



CONSERVATION PRODUCTS 2013

www.wwfindia.org



Dear WWF Patron,

"A thing of beauty is a joy forever"

Nothing could be more true with Mother Nature. Resplendent in her ever-changing colours, varied shapes and myriad hues, she has held us in awe, since time immemorial. It is to capture this magic that WWF-India has put together a stunning array of photographs, in its thematic range of cards, calendars and diaries. I am sure that this bouquet of images will leave you spellbound!

With images ranging from the vivid landscapes of the snowcapped Himalayas to the distinct earthy ochre patterns of tribal art, the collection brings alive the vibrancy of the varied facets of nature in all their glory.

So, this festive season give a gift of joy. Your purchase of our range of conservation products will help further our activities in the field of environment protection. I look forward to your continued encouragement and support.

With Seasons Greetings and best wishes for the New Year.

Sincerely

Ravi Singh
Secretary General & CEO
WWF-India

About WWF

WWF is proud to have completed 50 years of conserving nature, world wide. From a very small beginning the organisation today spans more than eighty countries. We have been in India since 1969 and have reached out to various sections of society through hands on conservation work, advocacy, education, events and campaigns, to create a national level mandate for nature conservation.

Our work in India, covers from biodiversity conservation to footprint mitigation. Our biodiversity conservation initiatives include protection of iconic species such as the Tiger, Elephant, Rhino, Snow Leopard, Asiatic Lion, Gharial, Gangetic River Dolphin, Red Panda, Nilgiri Tahr, Black-necked Crane and the otter, amongst others. We work in critically fragile regions which include.

- The Himalayan High Altitude Wetlands (across the Himalayan range)
- The Terai Arc (Uttarakhand, Uttar Pradesh and Bihar)
- Kaziranga and North Bank Landscape (Assam)
- Khangchendzonga and Western Arunachal (Sikkim and Arunachal Pradesh)
- Sundarbans (West Bengal)
- The Ganga River Basin
- Satpura-Maikal (Central India)
- Western Ghats (South India)
- Bharatpur and other National Parks and Tiger reserves

As a part of our footprint mitigation efforts, we promote sustainable management practices in forests and agriculture and in reducing river pollution. We also work closely with policy makers, business & industry to adopt practices for mitigating the effect of greenhouse gases.

Mission

To stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature.

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Himalayan Rhapsody



Lofty, silent and remote, yet life giving - Himalaya or the "abode of the Gods" is the source of our mighty rivers. A rhapsody of earth, water and ice this beautiful 12 image calendar will transport you to celestial heights.

Product Code: WC 13 101
 Size: Width 17" x Height 11"
 Open: 17" x 22"
 Centre Stapled: 28 pages
 Paper: 170 gsm Art Paper
 Price: ₹ 159/-



Action in The Forest



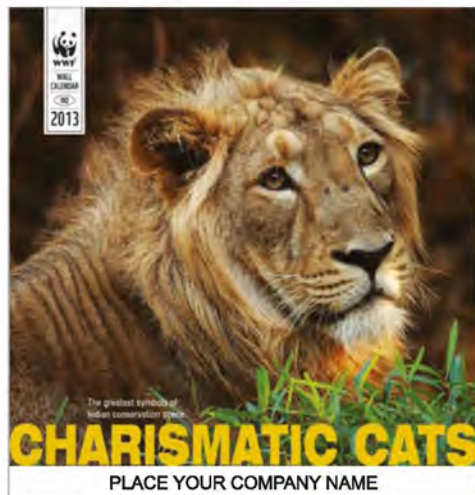
Among the still leaves and the silent trees, a sudden movement, a flash of gold and green. The forest is the stage for drama – breath-takingly quick – images captured in the moment following hours of stillness.

Product Code: WC 13 102
Size: Width 13.75" x Height 9.5"
Open: 13.75" x 19"
Centre Stapled: 28 pages
Paper: 170 gsm Art Paper
Price: ₹ 115/-



WALL CALENDARS

Charismatic Cats



Nature's symmetry, evolved over 40 million years ago, these charismatic cats are majestic rulers of the Indian jungles. Velvet-pawed, they tread softly on the forest floor, ready to unsheath their scimitar claws.

