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WWF-India Annual Review-2007

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WWF-Canon / Alain COMPOST





Our Mission

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

Gharial-WWF Canon / Gerald S.CUBITT

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

- Promotion of India's ecological security-restoring and sustaining the ecological balance.
- Conservation of biological diversity.

- Ensuring sustainable use of the natural resource base, particularly land water.
- Minimisation of pollution and wasteful consumption.
- Promoting sustainable lifestyles among all segments of the community.



Our Trustees

Dr. Divyabhanusinh Chavda
President

Shri Tarun Das
Vice President

Mr. Jamshyd N. Godrej

Dr. Jamshed J. Irani

Mr. Pratapsingh Raoji Rane

Admiral Madhvendra Singh
PVSM, AVSM (Retd.)

Mr. Sundaraj Theodore Baskaran

Elephants-WWF Canon / A. Christy WILLIAMS



President's Note



The Annual Review 2007, showcases the work done by WWF-India in the year gone by. With the changing economic scenario, it has become imperative that we juxtapose development and conservation. Let us not sacrifice the latter for the former. Protecting our natural heritage is important for our own survival.

It gives me immense pleasure to state that WWF-India has tried to walk this middle path, where realities of economic development along with preservation of India's natural bounty go side by side. The year 2007 Annual Review depicts the trajectory laid down to achieve this goal and to the extent it has been successful in doing so.

There is no doubt it has not been an easy path to tread. It is a tribute to the dedication and perseverance of our team at WWF-India that inspite of innumerable challenges, they have achieved success. The annual report gives a summary of some of our more tangible accomplishments. Working for protection of nature, is a reward in itself.

I take this opportunity to wish the WWF-India's team the best for the coming year ahead and hope they will continue to carry forward the vision of our mission for the year to come.

Divyabansinh Chavda
President
WWF-India

Secretary General & CEO's Note



WWF-India's annual review showcases some of the salient features of our project and field interventions. Broadly, WWF-India's work reflects two spheres of activity - the conservation of biodiversity and the management of human ecological footprint. The methodology for action, in both these spheres, has expanded in the field of direct intervention, research, policy input and outreach programmes. In many ways WWF-India, is leading the WWF International network on several of these initiatives.

In the area of biodiversity conservation, we continue with our programmes for species conservation - mainly the conservation of the tiger, elephant, rhino and many smaller species. Simultaneously, our various conservation programmes have also integrated to intervene in larger landscapes such as the Terai Arc, the Nilgiri and the South and Western Ghats, the

Sunderbans, the North Bank landscape, the Kaziranga - Karbi Anglong landscape and the Satpuda Maikal landscape. These landscapes have been identified for conservation due to their fragile ecosystems, their biodiversity and the kind of species they harbour. Here, the capacity of local communities is being invested in to provide them support and facilitate adaptation of sustainable practices for long term protection of their environment.

In the last two years, we have increased our cover to smaller species and protection of their habitats. These species include the Nilgiri Tahr, Red Panda, the Black Necked Crane, Indian Otters and recently, the Gharial, all being highly endangered species. Small interventions have been made on behalf of the Asiatic lion in Gir. There are plans to expand this work as we simultaneously focus on some of our Himalayan wildlife and their conservation. In December 2007, our Freshwater team was involved in confirming the discovery of Indus Dolphin (*Platanista minor*) in the Beas Satluj ecosystem in Harike, Punjab as well as respond to the reports of the gharial mortalities in the Chambal. Our work continues for the relocation of rhino to Manas National Park as per the India Rhino Vision 2020.

Addressing the issue of human ecological footprint has been a priority area for us. The climate change programme set up in 2004, has since expanded to work on adaptation and mitigation, as well as on policy direction in the area of energy efficiency. WWF-India in partnership with Confederation of Indian Industry launched the Carbon Disclosure Project, the first of its kind for voluntary carbon disclosure by Indian industry in 2007.

Our work on environmental impacts and services is concentrating on the upper Ganga river basin, to develop a

framework for sustainable water and energy management. This will be achieved through a combination of research, advocacy and communications, building on WWF India's existing work in the basin and elsewhere and existing and new partnerships at all levels. Our study on management of high altitude wetlands continues and has expanded to cover the states of Arunachal Pradesh and Himachal Pradesh to ensure the protection and conservation of these fragile ecosystems.

Our commitment to environment education continues with increasing programmes on educating children on the impacts of climate change through our 'Young Climate Savers' campaign and reaching out to Indian Army and other schools.

WWF-India completes another year of ambitious and challenging endeavours. This is only possible by the encouragement from our myriad partners, supporters and a dedicated and exemplary team. We cannot under value the efforts made by our field staff in remote locations, branch networks and the Secretariat staff. Our relatively young team has shown extremely high commitment and perseverance in the face of severe challenges. Conservation faces these challenges in India, as it is not yet a priority sector in the planning process of our nation. Despite this, our teams soldier on and continue steadfast in our mission to conserve India's ecological heritage.

Ravi Singh
Secretary General & CEO



State Offices

Assam & Arunachal Pradesh (Guwahati)
 Andhra Pradesh (Hyderabad)
 Bihar & Jharkhand (Ranchi)
 Goa (Panaji)
 Gujarat (Vadodara)
 Jammu & Kashmir (Jammu)
 Karnataka (Bangalore)
 Kerala (Trivandrum)
 Madhya Pradesh and Chhattisgarh (Bhopal)
 Maharashtra (Mumbai)
 Orissa (Bhubaneswar)
 Punjab, Chandigarh, Haryana and Himachal Pradesh (Chandigarh)
 Tamil Nadu (Chennai)
 West Bengal (Kolkata)

Divisional Offices

Jodhpur
 Kolhapur
 Pune
 Udaipur
 Valsad

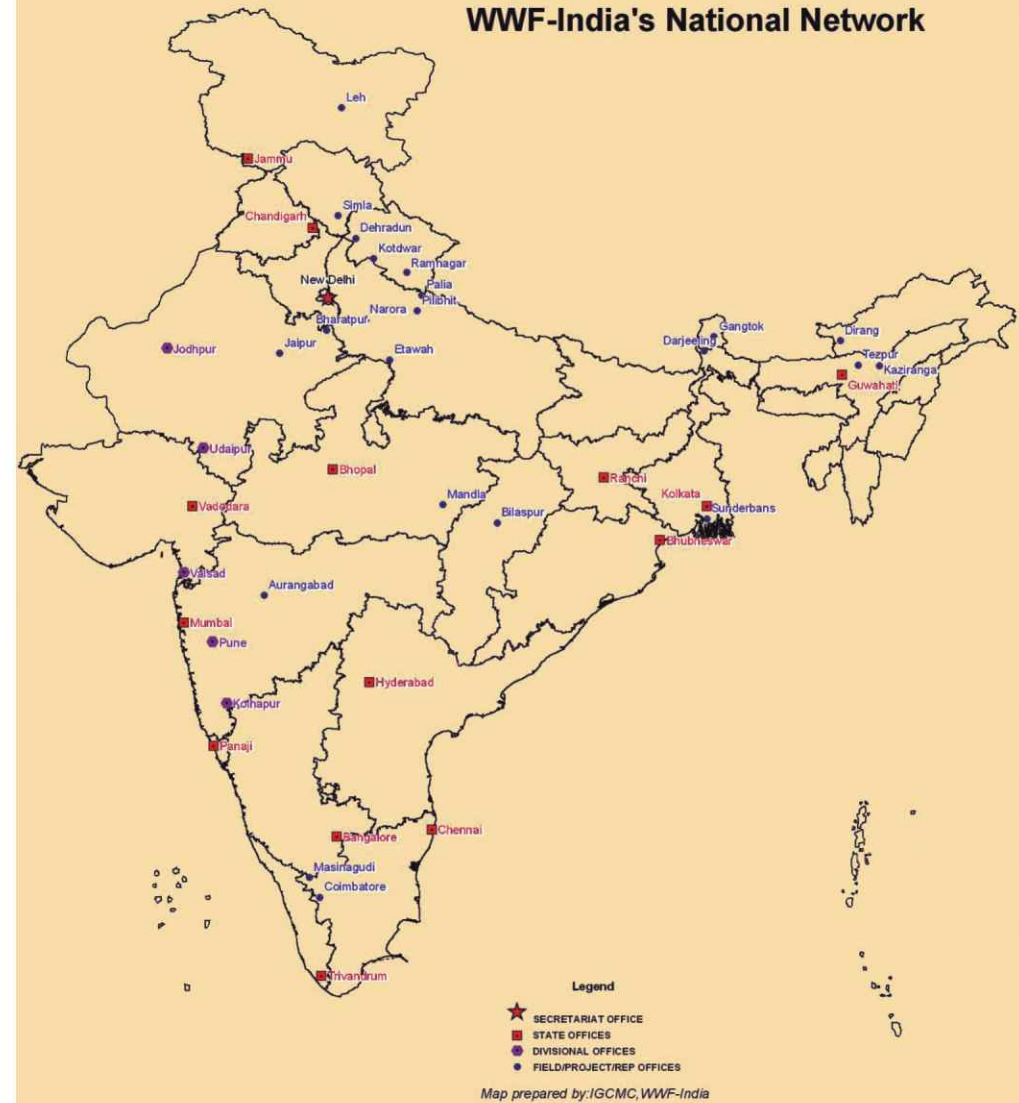
Field/Project Offices

Aurangabad
 Bharatpur
 Bilaspur
 Coimbatore
 Darjeeling
 Dirang
 Dehradun
 Etawah
 Gangtok
 Jaipur
 Kazi ranga
 Kotdwar
 Leh
 Masinagudi
 Mandla
 Narora
 Pilibhit
 Palia
 Ramnagar
 Shimla
 Sunderbans
 Tezpur
 Warangal



Golden Gecko discovered in Andhra Pradesh

WWF-India's National Network



Conserving nature by worshipping Dang tribal, Gujarat, India
 © WWF-India / Vishaish Uppal



Indus river Dolphin at Harike, Punjab
 © WWF-India / Dr. Sandeep Behara

Programme Update

The year 2007, has seen an evolution of WWF's conservation programme both globally and nationally. At the global level, a new programme framework was developed that focused conservation delivery around a set of Network Initiatives (NIs) that call for concerted action of the network to deliver large conservation impacts. WWF-India has a significant role to play in many of these NIs, particularly those that are addressing the Living Himalayas (which will include our Eastern Himalaya landscapes), Saving Tigers in the Wild (which will include a large proportion of our existing tiger landscapes as well as some new ones), the New Global Climate Deal (which will include and scale up our ongoing work on climate negotiations), Market Transformations (which will include our work on thirsty crops, forest footprint and conversion and forest trade), and Energy Efficiency (which will include our people's power programme and other work related to energy issues).

At the national level, WWF-India's programmes have increasingly moved towards scaling up, integration and consolidation of existing work areas. This can be seen in a range of initiatives developed and implemented over the year that cut across programmatic and divisional boundaries. The river dolphin conservation work of WWF-India, has grown into a larger River Watch programme as well as forming a part of the Living Ganga programme which



integrates freshwater, climate change, species conservation, and toxics. The wetlands conservation work initiated in Ladakh has not only expanded into Sikkim and Arunachal Pradesh but is also being scaled up into a multi-country regional High Altitude Wetlands initiative. The Climate Witness initiative has evolved into an upscaled climate adaptation programme covering a number of vulnerable areas.

The integration of programmes has not been limited to a strategic level but has also been increasing at the field level. There have been a number of joint initiatives conducted across landscapes and field projects. This approach of working cross-sectorally on integrated conservation issues, is reflected in the programme section of the report which focuses on some of the larger integrated programmes that WWF-India has been implementing over the last year. We anticipate that this will lead to a stronger, more effective conservation programme that builds on the diverse strengths of the programme team within the secretariat and in the field offices.



Conserving Wetlands Sky High

Himalayan High Altitude Wetlands are crucial for biodiversity and sustainable economic growth not only locally but also at the river basin and regional levels. In addition they regulate micro-climates and have immense livelihood, cultural and spiritual significance for the communities living amongst them.

Today these important wetlands are under increasing threat from climate change, unsustainable tourism and exploitation affecting not only the wetlands themselves but also the catchments draining into them. There is a risk that these threats could lead to negative knock-on effects right down the river systems that they supply.

In 2000, WWF-India initiated a project for the “Conservation of High Altitude Wetlands of Ladakh”. Notable achievements of this project include:

- **Establishment of “Tsomoriri and Tsokar Conservation Trusts”:** The object behind the establishment of these local institutions has been to “ensure optimum use of the natural resources and improvement of the quality of life and level of income of the local population”. As part of this, communities have been assisted to set up and run homestays and move towards scaling up of community based tourism models.
- **Involvement of Army and Indo Tibetan Border Police in conservation:** As most of the high altitude wetlands are situated in the border regions, engagement of the armed forces is critical. WWF has organised various training workshops for military and para-military forces, the Indo-Tibetan Border Police, the Border Roads Organisation and the Jammu & Kashmir Police.
- **Declaration of Ramsar Sites:** Two sites have been already declared and many others are in the process of being declared with the help of lobbying by WWF. This helps to garner attention and additional resources for the management and protection of these important sites.

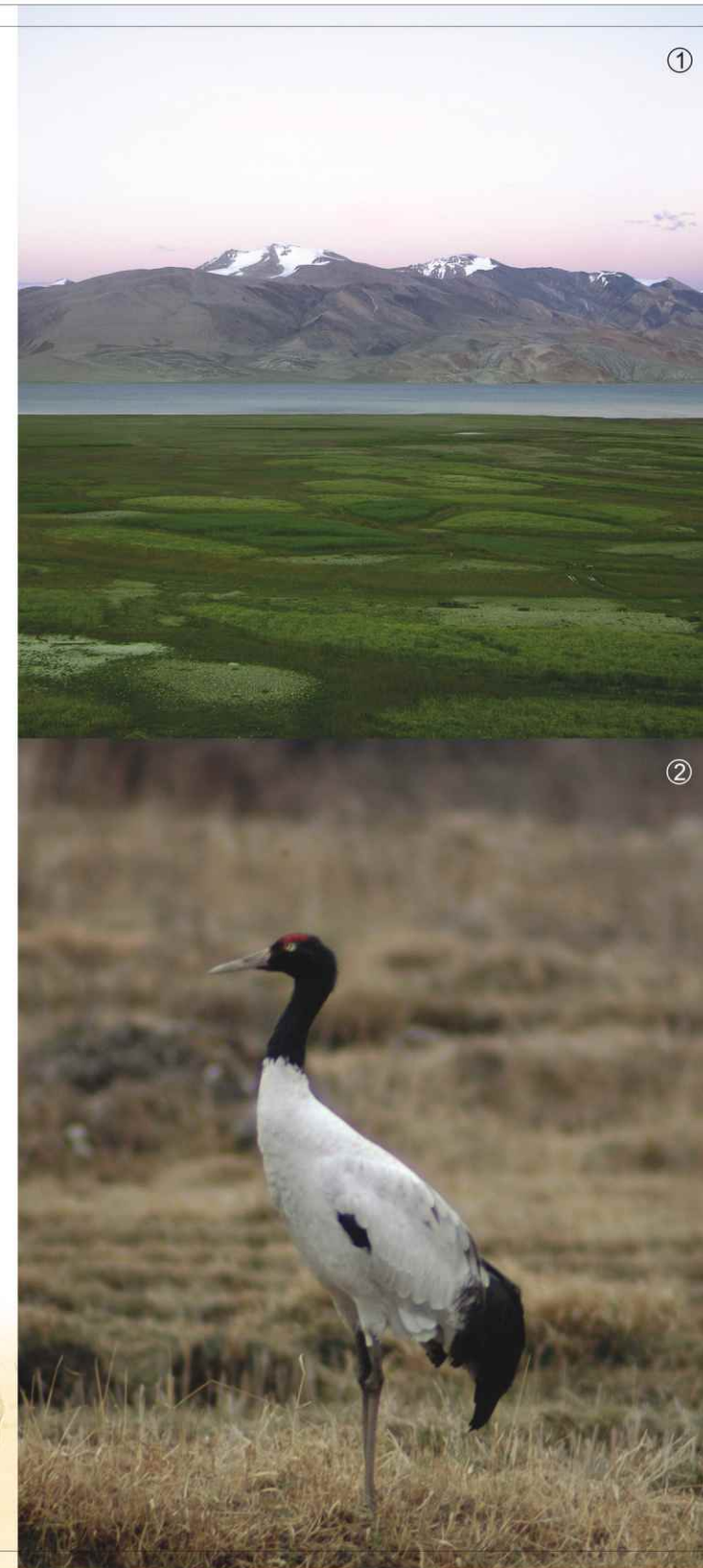
- **Developing Wetland Management Plans:** Along with regular scientific monitoring of the wetlands and conducting avifaunal surveys at all the key wetlands of Ladakh, a management plan for Tsomoriri and Tsokar wetlands was prepared and published. This plan has been submitted to the Department of Wildlife Protection, Government of Jammu and Kashmir for further follow-up.

