



WWF

REPORT

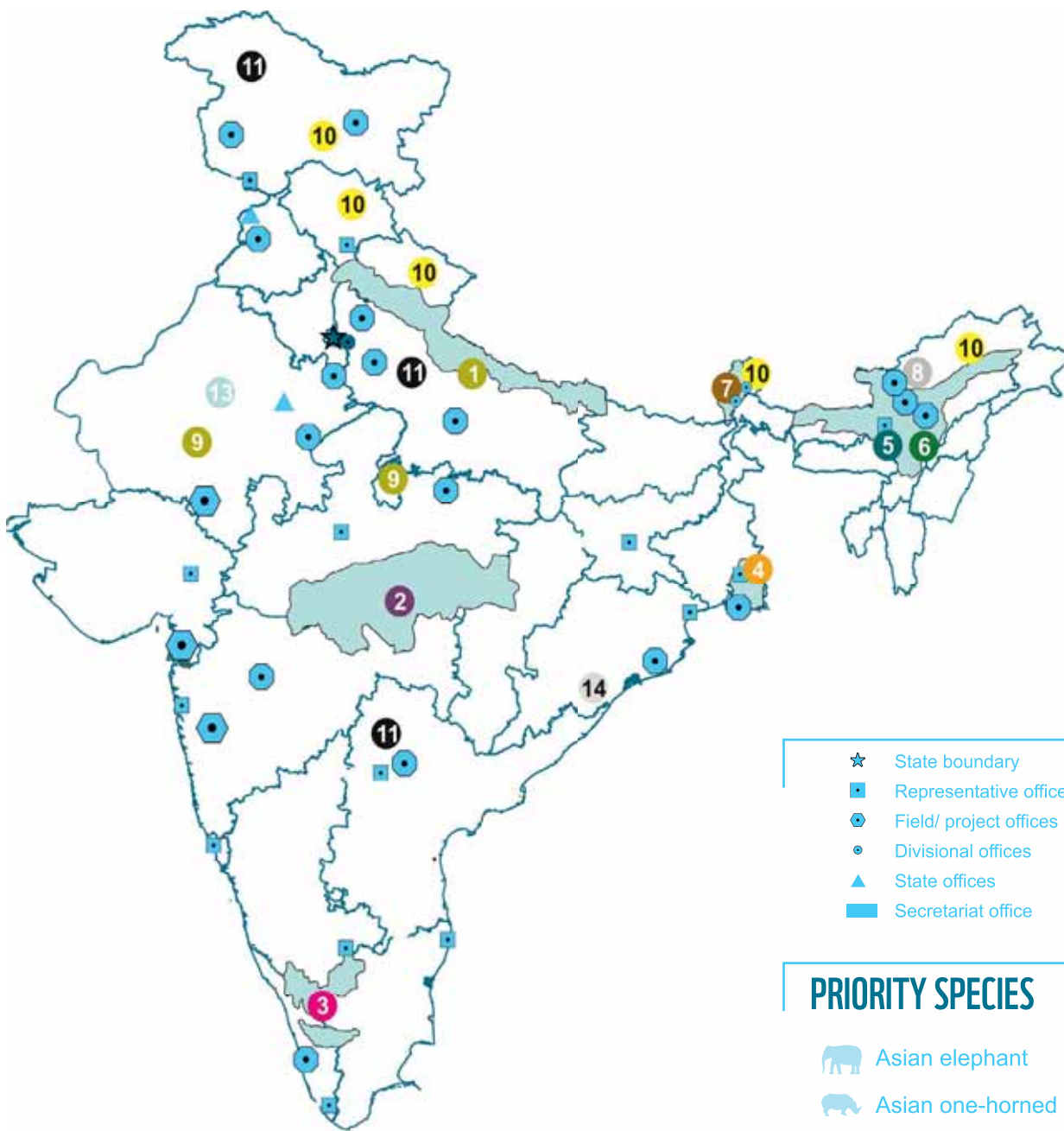
IND



ANNUAL REPORT

2012

WWF-INDIA NETWORK



- ★ State boundary
- Representative offices
- ⬡ Field/ project offices
- Divisional offices
- ▲ State offices
- Secretariat office

PRIORITY SPECIES

- Asian elephant
- Asian one-horned rhino
- Bengal tiger
- Black-necked crane
- Ganges river dolphin
- Gharial
- Nilgiri tahr
- Olive ridley turtle
- Red panda
- Snow leopard
- Smooth-coated otter

PRIORITY AREAS

- 1 Terai Arc landscape
- 2 Satpuda Maikal landscape
- 3 Western Ghats-Nilgiris landscape
- 4 Sunderbans
- 5 North Bank landscape
- 6 Kaziranga-Karbianglong landscape
- 7 Khangchendzonga landscape
- 8 Western Arunachal landscape
- 9 Western India tiger landscape
- 10 High altitude wetlands
- 11 Indus, Ganga and Godavari river basins
- 12 Keoladeo National Park
- 13 Bharatpur
- 14 Rushikulya

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PRESIDENT'S NOTE

Partnerships and strategic alliances have always been valued at WWF. In fact, much of our work has been possible because of such associations, whether it is corporate institutions, the government and its affiliated bodies, or individuals. Therefore, this year, our Annual Report takes a close look at these partnerships and their unstinting allegiance towards conservation and the various related issues that affect our natural world.

I wish the WWF-India team and the organization the very best for its commitment and fervour in trying to ameliorate the country's ever-increasing environmental problems through conscious effort. I also look forward to more such concerned institutions and individuals, in partnering with us, to further our objective.

Divyabhanusinh Chavda
President, WWF-India



FROM THE SG & CEO

The principal concerns that humanity is facing today, whether it is receding levels of water bodies, the depletion of the once abundant tiger population, or decimation of forested areas for subsistence or even the reduction in greenhouse gas emissions, none can be addressed in isolation. It requires the union of like-minded organizations and individuals. This warrants that our partnerships and affiliations be varied and wide-ranging – from government bodies, civil society members including partner NGOs, individuals to corporate organizations. The Annual Report 2012 looks at WWF-India's partnerships and strategic alliances to disseminate the message of conservation to a wider audience.

WWF-India works very closely with the government and its various concerned ministries across its wide range of programmes. One such major partnership in 2012 was the trans-boundary conservation initiative, with WWF-India engaging with the governments of Nepal, Bangladesh and Bhutan in a first-of-its-kind tiger estimation exercise. WWF-India has also been working consistently with corporates like Canara HSBC Oriental Bank of Commerce Life Insurance and Nokia, among many others and has received support for various events and on-ground initiatives. Globally, and in India, WWF also works with corporates to help them adopt sustainable practices through the Market Transformation Initiative (MTI) and other similar programmes.

We also recognize the need to engage with students and help them become the forerunners of change. WWF-India engages with schools, colleges and universities to conduct events on conservation, help them integrate environmental issues in their curriculum through models like the Education for Sustainable Development, and inculcate in them the awareness and sense of responsibility towards the planet. Several social media outreach initiatives, events and campaigns have also received immense public support over the last few years and have given individuals platforms to engage with us and take forward the mandate of environmental conservation in their own personal capacity.

The way forward is to look out for more partnerships and alliances such as these so that we can preserve the bounty our natural world has to offer.

