



WWF

REPORT

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WWF-INDIA'S ANNUAL REVIEW 2010



THE WWF-INDIA TEAM



WWF-India has been working towards environmental conservation for the past four decades. Over the years, we have achieved significant milestones in our work mainly through the efforts of our teams on the ground. Today, the WWF-India family comprises 325 members working across 17 state/divisional offices and 25 field offices. The past few years have also witnessed a drop in the average age of the organization, with a number of dynamic and enthusiastic individuals from the younger generation joining us. WWF-India also owes its achievements to its many dedicated partners, whose continuous support over the years has been invaluable.

CONTENTS

PRESIDENT’S NOTES	4
MESSAGE FROM THE SG & CEO	6
THROUGH THE EYES OF THE TIGER	
Conserving the Tiger	10
Conserving the Rhino	12
Conserving the Gharial	14
Conserving the Olive Ridley Turtle	16
Conservation with communities	18
Earth Hour	20
Thirsty Crops	22
Conserving High Altitude Wetlands	24
ROAR OF THE TIGER	
Combating Illegal Wildlife Trade in India	28
Geospatial Modeling	30
Saving Wetlands	31
Understanding Environmental Flows	32
Influencing Businesses	33
Environmental Education	34
Sustainable Forest Management	35
Lending Law a Helping Hand	36
Responding to Natural Disasters	37
STRIDE OF THE TIGER	
Corporate Support for Conservation	40
Speaking through Actions	42
Starting a Movement	43
Spreading the Message	44
Workshops	45
Publications	46
WWF-India in The News	48
SALIENT BALANCE SHEET FIGURES	

PRESIDENT'S NOTES



“WWF- India’s work this year has undergone a quantum leap into the future.”

As India surges ahead to find its place amongst the developed nations, the need of the hour is to find solutions, which strike a balance between development and conservation. Our work this year clearly demonstrates the trajectory adopted towards finding this balance.

With a very small team we work tirelessly to protect, conserve and cherish our natural resources. We work closely with the society to create respect for nature and love for all life that inhabits this planet. Our engagements reach out to all sections of the society so that a window of opportunity is available for everybody to participate and contribute.

The success stories showcased in this Annual Review show how WWF-India has worked towards bringing about change despite challenges. Challenges that arise due to conflict between today’s demand on our natural resources from a growing economy and the need to conserve nature and our planet for future generations. A daunting task that can only be achieved through passion and conviction.

My best wishes to the team.

Divyabhanusinh Chavda
President, WWF-India



A view of the Sholas in South India, presenting a mosaic of evergreen forests interspersed with rolling grasslands.

FROM THE SG & CEO



“WWF-India has been working closely with national and state governments, institutions, civil society groups and individuals across the country to help secure the future for wild tigers. At field level, this is epitomized by the work carried out by our teams at various Tiger landscapes.”

It is with immense pride that I present WWF-India’s annual review for 2010. Celebrated as the Chinese Year of the Tiger, the year was seen globally as an occasion to focus attention on the plight of wild tigers. India, where a majority of the world’s wild tiger population is found, was also in the spotlight for its approach and efforts for tiger conservation. While the government has been taking various steps to ensure protection of tiger habitats and wild tigers, the threats are ever increasing and the future of wild tigers continues to be grim. Tigers are

the soul of India. For several decades now, WWF-India has been working closely with national and state governments, institutions, civil society groups and individuals across the country to help secure the future for wild tigers. At the field level, this is epitomized by the work carried out by our teams in various tiger landscapes.

This includes the adoption of an approach which combines scientific research practices for a better understanding of the tiger and its landscape, working with communities to reduce human wildlife conflict and steering public opinion in favour of the tiger. We also provide support to strengthen wildlife law enforcement by various agencies across the country. While we take immense pride in our work, we are well aware that it is a long drawn battle where success can be short lived if efforts slacken even for a while. WWF-India is a partner of an ambitious global strategy, which aims to double tiger numbers in the wild.

The approach adopted for tiger conservation has also been successfully adapted to help conserve several other iconic and lesser known species and landscapes. In sync with our mission; “To stop the degradation of the earth’s natural environment and to build a future in which humans live in harmony with nature” our work has focused on conserving land and water resources with support from local communities and civil society groups. WWF has supported communities within areas of our work during times of natural calamities. Recent examples are in the Sundarbans, Dudhwa and more significantly in Ladakh in 2010. WWF-India reached out to the Ladakhi people whose homes had been ravaged by flash floods resulting from a cloud burst - a tragedy never witnessed before in the living memory of this region .

India’s business and corporate sector has also shown interest in adopting sustainable practices. WWF-India has reached out to the corporate sector with its sustainability initiatives, for instance, the Carbon Disclosure Report, the Global Forest Trade Network and Sustainable Cotton Initiative. Some organisations have come forward to collaborate by adopting best practices that lead to reducing the ecological footprint of these companies.

2010 also witnessed a continuation of other work to disseminate reports, using electronic and print media to carry our messages to various sections of society in order to increase understanding and support for action on various conservation issues.

Each photograph in this report has stories to tell of successes achieved despite various challenges. The successes are rewards in itself and encouragement enough for this small team of men and women to strive towards conserving nature for a living planet.

Ravi Singh
SG & CEO, WWF-India



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“All the tiger needs is some space, in the jungle and in your heart!”



THE SING MI ART

through the
**EYES
OF THE
TIGER**

**ANNUAL
REVIEW**

CONSERVING THE BENGAL TIGER

The tiger (*Panthera tigris*) has been a priority species for WWF-India since 1973, when it played an instrumental role in the launch of the Project Tiger. In the year 2010, also the Year of the Tiger, WWF-India has witnessed significant achievements in tiger conservation as its field teams have been engaged in various exercises to ensure a 360 degree approach towards protecting this vulnerable species.

In association with the Wildlife Institute of India (WII), National Tiger Conservation Authority (NTCA), and the state Forest Departments, WWF-India participated in the camera trapping exercise conducted across different landscapes in India for the estimation of tiger numbers in 2010. The survey revealed encouraging results, with a 16% increase in tiger numbers from the last estimation in 2008. Lobbying for trans-border cooperation for tiger conservation, WWF-India, with support from Aaranyak and ATREE, conducted an Indo-Bhutan trans-boundary meeting in November 2010 involving the officials of Manas Tiger Reserve in India and the neighbouring Royal Manas National Park in Bhutan. The meeting concluded with the agreement of officials from both reserves to conduct tiger monitoring exercises simultaneously by following a standard protocol. Through initiatives like the introduction of smokeless chulhas, biogas, and solar energy, WWF-India helps local communities reduce their dependence on forest resources. An assessment of five pilot villages of Satpuda Maikal Tiger Landscape (Central India) showed a decrease in fuel wood consumption of upto 80%, a significant achievement.



A glimpse into the camera trapping exercise conducted across India



WWF-India's field teams conduct sign surveys to understand the movement of tigers in the forest.



Based on the data from the survey, suitable locations are identified for placing the camera traps.



The field team secures two cameras opposite each other onto trees in the identified locations.



Heat and motion sensors on the cameras trigger it to capture images of any wildlife moving past it.



