



WWF

NEWSLETTER

IND

2010

PANDA

WWF- India

PROMISING HOPE

Ladakh. Bharatpur

Published by:
WWF- India, 172-B ,
Lodhi Estate,
New Delhi 110 003,
Tel: 011 - 41504797
www.wwfindia.org

Editorial Board:
Dr. Dipankar Ghose
Mita Nangia Goswami
Dr. Parikshit Gautam
Mouluka Arabhi
Editor:
Shaila Sam

Assistant Editor:
Malika Gupta
Special inputs
Gita Warriier
Designed by:
Aakreit Sachdeva
(www.be.net/aakreit-sachdeva)

Printed by:
Batra Art Press
A-41, Naraina Industrial Area
Phase - II, New Delhi - 110028



On the Cover:
*A Ladakh landscape damaged
by the landslides caused by the
August cloudburst*

From SG & CEO's desk

Dear Readers,

WWF-India has had a long association with Ladakh and Bharatpur. Both regions have been identified as hot spots for biodiversity conservation which, for the past few years have been facing serious habitat loss. The last few months saw, WWF-India working closely with government agencies and other bodies to revive these two regions. Though relief and rehabilitation is not WWF's area of expertise, it went the extra mile to help Ladakh when the area was struck by cloud burst leading to loss of life and property. The goodwill generated amongst the local communities will definitely go a long way in ensuring local support for our conservation work.

Similarly, at the Keoladeo National Park in Bharatpur, the organisation worked closely with government bodies in bringing water back to the park after a long period of drought thus bestowing a fresh chance for the Park to revive itself to welcome its international avian visitors this winter. As this issue goes in for print, the news of a male tiger having found sanctuary in the Park after a long and turbulent journey from Ranthambore clearly indicates that the Park is on the road to revival.

The issue also speaks of the various initiatives that WWF-India has launched for creating awareness on tiger conservation. Two youth ambassadors will be identified from India to participate at WWF's Youth Tiger Summit to be held at Vladivostok, Russia. The tiger talk series of merchandise is also another initiative to create awareness on tiger conservation.

Ravi Singh
SG & CEO
WWF-India

From the Editor's Desk

Dear Readers,

As you go through the pages of the Panda, what comes through is the extensive nature of work that has been undertaken in this period. Due to limitations of space, many could not be showcased. However it has always been our endeavour to give you a 360 degree understanding of the work that WWF-India has undertaken and the challenges faced whilst executing the tasks in hand.

We have attempted to touch upon issues such as water , species and landscape conservation. Also our engagements with various organisations which include educational institutions ,business and industry, and government bodies have been highlighted here.

I hope the special section 'Song of the Sarus' gives an insight into the world of the Sarus Crane which is one of the landmark avian residents of Keoladeo National Park. Also do read about the Green Hiker Campaign which educates the Himalayan tourist on a more eco friendly travel advisory.

Happy Reading!

Shaila Sam
Editor



SPECIAL FOCUS

REACHING OUT TO BELEAGUERED
LADAKH 04

RESURRECTING
KEOLADEO NATIONAL park 13
TO IT'S PAST GLORY

EVENTS

EDUCATING YOUTH IN
ENVIRONMENT CONSERVATION 24

LITTLE KIDS FOR THE
BIG CAT! 26

FINANCING A SUSTAINABLE
LOW CARBON INDIAN ECONOMY 27

STATES

ANTI
POLYTHENE CAMPAIGN 30

CLIMATE CHANGE FORUM 31

PROJECT UPDATE

ASSISTING FLOOD HIT
DUDHWA Tiger Reserve 16

GFTN - INDIA
CREATING SYNERGIES 17

YCS PROJECT CHANGING
MINDSETS 20

WORKSHOP FOR WATER UTILITIES STAFF
WWF-INDIA and ICLEI 20
INITIATIVE

ASSESSING VULNERABILITY IN THE
GANGA BASIN - A REPORT 21

TRAFFIC INDIA - COMBATING
WILDLIFE CRIME 22

WWF-India LAUNCHES THE
TIGER TALK SERIES 23

CAMPAIGNS

GREEN HIKER - TAKING RESPONSIBLE TOURISM TO THE
HIMALAYAS 28

TIGER AMBASSADOR 29

.....
INTERNATIONAL 33

.....
READER'S ZONE 34

.....



Aftermath of flash floods at Ladakh



SPECIAL FOCUS

REACHING OUT TO BELEAGUERED LADAKH

Leh city, in Ladakh (about 425 km east of Srinagar) is situated at an altitude of 11,500 ft (3,524 m) above mean sea level, spread over 45,110 sq. km. It is a high altitude cold desert, receiving very scant rainfall usually in the months of July, August and November. WWF-India has been working in the Ladakh area for the past fifteen years, focusing on conserving the High Altitude Wetlands which have been identified as critical regions in the Himalayan landscape and which play an important role in the hydrological regime of mighty rivers like the Ganges, Brahmaputra and Indus. These wetlands also act as a buffer between glacial meltwaters and outflows to smaller rivers and

streams. Ladakh is also home to some endangered species such as the Snow Leopard and the Black-necked Crane. WWF-India works on six priority wetlands in Ladakh, namely- Tsomoriri, Tsokar, Pangong Tso, Hanle and Chushul in Leh district and Rungdum in Kargil district. WWF has also been working very closely with the civil authorities, Indian Army and local communities in Ladakh to achieve its conservation goals. Our efforts are towards policy formulation for better management practices, recording climate witness accounts, reducing the impacts of tourism and other anthropogenic activities and furthering demonstration of community-based wetland management practices.

On August 6th, India woke up to the news of cloudburst and subsequent flashfloods in Ladakh. At that juncture no one realized the magnitude of destruction that had devastated this beautiful Himalayan landscape or the plight of its people. Ladakh's landscape has always inspired awe and fear. Awe, for the way nature has painted this mountainous land in shades of grey, blue, brown and white, while bestowing it with an abundance of rare flora and fauna, and fear that such a stark, barren cold desert can evoke. In direct contrast to its landscape, its people are warm, hospitable, hardworking, tough and resilient.

Overnight, the city of Leh was reduced to rubble and slush. Over 500 lives were lost and bodies were still being recovered from the debris much after the tragedy. One could see buildings, vehicles and important landmarks buried under huge debris. Although thirty eight villages in a 4-5 km radius of old Leh were damaged in the flash floods, it was Leh town that bore the brunt of the mudslides. In particular, Choglamsar, a low-lying, small, dry mountain town, 14 km from Leh was the worst affected area, with nearly all homes washed away or covered by mud. These floods also severely impacted about forty villages in other parts



Dawa Tsering, Field Assistant at WWF-India's Leh Project Office, who happened to be in one of the worst affected areas at Leh when the tragedy struck, reached the site at about 1 a.m. that fateful night and along with others gathered there, worked relentlessly through the night, pulling people out of their damaged houses, pulling out many dead bodies at times. Dawa remained busy in this work till 11 a.m. next day when the Army and ITBP arrived for rescue operations. This heroic act of Dawa deserved a special mention and appreciation due to the fact that he was instrumental in saving many lives and never brought it out himself till this story was narrated to our Leh team by someone who saw Dawa working that night.

of Ladakh. In most of these villages, the agricultural land was completely damaged.

A disaster management mechanism was immediately put into action by the district administration to ensure that relief operations were speedy and effective. In line with this effort, the authorities reached out to NGOs working in the region. WWF-India's five member team of Pankaj Chandan, Nisa Khatoon, Dawa Tsering, Tsewang Rigzin and Phuntsog Tashi, were already stationed at Leh and have been working in Ladakh on various conservation initiatives. They were well versed with communities and topography of the region and hence, adept in providing necessary logistical and operational support in this task.

