

REPORT

FRIENDSHIP FOOTBALL MATCH

GOAL FOR CONSERVATION



By:

BIOCOS NEPAL
(Biodiversity Conservation Society Nepal)
Lalitpur Nepal

ORGANIZERS





MANANG 2024
FRIENDSHIP MATCH
GOAL FOR CONSERVATION

Celebrity Team

Regional Team



vs



**A journey through peaks, valleys, and
endless horizons**

Regional Organizer



Supporting Partners



**TRAVEL AND HOSPITALITY
PARTNER**





Team Himalayan Snow Leopard

Vs.



Team Kajinsara Yak



Team Himalayan Snow Leopard

Vs.



Team Manang Ngisyang Yak



Team Himalayan Snow Leopard

Vs.



Team Manang Yak

ACKNOWLEDGEMENT

We are thankful to our regional organizers Chame Gaupaliaka and Manang Ngisyang Gaupalika for their financial support and collaboration in organizing football matches in local level. Annapurna Conservation Area Project, Conservation Area Management Committee (Tanki –Manang and Manang) for their financial support. Though finance is important, we got various supports other than finance from various organizations to make this event successful. Hence, we are thankful to Great Plain Zoo, , World Pheasant Association, Manang Youth Club, Bhraka Youth Club, Ngisyang Youth Club , Bhraka Youth Club , Himalaya Rescue Association, NFA Manang , Dhuku Futsal Hub, Film Artist Association Nepal, Mountain Water, Big Bell Entertainment, Fashion Network Nepal, Film Journalist Association Nepal, Nepal Sports Journalist Forum, Namaste Manang Tours and Trekking, and Referee team of (Dudh Bahadur Gurung, Nischal Gurung, Sabin Dhakal, and John Maharjan). We are thankful to all supports listed at the end of this report.



Table of Content:

ACKNOWLEDGEMENT	i
1. Introduction	1
2. Aim and Objectives.....	2
3. Program target area.....	2
4. Program Activities	4
A. Pre-event	4
Poster preparation:	6
Press release:	11
Training and practice in Futsal	12
Posting in Social Media	13
B. Event.....	13
News Coverage:	17
C. Post-Match/Event activities.....	20
1. Message from Dr. Jeffrey Muntifering.....	21
ANNEX I	23
ANNEX II.....	24
ANNEX III.....	24
THANK YOU LIST	25

1. Introduction

Football holds a special place in the hearts and minds of people around the world, including in Nepal, where it extends beyond just being a sport to become a cultural phenomenon with significant social, emotional, and community implications. It fosters a sense of community and shared identity, strengthens relationships through family and friendships, and evokes strong emotions ranging from the highs of victory to the lows of defeat. Football also inspires hope and serves as a form of entertainment and joy. It teaches valuable life skills such as teamwork, cooperation, discipline, and mental resilience while promoting physical fitness. Economically, football generates significant activity and career opportunities. Its wide reach makes it an effective platform for raising awareness about social issues. When football is played in the ground of Himalaya by renowned persons (national athletes, celebrities, social activists) and local youths of Himalaya that can carry immense impact on conservation of snow leopard and their habitat by winning hearts of local people.

The snow leopard (*Panthera uncia*) is one of the world's most elusive and iconic wild cats ranging primarily in the high alpine landscapes of the Himalaya. Despite being widely distributed across 12 countries of Asia, snow leopards persist at very low densities ranging between 1 – 3 individuals per 100 km² within fragmented populations. Snow leopard is rare species which is categorized as vulnerable by International Union for Conservation of Nature (IUCN). Nepal has long been considered as one of the snow leopard's strongholds supporting an estimated 350 – 500 individuals out of 3921 to 6290 global population ranging across roughly 27,500 km². Snow leopards in Nepal are protected by the National Parks and Wildlife Conservation Act (1973). While the presence of the snow leopard as an apex predator has important ecological benefits, often the local people that bear the burden of living alongside a large dangerous predator experience much greater costs that, if not properly addressed, may evolve to manifest into actions that directly threaten the long-term persistence of the predator.

