



WWF

REPORT

IND

2017

Annual Report 2017





Annual Report 2017
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WWF-India would like to acknowledge the support of all its partners including the National and State Governments, State Forest Departments, educational institutions, NGOs and CBOs, corporates and industry bodies, local communities, media and the international network of WWF offices. These collaborations play an instrumental role in helping us implement conservation initiatives and achieve impact on ground.

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This year's annual report is around thematic areas where WWF-India's programme teams have brought their expertise together for solving key challenges. It highlights the importance of long-term partnerships, with technical institutions, government agencies & progressive businesses. The role of technology in addressing challenges is also featured. We believe that by working collectively, forging strong partnerships & harnessing technology, we can find the solutions needed for a future that can harmonise development with conservation.

President's Note

As India surges ahead on its pathway of development, it is critical to find solutions which strike a balance between development and conservation. In a world where human well-being is often seen in isolation from the preservation of the natural environment, working towards environmental conservation poses challenges at every step.

However, every year, WWF-India's teams work with commitment to protect our natural resources and address humanity's ecological footprint.

WWF-India's work is to strengthen environmental conservation initiatives within the growing demands of human development and infrastructure. But the way forward towards achieving synergies between both these goals is often fraught with challenges.

Aiming to build cohesive frameworks between both ends of the spectrum and work towards a scenario where both can co-exist and thrive, WWF-India works towards long term practical solutions to protect and preserve the ecological balance, crucial for all living beings. Every year, WWF-India continues to achieve significant milestones in environment conservation despite challenges at every step.

I commend the WWF-India team for their dedication and enthusiasm and encourage their work ahead. My grateful thanks to all our supporters and stakeholders for their continued engagement towards our overarching goal of a thriving and living planet.

Jamshyd N. Godrej
President, WWF-India



From the SG and CEO

The WWF-India Annual Report 2017 highlights some key areas of our work over the year. It is both a continuance of our contribution to India and conservation and a testimony of the hard work and dedication of our teams.

Over the years, WWF India has combined several thematic areas such as agriculture, sustainability, climate adaptation with some of our traditional areas of work around biodiversity conservation. In many ways, this reflects combination approaches towards development and positive change, and in some ways the complexity of modern society. While this requires a many faceted approach by our teams, it brings together multiple partners across the spectrum to address key environmental challenges and find sustainable solutions for long-term scalable impact. Whether it is securing areas for critical species like gharials and turtles along the Ganga, restoring wetlands in Karnataka, adapting low cost solar fences in Assam, or creating stakeholder platforms – our work is multifaceted and multi-disciplinary. Whilst our conservation initiatives for the tiger and other critical species continue, our programmes move ahead on education, agriculture and marine conservation, in engaging businesses to adopt better environmental practices, in reaching out with messages to citizens and in conducting actions for a better environment across India.

We continue to stay true to our mission of building a future in which humans live in harmony with nature. We hope that our work across critical landscapes & major ecosystems will inspire people across the country to come forward to support and protect the Earth and its natural wonders.

Ravi Singh
Secretary General & CEO, WWF- India



Connected Landscapes

Wildlife corridor restoration and conservation remains a key focus area of our work, aiming to help wildlife thrive in larger connected spaces by addressing issues that lead to landscape fragmentation including infrastructural development and landuse change.

Restoring corridors affected by mining

The wildlife corridor between Satpuda and Pench Tiger Reserves in Central India faces several anthropogenic and developmental pressures, including mining. This has resulted in habitat loss in critical areas within the corridor and impacted its functionality. We are working with the Madhya Pradesh Forest Department (MPFD) and Western Coalfields Ltd. to develop a corridor restoration plan for the same. The broader recommendations of this have also been integrated in the MPFD working plan.



Maintaining agricultural mosaics

Small-scale agriculture often acts as an extension of forest areas and can support wildlife movement between habitats. The importance of maintaining agricultural mosaics as part of the larger conservation of landscapes is being increasingly recognized. An initiative to promote organic cotton in the Satpuda-Pench corridor to maintain such a mosaic is showing promising results. More than 4,000 farmers in this wildlife corridor are now producing organic cotton and getting better returns, which in turn could be an incentive to maintain better agricultural practices.



Mitigating the effects of linear infrastructure on wildlife habitats

WWF-India has been monitoring functionality of the Kilpura – Khatima – Surai corridor in the Terai Arc Landscape since the past five years. This corridor connects the Terai East Forest Division in Uttarakhand with the Pilibhit Tiger Reserve in Uttar Pradesh. Field surveys recorded movement of tigers, leopards, elephants and ungulates through this corridor. It was in 2016 that WWF-India got information about widening of the National Highway 125 (NH125) that passes through this corridor. WWF-India recognized that mitigation measures need to be put in place along the stretch of NH125 that passes through the corridor for maintaining landscape permeability and functionality of the corridor. The matter was discussed with the Uttarakhand State

