



WWF

CATALOGUE

IND

2012

# Catalogue 2012

CONSERVATION PRODUCTS



## WWF - India

Dear WWF supporter,

“Care for what you love - Care for Nature” is our simple but direct message to you. We reach out with this appeal, through our thematic range of calendars and cards, with an amazing and awe-inspiring array of photographs.

The themes vary from stunning images of pristine wildlife sanctuaries – a safe haven for India’s flora and fauna – to the attention grabbing ‘Red Alert’ theme, showing the vibrant use of the colour red, in nature.

It is hoped that such offerings, while evoking appreciation for nature’s bounty, make you more determined to preserve our natural world.

The proceeds from the sale of these WWF conservation products, will help to support us in our conservation work. Join hands in solidarity to show that you care!

Thank you for your continued encouragement & support.

With greetings & 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 organization 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)
- Khazendzonga and Western Arunachal (Sikkim and Arunachal Pradesh)
- Sundarbans (West Bengal)
- 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 effects 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.



Photo © Santosh Saligram

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Wall  Calendars 

# Wall-Calendars



## My Home, My Sanctuary

All beings are safest within the sanctuary of their own homes: this is also the basis for India's long tradition of conservation, traced as far back as the 3rd Century BC. Today India's sanctuaries and national parks - in their lakes, forests, mountains, grasslands and seas-provide protection to over 1,200 species of birds, around 400 species of mammals, and a myriad of insects and plants among others. Rare glimpses of the country's most precious assets have been captured in this insightful calendar that offers 12 spectacular images of Indian sanctuaries and national parks.

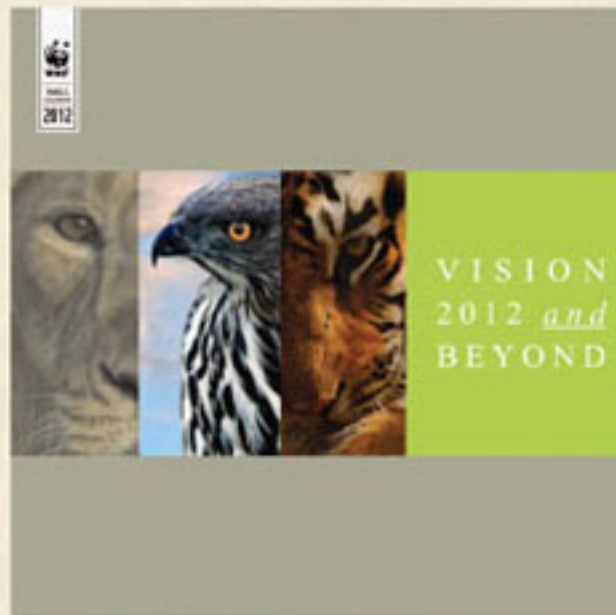
Product Code: WC 12100  
 Size: Width 16.5" x Height 11"  
 Centre Stapled: 14 pages  
 Paper: 170 gsm Art Paper  
 Price: ₹.130/-



January 2012

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

PLACE YOUR COMPANY NAME



## Vision

A valuable gift shared by many of the land's splendid wildlife is their keen eyesight, the ability to discern at great distances whatever's coming their way, an indispensable tool for their survival. We too must open our eyes and use our "Vision" as the foundation of all our work - to protect the environment and work for sustainable development to preserve our magnificent natural heritage.

WWF illustrates this concept with 12 portraits of Indian fauna with keen vision.

Product Code: WC 12101  
 Size: Width 11.25" x Height 11"  
 Centre Stapled: 14 pages  
 Paper: 170 gsm Art Paper  
 Price: ₹.125/-



January 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

PLACE YOUR COMPANY NAME



# Wall-Calendars



## Wild Grace

The perfection of form, honed by millennia for superior functionality, its flowing lines and limitless grace captivating and mesmerizing cultures down the ages. – we bring you WILD GRACE personified – The Tiger. With its commanding presence, distinctive pelage and natural poise, this king of the Indian jungles is a glorious sight to behold.

WWF brings you this appeal to preserve the spirit of India and its forests for future generations with 14 wonderful tiger images showing its inimitable wild grace.