WWF-India brings you 12 magnificent images of these powerful predators

Product Code: WC 13 103
 Size: Width 11.5" x Height 11"
 Open: 11.5" x 22"
 Centre Stapled: 28 pages
 Paper: 170 gsm Art Paper
 Price: ₹ 130/-



Whisper of Wings



May you always hear the whisper of wings – this hushed prayer, we must hear and take heed, for our feathered friends, fast vanishing—many of which are threatened by extinction. This collection of images from an eminent birder is a tribute to the vast diversity of birds of India, many of which may vanish forever.

Product Code: WC 13 104
 Size: Width 11.75" x Height 8.25"
 Open: 11.75" x 16.5"
 Centre Stapled: 28 pages
 Paper: 170 gsm Art Paper
 Price: ₹ 85/-



Teens for Tigers



"We do not inherit the earth from our ancestors, we borrow it from our children". This calendar, for the very discerning, shows us tigers through young eyes, changed forever by this sight. The love for tigers grows with these teens, and their photographs inject the viewer with the artists' love for their subject.

This exclusive FSC certified calendar has 12 stunning images of the Tiger and its habitat.

Product Code: DC 13 105
Size: Width 8.25" x Height 7.75"
with Planner
Wiro Binding - 26 pages
Paper: 160 gsm FSC certified
Price: ₹ 159/-



Tribal Lore



Mother Nature and her elements have inspired us with awe and adulation since ancient times – tribes deified Nature as the Mother Goddess and prayed for her bounty. Folk lore was recorded in the form of paintings such as these, in a time when humans lived in harmony with Nature.

This calendar brings you 12 wonderfully inspired tribal paintings

Product Code: DC 13 106
Size: Width 9.5" x Height 7"
with Planner
Wiro Binding - 26 pages
Paper: 170 gsm Art Paper
Price: ₹ 110/-
(Corporate Gift Pack with
Tribal Lore Diary -Page 17)



Elements of Nature



Product Code: DC 13 107
 Size: Width 7" x Height 8.5"
 with Planner
 Wiro Binding - 28 pages
 Paper: 170 gsm Art Paper
 Price: ₹ 100/-



An ode to the transience of one of the most powerful and vital elements of nature - water - irreplaceable and everchanging - water is not just necessary to life, it is life itself.
 With 2013 being the International Year for Water Cooperation, this calendar with its 13 beautiful images highlights Water, in its various forms



DESK CALENDARS



This calendar brings us 13 vivid images of Nature's use of the colour blue

A 2x6 grid of 12 images showing various natural subjects. The top row includes: a butterfly with blue and orange wings on a green plant; a blue flower with yellow center; a zebra's head with black and white stripes; a goat's head with horns; a blue and white butterfly; and a small blue and white bird perched on a branch. The bottom row includes: a colorful parrot on a rock; a blue bird with a red crest; a kingfisher with blue and yellow feathers; a white flower with a dark center; two blue birds on a branch; and a landscape with mountains and a river.

Landscape

Size: Width 7" x Height 5"
 Specification: Blank Inside
 Paper: 250 gsm
 Price: ₹ 15 per piece



Product Code: CL 13 109



Product Code: CL 13 110



Product Code: CL 13 111



Product Code: CL 13 112



Product Code: CL 13 113

Flora & Fauna

Size: Width 7" x Height 5"
Specification: Blank Inside
Paper: 250 gsm
Price: ₹ 15 per piece



Product Code: CF 13 114



Product Code: CF 13 115



Product Code: CF 13 116



Product Code: CF 13 117



Product Code: CF 13 118

Flora & Fauna

Size: Width 7" x Height 5"
Specification: Blank Inside
Paper: 250 gsm
Price: ₹ 15 per piece



Product Code: CF 13 119



Product Code: CF 13 120



Product Code: CF 13 121



Product Code: CF 13 122



Product Code: CF 13 123

Ranthambhore

Size: Width 9" x Height 6"

Specification: Blank Inside

Price: ₹ 30 per piece



Product Code: EX 803



Product Code: EX 804



Product Code: EX 805



Product Code: EX 806



Product Code: EX 807

Landscapes

Size: Width 7" x Height 5"
Specification: Blank Inside
Paper: 250 gsm
Price: ₹ 12 per piece