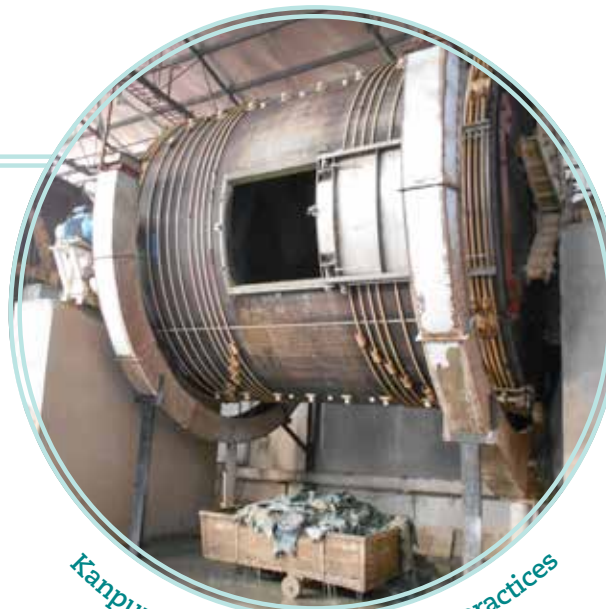
Forest Department and the National Highways Authority of India (NHAI), including its Chairman and construction of a vehicle overpass along the critical stretch of NH125 was suggested. Based on the joint study carried out by the Forest Department and WWF-India, the Uttarakhand State Government took up the matter with the Ministry of Road Transport and Highways, Government of India, suggesting inclusion of mitigation measures along NH125. A decision from the Ministry and NHAI is awaited. In the meantime, WWF-India has been continuing field monitoring in collaboration with the State Forest Department along this corridor, and is also working towards building capacity of the local frontline staff of the Forest Department.

For a Living Ganga

The Ganga supports 500 million people, along with 2000 aquatic species. Our decade long conservation initiatives for the Ganga and its tributary, the Ramganga, now contribute to the Namami Gange programme initiated by the Government of India.

Reducing pollution through collective action with tanneries

Effluents from tanneries are one of the main sources of industrial pollution around Kanpur – one of the hubs of leather production in India. We have helped set up the Ganga Leather Buyers Platform - a consortium of United Kingdom based companies sourcing sustainable leather. The aim is to work with tanneries in Kanpur to shift to better environmental practices in their production cycles. There has already been a 20% reduction in energy and water use in wet processes across the ten tanneries in Kanpur that we are working with. The improved processes of tanneries will also help them reach closer to global sustainability standards required for the Leather Working Group Certification.



Kanpur tanneries shift to better practices

Securing space for critical species

100 riparian families from 12 villages in Meerut District gave up river bed farming, creating undisturbed spaces for gharials and turtles to bask and nest along the banks of the Ganga. This was an outcome of our community engagement program in partnership with the Uttar Pradesh Forest and the Revenue Departments. With gharials and turtles known to nest and bask on river banks, local families came together to help secure approximately 40 meters on either side of the Ganga along a 45 kilometer stretch in Hastinapur. Additionally, another 18 hectares of land with 41 naturally protected turtle nests has been secured on the banks of the Ganga to allow undisturbed nesting of the species.



Communities help protect gharial and turtle habitats

Citizen-science led movement for conservation

We have been promoting science-based solutions, advocacy and the Ganga Mitra initiative - a citizen-led conservation initiative in Uttar Pradesh. Strategic interventions to help in the revival of the Ramganga like restoring catchment health, protection of the floodplain and community approaches to river rejuvenation are being developed and implemented. The Ramganga Mitras, in partnership with the Nagar Nigam of Moradabad, have worked extensively with government departments and citizens to build awareness and engagement on waste disposal. This has prevented 7 tonnes of garbage from entering the Ramganga during the Nau Durga Mela in April and October 2017.



Ganga Mitras lead river conservation initiatives

People and Conservation

The role of local communities is integral to conservation. We work with communities in all our programmes to strengthen linkages between conservation and sustainable development, thus empowering people to manage natural resources.

Creating institutions that aid cultures of conservation

We supported the setting up of the first Community Conserved Area (CCA) in Rongtara village in Karbi Anglong, the largest district of Assam. The CCA model enables communities to safeguard the natural wealth of their land while using resources sustainably. The CCA in Assam, declared in consultations with the local community, covers 18 sq.km. of forests, connecting the East Karbi Anglong Wildlife Sanctuary (WLS), the North Karbi Anglong WLS and the Kaziranga National Park.



First CCA set up in Karbi Anglong, Assam

Reducing livestock depredation

With snow leopard attacks on livestock being a common occurrence in the high Himalayas, it is not only the local communities that face the brunt of large-scale economic loss but also wildlife, which is often threatened due to retaliatory killing. The year 2017 recorded zero livestock loss in the homes where 70 predator-proof corrals were set up across 15 villages in Ladakh. The corrals ensure that the livestock is protected from snow leopards and communities play a role in the conservation of the species.



Predator-proof corrals help manage human-wildlife conflict

“Blood free” honey

Wild honey in the Sundarbans is traditionally collected by villagers who enter the forests and are often attacked by tigers, accounting for a significant number of deaths. Over 150 traditional honey collectors in the Sundarbans were trained in apiculture to minimize human fatalities and improve honey production. The honey collection programme trained villagers to produce honey through apiary boxes in fenced forest areas, thus reducing the need for honey collectors to enter the forest. The pilot initiative collected over 270 kgs of honey from 100 boxes.



150 honey collectors trained in Apiculture

Responsible Consumption and Production

In a developing market like India, where the scarcity of resources & demand for raw materials has huge environmental impacts, engaging industry is key. We work towards transforming production systems that impact biodiversity, water & climate.