Revealing the diverse inhabitants of these forests like the four horned antelope (above) and the rusty spotted cat.



Including the ever evasive tiger.



The field team downloads data from the camera every month for analysis to estimate the tiger population.



The presence of such diverse wildlife, especially the tiger, indicates a healthy ecosystem.

CONSERVING THE INDIAN RHINO

Assam supports the largest population of the Indian rhinoceros (*Rhinoceros unicornis*) in the world, with 90% of the population concentrated in Kaziranga National Park. With an aim to secure the long-term survival of wild rhinos in Assam by expanding their distribution from four to at least seven Protected Areas and reduce risks like disease, in-breeding depression and mass mortality, WWF-India initiated The Indian Rhino Vision (IRV) 2020 programme in partnership with the Department of Environment and Forests-Government of Assam, and the International Rhino Foundation (IRF), with support from the Bodoland Territorial Council (BTC), US Fish & Wildlife Service and the local communities. This involves wild-to-wild translocations from Kaziranga National Park and Pobitora Wildlife Sanctuary to the Protected Areas of Manas, Dibru Saikhowa, Laokhowa and Burachapori.

Under this programme, the first phase of translocation was carried out in April 2008 when two male rhinos were re-introduced into Manas National Park from Pobitora Wildlife Sanctuary. They have adapted well to their new habitat and are being monitored by the field teams. In the second phase, which began in December 2010, a total of eighteen rhinos are proposed to be translocated from Pobitora Wildlife Sanctuary and Kaziranga National Park to Manas National Park in batches. The first of these was a mother and calf that were translocated in December 2010.



Follow the journey of the mother and calf from Pobitora Wildlife Sanctuary to Manas National Park



The veterinarians prepare the tranquilizing drugs early in the morning in Pobitora Wildlife Sanctuary.



The rhinos are tranquilised, then radio collared to monitor their movement after release.



The tranquilized rhinos are moved into crates, ready to be transported to Manas National Park.



The crate is placed on a truck that will transport the pair 240 km across Assam to their new home.



Meanwhile in Manas, the release site is readied awaiting its new inhabitants from Pobitora.



The mother and calf from Pobitora are released in Manas National Park.



The team monitoring the movement of the rhinos post release to ensure they have adapted to the new habitat.



The released rhinos have adapted well to their new home.

CONSERVING THE GHARIAL

The Gharial (*Gavialis gangeticus*), endemic to the Indian subcontinent, has witnessed a steady decline in population since 1999. To address this critical issue, WWF-India, in collaboration with the Uttar Pradesh Forest Department, started a gharial re-introduction program in Hastinapur Wildlife Sanctuary. Since January 2009, 195 captive reared gharials from Gharial Rehabilitation Centre (Kukrail, Lucknow) have been released into the Ganga. In June 2010, a survey conducted by WWF-India's field team recorded 64 individuals, a very high survival rate, which indicates the success of this re-introduction program, and is a landmark achievement in the recovery of the species. With conventional research and use of technology, these gharials are being regularly monitored. In 2010, a biometric study was also conducted on the re-introduced gharials, which revealed a healthy growth pattern. Under this programme, WWF-India also works with the local communities to ensure the survival of gharials.



Follow the journey of a gharial from captivity to freedom



The gharials are reared in captivity in the Gharial Rehabilitation Centre, Kukrail, Lucknow.



WWF field team bring the gharials to the re-introduction site once they have grown.



Experts prepare the biologgers and transmitters while another team readies the gharial.



These devices are attached on the gharial to track its movement and monitor its growth after re-introduction.



The gharial is then released into the water.



WWF field team monitors their movement and growth pattern. A survey recorded 64 individuals, indicating a high survival rate.



And also revealed a healthy population of river dolphins.



Through this re-introduction program, the wild gharial population is on the rise.

CONSERVING THE OLIVE RIDLEY TURTLE

The coastal state of Orissa experiences the world's largest mass nesting of the Olive Ridley turtles (*Lepidochelys olivacea*). Though protected under various Indian laws, these turtles face many threats; the most severe being accidental killing of adult turtles through entanglement in trawl nets and gill nets in areas where turtles congregate in large numbers during the mating season. To address this issue, the Orissa government made it mandatory for trawls to use Turtle Excluder Devices (TEDs), a net specially designed with an exit cover which allows the turtles to escape while retaining the catch. However, TEDs have not been accepted by the fishing community as they believe a large portion of their catch also escapes with the turtle, making it less profitable for them. Taking the lead on this issue, WWF-India undertook a study in 2010 to assess the effectiveness of TEDs in preventing sea turtle mortality and the extent of catch loss due to TED installations. Comparative fishing trials using TEDs were conducted in Dhamra, Orissa in collaboration with the Central Institute of Fisheries Technology, Wildlife Institute of India, and the Dhamra Trawl Operators Association. The results of this study are being analysed. Through further meetings, we hope this will help change the mindset of the fishing community and encourage the use of TEDs.



A glimpse of the interesting experiment conducted to ensure the survival of sea turtles



Olive Ridley turtles mate during April to November every year on the coast of Orissa.



This coincides with the fishing season when trawlers go in to sea to catch fish/shrimp using trawl nets and gill nets.



Many times, turtles get entangled in these nets, resulting in accidental death.



WWF-India installed TEDs on a trawler to assess its effectiveness in preventing sea turtle mortality.



This turtle was caught in the exit cover of the TED, and released back into the water after the net was hauled out.



60 such trials revealed that the fish escaping along with the turtle is a small percentage of the total catch.



This result will help convince the trawler owners and operators' associations to use TEDs while fishing.



And contribute towards the conservation of the turtles.

CONSERVATION WITH COMMUNITIES

WWF-India's approach to conservation has always borne in mind the dependence of local communities on Protected Areas. The project, "People and Protected Areas: Conservation and Sustainable livelihoods in partnership with local communities" is a joint initiative of the Department of Science and Technology (DST), Government of India and WWF-India with an aim to promote innovative mechanisms that can enhance the livelihood of local communities, thereby reducing dependence on natural resources. 13 Protected Areas and 12 NGO partners have been identified across India, covering 50 villages with a population of around 25000 individuals. Through interventions like durries weaving, nursery raising, medicinal plant cultivation, improved chulhas, biogas, etc., this programme has been successful in reducing the fuel wood consumption of the local communities and provided them with alternative livelihoods which reduce dependence on forest resources.



Experience the changing lifestyles of local communities



WWF-India's NGO partners have been engaging with local communities to understand their dependence on forest resources.



The communities are then trained in alternate income generating activities that reduce use of natural resources.



This group of *Tharus* received a 90 day training on operating a loom to perfect the art of *Durrie* making from wool instead of grass used previously.



Innovative methods like collecting *Mahua* with nets helps to procure good quality flowers which are used to make *Mahua* mixed jam.



To reduce fuel wood consumption, communities around Senchal Wildlife Sanctuary are trained to make briquettes from biomass waste.