Ravi Singh
SG & CEO, WWF-India

BUILDING A LIVING PLANET, TOGETHER

Our Mission

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- Conserving the world's biological diversity
- Ensuring that the use of renewable natural resources is sustainable
- Promoting the reduction of pollution and wasteful consumption

In its mission to take forward the agenda of environmental protection, WWF-India works with a varied group of stakeholders across different sections of society. Each of these partnerships, strives to address the common goal of conserving biodiversity, sustainably using natural resources and maintaining ecosystems and ecosystem services for the survival of wildlife and people depending on them.

India faces multiple challenges in trying to promote economic development without irreversibly eroding its natural capital. Conflicts between conservation and development objectives play out daily all across the country. In this scenario, it is important for like-minded institutions and organizations to work together towards conservation and sustainable development objectives. WWF-India recognizes that greater impacts and outreach can be achieved by working with partners and has, over the years, forged partnerships with many groups, institutions and organizations ranging from local communities to the government, and from businesses to schools.

This year's Annual Report highlights the work and outcomes of some of WWF-India's key partnerships. We thank all our partners and look forward to working with them in the years to come.







PARTNERSHIPS WITH COMMUNITIES

India is home to over a billion people, of which approximately 300 million are dependent on natural resources especially Non-Timber Forest Produce (NTFP) including bamboo, grasses, fruits, and medicinal plants for their subsistence and livelihoods. WWF-India engages with communities across all the landscapes it works in to establish approaches and models that demonstrate linkages between sustainable livelihoods, decentralized and effective local governance, energy access and improved income generation opportunities and conservation management.



SUPPORTING COMMUNITY-BASED RESOURCE MANAGEMENT

IF ACCORDED COMMUNITY RIGHTS UNDER THE FOREST RIGHTS ACT, IT WILL GIVE THE KADARS TENURIAL SECURITY OVER THE RESOURCE USE AREA, ENABLE THEM TO MANAGE, PROTECT AND CONSERVE THE AREA AND RESTRICT OUTSIDERS FROM COLLECTING RESOURCES FROM THE AREA.

WWF-India has been working closely with members of the Kadar community in the Vazhachal Forest Division of Kerala. In consultation with the Kadars, community-based organizations, district administration and the Kerala Forest Department, WWF-India has helped them develop livelihoods, manage their resources sustainably and built their capacity for biodiversity conservation in the area. The sustained involvement of WWF-India in working with the Kadars to conduct activities, including biodiversity surveys, mapping of resource use areas, assessing impacts on biodiversity, and helping set up value addition units, has enabled Kadar members from eight settlements to apply for community rights under the Forest Rights Act, 2006.



© Vishaish Uppal/ WWF-India

Kadar community members discussing the importance of various locations within the Protected Area from the perspective of livelihood and energy security.



ENABLING CLEAN ENERGY ACCESS

In many of the areas where WWF-India works, energy access is a challenge. In such situations, we work with communities to jointly develop appropriate sustainable energy solutions with the potential to improve health, education and livelihoods, as well as have conservation co-benefits.

In 2012 WWF-India set up a solar power project to enhance community access to clean, reliable, efficient and cheap energy for household lighting in Tipligheri village in the Sunderbans with support from ABB. A decentralized community-owned and managed solar photovoltaic charging station was set up in the village. Energy access kits were also provided to 70 households and shops in the village that have enrolled for the project till now. In an effort to fulfill the dual objective of providing energy access and capacity-building, technical training was also imparted to the Adibasi Gokul Chandra Bidyut Committee, a women's group of the tribal hamlet, which now handles the operation and maintenance of the charging station.

Impact and expected changes at various levels:

- This initiative will help with capacity-building of the community-based organization to manage and operate an off-grid, clean energy infrastructure
- Providing options to use energy services for local entrepreneurship development and facilitate income generation
- Reducing human-wildlife conflict due to reduced need to collect fuel wood from the forest



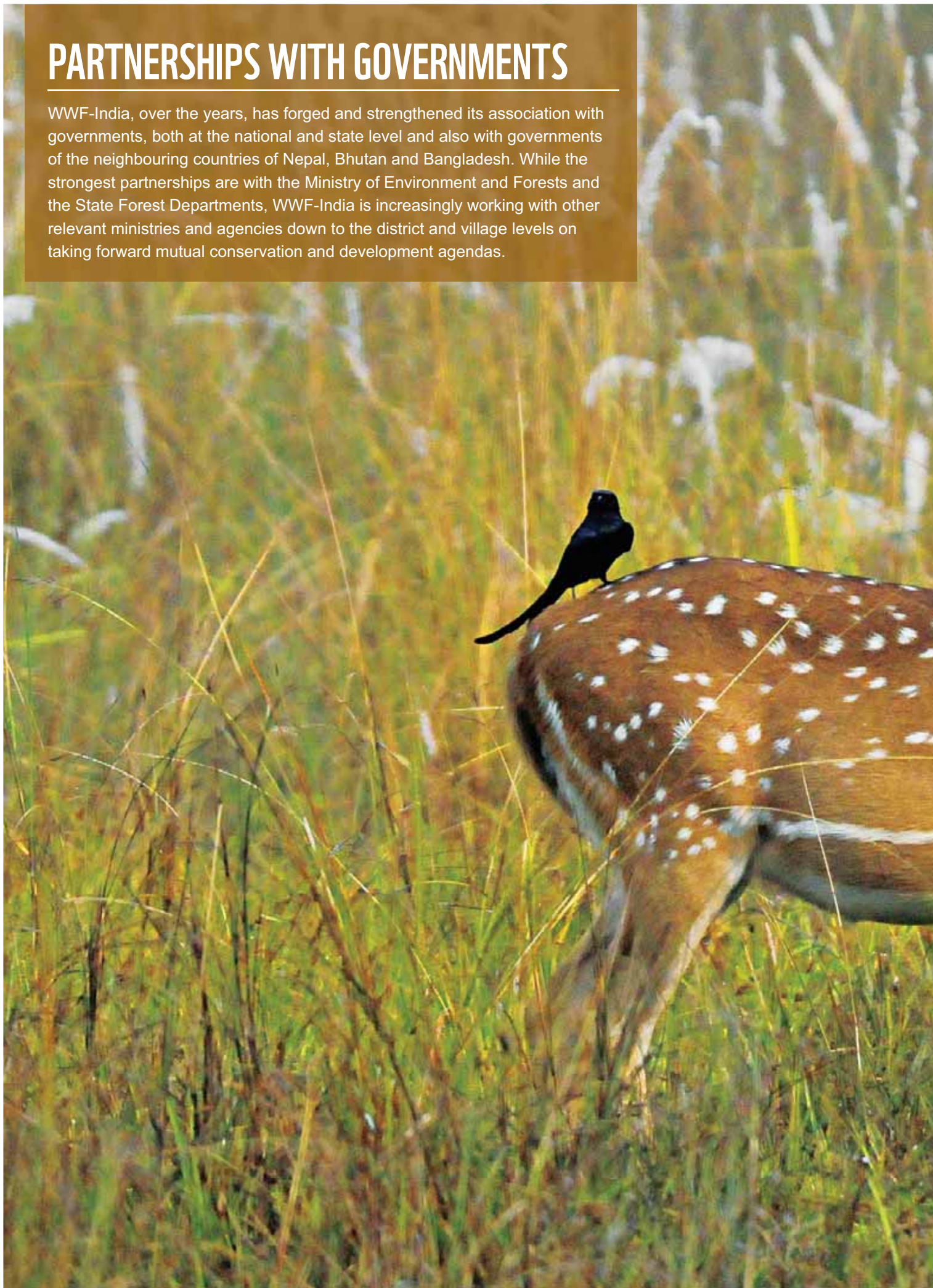
© Chiranjib Chakraborty

The Sunderbans in India is an energy deficient region and many villages as well as islands are yet to be connected to the conventional power grid.