Manang district especially above 300 m is good habitat of snow leopard. The district is one of the major part of world famous Annapurna Circuit Trek which used to be 28 days trekking now has been shortened to 10 -12 days trekking due to road development on trekking route in Manang and Mustang districts. In recent days, Chame - the head quarter of Manang district is becoming one of the major starting place for the Annapurna Circuit Trek (ACT). Thorongla Pass, the highest point in ACT also lie in Manang. Additionally, Tilicho Lake Trek in is becoming ultimate destination for domestic tourists.

Considering the value of the snow leopard in conserving the mountain ecosystem, the popularity of football, and archery as a cultural sport, as well as the significance of Manang as a tourist destination and the local community's commitment to conservation activities, BIOCOS Nepal and the Ant Foundation jointly implemented this program at various altitudes in Manang to raise awareness as well as gain attention from large mass of the people. The aim and objectives of the program are as follows.

2. Aim and Objectives

Aim:

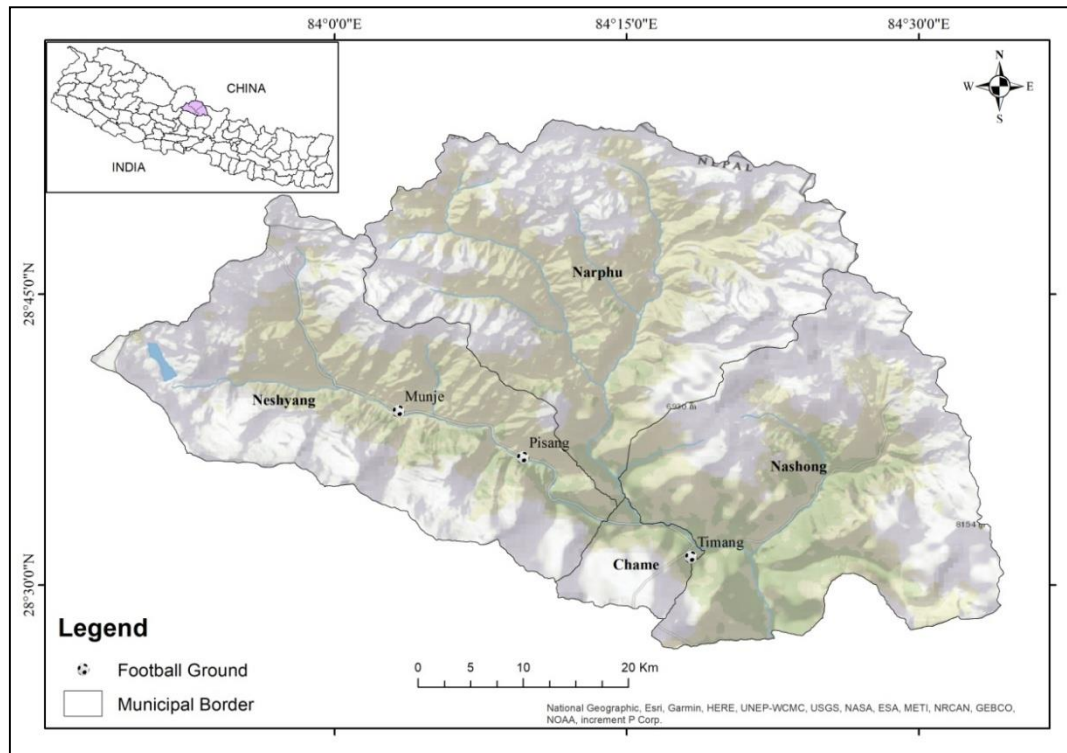
Save snow leopard; goal for conservation

Objectives:

1. Unite national athletes, celebrities, conservationists, and local youths in a football match to raise awareness about snow leopard conservation and climate change.
2. Bridge local snow leopard conservation issues with the government of Nepal.
3. Highlight Nepal conservation success and climate change challenges at national and international stage.
4. Establish the yak and snow leopard as symbols of a healthy Himalayan ecosystem.
5. Promote tourism in Manang by organizing football and archery events featuring local youth and celebrities.

