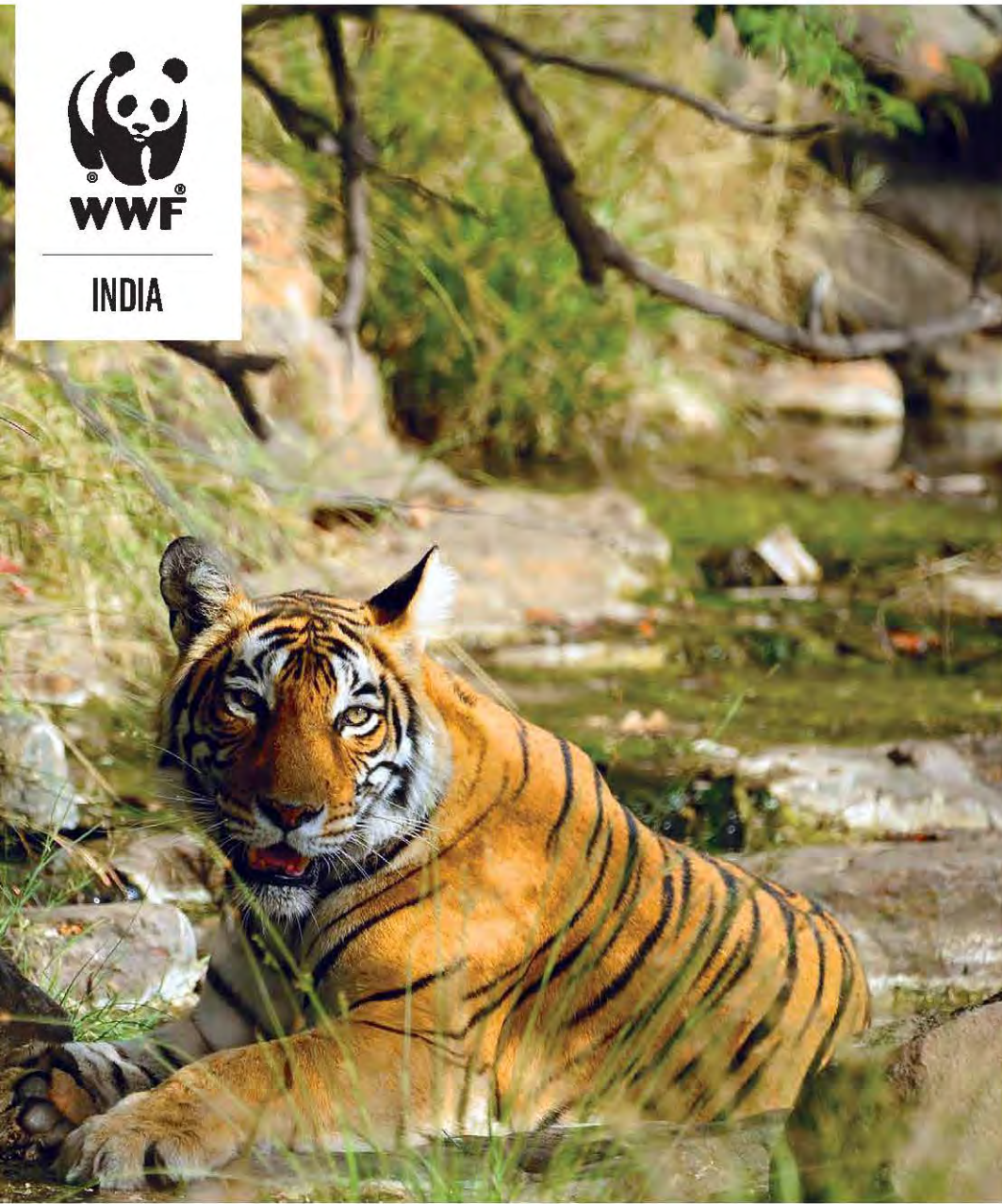




WWF

INDIA



NATURE GUARDIAN PROGRAMME





About WWF-India

WWF-India is registered as a Public Charitable Trust. We are an environmental organisation with extensive on-ground experience. We combine this knowledge with scientific research and practical insights to create solutions. Our conservation approach is holistic and integrated, connecting wildlife, communities, natural habitats, governments and corporations. This interconnectedness is what makes us unique.

