

Cover image: Tiger looking at prey through trees, Kanha NP © Joseph Vattakaven/ WWF-India

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WWF-INDIA

Dear Readers,

Appreciation of nature has been intrinsic in the human psyche from time immemorial. The paradox however, is that humans continue to use nature's resources indiscriminately. There is only one Planet Earth. Conserving it can only be achieved if we have the will to bring about a change in lifestyle, perception, governance and a collective will.

WWF-India with forty years of history in the field of conservation has endeavored to bring about such change. Working closely with governments, local bodies, communities, institutions, NGO's, business and industry, it has created synergies which have resulted in many positive initiatives. The organization has actively worked on various issues- on conservation of species, from the relocation of rhinos and tigers; to understanding and conserving gharials and dolphins through our freshwater species programme; to ensuring that critical habitats are conserved such as Satpuda-Maikal, Terai, Sunderbans, Nilgiris and the High Altitude Wetlands in the Himalyas. Through our river and marine programmes, field conservation and advocacy are initiated and policy changes called for by our forestry programme. We are also working with various sectors of business and industry for better management of the natural environment. Other features of our work include climate change, livelihoods, environmental knowledge dissemination and the study of environmental law.

By public campaigns on climate change- Earth Hour, for the tiger - the Roar of the Tiger signature campaign and Save Our Tigers (in partnership with Aircel) - and on lessening the human impact on the Himalayas - the Green Hiker campaign- we have attempted to create awareness and concern on these larger issues as well as call for action. Through our education programmes, the message of nature conservation also reaches out to schools and several institutions across India to upscale the knowledge of the subject across various generations and sections of society.

To sustain this work, we look forward to your support and encouragement. Our messages of conservation in the form of our current portfolio of watches, calendars, cards and diaries revolve around themes that are close to our conservation work. This aesthetically designed series spreads the message of conservation and works towards achievement of our mission. Contributions though this medium are directed to the cause of nature conservation and to the furtherance of our larger mission:

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

To know more about WWF-India please log onto our website- www.wwfindia.org.

We appreciate your contributions and thank you for caring.

Ravi Singh
Secretary General & CEO
WWF-India

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CONTRIBUTORS



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Join us in making our mission a reality

US



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- ① Wall Calendars
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- ⑤ Tiger Exclusive Products



L A N D S C A P E S



LANDSCAPES

WALL CALENDAR

India's landscapes reflect the symphony of its diverse people and culture. From the towering Himalayas to the burning grainy deserts, from the cool azure oceans to its deep rich forests, India holds everything together in a beautiful embrace. Captured in these 12 sheets are the various faces of natural India, each a distinct melody in the great symphony and yet magnificent in itself. A reminder of everything that is worth saving on this fragile planet.

Product Code: WC05

Size: 17" x 22"

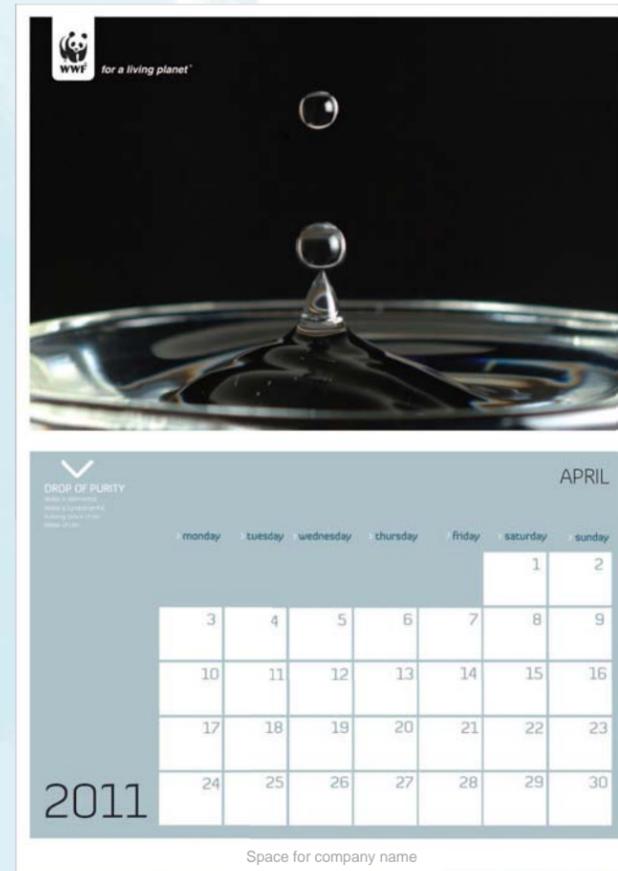
Specifications: Top wiro

Paper: 170 Gsm Sinarmas Art Paper

Price: ₹180



W A T E R



WATER

WALL CALENDAR

The WWF-India's Freshwater and Wetlands programme is India's largest conservation programme being run by an NGO in this field. It aims at assuring conservation of biodiversity and sustainable utilisation of freshwater and wetland resources. Our work extends towards wetland conservation and restoration, sustainable water resource management, freshwater and wetland species conservation and equity and conservation.