3. Program target area

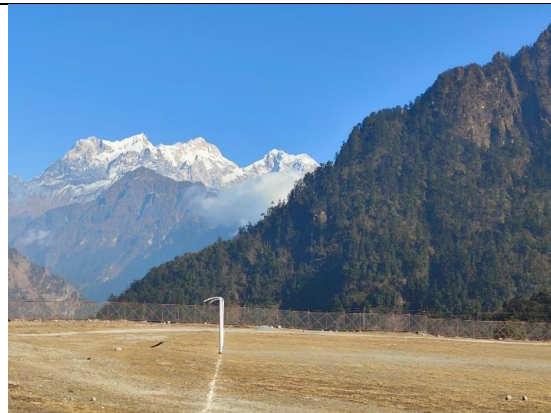
Manang District, Annapurna Conservation Area. Football match was organized in Timang ball ground (2600 m), and Munje Football, Manang village (3200 m)



Above figure shows map of Manang showing locations of football ground where friendship football match for conservation was conducted and ground photos (below) of Timang, and Munji.



Timang Football ground; 2600 m msl



Munji, Manang 3200 m msl



4. Program Activities

Program activities were divided into three phase pre-event, event and post-event before executing the program.

A. Pre-event

- ❖ Program logo design, team logo design
- ❖ Creation of Facebook post
- ❖ Post preparation
- ❖ Press release
- ❖ Training and practice in Futsal
- ❖ Jersey and boots preparation
- ❖ Conservation Education Class
- ❖ High Altitude Taught Program
- ❖ Post in Social Media
- ❖ News coverage

B. Event

- ❖ Friendship Football Match in Timang, and Mungji in Manang district
- ❖ Cultural program and concert
- ❖ School Visit
- ❖ Snow leopard habitat and landscape observation
- ❖ Post in social media
- ❖ News coverage

C. Post event

- ❖ Distributing Certificates and Granting Token of Love
- ❖ Documentary preparation
- ❖ Photographs
- ❖ News coverage

A. Pre-event

Program logo design, team logo design: Main program logo and team log was designed



Program Logos

Creation of Facebook page

<https://www.facebook.com/friendshipmatchforconservation>

Creation of Instagram page

<https://www.instagram.com/manangfriendshipmatch2024>

Poster preparation:

Following types of posters were prepared to post in social media for promotion:





Iocos NEPAL **WILD & FREE FOUNDATION** **Ant foundation**
Health | Education | Conservation

MANANG 2024 FRIENDSHIP MATCH
GOAL FOR CONSERVATION
September 19-24, 2024

"I stand with Snow Leopards and fight for a greener world."

Anjan Bista
National Football Player

big bell **Yamaste MANANG** **DEAZ WORK**

Iocos NEPAL **WILD & FREE FOUNDATION** **Ant foundation**
Health | Education | Conservation

MANANG 2024 FRIENDSHIP MATCH
GOAL FOR CONSERVATION
September 19-24, 2024

"Let's be the voice for Snow Leopards and a cleaner environment."

Binod Gurung

big bell **Yamaste MANANG** **DEAZ WORK**

Iocos NEPAL **WILD & FREE FOUNDATION** **Ant foundation**
Health | Education | Conservation

MANANG 2024 FRIENDSHIP MATCH
GOAL FOR CONSERVATION
September 19-24, 2024

"I believe in conserving Snow Leopards and preserving the stunning landscapes of Manang."

Santosh Loksum Limbu
Mister Nepal 2024

big bell **Yamaste MANANG** **DEAZ WORK**

Iocos NEPAL **WILD & FREE FOUNDATION** **Ant foundation**
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MANANG 2024 FRIENDSHIP MATCH
GOAL FOR CONSERVATION
September 19-24, 2024

"I proudly support Snow Leopard conservation and a healthier environment!"