The Ladakh administration tasked WWF-India for rehabilitation of a hamlet south of Choglamsar that was officially identified as one of the most affected areas. Situated about 10 kilometers from Leh town, this village has a population of 85 families (350 individuals). Though WWF's expertise is in nature and wildlife conservation, the organisation immediately took steps and rose to the occasion to mitigate the sufferings of those affected in this hour of crises, due to its long association with this region, its biodiversity and its people.

In consultation with the WWF Secretariat in New Delhi, a massive relief operation was launched here. The operation was divided into two phases—

- **Emergency relief,**
- **Long term plan for the People of Ladakh**

basic hygiene), kitchen sets, dry and wet rations, chocolates, jaggery, packets of ready to eat food, dry fruits and instant noodle packets and surgical masks were procured and airlifted to Leh.



WWF vehicle at base camp

© WWF India - Ladakh

Phase I - Emergency Relief Operations

By the evening of August 9th, two field bases in two tents were established, one at Tashi Gatsal and the other at Phunchok Geypheyling. WWF team members were stationed round-the-clock at these camps. Immediately, the requirement was for some lighting arrangements and emergency relief measures for the sufferers. Hence, solar charged lanterns, tents, blankets, medicines, sanitation kits (comprising soap, shampoo, basic medicines, sanitary napkins, chlorine tablets, antiseptic cream, scissors, bandages, cotton, anti-allergic and anti-malaria pills, water sterilization tablets, and oral dehydration salts to help reduce the risk of illness and enable families to maintain

Corporates and other NGO's were approached for help; the response was immediate. The Indian Army at Leh, the Indo Tibetan 9th Border Police (ITBP) Leh, and many organizations came forward to work with our team for collection and distribution of relief material. The WWF team at Delhi also liaised with various airlines, who immediately volunteered to provide free of cost transportation for airlifting relief supplies. WWF's, International network also rallied behind us and provided emergency funds to help people of Ladakh in relief operations.

Approximately 650 solar lamps were provided initially to relief camps at Choglamsar, Tashi Gatsal, Phunchok Geypheyling. A senior management member



WWF team Setting base at Choglamsar

was immediately deputed to visit Ladakh to meet army officials to convey our support and meet the team. This visit further helped in assessing the situation and led to the organization garnering more support for supplies.

The WWF team also assisted in other affected villages like Stakmo, Meeru, Upper Sumdo and Lower Sumdo. An initial assessment visit to villages resulted in the distribution of solar charged lanterns in the villages of Gya Meeru, Stakmo, Phunchok Geypheyling. Many more requests kept pouring in for the lanterns. At Choglamsar, water tanks were provided to ensure safe drinking water to the affected people. Water hoses and pipes were also airlifted from Delhi to transport water from the tanks to the camp locations. These tanks were regularly filled with the help of the Indian Army and local PHE department. The WWF Secretariat team's unstinting efforts ensured a tie-up with the Indian Ministry of Defence for airlifting future larger requirements such as solar-powered water pumps and Reverse Osmosis (RO) plants etc as required.

Phase II - Long term Plan

As things limp back to normalcy, WWF-India plans to work toward long term assistance to people in this critical landscape.

A detailed report of damage, family-wise, in Choglamsar has been carried out to assess the requirements necessary for the long term rehabilitation of affected people.

Four main areas were identified for long term work for rehabilitation of people of Phonchok Geypheyling, Tibetan refugee community, Tashi Gyatsal at Choglamsar and 250 families staying in tents at Choglamsar, Gya, Meeru, Stakmo and students of Sadhbhavna hostel:

- Rehabilitating a school and a village;
- Establishing water points for some affected communities;
- Facilitating community hall/s and

- Doing an environment impact survey and re-plan for the affected areas.

Meetings have also been held with the Deputy Commissioner of the Civil Government, the Army Commander at Leh, the DIG of ITBP, the Special Relief Officer of the J&K Government, officials of the Forest Department, NGOs and the ground water scientists to discuss the long term measures that need to be planned in cooperation with the Civil Authorities in the near future. As it stands, the WWF-India team has already started working on the above four measures for long term rehabilitation of the people there.

The work done by WWF-India in the aftermath of the Leh natural disaster has also provided an opportunity to revisit its work and strategy for carrying out environment impact surveys for the affected areas of this ecologically sensitive Himalayan region. Ladakh is one of WWF-India's top priority regions. The organization will continue to provide its unstinting support to this ecologically beautiful and fragile region and its wonderful people through its conservation work.

Comments on WWF's Action in Ladakh

Ms. Tashi Dorjay, Panchayat Member of Phunchok Geypheyling: "After the floods, WWF-India and LNP were the first and the only agencies that came to our hamlet and helped us. We are thankful to WWF-India for providing us the solar lights, water and medicines in this hour of need."

Ms. Achay Tsering, resident of Choglamsar village: "I have lost everything including my house. I am now putting up in a tent at the village camp. I am very grateful to WWF-India for helping me by providing solar lamp and water as well as taking me to the hospital for check up and also helping me in getting the relief materials from other agencies. Nisa, I will never forget you for rest of my life."

Mr. Sonam Rinchen, Village Head Tashi Gatsal: "After shifting to another camp we are missing the WWF-India Camp office team. They were with us for 24 hours and were always ready to help. By visiting different tents and interacting with us they tried to keep us happy and helped us by providing digging materials, medicine etc. We will never forget WWF-India for this great contribution during the floods."

Mr. Tsering Dawa, Member of Phunchok Geypheyling: WWF-India has provided us a wonderful item in the form of solar lights which also charges my mobile. On 12 August, when floods struck again in Sabu and Choglamsar after heavy rains, the solar lamps helped us all and I used the same to save many other people as well. I personally thank WWF-India for giving us such an important item, especially when we were in desperate need.



Children receiving quilts

© WWF-India

The Young Sadbhavana Ambassadors Of Leh

Tourists visiting Ladakh would acknowledge the difficulty with which the locals live, in these extreme conditions, not to mention the trauma and distress that came with the recent cloudburst that hit most parts of Leh in August 2010. Many villages were badly affected by the flood. Many lost their lives and hundreds are still missing! Thousands are displaced with no shelter and steady source of food, water and income.

Similar condition is shared by the inhabitants of the Sadbhavana Hostel. There are many villages in and around Hemis National park, the only National park in Ladakh and a prime habitat of the Snow Leopard and many other key wildlife species. In order to pursue education, children from these villages come to Leh. The government has provided them with a hostel called the Sadbhavana Hostel, established in 2005 with the Indian Army under the operation Sadbhavana. The hostel was severely damaged during the floods and now its inhabitants - 85 students (50 girls and 35 boys) from classes VI – XIII have been put up in a hall and temporary tent houses in Leh.

Apart from these provisions, WWF-India has also decided to look into matters concerning basic infrastructure and recreation. The organisation went on to provide relief to these young ones. Emergency supplies such as solar lanterns, drinking water and quilts were distributed to the children.

WWF-India plans to have a long term intervention, in terms of empowerment and various education programmes, for the children of Sadbhavana, who represent the Hemis National park

and all its glory and wonder. With winters approaching, the condition of these students is only going to get worse. But it's certain that these kids, their strength and their profound faith is going to help them sail through and emerge out of this better and stronger than ever!