More recently, high altitude wetland conservation has also been implemented in Sikkim (**Participatory Conservation of Tsomgo Lake in Sikkim**) which has great biological and environmental importance besides having spiritual significance. It is also one of the major tourist destinations in Sikkim. WWF has worked closely with the State Forest Department to strengthen the Tsomgo Lake Pokhari Sanrakshan Samiti (Wetland Conservation Committee).

Awareness generation among the local people and visitors about the physical and biological values of the lake, working with local community for shifting of the stalls and vehicle parking areas away from the wetland and management of solid waste in and around the lake, by the Pokhari Sanrakshan Samiti, are some of the activities that WWF is assisting in.

It has also played an important role of facilitating better coordination between the Forest, Environment and Wildlife Management Department and Department of Tourism, Government of Sikkim, Indian Army, Sikkim Police, political leaders and local communities for conservation of this sacred lake. With these efforts a mutually agreeable mechanism for benefit sharing from tourism has been agreed upon for the local community.

Based on a preliminary survey of wetlands in Western Arunachal Pradesh, two wetland complexes, the Bangajang and Nagula wetland complex were identified for priority conservation action. Following this, a detailed survey of these





two lake complexes was carried out which will be used to develop a conservation strategy for these wetlands.

Looking Ahead

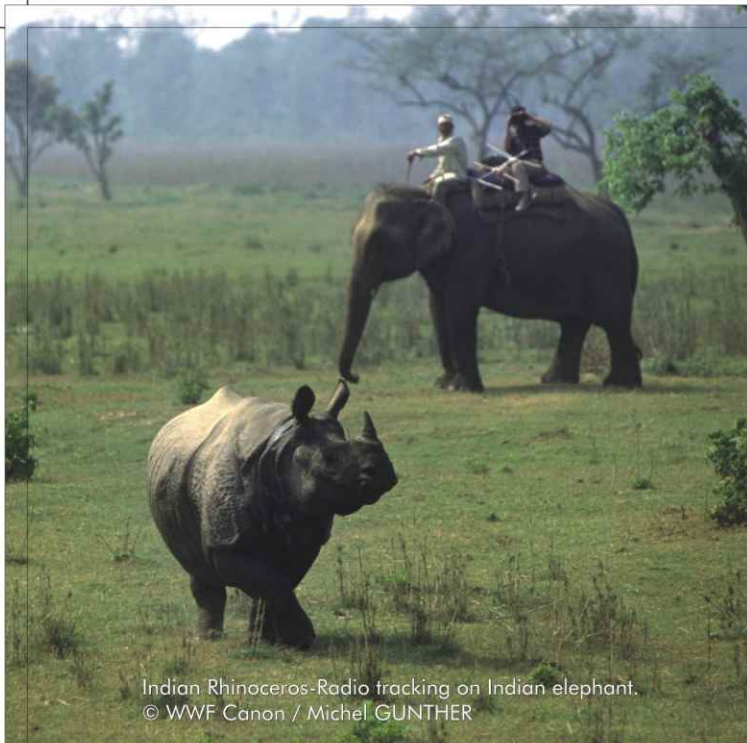
Conservation of high altitude wetlands in the Himalayas assumes great significance in the face of climate change impacts. On the one hand these wetlands are vulnerable to climate change impacts, on the other hand they act as 'sponges' to glacier meltwater, releasing it slowly downstream. Recognising this importance and building upon the work carried out so far, WWF-India will help coordinate and implement a **Regional Programme for High Altitude Wetland Conservation** covering India, Pakistan, Nepal, Bhutan and China. In India the programme will be implemented in Jammu & Kashmir, Himachal Pradesh, Sikkim, Arunachal Pradesh and Uttarakhand.



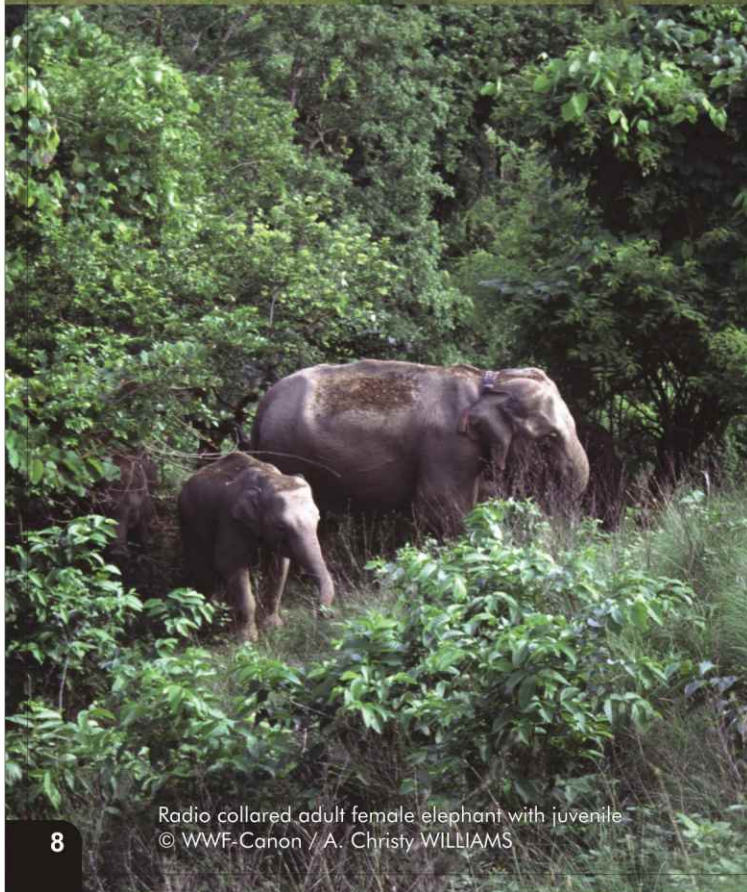
Captions

1. Tsokar-Ladakh (WWF-India-Freshwater & Wetlands Programme)
2. Black Necked Crane
© WWF-India / Pankaj Chandan
3. Tsomoriri Lake
© WWF-India / Pankaj Chandan
4. Participants of Homestay training workshop
5. Indian Army workshop at Ladakh





Indian Rhinoceros- Radio tracking on Indian elephant.
© WWF Canon / Michel GUNTHER



Radio collared adult female elephant with juvenile
© WWF-Canon / A. Christy WILLIAMS

Asian Rhino and Elephant Action Strategy (AREAS)

WWF-India's Asian Rhinos and Elephant Action Strategy is a programme for the conservation of three species of Asian rhinos and the Asian elephant across their ranges in South and South-East Asia. The challenges of securing highly fragmented and isolated populations of the Indian rhinos and a large number of elephants, facing loss and degradation of habitat, increased fragmentation and human-elephant conflict, are immense. India is home to about 80 percent of the world's Asian rhinos and about half of the Asian elephants.

WWF-India, is looking at India's elephant population very closely and has strategised to work towards ensuring viability of the remaining large tracts of elephant habitat by securing connecting linkages in three selected landscapes that house its largest populations: the Kaziranga Karbianglong Landscape, the North Bank Landscape, and Nilgiris and Eastern Ghats Landscape.

Among six isolated populations of the Indian rhino in India, only the one in Kaziranga National Park has a significant number. All other populations are very small. This situation has led WWF-India to create the Indian Rhino Vision 2020, a project that not only aims to increase rhino population from about 2000 to 3000 but also bring the rhino back to its old homes, in at least four more protected areas in Assam.

- **North Bank Landscape (Assam-Arunachal)**

WWF-India has developed a Human Elephant Conflict (HEC) Management model, that has helped reduce conflict and build confidence in conservation efforts among local communities. The model is being appreciated and forest managers of several states have been undergoing training in HEC management here. As a part of this, WWF-India supported exchange of expertise from South Africa. This led to a number of potential site specific solutions including the use of chilli based deterrent such as 'chilli bombs', a non harmful but very effective deterrent to elephant incursions that has been used very successfully in southern Africa. The development of eco-tourism based on elephant and rhinos, a business that now

brings in millions of dollars to communities and governments in southern Africa also carries great potential for Assam.

WWF-India stepped in to help Kaziranga during this monsoon when it was flooded and several rhinos were poached, by providing support for anti-poaching work during this period. The increased number of rhinos in Kaziranga, over 1800 now, is leading to higher incidences of straying and consequent poaching. WWF-India is working closely with the park management to contain poaching by providing necessary support to the park. Restoration work is on re-establish major linkages between Kaziranga NP and the forests in Karbianglong allowing animals safe access to high grounds there.

The Indian Rhino Vision 2020, a project aimed at increasing the number of wild Indian rhinos to 3000 in seven populations in the state of Assam, has been supporting the Manas National Park for improving its infrastructure and security status. The first batch of rhinos are to be reintroduced to Manas in early 2008. All of Manas's rhinos were exterminated in the recent past.

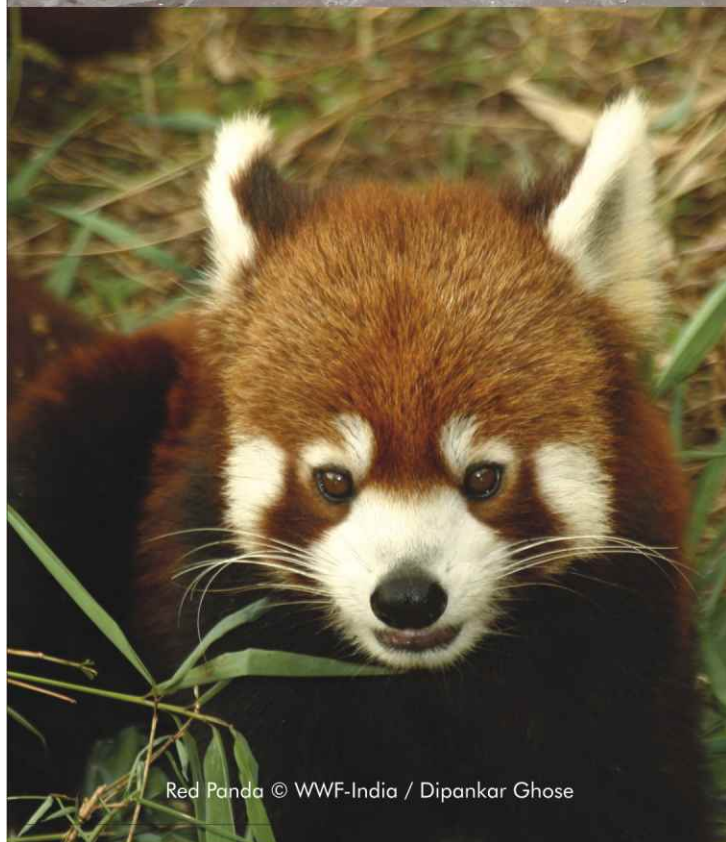
- **Nilgiris-Eastern Ghats Landscape (Karnataka-Tamil Nadu)**

WWF-India organised anti-poaching training of ground level staff by borrowing expertise from the Special Task Force of the Police Department. This training has been very effective in equipping the field force involved in protection of wildlife and forests.

WWF-India has facilitated the development of conservation action plans for securing three corridors in this landscape. These are Segur Plateau, Kellar Corridor and the Moyar Corridor in the state of Tamil Nadu. These action plans are based on scientific understanding of the landscape and the requirements of the resident elephant population. All of these action plans have been developed in close cooperation with the Forest Department, which will implement these plans.



Participants of public hearing on human wildlife in West Sikkim. WWF-India / Nima T Bhutia



Red Panda © WWF-India / Dipankar Ghose

Living Himalayas - A Culture of Conservation

Encompassing much of the Eastern Himalayas, is an unusually wide range of vulnerable ecosystems and forests including temperate forests, the world's highest mountain peaks and tallest grasslands, savannas and rich alpine meadows. Some ecosystem types such as the Broadleaf Conifer Forests, Himalayan Alpine Meadows and Terai Duar Savannas, are found primarily in this region. However, this tapestry hides a fragile landscape where traditional practices and beliefs are eroding under rapid population growth, and threats from poaching, unplanned development, agricultural expansion, global warming and deforestation.

Significant development plans for the region are in the pipeline which include: hydropower and road development, tourism expansion and oil and gas exploration. If this growth is not managed, and natural capital is not used sustainably, anthropogenic impacts could critically threaten the ecological integrity of forests and biodiversity, and the livelihoods of forest dependent rural communities.

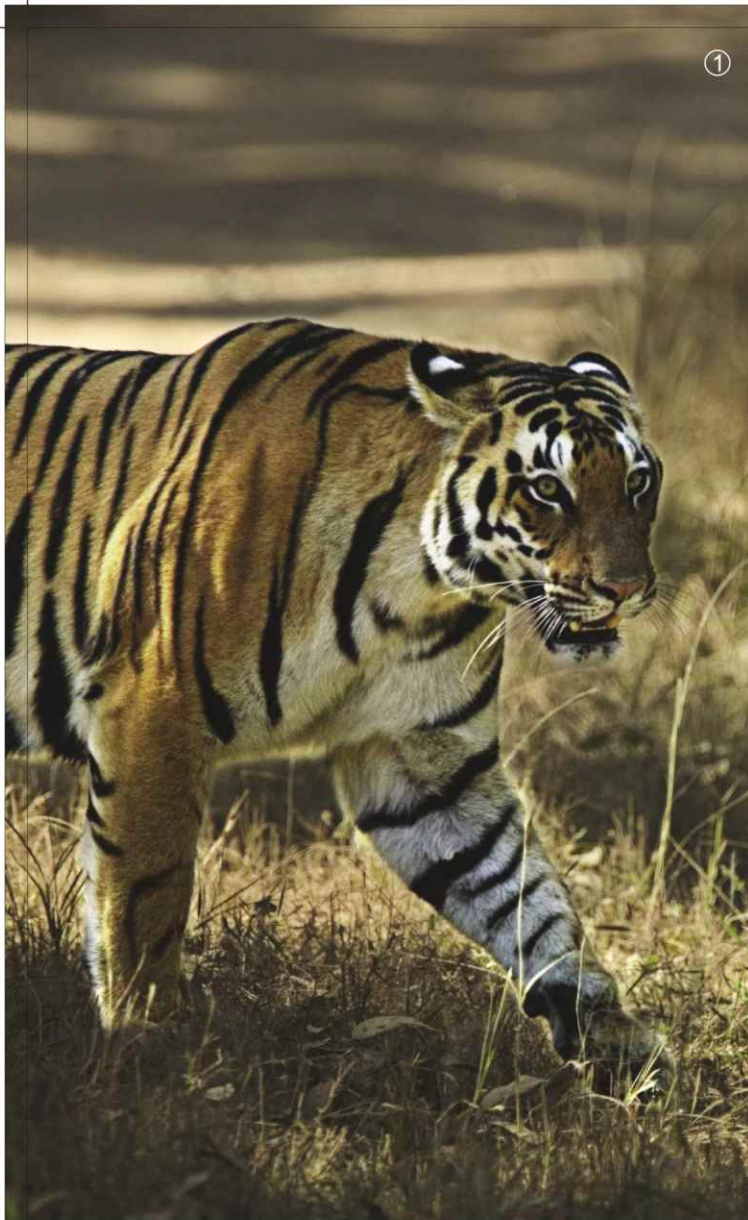
WWF- India, has been working in five major landscapes of the Eastern Himalayas including the Terai Arc, Kanchenzdonga, Western Arunachal, North Bank and Kaziranga Karbinglong for forest and species conservation, while ensuring benefits to local communities. Much of this work has been undertaken at the site and individual landscape levels, although many of these areas are also connected to landscapes in the adjoining countries of Nepal and Bhutan.