Rajendra Tamang
National Women's Football Team Coach

big bell **Yamaste MANANG** **DEAZ WORK**

Iocos NEPAL **WILD & FREE FOUNDATION** **Ant foundation**
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MANANG 2024
FRIENDSHIP MATCH
GOAL FOR CONSERVATION
September 19-24, 2024

"I support efforts to conserve Snow Leopards and protect ecosystems."

Badri Pangeni
Singer

big bell **Yamaste MANANG** **DEAZ WORX**

Iocos NEPAL **WILD & FREE FOUNDATION** **Ant foundation**
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MANANG 2024
FRIENDSHIP MATCH
GOAL FOR CONSERVATION
September 19-24, 2024

"I'm committed to preserving Snow Leopards and protecting our planet."

Naren Khadka
Actor

big bell **Yamaste MANANG** **DEAZ WORX**

Iocos NEPAL **WILD & FREE FOUNDATION** **Ant foundation**
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MANANG 2024
FRIENDSHIP MATCH
GOAL FOR CONSERVATION
September 19-24, 2024

"My support for Snow Leopard conservation extends to preserving Manang's beauty."

Jems Pradhan

big bell **Yamaste MANANG** **DEAZ WORX**

Iocos NEPAL **WILD & FREE FOUNDATION** **Ant foundation**
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MANANG 2024
FRIENDSHIP MATCH
GOAL FOR CONSERVATION
September 19-24, 2024

CONGRATULATIONS
Prema Lamgade
for winning the title of
Miss Vibhaa 2024
for
Miss Grand International 2024

big bell **Ant foundation** **DEAZ WORX** **Iocos NEPAL** **Yamaste MANANG**

iocos NEPAL **WILD & FREE FOUNDATION** **ant foundation**
Health | Education | Conservation

MANANG FRIENDSHIP MATCH 2024
GOAL FOR CONSERVATION
September 19-24, 2024

"I believe in conservation efforts to keep Snow Leopards and nature safe."
Mahima Pandi Bhattarai
RJ/Media Personality

big bell **Yamaste MANANG** **DEAZ WORK**

iocos NEPAL **WILD & FREE FOUNDATION** **ant foundation**
Health | Education | Conservation

MANANG FRIENDSHIP MATCH 2024
GOAL FOR CONSERVATION
September 19-24, 2024

"For the Snow Leopards and the unique environment of Manang, I raise my voice."
Reshma Pun
Singer

big bell **Yamaste MANANG** **DEAZ WORK**

iocos NEPAL **WILD & FREE FOUNDATION** **ant foundation**
Health | Education | Conservation

MANANG FRIENDSHIP MATCH 2024
GOAL FOR CONSERVATION
September 19-24, 2024

"My support for Snow Leopard conservation extends to preserving Manang's beauty."
Nabin Neupane
Football Coach

big bell **Yamaste MANANG** **DEAZ WORK**

iocos NEPAL **WILD & FREE FOUNDATION** **ant foundation**
Health | Education | Conservation

MANANG FRIENDSHIP MATCH 2024
GOAL FOR CONSERVATION
September 19-24, 2024

"I believe in conserving Snow Leopards and preserving the stunning landscapes of Manang."
Upendra Man Singh
Former National Team Goalkeeper, Coach

big bell **Yamaste MANANG** **DEAZ WORK**

Press release:

Press release program was conducted in Ministry Café, Gairidhara, Kathmandu where more than 70 participants attended the program.



After press release news was cover in 40+ media some of them are as follows:

Training and practice in Futsal

All local participants (Manang Ngisyang Yak and Kajinsara Yak; ANNEX I-II) practiced in Manang at their local ground. Himalayan Snow Leopard team Member (See ANNEX III) were trained and practiced in Dhuku Futsal, Baluwatar, and Kathmandu.