Making shrimp farming sustainable

Since India is the largest exporter of farmed shrimps in the world, we used ASC certification as a conservation tool to promote better managed farmed fisheries in Andhra Pradesh. We supported 2 corporate shrimp farms (32.48ha) get ASC certification and 200 small scale farms successfully implement aquaculture improvement plans, hence moving towards ASC certification. This initiative has established a model of sustainable shrimp farming in India, which can be replicated in other regions and has also opened up new markets for the farmers.



Shrimp farms in Nellore get ASC certification

Creating sustainable supply chains for seafood

The Ashtamudi Estuary Short Necked Clam fishery has been certified by the Marine Stewardship Council (MSC) since November 2014. Engaging with companies that take ownership of MSC certified seafood and are certified against Chain of Custody (CoC) Standards, we partnered with WWF-Japan towards influencing large retail chains like AEON and others at the EU for MSC certified clam imports. Currently, two seafood companies, namely Sea Boy Fisheries Pvt. Ltd & Amalgam Seafoods, are CoC certified and deal with trade of certified clams.



Improving livelihoods by increased market access

Promoting sustainable palm oil

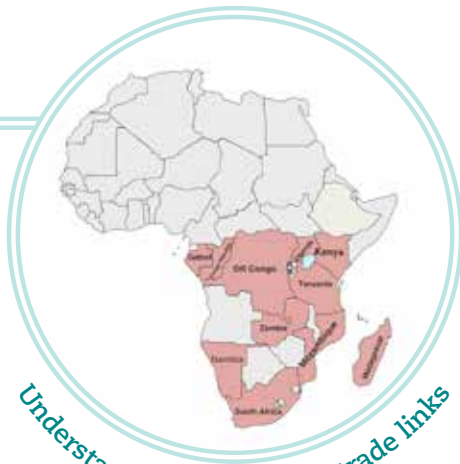
Our report, *Palm Lines: Envisioning a Sustainable Future for the Indian Palm Oil Industry*, highlighted the market dynamics of palm oil-based products in India. Outlining practical, actionable and cost effective solutions across the palm oil value chain in India, the report is a tool for stakeholders including traders, refiners/processors, consumer goods companies, producers and financiers, paving a methodology and action plan towards palm oil sustainability in India and producer countries.



Palm oil report becomes stakeholder tool

Aligning priorities with India's trade with Africa

Commodities like oil & gas, coal, gold, copper and sawn wood are being imported into India from priority areas in Mozambique, Zambia and Tanzania which are most at risk. Indian companies have invested about \$ 2.4 billion in African plantations. Aligning these trade & investment ties in the sectors of extractives, forestry, agriculture and energy, we are working on conducting research on financial flows, socio-political ties, linkages and impacts on priority areas in Africa.



Understanding India-Africa trade links

Building Sustainable Cityscapes

Reports indicate that 50% of the Indian population is expected to live in cities by 2030. We work across various urban spaces to address pressures like climate change, degrading urban wetlands and growth in vulnerable areas that threaten wildlife habitats.

Protecting urban wetlands

More than 550 hectares of wetlands in Karnataka have been restored through concerted multi-stakeholder engagement initiatives, involving government, businesses and local communities. Restoration and conservation of four urban and peri-urban wetlands in Karnataka- Bashettihalli, Madiwala, Kunigal and Kokkarebellur - aims at promoting and developing better wetland management practices for conservation of biodiversity and ecological functions through community engagement, participatory institution building and promoting an enabling policy environment.



550 hectares of wetlands restored in Karnataka

Enhancing climate action for cities

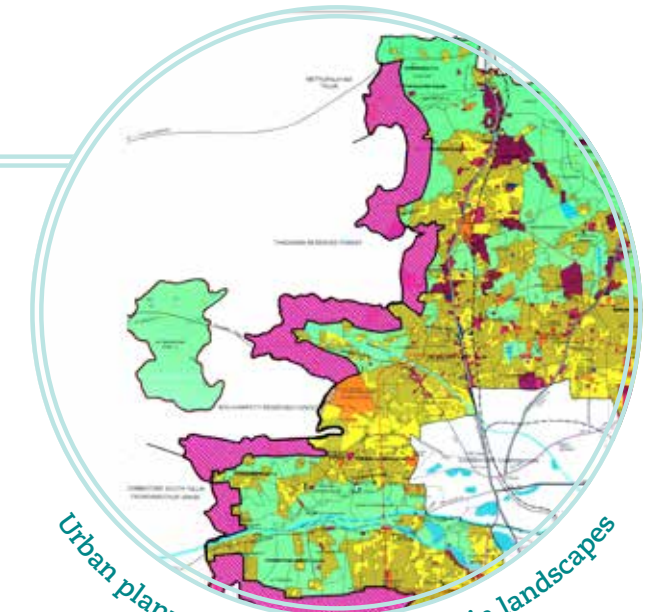
The One Planet City Challenge (OPCC) platform aims to strengthen the role that cities can play in the climate change agenda by integrating climate considerations into urban policies and action plans. Since 2012, the OPCC platform has supported selected Indian cities to build an understanding of ways to address climate related challenges through innovative actions and plans in sectors like energy, transport, housing and waste. In 2017-18, multi-stakeholder consultations and workshops were organized in Rajkot, Pune and Gandhinagar to help the cities develop a better understanding of the need for integration of environmental sustainability.



