



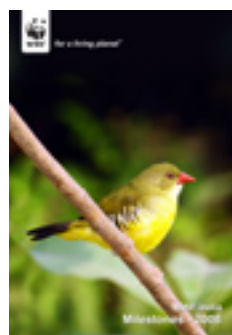
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WWF-India
Milestones - 2008

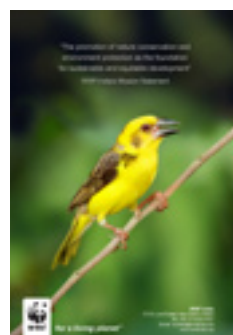


1. World Migratory Bird Day, May 10, 2008, Ladakh © Pankaj Chandan
2. Release of Carbon Disclosure Project Report © Climate Change Program
3. Release of newsletter by Shimla Office © Shimla Office
4. Ozone Day 2008 - Painting Competition, Kerala © Kerala Office
5. Students signing up for 'Save the Tiger' Campaign © Operations/WWF-India
6. SSB Field personnel's training along Indo-Nepal border, Darjeeling © WWF-India



The **Green Avadavat** *Amandava formosa* is a globally threatened species, listed as "Vulnerable" on the IUCN Red List of Threatened species and in Appendix II of CITES. The species is also listed in Schedule IV of the Wildlife (Protection) Act, 1972. It is endemic to central India and the major reason for its decline is the illegal cage-bird trade.

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Front Cover Photograph by Rajat Bhargava/
Amit Puri



The **Yellow Weaver** *Ploceus megarynchus* is endemic to the terai region of the Indian subcontinent with a small recently discovered population in Nepal. This globally threatened species has a small, rapidly declining and fragmented population as result of the loss and degradation of terai grassland, principally through conversion to agriculture and overgrazing.

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Back Cover Photograph by Rajat Bhargava

Contents

Introduction 2-4

Our Mission and Trustees
President's Note
From the Secretary General and CEO
WWF-India's Countrywide Network

Footprint Reduction Milestones 15-20

Carbon Disclosure Project (CDP)
Promoting Forest Certification in India
GFTN (Global Forest and Trade Network)
Thirsty Crops
Climate Witness
Monitoring the Changing Flow of Glaciers
Conserving the Ganga for Posterity
Protecting Himalayan High-Altitude Wetlands

Outreach

Film
Partnerships
Publications

Enablers 24-32

Conservation Alliances
ENVIS Centre
Centre for Environmental Law
Communications
Education
Human Resources
Network and Supporter Relations

Biodiversity Conservation Milestones 5-14

A Trip Back Home - Rhino Translocation
Tiger Translocation
Protecting the River Dolphin and its Habitat
Combating the Gharial Crisis
Habitat Improvement at Bharatpur
Engaging with Communities
Converting Waste to Wealth
Small Initiatives, Large Impacts
TRAFFIC

Outreach

Youth Baton Relay
Adopt-A-Plant Campaign
Publications
Films

State Projects 21-23

Gujarat
Himachal Pradesh
Andhra Pradesh
Orissa
Maharashtra
West Bengal

States Outreach

Gujarat
Andhra Pradesh
Kerala
West Bengal
Assam and Arunachal Pradesh
Maharashtra



Manas National Park

© Species Program, WWF-India

The WWF-India mission can be broken down into eight broad programme goals:

- Ensuring conservation of the country's biodiversity, major ecosystems and critical landscapes.
- Minimising wasteful consumption and promoting sustainable and wise use of natural resources by all sectors of society.
- Promoting the active involvement of rural and traditional communities in the sustainable management and conservation of natural resources.
- Working towards a reduction in the sources and impacts of climate change.
- Minimising pollution, reducing the use of toxic chemicals and ensuring improved management of toxic waste.
- Enhancing active participation of all sections of society in nature conservation and environmental protection through environmental education, awareness raising and capacity building.
- Ensuring that environmental principles are integrated into development planning, policy and practices.
- Promoting environmental governance through legislation, policy and advocacy.

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President's Note



Visions of the earth breathing is what brings a smile to the conservationist. WWF-India has been steadfast in its focus of making the Indian landscape pristine, its species protected and its people living in harmony with their environment. It has been a challenge to all those who have been associated with WWF-India to see that we continue to move towards this vision and to convert it into reality.

Our cities continue to pollute. Global warming, climate change, endangered natural legacy are not merely household jargon, but harsh facts for which finding solutions are a challenge for all. Acknowledging the challenge, WWF-India has decided to tackle these issues at micro levels. Focus is now on specific species, landscapes, ecosystems where WWF-India works with communities, governments, local bodies to ensure that landscapes identified as critical receive the necessary scientific, financial and administrative assistance for their protection and conservation. There have been success stories along with setbacks

which have only been viewed as challenges that can be met by sheer perseverance.

As time is critical it is necessary to have public backing to bring about a radical change in our perceptions. WWF-India's awareness campaigns have slowly started gaining momentum. The annual review not only showcases its projects but also its community engagements and awareness drives. The coming year will see an acceleration in WWF-India's project initiatives and awareness campaigns. I wish our team the best for the coming year.

Divyabhanusinh Chavda
President, WWF-India

Our Mission

“The promotion of nature conservation and environmental protection as the foundation for sustainable and equitable development.”

From the Secretary General and CEO

Each year this report encapsulates the work executed by our institution, the numerous programmes, activities, reports and initiatives implemented towards achieving our mission. It is difficult to convey the spirit of our work and the pride of achieving results in a complex and challenging world, the sense of fulfillment in the change some of our activities are conveying and the huge task ahead of us. The dedication of WWF-India's team has to be reiterated, their strength and motivation are major factors for despite the difficulties of resources and the changing world dynamics, the combined delivery of our team stands out. Conservation of biodiversity and reduction of human footprint continue to be our two main pillars of direction.



Our biodiversity programmes grew in substance in the landscapes prioritised by us in India. The landscape concept, developed in the 1990s, was adapted by WWF-India for the Terai Arc, Satpura Maikal region, the Nilgiris and South Western Ghats, Sundarbans, Kaziranga Karbianglong, the North Bank of Brahmaputra and the Khangchendzonga landscape. High-altitude wetlands in Ladakh, Sikkim and Arunachal Pradesh continue to be areas of focus. To this we have also added the Upper Gangetic Basin this year. Monitoring and documenting of changes in the Ganga river basin has gained momentum and moved towards creating awareness on combating the detrimental impact of these changes. In addition, we have specific areas of initiative for species such as the tiger, elephant and rhino, river dolphins, red panda and a number of other species. Our work on biodiversity remains the bedrock of our conservation direction.

This year saw many areas of accomplishment, but two incidents stand out: the translocation of rhinos from Pobitora to Manas National Park in Assam and directly assisting the government of Rajasthan in translocating tigers from Ranthambore to Sariska. Both these initiatives were a result of years of guided effort and we acknowledge the contribution of all personnel and agencies involved in these momentous projects. WWF-India's intervention in the Gharial crisis led to a directed response in terms of emergency support, monitoring and coordination of studies of the Gharial habitat. WWF-India has worked towards ensuring that habitats of Gharials are well protected for the very future of the species.

On the footprint side, WWF-India reached out to various institutions, corporates and business associations to ensure a better understanding of the threats of climate change and to work towards their mitigation. The second Carbon Disclosure Project (2008) saw more participants coming forward to disclose their GHG (Green House Gas) emissions. The launch of GFTN (Global Forestry and Trade Network) in India is the commencement of a new chapter in forest certification and protection of our forests. WWF-India together with the Confederation of Indian Industry launched a report on examples of industry-led innovations for profit to better the understanding of good environmental practices. The launch of the Trade and Industry program to take ahead such initiatives is a small step in this direction.

Our network of office and field outposts in India now exceed 60 locations. Institutionally, our branches have expanded their work in environment education and awareness through schools and educational institutions as well as by events and engaging Indian media. By cross-cutting work amongst various spheres of society, WWF-India is combining to make effect both lasting and, in years to come, transformational to our society, beneficial for the long-term ecological security of the nation and its people. WWF-India has been participating in international symposia for conveying India's stand on various issues.

There is much more to do. We look forward to a year where perceptions towards conservation and the necessity of protecting our planet receives priority. The coming year will see challenges brought out by an economic downturn. We are confident that with the dedication of our team we will continue to forge ahead with good effect.

Ravi Singh
Secretary General and CEO
WWF-India

WWF-India Countrywide Network



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Bihar & Jharkhand
Goa
Gujarat
Jammu & Kashmir
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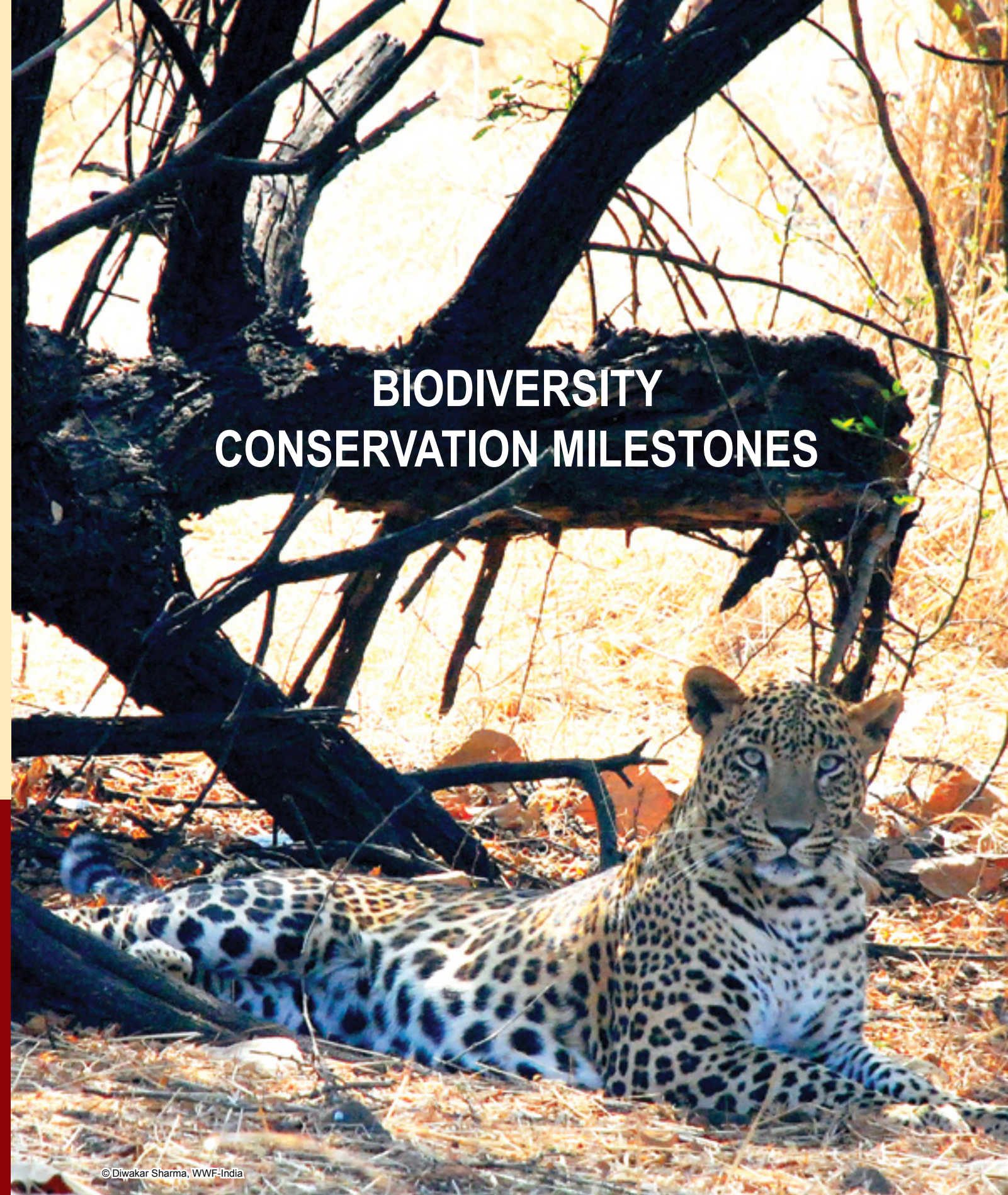
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Mandla
Gangtok
Pollachi
Kolkata
Leh
Warangal
Dirang

BIODIVERSITY CONSERVATION MILESTONES



In 2008 WWF-India continued its core mandate of biodiversity conservation through a number of initiatives across the country, working in ecosystems ranging from coastal mangroves to high-altitude wetlands, southern tropical moist forests to terai grasslands. New programmes on endangered species and places were initiated and ongoing programmes were both expanded and consolidated. Field work including research as well as community engagement and policy/advocacy was scaled-up to sustain the conservation efforts on the ground. The section that follows provides a concise overview of some of our biodiversity conservation milestone initiatives over the year.