PARTNERSHIPS WITH GOVERNMENTS

WWF-India, over the years, has forged and strengthened its association with governments, both at the national and state level and also with governments of the neighbouring countries of Nepal, Bhutan and Bangladesh. While the strongest partnerships are with the Ministry of Environment and Forests and the State Forest Departments, WWF-India is increasingly working with other relevant ministries and agencies down to the district and village levels on taking forward mutual conservation and development agendas.





CONSERVATION ACROSS BORDERS

Some of India's key Protected Areas (PAs) and forests are contiguous with PAs and forests of Nepal, Bhutan and Bangladesh. Trans-boundary cooperation between the governments of these countries is therefore important for the conservation of these landscapes.

North Bank Landscape (NBL): The Trans-boundary Manas Conservation Area (TraMCA) within the North Bank Landscape is an important area for trans-border biodiversity conservation across India and Bhutan. The governments of Bhutan and India, supported by WWF in both countries and other organizations undertook the first Manas-wide survey for tigers. The survey highlighted the critical importance of the region with eight different felid (cat) species being recorded from Manas.

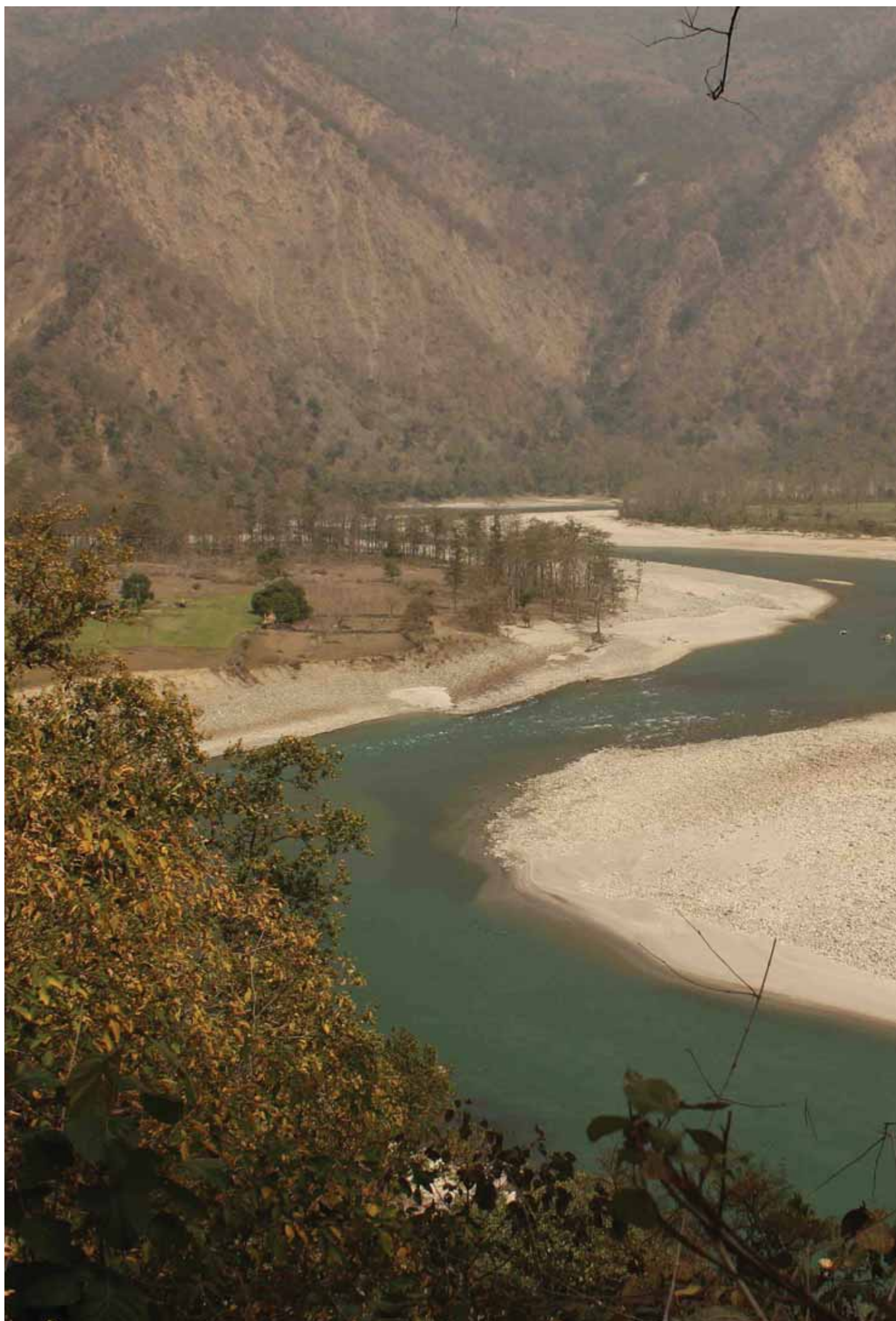
Terai Arc Landscape (TAL): Spread over about 49,500 km², the Terai Arc Landscape covers a complex network of Protected Areas, forest divisions and human habitations in India and Nepal. The key challenge in this landscape is retaining connectivity between forests to enable movement and dispersal of key wildlife species. To ensure this, the governments of India and Nepal have put in place a framework of co-operation on information sharing, joint monitoring of common corridors for tigers and joint patrolling in forests along the border. Regular transboundary meetings between the government agencies of the two countries were also held. WWF has been a key partner in this process in both Nepal and India. The TAL-wide survey for tigers, the first joint survey of its kind across this landscape, was also recently announced by both governments, with support from WWF in both countries. WWF is also facilitating stronger coordination between local communities of the two countries in sharing technologies such as fuel-efficient stoves and biogas.

Khangchendzonga Landscape (KCL): While home to a wide variety of endemic and threatened species, the Khangchendzonga Landscape is under pressure from developmental projects, unrestricted grazing and mass tourism. A 10-point agreement was signed by the governments of Sikkim (India) and Nepal under which joint monitoring of the Indo-Nepal border was undertaken to ascertain pressures on the forests in both countries. The results of the joint monitoring will be presented to the two governments to take necessary corrective action.

Sunderbans: The Sunderbans, a cluster of low-lying islands in the Bay of Bengal is famous for its unique mangrove forests and is home to many rare and threatened species. Facilitating increased cooperation between India and Bangladesh across the Sunderbans, WWF-India, in partnership with the West Bengal Forest Department, recently undertook a tiger monitoring exercise in the 24 Parganas forest area outside the Sunderbans National Park. The results of the survey were published in a report and released at a trans-boundary meeting between the two governments. Going forward, plans are underway to enhance transboundary collaboration with partners from both the countries for tiger monitoring and conservation.

20+

TIGERS WERE IDENTIFIED THROUGH CAMERA TRAPS IN THE 24 PARGANAS FOREST AREA OUTSIDE THE SUNDERBANS NATIONAL PARK, INCLUDING THE PRESENCE OF MELANISTIC LEOPARD CATS, NEVER RECORDED BEFORE FROM THIS AREA.