OPCC helps cities strengthen climate resilience

Regional and urban planning

In our priority landscapes, we are working towards providing landuse planning-based solutions and conservation-based landuse planning guidelines to relevant agencies. In the Western Ghats, a buffer is being identified to reduce human elephant conflict in the Coimbatore local planning area. Feasibility studies are underway to assess regional and landuse planning options in Terai foothill cities like Haldwani, in the Tawang district in Arunachal Pradesh and in the Greater Manas area in Assam.



Urban planning solutions provided in landscapes

Technology in Conservation

With 250 elephant deaths since 1987 due to train hits, there is an urgent need for technology that can mitigate disasters. Monitoring wildlife, addressing human-wildlife conflict & efficiency of agricultural systems can benefit from such advancements.

Seismic sensors to detect elephant movement on railway tracks

The feasibility of using seismic sensors in detecting elephant movements in and around railway tracks in India is being assessed in partnership with the Wildlife Institute of India and the Council of Scientific & Industrial Research - Central Scientific Instruments Organization (CSIR-CSIO). The pilot project, to be tested in Rajaji Tiger Reserve, Uttarakhand, will generate information about elephant movement through sensors that will be communicated to the control unit, with an alert disseminated to train drivers about the movement of elephants on railway tracks. If successful, the technology could prove useful for reducing the death of elephants on railway tracks.



Enabling technology solutions for sustainable cotton

More than 40,000 registered cotton farmers across nine cotton growing districts of Gujarat now have all the information they need to grow better cotton in their hands. The Cotton Doctor, an android and web-based Decision Support System, was developed in partnership with the Gujarat Green Revolution Company to reduce the environmental footprint of cotton production. The application alerts farmers about weather conditions and assists them in making informed decisions. The built-in GIS helps enable accurate mapping and data analysis in the field. The app also allows farmers to get information from experts about problems faced in cotton cultivation.



Powering conservation through solar fences

More than 42,000 households in Assam have benefitted from low-cost solar powered fences, installed to protect crops from elephant raids and minimize elephant mortality due to illegal high-powered electric fencing. Spread over 146 km across 129 villages in Assam, the solar fencing, powered by locally developed solar energizers, has been installed in collaboration with local communities and other stakeholders including the Assam Forest Department. The low cost of the equipment enables farmers to install these fences, protecting their crops and reducing elephant mortality.



Action against Illegal Wildlife Trade

Recognising the need for knowledge & action to bring legal wildlife trade into sustainable limits, we work with national & state governments to help study, monitor & influence action against illegal wildlife trade. This is done through research & monitoring.

Eliminating illegal shark trade

In collaboration with TRAFFIC India and Central Marine Fisheries Research Institute (CMFRI), we are carrying out a nationwide survey to assess the livelihood dependency of fisher communities and the impact of existing national regulations on their livelihood and the economy of shark fisheries. We are also carrying out a trade chain mapping of its by-products and identifying major hubs of export. The findings of the study will be used to inform policy with the aim to put in place better management of shark fisheries in India.



Assessing shark fin trade impacts

Certification for better management practices of tiger habitats

Lansdowne Forest Division in Uttarakhand received the distinction of being the first Conservation Assured | Tiger Standards (CA|TS) site in the country and the third such site in the world. With only 13% of all tiger conservation areas meeting the CA|TS, the Lansdowne accreditation is a landmark achievement in tiger conservation since it is the movement corridor between the Rajaji and Corbett Tiger Reserves. Supported by our efforts to bring the CA|TS accreditation to India, in partnership with National Tiger Conservation Authority (NTCA) and Global Tiger Forum (GTF), this recognition speaks volumes about India's success at bringing management of tiger habitats that are outside Tiger Reserves at par with globally recognized standards.



Lansdowne Forest Department becomes CA|TS site

Pangolin poaching and trafficking

TRAFFIC India conducted a study to highlight the intensity of the trade in pangolins- the most trafficked mammal in the world - and draw necessary attention for the conservation of the species. The report, released on World Pangolin Day, threw up startling facts, which revealed that nearly 6000 pangolins entered illegal wildlife trade from 2009-2017 - which is close to 650 pangolins each year!



Study finds 6000 pangolins in illegal trade

Partnerships that Drive Impact

Long-term partnerships with the Government, industry & research institutions have enabled us to collaborate with experts in different fields & increase the scale of conservation impacts. These have enabled us to jointly find solutions to several challenges.

Promoting conservation & securing sustainable livelihoods with DST

We started our relationship with the SEED Division of the Department of Science and Technology (DST) in 2005 with a small project for the Monpa community in the West Kameng district, Arunachal Pradesh on value addition for rhododendron products and improved farming techniques. This has evolved into a 23 year long partnership, with the People & Protected Areas Initiative as its mainstay. This joint initiative has been supporting local NGOs and CBOs to promote technological innovations for sustainable livelihoods in villages around Protected Areas across the country. So far, the initiative has worked with 27 partners in 29 Protected Areas, covering 125 villages and more than 7,000 households.



WWF-India & DST partnership for People & Protected Areas

Working for sustainable cotton with IKEA

Our partnership with IKEA goes back a decade when both organizations came together in 2007 to initiate a project on the Sustainable Cotton Initiative (SCI). Establishing Better Management Practices for cotton growers to minimize the risk of chemicals and water in their supply chain, the project engaged over 400 farmers to help develop the Better Cotton System (BCS) and be a part of the Global Supply Chain of Retailers committed to the Better Cotton Initiative (BCI). Today, the initiative engages 6,00,000 farmers.