In 2007, the approach and scale of our work in this region has been elevated and transformed to address interconnectivities and interdependences. The priority landscapes in the Eastern Himalayas ecoregion complex are linked by vertical and horizontal ecological processes and environmental flows. Therefore, efforts to conserve these processes require transcending protected areas and landscape boundaries, thereby treating the landscapes as a single spatial entity.

Combining connectivity and a regional approach, our work will view the ecoregion as a single unit, not a series of fragmented landscapes in separate countries. Wildlife trade, landscape management and development issues will be treated regionally, bringing people, governments and industry together in all countries and developing plans that straddle borders and link landscapes. If successful, our work will achieve true harmony in the Himalayas, a balance between culture and nature that provides plentiful resources for people while giving wildlife room to breathe.

WWF teams and partners across Bhutan, India and Nepal will work towards building awareness among the stakeholders to create a groundswell of public support leading to the recognition of the uniqueness of the Eastern Himalayas, development of a shared tri-partite vision, and implementation of a unified conservation and sustainable development plan that ensures the connectivity of landscapes within the Eastern Himalayas.





①

Saving Tigers in the Wild

The tiger conservation scenario in India in 2007 needs little introduction. The year saw many dire problems with tiger conservation come to light but also witnessed a concerted response towards addressing these from government as well as civil society. WWF-India has been working towards tiger conservation in the priority landscapes of the Terai Arc, Satpuda-Maikal and Sunderbans for several years. Although these areas have generally been recognised as successes in tiger conservation, the overall status of the tiger warranted a change in strategy.

Drawing upon more than four decades of tiger conservation work with partners around the globe, the WWF network has developed a new, transformative strategy for a Network Initiative on **Saving Tigers in the Wild**. For the first time for any globally iconic species, WWF will commit the sustained efforts and resources needed to effect change on a local-to-global scale and push for increased and sustained commitment by range state governments to tackle the issues currently driving illegal trade in tiger parts, habitat loss and human-tiger conflict. Actions will range from landscape-based planning and on-the-ground protection, bolstered by regional scale illegal trade issues, to positively engaging the global drivers of tiger habitat destruction.

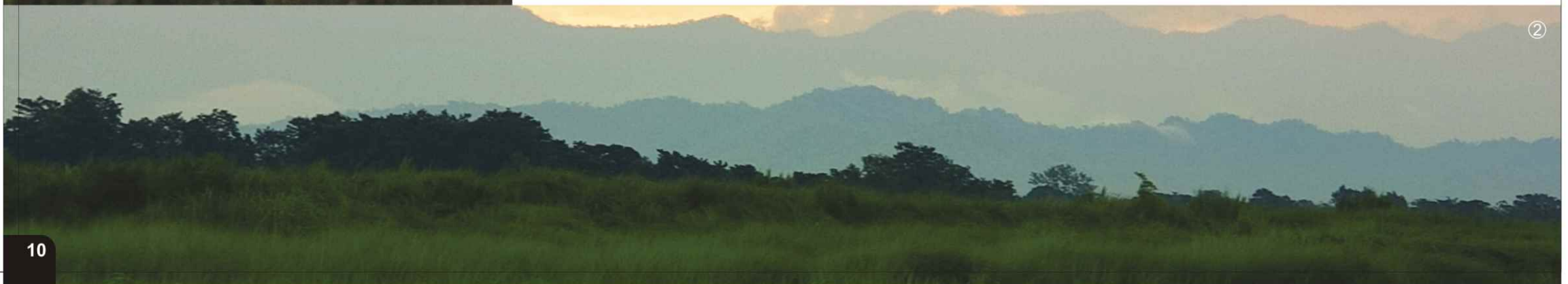
Presently, under the landscape approach, tiger conservation initiatives of WWF-India are implemented in integrated manner that includes supporting Protected Areas, enhancing connectivity of habitats, promoting sustainable livelihoods for communities living in and around critical wildlife habitats and

ensuring policy support for long term conservation of tiger. WWF is supporting tiger conservation in 3 landscapes - the Terai Arc Landscape (TAL) in the states of Uttarakhand, Uttar Pradesh and Bihar; the Satpuda Maikal Landscape (SML) in the states of Madhya Pradesh, Chhattisgarh and Maharashtra; and, the Sunderbans in West Bengal. Selected outcomes over the course of the year are described below.

- **Terai Arc Landscape**

A 9.5 km long electric fence erected in the Pilibhit district of Uttar Pradesh based on extensive consultation with villagers serves as an example of community participation in conservation and management of human-wildlife conflict. The fence is being maintained by the local people and is possibly the longest functional electric fence in the country. The farmers are now reaping the benefits greatly, through increased crop production. It is anticipated that this will also lead to increased support for conservation efforts and act as a model for developing and managing solar powered electric fences in other sensitive areas.

Dudwa National Park (DNP) is now close to being free from transmission of communicable diseases to the wild herbivores from domestic cattle. Over the years, WWF-India has organised several camps for the vaccination of cattle in areas surrounding DNP. There are also indications of a decrease in the cattle population in some villages due to longer life expectancy among the cattle due to better health.



②

WWF-India supported the desilting of the Suheli River, which was flooding every year and causing damage to adjacent croplands, as well as decreasing the productivity of the natural grasslands. The desiltation work received tremendous response from the local people, who, on their own, contributed 1000 litres of diesel towards the effort.

- **Satpuda Maikal Landscape**

In recognition of WWF-India's work at the community level in the SML, the CEOs of Mandla, Bilaspur and Dindori districts have approached WWF-India for collaboration to develop the microplans for the villages of the area. This is a major achievement which will help in scaling up the pilot initiatives and demonstration projects to the district level from the village level.

Similarly, WWF-India's conservation work in this landscape has led to us being approached for preparation of the scientific management plans for three protected areas of the state of Chhattisgarh, including Boramdeo Wildlife Sanctuary in addition to updating the management plan of Achanakmar Wildlife Sanctuary. These plans are based on modern tools such as Geographical Information System (GIS). WWF-India is also actively involved in developing "Model Management Plan" for Kanha Tiger Reserve.

- **Sunderbans**

The work in Sunderbans over the last year has been focused on identifying critical issues related to human wildlife conflict and developing strategies to address these. Since the impact of aquaculture on the Tiger Reserve is large, though indirect (such as from collection of prawn seeds, trampling of mangrove seedlings), WWF India has also initiated work on promoting sustainable aquaculture in the Sunderbans. Our presence has expanded to two new islands with the establishment of field camps. The continuous presence of WWF-India staff among the local villagers has given a boost to the cooperation from the local people.

During 2007, landscape level work on the Nilgiri South Western Ghat area commenced in conjunction with our elephant conservation programme. Infrastructure support to key sites to tiger landscapes programme continue over and above our landscape programme. WWF-India works closely with the forest department to provide support for capacity building and enabling relationships with communities



Captions

- 1 WWF-Canon/Roger Hooper
- 2 Dawn at Terai Arc Landscape- © WWF-India / Sujoy Banerjee
- 3 Bee keeping- WWF-India (Species Programme)
- 4 Electric fencing at Pilibhit landscape WWF-India (Species Programme)
- 5 Vermicomposting being done WWF-India (Species Programme)
- 6 Destilting of Suheli river in progress WWF-India (Species Programme)





India is sourcing timber from many countries including from some of the world's remaining high conservation value forests
© WWF-India / Dr. T. Manoharan



Workshop on sustainable Shrimp Aquaculture in Sundarbans
© WWF- India / Mouluka Arabhi

Our Ecological Footprint

India's demand on the world's remaining forest resources both within the country and outside is growing fast. WWF-India's ecological footprint work aims to illustrate that it is possible to minimise the ecological footprint of the nation while continuing with higher economic growth and efforts to attain high human development, if suitable actions are taken to catalyse the transition to sustainability. WWF-India is implementing a project on "India's ecological footprint and conversion of forests in the world's critical eco-regions: Influencing key stake holders" which focuses on four commodities that have a major, impact on forests worldwide - palm oil, soy, paper and timber.

• Forest Footprint

Conversion of forests for establishing oil palm plantations, mainly in Southeast Asian countries has been identified as a serious threat to the world's remaining rainforests. India is one of the world's largest importers of palm oil and more than 90 percent of these imports are from Indonesia and Malaysia. The increased demand for palm oil has led to the conversion of high conservation value forests in these countries. The key players in the palm oil sector in India can help reduce India's ecological footprint associated with palm oil production in SE Asia, if they commit themselves to socially and environmentally friendly purchasing decisions and engage in the Roundtable on Sustainable Palm Oil (RSPO), an international multi-stake holder process. As a result of this initiative, the Godrej Industries Limited joined RSPO in 2006 and became the first Indian company committed to sustainable palm oil. Several other companies are likely to follow suit in the coming years.

India also imports around 2 million tons of soybean oil and a significant share of this originates from Latin American countries such as Brazil, Argentina, Paraguay and Bolivia.

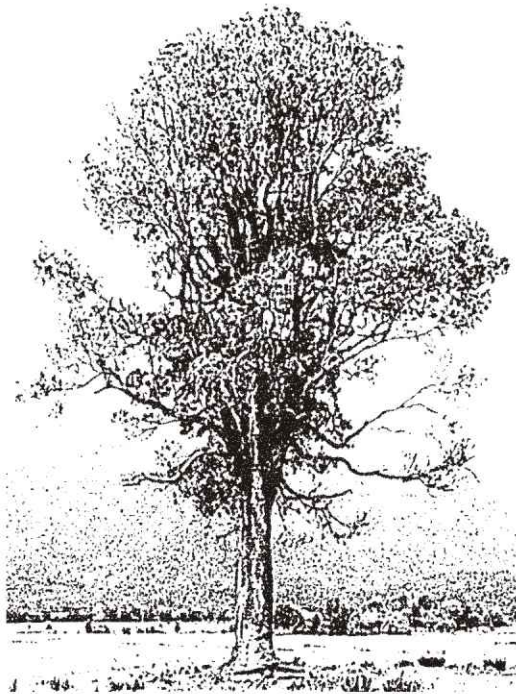
These countries harbour a large share of world's remaining rainforests. The expansion of area under soybean cultivation poses a threat to these rainforests besides creating social conflicts between producers and local communities.

It is argued that by 2020, soybean cultivation threatens to wipe out nearly 22 million hectares of forest and savannah in South America. A Round Table on Responsible Soy (RTRS) was initiated recently to address these issues. WWF-India is working to promote increased participation of stake holders from India in RTRS.

India has emerged as a global player in the paper and pulp industry. The domestic production is presently around 7 million tons, which is lower than the demand of 8 million tons. As a result, the nation is a net importer of paper and the gap between demand and supply is likely to increase. The consumption of paper in India is projected to increase from the present 8 million tons to 10 million tons by 2010.

The poor quality and uncertain supply of raw material and stringent regulations on forest use in the country have prompted the paper industry to import raw materials. Further, Indian companies are increasingly investing in plantations and acquiring paper companies abroad. The extent of plantations for paper and pulp will grow at 5 million ha per year globally in the next five years as against 1 million ha per year in the last decade. Several leading Indian paper companies are part of such expansion of plantations. WWF-India has developed several innovative approaches to address the conservation issues of paper and pulp sector. These include forest certification, better management practices (BMP), high conservation value forest (HCVF) analysis, paper score cards, forest trade networks, study tours and other collaborative programmes with business and industry. We are promoting these approaches in India to reduce India's forest footprint.





• Marine Footprint

Fisheries play a significant role in the economy and culture of India, and seafood is a valuable source of protein in each of India's nine coastal states and four union territories. With a coastline of 8,085 kilometres, the fishery sector supports millions of people and contributes significantly to the state and national GDP. Most fishermen in India belong to the artisanal/small-scale sector and these have historically been more stable than the commercial sector. However, recent trends show that uncontrolled number of boats and inappropriate fishing methods, have led to declining catches and damage to ecosystems. These small scale fishermen are also more threatened than other fisheries by coastal habitat destruction and pollution due to human activities on land.

Certifying small-scale fisheries that operate sustainably will encourage development of additional sustainable fisheries. In India, work towards Marine Stewardship Council Certification started with a pre-analysis project during late 2003 in the coastal states of Kerala, Tamil Nadu, Gujarat, and West Bengal. The advantages of MSC certification are recognition of good management of fisheries, preferred supplier status, new markets, visible commitment and confidence to sustainability of product, better pricing, and fishing methods that do not contribute to over fishing or degradation of the environment.

Out of these four states, the study conducted in Kerala has been considered for revalidation. Based on the pre analysis report, two potential candidate species, Indian oil sardine (*Sardinella longiceps*) and squid (*Doryteuthis sibogae*) have been identified for potential MSC certification. The second phase of this work, i.e. - the pre-assessment of the top two candidate fisheries, has been carried out. WWF-India is now working towards evolving a consensus with all the organisations involved in the development of fisheries in Kerala on MSC certification, including taking opinion of the fishing community and the organisations involved in fisheries development in Kerala.

Aquaculture is one of the fastest growing industries around the world. There is an increasing demand for seafood in the international market and will continue to grow in future. Shrimp farming is the most prominent among the aquaculture sectors in India and a major revenue earner for many states, but there are concerns regarding its environmental and social impacts. West Bengal is second only to Andhra Pradesh in terms of shrimp production as well as area under aquaculture in India. About one-third of the total brackish water area in the country lies in this state mostly falling under the Sundarbans region, a World Heritage Site and a priority conservation area for WWF-India.

In the Sundarbans, despite policy initiatives, collection of shrimp seeds from the wild to meet market requirements continues to pose a threat to marine biodiversity due to the enormous amounts of bycatch involved in this activity. Policy guidelines on mesh size of the nets, collecting seeds from the wild, and intensive shrimp farming were developed in the hope that their implementation would lead to sustainable aquaculture practices. However, implementation remains patchy and environmental concerns are becoming more serious.

WWF-India has been implementing a multi-stakeholder project linking the collection, farming, supply and trade chain of shrimp aquaculture in the Sunderbans. The aim of the project was to understand the drivers leading to unsustainable aquaculture and to propose approaches to address this. As part of this project, consultations and dialogue was conducted with a range of stakeholders including seed collectors, farmers, traders, exporters and policy makers.

The process of eco-labeling and certification along with more sustainable collection and farming methods has been seen by all as a potential way forward. WWF-India is now working with key partners in a specific area of the Sunderbans to pilot sustainable aquaculture techniques.

Climate Mitigation

Climate change is altering the face of our planet. Glaciers are receding. Arctic ice is thinning. Coral reefs are bleaching. Sea levels are rising. The frequency of extreme weather events is increasing. Unique and endangered species are under threat of losing their traditional habitats to changing climate patterns. The food, habitat and energy security of people around the world is at risk. India is not immune from these impacts and there is growing evidence of most of these in the country.

At the same time, the Indian economy is growing at a rapid rate and GHG (Green House Gas) emissions of the country are among the highest in the world (although per capita emissions are still low). To lift its people out of poverty, India needs to sustain and even increase this level of growth. However, this need not be done following the same carbon-intensive development paradigms of the West. Facilitating transition towards a low carbon economy is one of our greatest challenge in WWF-India, and also our greatest ambition.

Sustainable energy and technology can curb climate change and meet projected growth in demand for energy while avoiding the most dangerous impacts of climate change. However the window of opportunity is small and in five years, it may be too late to avert a breach of the 2°C threshold for avoiding dangerous climate change. WWF-India formulated its new goal for the Climate and Energy Programme to mainstream "Climate Smart" social and economic growth in

the developmental planning process of the country. The programme focuses on addressing issues and finding solutions related to impacts of climate change in India. Some initiatives over the last year include:

- **First India Carbon Disclosure Report 2007**

The Carbon Disclosure Project (CDP) provides a secretariat for institutional investors to request information on climate change from the companies in which they invest. In 2007, CDP expanded to India in collaboration with WWF-India and the CII-ITC Centre for Excellence in Sustainable Development (CESD). 110 of India's largest companies, including 51 from high impact sectors, were targeted to solicit information on - opportunities and risks from climate change and response strategies; direct and indirect greenhouse gas (GHG) emissions; emission reduction strategies and corporate-level climate change management and governance. The response to the first ever voluntary carbon disclosure information request by the Indian companies was encouraging. The depth and quality of responses was mixed with some companies displaying leadership qualities. This response is expected to improve further in the coming years once companies gain familiarity with the CDP process, and importantly, start engaging more closely with climate change-related issues.