CURBING ILLEGAL WILDLIFE TRADE

Over the years, illegal wildlife trade has emerged as a form of organized transnational crime that threatens the existence of many wild species across the globe. In India, the illegal trade involves diverse products including mongoose hair, snake skins, rhino horn, tiger and leopard body parts, elephant tusks, deer antlers, shahtoosh shawls, marine shells and many species of birds. A large part of this trade is meant for the international market and while there is limited direct demand in India, the country serves as a source for many of these products.

The Indo-Nepal border is highly porous, allowing illegal wildlife traders the opportunity to smuggle wildlife products across the border. Security forces operating at checkpoints along the border, therefore, have a vital role as the first entry and last exit points to control smuggling activities. TRAFFIC India, a wildlife trade monitoring network and an alliance of WWF and IUCN, collaborated with the Sashastra Seema Bal (SSB) in 2012 to help SSB officials in controlling illegal wildlife trafficking across the 1751km Indo-Nepal border and a stretch of the Indo-Bhutan border. Conducting specialized trainings to equip SSB officials with knowledge and skills to fight wildlife crime and trade, the trainings helped the SSB understand crucial issues like domestic and international trends in illegal wildlife trade better and to use tools and techniques to fight the crime more effectively.

1800

SPECIES OF WILD ANIMALS, PLANTS AND THEIR DERIVATIVES ARE PROHIBITED FOR TRADE IN INDIA UNDER THE WILDLIFE (PROTECTION) ACT, 1972.



© Samir Sinha

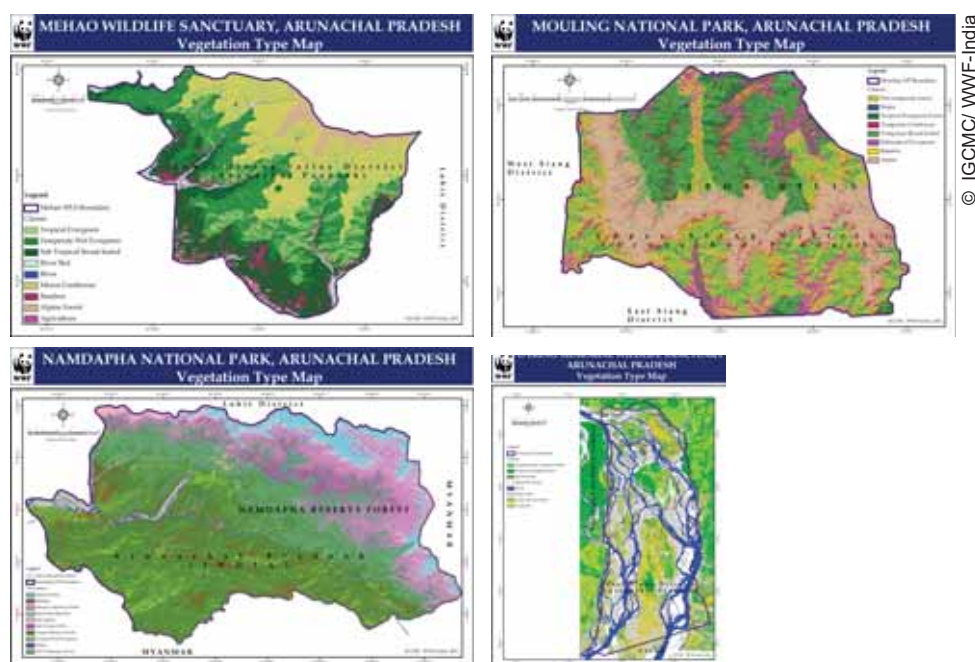
TRAFFIC regularly conducts specialized training workshops for wildlife officials in India and across the borders in order to strengthen wildlife law enforcement and to mitigate illegal wildlife trade.



GEO-SPATIAL MAPPING FOR CONSERVATION

WWF-India works with the ENVIS (Environmental Information System) of the Ministry of Environment and Forests, Government of India to collect, manage and disseminate relevant data and knowledge through appropriate technical, analytical and networking services.

A region extremely rich in biodiversity and yet where distribution of biodiversity is relatively understudied, is the state of Arunachal Pradesh. In 2012, ENVIS undertook the study and development of a spatial database for four selected PAs of Arunachal Pradesh – Namdapha National Park, Mouling National Park, Mehao Wildlife Sanctuary and D'Ering Wildlife Sanctuary. The distributional patterns mapped will provide a comprehensive picture of the distribution of biodiversity in these PAs and subsequently will be useful to forest officials in devising effective management plans for the conservation of these PAs. As part of the research project, training on basic GIS and GPS surveys was also imparted to forest officials of the concerned PAs.



Distribution patterns mapped will provide a comprehensive picture of the distribution of biodiversity in PAs.



PARTNERSHIPS WITH NGOs & CBOs

WWF-India works with a wide range of NGO partners at various levels – international, national and local. Since NGOs have their own strengths, mandate and focus, building synergies to leverage these individual strengths of NGO partners can significantly enhance collective impacts and outcomes of conservation and sustainable development efforts. Building capacity of grassroots NGOs and CBOs is also an important strategy as ultimately, it is these organizations which will bring about lasting change at the local level.





RESTORING RIVER BIODIVERSITY

The Environment Agency Thames Region (EA) and the Thames Rivers Restoration Trust (TRRT) have been working towards biodiversity conservation in the Thames River, UK. In 2011, these two agencies entered into a two-year twinning partnership with WWF-India and the PEACE Institute Charitable Trust to replicate and develop a standard river restoration technique for the Ganga and its largest tributary, the Yamuna.

The partnership is built on WWF-India's strengths in biodiversity conservation and the PEACE Institute's strong grassroots networks, civil society engagement, advocacy and public participation in river restoration. WWF-India's activities under this initiative included reintroducing the gharial in the Hastinapur Sanctuary and initiating a turtle conservation programme. A study on the conservation assessment of aquatic biodiversity in the Yamuna, recording and documentation of the faunal diversity, species habitat occupancy and threats to riparian habitat were also conducted as a part of the partnership programme. WWF-India also conducted a study to understand the dependency of riparian communities on natural riverine resources.

WWF-India and the PEACE Institute also had the opportunity to visit the Thames river basin, which provided the organizations a first-hand perspective of river and water management in the UK and enabled them to understand and adopt some of the best practices in the Ganges basin. The twinning partnership programme has helped all the organizations involved overcome geographic boundaries and adopt water management strategies to deliver results for freshwater biodiversity conservation.



WWF-India, the PEACE Institute Charitable Trust and the Thames Rivers Restoration Trust launch the Thames and Ganges Twinning Programme.

© WWF-India



CONSERVING COMMUNITY FORESTS

The state of Arunachal Pradesh lies within the Eastern Himalayan global biodiversity hotspot. The forests in the state, mostly owned by indigenous communities, are increasingly facing new threats from developmental and infrastructure pressures, increasing in-migration of settlers, changing aspirations of local communities and the consequent erosion of traditional resource management systems.

Thembang, inhabited by the Monpa community, is one of the oldest villages in the West Kameng district of Arunachal Pradesh. Recognizing the urgent need to conserve some of the threatened forest areas, the local communities in the region partnered with WWF-India to explore possible collaborative ways of conserving the resources under their jurisdiction. This gave rise to the idea of setting aside a part of the community owned forests as a Community Conserved Area (CCA). The Thembang Bapu Community Conserved Area Management Committee (TBCCAMC), was constituted by the villagers of Thembang to manage this CCA, with support from WWF-India in 2004. It was subsequently registered as a society in 2006.

