President’s note

The vision for WWF-India’s conservation programme is that India moves towards a development pathway which conserves biodiversity, values ecosystems and contains its ecological footprint. The road towards this ambitious vision is paved with numerous challenges. Nonetheless, it is critical for India to undertake sustained efforts in order to preserve its natural heritage, revered across the world for its diversity of forests and species alike.

The team at WWF-India recognizes the odds it is working against and invests proportionate efforts towards demonstrating practical solutions on-ground while also influencing policies to achieve long-term impact. This Annual Report showcases some of the major successes achieved through the commitment and dedication our teams, but is by no means exhaustive. The organization continues to make contributions with consistency every day in addressing India’s environmental concerns.

I take this opportunity to congratulate the team at WWF-India and wish them well for future endeavours.

Jamshyd N. Godrej

President, WWF-India

From the SG & CEO

This has been a productive year for WWF-India and I am proud to share with you our achievements of 2016. At the heart of all our initiatives has been the vision to deliver impact at scale. Our work has focused on demonstrating innovative and scalable pilot projects, forging strategic partnerships with various stakeholders, as well as influencing policy to ensure long term solutions to the country’s growing environmental challenges.

Our wildlife conservation programme continues to be a strong focus area, with tiger conservation leading within it. Our work towards conserving key wildlife corridors by addressing pressures from linear infrastructure projects, mining, urbanization and agriculture is delivering measurable results as our recommendations and solutions are being accepted by State Governments and other partners. Research on land use and forest cover changes is being used to influence development plans for districts near wildlife habitats. Our community led conservation projects are steadily gaining traction and influencing forest dependent villages to voluntarily participate in conservation action. Fishing and farming communities are showing increasing interest in adopting sustainable practices and working with us to acquire certifications. We are investing in developing innovative technology solutions to address human wildlife conflict and reduce use of water and other inputs in cotton cultivation, all aimed to achieve impact at scale. Engagement with various stakeholders towards conserving the Ganges and Ramganga is yielding results, with tanneries and metalware industries working with us to reduce industrial pollution. Our work on conservation of wetlands in selected areas, including high altitudes, persists and this experience extends to urban and peri-urban wetlands.

Shifts towards sustainability are visible in the palm oil, pulp and paper sectors as a result of continuous engagement with key players. Corporate partnerships to support conservation projects have also grown, as the business sector is recognizing the importance of environment preservation. It has been encouraging to witness the response from the masses towards our awareness campaigns, outreach events and environment education activities which have witnessed record breaking participation – an indication of a growing movement for the environment.

These achievements are a direct result of the dedication, hard work, passion and vision of our teams. I would like to take this opportunity to thank my colleagues and congratulate them for the great work.

Ravi Singh

Secretary General & CEO, WWF-India
The last year has been one of change and consolidation for WWF-India. Some areas of work saw significant changes and growth, including outreach & education, communications and marketing as well as programme areas such as marine, C&I, and Policy. Research & Innovation. In other areas, we reviewed and strengthened on-going initiatives such as our work on human-wildlife conflict, river basin management and sustainable agriculture. Overall, we have focused on strengthening synergies between conservation programmes and areas such as education, outreach, marketing and fundraising. Increasingly, we are seeing our priority landscapes as ‘hubs’ that are incorporating issues and actions from across the organisation and demonstrating how landscape level conservation could work in reality. Bringing together internal expertise, network expertise and strategic partnerships, we are addressing conservation and development drivers affecting entire landscapes including infrastructure, agriculture, mining, water, energy and business. Moving forward, we aim to demonstrate how it is possible to address complex challenges at scale by maximising internal and external collaboration and partnerships.
WWF-India is working towards the conservation of key species and wildlife habitats by addressing threats and building on opportunities at the landscape level. This includes conserving wildlife corridors and influencing impacts from mining, industrialization, urbanization, agriculture, power generation and linear infrastructure projects on critical wildlife habitats. Engagement with local communities through strengthening local institutions, augmenting sustainable livelihoods and mitigating and managing human wildlife conflict is also an important area of work.

**SMART GREEN INFRASTRUCTURE IN WILDLIFE HABITATS**

**INDO-NEPAL BORDER ROAD**

The Public Works Department has formally included WWF-India’s recommendation to realign this road at two locations within Dudhwa National Park and Katerniaghat Wildlife Sanctuary to avoid habitat fragmentation.

**NH 125**

The Uttarakhand Government has requested the National Highway Authority of India to include WWF-India’s recommendation of constructing a 1.2 km vehicle flyover with animal underpasses to enable safe wildlife movement in the Kiplura-Suras-Khartima corridor.

**NH 54E**

WWF-India is monitoring the implementation of specialized engineering structures on this highway passing through Lumding Reserve Forest in Assam, which were previously suggested to help maintain wildlife connectivity in this critical corridor. The use of these structures by wildlife is also being monitored to assess its effectiveness.

**PROTECTING TIGERS BEYOND BORDERS**

WWF-India is assisting the Rajasthan Forest Department in developing the State Wildlife Action Plan and prioritizing the conservation of wildlife corridors connecting Ranthambhore National Park to adjoining forest areas, thereby enabling safe dispersal of tigers across a larger habitat and ensuring long term survival of the species in the region.

**REDUCING MINING PRESSURES IN CORRIDORS**

A joint restoration and mitigation plan is being prepared to address mining pressures in the northern part of the Satpuda-Pench wildlife corridor through engagement with Western Coalfields Ltd. and Chhindwara Forest Division (Madhya Pradesh Forest Department). The aim is to integrate biodiversity conservation in mining practices by restoring abandoned mining sites, minimizing impacts of active sites and providing guidance on mine location and siting to maintain habitat and landscape integrity.