IKEA partnership engages 6,00,000 farmers

Collaborating with IIT-Kanpur for a Living Ganga

The Indian Institute of Technology, Kanpur is the lead institute of the Centre for Ganga River Basin Management and Studies (C-Ganga), which will act as a comprehensive think-tank for the Ministry of Water Resources, River Development and Ganga Rejuvenation, Government of India. Building on a decade old relationship, IIT-K and WWF-India now have a formal agreement to collaborate on ecological and economic research related to environmental flows, habitat and biodiversity and ecosystem services in the Ganga for the next 10 years. This is aimed at helping achieve the objective of an Aviral and Nirmal Ganga.



IIT-Kanpur partnership towards Ganga rejuvenation



25 mil.

people reached through
digital platforms and
on-ground events

250+

public awareness events
with schools, colleges and
communities

1500+

media stories covering our
work across regional and
national newspapers

Together, we can make
a better planet Possible

56

corporate partnerships
supporting diverse
conservation projects

Environment Education

Imparting Conservation Education and Leadership

Environment Education, our oldest programme, is expanding rapidly, aiming to influence at least one million children and young adults through its five diverse programs. The programme has seen various wins through the year - the launch of One Planet Academy, the only digital portal for environment education in India, signing an MoU with the Government of Uttarakhand to enhance environment education in government schools and witnessing a change in attitude through courses involving skilled volunteering.

An important highlight of the year has been the FrogFest – a 4 month long walk-in exhibition on frogs and their role in the ecosystem – at the WWF-India Secretariat in New Delhi. Curated by Aditya Arya and Mamata Pandya, the exhibition showcased over 500 artefacts from 40 countries, owned by Seema Bhatt. The Fest also gave school students across Delhi to opportunity to engage with the issue of frog conservsation through expert sessions, interactive games and much more.



Students explore the exhibition of frog artefacts at the FrogFest



Interactive games help understand the importance of frogs in the ecosystem

Eco trails -
500+ participants
30+ trails

Wild Wisdom Quiz -
51,853 students
14 states

One Planet Academy -
1000+ students
200+ teachers

WWF Volunteers -
15,000+ registered volunteers
225+ projects

Ek Prithvi (Delhi and Mumbai) -
4500 students in Delhi and over 5000 students in Mumbai
40 government and municipal schools

National Campaigns

Adopt a Tree

The Adopt a Tree Campaign was initiated by WWF-India in 2005 with the aim of encouraging both individuals and organizations to plant and care for native species of trees. Since then, thousands of trees have been planted and cared for by people, who send updates and photos on how their trees are doing! In 2017, the campaign ran in Bhopal, Bengaluru, Delhi, Guwahati, Kolkata, Amritsar and Mumbai from July 2017 to September 2017 where free saplings were distributed – & people showed their support towards a healthier planet not just by planting the sapling, but also nurturing it.



People plant and care for native species of plants and trees

5000+ saplings across 15
metro stations in Delhi

2000+ saplings
in Guwahati alone

16000+ saplings
distributed in total

Earth Hour 2017

187 countries and territories were part of the Earth Hour campaign in 2017 – with 30 of these witnessing the #EARTHHOUR trend. In India, the campaign helped people believe in their own power and become 'Earth Hour Superheroes' by asking them to take 5 simple, planet friendly actions. As people switched off their lights, pledged to go solar and adopted smart commute practices, the movement saw superheroes emerge from all across the country! Iconic monuments like the Rashtrapati Bhawan, the India Gate, the Lotus Temple and the Charminar switched off their lights for the hour.



Citizens observe Earth Hour 2017 in candlelight

30 million people reached
all over India

4 million people reached
through digital platforms

180+ publications & channels
creating mass outreach

Events across India

Environmental Awareness

Hoshangabad and Chindwara, Madhya Pradesh

More than 2835 students and 50 teachers of 25 schools and 4 colleges were sensitized about nature, environment, wildlife and the role of students in conservation leadership in the Hoshangabad & Chindwara districts of Madhya Pradesh. With strong focus on hazards of plastics, re-usable cloth bags were also given to participating students and teachers. The objective of the programme was to enable young people to understand their role in conservation and how environmental degradation adversely affects our lives.



Conservation leadership workshops for students

Green Urban Spaces

Amritsar, Punjab

In partnership with local NGOs, schools, colleges, RWAs and the National Cadet Corps (NCC), over 4,500 trees were planted in Amritsar, Punjab. Over 1,000 individuals were engaged in planting trees in the city, which they then adopted and are taking care of.



Students participate in the 'Adopt a Tree' campaign

National Recycling Week

Kolkata, West Bengal

Almost 100 participants of different colleges and academic institutions were involved in a unique recycling workshop where they crafted a range of products, installations and jewellery made only out of non-biodegradable waste. The workshop ended with a fashion showcase of the upcycled jewellery in the various projects.