A trip back home - Rhino Translocation

WWF-India made history when it partnered with Department of Environment, Government of Assam to translocate rhinos from Pobitora National Park to Manas National Park. In April 2008, Manas National Park saw the first glimpse of rhinos after a long gap of 18 years when two rhinos were translocated to this Park. While Manas was an empty home, Pobitora faced a crowd with more than 80 rhinos in less than 18 square kilometers of rhino habitat. The vision to bring back rhinos to their old homes in Assam was finally put into action through the Indian Rhino Vision 2020 (IRV 2020) Programme. IRV 2020 hopes to lessen pressure for food and space in both Kaziranga and Pobitora; to reduce the straying of rhinos into nearby villages; and to help rejuvenate Manas National Park.

As part of this ambitious project, the Government of Assam and conservation groups are working together to translocate up to 20 rhinos to the Park from both Kaziranga National Park and Pobitora Wildlife Sanctuary. Eventually, the project seeks to build a 3,000 strong population distributed over seven Protected Areas in Assam.



Rhino being transported from the crate to the truck
© Species Program, WWF-India

In this effort, the last two years have seen extensive engagement between Department of Forest and Environment, Government of Assam, along with its partners. WWF, International Rhino Foundation and the US Fish and Wildlife Services have also played a crucial role in this project.

Protecting the River Dolphin and its habitat

In continuation with its work on protection of endangered species, WWF-India joined hands with the University of Tokyo and IIT-Delhi to study details of river dolphin ecology in an effort to enhance conservation efforts for these blind mammals.

INCASTS (Indo-Nippon Collaboration on Acoustic Surveillance Technology for Susu), the first-ever real-time long-term technology for the monitoring of the endangered freshwater dolphin, *Platanista gangetica* is running successfully in the Ganges River at Narora in Uttar Pradesh since November 2008.

The project aims at continuously operating the newly developed acoustic observation system composed of a 6-hydrophone array and a GPRS modem-based data transmission system. Sound frequencies produced by dolphins help in picking up real-time 3D locations which is linked-up through the worldwide web. Relevant information regarding the exact time of visit to a particular area and related underwater behavioral activities (including parental behaviour) are being noted. The deployment of the array system in the Ganga has facilitated 24-hour monitoring of dolphin behaviour.



Hydrophone monitoring system at Narora
© Sandeep Behera, WWF-India

Corroboration with visual data and analysis of information recorded in HDD will not only enable us to understand dolphin behaviour but will also assist in moving a step further in conservation science.



The tiger after it was tranquilized
© Raj Pal Singh Banethi, WWF-India

Tiger Translocation

A critical role was played by WWF-India in assisting the Government of Rajasthan in translocation of tigers from Ranthambore to Sariska. WWF-India liaised with the Indian Air Force to provide helicopters for airlifting the tigers to Sariska and also provided satellite collars to map the location and movement of the tigers. In June '08 a male tiger was darted, airlifted and taken to Sariska. This was followed by a tigress. Kept in temporary enclosures, the male was released first and then the female.

Today, these tigers are under constant vigilance of the Forest Department along with researchers who are tracking their movement through satellite signals and keeping a watchful eye on them. The Park and its staff were provided with vehicles and infrastructure, field uniforms and shoes to facilitate protection work. We hope to soon see the beginning of a new generation of tigers in Sariska.



Through the window of the helicopter
© Raj Pal Singh Banethi, WWF-India

Combating the Gharial Crisis

WWF-India not only provided input for protection and rehabilitation of this species but also played a critical role in mobilising such inputs to combat a situation as the gharial mortality crisis. Between December 8, 2007 and March 15, 2008, 111 gharial (*Gavialis gangeticus*) were reported dead from the National Chambal Sanctuary. The Ministry of Environment and Forests (MoEF), Government of India, constituted a Crisis Management Group which was led by WWF-India and included representatives from the Forest Departments of three states (Madhya Pradesh, Uttar Pradesh and Rajasthan), conservation organisations, scientific institutes and other experts to get to the core of the issue. The mortality of gharials in the Chambal River had several characteristics that could not be explained at the preliminary stage. However, the available evidence through the post-mortems conducted by national and international veterinarians supported the fact that the affected gharials died of kidney failure and that the probable cause was an unidentified toxicant. Subsequently, WWF-



Gharial mortality in Chambal
© Fresh Water and Wetlands Programme

India in collaboration with the Shriram Institute for Industrial Research, Delhi, have initiated a research project to identify the nature and composition of the toxicants, their source of origin and toxicity levels in the Yamuna and Chambal rivers to corroborate the probable effect on gharials. This study is in progress and being funded by the MoEF.

For further information please log on to our website: www.wwfindia.org



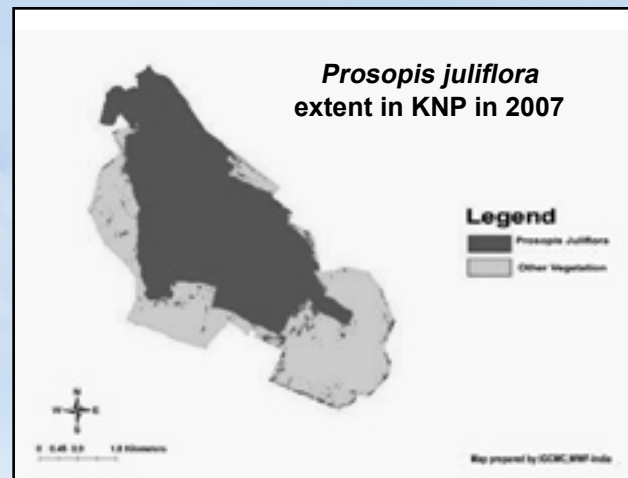
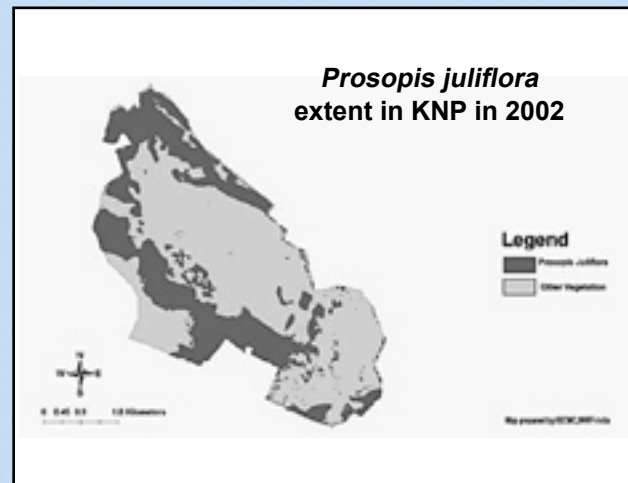
Chambal Gharial
© Fresh Water and Wetlands Programme

Habitat Improvement at Bharatpur

Biodiversity protection and habitat protection go hand in hand. WWF-India's initiative at Bharatpur is one such engagement with communities. Bharatpur National Park has essentially consisted of flat patches of marshland in the Gangetic Plain, artificially created and maintained by a system of canals, sluice gates and dykes. The Park harbors a wide diversity of habitats ranging from marshes, woodlands, scrublands, and grasslands to denuded saline patches. The species which dominated the woodlands were *Acacia nilotica*, *Zizyphus mauritiana* and *Salvadora persica*.

Prosopis juliflora was first planted in small patches in the 1970s in the Park. Being a fast-growing as well as salt and drought-tolerant, the species grew profusely and started to hamper the growth of other vegetation in the Park. Its spread has adversely affected the health of the wetland habitat, affecting the population of birds and other wildlife. *Prosopis* eradication is one of the main management concerns. The Park authorities involved the local community in eradication of *Prosopis* by forming Eco-Development Committees (EDCs) in the villages situated around the Park. The work was initiated in February 2007. Each participating household got a plot of 100 x 10 meters in which they had to manually uproot all *Prosopis* trees and shrubs along with their roots.

The analysis of data collated from the Forest Department records clearly showed that from February, 2007 to February, 2008, on an average, a single participating household earned Rs. 35,000 and removed 24,000 kg. of wood from the park. A total of 414 households (from 15 villages) have been involved in the eradication work. A total of 7.24 sq. km. of the Park was cleared of *Prosopis juliflora*.



Surveillance map shows the extent of growth of *Prosopis juliflora* before commencement of the project.

The involvement of households from nearby villages saved labour and equipment costs which the Park authorities would have had to incur to carry out the removal on their own. In addition, discussions with villagers established that income generated from this was more than what they earned in any other work. Most of the households sold the surplus wood, besides using them for household purpose, to traders offering Rs. 100-160 per quintal depending upon the girth. Most participating households were marginal farmers or poor families.

This is indeed a unique exercise carried out by a Park authority for improving the habitat of the Park. It was also important to document this entire exercise as this is perhaps the only case of people participation in some form of Park management. Besides EDCs, the *panchayats* and the district authorities have also been consulted and are a part of a committee formed for overseeing this entire exercise. This effort has built bridges between the community and the Park authorities and it is very important that the authorities explore other ways of engaging communities in Park management which can lead to decrease in illicit felling and other detrimental activities.

WWF-India's Freshwater programme along with the Sustainable Livelihoods programme and GIS monitoring worked together with the Park authorities to ensure the success of the project.

Role of Remote Sensing and GIS in assessing the extent of *Prosopis juliflora* in KNP

Temporal changes of vegetation in KNP were analysed using remote sensing and GIS techniques.

The satellite imagery of LISS-III (IRS-1D) sensor of 23.5 m resolution for November 2002 and IRS/P-6, LISS IV sensor for February 2007 was used as data source. Forest Division maps sourced from the Forest Department and Survey of India (SoI) were also used for reference purposes. Both supervised and unsupervised classification techniques were used to derive the vegetation map of KNP. The park and compartment boundaries were digitised in GIS domain.

