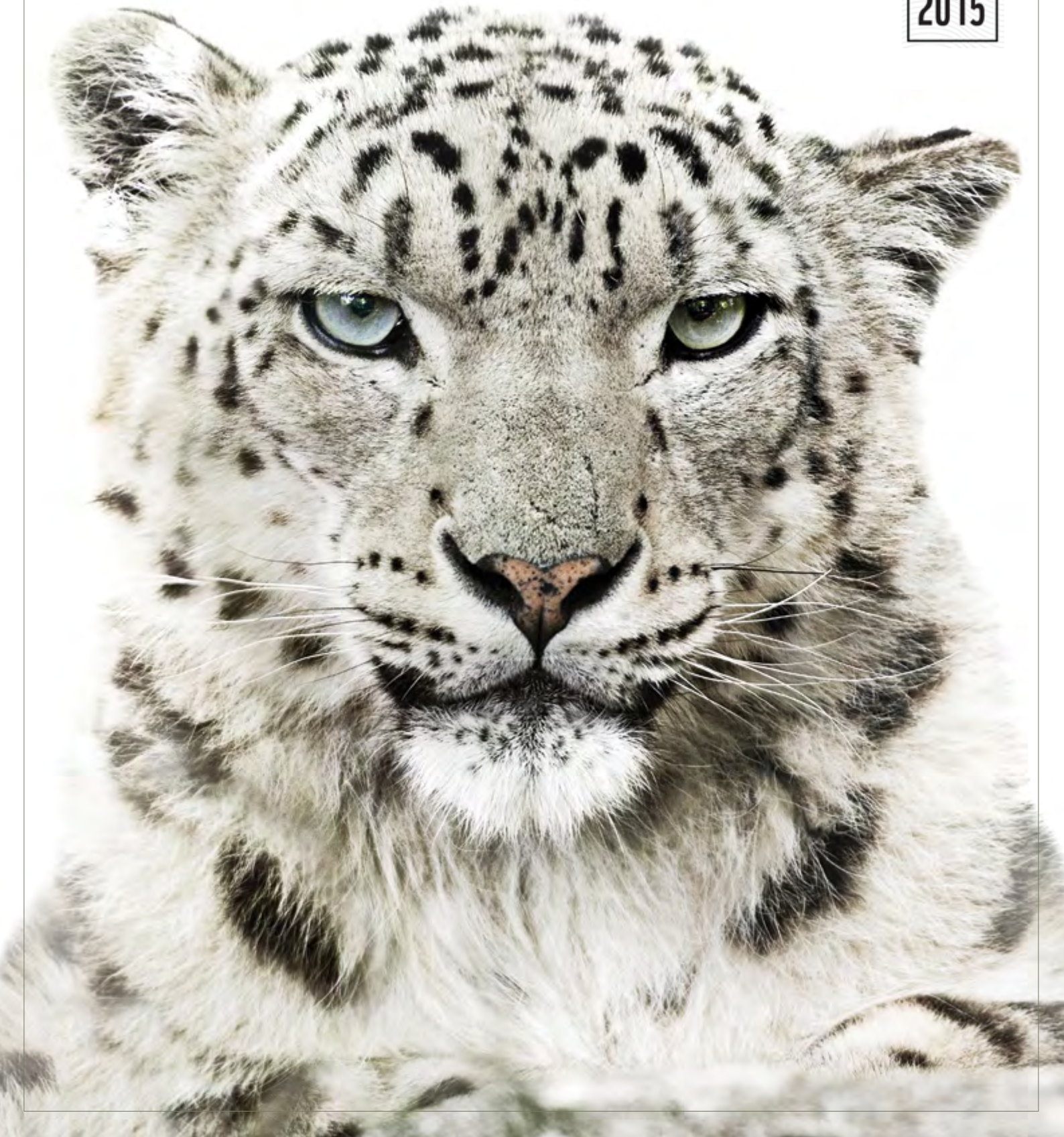


Annual Report 2015



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2015



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President's note



Jamshyd N. Godrej
President, WWF-India

“ As the country moves forward to achieve its ambitious development goals, it must factor in environmental and social concerns and aim to strike a balance between conservation and development. ”

India is one of the world’s mega biodiversity countries and is also home to the largest populations of three iconic and threatened wildlife species – the tiger, Asian elephant and greater one-horned rhinoceros. Therefore, India’s conservation efforts are critical for the long term conservation of wildlife and natural resources globally.

As the country moves forward to achieve its ambitious development goals, it must factor in environmental and social concerns and aim to strike a balance between conservation and development. This can only be achieved if all stakeholders – governments, businesses, NGOs, institutions and individuals – play a role in bringing about sustainable change. This year’s Annual Report highlights key successes achieved through collaboration and partnerships with diverse stakeholders to deliver impact on ground.

I congratulate the WWF-India team on the eventful year gone by. Their dedication, conviction and belief in creating a world where humans live in harmony with nature, is truly commendable.

From the SG & CEO



Ravi Singh
Secretary General & CEO, WWF-India

“ To achieve impact at scale, efforts must be made towards working with and influencing institutions, governments and businesses in moving policy and practices towards sustainability. Results of such engagements are visible across our gamut of work. ”

This annual report focuses on the key aspects of our work across 6 broad thematic areas – wildlife, forests, rivers and wetlands, oceans and coasts, climate and energy and agriculture. The achievements highlighted here reflect the dedication and passion with which our teams are working to bring about lasting change. To achieve impact at scale, we believe that along with action on-ground, efforts must be made towards working with and influencing institutions, governments and businesses in moving policy and practices towards sustainability. Results of such engagements are visible across our gamut of work.

Our efforts towards conserving key wildlife corridors to maintain connectivity in tiger habitats has made progress. Through advocacy at multiple levels, we have successfully influenced the inclusion of green infrastructure designs in highway expansion projects to facilitate safe movement of wildlife. Continuous engagement with local communities is steadily bringing them to the forefront of conservation efforts. More than 1400 sq km forests across India are now being conserved and managed by local communities in WWF priority landscapes. Fishing communities and government partners are recognizing the importance of sustainable fishing practices and working with us to maintain global standards of sustainability. Farming communities across landscapes are gradually adopting sustainable and climate smart agricultural practices that benefit them and the surrounding environment. Businesses, too, are increasingly joining hands with us to bring in sustainability across supply chains of high footprint commodities and reduce their impact on the environment nationally and globally.

A growing urban movement for conservation is visible in cities where residents are involved in positive action, be it to conserve their city’s wetlands and rivers, birds and urban wildlife, or reducing wasteful consumption and promoting sustainable lifestyle choices. Innovations in applications of solar power are beginning to show.

I would like to once again express my sincere appreciation to all teams of WWF-India who work continuously to contribute towards conservation impacts for the country.

Board of trustees

- Mr. Arun Maira
- Mr. Arvind Wable
- Ms. Chanda Singh
- Mr. Jamshyd N. Godrej
- Mr. N. Kumar
- Mr. Ravi Singh (ex-officio)
- Mr. Shyam Saran