Recycling workshop for non-biodegradable waste



Mini marathon on World Environment Day

World Environment Day

Shimla, Himachal Pradesh

400 students from different schools across Shimla participated in the World Environment Day celebrations along with students and staff of The Himalayan Forest Research Institute. With the theme of "Connecting People to Nature", the celebrations saw outdoor activities like a mini marathon, short street plays and painting competitions. A poster on the Birds of Shimla, designed by WWF-India, was unveiled by the PCCF (Principal Chief Conservator of Forests) and Head of the Forest Force.



Local community youth trained as nature guides

Nature Guide Trainings

Amrabad Tiger Reserve, Telangana

Chenchus are the indigenous Telugu speaking Primitive Tribal Group (PTG) residing in the Amrabad Tiger Reserve in Telangana with extensive generational knowledge of the landscape. Through a 2-day training by experts on topics like bird identification, nature trails & hospitality management, 34 Chenchu youth were trained as Nature Guides by WWF-India and will be employed by the State Forest Department in their Eco-Tourism initiatives.

Mitigating Conflict

Guwahati, Assam

About 400 rough lemon saplings were planted to form a bio-fence in highly penetrable areas to ward off elephants from the Guwahati cantonment as part of the 'Adopt a Tree' campaign. Army personnel, local NGOs and WWF-India volunteers planted the saplings.



Saplings planted to form a bio-fence for elephants

Earthian Programme

Thiruvananthapuram, Ernakulam and Thrissur, Kerala

As part of the Earthian programme with WIPRO and CPREEC, student teams across 40 schools from Thiruvananthapuram, Ernakulam and Thrissur developed innovative projects on two selected themes of water and biodiversity conservation. Two of the teams, Le'Cole Chempaka and Holy Angel's ISC School from Thiruvananthapuram, were also chosen among the top ten in a national level evaluation and received Rs. 1 lakh from WIPRO Chairman Azim Premji.



Wipro Chairman Azim Premji felicitates students

Walk & Cycle For The Planet

Bangalore, Karnataka

Over 400 participants came together for the One Planet Cities Pedalathon, a cyclothon and walkathon organised in Bangalore as a signature event leading to Earth Hour 2017. The event raised awareness about green travel options and encouraged participants to make smarter choices for the planet.



Citizens at the One Planet Cities Pedalathon



Students write slogans in Valsad for Wildlife Week

Wildlife Week

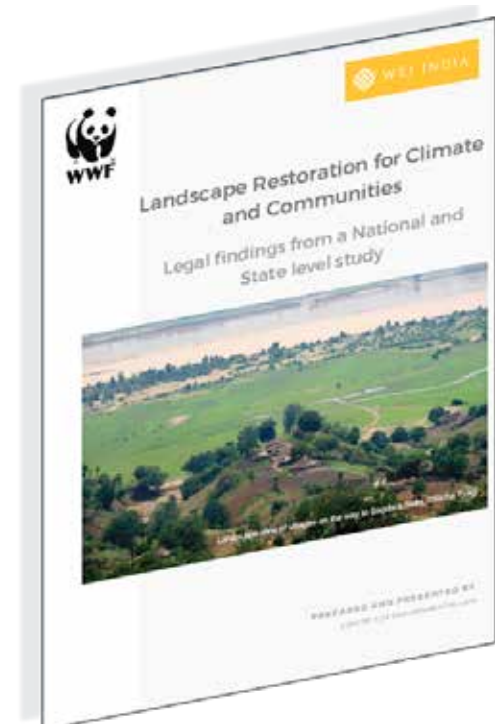
Valsad, Gujarat

Supported by the Forest Department in Valsad, more than 100 children came together to develop catchy and inspiring slogans as a part of Wildlife Week celebrations. These slogans were then used in a cycle rally in the city, helping build awareness around environmental issues.

Publications

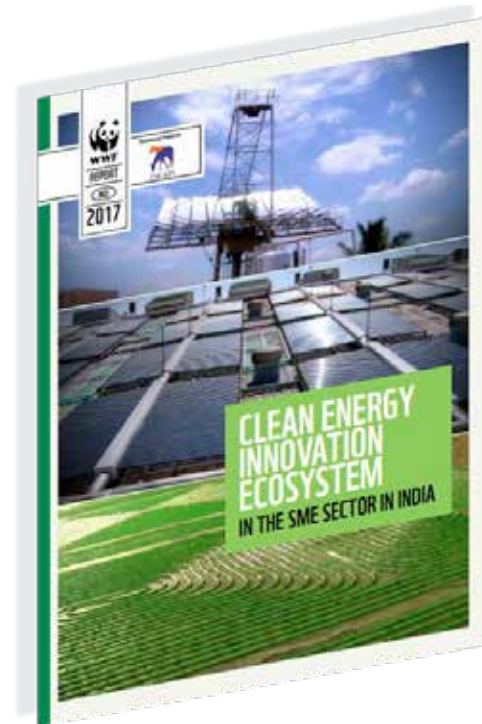
Landscape Restoration for Climate and Communities

This report is an executive summary of another report on the legal mapping opportunities for landscape restoration in India, as part of WRI's pilot project on developing a tool for the identification and analysis of landscape restoration.