CARBON DISCLOSURE PROJECT

Carbon Disclosure Project Report 2007 India

On behalf of 315 investors with assets of \$41 trillion



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- **People's Power Campaign**

In 2007, the programme continued with the Peoples' Power Campaign in Delhi, in partnership with North Delhi Power Limited (NDPL), by focusing on promotion of energy conservation by Demand Side Management with the help of effective participation by the consumers and NDPL. This year, the programme made rapid progress and complete coverage was achieved in six out of the twelve service districts of NDPL and significant progress was made in remaining districts. The programme reached out to about 6,00,000 household consumers through various outreach activities of the campaign. In 2007, the project also expanded its work to focus on Small and Medium Industries for undertaking further action on energy conservation and efficiency practices across the industry units served by NDPL.

- **Energy Policy**

The programme contributed inputs to the WWF Global Energy Task Force for bringing out WWF's **Climate Solutions 2050**, which identifies solutions and imperatives as key to achieving the goal of meeting global energy demand without damaging the global climate. The programme has also initiated a series of Energy Policy Reports on India. The first in this series is on the **State of Coal in India**. Other policy interventions included working in collaboration with development and environment NGOs, to deliberate on the impacts of climate change in India on vulnerable communities and sectors. This resulted in developing the India chapter for the **Up in Smoke, Asia 2007** report and a communiqué to the Government of India, focusing on adaptation and mitigation priorities in the run up to the UNFCCC-Bali Climate Convention.



Captions

- 1 Release of the CDP report
- 2-3 Peoples power campaign awareness drive in progress © WWF-India/Shruti Shukla
- 4 The CDP report
- 5 Displaced due to sea level rise induced breach in embankment at Sundarbans © WWF-India/Anurag Danda
- 6 Windmills in South India © WWF-India/G.Areendran
- 7 Solar panels at Sundarbans-© WWF-India/Shruti Shukla

Adapting to the Impacts of Climate Change

Climate change represents perhaps the most significant conservation challenge of our era. Rising CO₂ emissions are expected to have impacts on the socio-economic and ecological health of the country, with implications for food production, natural ecosystems, freshwater supply, health, etc.

There are increasing concerns on the potential impacts of climate change in India, confirmed by the recent reports of the Intergovernmental Panel on Climate Change. Melting glaciers in the Himalayas and sea level rise in the coastal regions are some of the threats posed by climate change to ecosystems and livelihoods. The ecologically fragile Himalayan region and the Sundarbans delta are just two examples of resource rich ecosystems providing a multitude of services for local livelihoods apart from harbouring a wide range of biological diversity which are threatened by climate change.

The poor and vulnerable sections of urban and rural society will be the hardest hit in future climatic events due to their limited capacity to adapt to events like droughts, floods, erratic rainfall and their dependence on ecosystem services and products. WWF through its programmes is assessing and documenting the impacts of climate variability and extreme events, and impacts on regional on water resources.

Our current focus includes determining the vulnerability levels of people, livelihoods and biodiversity, identifying key risks to sub-regions, and prioritising adaptation and responses in the face of climate change.

- **Climate Change Impacts on Freshwater Ecosystems in the Himalayas**

This project is studying the impacts of climate change on freshwater ecosystems, livelihoods and economy and is developing and implementing adaptation strategies for vulnerable communities to deal with these impacts in the Himalayas and the Ganga basin. In order to develop the region's resilience to inevitable climate impacts, the project is working to co-ordinate a shift from a reactionary response from relevant government agencies to a strategic one based upon future scenarios of climate impacts.

The project is monitoring the Gangotri glacier as part of the ongoing scientific research to study the glacial

retreat patterns of important glaciers in the Himalayas. With assistance from the Birla Institute of Technology, Jaipur, a new technique was used for measuring glacial snout position using a Differential Global Positioning System (DGPS). The methodology uses high precision GPS readings of position where accuracy at sub-meter level is achieved.

The data collected, using this methodology is currently under analysis and techniques of time series analysis will throw light on the current retreat of the glacier in comparison with earlier scientific records. Initial trends suggest that the recession of the glacier continues to occur with changes observed in the snout position as compared to earlier years.

A preliminary vulnerability assessment in selected villages in the **upper Ganga basin** was undertaken as a prelude to addressing specific adaptation requirements for these villages in the face of climate and non climate stressors and water flow changes from glacial retreat as well as monsoonal variability. The study helped in gaining valuable insights into people's dependency on water resources and its impact on agriculture, ecological systems and livelihood in the Ganga.

- **Climate Adaptation in the Sunderbans**

Adaptation work in the Sunderbans on Mousuni Island was initiated with local stakeholder engagement. Through community involvement, a pilot project on mangrove plantation as a natural barrier to storm surges and sea level rise was initiated. Seven thousand mangrove saplings were planted with a success rate of 85%. This year initiatives have also been taken to train affected households in alternative livelihoods such as fishery for agriculturists and brackish water paddy agriculture by introducing salt tolerant varieties. Compilation of relevant scientific information, early warning systems, disaster response and adaptation strategies has been undertaken are being made available to the community through a knowledge based resource centre. The centre is also envisaged to be a nerve centre for disaster response team, to act swiftly during extreme weather events.



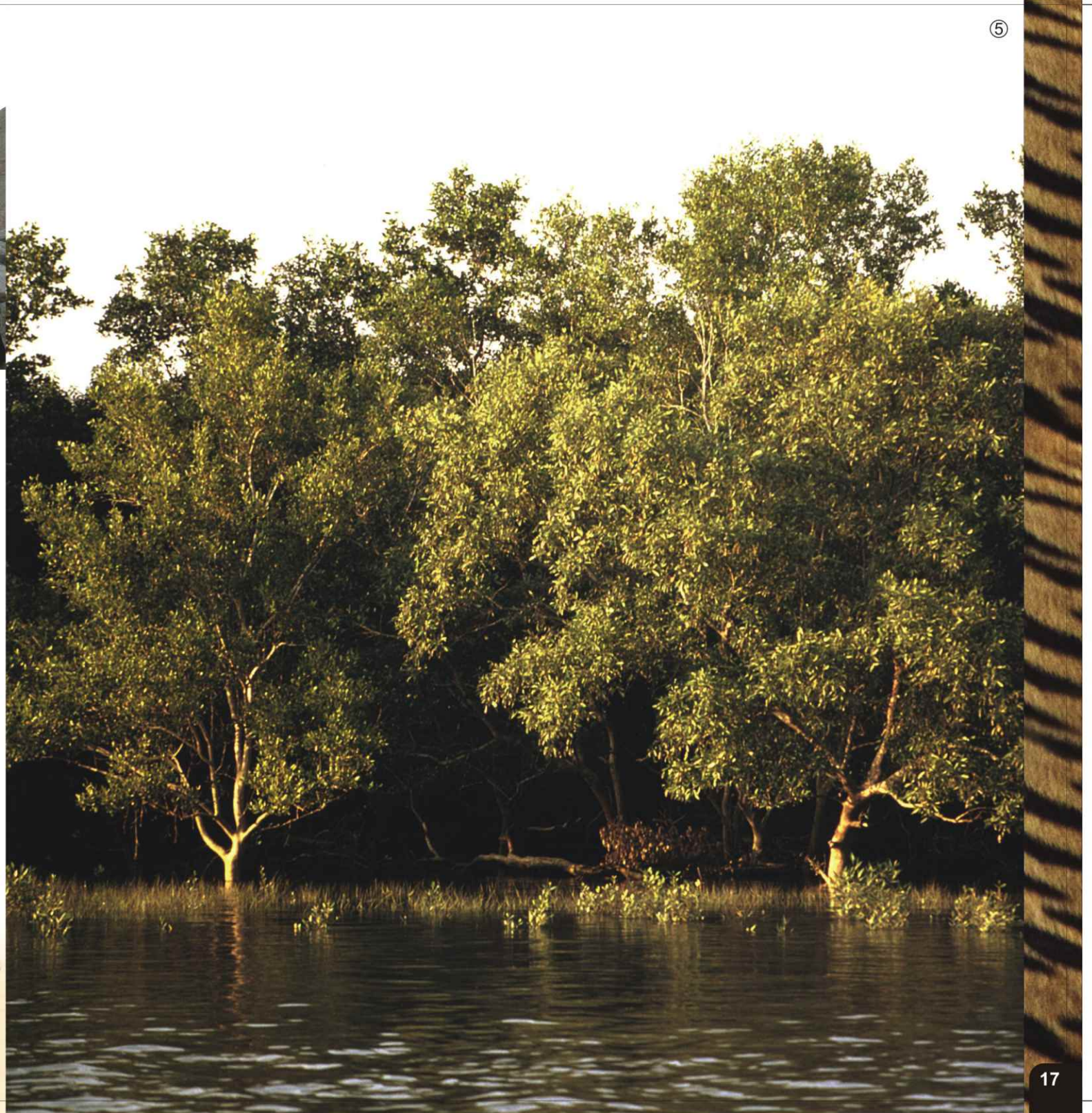


- **Climate Witness**

The programme began a new focal work area on climate change in the Ladakh region through a series of initiatives aimed at understanding the impacts of climate change on the local ecosystems and livelihoods. Activities focused on documenting Climate Witness stories at Korzok village near the high altitude wetland of Tso Moriri where impacts of climate change are being felt by the local community. As part of the documentation process a film was also commissioned to communicate local impact stories and raise the urgency of the issue.

Captions

- 1 Glacier Survey-WWF-India
- 2 Meeting on climate change and adaption
- 3 Mangrove saplings plantation drive at Sundarbans
- 4 Climate witness in Ladakh-India
© WWF-India/Phuntsog Tashi
- 5 Mangrove Forests on an island in Sundarbans
© WWF/Cannon- Gerald S Cubit



For a Living Ganga

The Ganga River, considered as the lifeline of India, supports a major part of northern India's agriculture, the water requirements of large cities such as New Delhi, Lucknow, Kanpur, and considerable industrial activity. Apart from this, countless subsistence farmers, fisherfolk and rural artisans are dependant on the river. The cultural and religious value of the river is immense. The Ganga also has very rich biodiversity with high number of endemic species.

Yet large stretches of the river are highly polluted through outflow from urban, industrial and agricultural sectors. Diversion of water into canal systems for irrigation, and use in cities has lost the river of much of its water in the dry season. Huge inflows of partially or untreated sewage and industrial effluent have lowered the quality of the water to the point where critical stretches of the river can no longer support life. The ecology and health of the Ganga is severely threatened, impacting the lives of millions of people who are dependent on a healthy river for their livelihoods.

WWF-India's conservation work within the Ganga basin has expanded considerably through a range of programmes that now cover major stretches of the basin from Gangotri to the Sunderbans. WWF, through its **Living Ganga Programme** aims to work towards reducing the impacts of climate change on people and livelihoods by promoting action in the Ganga river basin which will lead to the development of a framework for

sustainable water and energy management in critical parts of the Ganga Basin. WWF's work as part of the HSBC Climate Partnership will develop a framework for sustainable water resources management and will show how, with limited resources and intervention, the quality of water in this "critical stretch" can be improved. This in turn will have significant benefits for people dependent on that portion of the river, reducing their vulnerability to climate change. Supporting action in the Ganga Basin will have positive impacts on the livelihoods of thousands of people, and real benefits for the river ecosystem. Outlining clear frameworks for energy and water resources management in those parts of the basin worse affected by these growing pressures, places India in a position not only to improve the condition of the river now, but also to manage future threats posed by climate change.

These will be achieved through a combination of research, pilot projects, policy, advocacy and communications, awareness rising and building on WWF's existing work in the basin and elsewhere and existing and new partnerships at all levels. Over the past year, a cross cutting team of WWF staff from various disciplines along with a range of external partners has undertaken a range of scoping studies in the region including impacts of hydropower, urbanisation, industry, agriculture and irrigation. Based on the outcomes of these studies a framework for action has been developed, which will be implemented over the coming four years.



©Anjana Pant, WWF-INDIA



WWF Canon-Francois Xavier



Ganga Mahotsav-Regional Climate Change/WWF-India

Centre For Environmental Law

Environmental Law or Green law is today a vital arm of ecological management as disputes triggered by environmental concerns have created the need for a separate body of environmental legislation. WWF-India's initiative of establishing the Centre for Environmental Law (CEL) in 1993 was a move to address this need. Its unique style of dovetailing research, education and information dissemination with legal activism is along the lines of the provisions under Agenda 21 of the outcome of the 1992 Rio Conference.

CEL undertakes capacity development of institutions, organisations, government officials in the field of environmental law and conducts a Diploma course in Environmental Law for better understanding of green law issues in India. It also develops and disseminates publications on enviro-legal issues.

- **XIV Batch of Diploma in Environmental Law**

The principle feature of CEL's educational activities is the Diploma Programme in Environmental Law. Introduced in 1993, the Diploma is the first such comprehensive programme for enviro-legal education catering to Indian and International students and professionals. Special emphasis is on conservation and environmental issues which lie at the core of all environmental law, the study of which enables participants to determine the effectiveness or ineffectiveness of the respective law.

This year 15 students enrolled for the certificate programme and were awarded the Diploma on . The teaching methodology for this batch comprised of lectures by the internal faculty, eminent experts, professionals from the development sector, bureaucrats, and academicians. The process included group discussions, presentations, stimulation exercises and a field trip to Great Himalayan National Park. The XIV Diploma Batch were taken to GHNP. The objective of the trip was to orient the students to the various issues involved in such eco fragile regions.

GHNP has an interesting history of conflict between conservation and livelihood, which ensued during the creation of this national park. This field trip was also a medium to understand the issues which emerged from this conflict and how GHNP is currently seen as a model of sustainable development trying to balance both conservation and development of livelihood options through alternate means thereby reducing the dependence on the park. The conflux of economy, ecology and society through eco tourism is what particularly appealed to the students.

- **The X Green Law Lecture**

The Green Law Lecture on the day of Convocation of the XIV batch was given by Former Chief Justice of India, Justice Y. K. Sabharwal. He spoke on the "Need for Independence and Effective International Environmental Organisations for Global Environmental Governance". Speaking on Effective International Environmental Organisations, Justice Sabharwal said "though there has been progress

towards environment protection over the last few years, its speed has been painstakingly slow, and hopefully in the immediate future it will pick up the required speed and we would be able to garner commitments from states in the ultimate hope of a better environment for ourselves and for the generations to follow" .

- **Publication & Dissemination**

A key feature of the centre is to reach out to wider audience with its publications, as this enables dissemination of information on environmental laws & policies. Some of the publications listed below that have been widely circulated this year were a) Annual Green Law Lecture Series and b) Handbook of Multilateral Environmental Agreements (MEAs) and India's Compliance.



Green law lecture series in progress



Sustainable Livelihoods & Governance

Currently, approximately 300 million people are dependent on forests for their livelihood security. In India, as in other parts of the world where such large number of people continue to depend on forest resources for their subsistence and livelihoods, one of the keys to successful conservation lies in involving local communities in natural resource management. Among the many requirements of sustained involvement are development of economic, institutional and policy incentives in the form of sustainable livelihoods, tenurial security and capacity development. The challenge is to link conservation of forests with livelihood security and sustainable development of local communities across the forest landscapes in the country.

Conservation cannot be seen as a stand-alone concern. It cuts across all sectors of development. Good governance and enabling policies are needed to cope with critical issues like unclear tenure arrangements, rapid increase in developmental pressures, and the consequent deteriorating conditions of fragile ecosystems. We need to tackle this in a holistic manner in order to ensure economic, social and environmental sustainability, keeping in mind the reconciliation of global public good concerns with local livelihood needs, and the goal of poverty alleviation.