Nature Guardian Programme

This programme has been especially designed for those who are inherently passionate about nature and committed to its conservation. We invite you to join us and numerous other dedicated philanthropists on this journey towards creating a healthy planet. Become a Nature Guardian today!

What Does a Nature Guardian Get from WWF-India?

- Priority access to events like expert talks, summits and festivals
- Invitation to an annual dinner
- Quarterly updates and an annual report of our conservation work
- A signed citation certificate from WWF-India's CEO
- Tax benefits under Section 80G of the Income Tax Act, 1961
- WWF-India's signature calendar that features breathtaking nature photos
- Exclusive invites to curated nature walks and field trips*

**Field trip participants pay all costs associated with the trip.*

Our Global Network

100

Countries

60+

Years of
Conservation
Experience

5m+

Members

13k+

Projects
Since 1961

30m+

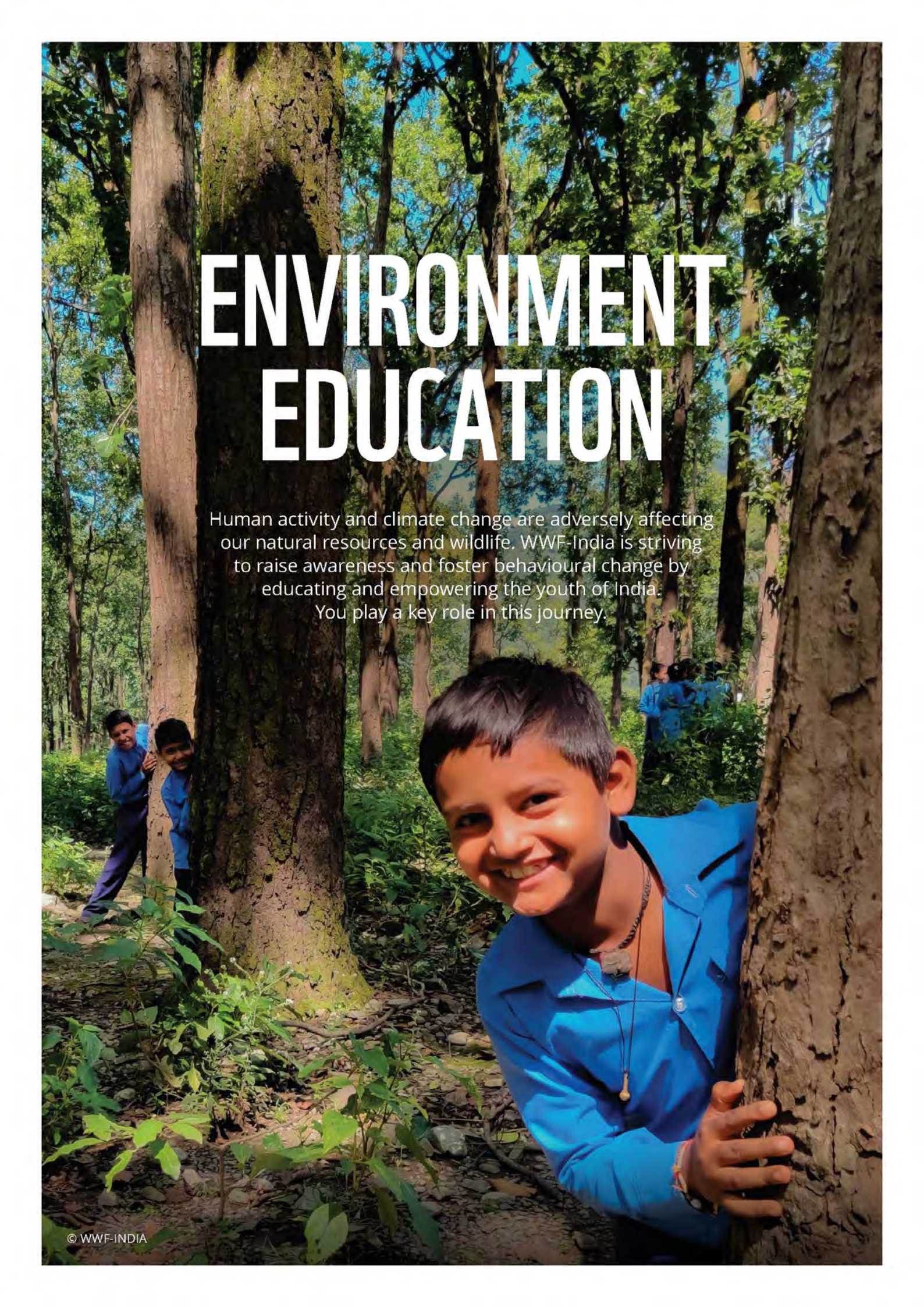
Social Media
Followers



“ Our work focusses on biodiversity conservation and footprint reduction. We have been working towards conserving the natural heritage of India through field-based programmes, awareness campaigns and promotion of environmental sustainability. Our teams engage with various stakeholders, from governments to businesses and communities, for a better natural environment. All of this work is possible only with the support of pioneers like you. I look forward to welcoming you into the WWF-India network as a Nature Guardian. ”

Mr. Ravi Singh
Secretary-General & CEO,
WWF-India





ENVIRONMENT EDUCATION

Human activity and climate change are adversely affecting our natural resources and wildlife. WWF-India is striving to raise awareness and foster behavioural change by educating and empowering the youth of India. You play a key role in this journey.

NATURE LESSONS

WWF-India connects over six lakh people from diverse backgrounds with nature conservation. It engages children, the youth and citizens through guided trails, biodiversity festivals, citizen science and interactive content. We facilitate nature-based education in collaboration with eight state programmes and inspire the youth through green literature.

