

IPAC MEETING MINUTES

Subject: National PA Network Name & Logo Selection
Date: April 13, 2010
Location: Platinum Suite Hotel, Dhaka
Participants: DG DOF
DG DOE
CCF Ishtiaq Uddin Ahmad
Ali Azher: PD of IPAC DOF
Azharul Mazumder USAID
Alamgir Hossain USAID
Zed Karim IUB
Aly Zaker Asiatic
Philip DeCosse IPAC
Bob Winterbottom IPAC
Zaid Ahmed IPAC

This meeting was held to decide on a name and logo for a national, integrated, co-managed protected area network. Asiatic facilitated the meeting, and started by inviting University of Dhaka and Anondomohan, Mymensingh to present a logo and perceptions about various names.


After much discussion it was determined that 'Nishorgo' best represented the conservation objective, and that Network captured the idea of an integrated PA system based on co-management.

Further, it was agreed that the attached logo would be the brand for the Nishorgo Network.


The Nishorgo Network and its logo will be used to brand the integrated network of forest, wetland and other protected areas supported by USAID's IPAC project and others going forward.

Meeting Minutes Affirmed By:

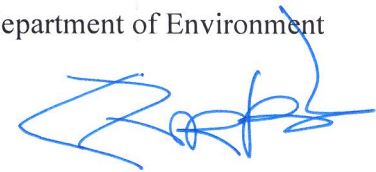
Forest Department


Md. Yunus Ali

Department of Fisheries


Dr. Syed Ali Azher
PD (Genis), IPAC
Department of Fisheries

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Mohammed Solaiman Haider
Deputy Director (Technical)



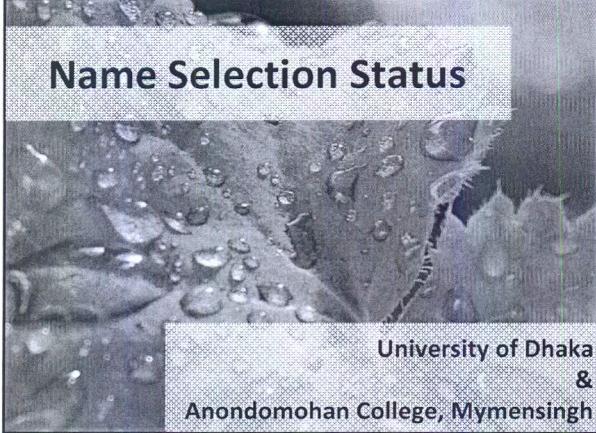
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Net Oyak

Net Oyak

Name Selection Status



University of Dhaka
&
Anondomohan College, Mymensingh

Long before we had this activation...

- We started off by preparing the Logo for the Network long before, and got approval of the Logo.



Long before we had this activation...

- Long after that, we started off the campaign for selecting a suitable name for the Network of Protecting Forest and Wetland Protected areas of Bangladesh.
- From those events, which were held in Khulna and Jahangirnagar Universities, Jalaranya got 25 votes to lead the pack in Jahangirnagar University and 28 votes in Khulna University. Other names got insignificant number of votes.
- Due to few technical difficulties, the program which was supposed to be held at two other places, got postponed.
- We modified the module substantially to get the program ingrained into the minds of the students.
- We also added a few names in our shortlisted list.

THEN...

Our Proposed Plan

- We had a list of probable names derived from focus group discussions and events organized with university students:
 - Jibongarh (Alternative: Jibonbhumi)
 - Pranobhumi
 - Jalaranya
 - Prokriti (Alternatives: Prokriti, Prokritipran, Prokritimita)
 - Shoho-Proyashi
 - Jol o Sthol
- Leaflets and Posters had been developed along with various other materials to create an ambience of forest and wetland in the location of the activation.
- We had appointed a Mime Group to present a Mime Show to create hype among the students.

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The Event

The Milma Show was the first attraction for the students.

After that, the students were given a sheet of paper from where they had to select from a list of ten names, a meaningful name which they thought to be perfect for the Network of Protecting Forest and Wetland Protected Areas of Bangladesh.

Then, we had the seating arrangements divided into groups, and each group were asked to give one name according to each group's choice.