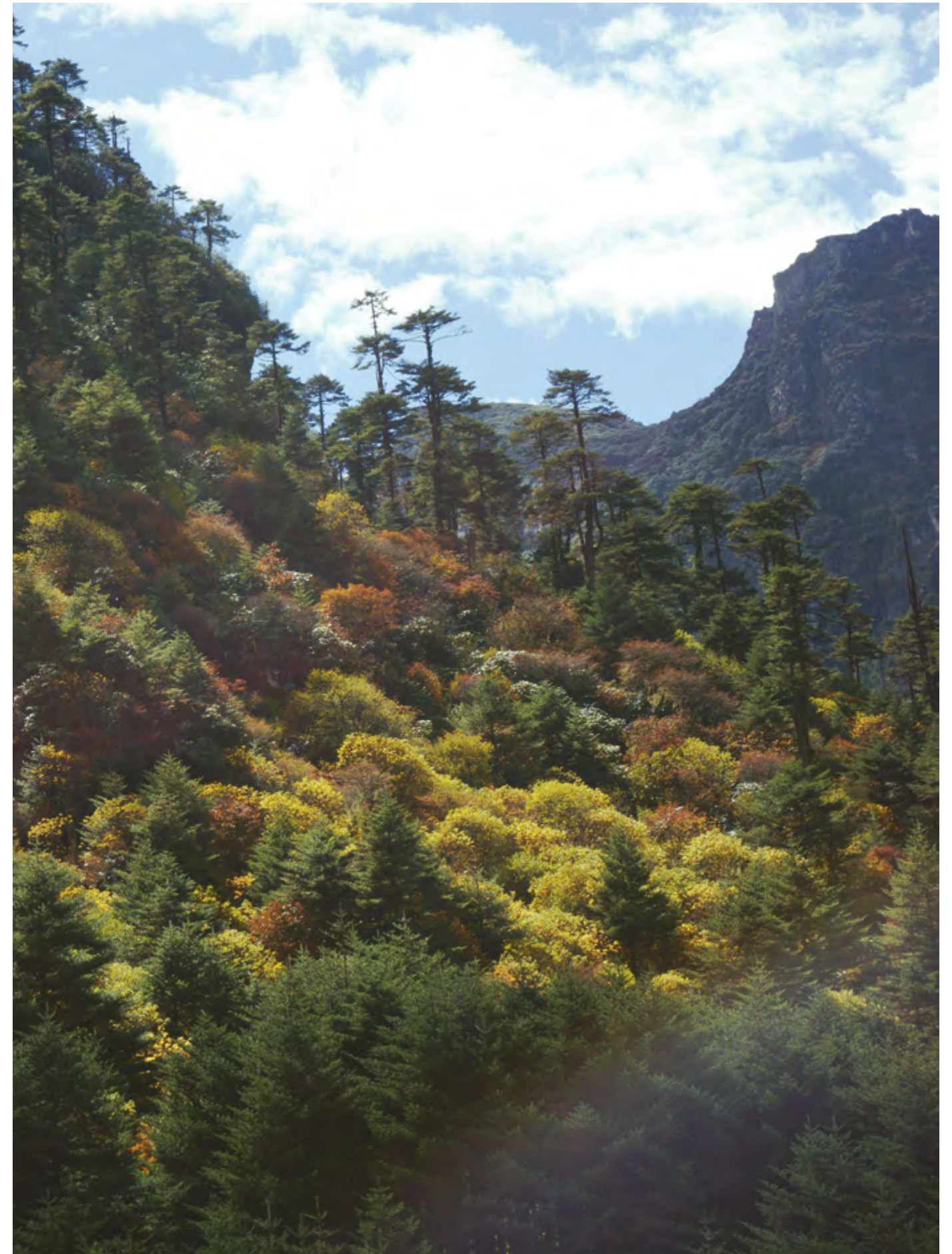
Together Possible

During 2015, the WWF network embarked on a journey of change designed to meet the conservation challenges of a changing world. Based on this, WWF will unite around delivering six ambitious Global Goals (Oceans, Forests, Water, Wildlife, Food and Climate & Energy) along with addressing three cross-cutting Drivers (Governance, Markets and Finance). WWF-India has been working in all of these areas for several years, and in some cases, decades and can make a significant contribution the achieving these goals both at a national and global level.

This year's annual report is structured around the new WWF Global Goals to demonstrate the work we have been doing in these areas during the last year. Building on the premise that much more is possible when we work together, cross-cutting teams within WWF-India have been working and delivering on ambitious programmes to address some of the key conservation issues faced by the country. The challenges are immense but innovative solutions can also be created and we have been focusing on developing and testing such ideas and solutions. The work outlined in this Annual Report will clearly demonstrate this and we are committed to continue finding ways to ensure that conservation of our natural resources remains a priority for the government, businesses and civil society.



WWF Global Goals



SPECIES &
LANDSCAPES

Priority landscapes are secured for posterity with thriving populations of key species in well managed habitats connected through corridors

57%

of the global tiger population is found in India, which has less than



15%

of global tiger habitat

65%

of the global Asian elephant population is found in India, which has



1/3rd

of the world's Asian elephant habitat

82%

of the global one-horned rhino population is found in India, which has



53%

of the world's one-horned rhino habitat

2,00,000 km
NATIONAL HIGHWAYS

Proposed linear infrastructure projects in the coming years aim to double the length of national highways from 96,000 km to 2,00,000 km, which could lead to further fragmentation of wildlife habitats if environmental concerns are not factored into the project designs

Between 2005 and 2015, India recorded the highest numbers of poaching cases of tigers, elephants and rhinos

400+
Tigers

300+
Elephants

190+
Rhinos

India is home to the largest populations of these iconic species, therefore the country's conservation efforts are crucial for their long term survival globally. WWF-India is working towards the conservation of key species and habitats by monitoring wildlife populations, maintaining the functionality of wildlife corridors, managing human wildlife conflict, promoting sustainable livelihoods and addressing impacts in wildlife habitats from agriculture, mining, industrialization and urbanization, energy and power generation and linear infrastructure projects.

SPECIES & LANDSCAPES





2226 TIGERS IN INDIA

The third country-wide tiger estimation conducted in 2014 revealed the number of wild tigers in India to be 2226 individuals. During this massive exercise, more than 1500 tigers were individually identified through camera trap images. WWF-India was the largest external partner of the National Tiger Conservation Authority, Wildlife Institute of India and State Forest Departments in conducting this exercise, in terms of effort, logistic support and the total number of sites surveyed and monitored.

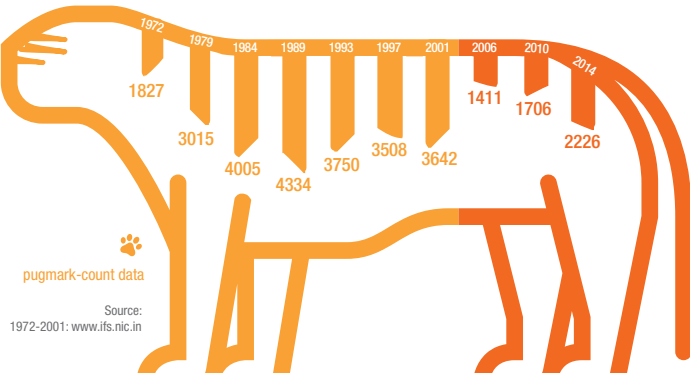
WWF-India’s contribution to the tiger estimation exercise:

30,000
sq km area covered through surveys and camera traps across 10 Indian states

300,000
man hours dedicated to this exercise by 18 tiger biologists

650+
camera traps set up in 19 locations

471 
images of individual tigers captured on camera traps



 Camera trap data
Source: 2006-2014: www.projecttiger.nic.in

CONNECTING TIGER HABITATS



WWF-India is working to maintain and improve the functionality of 33 tiger corridors in India connecting 21 Protected Areas with an aim of facilitating the distribution of tigers across a wider habitat. This includes monitoring the movement of tigers and co-predators, managing human tiger conflict, engaging with local communities to promote sustainable livelihoods and improving protection measures. Monitoring and research findings have been published as scientific reports for 8 corridors, proving their use by endangered species and strengthening advocacy efforts to mitigate developmental threats in the region. Geo-spatial technology was used to identify the causes of habitat fragmentation and loss in 18 critical corridors in the Terai. The aim is to secure the long term conservation of these critical corridors by getting recognition for them and promoting the development and implementation of corridor management plans.

ADDRESSING MINING PRESSURES IN CORRIDORS

Surveys have been conducted to assess the impacts of riverbed mining in the Baur river, Kosi-Dabla and Nihal-Bhakra wildlife corridors in the Terai Arc Landscape in Uttarakhand. The findings have been presented to the State Level Monitoring Committee set up by the Uttarakhand Government to improve governance of the extractive sites and reduce disturbance to wildlife. Feasibility studies are underway to develop scientific arguments for the preservation of river beds that act as wildlife corridors and implementation of better regulation and monitoring practices at existing boulder and sand mining sites. Surveys have also been conducted to assess the impact of coal mining in the Satpuda-Pench corridor in Madhya Pradesh. Engagement with the Chhindwara Forest Division and Western Coalfields Ltd. is underway to promote better mining practices and restore functionality of this corridor by restoring abandoned mines.

‘GREEN’ INFRASTRUCTURE IN WILDLIFE HABITATS

Quick action in the form of rapid surveys, impact analysis, development of alternative recommendations and advocacy at multiple levels led to a commitment from the National Highway Authority of India for construction of vehicle overpasses and animal underpasses at appropriate sites along the proposed highway expansion plan for NH 125 passing through the Kilpura-Surai-Khatima corridor in Uttarakhand. At a broader level, a framework based on ecosystem valuation is being developed to assess the impacts of linear infrastructure on ecosystems, using the proposed construction of the Indo-Nepal border road in Uttar Pradesh as a case study. This framework will act as a tool to inform policy makers and help develop investment decisions in infrastructure projects to take into account wildlife priorities.





CONSERVING THE INDIAN RHINO

33 THE RHINO
POPULATION IN
MANAS HAS REACHED
33 IN 2015, FROM
ZERO IN 1999

In the last two years, 14 calves have been born in Manas National Park to rhinos translocated under the Indian Rhino Vision (IRV) 2020 programme launched a decade ago to revive the rhino population in Assam. This is a result of consolidated efforts by WWF-India, Assam Forest Department, Bodoland Territorial Council, International Rhino Foundation and the US Fish and Wildlife Service to improve protection and security measures in Manas, which ensured a safe habitat for the species and stabilized the population. Encouraged by this success, efforts have been made to prepare Laokhowa and Burachapori Wildlife Sanctuaries for further translocations. Rhino bearing enclosures, watchtowers and guard posts have been constructed, patrolling routes laid out, a special monitoring task force set up and capacity building workshops to curb illegal wildlife activities have been organized. The second phase of translocations aims to see rhino populations distributed across five of the seven potential rhino habitats in Assam.