**FIRST CA|TS ACCREDITED TIGER SITE IN INDIA**

Lansdowne Forest Division, amongst the 9 Forest Divisions from Uttarakhand to register under CA|TS, has been approved to receive CA|TS Accreditation, indicating optimum level of conservation management.

WWF-India and the Global Tiger Forum played an instrumental role in promoting the adoption of CA|TS in India, a set of criteria to assess the management standards and practices of tiger bearing forest divisions to promote management excellence.
WWF-India is developing and implementing innovative human-wildlife conflict management solutions in its priority landscapes to safeguard livelihoods, reduce economic losses and human casualties among local communities, thereby creating an enabling environment for co-existence between wildlife and people.

In the Terai Arc Landscape, India’s first ‘pro-conservation’ livestock insurance scheme has been launched with the aim of encouraging a behavioural shift amongst livestock owners that will reduce numbers of cattle entering forest areas and vulnerability to depredation by large carnivores. In parallel, existing government and private ex-gratia mechanisms are being optimized through digitization to ensure faster payments to communities facing economic losses due to wildlife conflict.

In the Sundarbans Landscape, studies are being conducted to assess the feasibility of producing honey using domestic bees and apiary boxes instead of collecting wild honey inside forests. This could reduce human injury and mortality due to tiger attacks associated with the traditional activity of honey collection.

Innovations in low-cost electric fencing technology are successfully reducing crop raiding and property damage incidents by large herbivores across the Terai, Central India, North East and Western Ghats landscapes.

The overall objective of these mitigation measures is to demonstrate the social and financial sustainability and encourage uptake by State Governments and other stakeholders for wider impact.

100+ livestock have been insured in one village which records more than 30 livestock depredation cases per year, located near the Corbett Tiger Reserve. The Uttarakhand Government is exploring to scale up the insurance scheme to cover more than 1,00,000 animals in high conflict zones of the state.

70 predator proof corrals have been constructed in 30 villages in Ladakh, ensuring zero livestock predation by snow leopards and no retaliatory killing of snow leopards by villagers.
WWF-India is working on forest conservation at the local, national and international levels. Local communities are engaged towards natural resource governance, community based forest conservation and reduction in forest dependence through the adoption of alternative livelihood opportunities and clean energy solutions. Nationally, forest conservation efforts are focused at the field and policy level. Globally, key businesses and industries are engaged to address impacts of global deforestation linked to the trade of high footprint commodities such as palm oil, natural rubber, timber, pulp and paper.

**COMMUNITY CONSERVED FORESTS**

1200+ sq km of prime red panda habitat is now under community led conservation management in western Arunachal Pradesh, with the declaration of two new Community Conserved Areas this year. WWF-India is building the capacity of civil society and local NGOs to expand this model across larger areas.

Encouraged by the success of the Kadar community receiving their Community Forest Rights title over 400 sq km in Vazhachal Forest Division in Kerala, six villages have come forward to work with WWF-India for a similar title over a 102 sq km area being accessed by them in Parambikulam Tiger Reserve.

**ASSESSING CHANGES IN FOREST COVER**

A study has been conducted to predict the expected forest loss in the Tawang district of Arunachal Pradesh from 2025 to 2035 based on the rate of forest loss and changing forest composition over the last two decades. These findings, as part of a detailed Landuse and Land Cover change study, will be presented to the Arunachal Pradesh Government for informed and better district development.

A similar study has been conducted for the Eastern Himalayas region covering India, Nepal and Bhutan to estimate forest loss, degradation and fragmentation and impacts on water resources due to developmental activities. This will also be used to influence future development policy directions.

**NATIONAL FOREST CERTIFICATION IN INDIA**

WWF-India is providing critical inputs to the Network for Certification and Conservation of Forests (NCCF) to ensure the development of a strong and equitable PEFC-endorsed National Forest Certification system for India, which will promote sustainable management of forest resources.
WWF-India conducted new research that revealed India to be amongst the world’s largest importers of wood-based products, natural rubber and palm oil, with a majority of these imports coming from tropical countries that have reported the highest annual forest loss in the last five years. This reinforces the issue of India’s growing dependence on imports of natural resources and its adverse impact on global priority forests.

WWF-India’s engagement with key industry players is making significant progress towards addressing these impacts. In the palm oil sector, three leading companies made time-bound commitments to sustainable sourcing. A low-cost tool has been developed to enable companies to identify sustainable palm oil producers in their supply chain without reducing profit margins, thereby addressing the cost barriers of supply chain certification and promoting greater uptake of sustainably produced commodities.

Similar progress is being witnessed in the pulp and paper sector, with major companies like ITC and International Paper continuing their commitment towards certified sustainable supply chains. Efforts to develop forestry standards suited to the Indian context are also progressing and WWF-India is involved in technical working groups of the Forest Stewardship Council and the Network for Certification and Conservation of Forests. In the timber and rubber sector, two of India’s largest manufacturers have deepened their engagement with WWF-India on sustainable sourcing practices.

Indian companies are now RSPO certified – a rise from just one in 2013 – indicating a significant shift towards sustainability in the Indian palm oil sector.

40% of India’s palm oil imports are used by companies who have now made time-bound commitments towards sustainable sourcing to the Roundtable on Sustainable Palm Oil.
CHOOSE WISELY!