WWF-India has been working with the TBCCAMC since its inception to build their capacity in managing the CCA, which includes developing a participatory CCA management plan, setting up a community-based tourism enterprise, and initiating alternative income generation activities. WWF-India also helped the TBCCAMC develop a comprehensive benefit sharing model whereby 10-20 per cent of the income earned through community-based tourism or other activities is retained in the TBCCAMC corpus. This fund helps support community conservation activities including monitoring, training and other CCA management related tasks.

The strengthened TBCCAMC, with help from WWF-India, submitted a proposal to carry forward their work independently to the Department of Science and Technology, Government of India. This three-year grant was approved in 2012 and is a landmark achievement for the community-based institution to now become sustainable and set a model for other CCA management committees in the region that WWF-India is working with.



© Pijush Datta

A meeting of the Thembang Bapu Community Conserved Area Management Committee.



PARTNERSHIPS WITH BUSINESS AND INDUSTRY

Recognizing the important role that Business & Industry (B&I) can play in reducing the ecological footprint of their own operations as well as influencing others, WWF-India has been increasingly engaging with Indian and international companies to influence them towards more sustainable practices. WWF-India's partnerships with B&I encompasses several sectors and works towards reducing their energy, water and biodiversity footprint.





CLIMATE INNOVATIONS

Climate change poses a great challenge for India as its economy is closely dependent on its natural resource base and climate-sensitive sectors like agriculture. WWF-India works to address the impacts of climate change through a number of different approaches, including engaging with industry.

The Climate Solver initiative, a climate innovation platform, has been developed by WWF to recognize top climate innovations by companies in key countries. Bringing together various organizations on a single platform, the initiative aims to strengthen the development and widespread use of low carbon technologies and allows for the diffusion of these technologies across a large platform.

In India, Climate Solver is partnering with organizations, investors, incubators, business networks, and industry associations to help highlight companies that are developing climate innovation solutions and promoting energy access and reduction in carbon emissions. Identifying selected companies as climate innovation leaders, the platform provides opportunities for companies to network and attract support from potential partners, improve market demand for innovative technologies, and enhance outreach.

Climate Solver partners in India

- Confederation of Indian Industry (CII)
- New Ventures India
- Centre for Innovation, Incubation and Entrepreneurship (IIM Ahmedabad)
- SkyQuest Technology Consulting Pvt. Ltd.
- National Innovation Foundation
- Technology Development Board (Department of Science and Technology, Government of India)



© WWF-India

Gram Power (India) Pvt. Ltd. receiving the Climate Solver 2012 award for their Smart Microgrid innovation.



TRANSFORMING BUSINESSES

We now consume at a rate 50 per cent faster than what the Earth can sustain. Our ecological footprint has doubled in the last 40 years and is on course to double again in the next 40. WWF recognizes that businesses have a shared responsibility in managing natural resources and will need to play an important role in addressing the growing ecological challenges we face today.

WWF's Market Transformation Initiative is a global initiative to address the adverse impacts of markets on critical and significant ecosystems. WWF partners with businesses across several thematic areas, such as climate change, forestry, agriculture, fisheries, water and sustainable finance to reduce their environmental impact and develop social standards to transform markets towards sustainable production and consumption. WWF-India engages with companies, their supply chains, and financial institutions to change the way key global commodities are produced, consumed and financed.

Partnership for Sustainable Cotton

Cotton consumes almost 50 per cent of all pesticides used in India. WWF has been working with farmers on better management practices to reduce the water footprint, including pesticides and fertilizer usage of cotton cultivation. This has helped over 30,000 farmers in Andhra Pradesh, Maharashtra and Punjab to meet the requirements of international schemes like the Better Cotton Initiative (BCI) and also the demands of global retailers, such as IKEA, M&S and H&M among others, that are increasingly making commitments to source BCI cotton.

IKEA and WWF work on various projects in Pakistan and India to introduce and advance Better Management Practices to cultivate cotton in a more environment-friendly and healthy way. In 2012, WWF-India initiated a study to understand high footprint areas for cotton production in India, which will now help IKEA in its environmental risk mitigation and footprint reduction strategy. In addition, WWF-India also worked with IKEA to scale up the initiative by exploring the establishment of institutional frameworks like a "Knowledge Centre" that will focus on the dissemination of the approaches, innovations and technologies developed so far. This will considerably enhance the aim of creating a sustainable cotton production and the consumption system by engaging with the entire cotton supply chain, from growers to intermediaries and finally retailers.

WWF-India works across some of the following commodities to promote sustainable production and consumption:

- Palm oil through the Round Table on Sustainable Palm Oil
- Timber, pulp and paper through the Forest Stewardship Council
- Cotton through the Better Cotton Initiative
- Sugarcane through Bonsucro Standard
- Tuna and shrimp through the Marine Stewardship Council and Aquaculture Stewardship Council

Timber, Pulp and Paper



Cotton



Palm Oil



Sugarcane



Fisheries



A scenic view of a river flowing through a rocky landscape. The river is in the foreground, with water splashing over dark, wet rocks. The middle ground shows a wide, rocky riverbed with many large, smooth boulders. In the background, a steep, forested hill rises, covered in dense green and brown trees. The sky is a clear, pale blue.

INSTITUTIONAL PARTNERSHIPS

Research, academic and policy institutions play a key role in building our understanding on the underlying issues and processes that affect conservation practice. WWF-India works closely with a range of such institutions to translate academic research and policy into conservation action.



SAVING THE LIFELINES OF INDIA

Covering roughly 30 per cent of India's land area, the river Ganges is home to 500 million people and hundreds of fish species. However, the river is also highly polluted and over-exploited. Huge volumes of water are used for irrigation and untreated sewage and toxic effluents are dumped into it routinely, while issues of unsustainable hydropower continue to be a major threat, with new developments affecting the flows, connectivity and the health of the river.

The Rivers for Life, Life for Rivers initiative, undertaken by WWF-India under the HSBC Water Programme focuses on issues of sustainable water management, urban and industrial water footprint and stewardship, climate change adaptation and habitat and biodiversity conservation across the basins of the Ganga and the Ramganga, a key tributary of the Ganga.

During 2012-13, the 'E-Flows for a Healthy, Living Ganga' initiative brought together key stakeholders, technical and research institutes, NGOs and representatives from socio-cultural groups to conduct a scientific assessment of environmental flows during the Kumbh Mela 2013 and build consensus on the release of water in the Ganga for ecological purposes.

Environmental flows assessment is a multi-disciplinary exercise and it involves both social as well as scientific processes. WWF-India convened a multi-disciplinary institutional partnership for this assessment. Each of these partners brought a specific strength to the team. The People's Science Institute (PSI), a Dehradun-based NGO, anchored the socio-cultural assessments which determined the aspirations of the spiritual leaders, pilgrims and socio-cultural visitors. The Indian Institute of Technology, Kanpur (IIT-K) coordinated the studies related to hydraulics, fluvial geomorphology and hydrology, while the Central Inland Fisheries Research Institute (CIFRI), Allahabad provided vital inputs on aquatic biodiversity and their flow requirements. Several individual experts including two former Chairmen of the Central Pollution Control Board also were a part of the team.