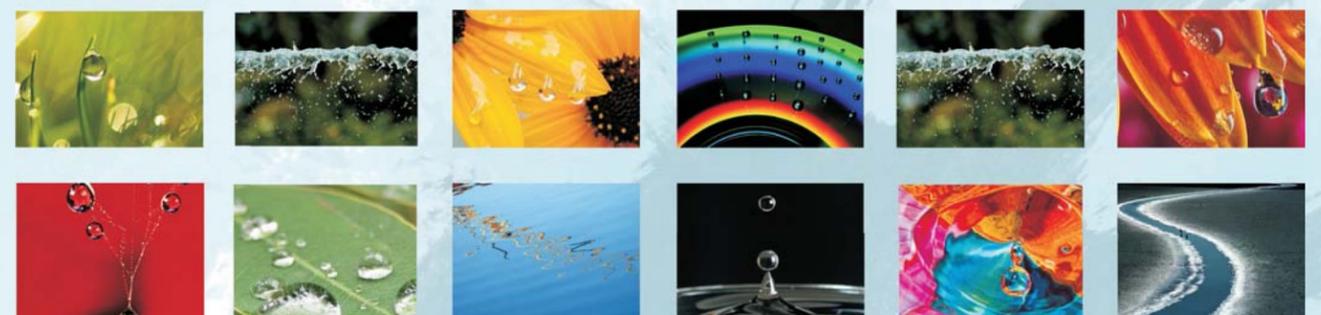
Product Code: WC06

Size: 11" x 16.5"

Specifications: Centre Staple

Paper: 170 Gsm Sinarmas Art Paper

Price: ₹110



T E A M W O R K



 *For a living planet!*

Recognise your strength

AUGUST 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31					1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Jul 2011
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

Aug 2011
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28
29 30 31

Space for company name

TEAMWORK

WALL CALENDAR

The Power of Teamwork

The bonding and teamwork in the wild are a great source of wisdom to man. This exceptional quality of the wild is rightly depicted in this inspirational calendar.

Product Code: WC07

Size: 11" x 16.5"

Specifications: Centre Staple

Paper: 170 Gsm Sinarmas Art Paper

Price: ` 110



BIRDS



BIRDS DESK CALENDAR

Nearly 1300 species of birds can be found in India's wide range of ecozones. These have always been an integral part of our culture and folklore and their survival is important for the health of our ecosystems. Many species of birds have been pushed towards extinction while a large number are struggling for survival in an increasingly hostile environment. Human life is inter dependant on the variety of flora and fauna in the environment. Therefore, it is incumbent on us to help save our feathered friends.

Product Code: DC08

Size/Specifications: 7.5"x8.5"

With planner

Paper: 170 Gsm Sinarmas Art Paper

Price: ₹95



TIGER

TIGER DESK CALENDAR

The tiger is a unique animal which plays a pivotal role in the health and diversity of an ecosystem. The presence of tigers in the forest is an indicator of the well being of the ecosystem.

Join WWF-India in protecting this majestic species. Together, let us ensure that the tiger continues to rule and safeguard the Indian forests.

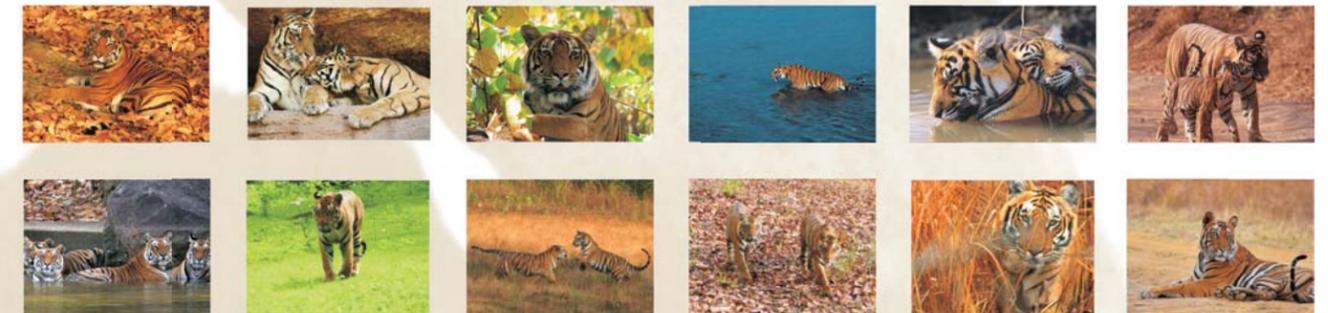
Product Code: DC09

Size/Specifications: 7"x8.5"

With planner

Paper: 170 Gsm Sinarmas Art Paper

Price: ` 95



BONDING



BONDING

DESK CALENDAR

Bonding in many ways has similar benefits for wildlife as in humans - security, possibility of finding better food and water resources and emotional satisfaction. The strong bonds of these relationships bind the members of a group forever.