Children from Sadbhavana hostel with WWF solar lamps

© WWF-India

SPECIAL FOCUS



RESURRECTING KEOLADEO NATIONAL park TO IT'S PAST GLORY

Facts

- **Location** Bharatpur district in the state of Rajasthan, 180 kms from Delhi (27° 7' 6" N - 27° 12' 2" N and 77° 29' 5" E - 77° 33' 9" E)
- **Area** 28.72sq kms
- **River feeding the park** Gambhiri and Banganga
- **Species Diversity** 376 bird species, 50 species of fish, 7 species of amphibians, 7 turtle species, 5 lizard and 13 snake species, 27 mammal species, 379 floral species and numerous invertebrates
75% of Rajasthan avi-fauna are found in Keoladeo National park
- **Villages Surrounding** 16 villages and hamlets surrounding the park

History

- 1726-1763 - Ajan Bund was constructed
- Old records describe the area occupied by KNP as a natural depression believed to be a river bed that supported thick forest (hence the name -Ghana) subject to seasonal flooding
- 1850-1899 - This natural depression was converted into a hunting preserve by Prince Harbhamji of Morvi state in Gujarat, when he was appointed as the Administrator of Bharatpur
- 1901- Reserve flooded for the first time
- 1902- Reserve inaugurated by organising duck shoot by the then Viceroy, Lord Curzon
- Other reasons for creation of the reserve were to provide grazing facilities for the village cattle, prevent feral cows from raiding the crops and protecting Bharatpur from floods
- Besides being a sport preserve for the rulers, the reserve also served as the primary natural resource around which the local economy revolved
- 1919-Boundaries of the duck shoot reserve notified
- 1925-Bharatpur Forest Act passed. Shikar department brought under Forest Department. Rules for protection of wildlife and forests of Rajasthan framed for 1930-35

- 1956-Rulers hand over reserve to Rajasthan Government
- 1967-Keoladeo Ghana declared a protected forest under the Rajasthan Forest Act
- 1953-1972-Hunting rights of the rulers withdrawn
- 1977-81-Wall around sanctuary site built
- 1981-KNP declared a Ramsar site
- 1982-Keoladeo notified as a National park. Grazing banned.
- 1985-Keoladeo declared as UNESCO world heritage site.

The Keoladeo National park (KNP) shares a very unsteady relationship with the local communities surrounding the park. Historically, these communities were closely associated and economically dependent on the park. The ban on entry to the park thus caused tremendous conflict between park authorities (i.e. the Forest Department) and the villagers. Coupled with this, is the issue of conflict over water. WWF-India has been closely associated with KNP since 1996 and has tried to find a solution to this problem.

WWF-India Interventions

WWF-India has been intrinsically involved in the sustainable management of the park along with the Rajasthan Forest Department. In the past decade, WWF-India has:

- Established “Salim Ali Interpretation Centre” in July 2006 as a means of raising awareness for visitors. The initiative also supported software, hardware and audio-visual programs and the website, resource material and outreach programmes. It also developed interpretive signages and nature trails in the park.
- Assisted in coordination and implementation of large scale *Prosopis juliflora* removal with community participation, formation of eco-development committees and monitoring satellite wetlands



Water entering the park © Parikshit Gautam/WWF-India

- Organized a workshop called “Future of KNP” in 2007, jointly with the Forest Department, where viable options of water supply to the park were identified – Chiksana Canal and Govardhan Drain. The work on the Chiksana Canal was completed in May-June 2007. Further, the construction of the Govardhan Drain found support by the Planning Commission which released ₹60 crore for its development.

- Trained tourist guides and rickshaw pullers on various topics like flora and fauna of the park, communication skills, foreign languages and on adopting sustainable tourism practices.
- Developed **Water for Life** Program that aimed to build constituency around water resource management at various levels:
 - » Local – through education and awareness
 - » State – through capacity building, advocacy and awareness
 - » National – through advocacy on best practices for water management
 - » International – through sustained media partnership

Issue of Water

Bharatpur receives about 25-50 cm of rainfall during July-August annually which is not sufficient to meet the water requirement of the KNP. Therefore, a system was put in place to supply river water to the park through Ajan Bund (about half a km south of the park). The



Work In progress to bring in water.

© Parikshit Gautam



The Park after water arrived

Ajan Bund initially received water from River Gambhiri (originating in Karoli District and flowing south of the park in Bharatpur District) and River Banganga (emerging north of Jaipur district and merging with River Gambhiri towards south of the park). According to a study, about 550 million cubic feet (mcft) of water is required for the maintenance of the wetland ecosystem in KNP. The minimum water requirement is about 350 mcft. Availability of less than 350 mcft of water will not only be insufficient for maintaining the complex wetland ecosystem but might also result in the woodland ecosystem creeping into the wetland area.

The Panchana Dam was built in 1986 with a height of 253 mt. and a storage capacity of 450 mcft. However, in the year 2003, its height was raised up to 258.62 mt. with a storage capacity of 2100 mcft which further made it difficult for water to enter the park. However, the requirement is only met during years of heavy rainfall. Although the

region has a history of floods and droughts, the frequency has changed with a decrease in floods and increase in droughts during the past few decades. The construction of Panchana Dam upstream on River Gambhiri is also responsible for the reduced water supply.

Bringing Water Back to the park

Release of water, which was ceased by the dam was seen as the only solution. The park remained dry in 2002, 2004, 2006, 2007 and 2009, which in turn seriously affected the ecology of the area.

However, monsoons this year, gave a ray of hope in what was looking like a dead end. Bharatpur and adjoining areas received adequate rainfall with Panchana Dam catchment area receiving more than normal rainfall. Under these circumstances, WWF-India and the Rajasthan Forest Department approached the irrigation department for

releasing water from Panchana Dam into the Ajan Bund. On 27th August 2010, the irrigation department agreed to release the water. For one week, WWF-India assisted the Forest Department and other government agencies to ensure that the water was released through the old route. Villagers were constantly informed about this development.



With water Avian visitors start arriving

© Parikshit Gautam



Before water reaches

© WWF-India

Water arrives

© WWF-India

It was a mammoth task as a way for the water to reach the 'Ghana Nala' had to be paved. The water from here would then enter the park. Prior to this, it would pass through a channel in the agricultural fields which had got blocked with vegetation and mud that needed to be cleared. JCB's were brought in and the route was cleared from 28th August to 2nd September 2010 and the water was literally brought back! A week later, when the team from WWF Secretariat visited the area and the park, there was still water on the route especially in the lower Ajan area. With four blocks already filled with water, it was a delight to see the birds coming!

This winter it is hoped that more of our winged friends will be back to their favoured wintering ground, showing signs of revival. However, to regain its lost glory, it is essential that every year, water be released into the park. This is only possible with the help of government agencies and policy change while creating awareness on water conservation and making local communities realise the need to settle differences arising due to conflict for water.



© WWF-India

A student from Jal Pathshala holding the Water School notebook.

Creating awareness on water conservation and making local communities realise the need to settle differences arising due to conflict for water is another way. It is essential for the communities to realise that they share a symbiotic relationship with the park and that the park is intrinsic for their sustenance. WWF-India's Water School or Jal Pathshala initiative works with children in schools around the park and alongside the route to Ajan Bund. It is teaching the younger generation to respect the biodiversity that the park harbours as well as to conserve water and do their bit to reduce the conflict. This initiative has been sponsored by Swarovski and is bound to yield results in the future. WWF-India will continue to work with the government to ensure that the park regains its position and the conflicts are resolved.



PROTECTIVE

Both the male and female take turns sitting on the nest, the male being the main protector.



FLIGHT

Sarus Cranes are very powerful fliers and are often seen flying in a line or V-formation.

NEST MAKING

The pair builds an enormous nest "island", a circular platform of reeds and grasses, nearly two metres in diameter.



FEEDING

They forage on marshes and shallow wetlands for roots, tubers, insects, crustaceans, and small vertebrae prey.

EGG

Incubation takes 27-35 days. Only two eggs are laid at a time.





NESTING

They reach the level of sexual maturity at 5-6 years of age.

They return to the same breeding grounds year after year!



DISPLAY

Mated pairs of Sarus Cranes, engage in unison calling, that consists of extended series of calls where male and female vocalizations differ but are coordinated. The birds stand in a specific posture, usually with their heads thrown back and beaks skyward during the display.

SONG OF THE SARUS (*Grus antigone*)

is a large non-migratory crane found in parts of the Indian Subcontinent, Southeast Asia and Australia. It is India's largest bird and the world's tallest flying bird. It stands six feet tall, with a wingspan of eight feet. It weighs around 7.3 Kg. The bare skin on the head and neck changes in colour and intensity with the bird's mood, providing another way for the cranes to communicate. It is currently listed in the Schedule IV of the Wildlife (Protection) Act, 1972. IUCN (Red List) classifies Sarus Crane as vulnerable. The Sarus Crane is the symbol of Keoladeo National park, Bharatpur, U.P.