The current extent of *Prosopis juliflora* in the park, after clearing (as on November 18, 2007) was mapped. This data was then compared with the extent of the same species in the park in 2002. The area occupied by *Prosopis* in the park was calculated and their change pattern during the two years analysed using ERDAS 9 software. The maps on pre-page illustrate the extent of *Prosopis juliflora* in 2002, 2007 and their changes in area respectively. The total area under *Prosopis juliflora* in the year 2002 was 1061 hectares, whereas in the year 2007 the growth of *Prosopis juliflora* increased to 1800 hectares as per the classification result derived from the satellite image.

Engaging with Communities

Persevering with the need to engage communities for conservation of habitats, WWF-India's Khangchendzonga Landscape Programme collaborated with the Forests, Environment and Wildlife Management Department (FEWMD) of the Government of Sikkim when it undertook the conservation of Tsomgo Lake. Tsomgo lake (also known as Tangyek Tsho) in East Sikkim is one of the popular tourist destinations in the region. Of 11 wetlands identified in the state which needed conservation, Tsomgo emerged as one of the most important.

Studies by WWF found that more than 500 households in villages surrounding this lake depend on it for livelihood; therefore the lake's conservation was of great importance to these communities. Also, Tsomgo lake receives at least 2,00,000 visitors annually. If not dealt with properly, the inflow of visitors can become a threat to the lake's well-being.

Earlier in 2006 WWF-India worked with The Mountain Institute and helped the FEWMD develop a state-level policy titled 'Guidelines for Participatory Conservation of Wetlands in Sikkim'. According to this, the task of conserving lakes lies on Community Based Organisations (CBOs), and the first such CBO in Sikkim was formed with reference to Tsomgo, the Tsomgo Pokhari Sanrakshan Samiti (TPSS) or Tsomgo Lake Conservation Committee.

After the registration of TPSS, the first stakeholders' meeting was convened by them with technical and financial support from WWF on January 10, 2008. In the meeting it was agreed that TPSS will collect a conservation fee of Rs. 10 per tourist visiting Tsomgo and the fund collected will be spent for activities related to lake conservation. WWF-

India initially printed 75,000 tickets for the TPSS to collect the conservation fee. TPSS started collecting conservation fees from the tourists from April 2008 onwards. Till November 2008 more than Rs. 18,00,000 was collected by the TPSS.

A part of this amount has been spent for activities related to conservation of Tsomgo. TPSS with help from WWF-India started making the tourists aware about the cultural and biodiversity values of Tsomgo Lake. Sign boards with information on the lake and about ethics of tourists have been put up at strategic locations. An information brochure on Tsomgo has also been brought out in four languages and was distributed by TPSS among the visitors.

A biodiversity monitoring handbook has been prepared jointly by WWF-India and TPSS. Pokhari Sanrakshaks or Guardians of Lakes, who are also members of TPSS, were trained by WWF to collect biodiversity data from around the lake using this handbook.

Monitoring of the garbage situation showed significant reduction in its accumulation in and around Tsomgo Lake since the TPSS started working.

WWF-India has collected feedback from the tourists about the TPSS and conservation fees collection. Of them 94% of visitors were satisfied giving the fees whereas 50% of the visitors had sound ideas about TPSS and their activities.

Finally, WWF-India helped the TPSS to develop an Annual Lake Conservation Plan and 2009 will see a multitude of activities for conservation of this lake following this plan.



Community participation at Bharatpur National Park
© Vishal Uppal, WWF-India

Converting Waste to Wealth

The unlikely combination of worms and waste creating wealth has been experimented by WWF-India since 2006 in Karnabas and Mubarakpur villages of Bulandshahr district in Uttar Pradesh under the Ganges Dolphin Conservation Program. Starting with four awareness camps and demonstration units in 2006, the project has now expanded to sixty functional vermi-compost units, fertilising nearly twenty five hectares of land, benefiting eighty farmers.

Indigenously procured vermi-compost is used in place of chemical fertilisers. Due to the increase in the water-holding

capacity of the soil from the vermi-compost, an increase in survival rate of paddy during long dry spells was noticed. Studies showed an increase in paddy productivity attributed to vermi-composting with no additional investment. The simple process to attend to a unit and flexible schedule has made vermi-composting a viable income-generating activity for women as well as for landless villagers. Through such community engagements, WWF-India has won the confidence of local communities and ensured their participation in conservation related engagement in these areas.



Ready-to-use vermi-compost near the village fields
© Sandeep Behera, WWF-India

Small Initiatives, Large Impacts

Many new smaller initiatives were undertaken which involve species protection and community engagement for reduction of human-wildlife conflict.

Snow Leopard

The strikingly beautiful snow leopard is the world's most elusive large cat. Rarely spotted, it has a twelve-country home range and is mostly found in the higher reaches of the snow-capped Himalayas in India. However, little is known about this cat. There hardly exists any systematic study that lays out its distribution or its numbers (except for some in the protected areas of Himachal Pradesh and Jammu and Kashmir). In an effort to draw up strategies to protect this fast disappearing species, WWF-India undertook a survey to collect baseline data and know more about its status, distribution, and the biotic pressure on the snow leopard habitats in these states. The report is being compiled and will provide useful information on the status and distribution of the species.

Asiatic Lion

Gir is the only place in the world with a wild population of Asiatic Lions. Desperately hanging on to existence, these lions today face a critical shortage of space. Hence, about 100 of the 359 lions live outside the Protected Area. In 2007, about 31 lions (8% of the total population) were lost



Lions at Gir Wildlife Sanctuary
© Diwakar Sharma, WWF-India

to poaching, electrocution, road accidents and deaths due to falling into wells.

WWF has recognised the crisis and began work for the conservation of this species about a year ago. A process has been initiated to barricade many dangerous wells in and around Gir. Support has been provided to barricade about

150 wells so far and support for another at least 500 wells has been pledged.

Tigers in Orissa

The tiger population is facing critical survival issues in Orissa. Ridden with conflicts of interest with humans, the species is threatened in the state, seeking a need for urgent intervention here. The Satkosia and Similipal Tiger Reserves in the state face pressures of firewood extraction, felling of trees for timber and hunting of wild animals. In an initiative to protect the tigers of the region, WWF-India has undertaken a study to identify the various pressures resulting in the decrease in tiger population to draw strategies for its conservation. The baseline information will help in developing a larger proposal to help in conservation of tigers in these tiger reserves.

MoU with the Assam Forest Department

WWF-India and the Assam Forest Department have signed a MoU for conservation of six threatened species namely, the Bengal Tiger, the Indian Rhino, the Asian Elephant, the Swamp Deer, the Asiatic Water Buffalo and the Ganges River Dolphin of the state for the next five



Barricaded well in Eastern Gir
© Diwakar Sharma, WWF-India

years. The three equally threatened species of Assam—the Swamp Deer, the Asiatic Water Buffalo, and the Ganges River Dolphin are often forgotten in the din for conservation of the tiger and the elephant. The coming together of the Forest Department and WWF-India will bring to the table new ideas to conserve the wildlife of Assam. We hope to see the animals thriving in this North-Eastern state of India.

Protecting our Forests

To reduce fuel consumption and thereby reduce pressure on the forests, WWF-India has been promoting the use of bio-gas in the corridor villages of the Terai Arc Landscape.

Based on an initial survey it was found that a family of six was using an average of about 19 kg of fuel wood every day. With hundreds of families living in the area, fuel wood collection causes immense damage to the habitat and also brings people in conflict with wild animals.

In Mankandpur village of Bailparo-Kotabag corridor, 31 units have been commissioned and construction of nine more is underway. The unique thing about the project is that it involves not only the construction but also maintenance and hands-on training to the users for one year. This is being done by a partner Non-Governmental Organisation active in the area. Furthermore, through the biogas plants the users are



Biogas inauguration in the Terai Arc Landscape
© Diwakar Sharma, WWF-India

being motivated to stall feed the cattle and grow fodder which will reduce the grazing pressure on the tiger habitats.

Certification for Sustainable Fisheries

Artisanal fisheries are primarily community-based and adoption of community-based management of fisheries in India represents a significant step towards improving stocks. Certifying such small-scale fisheries that offer sustainability helps in encouraging the development of additional sustainable fisheries.

Since 1999, WWF has taken special interest in applying Marine Stewardship Council (MSC) certification as a conservation tool in small-scale fisheries. Two potential candidate species namely, Indian oil sardine (*Sardinella longiceps*) and squid (*Doryteuthis sibogae*) both belonging to Kerala are in the process of MSC certification. A workshop was held in Kochi in March 2008 to create awareness of MSC certification among the coastal fishers, NGOs, state agencies dealing with fisheries, exporters and other organisations involved in the development of fisheries in Kerala.

In taking the MSC certification forward, WWF-India identified Fishermen Welfare Society (FWS) Kollam as the co-clients in taking forward the process. An MSC certification team from the US visited Kerala as part of the assessment field visit in 2008. A series of interactions with various stakeholders were held and the final report on the certification of oil sardines is awaited.

TRAFFIC

TRAFFIC is a joint conservation programme of WWF and IUCN—The World Conservation Union. Established in 1976, TRAFFIC has developed into a worldwide network with considerable international reputation for helping to identify and address conservation challenges linked to wildlife trade. TRAFFIC's credibility and influence is built on its production of carefully researched, reliable information, its sound and impartial analysis of wildlife trade issues and its wide experience of assisting the practical application of conservation solutions.

In 1991, TRAFFIC established its India office hosted by WWF-India. It operates here as a programme division of WWF-India.

In its efforts to support wildlife enforcement, TRAFFIC-India has entered into a formal MoU with the National Tiger Conservation Authority (NTCA) in developing a centralised database on tiger-related crimes across the country to strengthen tiger conservation.

Along with the Wildlife Institute of India (WII), TRAFFIC-India is involved in a series of capacity-building programmes for diverse stakeholder groups including the Forest Police, Customs, Paramilitary and Army across the country including officials from Nepal and Bhutan. In collaboration with the Centre for Environmental Law, WWF-India, a series of orientation workshops have also been held for senior judicial officers.

TRAFFIC-India has initiated a programme to provide Deep Search Metal Detectors (DSMDs) to several tiger

landscapes across the country and also train field personnel in their use to detect metal traps and snares used for wildlife poaching. DSMDs are now being used in various Protected Areas across the country such as Corbett, Kanha, Rajaji, Sariska, Pench and Ranthambore.

An awareness campaign 'Don't Buy Trouble' has taken off in a big way and has been very well received. The posters are on display at various international airports across the country, spreading awareness amongst potential consumers about the illegal wildlife trade.



Field staff of Sariska TR getting field training on metal detectors.
© Khalid Pasha/TRAFFIC India

Niek van Heijst Community Conservation Center



Part of the Niek Center
© Samir Sinha, WWF-India

Niek van Heijst was a man known to be devoted towards saving our planet and its beautiful creatures from extinction, a man who loved both nature and people and believed that they belong to each other. Niek van Heijst, CEO of WWF-Netherlands unexpectedly left us on January 28, 2006, but his passion is still alive amongst us.