E-FLOWS ARE DEFINED AS THE FLOWS REQUIRED FOR THE MAINTENANCE OF THE ECOLOGICAL INTEGRITY OF RIVERS, THEIR ASSOCIATED ECOSYSTEMS, AND THE GOODS AND SERVICES PROVIDED BY THEM.



© Nitin Kaushal/WWF-India

Cross Section Surveys being carried out at Allahabad for Environmental Flows assessment during Kumbh 2013.



STRENGTHENING THE LEGAL PERSPECTIVE

In the national context, the role of environmental law in fostering sustainable development is significant. India has enacted some landmark environmental and social legislations that have an impact on conservation, equity and sustainable development. However, understanding about these laws is still limited and WWF-India's Centre for Environmental Law (CEL) has been playing a key role in building awareness on environmental legislation and making them available to a large audience.

CEL partnered with National Law University, Delhi to offer courses in various facets of environmental law for both students of law, social sciences and natural science as well as professionals working in the field of environment. In a joint initiative in 2012, CEL and NLUD launched a one-year 'PG Diploma in Tourism and Environmental Law', designed to provide an in-depth knowledge and understanding of the existing issues of tourism, with special focus on socio-cultural, legal and policy issues. The curriculum, specially designed by CEL also encourages socially relevant legal research in the field.



© WWF-India

Signing of MoU between National Law University, Delhi and Centre for Environmental Law, WWF-India.





ENVIRONMENT EDUCATION

Acknowledging that the power of conservation rests with future generations as well as ours, WWF-India also works with educational institutions to not only impart a knowledge of conservation issues, but to inculcate a deep responsibility towards their resolution.



EDUCATION FOR SUSTAINABLE DEVELOPMENT

THE EDUCATION
FOR SUSTAINABLE
DEVELOPMENT
APPROACH BELIEVES
THAT EDUCATION IS
THE PRIMARY AGENT
OF TRANSFORMATION
TOWARDS SUSTAINABLE
DEVELOPMENT,
INCREASING PEOPLE'S
CAPACITIES TO
TRANSFORM THEIR
VISIONS FOR SOCIETY
INTO REALITY.

India is full of natural resources, vibrant cultures and great possibilities for growth and development. Yet it faces vast challenges from depleting natural resources, poverty and overpopulation. It is also a young nation with 50 per cent of its population below 25 years of age. If these challenges are to be turned into opportunities, schools and communities have important roles to play.

The period 2005-14 has been earmarked by the UN as a decade that focuses on Education for Sustainable Development (ESD). With the reorientation of formal, non-formal and informal education towards ESD, students and participants can be empowered with knowledge, opportunities and motivation to take a stand, make informed decisions and act towards a more desirable future for their own lives and their societies. Taking this thought forward, the ESD programme undertaken by WWF-India looks at capacity building across key educational bodies responsible for curriculum development and teacher training in schools in India. The approach seeks to connect life and learning, promote participatory learning and replace rote learning with creative and critical thinking, with emphasis on building democratic competence.

Delivered through a training of the master trainer model, the programme aims to ensure that the ESD approach to learning cascades into the larger educational system. Twelve model ESD schools, four each in the states of Assam and West Bengal and two each in Chhattisgarh and Madhya Pradesh are being mentored by WWF-India to demonstrate the ESD approach on the ground.

Partnering to take ESD forward

- National Council of Education Research and Training (NCERT)
- Central Board of Secondary Education (CBSE)
- State Councils of Education Research and Training (SCERT) of Assam, Chhattisgarh, West Bengal and Madhya Pradesh
- More than 120 District Institutes of Education and Training (DIET) in Assam, Chhattisgarh, Madhya Pradesh, West Bengal and Karnataka
- Teacher training colleges in Kerala





- 
- A large number of sea turtles, likely Olive Ridleys, are resting on a sandy beach. They are scattered across the foreground and middle ground, some on the sand and others partially in the shallow water. The turtles have dark, patterned shells and lighter-colored heads and flippers. The beach is wide and sandy, with gentle waves lapping at the shore in the background. The sky is overcast.
- STATE INITIATIVES
 - SUPPORT FROM INDIVIDUALS
 - CAMPAIGNS AND EVENTS
 - PUBLICATIONS
 - FINANCIALS

OLIVE RIDLEY CONSERVATION IN RUSHIKULYA

The mass nesting of olive ridley turtles occurs in two places in Odisha – the Rushikulya river mouth and at Gahirmatha. While Gahirmatha, being part of a sanctuary and an island, requires few additional conservation measures, the Rushikulya rookery lies along three fishing villages.

In an effort to involve the community in the conservation of turtles, WWF-India initiated discussions with local fishermen and recruited a number of young members to participate in turtle protection activities during the incubation period - patrolling the rookery, installing fencing for protection, rescue and release of disoriented hatchlings and ensuring safe passage to the hatchlings. As a result of continued involvement in conservation activity, the local community now plays a major part in the successful mass nesting of olive ridley turtles in this area.

Community actions for turtle conservation

- During 'mass nesting' days, fishing is avoided during the evenings when turtles start arriving to nest
- Nets are bundled atop parked boats instead of lying scattered on the beach
- Walking over the rookery is avoided on days just before hatching, so as not to damage eggs or crush hatchlings
- Fishing is avoided during the nights of hatchling emergence
- Local fisherfolk aid in guiding disoriented hatchlings



Hatchlings on the Rushikulya beach.

© Michael Peter/ WWF-India

WATER FOR WILDLIFE

The initiative by WWF-India to supply water to wildlife and the local indigenous Chenchu tribals in Nagarjunasagar Srisailem Tiger Reserve (NSTR), with the help of a solar powered deep well pumping system drew nation-wide attention in September 2011. Since then, seeing the success and immense potential of this innovative, clean and renewable energy source for water, the Forest Department of Andhra Pradesh requested WWF-India for more such installations. Financially supported by corporates and the government, in 2012, additional systems were installed in Pecheruvu, Naramamidi Cheruvu and Damerla Kunta in the Atmakur Wildlife Management Division, in Gundla Brahmeswaram Wildlife Sanctuary and four ranges of the newly designated Kawal Tiger Reserve and Wildlife Sanctuary.



© P S M Srinivas/ WWF-India

The solar powered deep well pumping system has made drinking water available to wildlife in the tiger reserves.

HARNESSING WATER ENERGY

THESE ECO-FRIENDLY
WATERMILLS CAN NOW
EASILY GENERATE UPTO 5
KW WHICH IS ADEQUATE
FOR THE NEEDS OF A
FEW HOUSEHOLDS IN THE
VILLAGE.

Watermills have traditionally been used for grinding purposes, particularly in the hills, but have fallen out of use due to the availability of advanced machinery. Recognizing the potential of these watermills, WWF-India brought together individuals, NGOs and agencies in a two-year project entitled 'Energy conservation through upgradation and modernization of watermills: a community approach to sustainable action', supported by the UNDP/GEF Small Grants Programme. Using enhanced eco-friendly and cost effective technology provided by the Himalayan Environmental Studies and Conservation Organization (HESCO) and Energy Park, Dehradun, watermills were upgraded in the Rakchham village in Kinnaur District. The site selection and the implantation were done in consultation with HIMURJA, the state nodal agency for renewable sources and Village Energy Committees were constituted to implement the project.

The upgraded watermills are now used as commercial unit for grinding. Not only does the owner of the watermill benefit economically, but the local community is also provided with electricity, especially during the winter when electricity supply is affected due to heavy snow. These watermills can also be used to supplement hydel power generation in the state.