In this context, WWF India aims to mainstream sustainable livelihoods and environmental governance into both its own landscape conservation programmes as well as promote this within the larger civil society context. The programme is trying to establish approaches and models that demonstrate effective linkages between sustainable livelihoods and conservation management by local communities. In addition, the programme is also responding to the recent policy changes such as the Forest Rights Act to establish baselines, procedures and analyse impacts with a view to influencing the policy and implementation process.

and the Forest Department to develop and put in place forest-based or alternative sustainable livelihood

models that can effectively demonstrate how conservation practices can be mainstreamed into livelihood enhancement. The landscape is inhabited by over 300 settlements. Half of these settlements are of indigenous tribal people who are heavily dependent on natural resources for their livelihoods. Seven tribal settlements have been taken up to develop participatory natural resource management plans for the forest areas they use. These plans will be incorporated in the microplans developed by VSS.

In the **Western Arunachal Landscape**, WWF has helped to establish Community Conserved Areas which are managed by local committees at two sites: Them bang and Muchit/Lumpo. WWF is assisting the local communities to develop participatory management plans for these areas as well as identify and put in place alternative sustainable livelihoods. As part of this institution-building process, villagers were taken to Sikkim on a study tour to learn about community-based tourism. They are now developing their own CBT plans with the help of technical support from WWF and partners in Sikkim.

WWF has also been working with 15 local NGOs across the country to establish a programme on **People & Protected Areas** with the support of the Department of Science and Technology. This project will test and put in place a range of sustainable livelihood options with communities and NGOs around different PAs representing a range of ecological and social conditions. The aim is to help learn and share sustainable livelihood approaches that work around PAs so that they can ultimately be scaled up.

Captions

1. Stakeholders' meeting in progress, Kerala
 2. Village meeting with WWF staff at Satpura Maikal landscape
 3. Products from field projects
 4. Tribal women from Chattisgarh creating handicrafts out of grass
 5. Organic farming at Arunachal Pradesh
- All photographs © WWF-India / Vishaish Uppal

• Sustainable Livelihoods

In the **Southern Western Ghats Landscape** which spreads across the states of Tamil Nadu and Kerala, WWF is working with local community institutions (Eco development committees and Van Samrakshan samiti)



• Environmental Governance

Ensuring appropriate policy mechanisms that can support both conservation and equity goals is a ongoing challenge in the face of rapid economic growth. The role of Civil Society Organisations in analysis and influencing the policy-making process is very important in a democracy. However, CSOs in India have rarely not come together on a common platform for policy and advocacy, which often leads to confusing messages to policy makers. WWF India is facilitating setting up of a Civil Society Collaboration for Environmental Governance. The platform seeks more effective, efficient and (decentralised) empowering environmental governance. This CSO therere

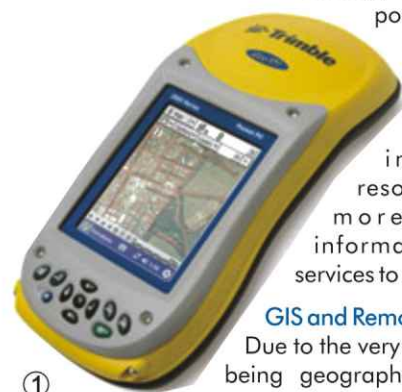
platform will aim to consolidate its stand and collectively strategise to influence policy through: 1) Action research to inform the platform and its approach and process; 2) information flow for wider communication and information dissemination to target key stakeholders/actors (includes key decision makers, the judiciary, lending agencies/donors and the corporate sector; and, 3) joint lobbying and advocacy.



Indira Gandhi Conservation Monitoring Centre

The Indira Gandhi Conservation Monitoring Centre (IGCMC) was setup by WWF-India in May 1994 to provide scientific and management information for biodiversity conservation in India. The mission is- to support biodiversity and natural resources conservation in India, by collecting, managing, disseminating and making accessible relevant data, through technical, analytical and networking services.

Considering IGCMC's priority for producing biodiversity information, its short-term objectives are to gather, interpret and provide information on, spatial data on protected areas, flora-fauna distribution, glacier retreat etc. The long-term strategy is to consolidate the position achieved during implementation of the short-term goals, extend its data network to other important natural resources, and provide more comprehensive information and technical services to a wider range of users.



GIS and Remote Sensing projects

Due to the very nature of organisations being geographically distributed, it is increasingly becoming important to convey information spatially. Geographical Information Systems (GIS) are becoming useful tools in collection, storage, manipulation and representation of spatial data. GIS is able to present a large amount of data in a short period of time on a map, using a geographically coordinated system. It also becomes very easy to grasp spatial data as compared to data stored in relational database.

GIS have been used to support strategic decisions in a variety of government and business activities in areas such as housing, healthcare, land use, natural resources, environmental monitoring, and many more. At WWF-India GIS used to work on

landscapes and National parks. The areas that are being worked on are as given below

Landscapes:

- SWGL(South Western Ghats Landscape)
- Sunderbans Landscape
- Gangotri Glaciers
- TAL(Terai Arc Landscape)
- SML (Satpura Maikal Landscape)
- Nilgiri Landscape
- WAL (Western Arunachal Landscape)

National parks:

- Rajaji National Park
- Corbett National park
- Keoladeo National Park, Bharatpur
- Manas National Park
- Kaziranga National Park
- Pobitra National Park

PROJECTS

During 2006-2007, IGCMC took up several new projects as part of its ongoing programme. Some of these are:

Assessment of land use, land cover, at the critical corridor in Nilgiri region using Remote Sensing & GIS techniques.

The Nilgiris Western Ghats landscape harbors the greatest number of Asian elephants in the world, with an estimated 6,300 to 10,000 living in the habitats that range from evergreen forest and dry deciduous forest, to thorn scrub jungle and grasslands. Other large mammals such as Gaur, Sambar and Tiger also abound in the landscape.



The landscape covers an area of over 12,000 Sq. kms. The landscape comprises Elephant Reserve of project Elephant, a conservation project of the Indian Government.

Digital database creation for Wildlife habitats and wetlands with special reference to PAs and forest cover changes within Khangchendzonga Landscape

The Khangchendzonga region in the Eastern Himalaya is listed among the world's ten most critical centers for biodiversity and endemism. Within the Eastern Himalayan region, the Indian state of Sikkim is acknowledged as one of the country's most significant biodiversity "hotspots". The project will focus on mapping of spatial details of various biodiversity elements in the Khangchendzonga landscape complex.

Generation of baseline spatial information of Satpura-Maikal Landscape in India, using RS & GIS techniques

The Satpura-Maikal landscape is situated along the Satpura and Maikal hill ranges in the Central India encompassing an area over 25,000 sq. kms. This project entails the application of remote sensing and GIS to create baseline maps of Satpura-Maikal landscape, for forest management and wildlife conservation, with help in digital data creation, analysis and management in the digital format. These databases would assist in the activities pertaining to environmental management in the field of biodiversity conservation and natural resource management.



To create and develop baseline maps of Terai Arc Landscape in India using comprehensive Remote Sensing & GIS Techniques

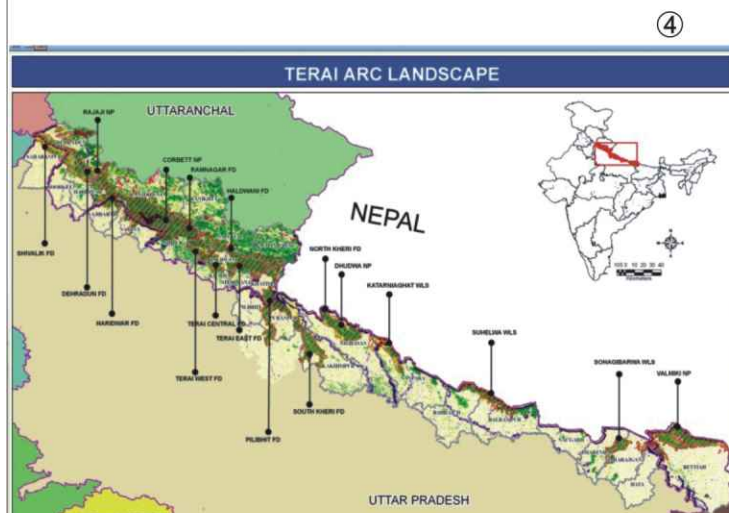
This project entails the application of Remote Sensing and GIS to create baseline maps of Terai Arc Landscape which would help in digital data creation, analysis and environmental management in the field of biodiversity conservation and natural resources management. In future this data can be used as a bench mark and updated with the latest changes occurred due to the conservation effort taken under the project.

Assessment of Gangotri & Chhotasigiri Glacier retreat, using advance Remote sensing and GIS techniques

Digital database creation for display, analysis and interpretation of glaciated terrain as well as for modeling of glacier dynamics and process of the satellite imageries for both the glaciers. Assessing snout position of Gangotri glacier is underway.

Monitoring Ganga River Basin and year wise river change mapping for a period of 10 years on the stretch between Narora to Brijghat and Brijghat to Rishikesh

To study the communities and their related livelihoods and aquatic biodiversity namely; Ganges River Dolphin and Turtle etc. from Rishikesh to Narora region using Remote Sensing and GIS based tools.



CCA resources mapping of Tawang and West Kameng District, Arunachal Pradesh

The project aims to create a digital database and resource mapping for land use and land cover using Remote Sensing & GIS techniques. This information will be used by the local communities of Western Arunachal Pradesh, to promote cultivation of locally preferred fodder species; to study and explore possibilities of reducing the adverse impact of grazing on high altitudes.

Digital database creation of Peoples Power activities, RWA locations, NDPL District office and Zone mapping through GIS and Remote Sensing

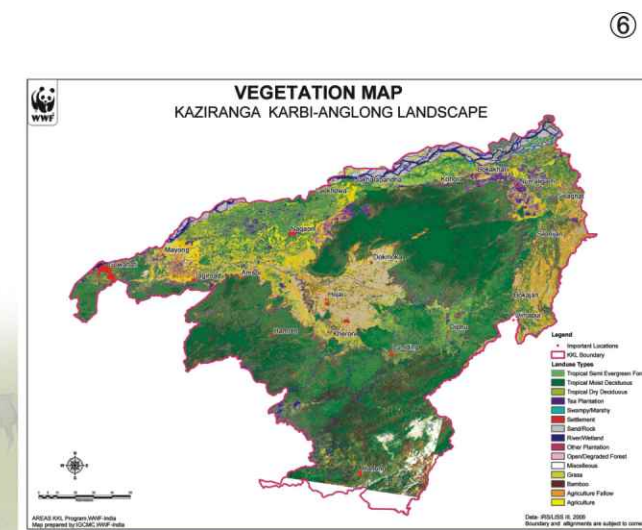
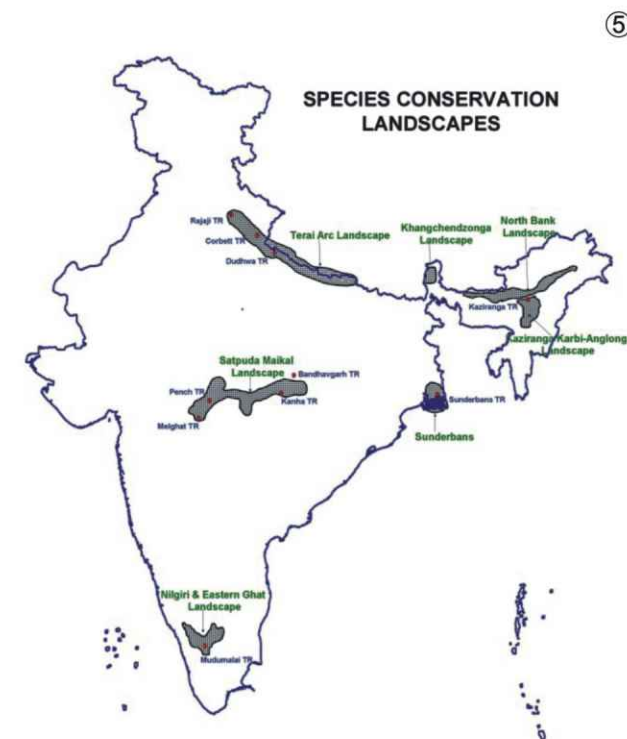
This project propagates transparency and accountability, through effective participation of all stakeholders in decision making practices, in the Indian power sector for better representation of environmental and social factors. GIS & Remote Sensing technology is used for mapping GPS and Satellite Imageries.

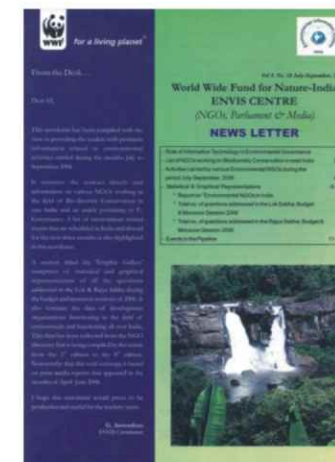
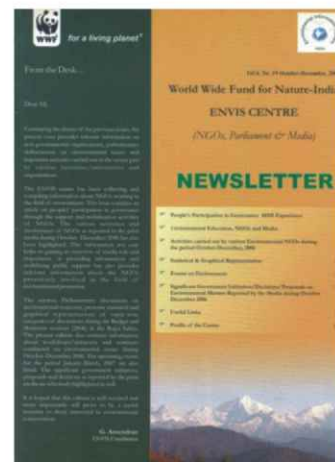
Achievement 2006-07:

Second ESRI Asia-Pacific User Conference was organized at New Delhi, India. WWF-India stood second and received the best poster presentation award at this conference. Participants at this conference received a glimpse of the latest developments and technology trends spearheaded by ESRI. A set of ESRI Solution Partners showcased their skills and capabilities. ESRI is a leader in GIS software industry which designs and develops world's leading Geographic Information systems (GIS)

Captions

- 1-2 IGCME Equipments
- 3 Best poster presentation award given by ESRI/USA at the 2nd Asia Pacific conference, New Delhi
- 4 Map on TERAI ARC Landscape
- 5 Map on Species Conservation Landscape
- 6 Vegetation Map- Kaziranga Karbi-Anglong landscape





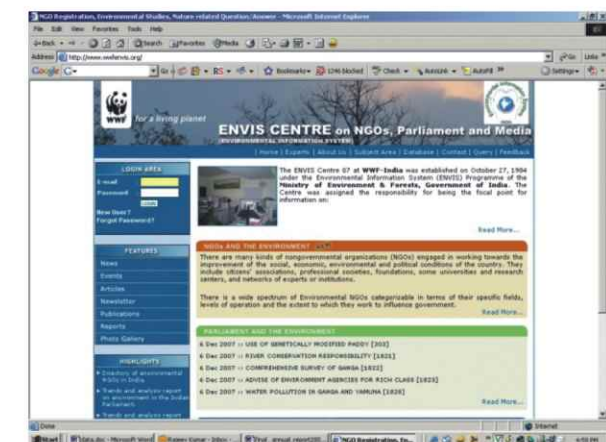
ENVIS Newsletters

ENVIS Centre at WWF-India

The IGCNC also performs an important function of servicing the ENVIS Centre of WWF-India. Under the ENVIS Programme, key information on NGOs, Parliament and the media is handled, and the relevant information on environmental management, disseminated. The Centre has been gathering data available with various organizations in the country and periodically publishes directories containing information on subjects related to the environment. The ninth edition of the NGO directory, which is the latest, will be published in April 2008. The Parliament and the Environment Centre has a continuing programme of monitoring parliamentary proceedings to extract and disseminate relevant information. A significant amount of environment-related information is transacted by both Houses of Parliament. This information is compiled, published and distributed by the Centre regularly.

Environment related Parliament Questions of both the Houses of Parliament of India, the Lok Sabha and Rajya Sabha, are collected and these are classified subject wise as a series of data. The accompanying analysis in the report depicts trends based on the statistical and graphical representations on environment protection.

The ENVIS Centre conducted the User Interaction meeting on at WWF-India Secretariat which was attended by senior officials of MoEF, other ENVIS centers and NGOs in a large scale, to assess the work of ENVIS centre and the progress achieved in the light of the objectives we have set. During the workshop, the centre launched the new website www.wwfenvis.org which is useful to voluntary organizations, government agencies, reference libraries, researchers, agencies, the media and educational institutions.