CONSERVING THE SNOW LEOPARD

Tangible evidence of the presence of snow leopards was recorded for the first time from North Sikkim where five individuals were identified from camera trap images. Information generated from these studies will be a critical input in developing an effective snow leopard conservation plan. To manage human snow leopard conflict in Ladakh, 15 predator proof corral pens have been constructed with communities that collectively protect more than 1500 livestock, thereby providing livelihood security to the mountain communities as well as reducing risks of retaliatory killing of snow leopards.



1625+
PEOPLE BENEFITTED FROM
REDUCTION IN ELEPHANT RAIDS IN
THE WESTERN GHATS

MANAGING HUMAN ELEPHANT CONFLICT

Low cost electric fencing and early warning systems for managing human elephant conflict in the Western Ghats & Nilgiris and Assam are successfully reducing crop raiding incidents as well as economic losses for farmers living in and around elephant habitats. Fences were installed in the Western Ghats by leveraging funds from the MGNREGA Scheme. These electric fences cost 70% less than commercially manufactured fences and therefore have great potential to help mitigate human elephant conflict across large areas at reduced costs.

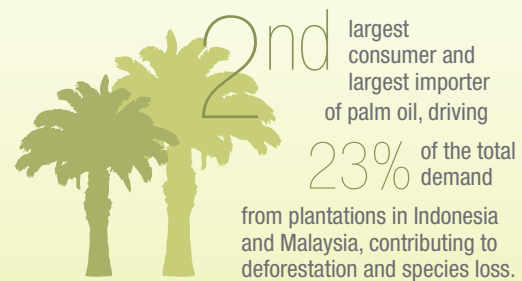
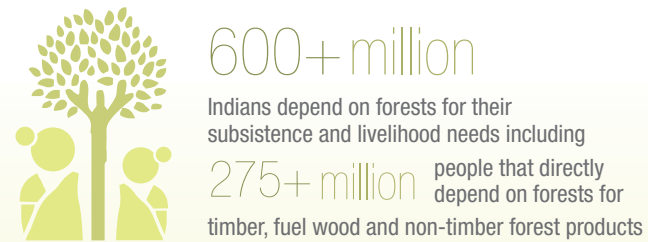
The State Government of Madhya Pradesh has allocated Rs 200 Crore through the Department of Agriculture to invest in the production of these fences and scale up this innovative approach across the landscape for other herbivore species.



405+
ACRES OF CROPLANDS
PROTECTED WITH 75%
REDUCTION IN CROP
RAIDING INCIDENTS IN
THE WESTERN GHATS

FORESTS

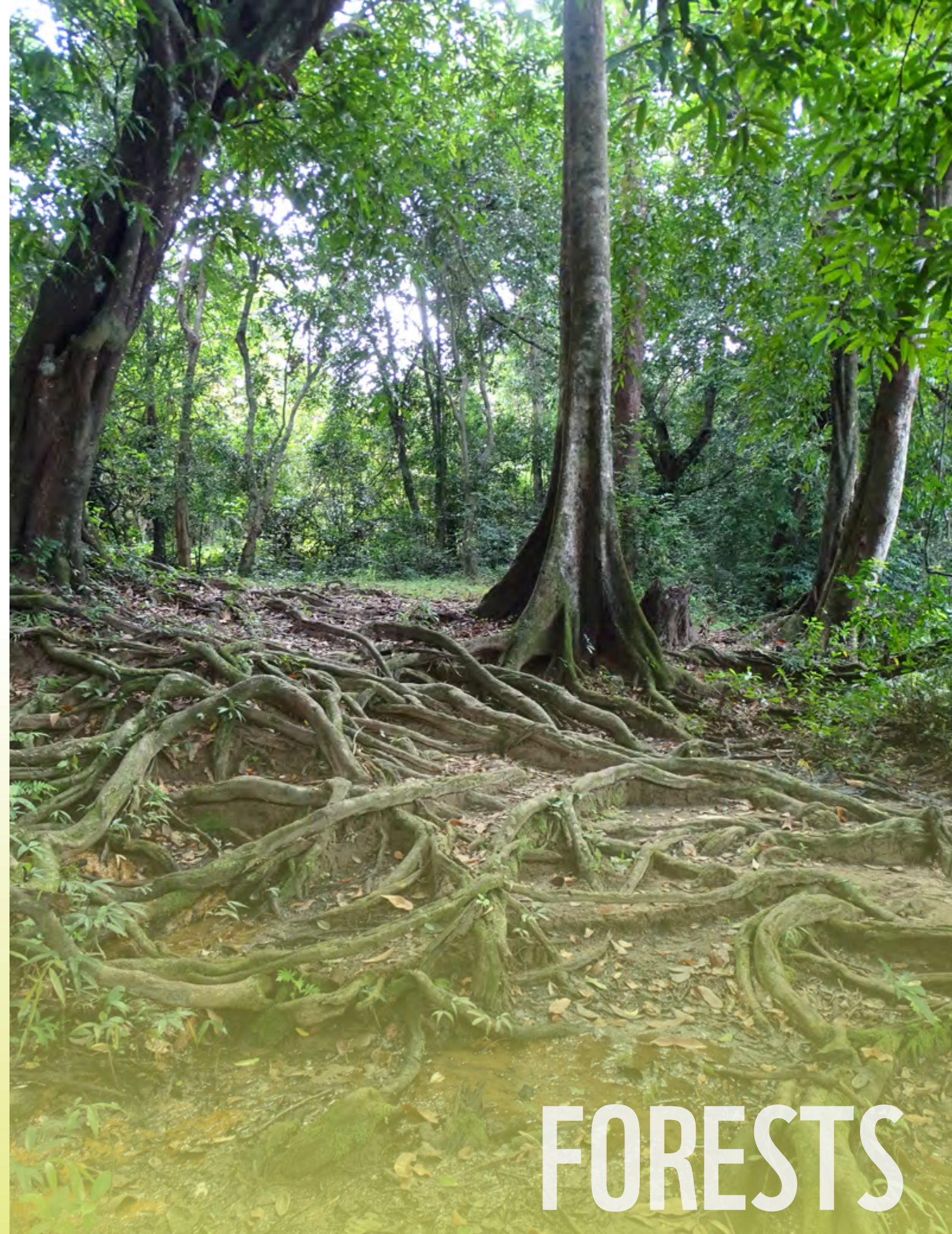
Well managed forests
continue to provide
ecosystem services and
benefits to local communities



India's forests not only support a wide diversity of wildlife but also provide livelihood and energy security for millions of local communities living around them, along with the provision of ecosystem services at a landscape scale. WWF-India works with both governments and local communities in its priority landscapes to support and improve management while enabling communities to benefit from conservation and become effective stewards of conservation.

India's forest footprint goes well beyond its boundaries today. It is ranked amongst the top five importers of high footprint commodities that are linked to large scale deforestation in Indonesia and Malaysia. Through industry and policy engagement, WWF-India works towards promoting responsible procurement of raw material that drives environmentally and socially sustainable forest management in the production of commodities such as palm oil, timber, pulp and paper.

FORESTS





PROMOTING SUSTAINABLE PALM OIL

WWF-India facilitates market transformations towards sustainability across the palm oil supply chain through corporate engagement, policy intervention, communication and media outreach and strategic collaboration with partners. Concerted efforts have resulted in 40 companies becoming members of the Roundtable on Sustainable Palm Oil (RSPO) and the number of RSPO certified companies has increased from three last year to 16 in 2015. This marks a significant rise in commitment towards sustainable palm oil, especially since these engaged companies together control more than 60% of the Indian palm oil market.

TRANSFORMING THE TIMBER, PULP AND PAPER INDUSTRY

WWF-India has been engaging with some of the largest players in pulp and paper industry in India to promote responsible sourcing of raw material across supply chains. ITC has renewed its participation in the Global Forest and Trade Network and International Paper (IP-APPM) has enlisted as a new participant, committing to increase the share of credibly certified (FSC) raw material in their supply chains. These commitments have prompted large suppliers of unsustainable pulp in the south-east Asian region to open constructive dialogues with WWF-India towards sustainability. To create an enabling environment for the uptake of certification at scale, WWF-India is engaging with policy makers and industry players through the Network for Certification and Conservation of Forests (NCCF) and Forest Stewardship Council (FSC) to develop responsible forestry certifications in India. Research is underway to analyse trade flows and the sustainability impacts of timber products and natural rubber.



477+

HECTARES OF FORESTS HAVE BEEN RESTORED BY PLANTING MORE THAN 3 MILLION INDIGENOUS SAPLINGS SINCE 1996

RESTORING DEGRADED FORESTS IN DARJEELING

Project SERVE (Save the Environment and Regenerate Vital Employment) is a joint initiative of WWF-India and Projektwerkstatt Teekampagne-Germany launched in 1996 for the ecological restoration of the Darjeeling Hills by improving natural habitats. Nurseries have been set up to raise saplings of indigenous species, which are planted in degraded forest areas, landslide prone and impacted areas as well as important water catchments. Regular monitoring and maintenance of the plantation sites indicate that the forests are being increasingly used by birds and small mammals, including cat species. This year, more than 75,000 saplings were raised and planted in an area of 20 hectares.