© Shalinder Chauhan

Village Panchayat participation in the project.

PHILANTHROPY IN CONSERVATION

The Indian Philanthropy Report, 2011, published by Bain & Company highlighted a significant trend of wealthy individuals giving more to development and charitable causes over the last few years. Compared to other developing nations, such as China and Brazil, India has emerged as one of the leaders in charitable giving, and the trend shows that individual giving will only grow significantly in the years ahead.

The Major Gifts division of WWF-India started in late 2011. Reaching out to individuals across the country, WWF-India has built a partnership with prominent people, encouraging them to get involved in the cause of conservation and engage with the organization to further its initiatives in the area. With a positive response from people willing to step in and support our work, the Major Gifts team now has supporters not only from Chennai, Hyderabad, Mumbai and Delhi, but also from Europe. Engaging beyond just monetary contributions, our supporters have also shown keen interest in, and visited WWF-India project sites to not only see the majestic tiger but also understand our work with communities living on the fringes of the forestland and the alternative livelihoods that WWF-India helps them engage in.



© WWF-KLP/ Basant Kr Sharma

Red panda conservation is supported by contributions to the Major Gifts division.

EARTH HOUR



Earth Hour, marking the fourth year of its journey in India this year, reached out to more than 150 cities across the country. Over the years, the campaign has gained momentum due to the support of committed partners - individuals, organizations, institutions, communities and governments.

Local governments, state and city officials have played an instrumental role in encouraging its citizens to participate in Earth Hour. As in previous years, the Government of Delhi ran an effective public campaign, bringing together key stakeholders, reaching out to schools, and switching off lights of iconic monuments like the India Gate. The Kanpur Nagar Nigam ensured Earth Hour activities in Kanpur were outstanding and over 1000 people gathered in support of Earth Hour at a musical extravaganza organized on the banks of the Ganga at Sarsariya Ghat. The government of Karnataka ensured that the Mysore Palace reduced its public illumination on weekends from 15 to 5 minutes for Earth Hour, and also organized a public event for the occasion.

CANARA HSBC ORIENTAL
BANK OF COMMERCE LIFE
INSURANCE PARTNERED
WITH WWF-INDIA FOR THE
THIRD YEAR IN A ROW TO
ORGANIZE THE EARTH HOUR
CYCLOTHON.

The corporate sector too extended its support for Earth Hour. Infosys, apart from encouraging employee participation, through its environmentally sustainable unit, partnered with WWF-India to organize the Earth Hour event on the grounds of Mysore Palace. The ING Vysya Bank ensured mass outreach in the city of Bengaluru, putting up hoardings in public places and organizing public events.

The campaign also shared a part of its success with individuals who work as partners to encourage others to join the movement. A couple in Guna, Madhya Pradesh and an individual from Etawah, Uttar Pradesh brought on board their municipal corporations, local media, small businesses, households and schools to participate in Earth Hour 2012. The campaign was endorsed by six well-known public figures, each of whom lent their name to the cause, encouraging fans and followers to participate.

THE CHIEF MINISTERS
OF HIMACHAL PRADESH,
MADHYA PRADESH, ASSAM,
JAMMU AND KASHMIR,
RAJASTHAN AND KERALA,
MADE PUBLIC APPEALS
WHILE MANY OTHERS
ENSURED THAT LIGHTS
AT THEIR RESIDENCES,
IMPORTANT GOVERNMENT
AND LANDMARK BUILDINGS,
INCLUDING MONUMENTS
WERE SWITCHED OFF.



Mysore Palace switched off lights in support of Earth Hour. The Palace before and during Earth Hour 2013.

© WWF-India

CARDS 4 TIGERS

Cards 4 Tigers was a global campaign launched by WWF to raise awareness about the life of forest guards, and encourage appreciation towards their work for tiger conservation.

WWF-India partnered with the State Forest Departments of Uttar Pradesh, Tamil Nadu, West Bengal, Arunachal Pradesh, and Madhya Pradesh to profile the lives of some of the most committed forest guards of the country, and to bring their stories to the surface. Individuals were encouraged to show their appreciation for the work by sending forest guards a postcard with a personal message. WWF-India also partnered with the Global Arts Academy to use postcards designed by their students to depict the message of the campaign. As the movement grew, postcards poured in from every corner of the country, and even from countries like Canada, Australia, Switzerland, Ireland, and the United Kingdom, where these stories had reached. More than 4000 postcards were received, both in physical form as well e-cards. A group of employees from Warner Brothers sent postcards for all the forest guards, while students from a school in Melbourne sent specially drawn cards for the forest guards.



Postcard designed by students of Global Arts Academy.

Tell forest guards you care!

globalart

This postcard has been designed by 'Nirali Chhabra' M. Sans Chhabra in appreciation of the work of forest guards across India, as part of the Global Art Programme.

Cards 4 Tigers

This global campaign by WWF aims to raise awareness about the life of forest guards, and encourage appreciation towards their work for tiger conservation, thereby ensuring a movement towards a zero poaching future.



WWF-India

172-B, Lodhi Estate,

New Delhi 110003

India



Why are we here?
To save the planet and the planet's natural resources and
ensure a better future for all.



At an event held at the 11th meeting of the CoP to the Convention on Biological Diversity, Hon'ble Minister for Environment, Smt. Jayanthi Natarajan and actor Rana Daggubatti signed a postcard for the guards.

© Dipankar Ghose/WWF-India

MY GANGA, MY DOLPHIN



The My Ganga, My Dolphin campaign was launched by WWF-India in October 2012, in partnership with the Uttar Pradesh Government, including the Uttar Pradesh Forest Department, 18 NGOs and HSBC. The campaign was conducted over a period of three days with the aim of collecting baseline information on the distribution and population status of the Ganges river dolphin as well as spreading awareness about the need for its conservation.

The assessment was the first comprehensive river dolphin status survey in the country done through a unified survey methodology. Shri Akhilesh Yadav, the Chief Minister of Uttar Pradesh, who released the survey results, promised action to conserve the Ganges river dolphins in the state.

This short but intensive campaign also helped build capacity of about 200 survey participants including 18 local NGO partners and riparian communities. It garnered large-scale media coverage, raising awareness about the mammal and the need for its conservation.

671

DOLPHINS WERE RECORDED DURING THE SURVEY. THE CAMPAIGN ALSO SERVED AS A PLATFORM FOR POLICY ENGAGEMENT AND CAPACITY DEVELOPMENT OF STAKEHOLDERS.



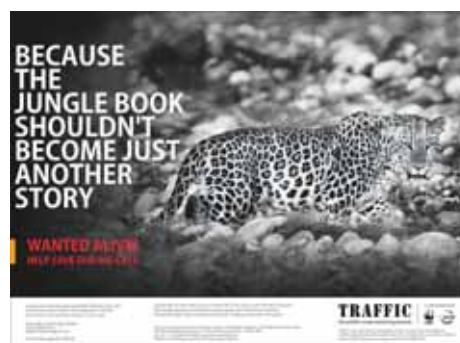
Mr. Ravi Singh, SG & CEO, WWF-India, Ms. Naina Lal Kidwai, Country Head, HSBC and Dr. Rupak De, Principal Chief Conservator of Forests & Chief Wildlife Warden presenting the “My Ganga, My Dolphin” campaign memento to Shri. Akhilesh Yadav, Chief Minister, Uttar Pradesh.