After both the processes were complete, two names which had been proposed by us and which had received the highest number of votes, and two names out of the students' choice of names were hung in front to be voted by all the students.

The students were given 3 colors by which to color code the 4 shortlisted names:

- Red for most Exciting
- Blue for most Meaningful
- Green for most Appropriate

The name, which would have the most color codes against its name would be the winner from that session.

The Result (Proposed) Phase 1

- Jalarnya: 51 votes
- Prokritimita: 19 votes
- Prokritipani: 17 votes
- Jibongari: 8 votes
- Jibonbhumi: 12 votes
- Pranobhumi: 20 votes
- Prokriti: 15 votes
- Prokriti: 5 votes
- Shono-Proyash: 8 votes
- Jol o Sthol: 2 votes

The Result (From DU Students) Phase 1

- JoleBrikkho
- Jibonmoltri

The Result (Overall) Phase 1

Prokritimita: Exciting: 17 votes; Appropriate: 18 votes; Meaningful: 17 votes = 52 votes

Jalarnya: Exciting: 18 votes; Appropriate: 17 votes; Meaningful: 16 votes = 51 votes

Jolebrikkho: Exciting: 10 votes; Appropriate: 9 votes; Meaningful: 8 votes = 27 votes

Jibonmoltri: Exciting: 4 votes; Appropriate: 4 votes; Meaningful: 3 votes = 11 votes

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The Result (Proposed) Phase 2

- Jalaranya: 32 votes
- Prokritimita: 32 votes
- Prokritipran: 24 votes
- Jibongarhi: 5 votes
- Jibonbhumi: 25 votes
- Pranobhumi: 5 votes
- Prokriti: 11 votes
- Prokriti: 9 votes
- Shoho-Proyash: 29 votes
- Joi o Sthoi: 4 votes

The Result (From DU Students) Phase 2

- Prokritishokha
- Jibonmolti

The Result (Overall) Phase 2

- Prokritimita: Exciting- 9 votes; Appropriate- 10 votes; Meaningful- 10 votes = 29 votes
- Jalaranya: Exciting- 14 votes; Appropriate- 15 votes; Meaningful- 15 votes = 44 votes
- Prokritishokha: Exciting- 3 votes; Appropriate- 7 votes; Meaningful- 10 votes = 21 votes
- Jibonmolti: Exciting- 7 votes; Appropriate- 3 votes; Meaningful- 3 votes = 14 votes

The Result (Proposed) Phase 3 :Mymensingh

- Jalaranya: 41 votes
- Prokritimita: 35 votes
- Prokritipran: 45 votes
- Jibongarhi: 5 votes
- Jibonbhumi: 26 votes
- Pranobhumi: 23 votes
- Prokriti: 16 votes
- Prokriti: 0 vote
- Shoho-Proyash: 3 votes
- Joi o Sthoi: 3 votes

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The Result (From AC Students) Phase 3

- Prokritishokta
- Jibanmohtri

The Result (Overall) Phase 3

- Prokritipran: Exciting- 15 votes; Appropriate- 17 votes; Meaningful- 10 votes = 42 votes
- Jalaranya: Exciting- 16 votes; Appropriate- 21 votes; Meaningful- 27 votes = 64 votes
- Prokritiprayash: Exciting- 8 votes; Appropriate- 8 votes; Meaningful- 14 votes = 31 votes
- Jibanmohtri: Exciting- 5 votes; Appropriate- 8 votes; Meaningful- 12 votes = 25 votes

Overall Result

- Jalaranya was the common name within the students when we analyze the results of all the 3 activations which took place.
- In total, Jalaranya got 124 votes, followed by a large margin by Prokritimita (86 votes) and Prokritipran (83 votes).
- None of the names proposed by the students could get much popularity when the final turn for voting came.
- In the final voting session, Jalaranya lead by 159 votes, followed by a large distance by Prokritimita (81 votes), followed further down below by Jibanmohtri (50 votes).
- Overall Jalaranya received 283 votes, Prokritimita received 167 votes, followed by Prokritipran which received 83 votes.

Thank You!!

Hope we can now lock on a Name for the Network and move forward

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