TEAMWORK

Under the Ek Prithvi programme, we train principals and teachers in transforming government schools into Model Green Schools. Our experiential methods, coupled with workbooks and activities, empower educators to integrate environment education into school curricula across the country. WWF-India's Wild Wisdom Global Challenge gamifies conservation for young learners.

GLOBAL VISION

Education plays a key role in combating climate change. The educational endeavours of WWF-India are aligned with the Kunming-Montreal Global Biodiversity Framework, the Paris Accords and the 17 Sustainable Development Goals (SDGs) — adopted at the UN Sustainable Development Summit in 2015.

YOUNG VOICES

The Model Conference of parties to the Convention of Biological Diversity (MCOP-CBD) convenes 72 student delegates (grades 9-12) from across India and collaborates with organisations like the National Biodiversity Authority of India, UNEP, UNDP, CBD, etc. It enables students to learn governance, advocacy and international treaties, fostering the idea of active global citizenship, accelerating youth-led action across the country and influencing community behaviour towards key threats to the environment.



EMPOWERING COMMUNITIES

Conservation of nature cannot come at the cost of communities' well-being. We empower the most vulnerable groups through policy interventions as well as on-ground initiatives on sustainable livelihoods, community conserved areas and access to natural resources and welfare schemes.



RIGHTS & RESOURCES

WWF-India enables policy decisions that help communities secure rights over natural resources. But the latter need to be managed sustainably, which is why we design sustainable livelihood initiatives. This not only reduces the pressure on natural resources but also enhances the incomes of locals.

PARTNERING WITH PEOPLE

WWF-India facilitates the establishment of community conserved areas in collaboration with tribes and their local institutions. In western Arunachal Pradesh alone, we have engaged 45 villages and supported the establishment of nine Community Conserved Areas covering 1,700 sq km of forests.