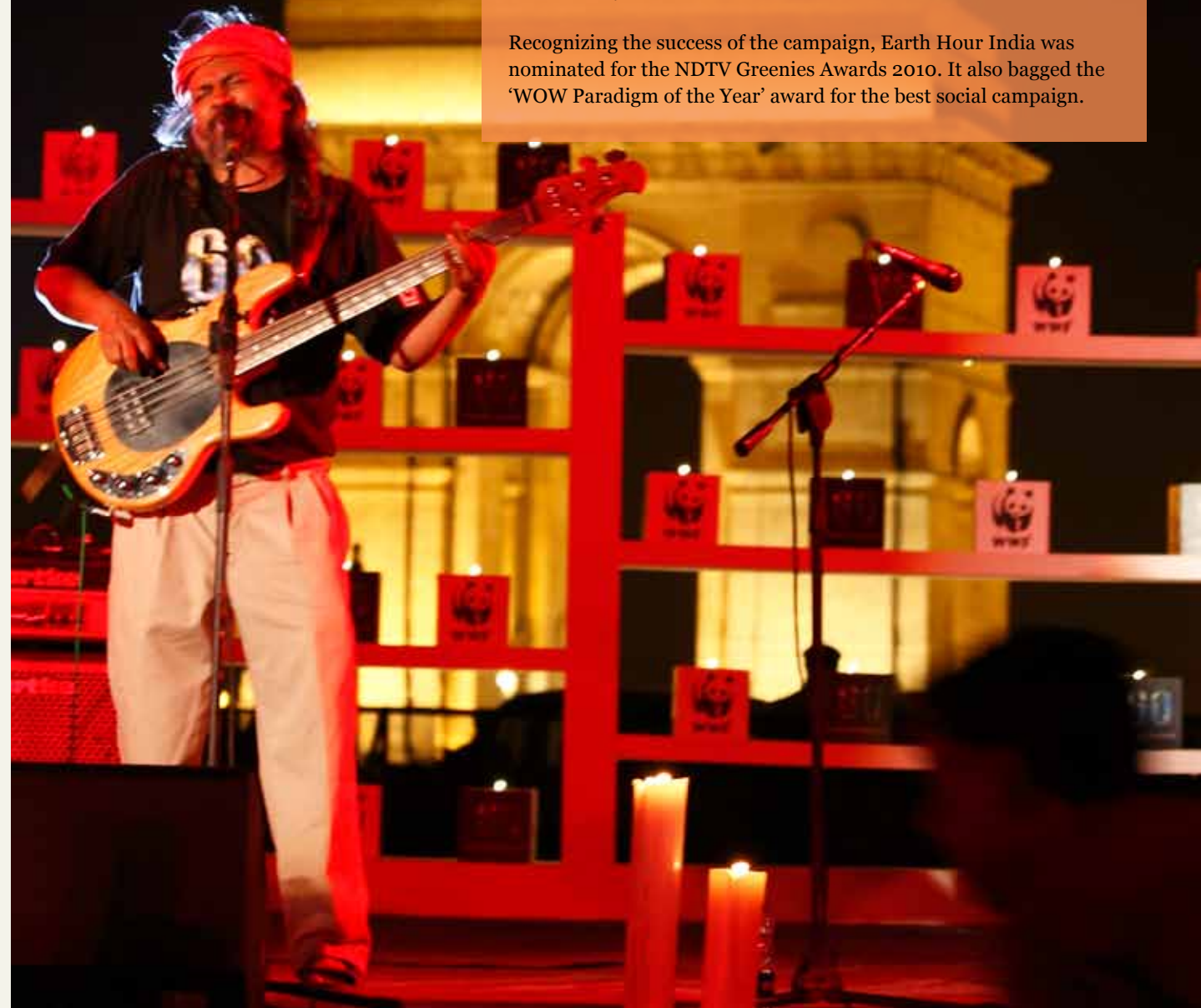
These interventions help to uplift the lifestyle of the communities living around Protected Areas.

EARTH HOUR 2010

With over 6 million Indians participating in Earth Hour 2010, this simple act of turning off lights became the largest voluntary action ever witnessed to fight Climate Change. From Ladakh to Thiruvanthapuram from Mumbai to Gangtok, 125 cities and towns supported Earth Hour, a campaign which broke its own records and reached levels of support and participation that were phenomenally higher than the previous year.

A mega event was organized on the lawns of the historic India Gate, where the first lights were turned off; though the nation saw the lights go off on several heritage sites like the Qutub Minar in Delhi, the iconic Gateway of India in Mumbai and Victoria Memorial in Kolkata. Many ancient and modern marvels, most well known buildings in each city, banks, offices of public and private sector companies, local cafes, schools, official residences of Chief Ministers, universities, townships and even the Indian Military Academy took part in delivering this powerful message of individual action to inspire change towards a more sustainable lifestyle. The Government of Delhi was exemplary in support, with the Chief Minister standing right behind the campaign, and also switching off lights at India Gate on the D-day.

Recognizing the success of the campaign, Earth Hour India was nominated for the NDTV Greenies Awards 2010. It also bagged the 'WOW Paradigm of the Year' award for the best social campaign.



A glimpse into Earth Hour 2010 outreach across the social spectrum



With a simple act of switching off lights, Earth Hour brings the nation together to fight against Climate Change



Be it the 6,00,000 students who volunteered to spread the message of Earth Hour across India in 2010



Or employees of more than 125 companies participating in lead up activities.



And switching off lights in their office buildings like Infosys, Reserve Bank of India, Taj hotels, and many more.



Or the government encouraging entire cities by switching off important monuments like India Gate, Gateway of India, and Chief Ministers residences



Brand ambassadors like Aamir Khan and Abhishek Bachchan also supported the cause.



Leading newspapers like Hindustan Times, Times of India, The Hindu and TV channels like CCN-IBN, NDTV, helped reach out to a wider audience.



With every year, the campaign grows bigger in outreach and its message. In 2011, Earth Hour will go 'Beyond the Hour' to move beyond symbolism.

THIRSTY CROPS

WWF-India's 'Thirsty Crops' project has identified crops like sugarcane, cotton and rice, which are major water users and works with farmers of Aurangabad district in Maharashtra and Warangal district in Andhra Pradesh to introduce Better Management Practices (BMPs) in farming.

In 2010, WWF-India created village level Resource Centres which provide information to local farmers on soil testing, provision of micronutrients, bio-fertilizers, bio-pesticides, and various other aspects that help reduce water consumption and yield better quality crops. BMPs in cotton cultivation are being practiced by around 7000 farmers covering an area of 15000 ha. This project has helped save 267 tons of chemical nutrients, 1231 kg of active ingredient of pesticides and 5.2 Million Cubic Meters of water. WWF-India also works with the respective industries to transform business practices by encouraging them to purchase crops from farmers practicing sustainable farming.



Witness the changing trends in agricultural practices for growing sugarcane, cotton and rice



WWF-India field team meets with the farmers to educate them about better farming practices.



They are then taught how to implement these farming practices in their fields.



Like building furrows in cotton fields to ensure efficient use of water by irrigating alternate furrows.



And use of bio-fertilizers like vermi-compost at the right time to avoid damage to crops.



These practices increase the quality of crop produced through less use of water and fertilizers.



These farmers get better prices for their yield, which increases their income and also benefits conservation.