LIFE LONG BONDS

A pair of Sarus Cranes will mate for life.



PROJECT UPDATE

1. **Assisting Flood hit Dudhwa Tiger Reserve**
2. **GFTN - India. Creating Synergies**
3. **YCS project changing mindsets**
4. **Workshop for Water Utilities Staff - A WWF-India and ICLEI Initiative**
5. **Assessing Vulnerability in the Ganga Basin - A Report**
6. **TRAFFIC India - Combating Wildlife Crime**
7. **WWF-India Launches the 'Tiger Talk' Series**

Assisting Flood hit Dudhwa Tiger Reserve

Located in the North Indian state of Uttar Pradesh along its border with Nepal, Dudhwa Tiger Reserve is prone to flooding during the rainy season between the months of July and September. Although these floods are necessary for the renewal of its unique grassland ecosystem that supports a viable population of swamp deer, over the past few years the rising intensity of floods has begun to pose a serious threat to the Tiger Reserve. Bridges and roads that connect the park with the outside are either damaged or blocked and forest personnel are caught in the floodwaters. Last year's floods had restricted the movement of Forest Department personnel and no rations were available when they were cut off from the outside world. WWF-India had then supplied rations to the Forest Department personnel to ensure that the routine monitoring and protection work in the Tiger Reserve was not hampered.

This year, heavy rainfall in early July increased the threat of flooding. Heavy rains lashed the area between July 18 and 20, forcing the local administration to

issue a flood alert. Parts of the Sathiana and South Sonaripur Ranges inside the Tiger Reserve were flooded in the rising water. As a precaution, WWF-India supplied essential flood relief for approximately 472 staff members belonging to all ranges of Dudhwa National park and Kishanpur and Katarniaghat wildlife sanctuaries.

On July 22, Mr Sanjay Kumar Pathak, Deputy Director of Dudhwa Tiger Reserve, flagged off a vehicle carrying flood relief. Each forest staff worker was provided 10 kilos of wheat flour, 10 kilos of rice, 10 kilos of potato, 2 kilos of pulses, 1 kilo of mustard oil, 1 kilo of salt, 2 packets of candles and 1 pack of matchbox. WWF-India's staff from Palia and Katarniaghat field offices distributed the rations. WWF-India also supplied spare batteries for the 250 torches that were distributed with the flood relief to the field staff in 2009.

WWF-India also supported elephant patrolling during the floods by providing rations.



© WWF-India

A conference on Responsible Wood Sourcing and Forest Certification held on 27-28 May 2010, brought together, all stakeholders in the above mentioned states who had participated in last year's workshops held in Kochi, Jodhpur, Najibabad and Kozhikode.

GFTN-India – Creating Synergies

Workshop at Kozikhode Bringing wood sector together

Since its launch in December 2008, GFTN-India has been creating linkages with government, trade associations, certification bodies and timber merchants while simultaneously educating the public on the need to protect our forests. Workshops were held earlier this year to create awareness on issues in timber trade, forest certification, export of handicrafts and other wooden products and create an understanding of legal issues involved in the international market in this trade.

Participants in the workshops were retailers, processors, manufacturers, traders of forest products, government officials, representatives of trade associations, small and medium enterprises and forest managers.

The team also partnered with EC - Switch Asia (a multi-country project in China, India and Vietnam coordinated by WWF-UK) to build capacity of small and medium enterprises to effectively implement responsible sourcing and production of forest products. The project in India is being implemented by WWF- India in association with TRAFFIC India, Jadavpur University and several trade associations in

three identified states: Kerala, Rajasthan and Uttar Pradesh. This extensive outreach and awareness generation (through media and workshops) ensures that industry is able to comprehend the need to adopt sustainable practices.

To bring together all the stakeholders, a conference was held at the Gateway Hotel, Kozhikode, Kerala. The conference was in collaboration with the Malabar Chamber of Commerce and OISCA-International South India Chapter. The purpose of the conference was to:

- Understand various approaches and practices of responsible wood trade in the context of increased environmental measures in both domestic and international markets;
- Share the experiences of Indian industry about sourcing of wood from forests and outside forest areas;
- Conduct business - to - business meetings among the companies committed to promote responsible wood trade and credible forest certification;
- Create awareness on 'credible forest certification' and the benefits to the key stakeholders; and
- Build capacity among SME wood processors and traders to supply certified wood products.

The conference was attended by more than 120 participants representing national and international institutions (Forest Stewardship Council, The Forest Trust); certifying bodies; government agencies (Ministry of Environment and Forests, Kerala Forest and Wildlife Department, Tamil Nadu Forest Department), timber trade associations (Timber Merchants Association, Kozhikode, Federation of Rajasthan Handicrafts Exporters, Jaipur, Federation of Rajasthan Textiles and Handicrafts Exports, Jaipur, Jodhpur Handicrafts Exporters Association, Jodhpur, Nagina Wood Carving Association, Uttar Pradesh), research institutes (Jadavpur University, Kerala Agricultural University, Indian Institute of Forest Management), GFTN India applicants and participants; TRAFFIC India; leading paper manufacturing companies such as ITC, BILT and West Coast. All about 60 SME's. The representatives of five certifying bodies (Soil Association, Smart Wood, SCS-India, SGS-India and IMO) actively contributed to the technical sessions.

Technical sessions conducted during the conference covered topics such as:

- Responsible Sourcing of Wood: Experience and Lessons Learnt: Global Context,
- Forest Certification: Forest Management Unit Certification



- Forest Certification: Chain of Custody Certification--“How to secure Chain of Custody certification at affordable cost to Indian Industry”
- The environmental regulations in export markets of India’s wood products: Challenges and opportunities. (i) EU – FLEGT; (ii) US Lacey Act; (iii) National and State legal requirements for wood sourcing in India
- Forest Products Trade and Carbon Markets: Opportunities for wood based industries in India.

The conference also included:

- Preliminary meeting to formulate the Forest Stewardship Council (FSC) National Working Group in India;
- Business to Business meetings on responsible wood sourcing and trade (between the wood processing SMEs in Kerala and those from Uttar Pradesh and Rajasthan) and
- Media interaction for further awareness generation.

It was a unique forum to share views, suggestions, concerns and receive valuable inputs among the relevant stakeholders in the wood processing industry in India. It provided opportunities to establish effective market linkages for responsible wood trade nationally and internationally. A national working group of Forest Stewardship Council (FSC) in India was established on 28th May 2010 with balanced stakeholder representation in economic, social and environmental chambers. For the first time in India, a conference kit was organized on FSC certified paper, thus promoting the message of responsible forestry.

EPCH and GFTN Partner for Awareness Generation amongst SME's

As a part of the EC-Switch Asia project, GFTN-India has partnered with the Export Promotion Council for Handicrafts (a Ministry of Textiles, Government Of India, initiative) to conduct workshops on responsible wood trade and forest certification for SMEs dealing in wood and wood related products across India.

The first amongst the series of workshops was held at Saharanpur on July 21, 2010. Saharanpur is a flourishing city in the state of Uttar Pradesh, famous for grain, textiles and timber. The contribution of the wooden handicraft industry plays a major

role in the livelihood of the population. The timber market traditionally receives supplies from extensive northern forest regions (Himachal Pradesh, Uttarakhand and Uttar Pradesh) to support the local wood carving cottage industry and other demands. There are approximately 3500 unregistered SMEs that function on their domestic premises on a contract basis. Most of the production units use traditional hand tools. These unregistered SMEs form the backbone of the massive woodcraft industry of Saharanpur and produce nearly 80 percent of the products that are sold in the market.

Hence, a need was felt to build capacity among the wood processing industry on forest certification and responsible sourcing of wood to meet the increased demand of the international markets.