ENVIS Website

TRAFFIC

TRAFFIC is a joint conservation programme of WWF- The Global Conservation Organisation and IUCN-The World Conservation Union. It was established in 1976 by the Species Survival Commission of IUCN, principally as a response to the entry into force, during the previous year of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). Since then it has developed into the world's largest wildlife trade monitoring network with considerable international reputation for helping to identify and address conservation challenges linked to wildlife trade.

TRAFFIC's Goal and Vision

TRAFFIC's goal is to ensure that trade in wild plants and animals is not a threat to the conservation of nature. Its vision is of a world in which trade in wild animals and plants will be managed at sustainable levels without damaging the integrity of ecological systems and in such a manner that it makes a significant contribution to human needs, supports local and national economies and helps to motivate commitments to the conservation of wild species and their habitats.

TRAFFIC came to India in 1991, operating as a division of WWF-India. It worked closely with the National and the State Governments and various agencies to help study, monitor and influence action to curb illegal wildlife trade. After a brief hiatus, it resumed work once again in December 2006.

TRAFFIC India carries out research and provides analysis, support and encouragement to efforts aimed to ensure that wildlife trade is not a threat to the conservation of nature in India. It is committed to work together with Government agencies, NGOs, and all like minded individuals to curb illegal wildlife trade that has become a growing threat to our natural treasures. As a specialist organisation that monitors wildlife trade issues, TRAFFIC India has an important contribution to make.

The key highlights of TRAFFIC's work in India in 2007 are:

- The head of TRAFFIC India actively participated at the 14th meeting of the Conference of the Parties to the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) that was held at The Hague in the Netherlands from June 3 to 15, 2007. TRAFFIC India contributed to numerous side meetings and off the floor discussions to influence decisions of the member countries towards Tiger conservation and other key conservation issues. The meeting was a significant milestone in international cooperation to strengthen support for the cause. 'Tigers should not be bred for their parts or derivatives' was the unequivocal message from the forum. This is expected to have a significant positive impact on the future of wild Tigers. The Tiger debate during the CITES meeting has been captured in a publication called 'The Roar of the Tiger' and can be viewed at www.wwfindia.org/traffic.
- TRAFFIC India has been working with the Forest Department and other enforcement agencies, by equipping them with skills to curb illegal wildlife trade. Capacity Building has been identified as one of the key components of its work in India since it would help the enforcement agencies to understand and respond adequately to wildlife crime and trade related issues. TRAFFIC has already undertaken training workshops on 'Combating Illegal Wildlife Trade with a special reference to 'Asian Big Cats' at Gangtok, Sikkim and Guwahati, Assam, Ranthambore Tiger Reserve, Rajasthan,



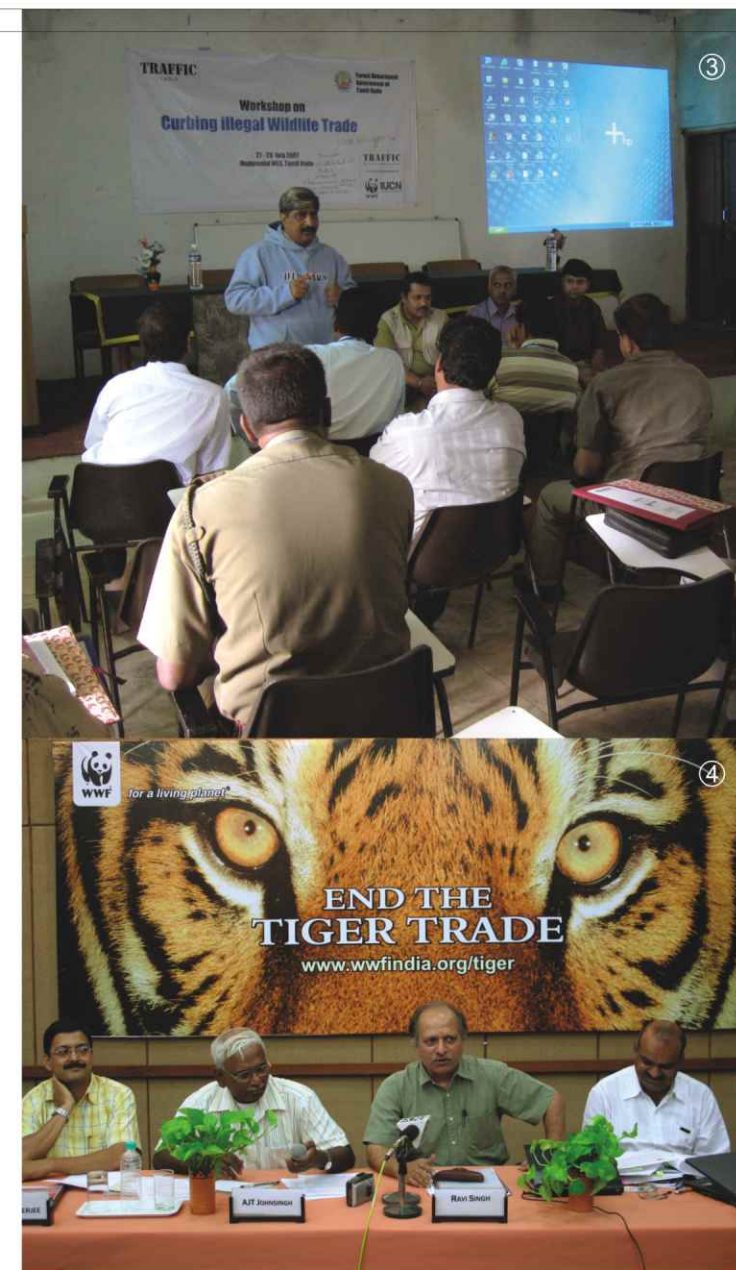
Mudumalai Wildlife Sanctuary, Tamil Nadu and Dudhwa Tiger Reserve, Uttar Pradesh. These workshops were organised in association with the respective State Forest Departments. Participants included personnel from the state Forest Departments, Customs, Paramilitary forces, Police, National Wildlife Crime Control Bureau, Army as also Forest and Customs officials from Nepal. TRAFFIC also plans to undertake similar training programmes at Manas, Melghat, Pithoragarh and Munnar early next year.

- Research and analysis is another significant component of TRAFFIC's work in India. TRAFFIC India has already undertaken a series of studies such as the report on the illegal Owl trade which is on the verge of completion, study on Leopard skins and body parts in India, Peacock feather trade and trade in Medicinal plants. These would be released early next year.
- TRAFFIC is working with local community institutions in Sikkim to support a campaign against illegal traps for Asian Big Cats and other key wildlife species across the state.

Another important component of TRAFFIC India's work is improving public awareness on wildlife trade and crime related issues. For this it is continuously producing communication tools and undertaking activities that will aid in reaching out to large number of diverse audiences across the country. Some of the initiatives under this are:

- WWF-India and TRAFFIC initiated a 'Signature Campaign' to draw nationwide attention to the plight of the Tiger. The campaign aims at reaching out to the multitudes of Tiger and nature lovers in the country, while simultaneously hoping to drive home the point, that it could be 'now or never' for the Indian Tiger.

- TRAFFIC India has collaborated with Disney Adventures to spread awareness among children on issues related to illegal wildlife trade. This tie up will allow TRAFFIC India to reach out to over 40,000 children every month and sensitise them on issues related to illegal wildlife trade.
- TRAFFIC India has re-initiated its awareness campaign- 'Don't buy Trouble' with the launch of its new leaflet, "Are you committing a Crime? Think before you buy". This communiqué is mainly targeted towards sensitising tourists/buyers about the illegal wildlife trade that has endangered our wildlife. TRAFFIC India is hopeful that wide distribution of this leaflet will spread awareness about the illegal wildlife trade that is threatening the survival of various species of flora and fauna in India.
- TRAFFIC India along with the National Zoological Park, New Delhi and WWF-India jointly organised an inter school Wildlife Quiz. The main purpose of conducting the quiz was to create awareness on wildlife related issues and to cement favourable opinion among children about wildlife conservation.
- TRAFFIC India has launched its quarterly newsletter on illegal wildlife trade in India called the "TRAFFIC Post".
- Keeping in mind the on-going Human-Rhino conflict in Assam, TRAFFIC India along with WWF-India and the Forest Department have developed an educational poster on this issue. The poster is targeted at sensitising the local communities living in Assam.
- TRAFFIC also has in its pipeline four posters on illegal trade of shahtoosh shawls, ivory, marine products and reptile skin products, a poster on the turtle and tortoise species in trade in India, an enforcement handbook on wildlife species in trade in India, the Red Data book and a documentary on illegal wildlife trade in India.



Captions

- 1 Head TRAFFIC Mr. Samir Sinha teaching the use of metal detectors at a workshop at Dudhwa Tiger Reserve
- 2 Quiz Contest in progress
- 3 Work shop for forest officers on illegal wildlife trade
- 4 Press Conference held prior to the CITES conference of parties

Conservation Highlights across our Network

The state offices of WWF-India have been carrying on various projects and campaigns that the secretariat had undertaken, besides carrying on work, which is specific to their regions. Presently there are 14 state offices, 5 divisional offices, 20 project offices and one marketing division. Given below are some of the activities and projects carried out in our network.

ANDHRA PRADESH

Some of the notable events/activities that APSO (Andhra Pradesh state office) has undertaken are

- **Discovery of Golden Gecko**

APSO staff discovered the Golden Gecko (*Calodactylodes aureus*), a rare lizard endemic to the Eastern Ghats, during an NCI nature camp organised at Papi Hills, northern Eastern Ghats in February 2007. Its range was previously thought to be restricted to southern Eastern Ghats in Chittoor district. In recent years, the Gecko has been reported from Orissa and Tamil Nadu. This Gecko has been placed in Schedule-I of the Wildlife (Protection) Act, 1972.

- **Fund Sequestration**

"Carry on Heaven", a comical, political satire was performed at Hyderabad on 7th October 2007. The play was written and directed by Bharat Dabholkar. APSO held this fund raising event to build a corpus for its conservation initiative at Kawal Wildlife Sanctuary, Andhra Pradesh.

Some of the ongoing projects of APSO have been

- **Biodiversity study of Hussain Sagar Lake.**

A year long study of the biodiversity inventory of the Hussain Sagar Lake is also in progress, wherein aquatic and terrestrial flora and fauna in and around the Hussain Sagar Lake are being studied. This project has been initiated for Hyderabad Urban Development Authority. The study has documented 115 species of plants, and 129 species of fauna including mammals, birds, reptiles, amphibians and insects.

- **Urban bio-diversity study in academic institutions**

APSO plans to study more wilderness areas in and around Hyderabad, which are in danger of being lost to the ever-expanding and developing city.

- **Field Guides for Nallamalai and Arakku Valley to promote ecotourism and community based ecotourism**

The AP Tourism Development Corporation approached APSO to prepare user-friendly field guides for Nallamalai forest and the Arakku Valley and carry out capacity building on ecotourism for the local communities. This shall be initiated after a thorough study of the forest in the Arakku Valley and Nallamalai. The field guides will carry information on the commonly found flora and fauna in the region.

- **Wildlife conservation in Kawal Wildlife Sanctuary**

APSO intends to conserve tigers in the Kawal Wildlife Sanctuary with assistance from the Gond tribals. The project involves training tribal trackers in aspects of wildlife

tracking and inventorying, illegal trade of natural resources, imparting environmental education and alternative livelihood skills to the families of the Gond tribals.

Two publications were also published

1. The Common Birds and Mammals of Andhra Pradesh.

2. Wildlife and Biodiversity @ ICRISAT- Greening coalproduction at Singareni- a 20 minute documentary film

GOA

The Goa office of WWF has been conducting various activities to create awareness on environment issues amongst the public, school and college students. Field trips have been conducted for school and college students to wildlife sanctuaries in and around Goa. The wildlife sanctuaries visited were Bondla wildlife sanctuary, Cotigao wildlife sanctuary and Dr Salim Ali Bird sanctuary, Chorao island. As a part of the awareness programme, film shows of well known environment documentaries were held. The documentaries screened were 'Flowing with Mhadei', MIBK film on Turtle, Tiger, and Elephant, 'Impact of mining on environment', 'Wild life of Goa and its conservation', 'Mangrove', 'Wild India' and 'King Cobra'. As a part of the national schedule of environment events, Vanamahotsava was celebrated at Bhatikar Model High School.

One of the highlights of the Goa office was the rally held to create awareness amongst the public with the assistance of students of Goa College of Home Science.



The Newsletter was released at a well attended event graced by Honorable Speaker & trustee of WWF-India Mr. Pratapsingh Rane, Mr. Alex Sequera, Minister for Environment was Guest of honor.

GUJARAT

The Gujarat state office implemented four conservation projects.

- **Nature education campaign for economically backward students.**

Approximately 1500 students and 60 teachers will participate in this programme. 350 students and 14 teachers participated in this programme so far.

- **Raab Burning & Forest fire project-Dangs.**

Five experimental plots have been developed at five selected villages of Purna WLS in Dangs. Each plot has been divided into three parts i.e. Mulching plot, Raab burning plot, without burning plot. The results achieved by this project are as follows:

- Improvement in quality and quantity of crop
- Conserving plants
- Reduces forests fire
- Improves soil fertility
- Conserving biodiversity

- **Herbal Medicinal Garden:**

With a view to create awareness regarding conservation of local medicinal plants amongst the public, a Herbal Medicinal Garden has been developed at Fatehsinh Museum. More than 35 medicinal plants have been raised till date. Labeling and medicinal properties of medicinal plants is under process. The state office expects to raise 50 medicinal plants in this garden.

- **Religious Trees:**

The State Office is organising a research activity to look critically at the various tree species revered or worshipped by all the world religions. It promises a deep insight into the various scientific reasons for giving these selected trees the status they fully deserve.

Another project undertaken has been the Marine Conservation Project. Under this project, data on nesting sites along the coastline of Gujarat is being collected. Gujarat coastline is host to three critically endangered species. Two important nesting sites will be selected for the protection of the same. Education & Awareness material regarding Marine Turtle protection is being prepared.

HIMACHAL PRADESH

The Himachal state office has been active in seven projects. Amongst these the more important ones have been:

- **Documentation of sacred groves of Shimla district of Himachal Pradesh**

In the first phase 15 sacred groves were visited, photographed, and documented. In the second phase 70 sacred groves have been visited, photographed, and documented so far.

- **Environment Conservation Through Women's Self help groups and leaders of local panchayats**

The theme of some of these workshops, conducted during this project was renewable energy and vermicomposting.

- **National Environment Awareness campaign**

The project was conducted for a period of three months. As a part of this campaign, WWF-India organized a Teachers Training Workshop on Waste Management. Forty teachers from various schools of Shimla district participated in the workshop.

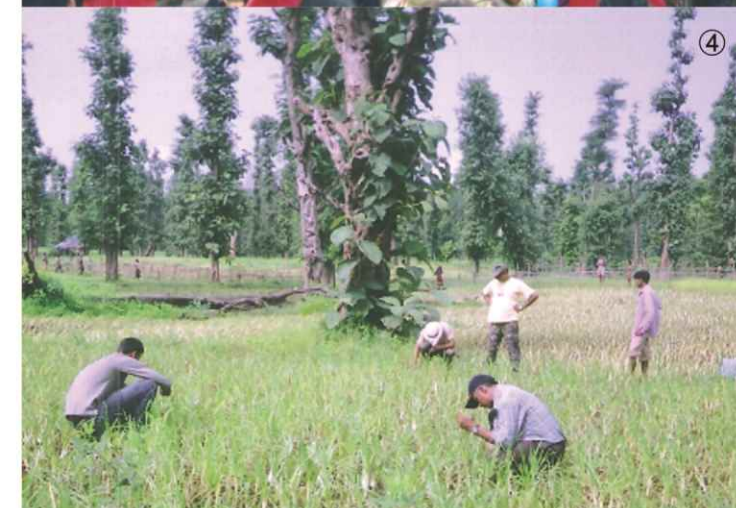
- **Income Generation for sustainable development of Tribal People of Kinnaur.**

This is an ongoing project.

MAHARASHTRA

The Maharashtra State Office (MSO) has conducted various activities right through the year.