Product Code: DC10

Size/Specifications: 6"x7"

With Planner

Paper: 170 Gsm Sinarmas Art Paper

Price: ₹85



LANDSCAPES

LANDSCAPE GREETING CARDS

Size: 5"x7"

Specifications: Blank inside

Paper: Imported gloss 300 Gsm

Price: ` 18 per piece



Code: CL11

Price: ` 18



Code: CL12

Price: ` 18



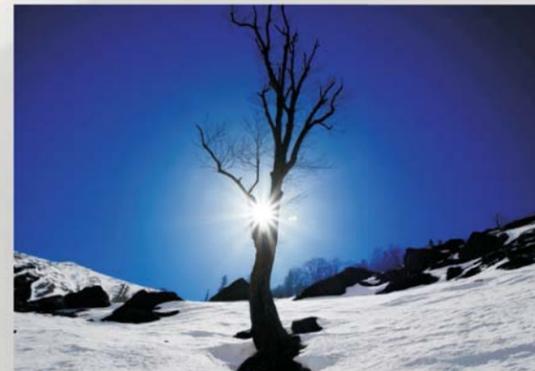
Code: CL13

Price: ` 18



Code: CL14

Price: ` 18



Code: CL15

Price: ` 18

FAUNA

FAUNA GREETING CARDS

Size: 5"x7"

Specifications: Blank inside

Paper: Imported gloss 300 Gsm

Price: ` 18 per piece



Code: CF16

Price: ` 18



Code: CF17

Price: ` 18



Code: CF18

Price: ` 18



Code: CF19

Price: ` 18



Code: CF20

Price: ` 18

WATER

WATER

GREETING CARDS

Size: 5"x7"

Specifications: Blank inside

Paper: Imported gloss 300 Gsm

Price: ` 18 per piece



Code: CW21

Price: ` 18



Code: CW22

Price: ` 18



Code: CW23

Price: ` 18



Code: CW24

Price: ` 18



Code: CW25

Price: ` 18

RANTHAMBHORE

RANTHAMBHORE

GREETING CARDS

Size: 6"x9"

Specifications: Blank inside

Paper: Favini Cobble Ivory 250 gsm

Price: ` 50 per piece



Code: EX 803

Price: ` 50



Code: EX 805

Price: ` 50



Code: EX 804

Price: ` 50



Code: EX 807

Price: ` 50



Code: EX 806

Price: ` 50

A S S O R T E D

THE WILD CONNECTION



Size: 5"x7" Price: £12 per piece
Limited stocks available



WWF-SGC-34



WWF-SGC-35



WWF-SGC-33



WWF-SGC-44



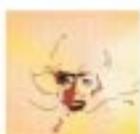
WWF-SGC-36



WWF-SGC-37



WWF-SGC-42



WWF-SGC-38



WWF-SGC-39



WWF-SGC-43



WWF-SGC-40



WWF-SGC-41

THE SILENT MASTERS



Size: 8.75"x5.75" Price: £15 per piece
Limited stocks available



WWF-LSGC-28



WWF-LSGC-18



WWF-LSGC-21



WWF-LSGC-19



WWF-LSGC-22



WWF-LSGC-26



WWF-LSGC-25



WWF-LSGC-20



WWF-LSGC-29



WWF-LSGC-23



WWF-LSGC-24



WWF-LSGC-27

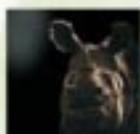
THE SYLVAN SOULS



Size: 8"x8" Price: £15 per piece
Limited stocks available



WWF-LGC-03



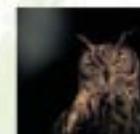
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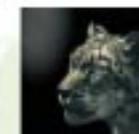
WWF-LGC-11



