कासव महोत्सव” चा दुहेरी उद्देश आहे. कासव महोत्सवासाठी दर शनिवार - रविवारी किमान २०० पर्यटक येण्याची शक्यता आहे.

पर्यटकांना कासवांची, भारतीय वन्यजीव (संरक्षण), १९७२ या कायद्याची माहिती मिळावी आणि सर्व कार्यक्रम सुखरूप पार पाडावा ह्या करिता आपल्या विभागाच्या अधिकाऱ्यांची उपस्थितीसाठी विनंती करत आहोत. ह्या विनंतीचा आपण मान राखून<गावाचे नाव>येथे यावे.

आपल्या सदैवाच्या सहकार्याबद्दल धन्यवाद!

आपला विश्वासू

सरपंच

Thanking the Forest Department and State Biodiversity Board for their support to the turtle festival and conservation updates

विभागीय वन अधिकारी<विभागाचे नाव> / राज्य जैवविविधता मंडळ

विषय: <गावाचे नाव> कासव महोत्सवाला उदंड प्रतिसाद

मा. महोदय,

आपल्याला दि. <मागील पत्राची तारीख> रोजी पाठवलेल्या पत्रात माहिती दिल्याप्रमाणे <गावाचे नाव> ग्रामपंचायतीने कासवाची पिल्ले घरट्यातून बाहेर पडण्याच्या तारखांचा मागील अनुभवावरून अंदाज बांधून ह्या वर्षी दि. <महोत्सवाची तारीख> कासव महोत्सव जाहिर केला होता.

ह्या सर्व कार्यक्रमाला आपल्या विभागातर्फे मिळालेल्या सहभागाबद्दल धन्यवाद. ह्या वर्षीच्या कासव विणीच्या हंगामातील कासव संवर्धनाची माहिती खालील प्रमाणे

Nest Number	Nest Date	Number of Eggs	Release Dates	Number of Hatchlings Released
Total Nests		Total Eggs		Total Released

आपल्या सदैवाच्या सहकार्याबद्दल धन्यवाद!

आपला विश्वासू

सरपंच

Annexure 3: Media coverage



Annexure 4: Turtle festival and rationale for conducting the festival

In 2006, the first turtle festival in Maharashtra was organised in Velas village in Mandangad tehsil, of Ratnagiri district. It was conducted as a SNM project and funded with a Small Grant Project from the Global Environment Facility in 2005-07. The primary objective of this initiative was to link the conservation of Olive Ridley sea turtles with the livelihood of the local community in the village.

Turtle festival celebrates the birth of marine turtles. This celebration is a strategic intervention for the conservation of a threatened marine animal. The generation of awareness among the public and the generation of income for the local community are closely linked to this celebration. The turtle festival offers a unique opportunity

for tourists to witness turtle hatchlings crawling towards the sea, which they would not experience otherwise. At the same time, the local community earns a livelihood by providing lodging and food to tourists visiting the village.

Over the last 10 years, Velas has consistently and successfully conducted the turtle festival every year. In the meantime, institutional structures such as Kasav Mitra Mandal for the systematic organisation and management of the turtle hatchery and home-stays have developed in Velas. The turtle festival and its contribution to the conservation of Olive Ridley sea turtles and income generation in the village are reflected in the table below,

Particulars	Year	
	2006	2015
Number of home-stays	5	35
Number of tourists	50	3,500
Approximate income generated in the village (Rs.)	11,000	13,00,000

Annexure 5: Suggested format for the tourist register

SN.	Name of the tourist	Age	Sex (M/F)	Postal address	Contact number/s	Identity proof (Aadhaar card, PAN card, Passport, Voter ID, Ration card)	Date and time of arrival	Date and time of departure	Remarks
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									

CMPA Technical Report Series

17

Marine Turtle Festival Guidelines