Product Code: CL 12108



Product Code: CL 12109



Product Code: CL 12110



Product Code: CL 12111



Product Code: CL 12112

Flora & Fauna

Size: Width 7" x Height 5"
Specification: Blank Inside
Paper: 250 gsm
Price: ₹ 12 per piece



Product Code: CF 12113



Product Code: CF 12114



Product Code: CF 12115



Product Code: CF 12116



Product Code: CF 20



Product Code: CF 12118



Product Code: CF 12119



Product Code: CF 12120



Product Code: CF 12121



Product Code: CF 12122

Water

Size: Width 7" x Height 5"
Specification: Blank Inside
Price: ₹ 12 per piece
Limited stocks available



Product Code: CW 22



Product Code: CW 24

The Wild Connection



WWF-SGC-40



WWF-SGC-33



WWF-SGC-35



WWF-SGC-36



WWF-SGC-37



WWF-SGC-38



WWF-SGC-39



WWF-SGC-41



WWF-SGC-42



WWF-SGC-43



WWF-SGC-44

Size: Width 7" x Height 5"
Price: ₹ 8 per piece
Limited stocks available

The Silent Masters

Size: Width 8.75" x Height 5.75"

Price: ₹ 12 per piece

Limited stocks available



WWF-LSGC-19



WWF-LSGC-20



WWF-LSGC-22



WWF-LSGC-23



WWF-LSGC-26



WWF-LSGC-27



WWF-LSGC-28



WWF-LSGC-29

The Sylvan Souls

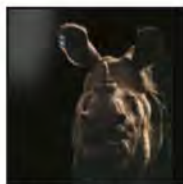
Size: Width 8" x Height 8"

Price: ₹ 12 per piece

Limited stocks available



WWF-LGC-03



WWF-LGC-04



WWF-LGC-05



WWF-LGC-06



WWF-LGC-08



WWF-LGC-12



WWF-LGC-13

Tribal Lore



Product Code: DTL- 13 124

Size: Width 6" x Height 8.5"

Specifications: 1 day 1 page, Undated

Paper: 70 gsm ITC

Cover: Hardbound

348 pages including 24 full colour separator pages

Price: ₹ 295/-

(*Corporate Gift pack with

Tribal Lore Desk Calendar - Page 7)



Tribal Lore is a tribute to ancient indigenous ways when people lived in harmony with Nature. This diary highlights tribal communities' deep understanding and admiration for the natural world – skillfully rendered they are an expression of thanks giving for Nature's bounty, shared willingly with all denizens of the forest.

Foot Print



Product Code: DFP 13 125
 Size: Width 7.5" x Height 10"
 Specifications: 1 day 1 page, Undated
 Paper: 70 gsm ITC
 Cover: Hardbound
 348 pages including separator pages
 Price: ₹ 299/-