ENABLING ACCESS

WWF-India has reached 3,000 women in 75 forest fringe villages of Central India, strengthening their livelihoods by leveraging government welfare schemes and mobilising over Rs 2 crore in 2022-23.

CATALYST TO CONSERVATION

We work with communities to develop locally driven initiatives for the protection and management of rivers and wetlands, as well as mechanisms to mitigate and manage human-wildlife conflict.

FOOTPRINT REDUCTION

Our work towards the conservation of biodiversity and restoration of habitats can succeed only if the resource and carbon footprint of humans is under control. WWF-India not only rejuvenates rivers and wetlands but also tests and promotes sustainable solutions in agriculture and business. Your support helps us build climate resilience.

RIVERS & WETLANDS

WWF-India is working with multiple stakeholders for the rejuvenation of 8,200 kilometres of rivers and over 580 hectares of wetlands. We are also working with communities for the conservation of aquatic species, including the Ganges River Dolphin, the Indus River Dolphin, gharials and turtles.

CLIMATE CHANGE

Our Climate Hub makes sure that our conservation activities go hand-in-hand with climate change adaptation. We pilot and scale up nature-based solutions across India and promote renewable energy adoption in diverse sectors like the dairy cold chain, rural mobility and clean drinking water.

SUSTAINABLE AGRICULTURE

WWF-India is testing and promoting regenerative, organic agriculture. We also engage in policy and technological innovation for climate-resilient agricultural systems, supporting enhanced livelihoods, agrobiodiversity, and healthy rivers and aquifers.

BIODIVERSITY CONSERVATION

Your support has helped us preserve the biodiversity of India by reducing conflict, training communities, conserving habitats and corridors, enabling sustainable fisheries and restoring mangroves along the shoreline.



HUMAN-WILDLIFE CONFLICT

Every year, around 600 people die in encounters with wild elephants in India. Nearly 100 wild elephants are killed in retaliation. WWF-India has trained more than 1,000 Anti Depredation Squad (ADS) members in Assam, set up solar-powered fences along 300 kilometres and developed a field manual for Human-Elephant conflict management with the Government of India. We have also trained over 1,000 Bagh Mitras, who act as first responders when tigers enter areas used by humans.

STRENGTHENING PROTECTION

Wildlife needs safe habitats to survive. Through its TRAFFIC India arm and other verticals, WWF-India has organised over 200 capacity-building programmes in the last 10 years for the forest department and other enforcement agencies to reduce wildlife crime in India.

LANDSCAPE CONSERVATION

Linear infrastructure like roads and electric lines, besides change of land use by humans, shrinks corridors that connect protected areas. WWF-India works in collaboration with government agencies, NGOs and local communities to address these challenges on the ground as well as at the policy level.

