SAVING
ROYAL
BENGAL
TIGERS
100,000 Population 1800s
40,000 POPULATION 1900s
1,400 POPULATION NOW
CAUSES
OTHER CAUSES
3 OF 8 SUBSPECIES
3 OF 8 SUBSPECIES

NOW EXTINCT
PROJECT TIGER 1972
PROBLEMS
ILL-EQUIPPED
OVER-WORKED
UNDER-STAFFED
LACK OF GOVERNMENT POLICIES, JUDICIAL LAWS

OLD LAWS
POLICING TIGER TRADE
INTERNATIONAL PRESSURE
Problem 1

Charities constantly face the problem with effectively distributing funds received.

Where funds go to are usually ambiguous and this leads to corruption.
PROBLEM 2

CORPORATIONS LOVE TO INJECT THEIR BRAND BEHIND EVERY CAUSE. NO REAL COMMITMENT.

 NEED A GOOD WAY TO GET DONATIONS FROM THE PEOPLE (THE LONG TAIL).
AWARENESS?
COLLECTIVE INTELLIGENCE, COMMUNITY FUND MANAGEMENT

ADVERTISING NETWORK-LIKE DONATION DRIVE MODEL
Night Vision Goggles for Periyar Reserve
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam nostrud. more

Goal 65,000 INR
57,215

Donate Now

9 of 30 days left. Almost there! Please donate.

Wireless Comms Sets for Tadoba Reserve
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam nostrud. more

Goal 25,000 INR
12,690

Donate Now

12 of 30 days left.

New Vehicles for Bandhagarh Shelter
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam nostrud. more

Goal 100,000 INR
35k

Donate Now

25 of 30 days left.

Sniper Rifles for Manas Reserve
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam nostrud. more

Goal 90,000 INR
38k

Donate Now

22 of 48 days left.
RESCUING OUR TIGERS NOW! & SUPPORT A PROJECT

Six New Vehicles for Bandhagarh Reserve Staff
Goal 35,000 INR

DONATE NOW

135,695 INR raised so far
Delhi Daredevils v Mumbai Indians, IPL 2010, Delhi
Unchanged Delhi opt to bowl
Live scorecard | Preview | Nehra out for two weeks

New Zealand v Australia, 1st Test, Wellington
Clarke breaks silence on break-up
'I'm sure I'll get a bit of stick' | Taylor on alert for bouncers | George on standby for Harris

England in Bangladesh, 2009-10
Swann apologises for outburst
'It all happened in the heat of the moment' | Swann leaps to No. 2 in Test rankings

FREE wicket alerts straight to your mobile via Twitter!

Graeme Swann sealed England's victory as he completed his first 10-wicket haul in Tests © Getty Images

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Chennai hit by MS Dhoni injury
Captain could be sidelined for next two games

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