In memory of Niek, the Niek Community Conservation Center was inaugurated near the Kanha Tiger Reserve (KTR), Satpuda-Maikal Landscape in November 2008. Built on a sprawling 5 acres of land with nurseries of medicinal plants and indigenous species of trees, the center is designed to have a minimal footprint on the landscape. The center envisages to promote alternative livelihoods, minimise man-animal conflict, lessen the dependence of local communities on forests and encourage sustainable use of natural resources. This centre proposes to accomplish knowledge transfer through demonstration and learning.

Outreach

Youth Baton Relay

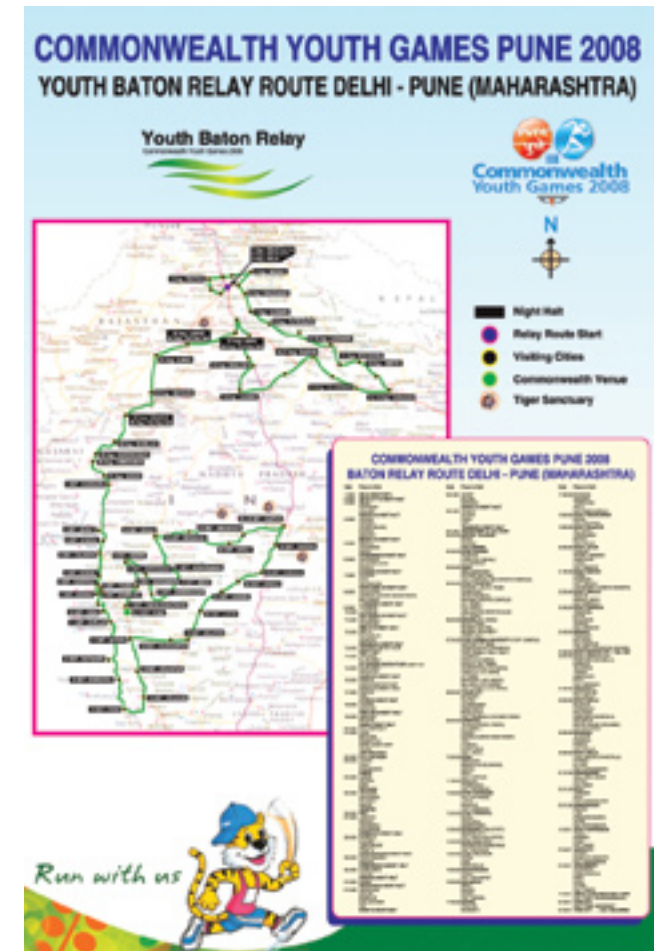
WWF-India's Signature Campaign-'Roar of the Tiger' travelled to hundreds of towns and cities in India with the Youth Baton Relay that brought youth and sports together.

The Youth Baton Relay was incorporated by the Commonwealth Youth Games 2008 where a baton was carried through nine states in India. The program covered 199 towns/cities/villages in 73 days with participation of thousands of volunteers, athletes and students. The specially designed vehicle accompanied the relay all through the route informing people about the importance of protecting the tiger and its habitat.

Films were also screened and signatures were obtained on 'Save the Tiger Campaign' in the cities covered by the relay.



The tiger van that travelled the length and breadth of the country
© Diwakar Sharma, WWF-India



Adopt-A-Plant Campaign

WWF-India initiated the Adopt-A-Plant Campaign (AAPC) in 2005 with the mission of promoting mass tree plantation in Delhi. Since its launch, the campaign has been providing citizens an opportunity to nurture a tree to life. Every year, WWF-India has been providing saplings free of charge, with only a commitment in return—to nurture the sapling into a tree.

This year too, with the first burst of monsoon, the Adopt-A-Plant Campaign was launched on July 6, 2008. The highlight of the campaign was the promotion of native species of trees that are capable of surviving in the local environment.

The campaign, which concluded on September 30, 2008, has successfully reached out to various sections of society including individuals, communities, corporate entities, schools, colleges, resident welfare associations as well as other organisations. Over 2500 saplings were distributed in various localities of Delhi. Prior to each plantation activity, participants were briefed about the significance of native trees, method of plantation and post-plantation care.

All persons adopting a sapling were required to sign a pledge to not only plant it, but also to nurture it to a tree. WWF-India has also created a database of the saplings distributed for the purpose of periodical follow-ups to ensure that proper care has been taken of the saplings planted.



AAPC in Springdales School
© Moulika Arabhi, WWF-India

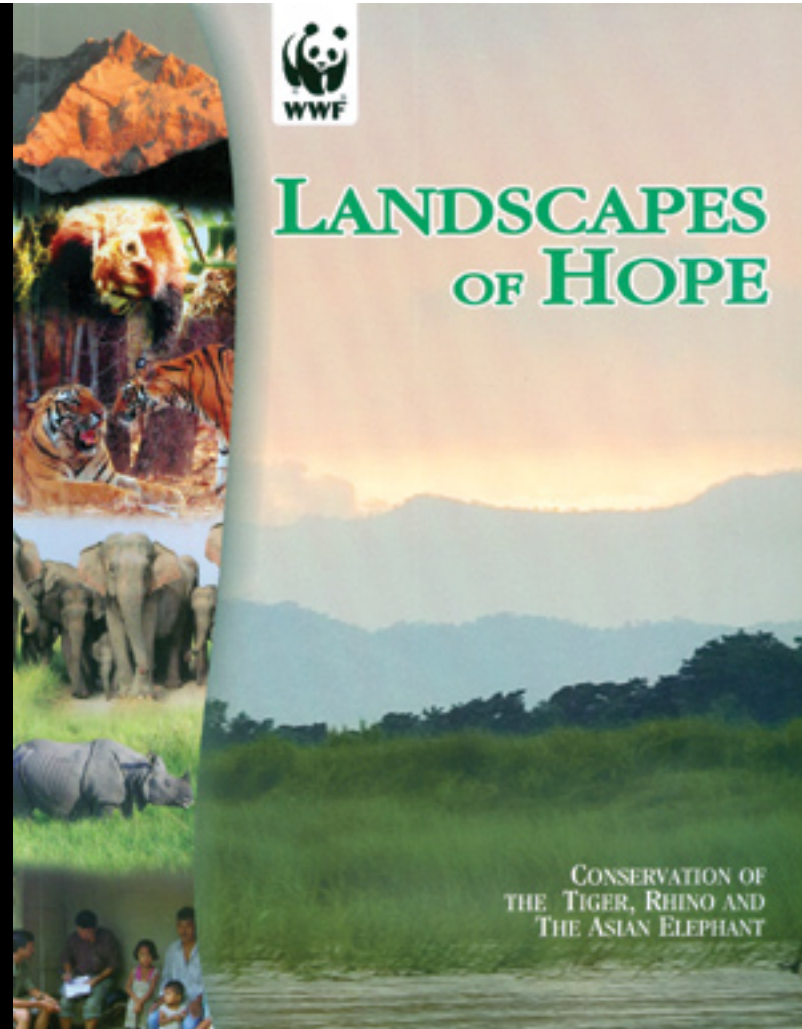


AAPC with Tata Communications employees
© Moulika Arabhi, WWF-India

Publications

“Landscapes of Hope” is an attempt to document the landscape level work undertaken by WWF-India.

The document details the myriad activities being undertaken in seven landscapes across India, namely, the Terai Arc Landscape (in Uttar Pradesh & Uttarakhand), Satpuda Maikal Landscape (in Madhya Pradesh and Chhattisgarh), Sunderbans (in West Bengal), Nilgiris & Eastern Ghats Landscape (in Tamil Nadu and Karnataka), Khangchendzonga Landscape (in Sikkim and West Bengal), North Bank Landscape and Kaziranga Karbi-Anglong Landscape (both in the state of Assam).



Films

Terai Arc Landscape

In the foothills of the Himalayas and home to the tiger, elephant and rhino is the Terai Arc Landscape. It is spread across the border of India and Nepal. With the world's highest density of tigers, the Terai Arc Landscape also has a high human population density. Faced with widespread exploitation of resources, this region is afflicted with poaching and unsustainable extraction of fuel wood and medicinal plants. Million-year-old routes of wild animals have been encroached upon and animals, in desperation, are fighting back for space and food. WWF-India through its initiatives in the Terai Arc Landscape has been trying to ease some of these pressures. This film showcases our extensive work including sustainable livelihood development for local communities and strategic support for the Forest Department.

Satpuda-Maikal Landscape

The Satpuda-Maikal Landscape is shared between both wild animals and local indigenous tribes. For centuries man and animal have been living together in the forests here. But it has not been easy for either. Regular conflicts with animals, unsustainable extraction of natural resources, unregulated grazing by cattle, widespread poaching are affecting this landscape which is being severely threatened, along with the animals living in it. Fighting for the survival of many endangered animals as well as to secure a sustainable future for the people, in this film, WWF-India showcases the various initiatives it has introduced for the local communities and how it has supported the Forest Department's efforts to reduce human-wildlife conflict.

FOOTPRINT REDUCTION MILESTONES

WWF-India Canon Photo Contest
© Poorva Gupta

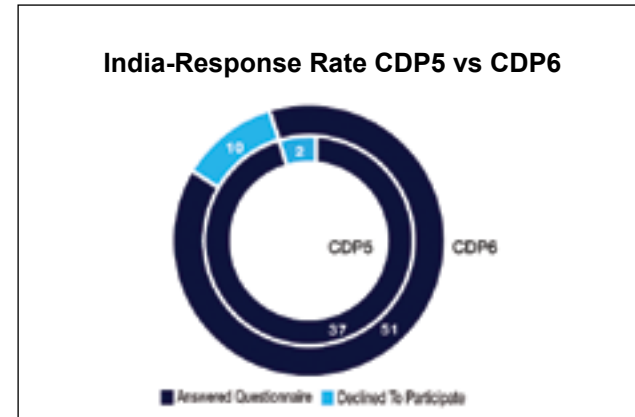
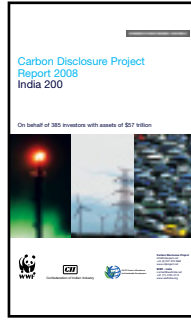
WWF-India has increasingly realised that its biodiversity conservation efforts cannot be sustained in the long-term without addressing the human ecological footprint. Further, it is clear that if we are to have a sustainable future our planet cannot afford to maintain continued overconsumption and unsustainable and inequitable lifestyles. WWF-India's ecological footprint programme has been growing substantially and today includes our work on climate change and energy, water, agriculture, forestry and marine certification. This section describes our initiatives in this area.

Carbon Disclosure Project (CDP)

The Carbon Disclosure Project (CDP), in its second year in India, provides a platform for a range of Indian companies covering divergent sectors to voluntarily report on their greenhouse gas emissions. In India, CDP is managed by WWF-India—in collaboration with the CII-ITC Centre of Excellence for Sustainable Development. In 2008, the scope of the project was broadened to cover the top 200 companies of the country, including 95 from the energy-intensive sectors.

Indian corporations have been regularly measuring, reporting and managing greenhouse gas emissions. The CDP-India response went up from 39 companies in CDP5 (2007) to 61 companies in CDP6 (2008). A significantly high percentage of companies who responded to CDP6 acknowledged that climate change and GHG emissions were a major challenge. The results demonstrate the preparedness of the companies to deal with risks and opportunities associated with climate change. Importantly, we find there is an increased recognition of implications of climate change on financial performance and business performance, setting targets for GHG reduction, governance and reporting. Some proactive companies have already started incorporating policy and decisions which will lower their carbon emissions.