25 restaurants in 11 ITC hotels now offer only sustainably sourced seafood to its customers, having phased out overfished and threatened fish species from their menu as part of their engagement under WWF’s Choose Wisely campaign, aimed at raising awareness about sustainable fish choices amongst consumers.

SUSTAINABILITY IN SHARK FISHERIES

WWF-India is working towards protecting the livelihood of fisher communities while also protecting threatened shark species by initiating a pan India project to distinguish between critical species whose trade should be banned and species with sustainable stocks that can be fished and traded. In parallel, WWF-India is providing critical inputs in the development of a National Shark Management Plan.

ASC CERTIFIED SHRIMP FARMS

7 shrimp farms have received Aquaculture Stewardship Council (ASC) certification and three are in the assessment process.

ONE STEP CLOSER TO MSC CERTIFICATION

A Fisheries Improvement Action Plan has been prepared for the traditional Pole & Line skipjack tuna fishery in the Lakshadweep Islands and community engagement is underway for its implementation. This is a step towards the fishery obtaining Marine Stewardship Council (MSC) certification, paving the way for it to become the second globally certified fishery in India after the Ashtamudi clam fishery which was certified in 2014.

25 restaurants in 11 ITC hotels now offer only sustainably sourced seafood to its customers, having phased out overfished and threatened fish species from their menu as part of their engagement under WWF’s Choose Wisely campaign, aimed at raising awareness about sustainable fish choices amongst consumers.
A multi-pronged outreach and engagement strategy targeting the local media, boat operators, government and other stakeholders in the marine tourism sector of Goa resulted in a much needed breakthrough towards the adoption of sustainable tourism practices to reduce impacts on endangered species such as the humpback dolphin and coral reefs while providing long term benefits to the industry and a better experience for tourists.

WWF-India engaged with the local media to highlight the adverse impacts of current tourism practices on these species, which prompted key stakeholders to acknowledge and address this growing concern. Draft guidelines on best practices for marine tourism were prepared and distributed in three major dolphin operating jetties through a series of capacity building workshops. To ensure adherence to guidelines, the Forest Department is regularly patrolling the waters of the three tourism hotspots and identifying defaulters who are further being involved in more intensive awareness programmes.

For sustainable and lasting impact, WWF-India is working towards ensuring the adoption of these guidelines across the state to secure marine dependent livelihoods while reducing their impacts of flagship species.

A study conducted by WWF-India on impacts of current tourism practices revealed severe damage to coral reefs and stress on dolphin populations, forming a strong argument for shifting to sustainable tourism.
WWF-India is working towards restoring the ecological health of the Ganga and its major tributary - the Ramganga. A multi-disciplinary and multi-stakeholder approach is implemented towards conserving and reviving freshwater biodiversity, addressing impacts of growing industrial and urban pollution and advocating for the maintenance of environmental flows. Identifying and promoting the protection of the remaining wild rivers and river stretches in the Himalayan region is an emerging focus area. WWF-India also works towards the conservation, management and restoration of wetlands with high biodiversity values as well as urban and peri-urban wetlands under threat.

**TOWARDS A LIVING GANGA**

- **40 tanneries in Kanpur** have undergone clean technology assessments and 10 are working closely with WWF-India to implement better environmental practices, thereby improving chances of acquiring Leather Working Group Certification.

- **500 meta-share SMEs** have been trained in clean technology solutions to reduce industrial pollution flowing into the Ganga.

- The in-situ turtle conservation programme, with the involvement of riparian communities, has expanded from a stretch of **60 to 255 km** along the river Ganga covering five districts in Uttar Pradesh upon the recommendation of the Uttar Pradesh Forest Department.

- **605 pelican nests**, highest in the last decade, were recorded in villages around Koklebellur, a testimony to the commitment of the local communities and stakeholders of the area.

- In 2016, the Keoladeo Ghana wetland recorded the highest waterfowl count in a decade - a true conservation success story, fuelled by good rains and persistent efforts of multiple stakeholders.

**BRINGING BACK BIRDLIFE IN WETLANDS**

- **ZERO accidental electrocution of birds** was recorded in Koklebellur wetland, a globally recognized IBA (Important Bird Area), in Karnataka this year after Chamundeshwari Electricity Supply Company insulated power lines around the wetland with an investment of INR 45 Lacs, as a result of WWF-India’s engagement with stakeholders.

- A female gharial was rescued from a lower Ganga canal in Naresa and released back into the river after a 15 hour rescue operation launched by the UP Forest Department and supported by WWF-India. The animal has grown three times in length since its release as a juvenile in 2009 under the Gharial re-introduction programme, indicating good health of the surviving gharial population.

- **The National Government’s report, “Swachh Bharat and Ganga Rejuvenation - People’s Involvement and Sustainability”** has incorporated WWF-India’s recommendations on stakeholder engagement and public awareness such as conducting river health assessments and preparing report cards; setting up Ganga chaupals, sabhas and sansads and district level review and monitoring committee.

In 2016, the Keoladeo Ghana wetland recorded the highest waterfowl count in a decade - a true conservation success story, fuelled by good rains and persistent efforts of multiple stakeholders.
Nearly two thirds of India’s hydropower projects are planned in the Himalayan region, where a few rivers are still flowing in their natural state. WWF-India is working towards developing a holistic conservation framework for identifying and prioritizing the preservation of high conservation value river stretches and offering them legal protection. The premise is to maintain key river stretches in their pristine form rather than first causing extensive damage and then trying to restore them.