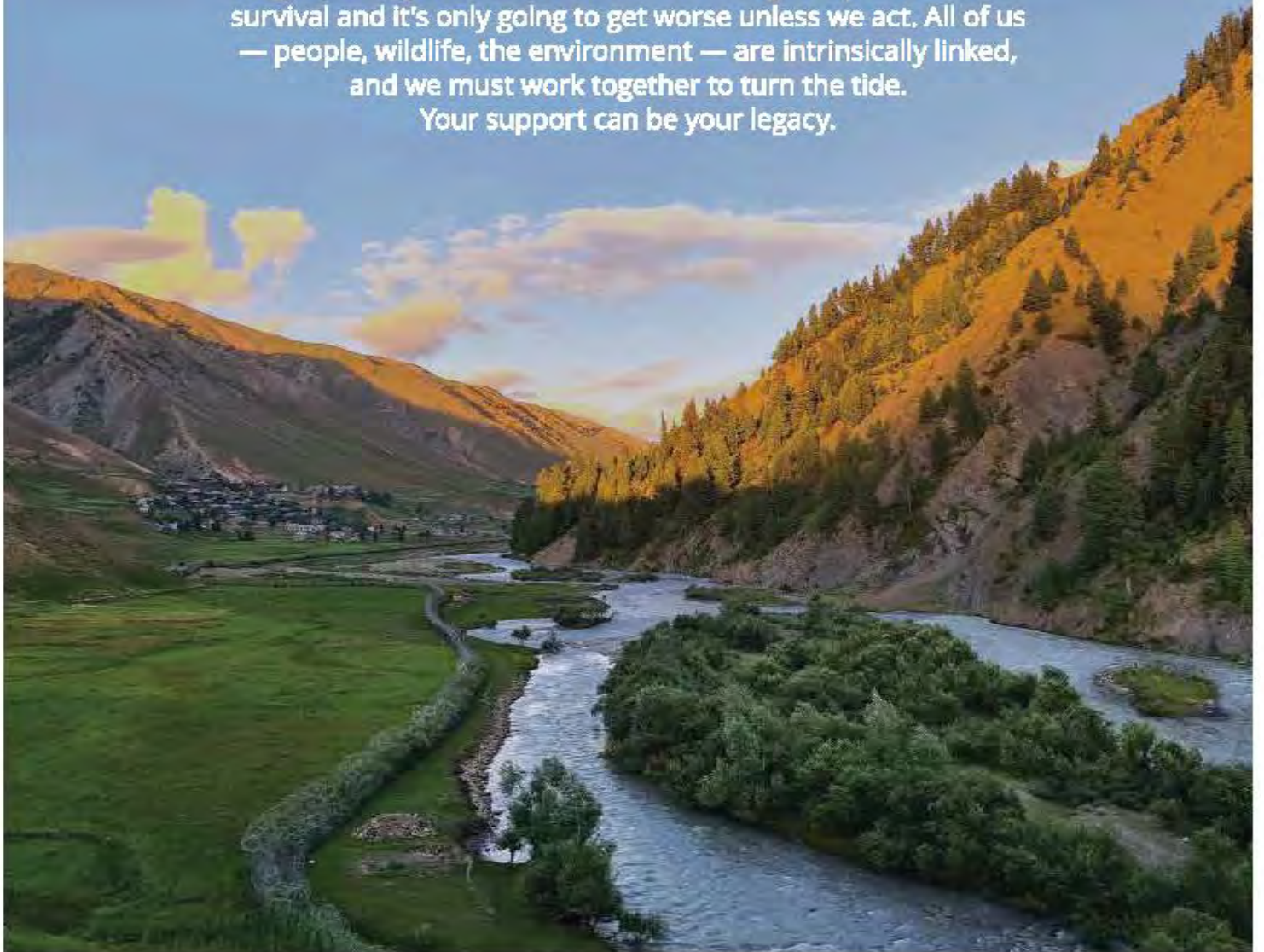
MARINE LIFE

WWF-India has been working in marine conservation for over 20 years. We were instrumental in the first Marine Stewardship Council certification of a fishery in India. WWF-India is also restoring the mangrove ecosystem along the East Coast, having planted over 50,000 saplings in one year. We are working with fishers across India to make their livelihood more sustainable, which enhances the resilience of the marine ecosystem.

LEGACY GIVING

The future of our planet is under threat. Some of our most magnificent species and habitats are facing an uphill battle for survival and it's only going to get worse unless we act. All of us — people, wildlife, the environment — are intrinsically linked, and we must work together to turn the tide.

Your support can be your legacy.



LEAVING BEHIND A LEGACY

Today, there is a growing understanding that human health and well-being are closely tied to the health of our planet. From fresh air, clean water and food to energy, medicines and materials, nature is vital to our survival and future.

Leaving behind a gift in our will is an investment for the future. Once you have provided for your family and loved ones, consider supporting nature conservation through WWF-India in your will. Your gift will help us protect India's rich biodiversity and play a pivotal role in conserving vital ecosystems like forests, grasslands, rangelands, rivers, wetlands and oceans.