The MSO had organised various events around environment significant days. One such event was an exhibition held at the Godrej School and Colony in collaboration with the Godrej Mangrove department on occasion of the World Wetlands Day.



The exhibits comprised of T-shirts painted by students conveying messages on wetlands and mangrove conservation and were highly appreciated by the visitors that numbered to more than 1000. The event was later added on the Ramsar web site. Various clean up drives that the MSO staff and volunteers have participated, include the clean up of specific habitat which has been misused by the public, post festivities. Amongst this is the Mahashivratri Patrolling at S.G.N.P. with the Forest officials, for controlling the entry of plastics and inflammables into the forest. MSO had started this activity way back in 1990's.

During September, the month of Maharashtra's important festival namely "The Ganeshosthav" a workshop was held for St. Xaviers College student's on Conservation. The outcome of the workshop was formation of new nature camps and participation in Beach cleanup activity post Ganesh Visarjan. Another Beach cleanup drive was held at Dadar Chowpatty. This drive was more significant as every other NGO shows concern for the beaches only post Ganesh Visarjan but totally neglects the impact of the Dusshera Visarjans.

The State level Panda Festival of environment was held. The festival had 150 students from places other than Mumbai and Thane. The districts represented were Akola, Vengurla, Bhandara, Nagpur, Kolhapur, Sindhudurg, Jalgaon, Sakoli, Ratnagiri, Gadchiroli, Sangli, Satara. From Mumbai and Thane around 1600 students participated in several competitions and workshops. The competitions included drawing, best out of

waste, T-shirt painting, rangoli, treasure hunt, folk dance, fancy dress, nature games and creating an environment advertisement. The workshops were Nature Photography, Pottery and use of vegetable dye on Fabric. In addition an exhibition of photographs on Bird Biodiversity was also held for three days.

The MSO also publishes two quarterly bulletins, one in English i.e. Panda Bulletin (now in its Thirteenth year) and Nisarga Varta in Marathi (now in its eighth year).

SIKKIM

The Sikkim office has been active working with the secretariat on implementation of various projects in the Khangchendzonga landscape. Some of the important projects and their highlights have been given below

- **Biodiversity conservation in Khangchendzonga Landscape India**

WWF-India Sikkim Programme Office, in collaboration with Sindrabong Khangchendzonga Eco-tourism Society (SKES) and the FEWMD carried out nine public hearings in the South and West districts of Sikkim for assessing the man-animal conflict in these areas. Problem animals identified were wild boar (*Sus scrofa*), Asiatic black bear (*Ursus thibetanus*), jackal (*Canis aureus*), monkey *Macaca spp* and leopard (*Panthera pardus*). The FEWMD is reviewing the results of this study to mitigate the man-animal conflict around the Barsey Rhododendron Sanctuary through appropriate means.



- **Project Save the Environment and Regenerate Vital Employment (SERVE)**

This project is centred around raising the green cover in Darjeeling hills through appropriate employment and awareness generation and is underway since 1994. During 2007, a total of 82,500 seedlings were planted through block forest plantation in Senchal Wildlife sanctuary, three landslide areas, three khamsal areas and four tea estates, apart from those distributed in local schools and colleges.



JAMMU AND KASHMIR (J & K)

The J&K office undertook the execution of various campaigns and projects. This includes the National Awareness Campaign. The theme for this campaign was "Solid Waste Management". All six districts of Jammu region were covered in this. A large number of workshops were organised. The most important ones were on Biodiversity Conservation and National Environment Awareness campaign.

The J&K office this year published its quarterly newsletter through which our stakeholders such as conservationists, students and other NGOs are aware of the activities that are being carried out by WWF-India.

KERALA (KLSO)

The Kerala office was associated with "Act Now" of Bangalore to organise Aranyam 2007- a film festival on wildlife and environment at Ernakulam.

The Kerala State office has undertaken an independent evaluation of the National Afforestation Programme being implemented by Vana Samrakshan Samithis under Munnar Forest Development Agency. The Afforestation programme at the Sanik School Campus continues to receive the KLSO support. The state office has been publishing the Bi-monthly newsletter Mruthika. The KLSO also celebrated many environment significant days.

MADHYA PRADESH

The highlight of the MPSO (Madhya Pradesh State Office) programmes has been

- Workshop conducted for the members of Panchayati Raj Institutions (PRIs) & Self Help Groups: (SHG)

The workshop was organised to upgrade the knowledge and skills of SHG & PRI members about land, water and forest resource management in an effort to establish diversified biomass systems on wasteland to meet the demand for fodder, fuel, partial food requirement, timber and high value biomass.

The main objective is to build SHG's workmanship skills for empowerment and organising linkages for income

generating activities and to build panchayat skills in identifying and implementing appropriate local development projects and also to build awareness in local communities about participation in panchayat elections and gram sabha meeting.

The State Office organised ten workshops, five each for SHGs and PRIs during the month of February. Around 500 participants were benefited by these workshops. The places selected for the workshops were Piparia and Bankeri blocks of Hosangabad and Palasia, Tamia and Junardeo blocks of Chhindwara districts in Madhya Pradesh. The workshops were designed to substantiate the efforts of the Government to sensitise people on these issues.

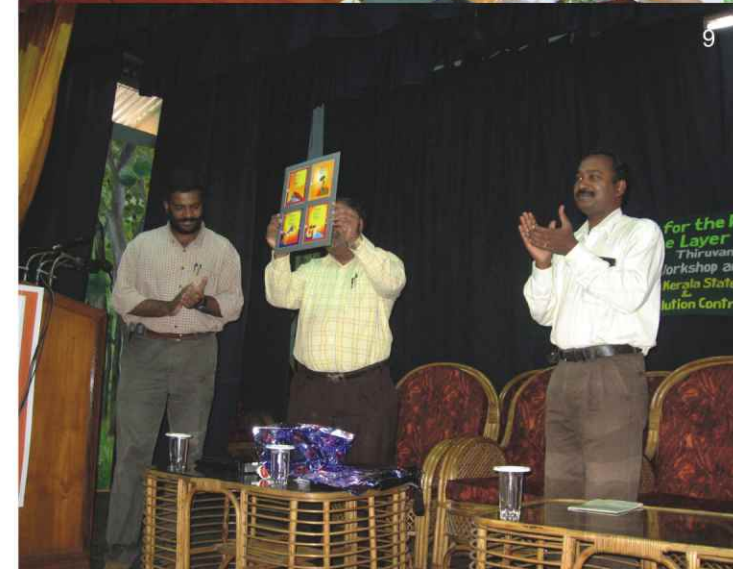
- Workshop conducted on solid waste management and organic farming

For villagers few workshops were conducted in Rewa, Amarpatan, Satna, Chhindwara, Raisen & Vidisha, Bhopal. The main objective was to sensitise the rural masses and the youth on the adverse impact of application of chemical fertilizer, insecticides in agriculture and to make them aware about the environmental pollution due to excessive use of chemical fertilizers. A Vermi compost pit was also constructed to show the waste management through Bio-composting and the villagers were encouraged to construct vermin compost pit at their fields. Training was also given how to manage solid waste at the village level.

WEST BENGAL STATE OFFICE (WBSO)

- Workshop on Snake Bite

The WBSO took up the task of generating mass awareness on Snake bite Treatment and skill transfer. A workshop was conducted for local non-registered medical practitioners, "Ojhas" and Gunins" to whom a local snake bite patient goes for treatment. This workshop educated these practitioners on treatments and first-aid to be administered in the eventuality of a snake bite.





They were also provided with anti venom serum and educated on the method to administer them.

- **Study On Death of Elephants due to Rail Accidents.**

Elephant deaths due to rail accidents in north Bengal raised serious concern among all sections of people. Conversion of railway track between Siliguri and Alipuduar from metre to broad gauge had already been taken up by WWF-India through a public interest litigation against the Railways. A rapid local appraisal was needed through a consultative process involving all the stakeholders to assess the threat locations, limitations of current mitigation measures and perceptions regarding more effective operational systems to be adopted by the Government agencies concerned to save the Pachyderms.

- **Review Of The Status Of Leopard and Gaur with respect to Human Animal Conflict In North Bengal**

The broad objective of the programme is to review the status of human-leopard conflict in North Bengal and also the action taken in compliance with the recommendations made earlier by WWF-India during 1997. It is currently being undertaken by WBSO with help from forest department and local field associates.

Captions

- 1 Young Climate Savers Programme at Andhra Pradesh
- 2 Wetland day Activities at Andhra Pradesh
- 3 Nature education campaign in Gujrat
- 4 Collection of data from Raab burning experiment project in Gujrat
- 5 Release of Akshay Urja Magazine-Himachal Pradesh
- 6 Workshop on capacity building for wild life control ©Dipankar Ghose
- 7 SLC team at Tsokar
- 8 Release of J&K newsletter
- 9 Kerala-Ozone day celebrations
- 10 Signature campaign for tiger conservation, J&K
- 11 Rescued leopard cub in N.Bengal
- 12 Laboratory kits gifted to keepers at Kharibari Tiger care centre
- 13 West Bengal team in at the Accident Prone site



①

Business Development & Corporate Partnerships

WWF-India's Business Development motto for 2007 was Partnerships for Excellence in Conservation, therefore the objectives and action plan was aligned with India's National Growth.

INDIA VISION

Booming Economy

Poised India

Legacy

WWF MISSION

Business for Environment

Pledge for Change

WWF Footprint

The Business Development Division, in the last three years, has reached a level where it has broken ground for corporate partnerships, evolved baseline strategy, built capacity and launched awareness and outreach campaigns achieving significant milestones in the year 2007.

WWF-India was invited by Bangalore for IT (BFIT) an eminent group of CEOs of IT groups, headquartered in Bangalore. The agenda was to engage in a dialogue on conservation priorities, encouraging changes in their business practices, which will map their ecological footprint, directly in their own operations and indirectly through products and services offered.

WWF-India thus established conservation links with these groups and conducted a series of road shows and workshops to bring environmental concerns to the forefront reaching out to 30,000 young executives.

WWF-India launched a first of a kind initiative - 'Young Climate Savers' an education and awareness drive on impacts of climate change for school students across the nation.

WWF-India's, Business Development Division created and launched a series of exclusive products and events for unrestricted fund raising and mass outreach. Some of these were, 'Earth On Canvas' art exhibition, in-store interactive activities in retail stores across India, Charity Ball, an exclusive Coffee Table Book with wildlife photographs and 'Save the Tiger' campaign.

The year gone by:

- **Corporate Partnerships & Engagement with Business & Industry**

Tetra Pak In a long-term partnership with Tetra Pak, the Business Development team strategised on highlighting local issues and connecting them to global issues. This was achieved through a series of workshops on climate change- "Young Climate Savers" spanned over a period of three years, reaching out to 50, 000 youth across 200 schools, in each year.

The main objective of this two-fold partnership is: To spread awareness for finding solutions to complex conservation challenges such as lowering carbon emissions and minimising footprints.

To inspire young conservationists the 'Young Climate Savers' to become torch bearers for the future to spread awareness on climate change & global warming.

The programme aims at promoting energy efficient lifestyles and developing eco-friendly attitudes amongst the teachers and students to reduce the impacts of climate change.

- **Nokia India** - Collaborating with like minded corporates every year to establish an example in the corporate world and get national recognition, the Business Development Division laid the foundation stone of its most valuable partnership with Nokia India. This partnership is based on multiple benefits and it intersects with WWF-India's conservation priorities, providing leadership examples that leverage broader change. Nokia-India has stepped forward to support, with other stakeholders, WWF-India's South-Western Ghats programme and a series of mass awareness and outreach activities.



- **TITAN Industries Private limited** - Business Development has taken the Endangered Species Wildlife brand to new heights. WWF-India has joined hands with the largest watch manufacturer in India TITAN, to create an interest and raise funds for the flagship-Endangered Species of WWF-India. TITAN will launch a special range of WWF watches to raise awareness among the youth, to support these species.
- **Disney and Excel Home Videos** - WWF-India collaborated with both these organisations to re-launch the classic cartoon 'The Jungle Book'. The aim was to motivate the young generation of cartoon watchers to know more about WWF and its work with endangered species. Business Development and Disney are currently in dialogue for a three year partnership.
- **The Retail Industry** - WWF-India, Business Development reached out to consumers through retail giants such as Globus, Landmark, Shoppers Stop and Satya Paul, to engage in product development and sales.
- **Earth On Canvas' Contemporary Art India** commissioned 84 renowned artists from West Bengal to join hands in support of conservation with WWF-India and created over a hundred works of art, for an exhibition held in New Delhi. This rare collection was inaugurated by Mrs. Gursharan Kaur, wife of PM of India and received rave reviews by art lovers and the media.

It's a Wild Story'- A Coffee Table Book and Planner - In an endeavor to generate revenue for WWF-India's Conservation Emergency Relief Work, every year the Business Development Division launches a niche product. 2007 saw the launch of an exclusive Coffee Table Book- 'It's a Wild Story' with an additional 2008 Planner.

Featuring 25 photographs by eminent photographers, the uniqueness of this book is that the photographer brings every photograph to life with a story. The Planner presents the lesser-known endangered species.

Supported by WWF-India.

- **Marriott Group of Hotels**- Linking the urban consumer to ecoregional conservation, WWF India collaborated with the Marriot Group of Hotels, for an awareness drive on saving 'The Bengal Tiger'.
- **Dorabji Tata Trust**- The partnership and programme supported by The Dorabji Tata Trust and Turtle Apparels reached its second stage of association and funding.
- **Ogilvy and Mather**- Our Global creative partners Ogilvy and Mather have once again outdone their creative best for the Business Development Division of WWF-India. The O&M teams, from across India pooled in their creative energies to attract the corporate world and inspire them to engage with WWF-India towards a common goal of conservation of the environment. Some of the campaigns presented include, the Tiger Wall, a unique 'Save the Tiger' campaign, posters and two beautiful television advertisements for a 'Plant more Trees' drive.

Captions

- 1 Adopt a plant poster
- 2 The younger generation is educated on endangered species through tie up with Disney.
- 3 Creatives from O&M.







Environment Education Program

The goal of sustainable development "Sustainability"- is an unending quest to improve the quality of people's lives and surroundings, and to prosper without destroying the life supporting systems, that current and future generations of humans depend on." This was the underlying theme that the education department endeavoured to convey for a sustainable future.

Keeping in tune with the United Nation's Decade of Education for Sustainable Development, the education department worked consistently at various levels to ensure that the concept of sustainable development is featured in the government policy as a national priority for education. Educational professionals were trained to provide know-how on sustainable development, while schools were encouraged in to have an active plan for working towards education for sustainable development.

The year gone by:

National Policy Workshop on Education for Sustainable Development (ESD)

A national two-day workshop for policy-makers on ESD, involving participants from government, NGOs, academia and institutes for policy-making, was conducted in New Delhi. The strategic partner for this conference was the Indian Institute of Planning & Administration.

During the course of the workshop, participants spoke of their experience of ESD in practice, which was a learning in itself. This was followed by an analysis of the syllabus and discussions on strategies for implementing and main streaming ESD in education, for groups ranging from primary students to professionals. These approaches, proved very successful in developing an understanding of the concept of ESD. The national curriculum, though very much in line with ESD characteristics, didn't give attention to sustainable development in either process or result. These issues were deliberated during the workshop. A few states were selected as models. This would then serve as basis for testing ESD in practice, feeding into the policy process.

Capacity building Workshop on ESD for WWF-India Environment Educators

A capacity building two-day workshop was held for the WWF-India Education Officers on EE & ESD (Environmental Education & Education for Sustainable Development). This workshop formed a platform where different perspectives of ESD in theory and practice were addressed and reflected, on the basis of their value and relevance. Teacher training modules on ESD were developed along with interesting programmes and strategic plans. The participants left the workshops with an increased understanding, experience and capacity to meet the challenges of ESD and with ideas on how to reorient training and policy documents.

Capacity building workshops for policy makers in Education

WWF-India, in collaboration with State Governments of Himachal Pradesh, Maharashtra, and Tamil Nadu organised capacity building workshops for policy makers on Education for Sustainable Development in Shimla, Mumbai, and Chennai respectively. Technical experts from WWF-Sweden and the Uppsala University, Sweden were involved in the workshops. The Swedish experts provided a heightened understanding of Environment Education and Education for Sustainable Development (EE & ESD) from their country perspective and global perspectives. A detailed road map was drawn from the outcome of three workshops for follow up actions in these States.