In a significant step forward, a definition of wild rivers was formulated for the first time in India, through a multi-stakeholder platform facilitated by WWF-India, comprising environmentalists, scientists, academicians, civil society representatives and government officials.

A methodology to assess wild rivers is being developed which will be used to map and assess rivers in Uttarakhand and further engage with the state government to declare stretches of rivers identified as wild and implement pro-active conservation measures for their protection.

"A river that, despite human influences, continues to retain its character and capacity to maintain natural river processes, in all their seasonal variations; sustains aquatic and riparian species diversity; and provides ecosystem functions and services for present and future generations of all life forms."
WWF-India is working with cotton and sugarcane farmers across major production belts in the country to promote sustainable agricultural practices that reduce their water and carbon footprint across the supply chain while also improving crop productivity. Linking organic and certified agriculture production with priority conservation landscapes is an emerging strategy to see if this can help increase returns for farmers and prevent land use change. Testing and promoting climate resilient agricultural practices to reduce climate vulnerability and ensure long term livelihood security is also a key strategy.

MULTIPLE CERTIFICATIONS IN AGROFORESTRY

WWF-India and ITC are working together to demonstrate an agro-forestry model which implements two sustainability standards – Forest Stewardship Council and Better Cotton Initiative – in the same area. This is through the production of Better Cotton amongst 5000 cotton farmers in ITC’s agro-forestry plot in Telangana, where it also grows FSC certified pulp.

The long term vision is to define a common certification standard for pulp and cotton cultivation to reduce costs and management protocols associated with certification.

TECHNOLOGY INNOVATIONS IN COTTON CULTIVATION

An automatic irrigation system is being developed for cotton cultivation which will calculate and release the exact amount of water required for a cotton crop at various stages of its life cycle, thereby assisting farmers in reducing water wastage. The technology is being piloted in two villages in Jalna district of Maharashtra and upon testing, will be made available to 40,000 cotton farmers.

Crop Doctor, a web and android smartphone application is being developed to provide information to cotton farmers through a user-friendly interface on the precise requirement of water, nutrient and pest control in their fields, enabling them to reduce excessive use of water and chemicals. The back-end technology will geo-tag fields and make customized calculations for farmers on the basis of weather parameters, satellite imagery, soil moisture and insect population.

CLIMATE SMART AGRICULTURE

23,000+ farmers are being engaged at various levels and 6000+ farmers are implementing sustainable agriculture practices across 39 villages in 6 districts of Uttar Pradesh.

In a significant step, the District Administration of Bareilly has initiated a pilot project across 15 villages to implement the recommendations outlined by WWF-India in a framework for climate smart agriculture and water management practices.

BETTER COTTON INITIATIVE

40,000+ farmers across major cotton cultivation districts of Gujarat, Maharashtra and Telangana are now implementing Better Management Practices and growing Better Cotton in more than 74,000 hectares, thereby reducing environmental impacts of large scale agriculture.

BETTER COTTON INITIATIVE
The Chhindwara district of Madhya Pradesh falls within the critical wildlife corridor connecting Satpuda and Pench Tiger Reserves. Here, WWF-India’s pilot project to promote organic cotton cultivation is making significant advances, with more than 2000 farmers across 22 villages growing scope certified organic cotton in an area of more than 500 acres. They have been registered with a Farmer Producer Company who is building their capacity to produce their own organic cotton seeds, meeting 20% of their total requirement. Women members of the farmer families are being involved in setting up micro-enterprises to produce organic fertilizers and pesticides and ensure self-sustenance of the project.

To develop market linkages, WWF-India is engaging with Neutral - a Danish garment company - that will procure the organic cotton produced by the farmers, thereby encouraging sustainable agricultural practices. Neutral supplies garments for the management staff of Kolmaren National Park in Sweden, providing a strong conservation link for the project.

Moving forward, WWF-India is exploring multiple certifications for major crops in critical wildlife habitats and has enrolled soyabean farmers from 25 villages in the Satpuda-Pench wildlife corridor with the Roundtable on Responsible Soya.

2000+ farmers are growing organic cotton in 22 villages within the Satpuda-Pench wildlife corridor, eliminating chemical inputs, reducing adverse impacts on biodiversity and natural habitats and enhancing livelihoods.

Cultivation of organic cotton in this wildlife corridor is eliminating the use of chemical fertilizers and pesticides, thereby arresting the negative impacts of current agricultural practices on biodiversity.
WWF-India is working to promote the uptake of renewable energy solutions for enhanced energy access in ecologically sensitive areas by implementing community-based decentralized energy generation projects in priority conservation landscapes. To mainstream low carbon growth into development planning, WWF-India is working to increase acceptability of renewable energy (RE) based solutions through public engagement, stakeholder consultations, technical studies to address barriers to large scale uptake and promotion of innovative solutions.

**Balancing Renewable Energy Scale Up and Biodiversity Conservation**

With the objective of understanding the impacts of scaling up renewable energy projects on biodiversity in ecologically sensitive areas, a stakeholder meeting was organized in Gujarat in partnership with GEER Foundation. A state-level mapping and zoning assessment will be jointly undertaken with GEER Foundation to enable ecologically sustainable scaling up of renewable energy projects.

**Promoting Innovative Low Carbon Solutions**

15 Small and Medium Enterprises (SMEs) have been awarded for their cutting edge clean energy solutions over the last four years through Climate Solvers – WWF’s global innovation platform. This is contributing to their growth by providing opportunities to market and promote their innovations and become agents of transformative change.