We find that companies also agree that GHG emissions present business opportunities such as those for clean energy, energy-efficient products, and emission trading. Companies have made investments or are planning investments to tap this potential. We clearly see evidence from the CDP survey of how Indian companies view climate change challenge and how the companies are engaging with the policy makers on issue of climate policy.



Promoting Forest Certification in India

Forest certification is a mechanism for forest monitoring, tracing, and labeling timber and non-timber forest products, where the quality of management from environmental, social and economic perspectives is judged against a series of agreed standards. The process leads to the issuing of a certificate by an independent party, which verifies that an area of forest is managed to a defined standard. In India, forest certification is still at an early stage despite the initiatives from Government of India.

The nation has so far secured only one forest management unit certificate and a few chain of custody certificates from the Forest Stewardship Council (FSC).

Studies conducted by WWF-India identified the lack of forest certification as one of the factors that could affect growth prospects of several key sectors, including handicrafts, pulp and paper, furniture, and infrastructure.

In order to promote forest certification, WWF-India launched The Global Forest and Trade Network-India (GFTN-India), in December 2008.

As part of a global alliance, GFTN-India aims to raise awareness and promote environmentally responsible production, consumption, trade and procurement policies and practices in forest goods and services while fostering a socio-cultural environment that demands mainstreaming sustainable forestry into business practices. On the ground the Network facilitates trade links between companies



Dr. Kirit S Parikh, Member, Planning Commission of India, lighting the inaugural lamp at the GFTN launch
© WWF-India Forestry Program

committed to achieving and supporting responsible forestry, to conserve the world's forests while providing economic and social benefits for the businesses and people that depend on them. At the process level, the initiative advocates a "step-wise approach" and has developed suitable methods and tool kits for forest certification which can be used by forest and plantation managers, manufacturers, processors, and traders. The work reflects WWF-India's commitment towards sustainable forest management and minimising the forest footprint of the country.

Thirsty Crops

Under the Thirsty Crops Initiative the focus has been on the states of Andhra Pradesh and Maharashtra to deal with the problem of toxicity and water consumption at a landscape level (Godavari River Basin). The project has developed Better Management Practices (BMPs) by following the doctrine of green management agriculture in order to restore ecology at the landscape along with the quality standards of crops.

The scientific statistics of the cotton project illustrates that the water saving technique of BMP saves 676,500 liter/hectare and this quantity of water can cater 182,837 to adult population of the country in a day. There has been a 51% reduction in the number of farmers using fertiliser. Similarly, fertiliser use too has come down by 23% in BMP employed fields. The net return of the BMP adopted farmer per hectare also increased by 2.65%

(Benefit/Cost Ratio: -2.64 of BMP) (Source: Monitoring & Evaluation Report – CRIDA), the entire package of BMP helps to produce better feature of raw cotton which is significant for cotton processing industry.

The economic data of sugarcane farmers reveals that the per acre gross income (Rs. 29,849/acre) and net income (Rs. 17,929/acre) is higher in the sugarcane grown by using BMP method by BMP farmers than the gross income (Rs. 25,267/acre) and net income (Rs. 16,157/acre) estimated for sugarcane grown traditionally by non-BMP farmers. The higher net income in case of sugarcane grown by using BMP is obviously due to better yield per acre. A much higher net income would have been achieved had the BMP farmers followed all the BMP recommendations.

Climate Witness

Ground truths of climate change from the hearts of people

Climate change does not target any one species or natural resource. It affects entire ecosystems and everything within it. The visible impacts of global climate change in India are manifested in the form of extreme weather events occurring in unique and sensitive ecosystems across the country. Some of the key ecosystems in the country which are facing such changes include coastal ecosystems and high-altitude wetlands. Everything within the ecosystem—its water, soil, flora, fauna and its communities struggle to adapt and cope with these changes.

WWF-India is taking climate research a step further to document and record real-life stories straight from the people in these communities and is hence creating a public forum which takes these experiences and broadcasts them to the world. The resulting 'Climate Witness' project is an initiative towards lobbying for policy change and planning and executing adaptation strategies in these communities to build resilience and capacity in dealing with the effects of climate change. It is also an arena to show the world that climate change is here and now!

The deltaic mangrove ecosystem in the Indian Sundarbans has been witnessing a significant rise in sea level (average sea level rise of 3.14mm per year) and coastal erosion. This has led to the loss of land along the shores of several islands. Out of 102 islands in the Sundarbans, 52 are populated and are harbouring communities who have to survive higher tidal surges, increased soil and water salinity while coping with loss of livelihoods.

WWF has documented 25 witness stories from the Sundarbans till date and recorded some of them on film, after authenticating them with scientific research and findings. Unable to comprehend these changes, the local communities often blame them on the wrath of nature. Says Shitanath Sarkar, a local farmer "inch by inch, my single hectare of land gradually disappeared in front of my eyes. I fear one day our whole village will perish under the waters."The film 'Sundarbans: Future Imperfect' is a visual encyclopedia



Climate Witness-Tsewang Norphel
© Nisa Khatoon, WWF-India

describing the hardships of a community pushed to the limit due to global climate change.

In the cold deserts of Ladakh, local climate variability has led to increased moisture content resulting in the possible spread of vector-borne diseases as well as rising water levels of high-altitude wetlands and impacting agricultural crops like wheat by inundation. Stakeholders and local communities have provided evidence of recent climate change impacts such as increased rainfall, Indus River overflow as well as the rising levels of Lake Tsomoriri—a glaciated lake and important wetland. There have also been numerous reports of flooding, mudslides and spillover from the Indus River in the Ladakh area along the Kashmir and Tibetan border partly from glacier meltwater. These have been disastrous to life, livelihood, and property.

WWF, through the Climate Witness initiative, has recorded over 75 witness stories from farmers, shepherds, tour guides and even government officials who have watched their region mould over the years and become an unfamiliar land. The film 'Living with Change: Voices from Ladakh' portrays some of these tales straight from the hearts of the people who have lived to tell them.

Monitoring the Changing Flow of Glaciers

One of the key and significant indicators of climate change being felt at a global level is the rapid melting of glaciers. A large number of glaciers present in the fragile mountain ecosystems of the Himalayas, are in a state of retreat with many smaller glaciers likely to face increasing glacial melt. This would have serious implications on water and food security for several million people living in the Indo-Gangetic Plains.

As part of a regional project with Nepal, the WWF-India team has focused primarily on two glaciers, the Gangotri glacier (about 30 kms in length, Alt; 4,000-7,000 metres) and the Kafni glacier (about 4.2 kms in length, Alt :4,000 metres).

In trying to understand the melt rate of the glaciers the field team has used state-of-the-art technology to assess the characteristics of glaciers. The ongoing field research is using satellite mapping and local weather observations to monitor the state of the glaciers. The Indira Gandhi Conservation Monitoring Centre is helping to assess the current status of the glaciers under study and its retreat characteristics.

Near the snout of the glaciers, the field team alongwith the Birla Institute of Technology, Jaipur, have installed two Automatic Weather Stations (AWS). This is being used to monitor and study the local weather parameters including temperature, rainfall, relative humidity, wind speed, wind chill and UV radiation.

The AWS has provided valuable summertime data on the local meteorological conditions around these glaciers. This is being correlated with the melt water flow and discharge near the snout of the glaciers. Preliminary results for the summer of 2008 have shown peak discharges of water during the month of August in relation to the rise in day-time temperatures.

At the Kafni glacier, average temperatures in August remained in the range of 6–10°C while the discharge rates ranged from 20–34 m³/sec. Trends suggest that rates of temperature rise have a direct positive correlation with increased water flows. Towards October, with a reduction in the daytime temperature (4–5°C), water flows near the snout showed reduced flows (12–14 m³/sec). At the Gangotri glacier remote sensing studies are helping to monitor the rate of retreat of the glacier. Satellite imagery analysis suggests that the snout of the Gangotri glacier has retreated by about 7% during the year 2007-08.

Long-term monitoring studies are needed to clearly establish the dynamics of glacier retreat and their consequences on down-stream water flows.



Gaumukh-mouth of Gangotri glacier
© G. Arendran, WWF-India

Conserving the Ganga for posterity

WWF-India's Living Ganga Programme has been initiated under a ground breaking, five-year partnership (2007–2011) between HSBC Bank and WWF as a part of the HSBC Climate Partnership (HCP). Launched in May 2007, the programme aims to address the impact of climate change across the Ganga basin, focusing on river restoration, community education and engagement, business and government involvement, and biodiversity conservation.

Extending the earlier work undertaken by WWF-India's Freshwater Programme, this programme seeks to address threats to river Ganga due to developmental pressures and lack of Integrated River Basin Management. The programme looks at the impact of anthropogenic activities on the river, especially on its flows. In a five year study, the programme seeks to outline clear frameworks for energy and water resources management in critical stretch and sites in the basin.

Cross-cutting teams with expertise on climate change mitigation and adaptation, freshwater conservation, hydro-

logy and morphology of rivers, freshwater species, water infrastructure, livelihoods, urban and rural planning, policy and communications have come together to strategise and develop a comprehensive action programme for a Living Ganga.



The confluence of Ganga at Devprayag
© Sejal Worah, WWF-India

Protecting Himalayan High-Altitude Wetlands

Himalayan high-altitude wetlands are crucial for biodiversity and sustainable economic growth, not only locally, but also at the river basin and regional levels. This is because they regulate micro-climates and have immense livelihood, cultural and spiritual significance for the communities living amongst them. Yet despite their importance, they are under increasing threats from climate change, unplanned tourism and unsustainable exploitation not only of the wetlands themselves but also of the catchments draining into them. Consequently, there is a risk that these threats could lead to negative knock-on effects right down to the river basins of which they are an integral part.

WWF, as part of its Regional Programme on Himalayan Glaciers, Rivers and High Altitude Wetlands is working to conserve these unique regions. The conservation initiatives are being implemented at three levels.

- Conserving specific wetland sites in five countries—India, Nepal, Pakistan, Bhutan, and China.
- Working with governments to scale-up their interventions.
- Establishing a Regional Forum, involving governments and partners, for a mechanism to learn from each other.

The current phase (2008 onwards) is focusing on upscaling these initiatives across the Himalayan region to raise awareness; strengthen and empower wetland communities; develop sustainable wetland management plans and assist with policy and regulatory frameworks. Additionally, facilitation of conservation and wise use efforts—all based on scientific methods—are being promoted. Strategic thrusts for the implementation of this

programme are also towards Ramsar designation, and dealing with tourism-related impacts and climate impacts for these wetlands.

The coordination unit for the Regional Programme is based at WWF-India. Within India, the high altitude wetland conservation initiative is being upscaled to the states of Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Sikkim, and Arunachal Pradesh.

A crucial step towards improving regional cooperation for conservation of Himalayan high altitude wetlands was taken during the recent Ramsar COP ten meeting in Changwon, South Korea. Here WWF, ICIMOD and Wetlands International organised a side event titled "Himalayan Waters and Communities: LIVING WITH CHANGE", with support from the Government of India and the Government of Nepal. Around sixty delegates including the Heads of Delegations of China, India, Pakistan, Nepal, and Myanmar, several NGOs and experts, including some members from the Andes High Mountain Initiative, attended the event.