Product Code: WC 12102  
 Size: Width 13.5" x Height 9.5"  
 Centre Stapled: 14 pages  
 Paper: 170 gsm Art Paper  
 Price: ₹.95/-



PLACE YOUR COMPANY NAME



## Nature's Notes

Clear sunlight breaks through the trees, shadows dance in nimble steps, leaves sway to a rhythm that only they can hear. This and many other symphonies from Mother Nature to inspire, motivate and teach us valuable lessons for life. WWF brings you Nature's Notes, a Planner for your wall, desk or pin board with 12 stunning images of nature with inspirational quotes

Product Code: WC 12103  
 Size: Width 11.5" x Height 8.25"  
 Centre Stapled: 14 pages  
 Paper: 170 gsm Art Paper  
 Price: ₹. 65/-



PLACE YOUR COMPANY NAME



Desk Calendars





# Desk Calendar



## Red Alert

Product Code: DC 12106  
 Size: Width 8.5" x Height 7"  
 With Planner  
 Paper: 170 gsm Art Paper  
 Price: ₹. 95/-

Red and shades of red contain the longest wavelength of light visible to the human eye. In nature, shades of red are often the most eye-catching, and can be indicative of a specific purpose in fruit, flowers, fish and fowl amongst others. Man, being nature's child, has taken a cue from the natural world to adopt this colour for its special significance - both in culture and in business. WWF grabs your attention with 12 vibrant images illustrating nature's use of the colour Red.



## Quenching Thirst

Water is life in the wild - it is life giving, but takes it too - the waterhole, where - though vulnerable - they must come to quench their thirst! Jungle lore tells of the hunter waiting for his hapless victim or a predator's ambush for its next meal, at the waterhole. Water is the basis of life - our forests and its denizens preserve and protect sources of our fresh water. We in turn owe them our protection. WWF brings you 12 beautiful images of wild animals quenching thirst.

Product Code: DC 12107  
 Size: Width 7" x Height 6"  
 Paper: 170 gsm A1 Paper  
 Price: ₹. 75/-



 Greeting Cards

Greeting Cards 



# Greeting Cards

## Landscapes

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



## Flora & Fauna

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



Product Code: CL 12108



Product Code: CL 12109



Product Code: CL 12112



Product Code: CL 12110



Product Code: CL 12111



Product Code: CF 12113



Product Code: CF 12114



Product Code: CF 12115



Product Code: CF 12116



Product Code: CF 12117

# Greeting Cards

## Flora & Fauna

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



## Ranthambhore

Size: 9"x 6"  
Specification: Blank Inside  
Price: ₹.30 per piece



Product Code: CF 12118



Product Code: CF12119



Product Code: CF 12121



Product Code: CF 12120



Product Code: CF 12122



Product Code: EX 803



Product Code: EX 804



Product Code: EX 805



Product Code: EX 806



Product Code: EX 807

# Greeting Cards

## Landscape

Size: 7" x 5"  
Specification: Blank Inside  
Price: ₹.12 per piece



Product Code: CL 11



Product Code: CL 12



Product Code: CL 13



Product Code: CL 14



Product Code: CL 15

## Fauna

Size: 7" x 5"  
Specification: Blank Inside  
Price: ₹.12 per piece



Product Code: CF 16



Product Code: CF 17



Product Code: CF 18



Product Code: CF 19



Product Code: CF 20

## Water

Size: 7" x 5"  
Specification: Blank Inside  
Price: ₹.12 per piece



Product Code: CW 21



Product Code: CW 22



Product Code: CW 23



Product Code: CW 24



Product Code: CW 25

## The Wild Connection

Size: 7" x 5"  
Price: ₹.10 per piece  
Limited stocks available



WWF-SGC-33



WWF-SGC-34



WWF-SGC-35



WWF-SGC-36



WWF-SGC-37



WWF-SGC-38



WWF-SGC-39



WWF-SGC-40



WWF-SGC-41



WWF-SGC-42



WWF-SGC-43



WWF-SGC-44

## The Silent Masters

Size: 8.75" x 5.75"  
Price: ₹.12 per piece  
Limited stocks available



WWF-LSGC-18



WWF-LSGC-19



WWF-LSGC-20



WWF-LSGC-21



WWF-LSGC-22



WWF-LSGC-23



WWF-LSGC-24



WWF-LSGC-25



WWF-LSGC-26



WWF-LSGC-27



WWF-LSGC-28



WWF-LSGC-29

## The Sylvan Souls

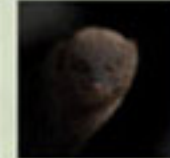
Size: 8" x 8"  
Price: ₹.12 per piece  
Limited stocks available