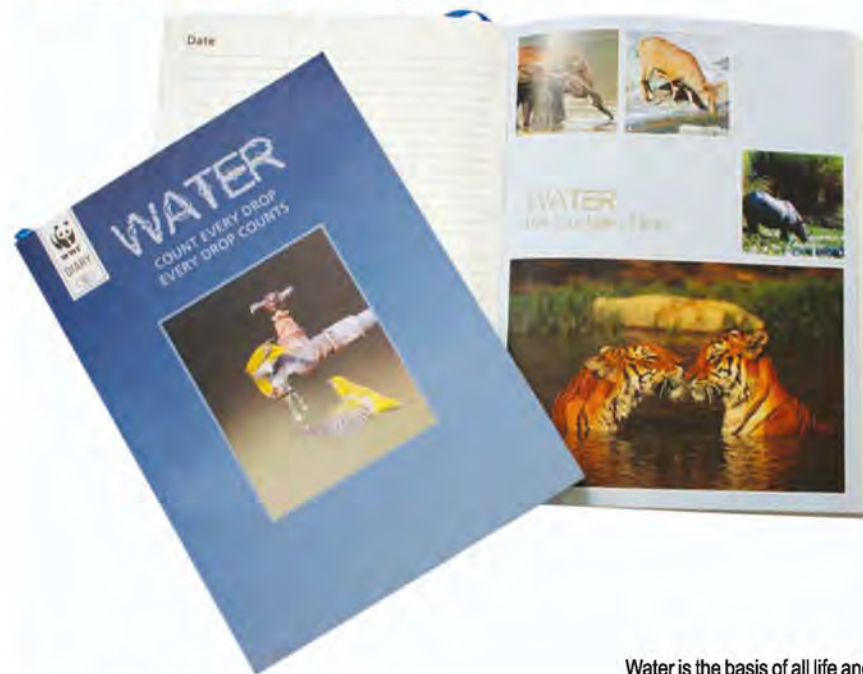


Covers - Assorted Colours with Animal Footprints



The life of every animal has a valuable role to play in the larger pattern of things - Each one counts. Through this diary WWF-India creates awareness for these twelve species, conveying the importance of conserving and protecting them. The design for the diary is inspired by the patterns created from the distinctive tracks made by paw marks or hoofprints of these Indian animals.

Water - Every Drop Counts



Product Code: DW 003
Size: Width 7" x Height 9.5"
Specifications: Half page per day, Undated
Paper: Agri-waste recycled
Cover: SBS paperboard with matt finish
240 pages including 24 full colour separator pages
Price: ₹ 245/-

Water is the basis of all life and covers 70% of our blue planet, yet only 1% of the earth's water is fresh, with 99% saline or frozen!! It's no wonder all cultures venerate and worship this precious commodity.

This thought-provoking diary brings to you over 75 riveting images of various aspects of water - its sacred sources, its flora and fauna, its uses, abuses and threats to bring home to you its incomparable value - there's nothing else like - ever drop counts so count every drop.

Conservation on Canvas



Desk Calendar

Product Code : DC -13-126

Size : Height 8.5" x Width 7" Closed with planner

No of Leaves : 13

Paper : 170 Gsm Art Paper

Binding : Wire-o Binding

Price : ₹ 198 /-

*Minimum Order 1000 pcs.



About Conservation on Canvas:

'Conservation on Canvas', the art collection, is a repository of canvases that capture the critical issues of environment conservation, bringing to life the splendid and myriad colors of nature and its intricate relationship with human beings. Renowned artists of India have come forward to join hands with WWF-India to support its conservation efforts in the country by painting for the cause or giving a painting from their collection.



Conservation on Canvas



Conservation on Canvas
Exclusive Diary & Wall Calendar
Combo Pack: ₹ 999/- ONLY

Diary

Product Code : DCC -13-128
Size : 8.25" x 5.75" (H x W)
Finished
Specifications : Yearless Diary
with 200 Pages + 6 Separators
Cover : Hard bound cover
Paper : FSC Paper
Binding : Section Sewing Cover
Drawn on + Round Cornering
Price : ₹ 549/-

Wall Calendar

Product Code : WC -13-127
Size : Height 22" x Width 17"
No of Pages : 14 Pages
Paper : 160 Gsm FSC Paper
Binding : White Wire-o Binding
Price : ₹ 499/-



EXCLUSIVE COLLECTION

Carry Bags



CB-C111 - Ranthambhore Self Help Group Bag
Size: 12"x15"



CB-C112 Help I'm Endangered Bag
Size: 14"x4"x15"



CB-C113 - WWF Bag
Size: 14.5"x4.5"x14.5"



BBJ-LP 103 - Bottle Bag
Size: 4"x5"x12"



CB-C115 Carry Bag in Pouch
Size -15.5x4x14.5" • Pouch size 4.5 x 6.5"



CB JLP 120 - Leaf Print
Size: 15.5 x 6 x 16"



CB-JTFM 121 - Bagh Bachao
Size: 15.5 x 6 x 14"

Note Books and Office Products



SD-60
Size: 3.25"x 6.75"
Any year diary
Paper: 80 gsm Maplitho
No of pages: 55



NBST-101
Size: 7" x 4.75"
No. of pages: 128
Agri-waste recycled paper, Ruled pages



NBPP-102
Size 5.75" x 3.75"
No. of pages: 100
Agri-waste recycled paper, ruled pages