Moving forward, the Climate Solver + programme will focus on greater regional engagement with SMEs to provide assistance in developing robust business plans and better networking opportunities as well as handholding them to enable scaling up of the innovative solutions.

**Addressing Barriers for Renewable Energy Uptake**

Two workshops, specifically focused on discussing the role of public-private partnerships and the business sector, were organised to facilitate discussions amongst key stakeholders and contribute to the discourse on addressing cost barriers toward the uptake of renewable energy by identifying innovation financing mechanisms.

**Towards One Planet - Climate Smart Cities**

20 Indian cities across 12 states have participated in the global Earth Hour City Challenge since 2012, designed to encourage cities to make substantial long term commitments towards sustainability and climate resilience. The platform is enabling cities to monitor progress towards their sustainable actions, plans and greenhouse gas inventories as well as exposure to global best practices adopted by leading sustainable cities.
With the objective of achieving large scale impact and demonstrating the success of renewable energy solutions in remote off-grid locations, WWF-India has launched Project Sahasra Jyoti – an initiative to provide clean and sustainable electricity to 1000 households in the Satjelia island of Sundarbans. This is the largest non-government energy access initiative in the Satjelia island, where more than 95% households do not have access to any energy services. It is supported by Bank Of America as Principal Partner, Schneider Electric India Foundation as Technical Partner, as well as other corporate partners.

Under the first phase, an 8.4 kW DC micro grid system has been constructed in Annapur hamlet located at the fringes of the Sundarbans Tiger Reserve and will benefit 69 households and 25 shops. To ensure sustainability, an Energy Committee comprising community members has been formed for maintenance and day to day operations of the system. Three to four similar micro grids will be constructed to connect the remaining households, thereby contributing to the sustainable development of the Satjelia island while also balancing environment conservation.

Sundarbans is a stronghold for WWF-India’s energy access projects and Project Sahasra Jyoti is an attempt to showcase scalability and feasibility of this technology for ecologically fragile regions.
The Centre for Environmental Law (CEL), established in 1993, serves as an enviro-legal think tank for research in national, regional and international contexts and a resource centre for building awareness on environmental laws and procedural aspects. The Centre supports WWF-India's conservation goals through effective implementation and use of legal processes and legislations as well as building legal capacity of Civil Society Organisations and environmental lawyers to deliver projects that test and improve legal tools.

The Centre's efforts towards sensitizing the judiciary in supporting environment conservation led to a significant achievement this year with a senior Judge of the High Court of Jammu & Kashmir committing to set up a special bench to prioritize the disposal of pending forest and wildlife cases in the State.

This was a result of a judiciary orientation organized by CEL in collaboration with Legal Initiative for Forest and Environment (LIFE) for the State's senior judiciary as well as legislators, practicing environmental lawyers, media and senior forest officers. The orientation focused on various environmental legislations and their real world impacts, followed by a field visit to Nandini Wildlife Sanctuary to observe the ground realities of environmental challenges facing natural habitats. In the programme, the Forest Department highlighted the issue of slow progress on environmental matters within the judicial system and emphasized on the positive impact that could be achieved through the expeditious disposal of such cases. Understanding the urgency of the issue, a senior Judge of the J&K High Court announced setting up of the special bench and requested the involvement of CEL in analyzing environmental cases along with the J&K Judicial academy.

To strengthen conservation arguments through legal research, CEL is building the capacity of WWF-India’s teams and Civil Society Organizations to effectively use legal tools and processes for achieving conservation outcomes. Research support is being provided on key issues such as environmental impact assessment of infrastructure development projects, new laws, notifications and government orders, mine restoration and wildlife corridors.

An interactive online platform is being developed as a repository for all environmental law resources in India for legislative or informative use by a wide range of audience. The objective is to provide solutions to environmental issues in a simplified and comprehensive manner on a single platform.

To provide an overview and a non-partisan legal analysis on issues of environmental law and policy in India, several research projects are being implemented in partnership with external organizations and results are positioned to effectively support enforcement of laws and policies.
WWF-India is developing and implementing strategies to increase policy influence through evidence based research, landmark publications, informed public discourse, networking and alliance building, and sustained stakeholder engagement. The vision is to define a development paradigm for India which is just, sustainable, equitable and one which respects natural and ecological boundaries. The focus of this work is on four thematic areas - climate adaptation, infrastructure and extractives, urbanization and land use planning, and ecological economics.

**Climate Adaptation**

Embedding climate adaptation strategies - both at the planning and policy level - in key vulnerable areas such as the Himalayas, Sundarbans, and the Ganga Basin with the objective of making them ‘climate proof’ is a key focus area. Efforts have been successful in influencing policy at the district and state level in western Uttar Pradesh for climate smart agriculture and West Bengal for revisiting administrative set up in light of climate related hazards.

In the Sundarbans, continuous research and advocacy action over years has encouraged the Government of West Bengal to work with a WWF-India facilitated consortium towards exploring possibilities of accessing international climate adaptation finance to enhance resilience in host sites in and around the Sundarbans to facilitate ecosystem regeneration.

**Ecological Economics**

With the aim of embedding environment conservation strategies in the framework of India’s development model, WWF-India is providing economic expertise at different levels, offering fact-based alternative development policies and practices that take into account the values of ecosystem services and biodiversity. A number of key studies have been undertaken this year such as cost benefit analysis of ecosystem service loss due to linear infrastructure, valuation of environmental flow in the Upper Ganga, an ecological economic framework for the Terai Arc Landscape and a valuation of ecosystem services of Kunigal Wetlands.