Conservation Education Class and High Altitude Taught Program

Orientation class was organized in HRA office Naxal Kathmandu where Mr. Gopi Bhusal (CEO of Himalayan Rescue Association) and Dr Paras B. Singh brief about conservation program to the team members of Himalayan Snow leopard.



Posting in Social Media

After press release, each member of Himalayas (18 individuals), staffs of BIOCOS Nepal, Ant Foundation (20) and other various people posted press release in social media specially in Instagram and Facebook.

B. Event

Total 41 peoples including conservationists, naturalists, member of team Himalayan Snow leopard, team of media production, and team of journalists travelled to Manang on 19 September 2024 and first match was started on 20 September, 2024 in Timang. The program was concluded in Munji football ground on 22 September 2024.

Football Match combined with local cultural shows in Timang Football Ground

The match was organized between Himalayan Snow Leopard Team (Annex I) versus Kajisara Yak Team (Annex II). The match was watched by approximately 500 people. All officials of district headquarter of Manang (Chame) were presented in the program.



Football Match in Mungjee (September 22, 2024)

The match was played between Team Manang Ngisyang Yak and Team Himalayan Snow Leopard in Mungji Football ground. Officials of ACAP, Manang-Ngisang Rural Municipality and local people approximately 300 were presented in the program. Additionally, officials and members of Manang Ngisyang Rural Municipality were also played with Himalayan snow leopard team.



MEDIA COVERAGE

Journalists of Nepal Television and Kantipur TV were participated in the program.





Cultural Program

Local youths, women groups and school kids performed local dance in Chame and in Timang and Mungjee football ground. Most of participants were amazed by the performance. All shows were incredible. During cultural shows BIOCOS NEPAL and ANT FOUNDATION got opportunity to deliver message on conservation







MANANG FRIENDSHIP MATCH 2024
GOAL FOR CONSERVATION

MEET YOUR FAVORITE SINGERS


Reshma Pun
Ankhama Sapna Kesari


Ashusen Lama
Ok Chha Ta ni


Asmita Ranpal
Galti Mero Chhaina


Badri Pangeni
Chapal Chhiniyeo

Date: Asoj 4, 2081
Time: 6pm onwards



Chame Rural Municipality,
Chame, Manang



School Visit

To acknowledge performance of kids of Lowphiling School, our team visited school. All kids were excited. Message of conservation follow during school visit.



Snow leopard habitat and landscape observation

A day trip on September 21 was organized and team members were familiarized with snow leopard habitat and their survival strategies. Q and A program was held in the field.



Post in Social Media:

Post in social media and website were done through the following links:

<https://www.facebook.com/friendshipmatchforconservation>

<https://www.facebook.com/biocosnepal>

<https://www.facebook.com/wildandfreefoundation>

<https://www.facebook.com/profile.php?id=100087513082909>

https://www.instagram.com/antfoundation_nepal/

News Coverage:

List of article as followed:

<https://corporatekhabar.com/football-14/> हिउँ चितुवा र याकको संरक्षण गर्न फुटबल आयोजना गरिने

<https://dainikeenews.com/113713/2024/09/09> हिउँ चितुवा र याकको संरक्षणका लागि मनाङमा दोस्रो मैत्रीपूर्ण फुटबल आयोजना हुने

<https://thahakhabar.com/news/dgAx8qATQMpnw> हिमचितुवा र याक जोगाउन मनाङमा भिड्दै खेलाडी र कलाकार

<https://www.onlinekhabar.com/2024/09/1536358/there-will-be-friendly-football-in-manang>

<https://nepaltvonline.com/2024/09/118852/> हिउँ चितुवा र याकको संरक्षणका लागि मनाङमा दोस्रो मैत्रीपूर्ण फुटबल आयोजना हुने

<https://gorkhapatraonline.com/news/122883> दिगो पर्यटन प्रवर्द्धन गर्न फुटबल

<https://www.hamroartha.com/news/96114/> हिउँ चितुवा र याकको संरक्षणका लागि मनाङमा दोस्रो मैत्रीपूर्ण फुटबल आयोजना हुने

ETC

How our supporters were promoted in this event?