The rationale of organising the side event was twofold:

- i) To focus on the impacts of climate change on Himalayan high-altitude wetlands, and
- ii) To highlight the importance of the Himalayan Wetlands Initiative as part of a regional cooperation for the wise use of Himalayan wetlands. Followed by the release of the WWF-India film 'Living with Change: Voices from Ladakh', the panel discussion was positive in sharing the impacts of climate change on Himalayan wetlands and bringing support to take the Himalayan Wetlands Initiative further.

Film - Living with Change: voices from Ladakh

The Himalayan mountain system cradles in its lap, the unique desert ecosystem of Ladakh. Untouched by rapid development till recently, the nomadic and pastoral communities would live off the elements in harmony with rare species of migratory birds, like the Black Necked Crane and mammals like the Snow Leopard. However, the balance has been tipped in the last ten years. Unsustainable development, increased human pressure and climate change has created an environment which is no longer predictable to its people and species.

Living with Change, is an attempt made by WWF, through the Climate Witness project, to listen and record these changes as voiced straight from the hearts of the people who live there. The farmers, tour guides, local leaders, scientists and even those with a passion for Ladakh's beauty have been approached and their stories have been captured. The film speaks for itself as it showcases true-life accounts of people who are living this change and talk about it most vividly.



Partnerships

WWF-India signed a partnership agreement with Wipro Limited, a leading IT solutions and services company, to tap the synergy between Wipro's IT Innovation, R&D deployment and systems approach and WWF's expertise in areas of ecological sustainability, catalyzing relevant solutions and leadership in global advocacy.

WWF-India signed a partnership agreement with ICLEI South Asia, to explore and undertake projects jointly in the areas of urbanisation and sustainability as part of the objective of transition towards a low-carbon economy.

WWF-India signed a partnership agreement with NatureFirst to work together in the areas changing behaviour in corporate institutions to reduce their overall consumption footprint by promoting wise consumption practices to ensure sustainable use of natural resources and piloting innovative approaches to managing resource consumption.

WWF-India and International Water Management Institute (IWMI) agreed on a partnership to develop environmentally sustainable water resources management framework in the Upper Ganga Basin and will focus on developing a methodology for estimating environmental flows in the Indian context, enhancing understanding of climate change scenarios and impacts on water flows in the Ganga basin, and develop water allocation recommendations.

WWF-India and CII worked together in a partnership to mobilise business leadership for sustainable growth and development and produced two publications – Indian Companies with the Solutions that the World Needs and Carbon Disclosure Project Report 2008.

Publications

Carbon Disclosure Report 2008, analyses the disclosures of Indian companies on their greenhouse gas, risks and opportunities emerging from climate change and strategies for addressing financial implications in their businesses.

Indian Companies with Solutions that the World Needs, is a report which explores solutions by the Indian companies for two of the most pressing global challenges – poverty and climate change – and elaborates steps on how companies can use sustainability as a driver for profit and innovation.

The Coal Dilemma, is a joint TERI and WWF publication, which attempts to demystify the issue of Coal in India by providing a thought-provoking analysis of the current and future availability of this important source of energy, while looking at the range of issues that will be critical for us to move towards an efficient and cleaner coal-economy in the coming decades.



Gujarat

Raab Burning and Forest Fire Project—Dangs

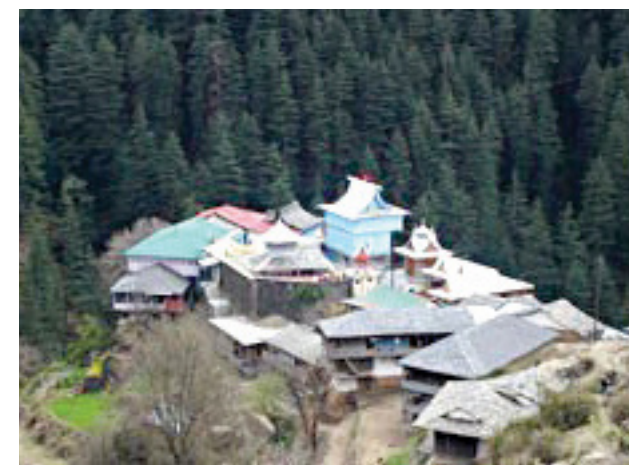
WWF-India, Gujarat State Office in association with Valsad division successfully implemented the project on Raab Burning and Forest Fire in the Dangs district for the year 2008-09. Nine villages were identified and selected within Purna WLS for implementation of the project. Necessary agricultural guidelines have been explained to the farmers. Three field visits were made to monitor and collect the data pertaining to the project.

Himachal Pradesh

Documentation of Sacred groves of Shimla District

In the second phase of the project, 50 sacred groves were documented. The project has been completed and a total of 171 sacred groves were identified, photographed, surveyed, and documented in Shimla District

Training programmes for women including field visits at Naugaon, Uttarakhand, were organised. The women were trained for marketing of food products, fruit preservation, carpet, and shawl weaving. Two training programmes for local unemployed youth were organised and the participants were trained for ecotourism and adventure tourism, including river rafting.



Sacred Grove Chikheshwar Devta, Chikhar
© Himachal State Office, WWF-India



Sacred Grove Sipur Devta
© Himachal State Office, WWF-India

Andhra Pradesh

Biodiversity Study of Hussain Sagar Lake

A year-long study of the biodiversity of the Hussain Sagar Lake was completed. The aquatic and terrestrial flora and fauna in and around the Hussain Sagar Lake was studied. This project has been initiated and supported by the Buddha Purnima Project Authority (BPPA) of HUDA in Hyderabad. The study has documented 117 species of plants, and 162 species of fauna including mammals, birds, reptiles, amphibians, and insects. One species deserving special mention is *Euphorbia sebastinei*, a rare herb rediscovered from Hyderabad after a period of 50 years. Secondly, the sighting of Grey-headed Lapwing for the first time in the Hussain Sagar Lake was noteworthy.

Based on the findings, Andhra Pradesh State Office (APSO) published two scientific papers and presented recommendations on enhancing the biodiversity of the lake at the International Workshop on 'Sustainability of Lake Remediation and Interventions'.

Wildlife Conservation at Kawal Wildlife Sanctuary

A project on community-based conservation was initiated at Kawal Wildlife Sanctuary, Adilabad. This is a 3-year project, being conducted with support from Forest Department, ITDA and CII's 'Project Uplift'. Through this project APSO intends to conserve tigers in the Kawal Wildlife Sanctuary with assistance from the Gond and Kolam tribals. The project involves training tribal trackers in different aspects of wildlife tracking and illegal trade of natural resources, imparting environmental education and alternative livelihood skills to the families of the Gond and Kolam tribals. In close coordination with the Forest Department, APSO and a team of tribal trackers will monitor the Kawal Wildlife Sanctuary and prevent illegal trade of natural resources, while at the same time monitoring the health of the forest eco-system in Kawal. The project will employ a holistic approach by including sustainable livelihoods, education for sustainable development and conservation tools to achieve the ultimate goal of protecting the tiger and its habitat.

Biodiversity Study of Naupada Swamp, Srikakulam

The inventory study on biodiversity of Naupada Swamp was initiated during November 2008. The study includes the documentation of biodiversity in swamp ecosystem.

Orissa

The Olive Ridley conservation program was conducted at Rushikulaya Mass Nesting Rookery on the southern coast of Orissa. Mass nesting was found only in the Gokhurkuda portion (2 km) of the Rookery, which is allotted

to WWF-India for conservation. During the mass nesting, youths from the local fishing community were enlisted as volunteers for carrying out census of nesting turtles and for protecting the nests. Four monitoring camps were set up along the beach. A one-kilometer length of the rookery was fenced with a five-foot high mesh fence to avoid depredation of the nests from land predators like feral dogs, jackals, hyenas, and jungle cats.



Rescue of disoriented hatchlings
© Orissa State Office, WWF-India

In appreciation of the work, the Governor of Orissa visited the site and gave a "Letter of Commendation" for WWF-India's efforts in conservation of Olive Ridley turtles.

This year the Forest Department of Orissa has entrusted us with a three-kilometer stretch of the rookery for conservation of Olive Ridley turtles.

Maharashtra (MSO)

Maharashtra office undertook two projects, one a two-month project called the 'Lake survey of Mumbai' and another six-month project called "Study of Biodiversity of IIT Mumbai" sponsored by IIT Mumbai.

The biodiversity study project team did its first season's presentation to the IIT- Mumbai environment team on 10th November. The outcome of the project was a request by IIT to design a Butterfly park in the campus. The team also requested MSO to present the study to the UNESCO team.



View of Himalayan ranges from the State of Uttarakhand
© Sejal Worah, WWF-India

West Bengal

West Bengal State Office (WBSO) has undertaken a plantation project "Green Zone for Industrial Complex" to neutralize the carbon impact in areas adjacent to steel plant in Burnpur. The project commenced on July 4, 2008 in collaboration with Steel Authority of India Ltd. The project is to develop a green belt in and around the Burnpur IISCO complex as a comprehensive protection measure and reducing the adverse effect of high carbon emissions from the industrial complex. Similarly, it is planned to develop an ecological park in the vicinity to rejuvenate the local resources and maintain the environmental balance for the times ahead.



Plantation of saplings for green zone
© West Bengal State Office, WWF-India

WWF-India field office Shimla had conducted field survey of 16 high altitude wetlands in Himachal Pradesh. These wetlands are Kareri Lake, Lama Dal Lake, Chandarkup Lake and surrounding seven other smaller ones, Dham Ghori Ka Dal, Dali, Sukh Dal, Bhriku Lake, Dahser Lake, Manimahesh Lake, Bari Lake, and Nako Lake. Among these lakes Dham Ghori Ka Dal, Dali, Sukh Dal, and Bari Lakes are first time documented by WWF-India in Himachal Pradesh.

Awareness programmes for different stakeholders were also organised under these projects. One thousand pilgrims were sensitized during Manimahesh fair in Chamba district. Pilgrims were educated through pamphlets to conserve the Manimahesh Lake.

States Outreach

Gujarat

National Green Governance Program

Under the National Green Governance Program with the Army School, the Gujarat State Office of WWF-India organised a Conservation Festival Program on August 15, 2008. Audiovisual talks on introduction to WWF-India and its activities, NCI formation, Biodiversity of Gujarat and Climate Change and Global Warming were made. Resource booklet on Tigers, PANDA news bulletin and special issue of Prakritivishwa Vol - 1 & 2 were distributed amongst teachers and students. More than 300 students and 32 teachers actively participated in the program.

The project was completed in July 2008. The final report of the project was prepared and submitted to GMDC in September 2008. One thousand four hundred and eighty students from 5th to 7th standard and 60 teachers from 30 different rural schools have been covered under this project for the year.

Andhra Pradesh (APSO)

The WWF-India APSO office along with interns and volunteers joined hands with Forum for Better Hyderabad to protest against GHMC's road-widening and tree cutting scheme in and around Paigah Palace, Begumpet. The campaign has received good response and the issues were taken seriously by the concerned authorities.

Kerala

International Coastal Clean-up Day, 2008 Observed

The Kerala State Office with volunteers and nature club members observed International Coastal Cleanup Day 2008 with a beach-cleaning programme. There was a large turn-out of volunteers for the program.