**Infrastructure and Extractives**

WWF-India provides viable solutions that address the impact of infrastructure and extractive projects on biodiversity in its conservation landscapes through stakeholder engagement. In the Satpura-Pench wildlife corridor, engagement with the Western Coalfields Ltd. and Chhindwara Forest Division is progressing towards the preparation of a joint restoration and mitigation plan to address mining pressures in this critical corridor.

**Impacts of Urbanization & Landuse Change in Landscapes**

India is one of the most rapidly urbanising countries and inadequate planning is leading to cities expanding beyond capacity, with severe impacts on resources and biodiversity. WWF-India is undertaking studies on growing cities, small towns and peri-urban areas in and around its conservation landscapes to understand the drivers of urbanizations and land use changes.

In the Terai Arc Landscape, urbanization trend studies indicate that there are 12 Class I cities, of which 4 cities have grown from Class II to class I in last decade. These are growing at 39%. Studies are underway in Pilibhit, Dehradun, Hardwar-Rishikesh, Haldwani, Pilibhit and Rudrapur to understand the rate and direction of growth as well as the drivers of change. In the Satpuda Maikal Landscape, studies indicate that Nagpur, Amravati and Jabalpur have recorded the highest urban growth rate and studies are underway for fast growing cities. In the Western Ghats Landscape, studies on the urban growth of Coimbatore city and an assessment report on linear infrastructure passing through critical corridors has been completed. In the Sundarbans, a conceptual plan has been developed for SMART settlements to facilitate movement from vulnerable areas to lesser vulnerable areas. In western Arunachal Pradesh, a comprehensive landuse study with growth projections for Tawang district is being used as an advocacy tool.

The findings of these studies are being used to engage with policy makers towards the need for balancing urban and regional growth plans and conservation through suitable landuse allocation and development guidelines.
The Wildlife Trade Monitoring Network, TRAFFIC, is a strategic alliance of WWF and IUCN. In India, it operates as a programme division of WWF-India with an aim of monitoring and investigating wildlife trade and providing information to key stakeholders that can help tackle the illegal trade in wildlife products.

**SNIFTER DOG PROGRAMME**

With the training of 16 new dog squads this year, 43 sniffer dogs are now deployed across 13 tiger bearing states, working to strengthen anti-poaching and anti-trafficking measures of the State Forest Departments to curb poaching and illegal trade in wildlife parts. These sniffer dogs have helped in solving at least 26 wildlife crime cases in 2016.

**WILDLIFE TRADE INTELLIGENCE NETWORK**

TRAFFIC’s informers network spread across 15 states collects vital intelligence on illegal wildlife activities and shares it with enforcement agencies to act upon the information for seizures, arrests and averted of poaching cases.

**CAPACITY BUILDING TRAININGS**

Two trans-boundary training programmes were organized for officials of the Forest Department, Customs Department and para-military forces of India and Nepal serving near the border sharing forests of Katerniaghat Wildlife Sanctuary in Uttar Pradesh and Valmiki Tiger Reserve in Bihar.

More than 125 participants were trained in identification of species and specimens in wildlife trade, modus operandi and judicial procedures and use of new tools and techniques in wildlife crime.

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**NATIONAL WORKSHOP ON CAPACITY BUILDING**

With the objective of enhancing knowledge and skills on wildlife law enforcement and bringing together representatives from various enforcement agencies across the country, TRAFFIC India organized the first National Workshop on Capacity Building for Combating Wildlife Crime in partnership with the Tamil Nadu Forest Department, Tamil Nadu Forest Academy, Wildlife Crime Control Bureau (WCCB) and WWF-India.

Senior officials representing 20 State and Union Territories and enforcement agencies such as State Forest Departments, Border Security Force Police, Sashastra Seema Bal, Indo-Tibetan Border Police Customs, Indian Coast Guards and Directorate of Revenue Intelligence were trained in skills and knowledge for curbing poaching and illegal wildlife trade in their capacities and areas of jurisdiction. This workshop was a significant break-through towards creating a common platform for these diverse stakeholders collaborate amongst each other and understand their role in addressing the growing threat of illegal wildlife trade, particularly in trans-border regions.

Moving forward, TRAFFIC India will continue engaging with these stakeholders towards the development of a national level strategy and protocol for combating wildlife crime that is focused on better cooperation and coordination towards a common mission.

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More than 125 participants were trained in identification of species and specimens in wildlife trade, modus operandi and judicial procedures and use of new tools and techniques in wildlife crime.

**SNIFFER DOG PROGRAMME**

With the training of 16 new dog squads this year, 43 sniffer dogs are now deployed across 13 tiger bearing states, working to strengthen anti-poaching and anti-trafficking measures of the State Forest Departments to curb poaching and illegal trade in wildlife parts. These sniffer dogs have helped in solving at least 26 wildlife crime cases in 2016.

**WILDLIFE TRADE INTELLIGENCE NETWORK**

TRAFFIC’S informers network spread across 15 states collects vital intelligence on illegal wildlife activities and shares it with enforcement agencies to act upon the information for seizures, arrests and averted of poaching cases.

**CAPACITY BUILDING TRAININGS**

Two trans-boundary training programmes were organized for officials of the Forest Department, Customs Department and para-military forces of India and Nepal serving near the border sharing forests of Katerniaghat Wildlife Sanctuary in Uttar Pradesh and Valmiki Tiger Reserve in Bihar.