WWF-LGC-03



WWF-LGC-04



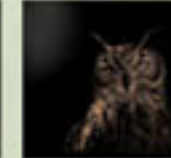
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WWF-LGC-06



WWF-LGC-07



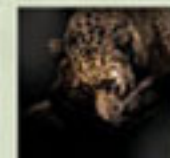
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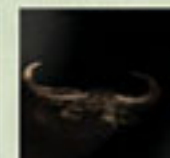
WWF-LGC-09



WWF-LGC-10



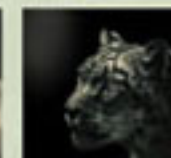
WWF-LGC-11



WWF-LGC-12



WWF-LGC-13



WWF-LGC-14



Photo © Nachiketa Bajaj



# Diaries

# Diaries



## Tiger Talk

The exclusive 'Tiger Talk' Diary brings to you the stories of Tigers and the Unsung Heroes who have devoted their lives towards protecting tigers in the wild. This diary is a repertoire of tiger and tiger landscape photographs, unknown tiger facts and stories of love, courage and hope.

Product Code: DTT 001

Size: Width 6.5" x Height 8.75"

Specifications: Any year diary

Paper Quality: Recycled Paper

Cover: Regina paper (soft faux pas leather) with glossy finish

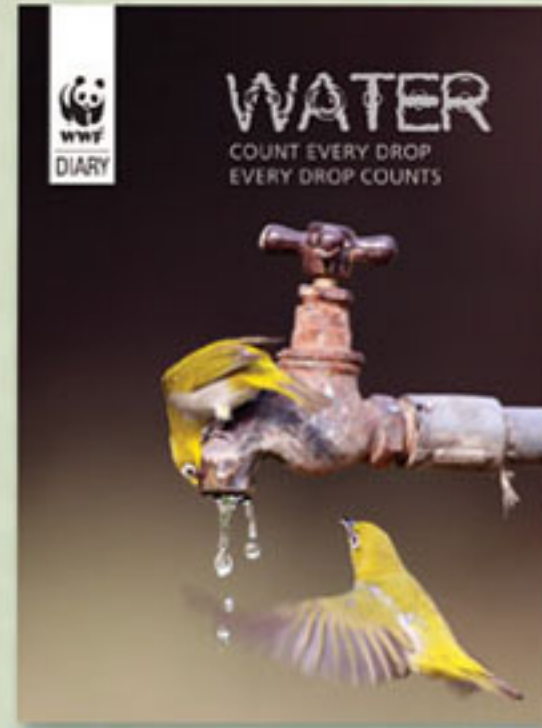
Rubberband holds the diary pages closed and in place.

With 200 pages and 12 stunning separators.

Price: ₹.399/-

Please contact Ms.Pooja Dey at [pdoy@wwfindia.net](mailto:pdoy@wwfindia.net)

Ph: 011- 41504831/ 4809



## Water - Every Drop Counts

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 it - every drop counts so count every drop.

Product Code: DW 002

Size: Width 7" x Height 9.5"

Specifications: 1 day, 1 page.

Paper Quality: Recycled Paper

Cover: SBS paperboard with matt finish

344 pages with 12 coloured separator pages.

Price: ₹.299/-



Tigers are digitigrade. Like all other cats, they walk on their toes. This helps distribute body weight over the balls of the feet, giving them a fluid and silent walking motion.





## WWF - India Offices

For any enquiries, please contact the nearest WWF-India Office

<http://www.wfindia.org/products>

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## TERMS & CONDITIONS

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