West Bengal (WBSO)

Tiger Rally

WWF-India WBSO observed a silent protest on 25th of April, 2008 against the national tragedy of "vanishing stripes". This was the first such public participation in Eastern Region where thousands of men, women and children took part in a street march to voice their concern on the decline of majestic tigers, now becoming the symbol of an unsuccessful history in conservation scenario of India. The event was aimed towards creating public opinion for protecting the tigers in wild. It brought together like-minded citizens.

Mr. Fateh Singh Rathore, well-known tiger conservationist, was the chief guest. WWF-India State Committee Members, NGO representatives, media persons and local



Tiger Rally
© West Bengal State Office, WWF-India

people joined the rally. The rally ended at Elliot Park. During the course of the event there was a candle light pledge-taking ceremony by children and screening of two films named "Curbing the Crisis" by Tiger Watch and "Monitoring Tigers Status and Habitat-A Field Guide" by Ministry of Environment & Forests, Government of India.

Assam & Arunachal Pradesh

Participation in Mega Tree Plantation Programme

Dr. Surajit Baruah, state coordinator of Assam & Arunachal Pradesh state office, was nominated by the sub-divisional administration of North Salmara, Bongaigaon district as an independent observer. He was required to plant 2,84,236 saplings of trees within 24 hours. This effort gained a place in the Guinness Book of World Records. Dr. Baruah was felicitated by Assam's Chief Minister Mr. Tarun Gogoi for the same.

Maharashtra

The Maharashtra State Office (MSO) launched a beach clean-up drive, post Ganesh festival. Every year, MSO also organises a 'Post Durga Visarjan' beach clean-up activity. This is basically to create environment awareness among the citizens on the need to keep our beaches and oceans clean. One hundred and thirty five students participated in the event.

The "State-level Panda Festival of Environment" (PFoE) is organised by WWF-India in the "National Environment Month" since 1994. From the year 2005 it is being celebrated as the state-level festival for schools, colleges and common man. Different competitions, exhibitions and workshops were conducted during the three-day event.

Nine hundred and twenty five participants from forty institutions from all over Maharashtra participated in the festival.

ENABLERS



Conservation Alliances



Panel discussion at the launch of 'Tiger Wall of Hope' in Delhi
© WWF-India

WWF-India corporate engagement in the year 2008, saw more businesses joining hands in the mission of conservation.

2008 saw some unique ways of garnering support for lesser-known species from the corporate world, as well as the launch of two first of a kind initiatives: The Tiger Wall of Hope, a never before done awareness campaign on the need to protect tigers in India; and an exclusive book of wildlife photographs with a story, 'It's a Wild Story' which has the honour of the Prime Minister of India, Dr Manmohan Singh's endorsement through the Ministry of External Affairs. This WWF-India book has been circulated to 150 missions of India, worldwide.

Tiger Wall of Hope

The 'Tiger Wall of Hope', was created out of original pugmarks, embedded in Plaster of Paris and encased in acrylic, collected by forest officers for census purposes. An initiative of our business engagement wing, the Tiger Wall of Hope, in partnership with Nokia was successful in bringing concerned citizens to join hands in saving the Tiger.

The traveling wall was unveiled in Mumbai, amidst eminent personalities like Ms. Priya Dutt, John Abraham, Vivek Oberoi, Farouque Shaikh and Dr. Anuj Saxena. These celebrities came forward to join hands with WWF-India for the cause.

The 'Tiger Wall of Hope' was also showcased in Delhi at an event hosted by the Taj Mahal Hotel, New Delhi. A panel, constituted of eminent conservationists and policy makers, moderated by Mr. Vishnu Som, discussed issues of great importance such as critical issues for protecting tigers in India and implementation of policy for wildlife trade. The Taj Group of Hotels, as hospitality partners have been ardent supporters of WWF-India in the past and continued to give their support to the cause. The 'Tiger Wall of Hope' currently stands proudly in the lobby of The Taj Mahal Hotel, New Delhi.

Conservation Support for Communities and Landscapes

A partnership between WWF-India and Elder Health Care Ltd was initiated to support the Satpuda Maikal Landscape situated along the Satpuda and Maikal hill ranges in Central India. Through this partnership the organization has endeavored to promote alternative livelihoods amongst local communities and strengthen local community institutions for better management of natural resources, in turn reducing the pressure on forests.

Young Climate Savers Website

After the successful completion of Phase 1 of the Young Climate Savers (YCS) initiative, WWF-India and TetraPak, announced the launch of the YCS website, YCS website is the first Indian website for school students on climate change and energy education. Honorable Speaker of the Andhra Pradesh State Assembly, Shri. K R Suresh Reddy formally launched the website at a function held in Hyderabad.

The YCS website will serve as a storehouse of information on the project and on climate change, its achievements over the year, activities for children and contests with prizes to be won. The website looks forward to display key milestones of the project and upcoming events and serve as a portal on climate-related news. It will also provide links to other climate change and education websites.



YCS Website Launch
© WWF-India



Students talk on website use
© WWF-India

Spreading the Conservation Message

Ogilvy and Mather, one of India's leading advertising agencies have been long-standing supporters and friends of WWF-India. Their brilliantly designed publicity and promotional campaigns have been utilised for various corporate engagements. The latest being, the 'Tiger Wall of Hope', a campaign designed and created to support and spread awareness on tiger conservation in India. Other contributions from O&M have been a photography book called 'It's a Wild Story', an amazing vertical calendar called



Creative from Ogilvy and Mather

© WWF-India



Promotional Bus Panel designed by Ogilvy and Mather
© WWF-India

'Sylvan Pillars', creative for YCS website launch and a movie on save the trees called 'Reap'. Their contributions this year have helped us in many ways to strengthen our bonds with our partners and reach out to various segments of the society.



Students during the field trip

© WWF-India

ENVIS Centre

The Indira Gandhi Conservation Monitoring Centre (IGCMC) with the support of Ministry of Environment and Forests (MoEF) performs an important function of servicing the ENVIS Centre of WWF-India. Under the ENVIS Programme, key information on NGOs, Parliament and the media is handled and the relevant information on environmental management is disseminated. With the support and guidance from the MoEF, Government of India, the centre brings out publications related to environment and conservation related issues of the country.

Expressing appreciation of the ENVIS publication, "Environment in the Indian Parliament: an Analysis"

'This is indeed a valuable contribution in providing insights into the political thought-process concerning the 'environment'. I would like to share my appreciation for this compilation. I also take this opportunity to send you my best wishes and through you to the entire team for the excellent work'

Dr. Shailesh Nayak, Secretary,
Government of India, Ministry of Earth Sciences

The centre published the following journals in the course of this year

- The 9th edition of the Environmental NGO Directory, which was released by Shri Namo Narain Meena and Shri Sevugan Regupathy, Hon'ble Ministers of State, MoEF
- Environment in the Indian Parliament: An Analysis, 2006, contains comprehensive analysis of data of discussions on environment held in both the Houses of Parliament of India (Lok Sabha and Rajya Sabha).



ENVIS Publications

- ENVIS Quarterly newsletters, providing information on the contribution of different segments of society including the Government of India towards environment protection, conservation and sustainable development.



Environmental NGO directory being released by Shri Namo Narain Meena and Shri Sevugan Regupathy, Honorable Ministers of State, MoEF

© WWF-India

Centre for Environmental Law

Since its inception in 1993, the Centre for Environmental Law (CEL) has been supporting WWF in its mission of nature conservation and environmental protection. Recognising the importance of training and capacity building for conservation purposes, CEL introduced the 'Diploma in Environmental Law' programme. This programme was one of its kind for disseminating enviro-legal education. Over the years, the Diploma programme has evolved considerably in terms of its course content and methodology. It has still retained its magnetism by functioning as a key tool for enhancing legal awareness and providing in-depth exposure to participants on issues, institutions and initiatives in the field of environmental law and policy.

The Centre has been awarding diplomas to students as well as professionals. Every year the diploma programme has attracted participants from varied professional backgrounds: judges, lawyers, journalists, academicians, civil servants, chartered accountants, architects, environmental professionals and others from diversified fields. So far, 435 candidates have received Diploma in Environmental Law from WWF-India.

Owing to requests from students and working professionals from different regions, it was decided to alter the pattern of diploma programme by making it available through 'distance mode'. CEL launched the Online Diploma in Environmental Law in 2008. Hence, in February, the diploma programme was, for the first time, made available online to all the participants.

The hallmark of CEL's Online Diploma programme is that it is a flexible and convenient mode of dissemination of knowledge about environmental legislations. This unique online Diploma programme, comprising fifteen comprehensive modules, emphasizes on multidisciplinary

approaches to environmental laws and policies. The course methodology uses various teaching and learning techniques. These include compulsory and regular communication via electronic media, comprehensive course material/lectures notes, interactive sessions, discussion fora, and a term paper. A field trip to one of the conservation sites ensures that the participants get an opportunity to understand environmental issues and policies from practical experience. During the trip the students interact with area officials, local communities and the local institutions or organizations.

With the recent transformation of curricula and pedagogy, the course has received tremendous response. Hence, to accommodate amplified number of applicants, this year, the diploma had to be converted into a bi-annual programme. Within a span of a year, the Online Diploma programme has already had two successful consecutive intakings encompassing a total number of 62 participants from diverse backgrounds including a couple of students based outside of India.

Since the inception of the amended pattern and knowledge dissemination technique via 'distance learning', the response has been twofold.

While considering the benefit of the online programme, the CEL alumnae seem to be content. Echoing the common view shared by all the participants, one participant states, *"The online programme is an excellent initiative by WWF. It is an extremely wonderful and unique e-learning experience. The course had a very apt curriculum containing topics related to environmental concerns of past, present and future. The content is always current, including events of previous quarter. The course curriculum covers all the relevant national and international issues; laws and policies concerning conservation and preservation of environment."*

Communications

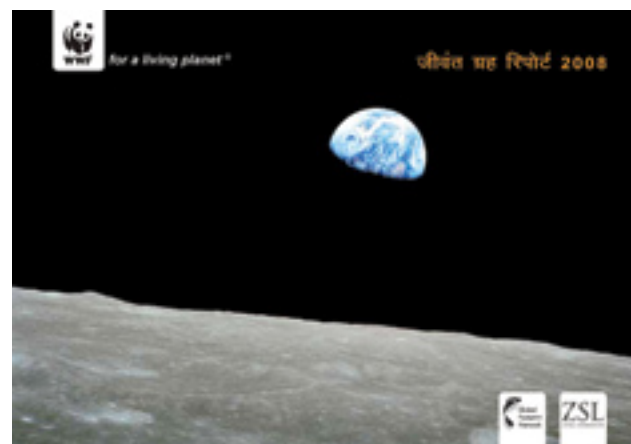
Communications and projects, working in synergy have in the past year ensured that output of our conservation work is conveyed to all our stakeholders and public so as to create an awareness of not only WWF-India's accomplishments but also to create an awareness on the need to protect India's natural heritage.

Media coverage has been upscaled. New initiatives launched have received media focus. Press tours, media interactions with our specialists, media coverage of our various education awareness drives, report launches and campaigns have created adequate buzz on the work done by WWF-India.