F-J1105
Size: 10" x 14"
Inside: 2 pockets and a paper holder



FCM-106
Size: 9.5" x 14"
Inside: 2 pockets and a paper holder



CBR - SS 102 - Clipboard
Size: W-8.75" x H - 12.5" Recycled Paper
12 species

Camping Equipment



DP-101
Size: 12x9x18"
Weight: 700 gm



RS101/RL 22
Size: 12x10x22"
Weight: 1.53kg
Capacity: 45-50 liters



RS103/RL 10
Size: 13x13x26"
Weight: 2.25 Kg
Capacity: 65 liters



RS104/RL 16
Size: 18x10x29"
Day pack: 12x6x15"
Weight: 2.73 Kg
Capacity: 60 + 10 liters



Alpine Tent
men 7'x5'x4.5'
4 men : 7'x7'x5'
aluminium poles
1300gms pipe.
(2 standing
and 1
ridge)



SB-101
Size: 6.5 x 2.3 ft
When packed: 13x34x11"
Weight: 1.9 Kg
Ideal for 10° degree c

Watches

WWF-India Signature Tiger Watch Collection is a limited edition of WWF premium signature watches, which men and women can wear as a reminder to protect the majestic cat.



TWM - 9368
Men's Watch



TWM-98
Ladies Watch



TWM-9368
Km01 (blk&gold)
Japanese Automatic machinery
Strap Col 1: Black & Gold
Strap Col 2: Black

TWM-9368
Km02 (Black)
Designed by WWF-India
Manufactured by Titan



TWM-98 YM 01 (Ladies)
Tiger encrusted with crystal dust
Colour: Champagne Gold
Strap: Bracelet strap
Designed by WWF-India
Manufactured by Titan



TFWS-100
Watch Dial 4 cm diameter,
steel casing, black PU strap



TFWG-101
Watch Dial 4 cm diameter,
gold plated casing, brown PU strap



T-Shirts



TSPK-106
Rust Charcoal, Forest Green



TSIL-104
Green, Blue, Beige



TSJT-105 for Adults
TSJT-K 105 for Kids
Sunshine Yellow, Khaki, Leaf Green



TSPK-106 colours



TSIL-104 colours



TSJT-105 colours

Accessories



N1-7074
Assorted wild animal prints



CP 101
Olive Green, Black, Gray



NTP-100
Premium Ties
Grey & Gold
Panda logo print



N1-7075-
Scarves Assorted
Flora & Fauna prints

Keychains & Gifts



KC-PP101 -
Panda & Pugmark
Total length: 3.75"



KCP-105
Panda Green
Panda Rust
Total length: 3.75"



KCBB- 103
Bagh Bachao
Total length 3.5"

KC-PS102
Panda

Total length: 3.75"



RW-DE 100 - Elephant
Door Stopper / Paper Weight
100% Recycled Wood FSC certified,
Size : 7" x 2.5" x 0.75",
(FSC Code C018017)



RW-DL 101 - Leopard
Door Stopper / Paper Weight
100% Recycled Wood FSC certified,
Size : 7" x 2.5" x 0.75",
(FSC Code C018017)



Gifts



MPB-100
Ceramic mug



MPP - 101
Bone China mug



MPTE -102
Bone China mug



WBR-WP 101
Water Bottle -
non insulated
Aluminium, 750 ml.
(recycleable)



Mounted Animal Prints (Wall hanging)
RB-101 - Large Size: 19" x 21" approx
RB-102 - Medium Size: 8.5" x 9" approx



W1 7003
Playing Cards - Standard size
Set of 2 packs



WWF - India Offices

For enquiries, please contact the nearest WWF-India Office
<http://www.wwfindia.org/products>

DELHI - WWF-India Secretariat

172- B, Lodi Estate, Max Mueller Marg, New Delhi - 110003
 Tel : 011 4150 4834/4815, 4351 6249 / Fax : 011 41504779
 Email : products@wwfindia.net

ANDHRA PRADESH

818, Road No. 2 Castle Hills, Near N.M.D.C.,
 Vijay Nagar Colony, Hyderabad - 500 057
 Telefax: 040-23534151 / 23533998
 Email : ftampal@wwfindia.net, psrinivas@wwfindia.net