CONSERVING HIGH ALTITUDE WETLANDS

Participation and engagement of local communities is crucial for the success of any conservation initiative. In the high altitude Himalayas, local stakeholders are involved in planning and implementation of activities to help conserve wetlands at 3,000m asl and above, and the biodiversity that depends on them. Since these communities also depend on the available water sources for their livelihood, it becomes all the more imperative for them to take ownership and lead on conservation efforts initiated by WWF-India. So whether it was the local shepherds (Gaddis and Bakerwals) of Himachal Pradesh or the Tawang Monastery authorities in Arunachal Pradesh, WWF-India had varied partners in 2010. Not only were they involved in the formation of wetland management plans and on-the-field action, but were also big supporters of the awareness-raising Green Hiker campaign, aimed at minimising the negative impacts of tourism on the Himalayan ecosystem.



A glimpse of local communities being involved in conservation activities across the Himalayan high altitude region



We engage with local communities involving them in conservation initiatives to protect the ecologically fragile high altitude wetlands.



By organising activities like this clean up drive around the Bhagajang Wetland Complex in Arunachal Pradesh with the Tawang Monastery and Sashastra Seema Bal 38th Battalion.



Local communities are encouraged to form conservation trusts and committees like the Chandertal Conservation Committee (HP), Tsomoriri Conservation Trust (J&K) and Tsomgo Pokhri Sanrakshan Samiti (TPSS, Sikkim).



Initiatives like the Zero Waste Programme launched in Sikkim with the TPSS for Tsomgo Lake trains local communities on waste segregation and recycling.



They are also involved in awareness campaigns like WWF's Green Hiker under which these local school students and Indo-Tibetan Border Police are rallying for responsible tourism in Ladakh.



Such involvement builds a sense of ownership amongst local communities and encourages them to lead conservation initiatives for the high altitude wetlands, with support from WWF-India.



Roar

Roar of the Tiger

roar of the tiger

ANNUAL
REVIEW

COMBATING ILLEGAL WILDLIFE TRADE IN INDIA

As a part of its initiatives to catalyse efforts for regional cooperation in fighting wildlife crime, TRAFFIC India helped coordinate the establishment of South Asia Wildlife Enforcement Network (SAWEN)

TRAFFIC is a joint conservation programme of WWF, the global conservation organization and IUCN, the International Union for Conservation of Nature. It was established in 1976 by the Species Survival Commission of IUCN and since then it has grown to become the world's largest wildlife trade monitoring programme, and a global expert on wildlife trade issues. In India, it operates as a division of WWF-India. Amongst the very many activities that were initiated this year the highlights have been:

Sniffer Dog Training programme: Five sniffer dogs were deployed by the Forest Departments of Maharashtra, Madhya Pradesh and Jharkhand. This is the second phase of the sniffer dog training programme. This initiative has shown positive results. Jackie, one of the five qualified dogs helped apprehend two poachers in Hoshangabad district of Madhya Pradesh. In a similar case, a sniffer dog in Maharashtra helped bust a leopard poaching case that led to the arrest of seven involved.

Five sniffer dogs trained under TRAFFIC India's pilot project to train dogs for tracking illegal wildlife trade



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Wildlife law enforcement workshops: As part of the Strategic Development Dialogue (SDD) between the Governments of India, UK and TRAFFIC India in association with the Wildlife Institute of India and the State Forest Departments, wildlife law enforcement training workshops were conducted in the States of Uttar Pradesh, Maharashtra, Andhra Pradesh, West Bengal, Kerala and Uttarakhand. Three hundred enforcement officers belonging to various law enforcing agencies such as Forest Departments, DRI (Directorate of Revenue Intelligence), SSB (Sashastra Seema Bal), participated in these workshops.

Use of **Deep Search Metal Detectors** for patrolling in forest areas yields results: Metal detectors distributed amongst 13 tiger reserves and five more tiger bearing areas across 10 states have helped in detecting traps and snares set up by poachers.

TRAFFIC India is encouraging Tiger Reserves and other forest divisions to use deep search metal detectors for locating snares and traps set up by the poachers to catch wild animals. TRAFFIC India has already provided around 50 such detectors to various Forest Departments across the country.



© TRAFFIC INDIA

In order to strengthen wildlife law enforcement efforts, TRAFFIC India regularly conducts workshops for various agencies such as the Forest Departments, paramilitary forces, CBI, customs etc.



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More from TRAFFIC:

Tiger Chronicles: A monthly e-newsletter on wildlife trade launched in April 2010. To subscribe visit trafficindia.org

Imperilled Custodians of the Night: Report on illegal owl trade. (See page 32)

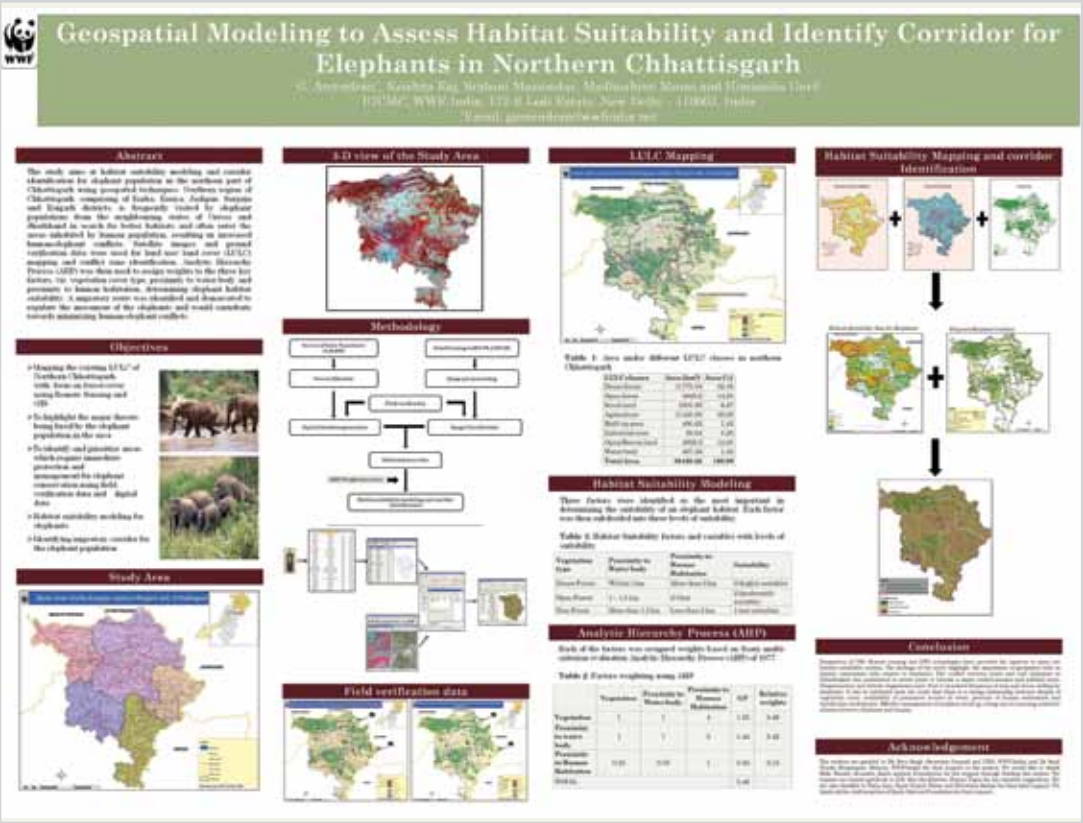
Don't Buy Trouble: A campaign to raise awareness about illegal wildlife products. (See page 30)

TRAFFIC India helped establish information networks in various strategic areas to curb poaching and trade of flagship species such as the Rhino, Tiger and Elephant, which led to many seizures and arrests. In a few cases poaching could be averted in time. TRAFFIC India also runs a sensitization programme for the judiciary with support from the Hon. High Courts and State judicial academies.