Objectives of the Workshop

- To understand various approaches and best practices of responsible wood trade in the context of increased environmental measures in both domestic and international markets;
- To share experiences of the Indian Industry regarding sourcing of wood from forests and outside the forest areas;
- To create awareness on “credible forest certification” and benefits to the key stakeholders; and
- To build capacity among SMEs, wood processors and traders to supply certified forest products.

Outcome

Important issues like the initiatives by the government, major issues pertaining to the wood trade in Saharanpur, demands and opportunities in the International market, important environmental regulations like the US Lacey Act in the export markets of Indian wood products, forest certification and the process of securing the Chain of Custody (COC) certification and experiences from the industry were discussed. 112 SMEs came together for the workshop. Dignitaries who participated in proceedings included Mr. Alok Kumar, DM, Saharanpur, UP, Mr. A M Singh, IFS, Deputy Inspector General of Forests, Ministry of Environment and Forests, Government of India, Mr. R K Malhotra, Chairman, Export Promotion Council for Handicrafts, Dr. Sangeeta Gupta, Scientist, Department of Wood Science and Technology, Indian Council of Forestry Research and Education (ICFRE), Mr. S K Pande, Former Director General of Forests, Ministry of Environment and Forests, Government Of India, representatives from certifying bodies and others.

It was decided that the following issues need to be acted upon:

- To establish a dedicated depot that can provide certified wood for Saharanpur Handicraft Industry with the support of the UP Forest Department, UP Forest Development Corporation and the Export Promotion Council for Handicrafts.
- To assist in procurement of certified wood for the Saharanpur handicraft industry which would also help it get COC certification.
- A free of cost test case for certification for one of the industries was recommended in Saharanpur. WWF-India and the UP Forest Department has committed to facilitate the process.



© WWF-India

It was felt there was a need to build capacity among the wood processing industry on forest certification and responsible sourcing of wood to meet the increased demand for the same in the International markets .

YCS Project Changing Mindsets

The Young Climate Savers (YCS) initiative started in 2007 in partnership with Tetra Pak Limited, has targeted more than 50,000 students across 10 cities in India to raise awareness about the ill effects of climate change. The initiative completed its second phase in May 2010. Phase III (August 2010 – July 2011) will see the Young Climate Savers come together as

a Task Force in the cities of New Delhi, Bhopal, Mumbai, Pune, Bangalore, Chennai, Hyderabad and Kolkata. This task force of students from at least 12 schools each, across these cities, will collectively work on one city-level problem and devise a long-term sustainable solution. The recommendations and solutions from these initiatives will

be handed over to the respective city civic authorities for further action. This phase is expected to impact, directly and indirectly, more than 1,00,000 citizens across the country!

Workshop for Water Utilities staff- A WWF-India and ICLEI Initiative



Waste water Pumping Station

© ICLEI, SA

Described as one of the world's top ten rivers at risk by WWF, the mighty Ganga is facing a lot in the face of climate change. WWF-India's Living Ganga Programme aims at developing and improving strategies for sustainable energy and water resource management within the Ganga basin through river restoration and

community engagement.

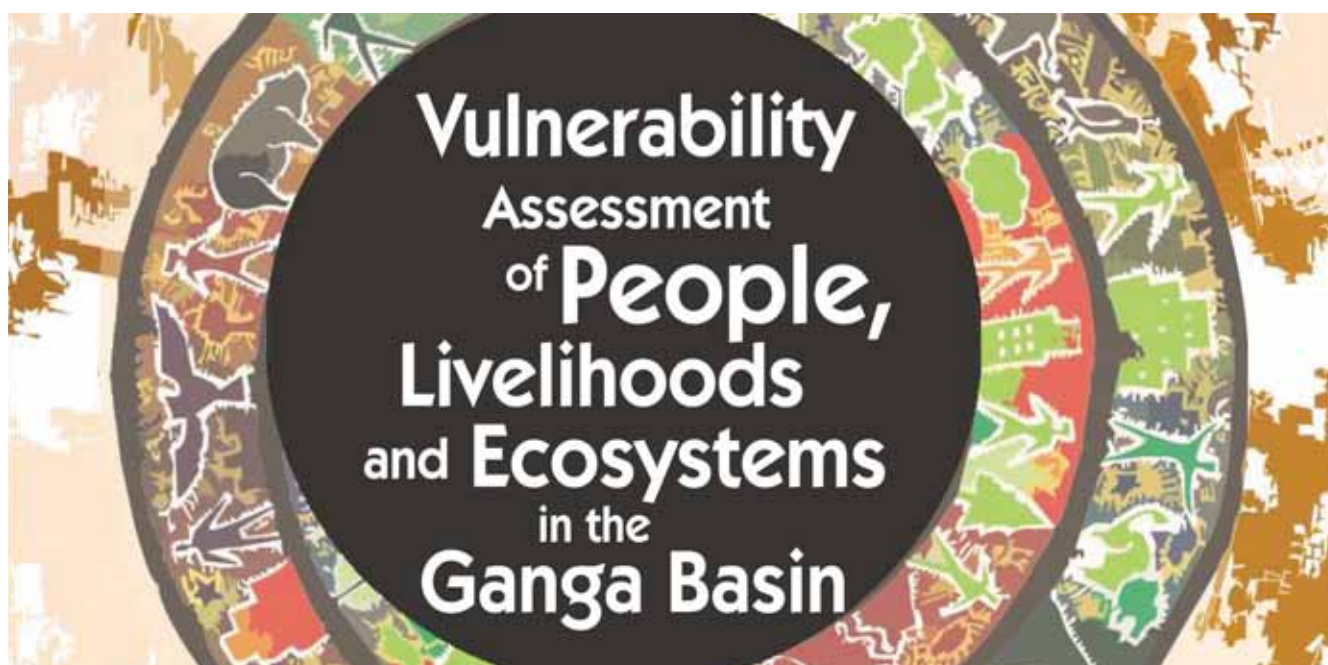
The programme also aims to help industrial Kanpur reduce its footprint on the Ganga system for a cleaner and a greener bank. It is working in the critical stretch of the river from Gangotri in Uttarakhand to Kanpur in Uttar Pradesh. In order to achieve these aims, the Living

Ganga Programme conducts various events such as screening of movies, ghat clean-up drives, street plays and school activities.

The programme recently organized a two-day capacity building and training workshop for the staff of city's water utility providers (Kanpur Nagar Nigam, Jal Nigam and Jal Sansthan). This was in association with the Kanpur Nagar Nigam and ICLEI - South Asia and aimed at improving energy efficiency in water and sewage pumping and distribution systems.

The training programme was an outcome of a recent energy audit of zonal pumping and sewage pumping stations of the city of Kanpur conducted by ICLEI-South Asia (WWF-India's project partner) with the promise of promoting and advocating measures for co-management of water and energy in Kanpur. It details low cost or no cost to medium and high cost energy efficiency interventions that can be carried out in the existing water and sewage pumping systems.

Assessing Vulnerability in the Ganga Basin: A Report



Unpredictable climate change has resulted in variable impacts on people and ecosystems. This added to the other existing non-climatic stressors has increased vulnerability. In the perspective of climate change, vulnerability refers to the probability of being negatively affected by the variability in climate, including extreme climate events. Due to intricate interactions between diverse components of the natural system along with human interventions, assessing vulnerability becomes a complicated job. However, vulnerability assessment can be a useful tool to develop policies and adaptation plans for specific vulnerable groups and areas.

WWF- India's Living Ganga programme works towards developing and implementing strategies for sustainable energy and water resource development for the river basin in light of climate change implications. However, this would have not been possible without incorporating one of the most critical components-- Climate Adaptation. As part of this component a study was carried out to assess the vulnerability of people, livelihoods and ecosystems with the purpose of identifying relevant adaptation response mechanisms, in a 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.

The Intergovernmental Panel on Climate Change (IPCC) defines vulnerability as a function of three main factors – exposure to climate change impacts, sensitivity of the system and its adaptive capacity.