Total 40 posts were designed to share in social media with the logos of all supports. During Press Release Program, total 20 display board of 6ft x 3 ft and 3 ft x 20 ft were displayed. All videos prepared during "Friendship Match 2024" were shown in LED display. These boards were transferred all ways to Manang and displayed in each ground.



C. Post-Match/Event activities

a. Distributing Certificate and granting token of Love

Total 120 certificates were printed for the participants and supporters. All certificates and token of love were distributed in each football ground after completion of the program. On the last day of the match (22 September, 2024), appreciation certificates, token of love, certificates for participants were distributed.



Documentary preparation

A documentary of whole trip is under preparation. Photographs and videos will be shared.

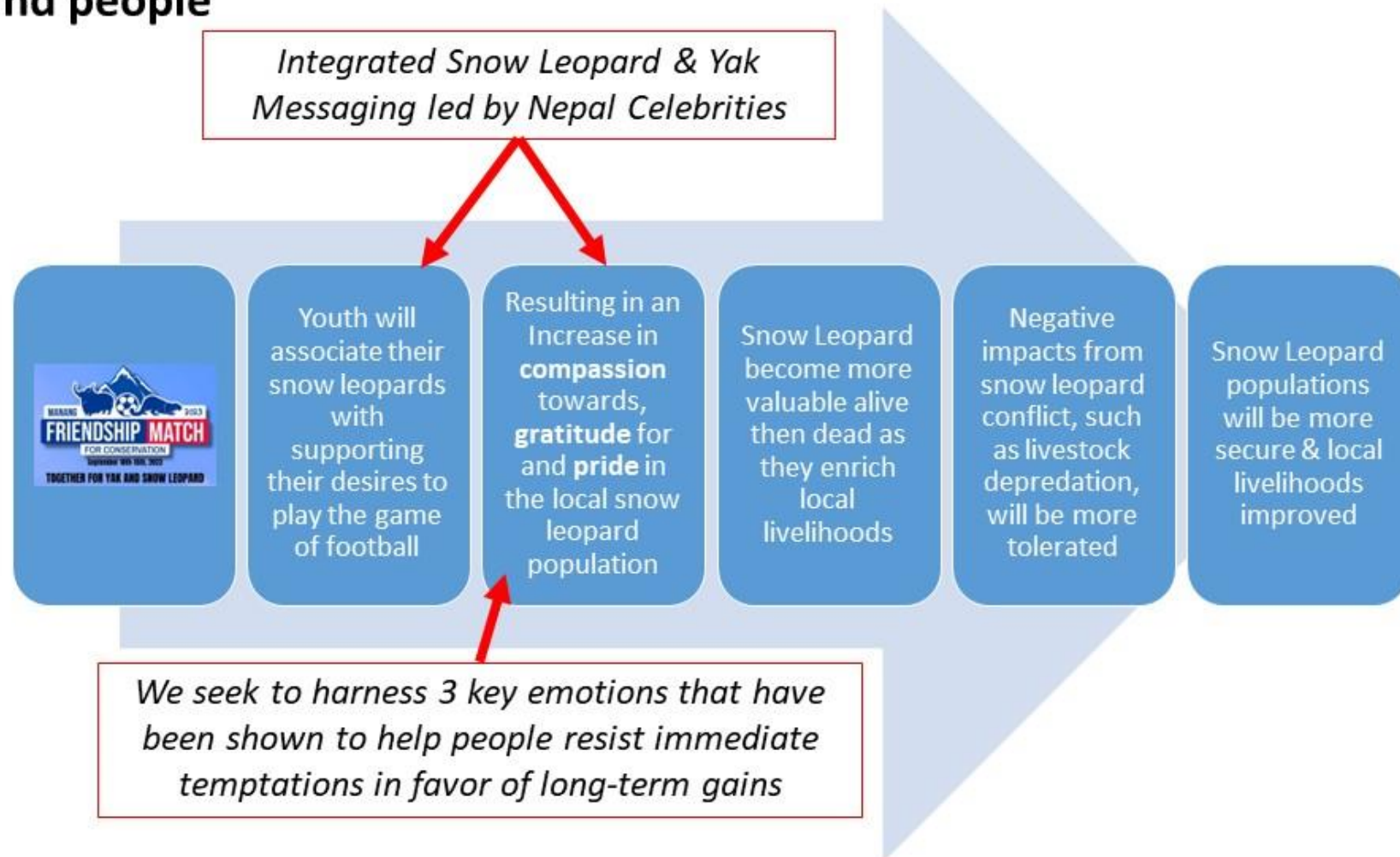
Message from Dr. Jeffrey Muntifering

In the Annapurna Conservation Area in north-central Nepal, conservation and social development are inextricably linked as the success of saving wildlife and improving local livelihoods rely upon each other. For centuries, local communities have coexisted with dangerous wildlife including the snow leopard, even when the high-alpine predator would often kill livestock especially yak. When the conservation area was proclaimed, strategies to protect the rare and endangered snow leopard focused on strengthening law enforcement and threats of fines without much consideration of the livestock losses due to snow leopard.

While laws are important to protect endangered wildlife like snow leopards, conservation must also seek strategies that go beyond the conventional policing approach. Especially where the majority of tangible impacts are negative (such as livestock loss), solutions that bring positive benefits to local people and communities are essential to improve the value local people attach to saving snow leopards. Typically, this all-too-common issue is addressed through ‘outreach and awareness’ campaigns that theorize that if the people just knew more about snow leopards and their threats than they would help protect them. While certainly sharing information about snow leopard biology and what they need to survive are important, we believe that