ASSESSING FOREST LOSS IN THE EASTERN HIMALAYAS

In collaboration with WWF Nepal and WWF Bhutan, WWF-India conducted a study to assess habitat loss and anthropogenic impacts on ecosystems in the eastern Himalayas between 2000 and 2010 using remote sensing and GIS. A total of 3,34,167 sq km area was assessed across all three countries, which revealed a loss of more than 25,000 sq km in this global priority region. Based on the study, priority initiatives will be identified and a conservation management plan developed to address major threats facing this region such as deforestation, land degradation and fragmentation.



PEOPLE AND PROTECTED AREAS

WWF-India is working with 15 local NGO partners around 16 Protected Areas to demonstrate technological inputs that enhance links between conservation and sustainable livelihoods for tribal groups and local communities in 75 villages. Initiatives such as access to energy efficient devices and livelihood activities including Non Timber Forest Produce value addition, organic farming, fodder cultivation, animal husbandry and community based tourism has led to community empowerment, reduction in fuel wood use and livelihood diversification. More than 4,000 households are expected to benefit from this programme, which is supported by the SEED Division of the Department of Science and Technology, Government of India.



1400 sq km

FORESTS ACROSS INDIA HAVE
BEEN FACILITATED TOWARDS
COMMUNITY LED CONSERVATION
AND MANAGEMENT

COMMUNITY CONSERVED FORESTS

Continuous engagement with communities in Arunachal Pradesh led to the declaration of a new Community Conserved Area – Pangchen Socksten Diksum – in the Zemithang Valley. There are now four CCAs covering 1000 sq km of community owned forests in the region. The CCA conservation model has been endorsed by the State Wildlife Board of Arunachal Pradesh, recognizing it as an effective conservation approach for forests outside Protected Areas. Efforts are underway to demarcate an additional 200 sq km of crucial red panda habitat as a CCA. In Kerala, nine *Kadar* settlements received a joint title of Community Forest Resource Use over an area of 400 sq km in Vazachal Forest Division, securing their rights to conserve and manage these forests. A Vazhachal CFR coordination Sangham has been formed to facilitate coordination between all settlements for effective management and better convergence.

OCEANS & COASTS

India's marine and coastal biodiversity is conserved and managed sustainably contributing to enhanced ecosystem resilience and sustainable livelihoods

3 million



India has the highest population of fisher communities globally, spread over 3,600 fishing villages. More than

14 million

people have associated livelihoods through fisheries

2nd
largest



exporter of shark fins, contributing up to

9%

of the global shark catch

producer of shrimp, contributing over

23%

of shrimp production in south east Asia

3.4 million tonnes



India ranks

7th globally

in the total production from marine fisheries

India has a coastline of more than 8,000 km, with a variety of marine ecosystems that support the livelihood of millions of people. WWF-India is working with fisher communities to promote sustainable fishing practices and acquire Marine Stewardship Council (MSC) certification for priority fisheries to ensure sustainability across the fishing trade supply chain, as well as engage with end consumers to raise the demand for sustainably sourced seafood. Addressing impacts on key species such as marine turtles, sharks and dolphins arising from destructive fishing practices, unsustainable tourism and illegal hunting and poaching is another focus area.



OCEANS & COASTS



PROMOTING SUSTAINABLE SHARK FISHERIES

India is the second largest shark fishing nation in the world, contributing up to 9% to the global shark catch. Unsustainable fishing practices across India's coastline are depleting shark resources and threatening the long term viability of major fisheries. A scoping study has been initiated in two major shark trading centres, Thoothoor and Tuticorin in Tamil Nadu, to assess the status and extent of exploitation of different species related to India's shark fishery. Socio-economic surveys are also being conducted to understand the impact from shark regulations in India, including the level of awareness amongst fishing communities about shark species, their conservation status, protection under wildlife laws and current fishing and trading practices. A shark species management plan will be developed to promote sustainable management practices among stakeholders and implement site specific conservation action strategies involving local fishing communities.



ADDRESSING UNSUSTAINABLE TOURISM IN GOA

Goa's marine ecosystem is home to a wide range of aquatic biodiversity, which is being adversely impacted due to growing tourism pressures. A study was conducted to assess impacts of tourism practices followed by boat operators on humpback dolphins and coral reefs. Lack of awareness amongst stakeholders and absence of strong policies to regulate marine tourism were identified as the major issues. To address this, a series of awareness programmes were organized with boat operators, school students and civil society to sensitize them about marine species in Goan waters. Relevant state policies of Goa are also being reviewed to identify gaps and develop recommendations that will support the long term conservation of marine species.



SUSTAINABLE TUNA FISHERIES IN LAKSHADWEEP

The Lakshadweep skipjack tuna fishery is one of the few remaining pole and line fisheries in the Indian Ocean that is considered to be sustainable. WWF-India conducted a Marine Stewardship Certification (MSC) pre-assessment exercise to evaluate gaps in practices that may not meet MSC standards. A Fishery Improvement Plan is now being prepared to ensure this fishery meets global standards and receives MSC certification, thereby providing incentives to local fishers to continue to sustainably manage the tuna resource while also securing their livelihoods.

SUSTAINABLE CONSUMER CHOICES FOR FISH

WWF-India is engaging with the hospitality and retail sectors to build a demand for sustainably sourced and certified seafood with an aim of protecting global fish-stocks from over exploitation. A global partnership was formed with the Hyatt Group under which 23 hotels managed by them are working with WWF-India locally. WWF is advising Hyatt on how to meet its 2018 global target of converting more than 50% of their inventory towards sustainable sources. Engagement with ITC Hotels continued on a seafood consumer awareness campaign 'Choose Wisely' where color coded menus indicate the sustainability levels of their seafood options across 12 ITC restaurants.



RIVERS & WETLANDS

Rivers and wetlands are protected, managed and restored to retain biodiversity values, sustain ecosystem services and provide long term water security to people and nature



river basins support a large human population as well as endangered and threatened species – Gangetic river dolphins, gharials, tigers, rhinos and elephants

2/3rd of India's hydropower plans are focused on these two basins

50% of India's population depends on these river basins for water, food and livelihood security

14 of the 20 major river basins in India are under threat, affecting livelihoods and health of millions of people

India's rivers, wetlands and lakes account for only 4% of the world's freshwater resources, sustaining more than 16% of the world's population. Conserving these freshwater ecosystems is critical to the continued provision of long term water security for multiple water users. WWF-India works along a 900 km stretch of the Ganga and a 400 km stretch of the Ramganga river through a multi-disciplinary and multi-stakeholder approach to revive and conserve freshwater biodiversity, assess and promote the maintenance of environmental flows and address impacts of growing industrial and urban pollution. Community led conservation of urban and peri-urban wetlands is another area of focus.



RIVERS & WETLANDS

CONSERVING FRESHWATER BIODIVERSITY

Continuous engagement with key stakeholders such as the Uttar Pradesh Forest Department and the National Mission for Clean Ganga (NMCG) resulted in mainstreaming of an annual assessment of the Gangetic dolphin's population status and conservation needs. The 2015 census recorded 1272 Gangetic dolphins in a 3350 km stretch of the Ganga and its tributaries.