The report details the exposure levels of Uttar Pradesh and Uttarakhand with some of the prominent urban districts being highly exposed to climate change, the sensitivity of the key components of the ecosystem such as forest and groundwater in these districts and the capacity of the people to cope and adapt to changes in the climate.

The analysis done on the basis of indicators, presents the reasons for the trends obtained. The vulnerability index for the districts was calculated by combining all three components of exposure, sensitivity and adaptive capacity and the districts were then accordingly categorized taking each into consideration. The analysis in the report provides a broad indication of the current level of vulnerability of the districts and the changes they are undergoing on the basis of which adaptive measures can be taken. The results are only for the purpose of gaining insight into the vulnerability rather than drawing any strong conclusions about the climate and non-climatic stressors.



Sniffer Dogs at the passing out ceremony

© TRAFFIC India

TRAFFIC India - Combating Wildlife Crime

Five dogs specially trained to sniff out illegal wildlife products joined the ranks of the Forest Departments of Madhya Pradesh, Maharashtra and Jharkhand on 29 July 2010. The dogs have been trained to detect hidden wildlife articles such as bones and skins of tiger, leopard and bear bile.

The dogs and their 10 handlers completed a rigorous nine month training programme, facilitated by TRAFFIC India, at the Dog Training Centre, 23rd Battalion of Special Armed Forces, Madhya Pradesh, which culminated in a passing out ceremony held in Bhopal.

This is the second phase of TRAFFIC India's sniffer dog training programme. Previously one dog trained at the National Dog Training Centre, ITBP, Haryana, was deployed by the Forest Department of the State.

TRAFFIC has helped conduct sniffer dog programmes to detect smuggled wildlife parts in other countries like Russia, Far East and Europe as well.

"Illegal wildlife trade has evolved into an organized transnational activity threatening the survival of many species in India. In order to curb this growing menace it is necessary to deploy the best enforcement practices available including the use of sniffer dogs, which have a proven track record in detecting crime and serving as a long-term deterrent." Says Samir Sinha, Head, TRAFFIC India.

TRAFFIC India Promotes Consumer Awareness Campaign on Illegal Wildlife Trade Issues

TRAFFIC India released four brand new Public Service Announcements (PSAs) as a part of its ongoing "Don't Buy Trouble" campaign. The posters advise tourists to

be careful of what they buy as souvenirs during their visit to India.

Targeted at domestic and foreign tourists, the posters send a clear message that it is not only the poachers and traders of endangered wildlife who are liable for punishment under India's Wildlife (Protection) Act, 1972, but also those who purchase and use such items, ignoring the law cannot be taken as an excuse.

The four posters are on Shahtoosh shawls, ivory, reptile skin items and marine products.

The "Don't Buy Trouble" campaign has been running successfully at airports, hotels/resorts and other major tourist hotspots through hoardings, posters, films, leaflets etc. The campaign has received tremendous support and response from various audiences and especially the media since its launch in 2008.

WWF-India Launches the 'Tiger Talk' Series



Over several years, WWF-India has been engaging people, groups, corporate houses and businesses institutions to create awareness for protecting tigers in the wild. The organization works towards creating platforms, thought processes and synergies to bring the common man together for a common cause.

With 2010 being the Year Of the Tiger, WWF- India is linking our conservation work with critical topical issues in an innovative manner through the launch of the Tiger Talk Series.

Tiger Talk book celebrates the who work for conservation but anonymous. has a unique looks at tigers of the people them: forest guards, mahouts, researchers and years, and sometimes cause. Tiger Talk heroes, along with the



- A unique book lives of people the cause of tiger sometimes remain Tiger Talk perspective. It through the eyes who truly love officers, forest conservationists, others who devote lifetimes, for the celebrates these unsung tigers. The book covers

twelve stories of twelve different kinds of people, working on tiger conservation in several parts of India. It is designed as a coffee-table book and features photographs of the characters in their environment shot stylishly in black and white. The pictures are supported with engaging text and the use of arresting typography.

To expand the reach to the masses, the limited edition photographs of Tiger Talk will be a part of a unique Tiger Talk Photograph Exhibition. The exhibition aims to bring to life the tiger landscapes, so that people can walk through the forests that tigers have walked through and be amazed at the beauty of the Protected Areas. It is important for the viewers to realize how important it is to protect the habitat of this magnificent species.

Time is running out for the tiger. To hit home this issue, a WWF Premium Signature Tiger Watch Collection has been created, so that men and women can wear it as a reminder of the urgency to save tigers in the wild.

The Tiger Talk series is believed to serve as an innovative tool for communicating our conservation efforts and inspire people towards action for conserving our wildlife. Let us together contribute towards this cause by embarking on this innovative journey.



EVENTS

1. **Educating Youth in Environment Conservation**
2. **Little Kids for Big Cat**
3. **Financing a Sustainable Low Carbon Indian Economy**

WWF-India firmly believes that instilling the youth with a healthy respect towards nature is an important step towards a future where conservation of nature becomes a way of life. A large number of activities were conducted involving school children and youth.

WWF initiative with PVR cinemas

“Nature” being the theme of this initiative, WWF-India along with PVR Nest reached out to empower children through a creative medium, so that they can address important issues like heritage, environment and social change. The whole programme has been broken down into three phases.

Initially more than 20,000 students were approached from ten schools and ten NGOs. The programme was introduced in schools through a Story Telling and Painting session. This was followed by a Nature Writers

**Initially more than 20,000
students were approached
from 10 schools and 10
NGOs.**

and an Illustrators workshop at WWF-India, where 20 students from each school participated. Phase-I also included a Recycling Workshop, held at Sanskriti Kendra, Anandgram, where 60 students made two installations of a ‘tiger’ and ‘an aquarium’. WWF’s rhino film – ‘The Jungle Gang meets the Rhino’ was screened for around 500 NGO students.



EDUCATING YOUTH in environment conservation

WWF and CRIS (Centre for Railway information systems) joined hands and conducted a program around the theme of 'Nature and Conservation'. The target audience was from the age group of 5 to 18 years. The activities conducted included: Story Telling ,Origami and Recycling.

Children in the age group of 9-18 yrs participated in this workshop. The story telling session was inspired by "Brahma's Butterfly" by Meena Raghunathan. It talks about how Brahma, the creator has fashioned all things on earth and how we should respect, protect and conserve everything – big and small. The origami workshop exposed children to the art of origami and was conducted using newspaper hence asserting the value of recycling. The recycling workshop gave the children a chance to work and create a unique art form out of things they usually consume and throw away.

A rhino drawing made by children with recycled material

© WWF-India

This was followed by a Power Packed Session, where 200 students (10 students from 10 schools and 10 NGOs each) were exposed to the lives of young leaders in the field through an interactive session. The students were then trained in the art of film-making.

Finally, the actual film-making session took place wherein one school and one NGO was paired to make a one-minute film with an environment message. Two of the best films will be screened on the NDTV channel.

Wild Wisdom 2010

An Environment Quiz that started in 2008 (by TRAFFIC India and WWF-India) in Delhi, was up-scaled to an All-India-National-Level last year. 280 schools from 13 cities in India participated at the state level. The national level was held in Delhi on the 18 November 2009 and garnered a considerable amount of media coverage. This year, the Wild Wisdom Quiz 2010, will be held in 17 cities, over three levels – school level, state level and national level. The School Level Quiz was organized between 16 and 31 August 2010. The State Level Quiz, in Delhi, was held on 8 September 2010 and concluded by 30 September 2010 in the other 16 cities. The National Level Quiz will be conducted in Delhi on 12 November 2010. The genesis of Wild Wisdom was The Wildlife Week during 1-7 October.



Students at the Wild Wisdom Quiz 2010

© WWF-India

Little kids for the big cat!



School children watching the film at WWF-India Auditorium

© WWF - India

The big world of small children cannot imagine a world without the wild cat! Children from different schools in Delhi surprised everyone with their gamut of knowledge about the Tiger, demonstrating their concern about the diminishing numbers of the species!