Web and online activities have become broadbased with WWF-India making its presence on social networking sites so as to have a larger spectrum of supporters. WWF-India's participation in the Youth Baton Relay (a relay that conveyed the message of conservation and sports simultaneously) was monitored on the web 24x7. With continuous liaisoning with the Indian Olympic Association (the organizers of the relay) we were able to monitor the movement of the baton on the web, across 199 towns, villages and cities across India for 73 days. The design of our site is being constantly revamped to make the site interactive and less monotonous. New pages have been added and old ones redesigned. Our web team has been giving support for the Online Diploma work done by CEL, and has played a critical role in ensuring that Verisign accreditation for online donations is executed in a speedy manner.

Last year saw improvements in design of the newsletter; this year efforts were made to improve the content. Instead of just being a compilation of events, 'The Panda' now provides material on not only issues pertaining to WWF-India but also environment and conservation related matters. The Living Planet Report-2008 was translated into Hindi so as to ensure that the message of the report receives due recognition in regional media

Communications also played a critical role in collateral designing and printing. A large part of the designing work was done in-house (brochures, banners, t-shirts etc.). The designs brought in a fresh perspective to these collaterals



Living planet report in Hindi
© WWF-India, Communications



Banner designed at Communications
© WWF-India, Communications

Another commendable contribution has been the compilation of a film and documentary library whereby a collection of approximately 50 films from across the world have been sourced and made available for the staff to screen for awareness activities. These films have been screened for our affiliates and amongst our field offices and schools.

Many new plans are in the pipeline to enhance the coverage of WWF-India's work for the forthcoming year and give impetus to our mission.



Panda Newsletter
© WWF-India, Communications



Press coverage of Dolphin Project in 'India Today' magazine
© WWF-India, Communications



Facebook profile of WWF-India
© WWF-India, Communications

Education

Education for Sustainable Development (ESD) is a dynamic concept that utilises all aspects of public awareness, education and training to create and enhance an understanding of the linkages among the issues of sustainable development. ESD is a vision of education that seeks to balance human and economic well-being with cultural traditions and respect for the earth's natural resources.

In defining what "quality education" means in the context of educating for sustainability, UNESCO calls for the "reorientation of education systems, policies and practices in order to empower everyone, young and old, to make decisions and act in culturally appropriate and locally relevant ways to redress the problems that threaten our common future."

Building upon this paradigm of ESD, WWF-India, in the past year has employed ingenious interdisciplinary educational methods and approaches to engage young minds creatively and at the same time develop an ethic for lifelong learning.

The International Polar Year (IPY) is a collaborative, international effort researching the polar regions. March 2007 heralded the third IPY, thousands of scientists from over 60 nations examined a wide range of physical, biological and social research topics.

IPY presented an unprecedented opportunity for WWF-India to reach out to student communities across the country to demonstrate, follow, and get involved with issues concerning the fast decline of our polar ice caps and understanding their role in preserving the environment. A host of sensitizing and outreach activities ensued.

'Draft a petition to the governments of developed nations stating local environmental concerns', competition was organised by WWF-India. It presented students with the opportunity to research, think, and analyse not only local environmental problems but the role of global participation in helping solve these problems.

An Interschool Stamp Designing Competition brought out the artist in children to express their concerns about the polar regions and also India's participation.

Sub-Zero Soccer, an inter-college soccer tournament, had 10 college teams from across Delhi participating in this innovative enterprise. The teams were named after different animals of the polar region and the soccer commentary was interlaced with information about receding polar ice caps and the threats posed to the biodiversity in the region.

The challenge has also been to bring different stakeholders together so that they collaborate to find a balance between their interests and priorities.

Earth Day had students spread the message of replacing polythene bags with paper bags. School children from across Delhi made hundreds of paper bags which were then distributed to stores like Landmark, Fab India and also among local vendors. Volunteers from corporates like GE were involved in distributing these bags and to generate awareness on environmental hazards posed by polythene bags.

On Vanmahotsav Day, WWF-India partnered with an amateur theatre group to engage a group of school and college students to stage a musical play at India Habitat Centre. 'The Day Unville found the S' encouraged audiences to understand the complexities of, and synergies between, the issues threatening our environment.



Soccer match
© Nagender Singh Chhikara



Musical play by children on Vanmahotsav Day
© Nagender Singh Chhikara

This play brought a new motivation to learning as children became empowered to develop and evaluate alternative visions of a sustainable future and to work to collectively fulfil these visions.

Wildlife Week in October 2008 was celebrated by WWF-India by organizing an inter-school quiz contest, "Wild Wisdom", the winners of which were taken for a marine camp at Byet Dwarka where the wilderness exposure added yet another dimension in creating awareness.

Synergy with yet another stakeholder, the Ecology Cell of the Indian Army took place through its "Green Governance Programme". WWF-India conducted a series of environment education workshops for teachers and students in army, sainik and military schools spread in 10 States across India. Seven hundred and sixty five teachers and 5000 students from 19 schools were covered in this programme.

A wide variety of topics were covered in the workshops— environment education and education for sustainable development, environmental concerns of India, action projects and activities for conservation like tree planting, rainwater

harvesting, composting, energy saving and medicinal gardens to name a few.

To assist the school teachers in conducting regular environment education activities, WWF-India also brought out a booklet called "TIGERS" (The Information Guide to Ecological Resources).

Yet another feather in the Environment Education cap was the capacity building workshops on Education for Sustainable Development in three states. In response to the United Nations Decade (2005–2014) on Education for Sustainable Development (DESD), WWF-India conducted three workshops for educational policymakers and NGOs in Himachal Pradesh, Maharashtra, and Tamil Nadu. Eighty four

participants attended the workshops. Three resource persons including one expert from Uppsala University from Sweden handled most of the sessions. Participants were given an orientation on ESD from different perspectives which further helped the participants to evolve strategies and mechanisms to mainstream ESD in educational policy.

In Sunderbans, capacity building on the sustainable management of biodiversity was conducted for fishermen and women self-help group members of Bali and Chotomollakhali islands.

They were given training in creating mixed pond fishery and the preparation of village biodiversity registers. School teachers and children in the same islands were made aware about climate change and biodiversity-related issues.

Human Resources

The Human Resource Division of WWF-India had organised the Human Resource Asia-Pacific Regional Conference-2008 from September 8–12, 2008, for



HR Conference participants-2008
© WWF-India

Programme Offices and National Offices of WWF from this region. The conference was coordinated on behalf of WWF-International and was attended by HR representatives from 15 countries, which included six Programme Offices, seven National Offices and representatives from WWF-International. The conference was held at New Delhi and Bharatpur.

The conference focussed on the larger issues affecting Asia-Pacific (AP) Region Offices such as Recruitment of Right Human Resources, Talent Management, Performance Management, Training & Development Needs, Leadership Development, and Building the HR Community in AP Region. HR representatives of each office made a presentation to the participants on the challenges faced in their office which included facts and figures about the organisation, what's going right in that office and the challenges faced in managing human resources.

The Conference was able to finalise issues such as publishing of a HR newsletter for the region, sharing of HR-related information across network and implementation of training & development needs of staff with the help of WWF-International.



Rajaji National Park
© Jitender Rawat, WWF-India

Network and Supporter Relations

Initiating the general population to partner with WWF in making conservation a mass 'movement'.

The year gone by has seen many innovative changes implemented in the Networking and Supporter Relations division. This in sense marked a new year in fundraising and environmental evangelization for WWF-India, a trend which saw the emergence of leveraging the power of visual media and information technology to its fullest potential.

Initiatives like public screening of environmental films and documentaries, online communities, web blogs, SMS campaigns, flash-based games and e-cards were used extensively to reach out to prospective donors and get more people to commit themselves to environmental protection.

Conservation—A Movement Gaining Momentum

Increasing attention was paid to involve our affiliates and make them a force multiplier by encouraging and getting them to volunteer their time and effort to further spread the message of conservation. Towards this end, we used technology, visual media and innovation extensively, as a basis to increasing support to our conservation and fundraising efforts and in providing regular programme updates to all our members.

Public Screening of Environmental Films and Documentaries Organised by our Affiliates

We launched the public screening of environmental films by our affiliates. Many of our affiliates came forward to support this programme and took a leadership role in

screening of these environmental films in schools, colleges, offices and neighborhoods. This, in essence, created a movement by which we now have thousands of our affiliates who have begun to organise film screenings in their own work environment and help us further spread the message of conservation to a much wider audience by leveraging the power of joint action.

Online Communities

WWF-India set up several online communities to use the power of internet technology to reach out to our network affiliates, provide them with regular updates and increase participation by getting our affiliates involved in further spreading the message of conservation. We made a conscious effort to engage more frequently and productively with our affiliates and donors. The effort has been to keep them abreast of all the conservation activities that are happening at WWF and equally importantly to bring to their knowledge the projects towards which their contribution has been utilised.

Regular project updates have helped our supporters know the exact status of the projects that they are supporting and usher in a new understanding of the environmental issues and challenges the world faces today.

We are beginning to see a lot of our affiliates contribute each time we appeal to them for a contribution. The feelings of the constituency can be best expressed in this comment that we received from one of our donors "We should be



Donor Form
© WWF-India, Network Division

thanking you for driving an organisation aimed at nature's conservation. Everyone is affected directly or indirectly and your work is helping the earth to be a better place for us tomorrow". We wish to hear the echo of this sentiment in the hearts of all our supporters.

SMS Campaign

We did several SMS blast campaigns by which we reached out to thousands of prospective nature lovers to garner support for our programmes and other key initiatives.

Verisign Certification

WWF-India implemented Verisign certification on their website so that our donors, supporters and affiliates could now renew, upgrade or donate to or for our programmes online. The use of Verisign has further increased the donations we have begun to receive online plus at the same time cutting down on the transaction cost to servicing our prospective donors.

Our vision is to create a mandate for environmental protection so that we all can collectively work to leaving behind a living planet.

Income and Expenditure Figures*

For the Year Ended 31st March 2008

Income	Rs.'000s
Fundraising and Subscription	13,886
Donations	1,468
Project Grants	281,949
Other Income	69,415
Total Income	366,718
Expenditure	
Conservation Expenditure on Objects of the Trust	323,175
Other Expenses/Operating Costs	42,736
Total Expenditure	365,911

Salient Balance Sheet Figures*

For the Year Ended 31st March 2008

Funds and Liabilities	Rs.'000s	Property and Assets	Rs.'000s
Trusts Funds or Corpus	69,637	Fixed Assets	16,199
Earmarked and Other Funds	82,149	Investments	19,511
Current & Other Liabilities	82,641	Current & Other Assets	198,717
TOTAL	234,427	TOTAL	234,427

* Audited



Baralacha pass, Leh
© Ashish Bahl, Canon WWF-India Photo Contest



1. Apiculture related activities at Bungklung Village, Darjeeling District © Sanjeev Pradhan, WWF-India
2. Tracking the rhinos in Manas © Species Program, WWF-India
3. Signage put up by WWF and Pokhari Sanrakshan Samiti at Tsomgo Lake, East Sikkim © Lak Tsheden Theengh, WWF-India
4. Boat provided to the Sathyamangalm Forest Division for patrolling the Bhavani Sagar Reservoir © Species Program, WWF-India
5. Hatchlings heading towards the sea © Michael Peters, WWF-India
6. Team preparing to vaccinate cattle © Species Program, WWF-India

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“The promotion of nature conservation and environment protection as the foundation for sustainable and equitable development”

WWF-India's Mission Statement



for a living planet®

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