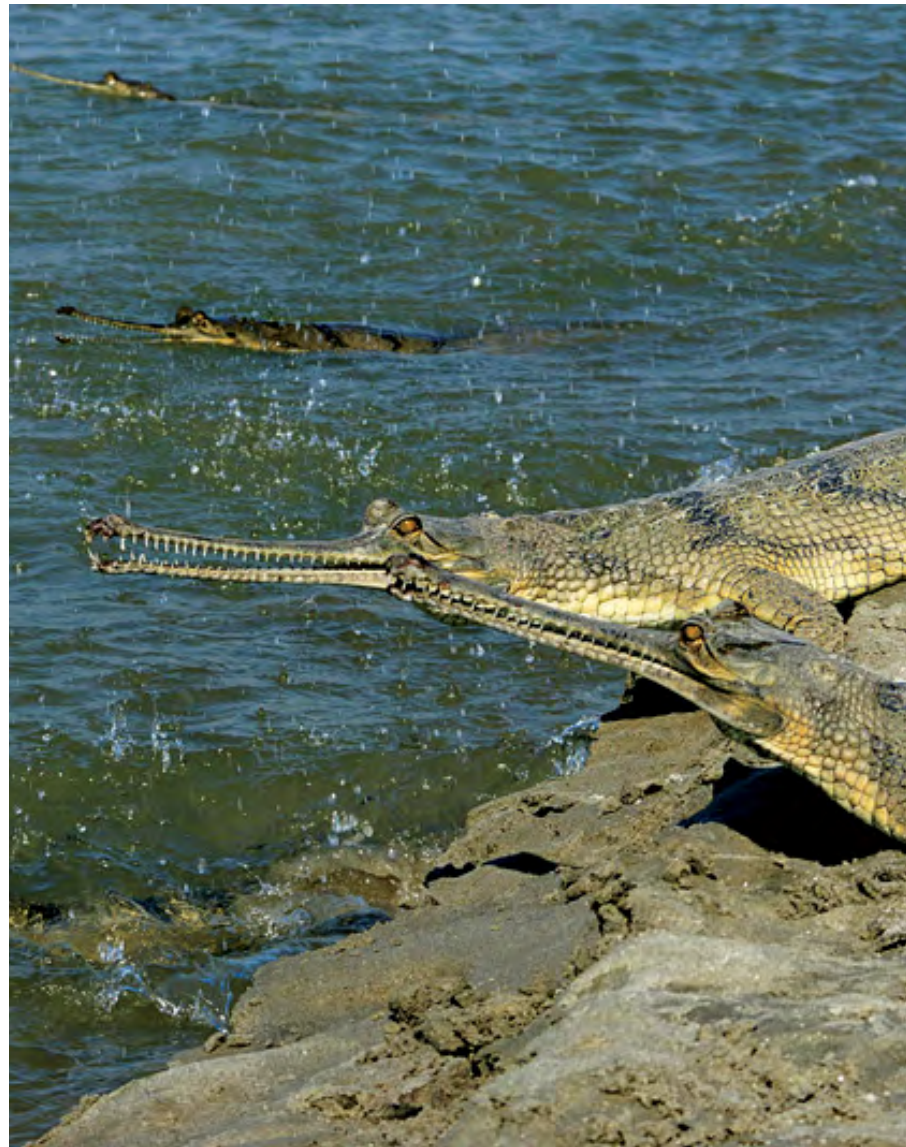
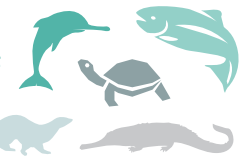
An *in-situ* turtle conservation programme with the involvement of riparian communities was initiated in the Ramganga with the release of 82 turtle hatchlings in Bareilly.

Biometric studies being conducted on captive bred gharials released in the Ganga reveal that the animals are acclimatizing well in their new environment. Annual population surveys indicate a survival rate of 45% amongst the 606 gharials released since 2009. A roadmap for reintroduction of gharials in the River Beas in Punjab has been prepared to establish a breeding population in this former distribution range.

WORKING TOWARDS
THE CONSERVATION OF

7 ENDANGERED
SPECIES –

FRESHWATER DOLPHIN, GHARIAL, THREE SPECIES
OF FRESHWATER TURTLES, OTTER AND MAHSEER



CONSERVING WETLANDS

In the Kunigal and Kokkrelluru wetlands in Karnataka, WWF-India is working with community members and stakeholders to promote better management practices. A study was undertaken to determine economic values of the ecosystem services provided by the Kunigal wetland and estimate the potential value from tourism services, thereby creating a quantitative basis for the conservation of this wetland. As a community outreach activity, a 35 km walkathon was organized through 17 villages and a declaration, the Kunigal *Sankalpa*, was endorsed by 150 community members to support restoration initiatives for Kunigal.



REDUCING INDUSTRIAL POLLUTION IN THE GANGA

WWF-India engages with selected high-polluting industries in the Ganga basin to address pollution related issues by promoting international buyers platforms, demonstrating clean technology and identifying opportunities for green finance. Based on a supply chain mapping exercise undertaken for tanneries in Kanpur, a platform of the top international UK buyers of leather from Kanpur has been formed to support sustainable linkages. In partnership with IIT Kanpur, clean technology solutions were identified and are being piloted in 10 metalware units in Moradabad. Successful solutions will be promoted across 1000 metalware industries and 150 tanneries to reduce affluent released into the Ganga. Discussions are ongoing with key financial institutions to identify green finance opportunities.

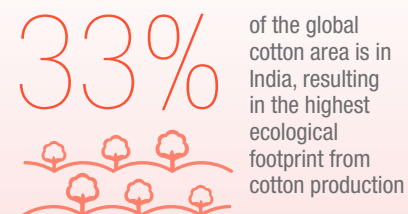
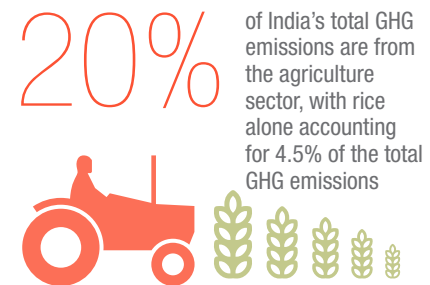


COMMUNITY-LED RIVER HEALTH ASSESSMENTS

The collective of Ramganga Mitras, WWF-India's multi-stakeholder initiative to promote collaborative action for river basin management, has grown to 4000 mitras across 8 districts in the Ganga basin. More than 300 mitras have been trained to undertake a community based River Health Assessment exercise with the aim of producing the first citizen's River Health Report Card. This will serve as a strong advocacy tool to influence government authorities for the conservation of key river stretches. Involvement of community members in the forefront of such initiatives ensures that they are aware of water security issues arising from conservation threats faced by major rivers.

SUSTAINABLE AGRICULTURE

Agricultural policies and practices move towards sustainable production, reducing their water, climate and ecological footprint in priority landscapes and river basins



WWF-India is working with cotton and sugarcane farmers across major production belts in the country to promote sustainable agriculture practices that reduce water and carbon footprint across the supply chain while also improving crop productivity. Local communities living in and around important forests and river basins are being supported to engage in climate resilient agriculture practices to reduce climate vulnerability.



SUSTAINABLE AGRICULTURE



SUSTAINABILITY IN COTTON PRODUCTION

Through the Better Cotton Initiative (BCI), WWF-India is working with 36,000 farmers across the major cotton cultivation states of Punjab, Maharashtra and Telangana to promote Better Management Practices (BMPs) that reduce environmental impacts of large scale production and improve social and economic benefits for farmers. Farmers implementing BMPs are producing more than 33,100 tonnes of Better Cotton, accounting for 10.5% of India's total Better Cotton production. The BCI project in Telangana has been cited in a UNFCCC case study on good practices in climate adaptation. In the Chindwara district of Madhya Pradesh, farmers cultivating organic cotton under a pilot project passed the first stage of certification. The project is expected to promote organic cotton certification to 6000 cotton farmers in the region, leading to more sustainable agriculture practices within a critical wildlife corridor connecting Satpuda and Pench Tiger Reserves.



WATER SUSTAINABILITY IN AGRICULTURE

A study was conducted to estimate the water and carbon footprint of sugarcane production in Kohlapur district, with an aim of preparing effective carbon and water management plans for sugarcane production. In the sub basin of the Godavari river where cotton is the main crop cultivated, a study was conducted to identify future risks related to water security arising from the expected growth of cotton production. Recommendations will be developed to promote sustainable water management practices and eliminate over irrigation and water wastage in cotton production.

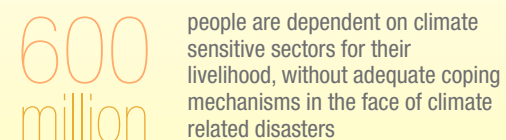
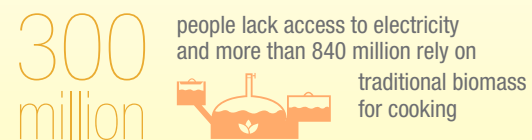
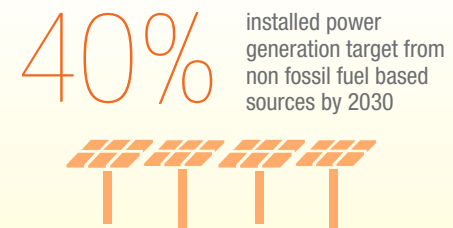
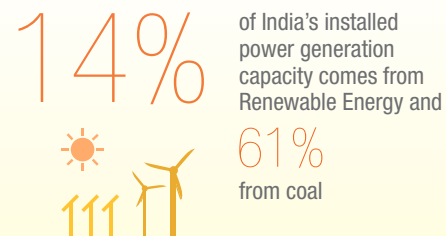
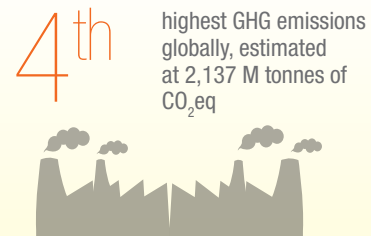


CLIMATE SMART AGRICULTURE

A framework for climate smart agriculture and water management practices is being developed for Bareilly district in Uttar Pradesh in the Ganga river basin, with the aim of reducing climate vulnerabilities for 15,000 farmers as well as improving base flows in the Ganga and its tributaries. So far, 3000 farmers from 37 villages across 6 districts of Uttar Pradesh are adopting sustainable agriculture practices that have led to a reduction in pesticide use up to 100%, fertilizer use up to 60% and water use up to 37% with a marked increase in productivity.