Establishment of SAWEN and SLaWEN: TRAFFIC India coordinated and provided inputs at the second meeting of the South Asia Experts Group on Illegal Wildlife Trade in Bhutan, where 8 South Asian countries joined forces and established the South Asia Wildlife Enforcement Network (SAWEN). Another meeting was organized to bring together various enforcement agencies of Sri Lanka, and create the Sri Lanka Wildlife Enforcement Network (SLaWEN).

GEOSPATIAL MODELING

Mapping is an important exercise for understanding a landscape and its species.



This poster depicting “Forest cover & habitat suitability mapping of Chhattisgarh (Korba, Ambikapur, Jashpur, Raigarh) belt” won the best poster award at the ESRI conference.

WWF-India conducted a study on habitat suitability modeling and corridor identification for elephant population in the northern part of Chhattisgarh using geospatial techniques. The northern region of Chhattisgarh, comprising of Korba, Koriya, Jashpur, Sarguja and Raigarh districts is frequently visited by elephant populations from the neighboring states of Orissa and Jharkhand in search of better habitats and often enter the areas inhabited by humans resulting in increased human-elephant conflicts. Using the geospatial techniques, habitat suitability assessment was done and a corridor was proposed for elephant movement and subsequently a migratory route was also identified to regulate the movement of the elephants, which would contribute towards minimizing human–elephant conflicts.

SAVING WETLANDS



Keoladeo National Park- Bharatpur

WWF-India has been working in the Keoladeo National Park in Bharatpur since 2004 in partnership with the Forest Department to protect the habitat of this wetland that supports vibrant biodiversity. Through the years, WWF-India has implemented a number of interventions, one of them being the establishment of the Salim Ali Visitor interpretation centre in 2006 in partnership with the Rajasthan Forest Department and D Swarovski & Co. Recognizing the efforts of WWF-India and the Forest Department over the years, in 2010, this centre was conferred the Best Asian Wetland Centre Award by Wetland Links International (WLI). WWF-India also played an instrumental role in ensuring that the park received water from the Panchana Dam this year. Continuing its efforts to engage with local communities, WWF-India’s “*Water School*” programme in the schools within the region has been successful in bringing about community awareness on the importance of judicious use of water resources for the benefit of both, the National Park and the people.

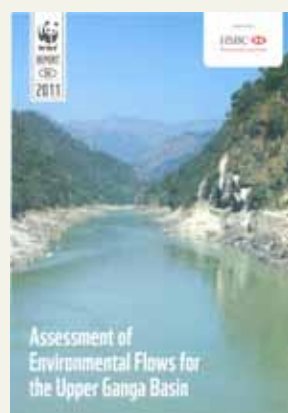


Surajpur Wetland

Surajpur wetland in the Gautam Budh Nagar District, Greater Noida, Uttar Pradesh spreads over an area of 330 hectares. Barely a few kilometres away from the bustling city of Noida, this wetland sets a perfect example of wildlife flourishing even near urban areas. With an aim to protect the habitat of this wetland and develop it into a biodiversity park, WWF-India began working with the Uttar Pradesh Forest Department in 2009, providing technical inputs for better management of this wetland. Over the course of one year, our field teams have surveyed the area to record the floral and faunal diversity, water quality, and habitat preference of avifauna. Interventions like creation of bunds around the wetland to ensure water stays even during the winters have been implemented, with positive results like increase in number of migratory birds, plants as well as butterflies. Some rare birds like the Red crested pochard and Ferruginous pochard have been sighted for the first time last year after these interventions.

UNDERSTANDING ENVIRONMENTAL FLOWS

WWF-India is working towards understanding the volume of water required to flow in the Ganga to sustain ecological, cultural and social functions.



How much water and of what quality should remain flowing in a river? What parameters and what end-uses must be kept in mind while calculating Environmental flows? Who decides E-Flows? Should the biodiversity that the river supports be kept in mind while making an estimation?

As part of WWF-India's Living Ganga Programme, supported by HSBC Bank, we have worked with national and international experts to put together a set of recommendations on E-Flows through a publication released last year. The uniqueness of this exercise lies in inclusion of vital aspects related to the Ganga such as hydrology, biodiversity, fluvial geomorphology, water quality, livelihood, cultural and spiritual values.

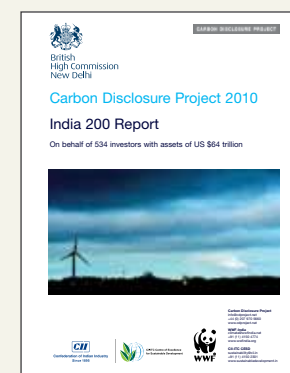


The field team conducting a study to assess the volume of water in the river Ganga

The development of this E-Flows methodology, the first of its kind in India, has led to the Government of India in recognizing the importance of E-Flows and including this in the comprehensive Ganga River Basin Management Plan (GRBMP) that is now being prepared by the IIT consortium.

INFLUENCING BUSINESSES

Recognizing that its conservation goals cannot be met without the emergence of a more sustainable economy, WWF-India introduced various programs to address the challenge of promoting sustainable practices in businesses across sectors.



CDP Report 2010

WWF-India has been working on the **Carbon Disclosure Project (CDP)** since 2007. The CDP provides a global mechanism for companies to voluntarily disclose their actions to address Climate Change. This year saw 51 of the top 200 Indian companies responding to the information request that provided valuable insights into the strategies and initiatives undertaken by them towards pursuing a low carbon growth. The information request is backed by 551 institutional investors from around the world with US \$71 trillion in assets under management. Eight Indian financial institutions became signatories to CDP this year, including SBI.



Ecological footprint mapping exercises were carried out with Tetra Pak for its Gurgaon and Takwe facilities and with ICICI, one of India's largest private sector banks for their Mumbai operations. This entailed estimation of their current ecological footprint, followed by setting up of suitable time-bound targets to reduce the resource usage and negative ecological impact of the organization.

As part of its **Market Transformations Initiative**, WWF-India is working to promote responsible sourcing and production across various commodities such as cotton, sugarcane and palm oil.

A conference on '**Financing a Sustainable Low Carbon Indian Economy**' was organized in partnership with Indian Banks' Association and the Climate Group in Mumbai to discuss Climate Change related risks and opportunities and how financial institutions can move towards sustainable lending policies. Dr. Subir Gokran, Deputy Governor, Reserve Bank of India gave the keynote address to an audience of over 100 bankers.