harnessing the snow leopard’s currency to create opportunities that provide tangible benefits especially to youth by supporting activities they value will demonstrate that securing a future for snow leopards is also helping enrich lives and livelihoods. We reinforce this by engaging with celebrities in Nepal to help bring this message of hope and coexistence to the communities that bear the bulk of the burden. In essence, we believe that by harnessing three key emotions (pride, gratitude, and compassion) for snow leopard through football we will make significant contributions towards improving the situation for both youth and their snow leopards. In our conservation context, we believe harnessing these emotions will help offset some of the negative feelings and impacts of living with snow leopards and improve the value they attach to saving them. Given the popularity and importance of football in Nepal, it is hard to imagine a more fitting mechanism to connect youth in rural communities with protecting their snow leopards by creating new opportunities to play football that is sponsored by and catalyzed from successful and lasting snow leopard conservation (see our simplified Theory of Change below).

The first friendship match for conservation certainly delivered on this objective. Three separate matches in three different villages ensured that the positive conservation messages carried by the celebrity Himalayan snow leopard team be it from the 16 highly-visible banners and posters at each match, to the awards and recognition given to the local leaders and team members after the matches, to simply the vibrant uniforms adorned by some of Nepal’s most popular celebrities who posed for endless photos with local people, were diffused broadly. It also meant that more local people could become directly engaged in the events whether joining in each welcome ceremony, watching and cheering for the home teams at a match, or attending an evening event with traditional dances, speeches and, in one case, displaying dozens of heartfelt drawings and messages of hope to snow leopards from the local school children. Given the sheer number of individuals involved, it was hard to imagine anyone not somehow being exposed and inspired by the energy and enthusiasm – brought to Manang from their Snow Leopards.