In an attempt to evoke more responsiveness towards the Tiger and galvanize more young activists to do their

bit in tiger conservation, WWF-India directly involved the student community by screening a film by Shekar Dattatri, "The Truth about Tigers", on 15 July 2010. The 40 minute footage showcased the basic requirements for a tiger's survival, various problems they face and solutions to fight back. It addressed the various questions that crop up when one comes to think about the deteriorating state of our national animal.

Shekar Dattatri's passionate regard for the tigers along with the enthused spirit of the children paved the way for an animated discussion on the movie in particular and tiger conservation in general. With their limited knowledge they were all ears to details like what would help poachers give up poaching or why Project Tiger was no longer impactful!

Dattatri genially answered every question,

as according to him, this being the most impressionable age, it only became more important to introduce youngsters to the reasons and remedies of the slowly dying world of tigers. Also, their tiny efforts now are most likely to grow bigger as they become future environmentalists, journalists, entrepreneurs and find themselves in a position to bring a change. 250 students from DPS International, Indian School, Laxman and Springdales interestedly sat through the screening, took notes and later curiously clarified their doubts interacting one on one with the director.

The Truth about Tigers aims to educate, sensitize and provoke people on the matters concerning the increasing desertion of the species. And going by the response of these young adults, there is no doubt about it being achieved one day!

Financing a Sustainable Low Carbon Indian Economy

Businesses are increasingly understanding the linkages between their operations and the environment. This is particularly evident as climate change has emerged as a major risk to the global economy; as it affects the wealth and well-being of societies, the availability of resources, cost of energy and the value of companies. It also opens up a new universe of options for economic development and social benefits.

Financial institutions have an important role to play as new markets and risks emerge from climate change. On one hand, financial institutions need to understand the risks that climate change may have on their business and on their customers while on the other hand, they can develop appropriate products and services that mitigate environmental risks. Many, across the world have been reviewing the companies in their portfolios, financing clean energy and developing green investment funds. On the other hand, many have also adopted guidelines that help them screen projects that tend to have higher environmental and social impacts.

WWF-India convened a conference on “Financing a Sustainable Low Carbon Indian Economy” on 13 May 2010 in collaboration with the India Banks’ Association and the Climate Group in Mumbai, to discuss the role of the financial sector in providing financial solutions to environmental issues.

The conference opened with remarks from Mr. Neeraj Swaroop, CEO-India of Standard Chartered and Dr. Subir Gokarn, the Deputy Governor of Reserve Bank of India. The speakers included Shri Debashish Majumdar, Chairman and Managing Director, IREDA; Mr. Vivek Mehra, MD, Sustainable Investment, Yes Bank; Mr. Mark Eadie, Head of Environmental Risk, JP Morgan, and others. The conference was well received and saw a strong turnout of over 115 people, primarily from financial institutions.

The conference covered a range of issues covering the following topics:

- **The path to a low carbon economy that included discussions on:**
 - » Opportunities for involvement in climate change activities, domestically and internationally;
 - » Political and regulatory framework needed to up- scale the private sector investment in energy efficiency; low carbon infrastructure; research, development, demonstration and deployment of clean technologies
 - » Using public money to leverage private investment
 - » Attracting large-scale foreign institutional investment

- **Sustainable financing guidelines that included discussions on:**
 - » The role of sustainable lending guidelines, such as Equator Principles in developing an environmental and social risk mitigation framework for Financial Institutions.
 - » Implications of these sustainable lending frameworks for Indian financial institutions.

Carbon Disclosure Project

This conference was very much in line with WWF work with the Carbon Disclosure Project. WWF has partnered with the Carbon Disclosure Project and Confederation of Indian Industry (with support from the British High Commission) to create awareness among financial institutions and companies regarding the risks and opportunities related to climate change. The CDP serves as the secretariat for the world's largest institutional investor collaboration on the business implications of climate change; its website (www.cdproject.net) provides the largest registry of corporate greenhouse gas emissions in the world. Today, CDP, backed by 534 leading global institutional investors representing over \$64 trillion of funds under management, requested information from more than 3,700 of the world's largest corporations.

As part of this initiative, WWF along with CII-ITC-CESD conducted four workshops in Mumbai, Chennai and Delhi with the finance sector and also other companies to raise awareness regarding climate change related risks and opportunities.

CAMPAIGNS

1. **Green Hiker - Taking Responsible Tourism to the Himalayas**
2. **Tiger Ambassador**



Standing tall and mighty, the Himalayan ranges betray no signs of frailty. In their majesty, they appear indomitable. But what may seem, need not always be!

The truth is that the unique ecological treasures that the Himalayas hold are in grave danger of extinction from several factors, the foremost being unrestrained and unsustainable tourism. The increasing problems of sewage and garbage, interference with breeding and proliferating activities of flora and fauna, air and sound pollution, deforestation – all constitute the bigger problem.

It was to elucidate this issue that WWF-India's Green Hiker Campaign was born in June 2009. With thousands of travellers flocking to the mountains every summer, it only became more important to reiterate the campaign's anthem – Nature leaves a mark on you, don't leave one behind! With the primary objective of encouraging responsible tourism practices in the Himalayan region, the campaign only grew bigger this year owing to its linkages with the 'Incredible India' campaign of the Ministry of Tourism, Government of India.

The campaign was launched this year by Mr. Sujit Banerjee, former Secretary, Ministry of Tourism, on 4 June 2010 and saw the participation of various government and ministry officials along with celebrated hikers. Arjun Vajpai, the youngest Indian to conquer



Ladakh - ITBP in Support of the Green Hiker Campaign in Ladakh

© WWF - India

Mount Everest at the age of 16 and Mr. Maninder Singh Kohli, a veteran Himalayan hiker, shared their views on the need to conserve this fragile ecosystem, while enjoying it at the same time!

The campaign is part of the 'Saving Wetlands Sky-High!' initiative which is regional in nature and spreads across the Himalayan countries – China, India, Nepal, Bhutan and Pakistan. In India, the campaign is thriving in the states of Jammu and Kashmir, Himachal Pradesh, Sikkim, and Arunachal Pradesh. It was recently launched in Uttarakhand on September 27, 2010. In Himachal, WWF was instrumental in spreading awareness among pilgrims and tea stall owners during the Manimahesh yatra in September, through visible and strong communication. This initiative has helped bring down the amount of waste generated this year, in comparison to previous years.

Using the written word as an instrument of change, a Travelogue Contest called 'Ecotrail' was launched by WWF-India in collaboration with Lonely Planet Magazine India. The contest invites written accounts of the writer's real-life journey to the Himalayas, with a special focus on how the writer travelled 'green' and adopted sustainable practices. The winning entries will be published in the subsequent issues of Lonely Planet Magazine India, besides bagging exciting prizes!

It is hoped that while every journey to the Himalayas leaves an impression on the mind of travellers, they in turn do not leave behind a trail of litter and smoke! It is high time that every hiker turned green!

Tiger Ambassadors

From the beginning of 2010, there has been an unprecedented attention on tiger conservation. And rightly so, with the wild tiger population hitting an all time low of 3,200, and only 1,411 left in India, this magnificent cat needs all the support it can get to spring back. The world has already lost three of the nine sub-species of tigers, and the fate of the five surviving subspecies has changed significantly. In addition to poaching, the tiger today faces a new threat - the destruction of its habitat due to rapid, unplanned industrial expansion in the Asian countries.

A high-level tiger summit – a meeting of the Heads of Governments from all tiger range countries, as well as representatives from the

World Bank, NGOs and private institutions will be held in St. Petersburg, Russia, in November 2010.