WWF-India is a **knowledge partner** to the Digital Energy Solutions Consortium (DESC) that brings together leaders in technology, energy and environment in order to come up with innovative solutions to reduce energy consumption in the IT sector.

ENVIRONMENTAL EDUCATION

WWF-India's Environmental Education programme engages with children and youth across the country in various ways to sensitize, educate and empower them about conservation.



The national finals of the Wild Wisdom quiz

Activities

Wild Wisdom, a national level wildlife quiz, was held for the third time this year witnessing increased participation, with upto 25,000 students participating from 15 states across India. The finals were hosted by renowned film maker Mike Pandey at WWF in New Delhi and was telecast on Doordarshan.

The Young Climate Savers (YCS) programme running in 200 schools across ten cities entered its last and most exciting phase this year. Twenty schools from each city came together to form YCS task forces which identified one critical environmental problem, and pledged to work towards it.



Education for sustainable development upholds a teaching and learning approach that seeks to build the democratic competence of students. WWF-India is working with the education departments of West Bengal, Chhattisgarh and Madhya Pradesh to embed this approach in 8 pilot schools.

WWF-India partnered with NCERT to telecast its wildlife film for children on Rhinos across the nation.



Recycling workshop

Workshops

Educating the youth about waste management, 12 schools from Kanpur attended an awareness workshop about the impact of waste released into the Ganga. Laying an emphasis on recycling, they created art installations from trash collected over two weeks.

WWF-India joined hands as knowledge partners with PVR Nest initiative, a ten month long program aimed to raise environmental awareness amongst students. This program was recognized at the 2010 Global Green Awards and received the 'Best Educational Green Project' under the 'Highly Commendable' category.

Publications

Two in-house publications, 'My Green Book' and 'Wings of the Night' were released in 2010. WWF-India also co-authored a series of five environment education textbooks for grades 1 to 5 entitled 'Earth Works' published by Pearsons.

SUSTAINABLE FOREST MANAGEMENT

Sustainable forest management can help conserve biodiversity while providing livelihoods to forest-dependent communities as well as to small enterprises.

WWF established the Global Forest and Trade Network (GFTN) to facilitate trade links between companies committed to achieving and supporting responsible forestry. This aims to create market conditions that help conserve the world's forests while providing economic and social benefits for the businesses and

people that depend on them. GFTN-India was launched in 2008 with a view to facilitate Indian companies to join this global network.

A major objective of this project in India is to build the capacity of small and medium enterprises (SMEs) in wood processing sectors of Kerala, Rajasthan and Uttar Pradesh to provide certified sustainable forest products to national and international markets. This would not only help SMEs to comply with global standards and meet the growing demand for forest certified products, but also contribute towards protecting the remaining forests.



The end of the year saw ten small and medium enterprises agreeing to participate in the process of becoming members of GFTN in India

Craftsmen making wooden boxes using certified forest products in a factory in Uttar Pradesh

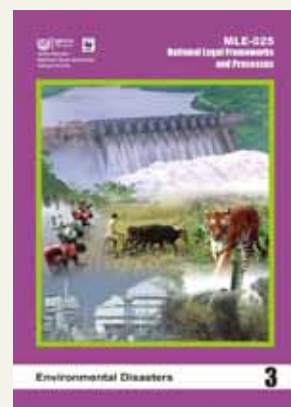


During the year, WWF-India conducted numerous sensitization workshops and interactions with SMEs. Various stakeholders including retailers, manufacturers, processors, wooden handicraft exporters, representatives of trade associations, forest officials and representatives of certifying bodies from the states of Rajasthan, Kerala and Uttar Pradesh were encouraged to source forest products responsibly across all levels of the trade.

After a series of successful business to business (B2B) meetings, training workshops, and seminars, WWF-India brought together a group of ten SME's from across the country, who pledged their support for responsible wood trade.

LENDING LAW A HELPING HAND

CEL continues its efforts of furthering its mandate of capacity building in the field of environmental law and legal dimension of core enviro-legal issues in the country.



The first batch of the 'PG Diploma in Environmental Law' offered jointly by CEL (Centre for Environment Law, WWF-India) and Indira Gandhi National Open University (IGNOU), was launched successfully in July 2010. The MoU with IGNOU was signed in 2009, to further expand and evolve this already much sought after course by individuals from various walks of life. In collaboration with IGNOU, CEL has published twenty three resource manuals for seven courses.

Just over a year after a successful collaboration with IGNOU, CEL added another milestone by collaborating with the National Law University, Delhi (NLUD) to jointly run a Post Graduate Diploma programme in 'Urban Environmental Management'. The new inter-disciplinary programme shall be aimed towards the training and capacity building of the urban administrators and personnel by providing an in-depth knowledge and understanding of the existing urban laws, by-laws and policies. The key objective of the programme will be to provide policy prescriptions, innovations for better urban governance, information and training inputs to all those concerned with improving living conditions and quality of life for urban citizens.

Students of Environmental Law programme in discussion with the local women about the SHGs and their other initiatives



An MoU will be signed in this regard with NLUD in March 2011. The first batch of the one year PG Diploma programme is slated to commence in July 2011. The course will be offered in both 'distance and 'online' mode of study.

RESPONDING TO NATURAL DISASTERS

On August 6th 2010, the town of Leh in Ladakh was hit by deadly flash floods, caused by a cloudburst, affecting thousands of individuals, destroying property and infrastructure.

WWF-India's five member team in Ladakh was quick to assist the district administration of Leh and took on the task of rehabilitating a hamlet south of Choglamsar,

one of the more severely effected areas. Mobilising support from the WWF Secretariat in New Delhi, a substantial relief operation was launched and within 3 days of the catastrophe, two base stations were set up where WWF teams remained stationed for 24 hours, assessing the immediate requirements of the effected households, and coordinating with local authorities and New Delhi for the required support. Emergency relief supplies like solar lanterns, tents, blankets, water filters, medicines, sanitation kits, surgical masks, digging equipment, and food items were flown down on the basis of the feedback from the field teams. These supplies were collected with support from a number of WWF-India's partners who responded immediately, and many airlines which offered to fly the materials at no cost. Through continuous efforts of the field teams and a special team working at the Secretariat, WWF-India, with support from the Indian Army, Church's Auxiliary for Social Action (CASA), and many others, helped rehabilitate a number of villages around Leh

Field team at Ladakh distributing food items to the locals affected by the flood



In the past, WWF-India has provided similar emergency support to flood affected areas of Dudhwa Tiger Reserve and the Sunderbans during Cyclone Aila.



STRIDE
OF THE
TIGER
stride of the tiger

ANNUAL
REPORT



CORPORATE SUPPORT FOR CONSERVATION

WWF-India’s Conservation Alliances with corporate and other agencies delivers on multiple benefits and provides leadership examples that leverage broader change.

These alliances develop into long term partnerships generating awareness and establishing a participatory platform.