Our simple Theory of Change for how we believe football can help create positive and lasting outcomes for both snow leopards and people



ANNEX I

S. No.	Himalayan snow leopard	Designation
1	Prasant Tamrakar	President Ant Foundation /Actor/Choreographer
2	Anil Gurung	Director AG10/Former Skipper – Nepal National Football Team
3	Aman Pratap Adhikary	Director/Media Personality
4	Rajendra Tamang	Coach/National Women's Football Team
5	Binod Maharjan	Goalkeeper/National Goalkeeper Coach
6	Anjan Bista	National Football Player
7	Asmita Rampal	Football Player/Dancer/Singer
8	Santosh Loksum	Mister Nepal 2024
9	Ashma KC	Miss World Nepal 2024
10	Reshma pun	Singer
11	Ashusen Lama	Singer
12	Dr. Parash Bikram Singh	Conservation Ecologist
13	Nirmal Poudel	Director/Namaste Manang
14	Pawan Rai	Program Officer, BIOCOS
15	Mahima Pandi Bhattarai	Media Person, Kantipur radio
16	Samarpan Jung Karki	Mr. Nepal 2023
17	Aavas Ghimire	Sports commentator
18	Binod Gurung	Co-founder/Namaste Manang

ANNEX II

S. No.	Kajinsara Yak
1	Naresh Kumar Singh
2	Munendra Gurung
3	Hira Bahadur GC
4	Subash Kumar Lamichhane
5	Lokendra Bahadur Ghale
6	Mingmar Doma Lama
7	Khadka Jung Gurung
8	Mangaldev Gurung
9	Binod Lama
10	Lopsang Lama
11	Kaile Gurung
12	Sabin Kumar Shrestha
13	Dhawa Chiring Lama
14	Ganesh Ghale
15	Babu Ghale
16	Dhan Bahadur Gauchan

ANNEX III

S. No.	Manang Ngisyang Yak
1	Pasang Sherpa
2	Karma Wangyal Gurung
3	Karma Sonam Gurung
4	Karma Dhundup B.K
5	Karma Gurung
6	Tashi Gurung
7	Mukhya Gurung
8	Jampa Tenzing Gurung
9	Karma Ngodup Gurung
10	Arjun Ghale
11	Karma Tashi Gurung
12	Sameer Gurung
13	Karma sonam
14	Tenzing Sherap Lama
15	Lopsang Lama
16	Karma Cheke Gurung

THANK YOU LIST

S.N.	Name	
1.	BIOCOS Nepal Team – • Pawan Rai • Pemadolma Sherpa • Buddhi Gurung • Sharmila Singh KC • Anusha Pahari • Kalyan Khadka	
2.	ANT Foundation – • Shekhar Raj Kashaju –IDEAZ WORX • Serina Tuladhar – IDEAZ WORX Ant Fondation • Yashna Tamrakar • Bimala Shrestha • Binith Man Tuladhar	
3.	Regional Organizer- • Manang Nyeshang Gaupalika • Chame Gaupalika	
4.	• Dr. Jeff Munti Fering (International Conservation Biologist)	
5.	Wild And Free Foundation – Matt Brackel (Founder and CEO)	
6.	Himalayan Snow Leopard Team 2024	
7.	Health Team : Chhoten Yangchen Lama (HA), Sharmila Ghale (ANM), Karma Gurung (Physiotherapist)	
8.	Namaste Manang – • Nirmal Poudel • Binod Gurung • Dronachal Raymaijhi	
9.	Supporters – • Great Plain Zoo • World Pheasant Association • Annapurna Conservation Area Project • Conservation Area Management Committee (Tanki- Manang and Manang) • Himalaya Rescue Association • Nyasang Youth Club • Braka Youth Club • Manang District Football Association • <i>Pradesh Khelkud Parisad, Gandaki</i> • <i>Yak Chauri Krishak Mahasangh</i> • Dhuku Futsal Hub • Big Bell Entertainment • Fashion Network Nepal • Film Journalist Association Nepal • Nepal Sports Journalist Forum • Subha Bhanbhoori Industry Pvt. Ltd (Pasture)	
10.	Photographers – • Kiran Khadka & team • Raj Thapa & team	