© WWF-India

WANTED ALIVE

THE CAMPAIGN URGED CITIZENS TO PLAY AN ACTIVE PART AS RESPONSIBLE CONSUMERS AND BOYCOTT THE PURCHASE OF ANIMAL PRODUCTS TO ENSURE THAT THESE FOUR SPECIES CONTINUE TO SURVIVE IN THE WILD.

With Asia's big cats increasingly under threat in the wild, TRAFFIC launched 'Wanted Alive'- a public service advertisement campaign in May 2012, reminding people that these felines were better off being 'Wanted Alive' in their natural habitat, rather than as trophies in the houses of people. Spreading awareness about the need to conserve the big cats and reduce sale of their products, the campaign posters featured the four Asian big cats —tiger, leopard, snow leopard and clouded leopard—all of them threatened by illegal trade in their body parts. Large banners were put up at prominent and strategic locations in and around Delhi and across the country, highlighting poaching as one of the largest threats to animals in the wild.



WILD WISDOM

REACHING OUT TO OVER **15000** STUDENTS ACROSS 204 SCHOOLS AND 17 CITIES, THE EVENT ENABLES WWF-INDIA TO ENGAGE CHILDREN ON ISSUES OF CONSERVATION AND ENVIRONMENT THROUGH AN INTERACTIVE PLATFORM AND FOSTER ENTHUSIASM AND A SPIRIT OF HEALTHY COMPETITION.

At WWF, we believe that it is important to involve young minds in conservation, make them aware about the concerns of the natural environment and inspire them to take responsibility for their own actions towards a greener planet. The Wild Wisdom quiz, the only wildlife quiz in India, organized by WWF-India and TRAFFIC India, in partnership with the Ministry of Environment and Forests aims to nurture this "green gene" in children and build their curiosity and knowledge about the wonders of the natural world.



Ms. Mallika Sarabhai hosting the Wild Wisdom quiz.

© WWF-India

GREEN HIKER



THE GREEN HIKER CAMPAIGN REACHES OUT TO A WIDE AND VARIED AUDIENCE THROUGH CLOSE COLLABORATIONS WITH GOVERNMENTS, LOCAL STAKEHOLDERS, TOUR OPERATORS AND HOTEL ASSOCIATIONS, TAXI UNIONS, NGOS, EDUCATIONAL INSTITUTIONS AND STUDENTS.

Launched in 2010, the Green Hiker campaign encourages tourists and tour operators to adopt responsible practices towards minimizing their carbon footprint on the Himalayan ecosystem. Endorsed by the Ministry of Tourism (MoT) as a part of its 'Incredible India' campaign for three years, 2012 saw the campaign receive a financial grant from the MoT to organize training and capacity-building workshops to enhance 'responsible tourism' in Jammu and Kashmir, Himachal Pradesh and Uttarakhand. Activities such as clean-up drives, training workshops on responsible tourism, rallies, interactive stalls and the dissemination of information through communication material forms an integral part of the campaign.



© WWF-India

A Green Hiker rally by school students, Indo-Tibet Border Police personnel and local community members, passing through the Leh market.

CONSERVATION ON CANVAS

In 2012 WWF-India launched Conservation on Canvas, an art collection that captures the critical issues of environment conservation, bringing to life the splendid and myriad colours of nature and its intricate relationship with human beings. Renowned artists of India came forward to join hands with WWF-India to support its conservation efforts in the country by painting for the cause or giving a painting from their collection.

©Niren Sengupta



© Murali Nagapuzha



© Bratin Khan



THIS INNOVATIVE
CAMPAIGN CAUGHT THE
ATTENTION OF INTERESTED
AUDIENCES AND
GARNERED SUPPORT AND
INVOLVEMENT FOR WWF-
INDIA'S INITIATIVES.



Status and Distribution of the Asiatic Black Bear

The report highlights a study initiated at Sanchal WLS, in collaboration with the West Bengal Forest Department, to understand the status and distribution of Asiatic black bears, the human-wildlife conflict situation in the sanctuary and the role of Asiatic black bears in it.



The Wetlands of Uttarakhand

This unique report is the result of the first ever on-site documentation of wetlands in Uttarakhand by WWF-India and the Uttarakhand Forest Department.



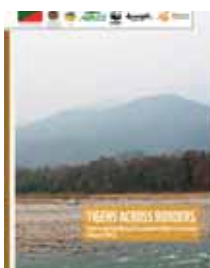
Status of Tigers in the Sunderban Biosphere Reserve

The report is a documentation of the first ever tiger estimation exercise in the 24 Parganas (South) Forest Division done by WWF-India in collaboration with the Sundarbans Biosphere Reserve as part of the Phase-IV tiger estimation.



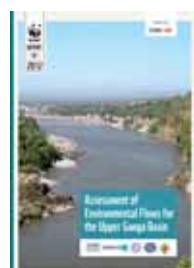
For a Living Ganga: Working with People and Aquatic Species

The report encapsulates WWF-India's rich experience of working with people and species in the upper Ganga since the late nineties.



Tigers Across Borders

The report is an outcome of the first combined tiger monitoring study undertaken by Bhutan and India. The monitoring identified 14 individual tigers, five each in Manas Tiger Reserve in India and Royal Manas National Park in Bhutan and four being common to both parks.



Assessment of Environmental Flows for the Upper Ganga Basin

The report highlights a scientific study of environmental flows, done by WWF-India in partnership with other organizations to ensure adequate release of flows in the river Ganga and build consensus on its requirement.



People and Protected Areas: Conservation and Sustainable Livelihoods in Partnership with Local Communities

The document is a final report on the co-ordinated work of WWF-India and other NGOs on issues of conservation and livelihood of communities around Protected Areas.



Illuminating the Blind Spot

The report analyses data (2001 - 2010) about the illegal trade in leopard skin, bones and other body parts. It aims to provide indicators of the severity of the illegal trade in India, detect illegal trade hotspots and identify regions where effective enforcement measures can help curb this trade.



Regional Policy Action Platform on Climate Change (RPAPCC)

The policy papers of the RPAPCC highlight the need for a proactive response to climate change, covering issues of climate change adaptation in flood plains of West Bengal, adaptation in coastal and arid regions of West Bengal and climate change in Kolkata.



Quarterly Newsletter, Panda

Our quarterly newsletter, reaching out to all stakeholders, carries stories straight from the field, fascinating photo essays, a whole section for kids and more about the conservation work of WWF-India.



Study Material for Urban Environmental Management and Law

The key objective of the study material is to provide policy prescriptions, innovations for better urban governance, information and training inputs to all those concerned, in order to improve living conditions and quality of life of urban citizens.

(Rs '000s)

Income and expenditure	31 March 2012	31 March 2011
Income		
Fund raising and subscription	4,012	5,363
Donation	5,648	1,961
Project grants	288,497	181,967
Other income	61,040	58,689
Total income	359,197	247,981
Expenditure		
Conservation expenditure on objects of the trust	301,372	197,468
Other expenses/operating costs	56,588	47,150
Total expenditure	357,959	244,618

(Rs '000s)

Balance sheet	31 March 2012	31 March 2011
Fund and liabilities		
Trusts funds or corpus	106,170	95,092
Earmarked and other funds	32,120	43,830
Current & other liabilities	179,360	138,194
Total	317,650	277,117
Property and assets		
Fixed assets	16,325	15,472
Investments	114,279	76,347
Current & other assets	187,046	185,298
Total	317,650	277,117





Why we are here

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.wwfindia.org

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