More than 125 participants were trained in identification of species and specimens in wildlife trade, modus operandi and judicial procedures and use of new tools and techniques in wildlife crime.
Environmental education is an integral part of WWF-India’s conservation efforts with a reach across 20 Indian states, engaging with rural and urban audiences across age groups and backgrounds – from pre-primary school students to retired senior citizens. Through innovative and engaging programmes such as Ek Prithvi, Eco-Trails, One Planet Academy, WWF volunteers and Wild Wisdom, WWF-India aims to build environmental awareness and knowledge and develop skills and capacities to enable action for conservation and sustainability.

WWF-India actively engages with citizens across the country through various channels to raise awareness about environmental causes and inspire conservation action. This year, efforts were intensified to deepen engagement with the masses by launching a focused Volunteers Programme that provides a variety of opportunities for individuals from all walks of life to join hands with WWF-India in taking forward the cause of environment and wildlife conservation. Depending on their interest, skills and commitment, individuals can support projects in communication, design, management, outdoor campaigning, outreach events, nature trails and more. Projects are hosted on a digital platform which has received more than 7000 registrations since its launch in 2016.

The vision for WWF Volunteers is to build a strong community of inspired and empowered individuals who feel a sense of responsibility towards the planet and its future. These individuals can become agents of change who work towards influencing the society at large to adopt sustainability lifestyle choices for the benefit of people and the planet.
A growing mass movement for environment conservation is visible across the country, evident from the response to our awareness campaigns and events. Increasingly, individuals, corporate organizations, media, civil societies and governments are lending their support in varying capacities to spread the message and further the cause of conservation.

Together, We Can

**17M+** People reached through digital platforms and on ground events

**220+** Public awareness events with schools, colleges and communities.

**1100+** Media stories covering our work

**54** Corporate partners supporting a variety of conservation projects
NATIONAL CAMPAIGNS

In the wake of the global climate crisis, WWF-India initiated a national campaign to bring urban citizens closer to wetlands, an important freshwater habitat. A national campaign participated. Through digital and outdoor media, 580+ corporate events, 7 million people reached through the online footprint calculator. 20 million people reached through 20 million+ digital channels. Over the last 8th year running since 2009, 1.25 Crores individuals adopt rooftop solar. 240+ media stories for wildlife conservation. WWF and SSD Foundation organized wall art on Earth Day, Shimla.

EARTH HOUR

Thane Creek Clean Up Drive, Thane:

This walk to raise awareness about the importance of the Thane Creek and its biodiversity, was organized by the WWF-India and the Thane District Administration. The walk was attended by more than 400 school students.

WATER TALES

Charge the Story

An innovative campaign that aims to bring water issues closer to people, WATER TALES organized wall art on Earth Day, Shimla. WWF-India and CMS Vatavaran joined hands for the second consecutive year in 2016, to formally adopt the World Elephant Day launched globally on 12th August in 2012. Recognizing the need to garner public support and resources for wildlife conservation, India Conservation Funds (Maharashtra) and Mr. Ashish Tewari, Katerniaghat Wildlife Sanctuary. By facilitating cognitive, emotional and educational experiences, WWF-India hopes to inspire good and impactful work.

EVENTS

GLOBAL ELEPHANT DAY, NEW DELHI

Recognizing the need to garner public support and resources for wildlife conservation, WWF-India, TRAFFIC India, WWF-India and CMS Vatavaran joined globally on 12th August in 2012. For the second consecutive year in 2016, to formally adopt the World Elephant Day launched.

NATURE CAMPS

WEST BENGAL

This awareness campaign aims to promote awareness about the importance of tourism as a key driver of economic growth and environmental conservation.

URBAN INDIVIDUALITY AWARENESS, MUMBAI

Inside urban forests in mature and dense urban areas, numerous bird species can be seen. These bird experts is rapidly growing and their activities are aimed at increasing awareness on conservation.

INDIAN-PUGA WALK, MUMBAI: PRATAPAHatta

This walk to raise awareness about the importance of the urban biodiversity, particularly butterflies, inside urban forests to learn about and observe birdlife, illegal wildlife products and more.

THANE CREEK CLEAN UP DRIVE, THANE

WWF-India and SSD Foundation organized wall art on Earth Day, Shimla.

KOLLAM AND PATHANAMTHITTA

This walk to raise awareness about the importance of the Thane Creek and its biodiversity, was organized by the WWF-India and the Thane District Administration. The walk was attended by more than 400 school students.

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BIRD SURVEYS, KERALA

An event to mark the importance of wetlands as a habitat for wildlife.

MADHYA PRADESH

KANHA-PENCH WALK, MADHYA PRADESH

Student volunteers and artists came together to raise awareness about Assam’s Zero Tolerance for Illegal Wildlife Trade, the initiative is to rekindle the interest of students, young professionals, retired individuals and private organizations towards tiger conservation.

NEW DELHI

Climate Change to inaugurate this day with a support message for environment conservation.

GUWAHATI

Wall Art on Earth Day, Guwahati.

WWF-India and SSD Foundation organized wall art on Earth Day, Shimla.

UPPER DELHI

WORLD ELEPHANT DAY, NEW DELHI

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Recognizing the need to garner public support and resources for wildlife conservation.
WWF-India engages with corporate organizations with a focus on securing funds for conservation projects as well as driving sustainable business practices. These partnerships are aligned to the company’s CSR policy, philanthropic, sustainability, marketing and communications strategies. The last few years have witnessed a sharp increase in corporate support on a range of conservation projects – iconic and lesser known wildlife species, rivers and wetlands, community engagement, energy access and more. This encouraging shift is an indication of a growing movement for the environment.