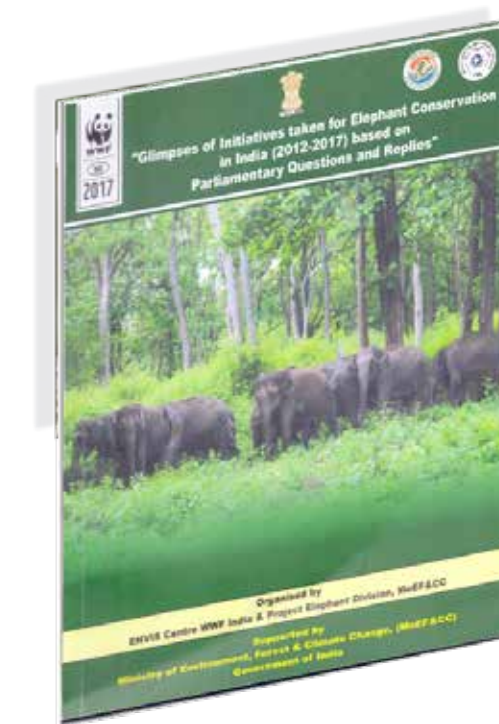
Clean Energy Innovation Ecosystem in the SME Sector in India

Prepared jointly by WWF-India and Okapi Research and Advisory, this report focuses on mapping the innovation ecosystem and analyses the challenges and opportunities that exist in the clean energy innovation ecosystem, particularly for SMEs.



Glimpses of Initiatives taken for Elephant Conservation in India

Published for the MOEFCC and released by Honourable Minister Dr. Harsh Vardhan, this report is based on the ENVIS parliament database of questions and answers on elephant conservation in India in the last five years.



Birds of Uttarakhand and Snakes of Delhi

These two publications are part of a series of field guides. Their attractive and innovative designs make them a handy and user-friendly field tool that helps budding naturalists across the country observe the biodiversity that exists around them.



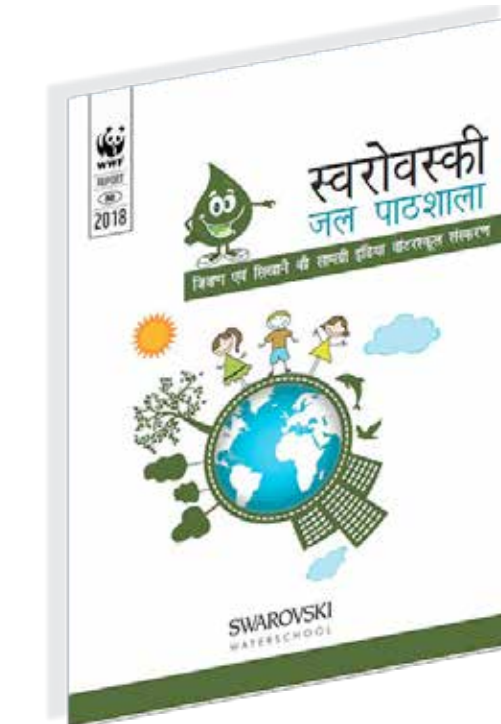
Valuing Ecosystem Services at a Landscape Level

With the Terai Arc Landscape (TAL) in Uttarakhand being the study area, this paper considers nine ecosystem services which like water, tourism, firewood, fodder etc. It then places monetary values to the same through economic valuation techniques.



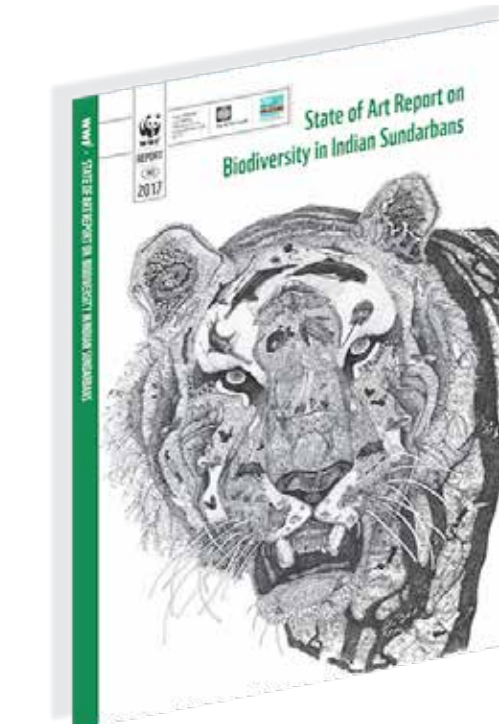
Swarovski Jal Pathshala

The Water School Programme, supported by Swarovski, is dedicated to help students identify issues related to water crises. This report encompasses the curriculum and activities, and has been published in Hindi for greater accessibility.



State of Art Report on Biodiversity in Indian Sunderbans

This compendium serves as a first-of-its-kind detailed baseline of biodiversity of the Indian Sunderbans and provides a critical evaluation of the current state of biodiversity in the area. The compendium encompasses eighteen sub-chapters on biodiversity groups.



Traffic Post

TRAFFIC Post is TRAFFIC's newsletter on wildlife trade in India that was started in 2007 with a primary objective to create awareness about poaching and illegal wildlife trade. It highlights pressing issues related to illegal wildlife trade in India.