MAKE A WILL, MAKE A DIFFERENCE

- In addition to your family and loved ones, you may wish to consider adding WWF-India to your will. Your will can be amended as often as you like, and it comes into effect after your lifetime.
- A bequest to WWF-India will reflect your legacy towards protecting our planet. For further information visit join.wwfindia.org/legacy-giving
- While we do accept gifts of shared and real estate, a bequest of a specific sum of money to WWF-India would be the ideal legacy from your estate. We recommend that you consult a qualified attorney for further guidance.



Scan here to know more

“ It is a privilege to be able to safeguard our future and protect the planet. WWF-India is proud to present a first-of-its-kind legacy circle programme, that allows all of us to leave behind a cleaner, greener and safer world for our children. Let's do our part. ”



Jamshyd N Godrej

Chairman & MD,
Godrej & Boyce Mfg. Co. Ltd.
Trustee, WWF-India

“ Personally, I want to do all I can to preserve this beautiful world we live in to ensure that my daughter Tarini and her entire generation can enjoy it as well. The best way of doing this is by leaving behind a legacy for the environment in my will so that together, we can create a future where our children and grandchildren live in harmony with nature. ”



Rishabh Shroff

Partner,
Cyril Amarchand Mangaldas
Philanthropy Ambassador,
Maharashtra, WWF-India

“ I share a deep passion for the environment and strongly believe that those of us who can do something to protect our legacy must. Any step taken in this direction is a step toward a brand-new future. Climate change impacts people and nature everywhere. With each passing day, our planet is warming, glaciers are melting, freshwater resources are shrinking, forests are burning, and coral reefs are dying. But it is not too late. Together, we can change this course. To address the climate crisis, WWF-India is committed to acting quickly on two fronts: 1. Reducing carbon emissions. 2. Helping wildlife and people cope with a rapidly warming planet. ”



Deep Kalra

Founder & CEO, MakeMyTrip
Philanthropy Ambassador,
Delhi & NCR, WWF-India

As a Nature Guardian, your support will play a vital role in scaling up our initiatives, mentoring the next generation of conservation leaders and creating a brighter future for our planet.

“ WWF-India has been a pioneer in raising awareness towards building a greener and healthier Earth. It is truly an enriching opportunity for me to work towards this goal and contribute my bit for environment conservation. Through this initiative, I have had the privilege of collaborating with like-minded philanthropists and environmental experts who share the common goal of protecting our planet's natural resources. It is incredibly heartening to witness the passionate commitment and unwavering dedication of WWF-India's team to protect and preserve our planet. ”

Dulquer Salmaan

Nature Guardian Ambassador
Actor, Producer and Playback Singer



Anusha Narayan

Philanthropist

“It has been a very rewarding experience to support WWF-India's efforts and commitment to protecting wildlife and conserving the natural resources of our country. I believe that the responsibility of preserving our natural resources should not be left to any one individual or organisation but rather requires a collaborative effort on the part of all. WWF-India understands this and is fully committed to working together to achieve this goal.”



Sanjay Nayar

Founder,
Sorin Investments

“This initiative has provided me a unique opportunity to actively contribute to the conservation and preservation of our natural environment. I believe my contribution has also allowed me to leave a positive legacy for future generations. The programme has not only allowed me to fulfil my responsibility as a global citizen but has also enriched my personal life by fostering a deeper connection with nature.”



Tarun Sawhney

Vice Chairman & MD,
Triveni Engineering &
Industries Limited

“WWF-India's ability to adapt to changing environmental challenges while staying true to its mission is truly commendable. The organisation's leadership, expertise and commitment to conservation and work are comprehensive in their approach and are essential to preserving India's biodiversity and natural resources. It is a privilege to support an organisation that champions environmental conservation and community participation.”

Connect with us

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