	Southwestern Ghats Conservation Programme Support for capacity building of forest staff, Corbett Landscape, River Watch Project
	Tiger Conservation in Assam Support Initiative Fund
	Solar Project in Sunderbans
	Tiger Conservation with community participation in Satpuda Maikal Landscape
	Footprint Mapping NRI Outreach Initiative
	Young Climate Savers Programme
	Sir Dorabji Tata Trust - Programme Support Titan Industries Limited - Manufacturer of the Tiger series watches Taj Hotels Resorts and Palaces: Hospitality partner
	Creative Partner

Continuing our efforts, WWF-India launched the “Tiger Series”, a one of its kind endeavour in New Delhi. The ‘Tiger Series’ is an innovative approach for engaging corporates, communicating our conservation efforts and inspiring people towards action for conserving tigers in the wild. “Tiger Series”, comprises of the ‘Tiger Talk’ Book and photography exhibition and the WWF Signature Tiger Watch Collection. Several stories, features and interviews were covered by daily newspapers, magazines, television channels, internet, billboards.

Honorable Minister for Environment and Forests, Shri Jairam Ramesh unveiling the exclusive coffee table book ‘Tiger Talk’ along with Mr. Ravi Singh, WWF-India; Dr.Divyabhanu Chavda, WWF-India; Mr. Rahul Saigal, Aircel Limited; Mr. Digvijay Singh, Taj Hotels; Ms. Mridula Tangirala, Taj Safaris; Mr.Abhijeet Awasthi, Ogilvy & Mather.



© WWF-INDIA



© MANOJ KUMAR JAIN

The “Tiger Talk” coffee table book highlights stories of courage, passion and hope of brave and dedicated individuals who have devoted their lives to the protection of the tiger.

SPEAKING THROUGH ACTIONS

© MAHARASHTRA STATE OFFICE/WWF-INDIA



BEACH CLEAN-UP AT DADAR CHOWPATTY

Mumbai, Maharashtra

A large number of volunteers participated in the beach clean up drive and collected waste material at Dadar Chowpatty on the occasion of World Environment Day 2010. In the 2 hour long drive, volunteers collected plastic bags, cloths, nirmalya, laboratory, medical and other waste from the beach.

© WWF-INDIA



AIRCEL SAVE OUR TIGERS CAMPAIGN

WWF-India, with support from Aircel, engaged with the masses through volunteer activities organized in Periyar Tiger Reserve, Corbett Tiger Reserve and Kanha Tiger Reserve. Enthusiastic and passionate individuals from across the country joined hands with WWF-India to contribute towards tiger conservation by stepping into the field, helping our teams to conduct clean up drives, signature campaigns, and surveys in villages. Many contributed by raising awareness through articles, education programs, and posters.

© ASSAM STATE OFFICE/WWF-INDIA



PLANTING HOPE

Guwahati, Assam

WWF-India's Assam and Arunachal state offices organized an awareness program on Climate Change in association with North East Biotechnological Association. Converting words into actions, the students planted more than 100 tree saplings across various locations in the University campus.

STARTING A MOVEMENT

© MP STATE OFFICE/WWF-INDIA



NO PLASTIC CAMPAIGN

Bhopal, Madhya Pradesh

Volunteers from different walks of life joined the WWF Bhopal state team at Nehru Nagar Mart to conduct an Anti Polythene campaign. Carrying cloth and paper bags as alternatives to plastic, the volunteers interacted with busy shoppers, sensitizing them about the ill effects of polythene. Many shopkeepers were convinced to use paper bags to pack items for clients.

© AP STATE OFFICE/WWF-INDIA



RALLY FOR WORLD ENVIRONMENT DAY

Hyderabad, Andhra Pradesh

On World Environment Day 2010, WWF-India's Andhra Pradesh State Office organized a rally where more than 700 students from two schools marched together from Begumpet to Ameerpet, holding placards carrying messages on tiger and environment conservation.

© ANIL CHERUKUPALLI/WWF-INDIA



TIGER AMBASSADORS

New Delhi

WWF organized a Youth Tiger Forum in Vladivostok, in the Russian Far East, home of the Amur Tiger, where youth representatives from all tiger range countries gathered together for a week. This was held in parallel with the International Tiger Forum organised in St. Petersburg, Russia where delegates representing all tiger range countries came together to develop a tiger recovery plan.

SPREADING THE MESSAGE



DONT BUY TROUBLE

Don't Buy Trouble, TRAFFIC India's consumer awareness campaign was launched in 2008 with an aim to advise tourists to be careful of what they buy as souvenirs during their travels in India. Continuing efforts to raise awareness about illegal trade in wildlife parts, this year four new Public Service Announcements (PSAs) on Shahtoosh shawls, ivory, marine and reptile skin products were released. Over 3000 sets of posters have been distributed to various Forest Departments, customs, police, border security forces, wildlife resorts, and tourist offices.



CONSERVE FORESTS

In light of increasing competition and demand for sustainable wood products in the global market, Global Forest & Trade Network-India (GFTN-India) introduced the "Conserve Forests" campaign to create awareness among the small and medium scale wood processing industries of Uttar Pradesh, Rajasthan and Kerala.

The campaign aims to apprise the stakeholders (retailers, manufacturers, processors, wooden handicraft exporters, representatives of trade associations, forest officials) on responsible wood trade, certification schemes and sustainable fair trade management systems.

WORKSHOPS

© WWF-INDIA



BUILDING CAPACITY IN ENVIS CENTRES

A workshop on "Environment Statistics" was organized by the Ministry of Statistics and Programme Implementation & the Ministry of Environment and Forests, Government of India in September 2010 to build capacity among selected ENVIS Centers, Indian Statistical Service and State Statistical Bureau officers. The workshop emphasized the need for quality data on the environment. The need to fill up data gaps and various statistics related issues were also discovered since the primary objective of ENVIS centres is collection and analysis of environment related data. Such workshops help improve the content and design of ENVIS centres and spread awareness on modern methods like GIS that can be utilized in enhancing the success of these centres.

© WWF-INDIA



GREEN HIKER REACHES UTTARKASHI

To further the cause of wetland conservation in Uttarakhand, WWF-India organised an interactive workshop for local tour operators and other stakeholders in Uttarkashi in November 2010. WWF's Saving Wetlands Sky-High! (SWSH) initiative and the Green Hiker campaign was introduced here and its relevance to the region of Uttarkashi was highlighted. The workshop aimed to bring together local stakeholders – tour operators, hoteliers, local communities, educational institutions, local NGOs and the Forest and Tourism government departments, to lay the foundation for collective conservation action in the future. It concluded with the formation of a working group and possible conservation solutions that can be implemented together.

© WWF-INDIA



TOURISM CARRYING CAPACITY IN SPITI

WWF-India and Ecosphere jointly organised a workshop titled 'Tourism Carrying Capacity in the High Altitude Cold Desert Region of Spiti' in March 2010. Its objective was to set a framework for conducting a tourism impact assessment study in Spiti. There was participation from tourism service providers and other non-government organisations like Equations, Him Niti Abhiyan and Nature Conservation Foundation.

As a follow up to this workshop, a research study to conduct physical-ecological and socio-economic impacts on tourism was conducted in Spiti.