Corporate Partnerships



Financial Statement

For the year ended 31st March 2017

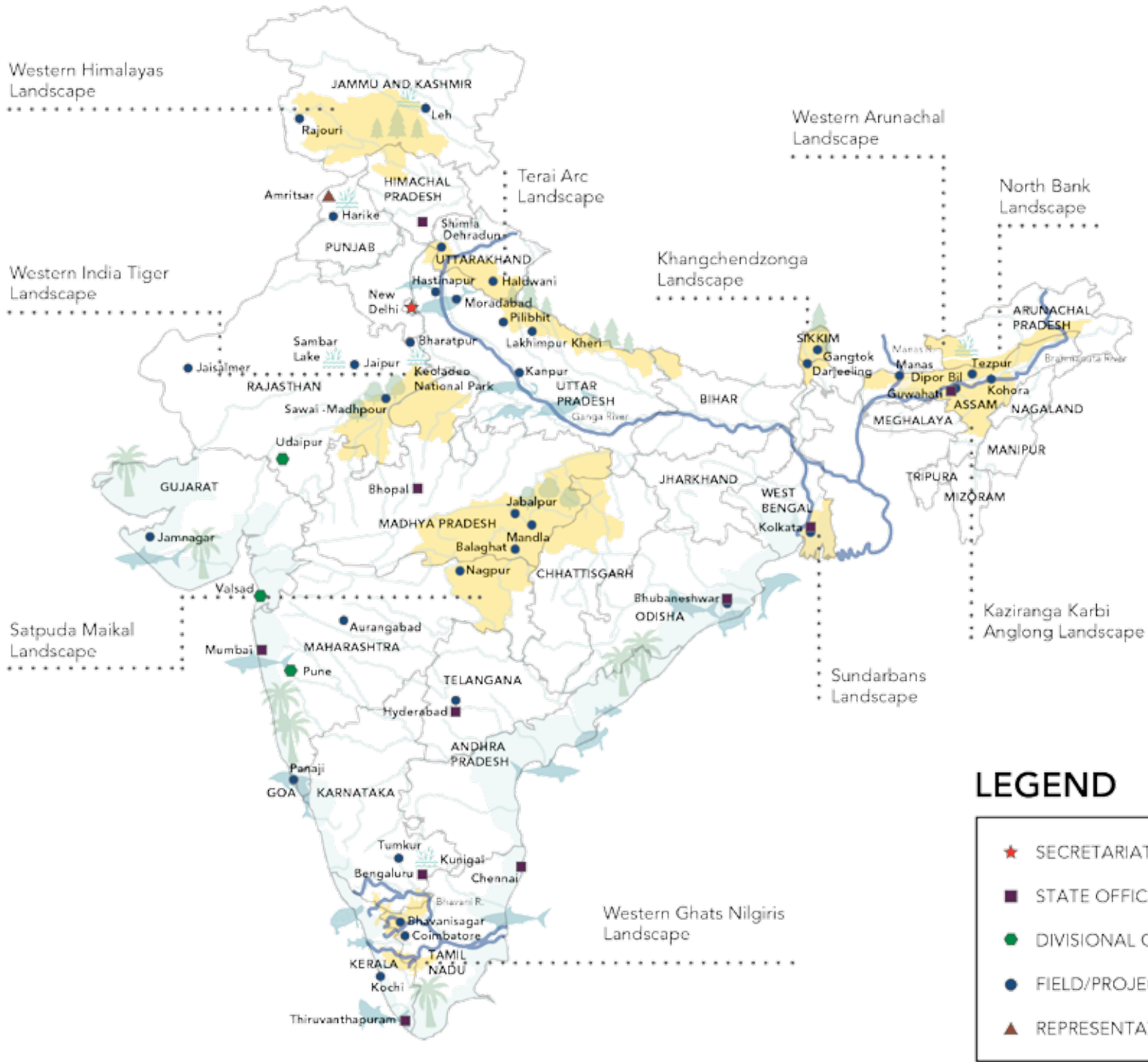
INCOME AND EXPENDITURE

(Rs. 000's)

INCOME	31 March 2017	31 March 2016
Project Grants	5,45,149	4,63,944
Donations & Other Conservation receipts	1,18,329	1,01,714
Other Income	30,931	26,705
Total Income	6,94,409	5,92,363
EXPENDITURE		
Project expenditure on objects of the trust	5,47,178	4,65,049
Fundraising & Other Conservation expenses	49,238	44,840
Admin & Operating Cost	69,107	72,221
Total Expenditure	6,65,523	5,82,110

BALANCE SHEET

FUND AND LIABILITIES	31 March 2017	31 March 2016
Trusts funds & corpus	1,87,430	1,67,242
Earmarked & other Funds	20,430	22,282
Grant balances-projects	3,11,741	2,35,261
Current & other liabilities	54,468	48,669
Total	5,74,068	4,73,454
PROPERTY AND ASSETS		
Fixed assets	12,281	11,897
Investments	2,16,649	1,96,188
Current assets & Bank balances	3,45,138	2,65,369
Total	5,74,068	4,73,454



WWF-India

Countrywide Network

LEGEND

- ★ SECRETARIAT OFFICE
- STATE OFFICES
- DIVISIONAL OFFICES
- FIELD/PROJECT OFFICES
- ▲ REPRESENTATIVE OFFICES





 MARINE	 TERRESTRIAL
 RIVER BASINS	 PRIORITY WETLANDS



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GIVE UP TO GIVE BACK

CONSUME LESS, **CONTRIBUTE MORE.**

Whether we spend our lives looking at our screens or observing the wonders of nature, over-consuming our natural resources or helping our forests, rivers & oceans thrive, the Earth we will leave behind is our own doing. **The choice is ours.**



Working to sustain the natural
world for people and wildlife

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