CLIMATE & ENERGY

Low carbon growth is mainstreamed into development planning and practices and energy supply from renewable sources is significantly enhanced



A low carbon economy is fundamental to meeting the balance between development, energy access and environment conservation. WWF-India is working with multiple stakeholders to promote the uptake of renewable energy (RE) solutions to meet demands for enhanced energy access. This includes public engagement and stakeholder consultations to increase acceptability and generate greater awareness for RE based solutions as well as undertaking studies to strengthen the case for RE as a key solution for enhanced energy access. Implementing community based solar powered decentralized energy generation projects and building climate resilience amongst vulnerable communities and ecosystems is another focus area.



CLIMATE & ENERGY



RENEWABLE SOLUTIONS FOR INCREASING ENERGY ACCESS

Traditional grid electricity is yet to reach more than 25% of the country and 80 million households with little or no access to grid based electricity rely on kerosene as their primary source of lighting. There is a need to consider decentralized off-grid clean energy solutions to provide energy access for this large population. To strengthen this argument, WWF-India undertook a study, 'Role of finance in enhancing clean energy access' along with MicroSave, which assesses the existing clean energy finance models and identifies opportunities in financing clean energy solutions. Another joint report, 'Deployment of decentralized renewable energy solutions: An ecosystem approach' was published along with SELCO Solar Pvt. Ltd., which outlines an approach for analyzing energy access ecosystems and plan interventions to promote large scale application of renewable energy solutions for increased energy access.



BUILDING AWARENESS TOWARDS ENABLING A RENEWABLE ENERGY FUTURE

To demonstrate the practical application of renewable energy solutions for households, office buildings and institutions, Green Energy fairs were organized in two cities. The fairs showcased renewables as an easy, affordable and practical solution to meet part of an individual or office's energy needs and shift towards sustainable lifestyles. A workshop on rooftop solar as a key solution for clean energy in India was held to facilitate dialogue amongst key stakeholders including government bodies, utilities, financial institutions, think tanks and renewable energy developers. A public dialogue was organized with Resident Welfare Associations in New Delhi to understand and provide solutions to the barriers faced in shifting to renewable energy solutions. Lack of easy access to information on renewable energy is a major deterrent in its uptake amongst the general public. Therefore, such constructive engagement platforms are essential to demystify renewables.



BUILDING CLIMATE RESILIENCE

Farming communities across priority landscapes are being supported to take up climate resilient agricultural practices such as cultivation of flood, salt and heat stress tolerant crops which can withstand extreme climatic events. In view of the launch of the National Adaptation Fund (NAF), a pilot initiative of the Government of India, WWF-India is working with the district administrations in the Ramganga basin in Uttar Pradesh to incorporate adaptation measures in district plans to receive support from the NAF. Policy documents and issue briefs are being prepared for areas with high development deficit and high vulnerability to impacts of climate change for influencing policy makers, think tanks and sustainable development stakeholders.



CENTRE FOR ENVIRONMENTAL LAW

The Centre for Environmental Law (CEL), established in 1993, serves as a resource centre for teaching environmental law and research in national, regional and international contexts.

Considering the changes in the field of environmental law and the demand to cater to an evolving environmental jurisprudence, CEL is repositioning itself as an enviro-legal think tank to proactively work on legal research and provide legal advisories to civil society organizations and concerned individuals, in order to identify and provide constructive legal solutions.

CEL's legal brief series will provide legal insights and recommendations on critical conservation issues such as Village Forest Rules and legal protection for wildlife corridors and river basins. Legal research papers on issues such as sustainable development, corridor management and public participation in the EIA process are also being developed. A web based portal will be launched as a repository of environmental law resources, as well as an interactive legal tool providing legal resources as solutions to environmental problems.

The three post graduate diploma courses run in partnership with the National Law University, Delhi continued to receive participation from individuals with diverse professional backgrounds, with over 120 students graduating in Environmental Law and Policy, Urban Environmental Management and Law and Tourism and Environmental Law in 2015.



PROVIDING LEGAL SUPPORT

6 legal briefs and research papers

3 institutional partnerships to develop legal tools

40+ practitioners and conservationists trained in environment and wildlife laws



TRAFFIC INDIA

TRAFFIC's Sniffer Dog Programme aims to strengthen anti-poaching and anti-trafficking measures of the State Forest Departments and other enforcement agencies to curb illegal trade in wildlife parts.

This year witnessed the passing out of 14 dogs and 28 handlers trained at the 23rd Battalion of Special Armed Forces in Bhopal, Madhya Pradesh, bringing the count to 25 sniffer dogs across the country, assisting in seizures of tiger and leopard bones and skins, meat, bear bile, ivory, live bird species, snakes, porcupines and weapons.

Illegal wildlife trade is the 4th largest in value behind illegal narcotis, arms trade and human trafficking. It has evolved into an organized transnational activity threatening the survival of some of the most endangered and iconic species of the world. The current practices of combating illegal wildlife trade are inadequate and do not match up to the crime tactics deployed by poachers. The use of sniffer dogs can significantly improve and enhance efforts towards wildlife investigation and prosecution.



SNIFFER DOGS IN WILDLIFE LAW ENFORCEMENT

25 Sniffer dogs are now deployed in 8 tiger bearing states of India

100+ The 25 dogs have assisted in more than 100 wildlife seizures in 2 years

★ CERTIFICATION OF MERIT
One sniffer dog was recognized for its exceptional performance in busting 25 wildlife poaching and smuggling cases

together possible

5+ million

PEOPLE ENGAGED THROUGH
DIGITAL PLATFORMS AND
ON-GROUND EVENTS

50+

PUBLIC AWARENESS EVENTS
WITH SCHOOLS, COLLEGES
AND COMMUNITIES

800+

MEDIA STORIES COVERING
OUR WORK

35

CORPORATE PARTNERS
SUPPORTING 25
CONSERVATION
PROJECTS

Our vision is to create a world where people live in harmony with nature. This is only possible if we all play a role in it, however big or small, by working together for a brighter future for ourselves and the planet. We harness the collective power of supporters across the country – individuals, education institutions, corporate organizations, businesses, media, civil societies, communities and governments – to bring about lasting change and inspiring conservation action. We share our successes with hundreds of thousands of supporters and partners who help us spread the message of conservation far and wide.

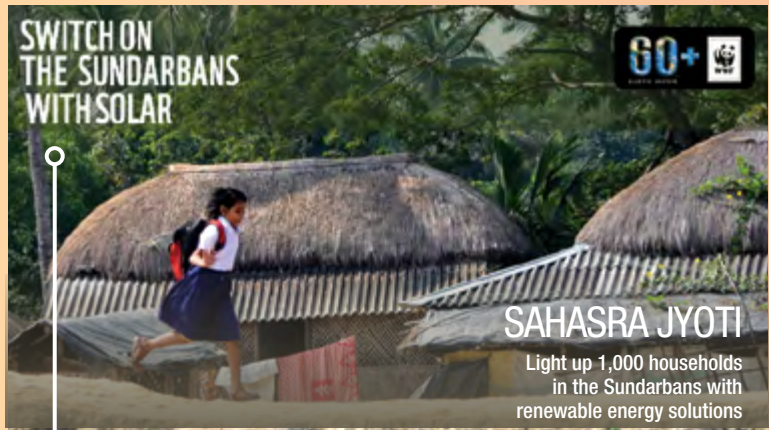


EARTH HOUR

The largest environmental movement in human history! Inspiring millions to adopt a low carbon lifestyle for the benefit of our planet



25,000+ people participated in Earth Hour events



SAHASRA JYOTI

Light up 1,000 households in the Sundarbans with renewable energy solutions

7th year running in India since 2009

4.1+ million reached through social media

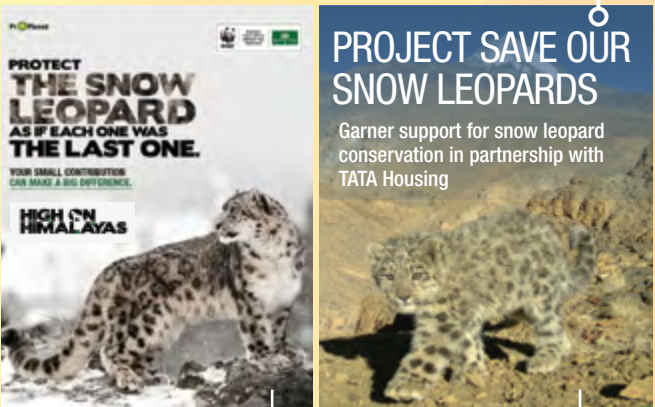
1000+ volunteers organize awareness events

25+ Events: Cyclothons, walkathons, candle light marches, rallies, musical concerts, street plays, green fairs, school competitions

141 print and 38 television exposures

100+ corporates participated

monuments switched off in support - India Gate, Rashtrapati Bhawan, PM House, Victoria Memorial, Howrah Bridge, Gateway of India, Char Minar



PROJECT SAVE OUR SNOW LEOPARDS

Garner support for snow leopard conservation in partnership with TATA Housing

80,000 people donated through Woodland's retail partnership

1,50,000 people reached through digital platforms



THE WILD WISDOM QUIZ

Asia's biggest and India's only national level quiz on wildlife!