To partner with us, visit: www.wwfindia.org/corporatepartnerships
KANHA ACHANAKMAR CORRIDOR

This is a comprehensive report on the greater one-horned rhinoceros put together by a team of expert scientists and conservationists from India, Nepal and Bhutan. The report delves into the history of the species across its global range, addresses its present status and distribution, and elaborates on the conservation actions necessary to secure its future. It is a manual that provides practical solutions for embedding environment education in schools through activities and practices to transform them into green entities.

THE GREATER ONE-HORNED RHINO: PAST, PRESENT AND FUTURE

This is a comprehensive report on the greater one-horned rhinoceros put together by a team of expert scientists and conservationists from India, Nepal and Bhutan. The report delves into the history of the species across its global range, addresses its present status and distribution, and elaborates on the conservation actions necessary to secure its future. It is a manual that provides practical solutions for embedding environment education in schools through activities and practices to transform them into green entities.

CLIMATE SMART AGRICULTURAL PRACTICES - A BOOKLET

This booklet contains a description of the various Package of Practices promoted amongst farmers across the Ganga Basin to encourage a shift towards climate smart agriculture for three major crops – rice, wheat and sugarcane. Published in Hindi, the booklet is an easy-to-use guide for farmers to understand the environmental impacts of large scale agriculture and provides simple and cost effective ways of addressing them.

CLEAN TECHNOLOGIES FOR WATER CONSERVATION - TRAINING MANUAL

This is a training manual for the metalware industry on the various water saving technologies, including counter current mechanism that can be adopted by electroplating units to reduce the use of water and chemicals. The manual is being used to engage with the electroplating units in metalware cluster of Moradabad in an effort to reduce environmental pollution in the Ramganga.

UNDERSTANDING THE PEAFOWL FEATHER TRADE IN INDIA

This report highlights the findings of a comprehensive study conducted across 448 Protected Areas in 18 Indian states to understand the presence of peafowl in these forests, assess the volume of trade in its tail feathers, estimate illegal killings and extend of threats to its conservation. Conducted by TRAFFIC India on behalf of the National Tiger Conservation Authority, the study provides policy recommendations for improved protection of the species by augmenting existing conservation laws in India.

AN OUNCE OF PREVENTION: SNOW LEOPARD CRIME REVISITED

This report highlights the findings of a one of its kind massive exercise to understand and estimate crimes related to snow leopards across its global range in 12 countries. It addresses a major gap in information concerning the link between retaliatory killing of snow leopards due to livestock depredation and poaching for illegal trade in its body parts. Published by the networks of TRAFFIC and WWF offices, the report has been accepted by the Global Snow Leopard & Ecosystem Protection Programme to devise future conservation actions to reduce snow leopard crime in range countries.
### Financial Statement

For the year ended 31st March 2016

#### INCOME AND EXPENDITURE

<table>
<thead>
<tr>
<th></th>
<th>31 March 2016</th>
<th>31 March 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donation &amp; subscription</td>
<td>27,642</td>
<td>24,332</td>
</tr>
<tr>
<td>Project Grants</td>
<td>463,945</td>
<td>407,485</td>
</tr>
<tr>
<td>Other Income</td>
<td>100,776</td>
<td>89,703</td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>592,363</strong></td>
<td><strong>521,520</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation expenditure on objects of the trust</td>
<td>478,625</td>
<td>434,502</td>
</tr>
<tr>
<td>Fundraising expenses</td>
<td>38,937</td>
<td>40,485</td>
</tr>
<tr>
<td>Admin &amp; Finance expenses</td>
<td>30,493</td>
<td>35,925</td>
</tr>
<tr>
<td>Operating costs</td>
<td>34,055</td>
<td>25,700</td>
</tr>
<tr>
<td><strong>Total Expenditure</strong></td>
<td><strong>582,110</strong></td>
<td><strong>536,612</strong></td>
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</tbody>
</table>

#### BALANCE SHEET

<table>
<thead>
<tr>
<th></th>
<th>31 March 2016</th>
<th>31 March 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trusts funds and corpus</td>
<td>167,242</td>
<td>147,202</td>
</tr>
<tr>
<td>Earmarked and other funds</td>
<td>22,282</td>
<td>22,464</td>
</tr>
<tr>
<td>Grant balances - projects</td>
<td>235,261</td>
<td>220,508</td>
</tr>
<tr>
<td>Current and other liabilities</td>
<td>48,669</td>
<td>53,578</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>473,454</strong></td>
<td><strong>443,752</strong></td>
</tr>
</tbody>
</table>

#### PROPERTY AND ASSETS

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed assets</td>
<td>11,897</td>
<td>13,047</td>
</tr>
<tr>
<td>Investments</td>
<td>196,188</td>
<td>176,787</td>
</tr>
<tr>
<td>Current assets and Bank balances</td>
<td>265,369</td>
<td>253,918</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>473,454</strong></td>
<td><strong>443,752</strong></td>
</tr>
</tbody>
</table>
Individuals from across the country participated in various awareness campaigns on a range of environmental activities.

Several reports on key environmental and wildlife related issues were released.

Students across India were engaged in several activities to benefit environment conservation.

Partnerships were formed across a wide spectrum of organizations, communities, state governments and individuals to take the message of conservation forward.

Why we are here
To stop the degradation of the planet’s natural environment and to build a future in which humans live in harmony with nature.

www.wwf-india.org

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