Young Climate Savers

Young Climate Savers (YCS) campaign is a joint effort of WWF-India and Tetra Pak India, Private Limited. Its core objective is to make children aware of climate change and enable them to take action at the local level. Towards this end, YCS demonstrated benefits of energy efficiency in selected schools across the country. Much of its activities were based on active participation and action by teachers, students and school management.

The initiatives targeted 50,000 students and 200 teachers in selected schools and build their capacities on education for sustainable development with specific focus on climate change. In the first year, the project is being implemented in 10 cities and a total of 200 schools across India. Teaching methods like demonstration, hands on experiments and small projects are being used to motivate the students to participate enthusiastically in the project. The project is designed to be integrated with the school curriculum so as to make it an ongoing activity without placing extra burden on teachers and students.

International Polar Year

The International Polar Year (IPY) is a large scientific programme, focused on the Arctic and the Antarctic. The period of this programme would be from March 2007 to March 2009. IPY is being celebrated in India by WWF-India, Ministry of Earth Sciences and National Council for Antarctica and Ocean Research (NCAOR), Goa. A number of guest lectures and student's activities were organised across the country round the year to generate awareness and stimulate a sense of urgency, discovery and our role to reduce the impacts of climate change and save the poles. This effort was accompanied by competitions like-Save the poles, models of Antarctica and measure your footprints on polar ice. An overwhelming number of entries were received from each category, across the country.

WWF-India, initiated a two day exhibition 'Children's Expression' exhibiting the models, posters, slogans, projects submitted by various schools across the country, to acknowledge, credit and encourage the work done by students. A Guest Lecture was also held on 'Effect of Climate Change on Glaciers in Himalayan context' by Dr. D.P Dobhal, Glaciologist from Wadia Institute for Himalayan Ecology, Dehradun.

Earth Day Celebrations

WWF-India & Intel Technology Pvt. Ltd. jointly celebrated Earth Day 2007. National Essay Writing Competition was held and prizes were distributed to celebrate this significant event. The theme for this year was water. Mr. Frank Jones, President Intel India, spoke about the eco-friendly initiatives of Intel and their commitment to saving the environment. Appreciating the understanding and interest shown by the winners, he proposed that schools take up live projects for saving water. The best proposal would receive a seed grant for Intel for its implementation.

Green Canopy School Education Programme

'Learning is a process of active engagement with experience'. This Nature Trail at 3, Motilal Nehru Place has turned into a veritable 'educational tool'. More than 2000 school children from different schools of New Delhi went on this trail along with a nature interpreter. Children learnt to observe the mechanisms of nature closely, in all its myriad colors, learnt scientific principles of evolution, through observing the fig fruits and cycads, birds, trees, vermi-composting and fishes. They learnt about bats and the various facets of conservation. They made promises to the Earth and also vowed to look after her tree cover. Above all they learnt that all education does not come from books and that Nature is a great teacher!



Captions

- 1 Indo-Swedish workshop
- 2 Teacher training workshop in progress
- 3 International Polar Year Entry for poster competition
- 4 Intel Earth Day celebrations



WWF- Secretariat family



Mr. G. Anand, APSO staff being awarded meritorious service award

Human Resources

The Human Resources Division at WWF- India endeavours to get the best human resource talent as well as ensure that they continue to work for the conservation of nature and wildlife in the country. The HR team is in place and working tirelessly to ensure efficiency in delivery of HR services. The HR policies have been reviewed during the year to ensure efficiency in HR processes and staff welfare, including providing necessary benefits. The aim is to have a talented, trained, disciplined and satisfied workforce in WWF India. By this we are building a strong institutional framework in India.

- **Employee Merit Recognition**

The hard work of those who have served the organisation with commitment, honesty and integrity is being acknowledged through institution of "WWF-India Meritorious Service Award".

In addition, the "Long Service Award" was given to nineteen members of WWF-India staff, who completed five, ten and fifteen years of their service with WWF-India till March 31st, 2007.

We congratulate all concerned staff members.



Independence day celebrations © G. Areendram.WWFINDIA

Communications

The rapidly changing scenario in conservation has brought the issue of saving our planet to the forefront with a strong sense of urgency. The role of communications has become more and more critical, as the need for mass awareness on issues such as species preservation and climate change assumes significance.

With this as a backdrop, last year has been a phenomenal year for the Communications Department of WWF-India. Through numerous press activities- press releases, press conferences, media trips, we have significantly enhanced the profile of WWF-India and our conservation work in India through the media. WWF-India is today viewed as an organisation which does commendable work at ground level.

Some of the major activities include the global release of the "World's Top Ten Rivers at Risk" report which enlists the world's most threatened rivers and includes two major Indian rivers. This report, released in the presence of the national and international media, eminent conservationists, and WWF staff, helped in raising the profile of Indian rivers in the public domain. Similarly, extensive press work related to Tiger around the CITES, aided the deliberations at this important international platform. Outreach work on Climate Change issues was also stepped up this year.

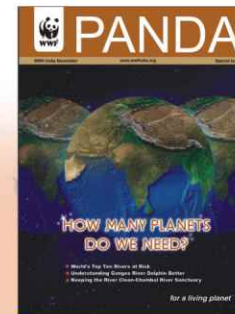
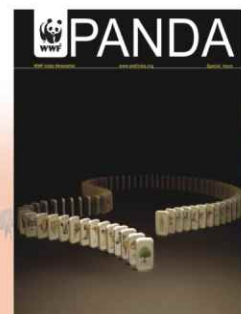
The work with New Media was also increased significantly last year with many new sections and pages created on the site. The web traffic increased significantly, and the scope of the online was enhanced through new partnerships. WWF-India has also significantly contributed to the evolving Communications framework at WWF-International.

The Annual Report was published in an entirely new format which was appreciated by our stakeholders and WWF-International



The newsletter 'Panda' was published of which the last quarter issues were brought out in a new format.

With communications assuming an important role, there have been numerous changes incorporated in the team in the last quarter of 2007. Many new initiatives are in the pipeline for the upcoming year. Partnerships with leading media houses, more outreach activities, working with corporates, ensuring wider coverage of WWF-India's activities through various channels besides the media have been planned for 2008. We hope to make the coming year even more exciting, informative and inspiring for all our stakeholders through increased communication thrusts.



Captions

- 1 WWF-India, communication getting notice © Pankaj Chandan
 - 2 WWF-India website
 - 3 Press conference in progress
 - 4 PANDA published during the course of the year
- ©-Communications, WWF-India

Conservation Festivals

This year WWF-India continued with its role of promoting awareness on conservation through conservation festivals. WWF-India. These festivals are held at various institutions and organisations, where through different medium the message to preserve and conserve is put across. The medium used could be debates, quizzes, game, films and competitions

This year the prominent theme for the festivals was the signature campaign named 'Roar of the Tiger'. This campaign was kicked-off on 19th July, 2007. Its aim was to garner support from tiger and nature lovers on the urgency to save the tiger. The campaign travelled the length and breadth of India.

Besides this WWF-India has participated in various nature festivals in schools and colleges and with the Indian Army



Captions

- 1 College Students signing their support for the signature campaign
- 2 Cine star Juhi Chawla signing her support for the signature campaign
- 3 Uttarakhand Run for conservation
- 4 Students from Welhams school Dehradun participating in the signature campaign
- 5 Students at a bird watching camp organised by WWF-India at Welhams boys school
- 6 University students participating at a quiz contest conducted by WWF
- 7 Award winning entry at the Garden tourism awards
- 8 Conservation Festival at Rashtriya Military Academy Dehradun
- 9 People signing their support for the signature campaign

Nature Gallery-Spreading the message of conservation

The Nature gallery uses the medium of greeting cards, calendars, diaries and many more aesthetically designed eco-friendly products, sourced from various local communities across India to spread the message of conservation.

The widely acclaimed "Foot Print" calendar was designed using foot prints of endangered Indian wild life, depicted in an ethnic Indian format. The message here was simple and clear-'We need to increase the foot print of our wild life' for the sake of our children of tomorrow. The desk and wall calendar with messages of 'Spread your wings' and 'There is a room at the top for you' were also highly sought after.

Our eco-friendly product range not only helps to spread the message of conservation but also supports sustainable livelihoods of local communities that we source these products from. We have established Self-Help-Groups across the country that develop these environmentally safe products out of screw pine, sisal banana fiber and jute bags. Besides this we also have an extensive range of camping equipment including sleeping bags which are very popular amongst trekking and adventure sports enthusiasts.

WWF-India's, range of T-shirts, Jackets, and sweatshirts are widely popular. Our apparel range has a loyal following amongst wildlife enthusiasts. The use of this medium is being further explored and a new range is to be introduced this year to carry forward our work.



Poster



T-shirts



Diaries



The exclusive footprint calendar



Black & white calendar set



Library and Documentation Centre

Maharaja Fatesingh Rao Gaekwad Library & Documentation Centre was established in 1989 in the WWF-India Secretariat, New Delhi. It was donated by the family of the Late Lt Col Dr Fatehsingh Rao Gaekwad of Vadodara, the Founder Trustee and first President of the Board of Trustees of WWF-India. The centre provides referral services to information seekers within and outside the organisation.

Over the years the centre has emerged as a major information source to various NGOs media professionals, students, research scholars, and members on a multitude of conservation subjects ranging from wildlife conservation and trade, forests, wetlands, oceans & marine systems, flora & fauna, pollution & toxics, climate change, environmental education, environmental law and cases, protected areas, ecology, watershed management and other subjects related to environment. The centre is computerized to a large extent.

Resources

The library has a collection of 13,500 books, reports, proceedings, annual reports, government documents, Acts, guides, directories, atlases and 75 subscribed journals. It also receives over 250 newsletters complimentary basis, 21 major dailies, and has in its collection bound volumes of back issues of journals and newsletters, press clippings and maps, CDs, and student project reports from the 'Centre for Environmental Law'

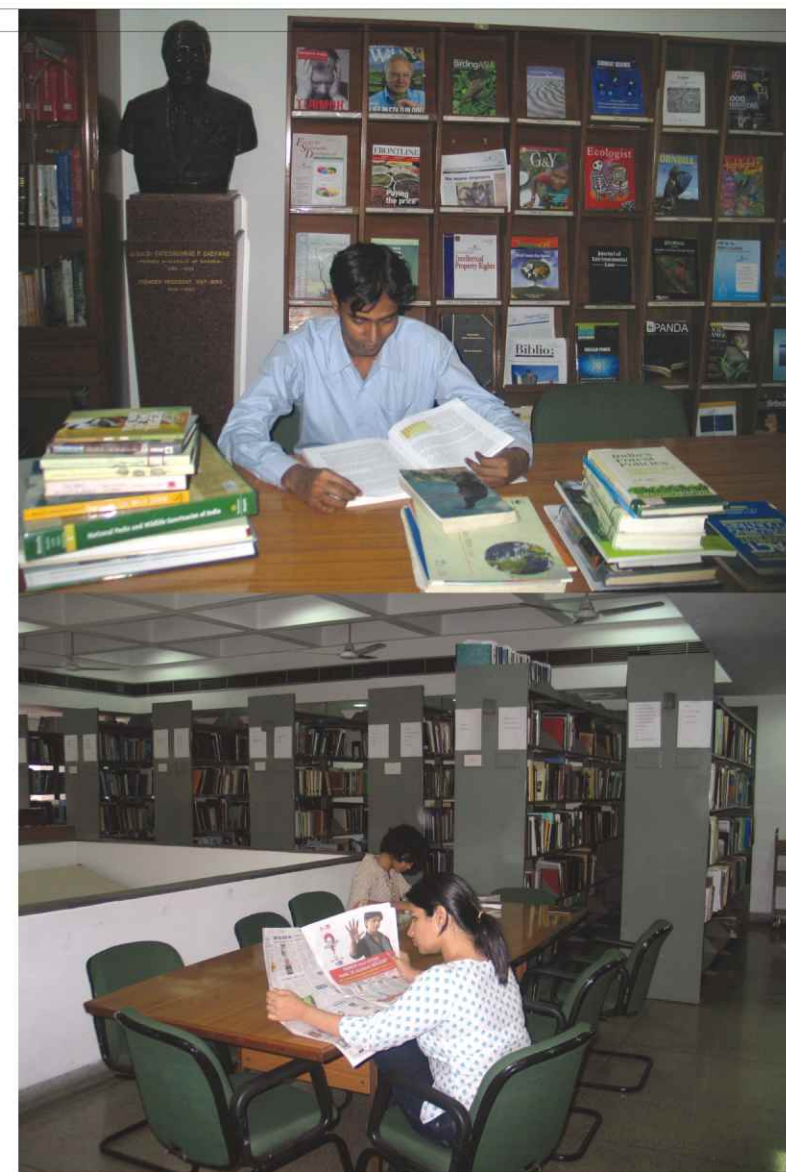
The Centre is trying to create an exclusive section for students and also a collection of publications from international organisations such as IUCN, UNEP, UNDP, and World Bank to provide an information base. There is a separate reference section comprising of encyclopedia, handbooks, year books and other reference material. New books are added on a continuous basis. During the year 2007-08 the centre has added approximately 500 more to its present holdings. The centre has a collection of Survey of India, Forest Survey of India and French Institute topographic sheets/maps.

Services

In addition to the conventional library and information services, the centre provides selective dissemination of information and reprographic services. To meet the information need of the WWF staff and members, the centre publishes an e-newsletter 'Nature News', which is a compilation of environment-related news from the internet. This initiative of the centre has been widely acknowledged and appreciated as it updates the reader on environment-related news.

Database

The Centre has created a database on climate change as a repository of articles, papers, presentations, reports and pictorial representation of climate change, global warming and its impact on life on earth.



Income and Expenditure Figures*

The Year Ended 31st March 2007

Income		Rs.'000s	
Fundraising and Subscription		6,919	
Donations		2,645	
Project Grants		55,341	
Other Income		55,957	
Total Income		120,861	
Expenditure			
Conservation Expenditure on Objects of the Trust		86,114	
Other Expenses/ Operating Costs		34,111	
Total Expenditure		120,225	
Funds and Liabilities		Rs.'000s	
Trusts Funds or Corpus	64,637	Property and Assets	Rs.'000s
Earmarked and Other Funds	27,343	Fixed Assets	13,679
Current & Other Liabilities	113,142	Investments	23,190
		Current & Other Assets	168,253
TOTAL	205,122	TOTAL	205,122

* Audited

Gaumukh, is the snout of the 30 km long Gangotri glacier. It is the source of the Bhagirathi River and is located 18 km further up of the Gangotri temple at an elevation of 4150 masl. For thousands of pilgrims, it is a sacred spot, as it is a major source of freshwater to the Ganga. The changing climate has had an impact on the Gangotri glacier, which is evidenced by the rapid retreat of the Gaumukh. The snout has retreated more than a kilometer in the last century with an average retreat rate of 20-22 m per annum and the trend is continuing. This has become a cause of concern for both the scientific community as well as the common public.

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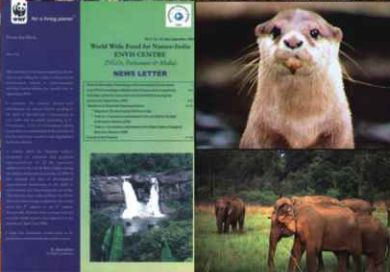
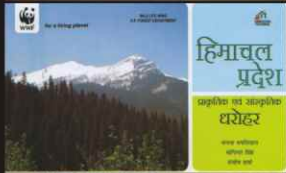
Email communications@wwfindia.net

Khangchendzonga Landscape of India, comprises of almost the whole of Sikkim, Darjeeling and part of Jalpaiguri districts of West Bengal and has habitats ranging from sub-tropical temperate forests to alpine meadow and cold deserts. Iconic animals found here include tiger, elephant, snow leopard, red panda, blood pheasant, black neck crane and many more.

Front Cover Credit-Dipankar Ghose (State director, Khangchendzonga Landscape)



Gaumukh ©-G.Areendran (Director IGCMC & IT)



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

WWF-India's Mission Statement



for a living planet®

WWF-India

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