8th edition of the quiz since its launch in 2008

Brand Ambassador Arjun Kapoor hosted the finale in New Delhi

Top 3 teams won trips to Tirthan river valley and Great Himalayan National Park

Record breaking participation from **36,000** students from **500** schools across 15 states



SAVING HOUSE SPARROWS, VALSAD

3000 scientifically designed nests distributed in schools and residential colonies to help revive house sparrow populations

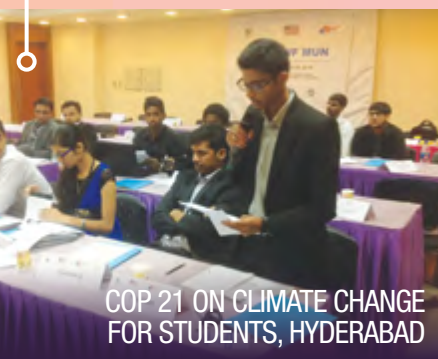
40% nests occupied by sparrows and used to lay eggs



BIRD SURVEYS, THIRUVANANTHAPURAN


1 million bird baths and feeders distributed in 500 schools, 700 residential colonies and 100 community parks to support bird life

160+ people participate in the annual surveys of migratory birds, Asian waterfowl, house sparrow and other common birds, ensuring communities take the lead in protecting urban birds in Kerala



COP 21 ON CLIMATE CHANGE FOR STUDENTS, HYDERABAD

A mock conference for students from 40 colleges to understand the dynamics of international relations by assuming the role of UN representatives and debating on issues of climate change



WILDLIFE WEEK, UDAIPUR

Week long events to raise awareness about wildlife - school competitions, awareness rallies, nature walks, wildlife photography and movie screenings

In partnership with National Institute of Wind Energy, the event raised awareness amongst 2500 students from 28 schools about renewable energy solutions for urban lifestyles



GLOBAL WIND DAY, CHENNAI



SAVE URBAN BIRDS CAMPAIGN, BHOPAL

In partnership with Dainik Bhaskar, Save Urban Birds campaign aims to sensitize local citizens about protecting birds in urban spaces



ART FOR CONSERVATION, SAWAI MADHOPUR

7000 sq. ft. of walls covered in murals over 91 days which are viewed by 2000+ visitors everyday.



Murals depicting tigers and forests were designed and painted at the Sawai Madhopur Railway Station by artists from the Ranthambhore School of Art to showcase the rich biodiversity and natural heritage of Ranthambhore. The initiative aims to kindle the interest of people towards wildlife and convey a strong message for conservation



WALKATHON, NAGARHOLE TIGER RESERVE, KARNATAKA

More than 150 Students and 30 Forest Department staff march through 16 villages to sensitize locals on prevention of forest fires



COUNTING CATS




मेरठ जगरण सिटी



400 turtle hatchlings released in Ganga

800+ conservation stories covered in leading Indian national and regions newspapers and magazines – Times of India, Hindustan Times, Business Standard, The Hindu, Deccan Chronicle, Dainik Bhaskar.

REGIONAL OUTREACH



KANHA-PENCH WALK, MADHYA PRADESH

Wildlife experts, naturalists, wildlife lovers and youth from urban cities walk across the Kanha-Pench corridor covering **100 km in one week** to raise awareness about conserving this critical forest area connecting Kanha and Pench Tiger Reserves



EXHIBITIONS IN CULTURAL FESTIVALS, GANGA

Awareness campaigns on preserving the Ganga and local wetlands organized during 3 cultural festivals

More than **10,000** individuals reached through hoardings and banners, street plays, rallies and cleanliness drives

WWF-INDIA IN THE NEWS



Roaring, but pleasant welcome at rly station



India Inc must shun deforestation



Go slow; they are crossing road



Cameras Trap First Evidence Of Snow Leopards In Sikkim



'Let's just switch off'

CORPORATE SUPPORT



35 corporate partners supporting more than 25 conservation projects.

6 corporates provided in-kind support for conservation – Medical treatment for forest guards, motorcycles for patrolling forests, field equipment – binoculars, cameras and shoes.

200+ corporates engaged through awareness campaigns, volunteer engagements and CSR partnerships.

Our corporate Partners

WWF-India crafts alliances with corporate organizations to support a range of conservation projects and works with them to transform business practices towards sustainability. These alliances are aligned to the company's CSR policy, philanthropic, sustainability, marketing and communications strategies. These alliances deliver on multiple benefits and provide leadership examples that leverage broader change.

| | | | | | | | |
|---|--|--|---|---|--|--|---|
|  |  |  |  |  |  |  |  |
| Enhancing access to clean energy in the Sunderbans | Sustainable livelihoods in Uttarakhand and Assam | Human elephant conflict management in Assam | Medical treatment and recovery support for Forest Department staff | Human elephant conflict management in the Western Ghats | Conserving urban wetlands | Protecting tigers in Ranthambhore | Project Sahasra Jyoti: Renewable energy solutions in Sunderbans |
|  |  |  |  |  |  |  |  |
| Project Sahasra Jyoti: Renewable energy solutions in Sunderbans | Anchor partner Project Sahasra Jyoti: Renewable energy solutions in Sunderbans | Organic Cotton Production | Mahseer Conservation in Uttarakhand | Environmental sustainability in Sugarcane production | Springshed conservation in Sikkim | Project Forest Watch: binoculars & cameras for forest guards | Project Sahasra Jyoti: Renewable energy solutions in Sunderbans |
|  |  |  |  |  |  |  |  |
| Sustainable livelihoods in Central India | Digital Resource Centre for Environment Education | Wild Wisdom Quiz | Project Sahasra Jyoti: Renewable energy solutions in Sunderbans | Conserving the Olive Ridley Turtle | Conserving the red panda and snow leopard with community support in Western Arunachal Pradesh | Digital education centre in Sunderbans | Community based conservation in Anamalai Tiger Reserve |
|  |  |  |  |  |  |  |  |
| Human elephant conflict in the Western Ghats | Motorcycles for Forest Departments in 5 tiger landscapes | HSBC Water Programme; Rivers for Life, Life for Rivers | Red panda conservation in Sikkim | The Water School Programme in Bharatpur | <ul style="list-style-type: none">Conserving the great Indian bustardConserving the one horned rhinoConserving the red panda | <ul style="list-style-type: none">Conserving biodiversity in the Eastern HimalayasProject Save Our Snow leopardsSupport Initiative Fund for tiger conservation | Project Sahasra Jyoti: Renewable energy solutions in Sunderbans |
|  |  |  |  |  |  |  |  |
| Conserving the Olive Ridley Turtle | <ul style="list-style-type: none">Better Cotton Initiative: Sustainable water management in cotton production and supply chainScoping study for sustainable timber in India | Sustainability in supply chains of forest based products | Snow leopard conservation in western Himalayas | Managing human elephant conflict in 6 states in India | Project Sahasra Jyoti: Renewable energy solutions in Sunderbans | Institutional development Project Sahasra Jyoti: Renewable energy solutions in Sunderbans | Project High on Himalayas: Conserving snow leopards |
|  |  |  |  | | | | |
| Conserving the Olive Ridley Turtle | Trekking shoes for Forest Department staff | Better Cotton Initiative: Sustainable water management in cotton production and supply chain | Project Create To Inspire | | | | |

Registered with:



Publications



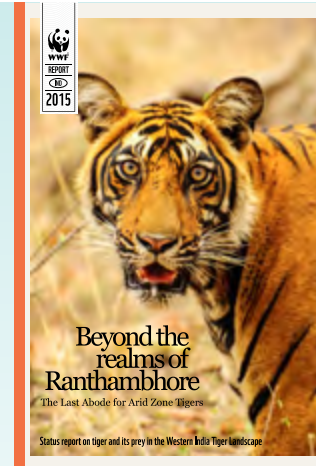
RENEWABLE ENERGY PLAN BY 2030 FOR PALAKKAD DISTRICT, KERALA

This report shows that it is both feasible and practical for the Palakkad District in Kerala to meet 50% of its energy demand with renewable sources, including 100% electricity from RE sources, by 2030. Through aggressive interventions in energy conservation, energy efficiency and fuel substitution, a reduction in energy demand of 36% can be achieved by 2030, and RE interventions can meet the remaining demand. It chalks out an implementation roadmap that lists actions, priorities and responsibilities of different stakeholders to achieve this vision.



EK PRITHVI – CONSERVATION LEADERSHIP THROUGH ENVIRONMENT EDUCATION

This is a set of 3 publications for teachers, students and master trainers to impart environmental awareness through experiential learning, exposure to nature and engaging students in conservation action. A Teachers Resource Book draws out lesson plans and flash cards to facilitate interactive teaching transaction of sessions such as water, soil, biodiversity and ecosystems. A Students Journal allows participants to record their learning on nature trips and a Trainers Manual acts as a guide for master trainers of DIETs and School Principals. The set is available for interested schools to implement the Ek Prithvi environment education programme.