PUBLICATIONS

Some publications brought out by WWF-India in 2010. These are available on our website www.wwfindia.org

IMPERILLED CUSTODIANS OF THE NIGHT

A report highlighting the owl trade in India

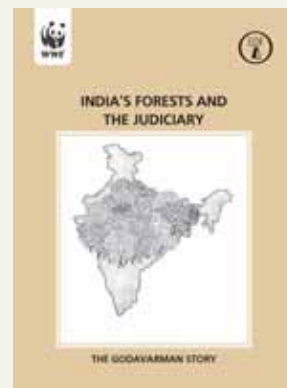


Jointly launched by WWF- India and TRAFFIC India, 'Imperilled custodians of the night' is a report that exposes the covert owl trade prevalent in various parts of our country.

It is a report on the illegal trade, trapping and use of owls in India. The report talks about the secret and underground owl trade, use of owls in black magic, methods of trapping, areas of bird trade, importance and the need to conserve owls and much more!

THE GODAVARMAN STORY

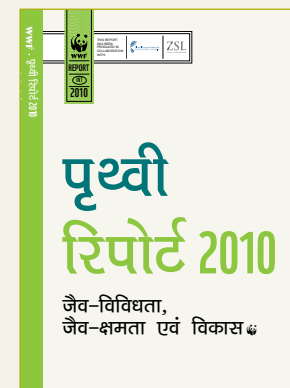
A comprehensive analysis of the various orders of the Godavarman case to assess the implications on the ground



WWF-India in collaboration with ELDF has brought out two reports titled 'Conserving Protected Areas and Wildlife' and 'India's Forests and Judiciary' as a comprehensive analysis of various orders and interventions of the two public interest litigations filed in 1995, commonly known as the WWF CEL and the Godavarman case.

LIVING PLANET REPORT

A report suggesting solutions for sustainable living

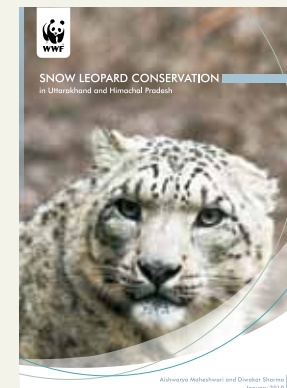


The biennial report, produced in collaboration with the Zoological Society of London and the Global Footprint Network, uses the global Living Planet Index as a measure of the health of almost 8000 populations of more than 2500 species.

The report outlines solutions needed to ensure the Earth can sustain a global population projected to pass nine billion in 2050, and points to choices in diet and energy consumption as critical to reducing footprint, as well as improved efforts to value and invest in our natural capital. The report was published in Hindi by WWF- India.

SNOW LEOPARD CONSERVATION

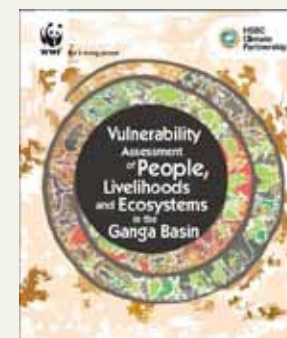
A report assessing the status and distribution of snow leopard



WWF-India has conducted surveys in parts of Uttarakhand and Himachal Pradesh in the northern Himalayas to assess the status and distribution of snow leopard, its co-predators and prey species. This report presents the findings of these surveys which can serve as a useful reference on the species in India and also as a base line on the areas surveyed.

VULNERABILITY ASSESSMENT

A report assessing the impact of Climate Change on people and ecosystems



In the perspective of Climate Change, vulnerability refers to the probability of being negatively affected by the variability in climate. In 2010, a study was carried out to assess the vulnerability of people, livelihoods and ecosystems in the critical stretch of the Ganga basin extending from Gangotri to Kanpur.

The report "Vulnerability Assessment of People, Livelihoods and Ecosystems in the Ganga Basin" presents an analysis of a macro level vulnerability assessment that has been used to identify highly vulnerable districts for further assessment and implementation of pilot adaptation projects.

SUSTAINABLE COTTON PRODUCTION

A field manual for better cotton management practices



WWF- India published a manual and two brochures as part of the project 'Cotton in India - Challenges and Opportunities to Implement Better Cotton' Through the manual on "Better Management Practices for Cotton Cultivation", WWF-India has attempted to guide the field workers and agricultural extension staff to execute better management practices at the field level.

The brochure on "More Sustainable Cotton Production" targets the apparel and textile industries to create an interest in sourcing cotton from environmentally sustainable production systems while the brochure on "Growing Cotton in a Better, Farmer Friendly Way" aims to create awareness among farmers regarding better management practices and their benefits.

WWF-INDIA IN THE NEWS

WWF-India used various mediums and channels to highlight its work and spread the message of conservation across the social spectrum.

Leading newspapers and magazines across all major cities, local newspapers across states, national and local TV channels, and radio stations carried success stories like Earth Hour and Green Hiker campaign, release of some of WWF-India's publications, and various events like the launch of the 'Tiger Talk' series.

The media was forthcoming in highlighting stories of the work being carried out at the grassroots level like the Gharial re-introduction program, Rhino translocation in Assam, camera trapping exercise across India, and WWF-India's role in promoting sustainable products.

Some of the newspapers covering our work include The Hindu, The Asian Age, Indian Express, The Times of India, Hindustan Times, Malayalam Manorama, The Pioneer, Dainik Bhaskar, Mint, Financial Express along with a few magazines like Open, Spiceroute, Business and Economy and Lonely Planet.



INCOME AND EXPENDITURE FIGURES

For the year end 31st March 2010

Income	Rs. '000s
Fund raising and Subscription	5,442
Donation	2,605
Project Grants	149,349
Other Income	38,666
Total Income	196,062

Expenditure	Rs. '000s
Conservation Expenditure on Object of the Trust	160,036
Other Expenses/Operating Costs	41,113
Total Expenditure	201,149

SALIENT BALANCE SHEET FIGURES

For the year end 31st March 2010

Fund and Liabilities	Rs. '000s	Property and Assets	Rs. '000s
Trusts Funds or Corpus	85,237	Fixed Assets	16,665
Earmarked and Other Funds	46,752	Investments	60,286
Current & Other Liabilities	158,789	Current & Other Assets	213,827
Total	290,778	Total	290,778

115.2%
INCREASE IN FANS ON
FACEBOOK FROM 2009

60%
INCREASE IN FOLLOWERS
ON TWITTER SINCE 2009

Reaching out to the youth, WWF-India extensively used social media as a platform to disseminate information on conservation and encourage participation. As a result, the online outreach witnessed a tremendous increase in the number of people willing to get involved and promising their support to the cause of conservation. WWF-India's website witnessed an increase of **12.62% in number of visits** from 2009.



THE RHINO TRANSLOCATION TEAM





Outreach

Over 7 million individuals participated in campaigns launched this year.

Conservation

Conservation witnessed significant achievements in 2010, from rhino translocations and re-introduction of captive gharials, to influencing businesses towards sustainable practices, and building support from local communities.

Communication

Several publications on key environmental and wildlife issues were released.

Education

Students from more than 12,000 institutes across India were engaged in several activities, sensitizing them about environmental issues.

Fundraising

'Tiger Talk' series launched as an innovative tool to engage with corporates and individuals.



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.wwfindia.org

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