At the same time as a part of the summit, WWF will be holding a Youth Tiger Summit in Vladivostok - home to the Amur tiger. The youth ambassadors will visit the tiger habitat and tiger trails in Siberia, get first-hand information on the state of the wild population and the necessary measures for its conservation. They will also represent the voice of the youth and make a Declaration that will be presented to the Heads of States at the Summit. The two youth representatives from each of the Tiger Range countries will be ambassadors of change and hope, and convey to the world that in order to save our planet everyone must help.

STATES

1. Anti Polythene Campaign- M.P. State Office
2. Climate Change Forum, Shimla

Anti Polythene Campaign- M.P. State Office

The Madhya Pradesh state office organized an Anti-Polythene Campaign on 23 May 2010, at Nehru Nagar Haat, Bhopal. As a part of the campaign, a vegetable market was chosen as the setting and cloth bags were distributed to the public. The public was sensitized about the harmful effects of polythene and asked to pledge not to use polythene in future. The vegetable and fruit vendors were also given cloth bags and asked to use paper instead of plastic bags. Volunteers from colleges helped in making the campaign a success. The message of 'lessen our environmental footprint by minimizing the use of plastic bags' was given to the general public.



© MP. State Office - WWF-India



Film making workshop in progress

© Himachal office/WWF-India

Climate Change Forum, Shimla

The British Council in collaboration with WWF-India organized a Climate Change Forum in Shimla. The objective of this forum (a part of the Climate Change Project of the British Council in India and Sri Lanka) was to reach out, spread awareness and inspire people to act. The forum used a creative mix of visual media to communicate the story of climate change.

The forum started with an exhibition- 'Cartoons for Climate' at HP University, Summerhill, Shimla. The exhibition was inaugurated by Mr. Sunil Kumar Gupta, Vice Chancellor, HP University, and Mr. Charlie Walker, Director Programmes, British Council India and Sri Lanka. A cartoon contest on climate change was announced in October last year to get young people to express their concern about climate change through a creative medium. The exhibition 'Cartoons for Climate' was a selection of 50 best entries from the contest. The exhibition has already travelled to eight cities in India and two in Sri Lanka.

This was followed by a film screening and a talk by an award winning environment filmmaker, Vijay Bedi, at St. Bede's College. The hour long film screening showcased some award winning films on climate change and how it is being tackled in India. Filmmaker Vijay Bedi interacted with the students about his film 'Melting Paradise' and his first hand experiences of witnessing climate change.

An 'Environmental Film-Making Workshop for Beginners' was also conducted where 28 people participated. The film-making workshop was conducted by an independent film-maker Nitin Das. He talked about the fundamentals of film-making like direction, cinematography, digital filming, editing etc. A film was screened for Senior Forest Officers at the Himalayan Forest Research Institute, Panthaghati.

World Environment Day Celebrations

(June 5th 2010)



© Andhra Pradesh State office



© Assam state office. WWF-India



© Kerala state office. WWF-India



© Maharashtra state office. WWF-India

1. Children participating in a rally in Andhra Pradesh
2. Tree plantation programme at Assam and Arunachal Pradesh
3. Children participating in a play at Kerala
4. Beach clean-up at Dadar Chowpatty, Maharashtra

INTERNATIONAL



WWF announces partnership with Leonardo DiCaprio to save tigers now

Actor and Activist Leonardo DiCaprio joined forces with WWF-US to save a species on the brink of extinction. With as few as 3,200 tigers left in the wild, WWF and DiCaprio today kicked off the Save Tigers Now campaign. The campaign begins with an expedition to remote tiger habitats in Asia to document the wild tigers at first hand and learn what needs to be done to save them from extinction.

Tiger populations are shrinking fast as the species is threatened by habitat loss and illegal poaching; their skins, bones and other body parts are used in many cultures as medicines, talismans, status symbols and clothing. More than 90 per cent of historic tiger habitat no longer has tigers. Three tiger sub-species have become extinct since the 1940s and a fourth one, the South China tiger, has not been seen in the wild for 25 years. But tigers can thrive if they have strong protection from poaching, habitat loss and enough prey to eat.

After DiCaprio was briefed by the WWF conservationists about the plight of these majestic animals, he decided to partner the campaign to help raise awareness about the threats to tigers and raise funds for tiger preservation efforts. In honour of the Chinese Year of the Tiger, an ambitious goal of \$20 million has been set with the vision of doubling the tiger population by 2022, the next Year of the Tiger.

"Tigers are endangered and critical to some of the world's most important ecosystems," said Leonardo DiCaprio. "Key conservation efforts can save the tiger species from extinction, protect some of the planet's last wild habitats and help sustain the local communities surrounding them. By protecting this iconic species, we can save so much more."

DiCaprio is travelling to Asia with WWF experts to see the threats that tigers face. He will participate in anti-poaching patrols, meet with park guards on the front lines of protecting tigers from international traffickers, and explore the best ways to protect these amazing creatures. The Save Tigers Now (www.SaveTigersNow.org) web site will allow supporters to follow DiCaprio's journey and participate in the effort to save tigers. "Give tigers enough space and protection and they'll recover," said WWF CEO Carter Roberts. "But public support means everything and changing laws and ending demand for tiger parts means we need to tell their story – in places like the U.S., India and China. Which is why this partnership with Leonardo is so important-- he can reach the public, tell this story to our children and engage leaders around the world-- to save tigers now."

As a part of the Year of the Tiger 2010,

WWF has set a bold but achievable goal of doubling the number of tigers in the wild within 12 years, when the next Year of the Tiger is celebrated.

Other celebrity support for Year of the Tiger

Other celebrities who have lent support to WWF's Year of the Tiger work include-Russia: Singer Janna Friske, actress Anna Mikhalkova, and television host Nikolay Drozdov, from Russia.

Miss Universe 2005 Natalie Glebova and Miss Nepal 2009, Zenisha Moktan have also participated in Year of the Tiger activities this year.

From Indonesia, musician and actor Nugie, model Davina, music duo Endah N Rhesa and Dutch actress Carice van Houten are supporting tiger conservation this year.

WWF-Malaysia is running a 'Year of the Tiger Ambassador' contest with five local celebrities vying for the title. The five are actress and TV host Aishah Sinclair, radio deejay Jeremy Teo of Red FM, singer Mooky of the punk rock band One Buck Short, musician and television host Rina Omar and actress and television host Sazzy Falak.

READER'S ZONE



Wings of the Night

Written by: Ragini Letitia Singh

Designed and Illustrated by: Vandana Singh

As we sleep tight in our beds at night, the bats, tired of hanging upside down and sleeping all day, wake up and go about hunting for food!

India is home to 114 bat species out of the total 1100 present in the entire world and yet we live with the same old misconception of bats as sucking vampires! It is disheartening to see how limited our knowledge is, about this fantastic mammal and how minimal our efforts are, to save this disappearing species! This book, an effort by WWF-India with encouraging support from the Delhi Government, hopes to address precisely this! It aims to help children learn and understand one of the most misunderstood and understudied animals in India (and maybe even the world).

Did you know?

- Bats are the only flying mammals of the world!
- Bats play an important role in pollination and controlling insect pests such as mosquitoes!
- The eyes of microbats are as small as the size of a pinhead!
- Bats have fur!

With these and many more facts, on their strong sense of smell, their fights over clumsy landings, their multipurpose wings and their efficient digestive system, this book sure has something in store for young animal lovers! If children understand bats, learn about the way they behave, how they live, what they eat and how they help everyone, they can certainly come to value them.

“One read and the kids, or for that matter any one of us will know that bats are not scary, rather what is scary is the thought of a world without them!”

WWF India announces the launch of MERCHANDISE 2011

Our messages of conservation in the form of our current portfolio of Desk and Wall Calendars, Greeting Cards, Diaries and Tiger Exclusive Products revolve around themes that are close to our conservation work. The aesthetically designed series spread the message of conservation and work towards achievement of our mission. Contributions through this medium are directed to the cause of nature conservation and to the furtherance of our larger mission:

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

We look forward to your partnering in this endeavor with WWF.





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

WWF-India, 172B, Lodhi Estate, New Delhi 110003