BEYOND THE REALMS OF RANTHAMBHORE

This report is an outcome of extensive field surveys and camera trapping exercises conducted over 2 years in and around Ranthambhore National park in partnership with the Rajasthan Forest department to understand tiger dispersal patterns and presence of wild ungulates in Protected Areas. It highlights recommendations and strategic interventions to enable dispersal of tigers through wildlife corridors into adjoining Protected Areas, so that a genetically viable population of tigers can be maintained in the region.



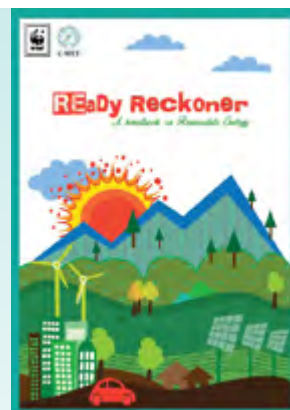
STATUS AND DISTRIBUTION OF THE NILGIRI TAHR IN THE WESTERN GHATS

The report presents the findings of a study to estimate the status, distribution range, threats and population of the Nilgiri tahr over an area of 5,790 sq km in Tamil Nadu and Kerala. The population is estimated at 3122 individuals restricted along a narrow stretch of 400 km between the Nilgiri and Ashambu hills and main threats include uncontrolled hunting, conflict with livestock grazing and habitat loss. The report suggests a three pronged conservation strategy involving community engagement, better protection measures and continuous monitoring.



RENEWABLES FOR LIFESTYLE SHIFT

This is a user-friendly booklet to promote a shift to low carbon lifestyle amongst individuals, offices, residential societies and institutions by adopting RE solutions. It covers aspects such as technology description, cost, subsidy, space requirement, and application market for 17 renewable energy solutions, ranging from solar PV rooftop to solar water heater, solar cookers to solar wind hybrid system, biogas plants to geothermal systems.



READY RECKONER - A HANDBOOK ON RENEWABLE ENERGY

The book, published in collaboration with the National Institute for Wind Energy (NIWE), discusses the adverse effects of non-renewable energy sources and the importance of switching to alternate energy production systems such as solar, hydro, wind, biomass, geothermal and tidal wave energy. It aims to educate school students about energy scarcity and encourage them to contribute to an environment friendly and sustainable future.



WILDLIFE LAW ENFORCEMENT ACTION AND VIGILANCE

Sonepur fair, Asia's largest cattle fair, has for years been a hub for illegal trafficking of wildlife species such as Parakeets, hill mynah, bulbuls, doves, munias, shikra. This advisory, published by TRAFFIC India, presents the findings of its investigation during 2013-14 and showcases evidences of illegal trafficking at the fair. It highlights recommendations to curb unlawful activities by increasing the presence of enforcement staff, maintaining checks on the animal and bird inventory at the fair and organizing awareness campaigns before and during the fair period.



FINANCIAL MARKET REGULATIONS FOR SUSTAINABLE DEVELOPMENT

This report, published by WWF International, focuses on the assessment of Environmental and Social Risk (ESR) as the risk of default in credits or other financial instruments due to environmental or social events. It highlights that BRICS countries have varying motivations for adopting ESR regulation and throws light on India's state in financial market regulation for sustainable development. It notes that banks continue to lack the ambition and capacity to conduct thorough ESR assessments in their financing decisions, however, greater discussions are taking place within the sector and media. WWF-India was part of the core team of authors.

Financial statement

For the year ended 31st March 2015

(Rs.000's)

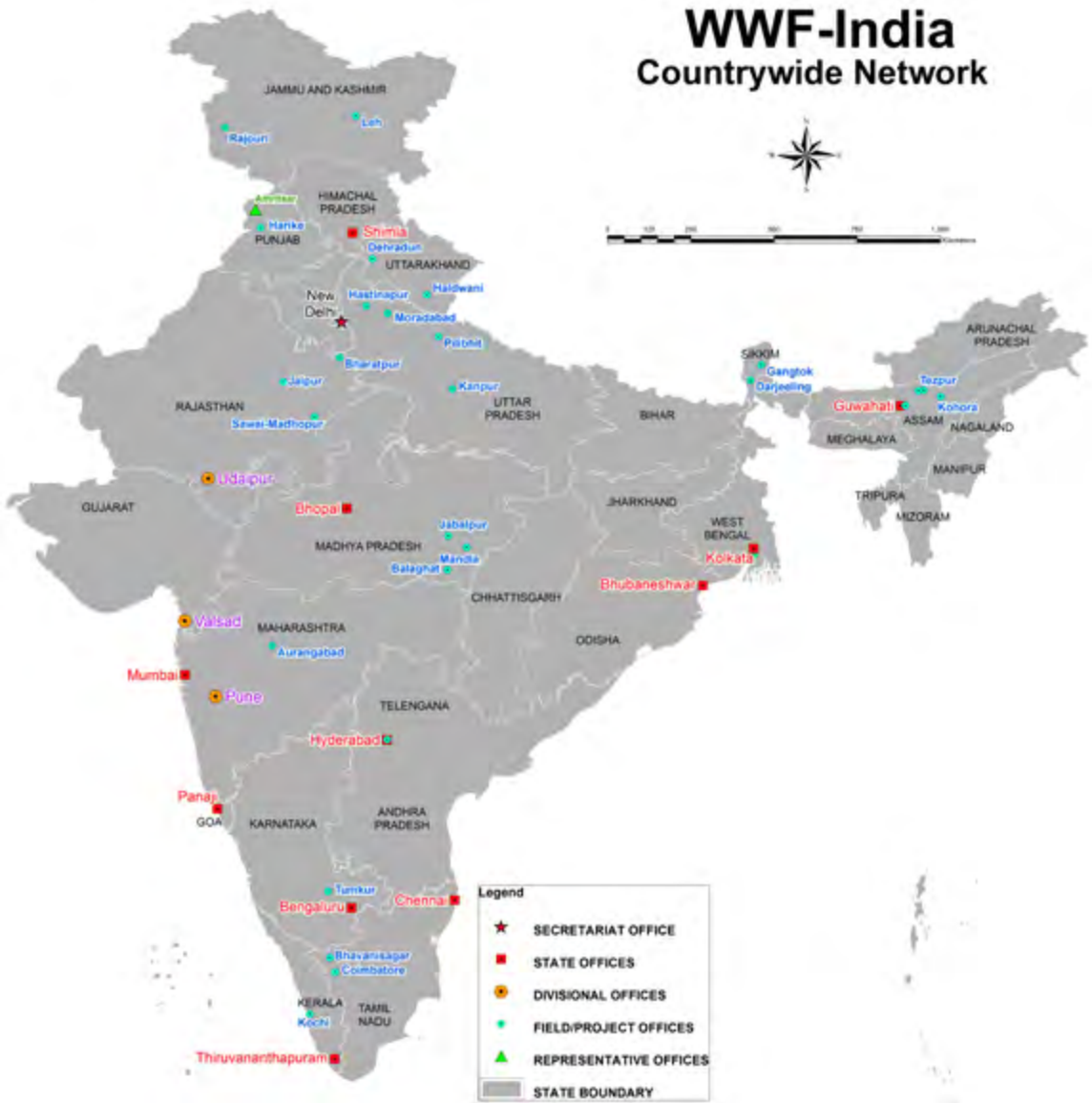
| Income | 31 March 2015 | 31 March 2014 |
|-------------------------|---------------|---------------|
| Donation & subscription | 24,332 | 14,867 |
| Project Grants | 407,485 | 364,052 |
| Other Income | 89,703 | 83,208 |
| Total Income | 521,520 | 462,127 |

| Expenditure | 31 March 2015 | 31 March 2014 |
|--|---------------|---------------|
| Conservation expenditure on objects of the trust | 446,704 | 395,399 |
| Other expenses/operating costs | 89,908 | 81,755 |
| Total expenditure | 536,612 | 477,154 |

Balance sheet

| Fund and Liabilities | 31 March 2015 | 31 March 2014 |
|-----------------------------|---------------|---------------|
| Trusts funds and corpus | 147,202 | 127,052 |
| Earmarked and other funds | 22,464 | 21,886 |
| Grant balances - projects | 220,508 | 196,686 |
| Current & other liabilities | 53,578 | 37,739 |
| Total | 443,752 | 383,363 |

| Property and Assets | 31 March 2015 | 31 March 2014 |
|--------------------------------|---------------|---------------|
| Fixed Assets | 13,047 | 12,767 |
| Investments | 176,787 | 150,877 |
| Current assets & bank balances | 253,918 | 150,877 |
| Total | 443,752 | 383,363 |





A MATRIX OF PEA AND BARLEY FIELDS IN THE TRAN-HIMALAYAS BREAK THE MONOTONY OF AN ARID LANDSCAPE

Campaigns & Events

Individuals from across the country participated in various awareness campaigns on a range of environmental activities

Publications

Several reports on key environmental and wildlife related issues were released

Education

Students across India were engaged in several activities to benefit environment conservation

Partnerships

Partnerships were formed across a wide spectrum of organizations, communities, state governments and individuals to take the message of conservation forward



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