WWF-LGC-10



WWF-LGC-08



WWF-LGC-14



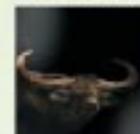
WWF-LGC-09



WWF-LGC-05



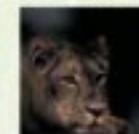
WWF-LGC-06



WWF-LGC-12



WWF-LGC-13



WWF-LGC-07

FOOTPRINT



FOOTPRINT PLANNER DIARY

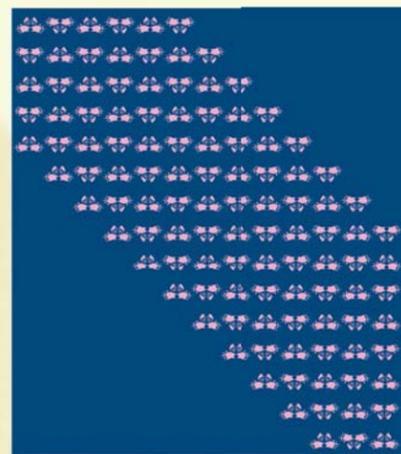
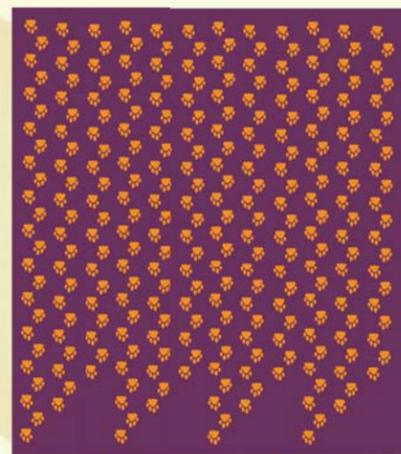
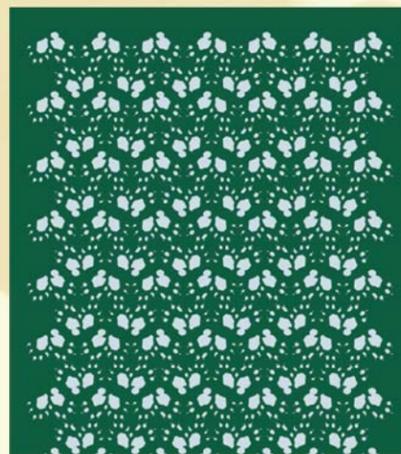
Footprint is a pattern of their lives. And likewise, the lives of these animals will leave a significant mark on the pattern of ecology. This diary creates awareness for these animals, conveying the importance of preserving their lives. The design of the diary is created using the distinct paw prints / pugmarks of selected animal species in India.

Product Code: FPD67

Size: 7.5" x 10.75"

Specifications: Any year diary

Price: ` 250



KANHA



KANHA PLANNER DIARY

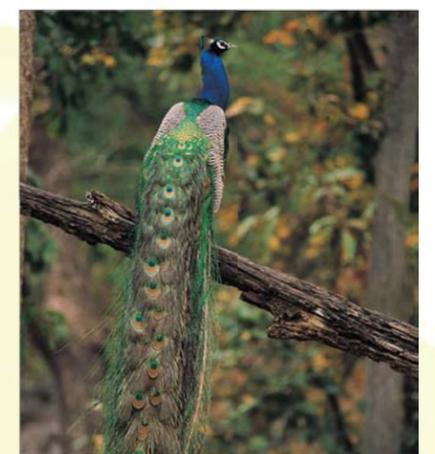
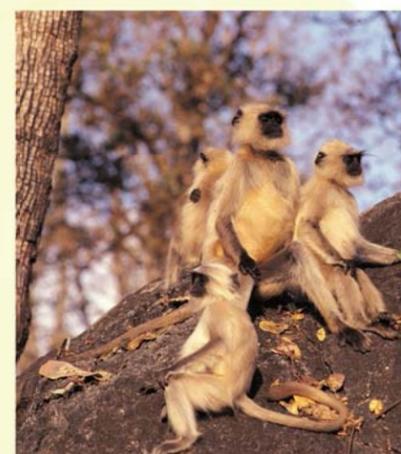
With vast open grasslands and diverse flora and fauna, Kanha is a nature lover's paradise. Through this diary, we bring to you the essence of Kanha.

Product Code: KD68

Size: 7" x 9.5"

Specifications: Any year diary

Price: ` 295





For enquiries, please contact:

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Max Mueller Marg
New Delhi 110003

Tel: 011 4150 4808/4834
Fax: 011 415504779
products@wwfindia.net

Terms & Conditions

To order please email at products@wwfindia.net, and send the Cheque/DD in advance to: -

WWF-India
172 B, Lodi Estate
Max Mueller Marg
New Delhi 110003

All cheques/demand drafts to be drawn in favour of "World Wide Fund for Nature - India"

Minimum order value Rs. 3,000.00

All taxes extra as applicable

Freight on actual will be extra