ASSAM & ARUNACHAL PRADESH

202, Meghmalla House, F.C. Road,
 Uzan Bazar, Guwahati - 781 001
 Telefax: 0361-2634654 / Email : sbaruah@wwfindia.net

GOA

Behind Goa Science Centre Complex,
 Miramar, Panaji - 403001 / Telefax: 0832-2465480
 Mob.: 9637846521 / Email : jairamharmalkar@yahoo.co.in

GUJARAT - Vadodara

C/o Manubhai Patel Dental College
 Vishwajyoti Ashram, Near Vishwamitri Bridge
 Munchmahuda - 390011, Vadodara
 Telefax : 0265- 2352372 / Email : jbhath@wwfindia.net

GUJARAT - Valsad

10, Amisha Society, Opp. First Gate
 Atul - 396 020, Dist. Valsad
 Tel : 02632-233597 / E-mail : mdave@wwfindia.net

HIMACHAL PRADESH

Bishop Cotton School, Gate No. 2, Near UCO Bank
 By Pass Road, New Shimla - 171 009
 Tel : 0177-2670173 / Email : vthaplyal@wwfindia.net

JAMMU AND KASHMIR

Centre for Environment Education Training (CEET)
 New University Campus, Jammu - 180006
 Telefax : 0191-2439893/ 2435261
 Email : wwjjk@rediffmail.com

KARNATAKA

Kamla Mansion' 143, Infantry Road, Bangalore - 560 001.
 Tel : 080-22863206 / Telefax : 080-22866685
 Email : wwfkso@dataone.in

KERALA

C.O.Madhavan Road, Vanchiyur - P.O.
 Thiruvananthapuram - 695 035.
 Telefax : 0471-2302265 / Email : renjanmv@wwfindia.net

MADHYA PRADESH

EPCO Building, Paryavaran Parisar E-5, Arera Colony,
 Bhopal - 462 016 / Tel : 0755-2466886/0755-2469297
 Fax : 0755-2462136(EPCO) / Email : ssaxena@wwfindia.net

MAHARASHTRA- Mumbai

C/o Godrej & Boyce Mfg Co. Ltd. Lalbaug, Parel,
 Mumbai - 400012 / Tel : 022-24701361 / Telefax : 2470 0030
 Email : mghosh@wwfindia.net, gprabhu@wwfindia.net

MAHARASHTRA- Pune

102B/ B-2, Vijay Mangal Apartments,
 Near Deep Bungalow Chowk, Shivaji Nagar, Pune - 411 016
 Tel : 020-25674670 / Mobile : 0988 1570 118
 Telefax : 2567 4675 / Email : sdharmadhikari@wwfindia.net

ORISSA

A-4/2, Prakruti Bhawan, Nilakantha Nagar,
 Bhubaneswar - 751 012
 Tel : 0674-2564647 / Mobile : 09437076597
 Email : mpeters@wwfindia.net

RAJASTHAN

Udaipur City Palace, Udaipur - 313001
 Mob : 9828066650 / Email : asoni@wwfindia.net

TAMIL NADU

Old No. E-96/New No. 16, 13 - West Street,
 Kamaraj Nagar (West), Thiruvannamiyur, Chennai - 600 041
 Tel : 044 -42110690 / Mobile : 09444983700
 Email : kvlakshminarayanan@wwfindia.net,
 vijayabharathi@wwfindia.net

WEST BENGAL

Tata Centre, 1st Floor, 43, J. L. Nehru Road
 Kolkata - 700 071 / Tel : 033-22883038
 Telefax : 033-22883761 / Email : ssen@wwfindia.net

TERMS AND CONDITIONS

- Products in the catalogue are subject to availability.
- All Demand Drafts to be drawn in favour of 'World Wide Fund for Nature-India'
- Customisation for bulk orders are welcome- Artwork/Overprinting will be charged extra.
- Minimum order - 100 calendars or the equivalent rupee value.
- All taxes as applicable will be extra.
- Freight on actuals, will be extra.
- 50% advance with order, balance payment on delivery.
- In case of cancellation of order, the advance will be forfeited.
- All delayed payment will attract interest @ 24% pa.
- Please allow for upto 3-4 weeks for delivery