

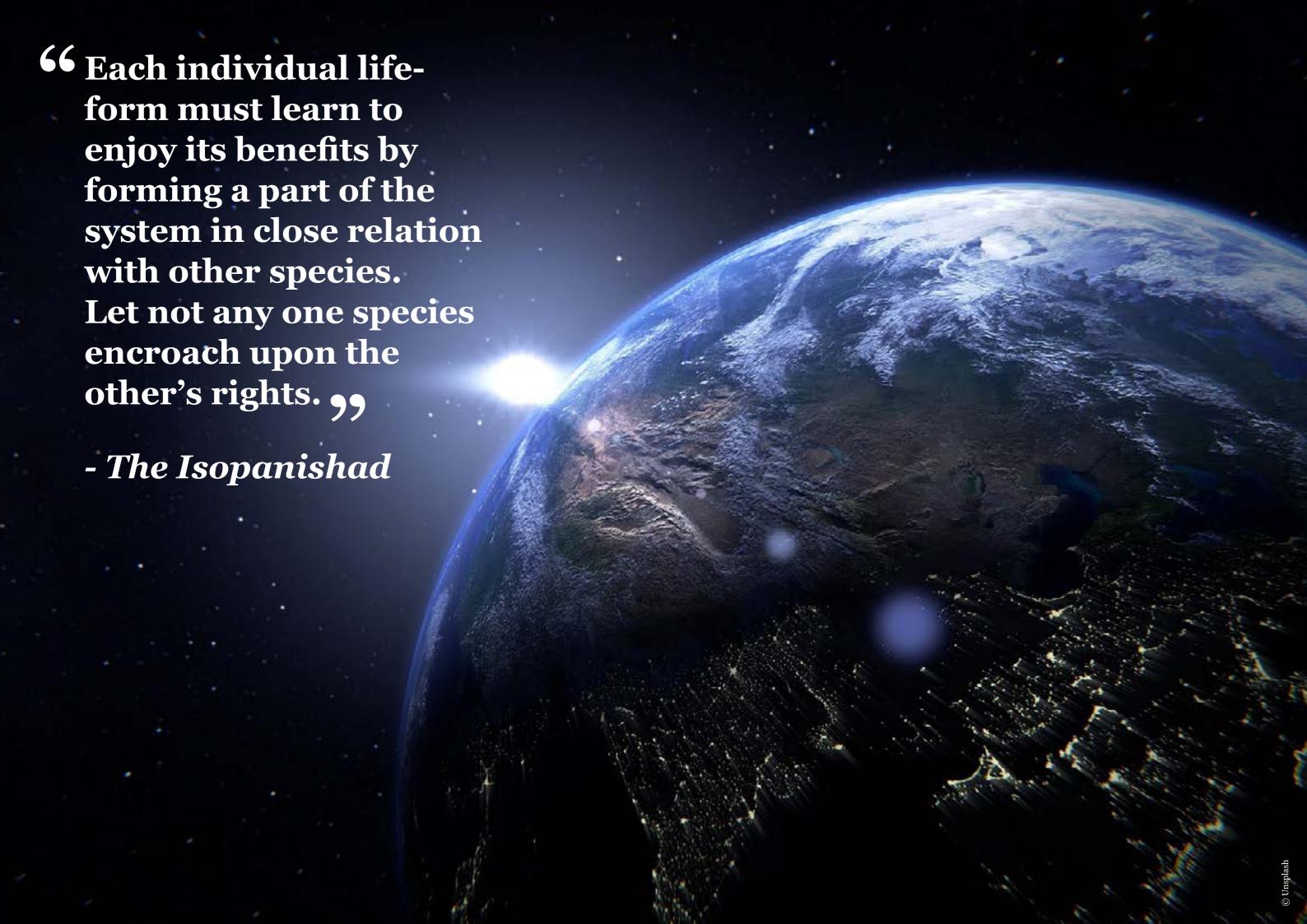


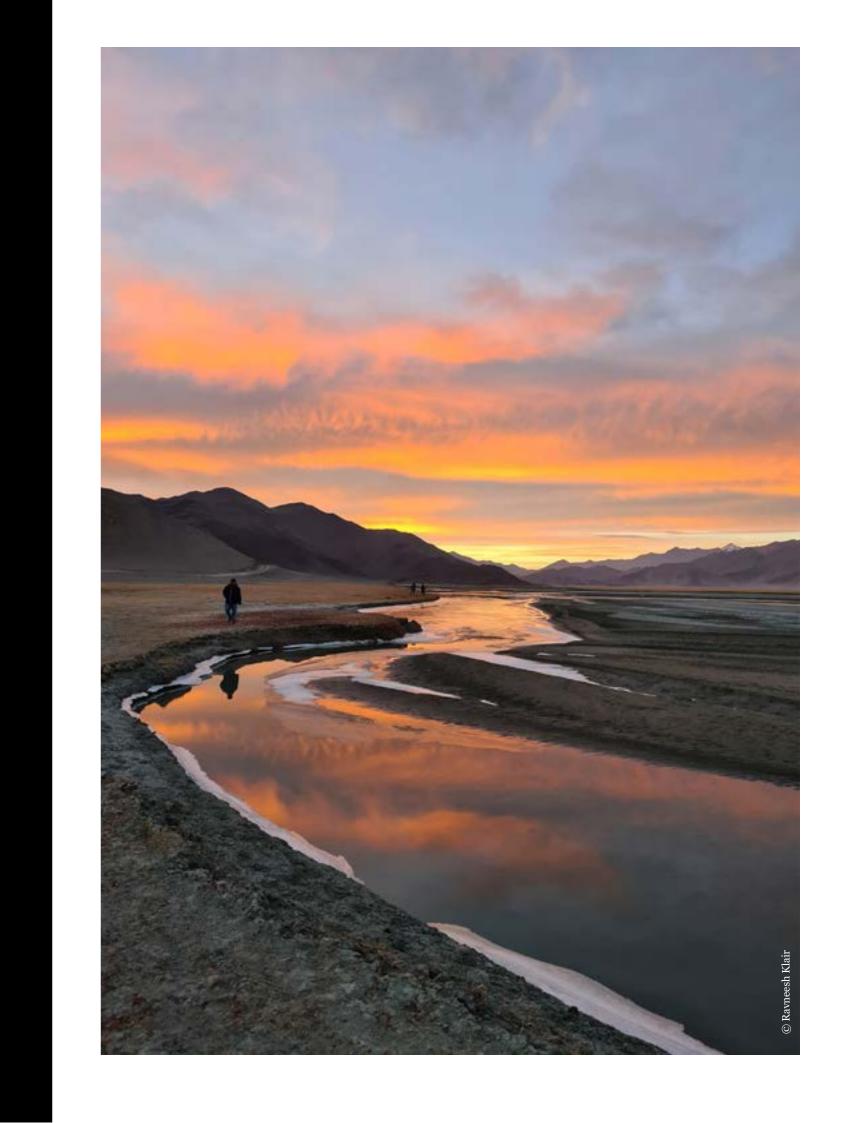
THE 50 YEAR JOURNEY OF WWF INDIA





ANNUAL REPORT SPECIAL EDITION





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WWF-World Wide Fund For Nature (Formerly World Wildlife Fund)

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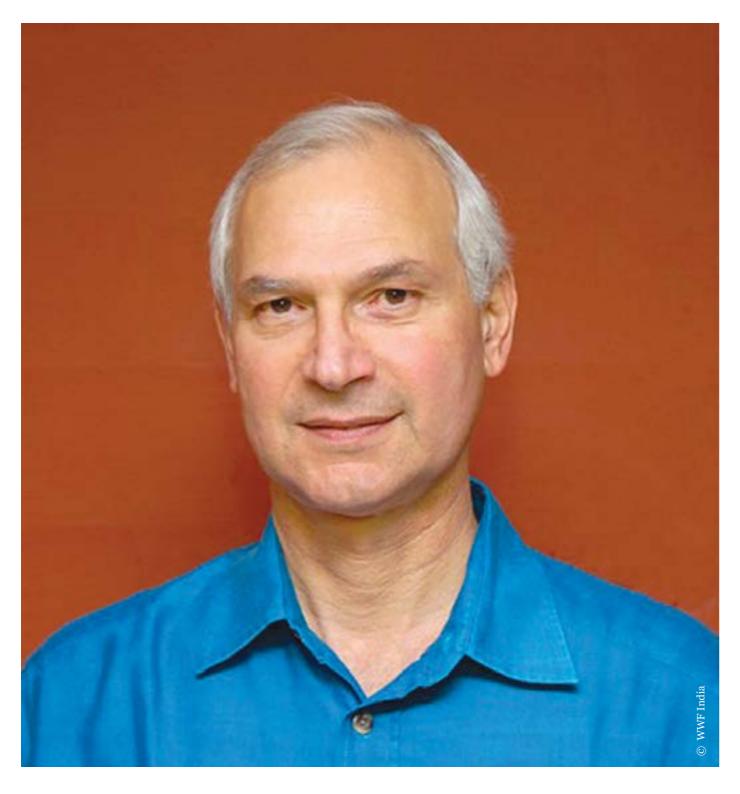
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ANNUAL REPORT SPECIAL EDITION / THE 50 YEAR JOURNEY OF WWF INDIA

FROM THE PRESIDENT'S DESK



THE INTERCONNECTED WORLD

The science has never been clearer, and the awareness of the problems and the consequences has never been higher. Nature and biodiversity loss are posing grave risks to our health, economy, and livelihoods. 2020 has been an unprecedented year, witnessing pandemics, wildlife, wildlife decline, and climate change, all symptoms of our dangerously unbalanced relationship with the natural world. Never has it been more critical for the world to commit to reversing nature loss and building a sustainable and equitable future for all. We can't ignore it any longer, and we must act decisively.

Now is when we must maximize our influence on governments, businesses, and civil society to absorb the lessons generated by the current crisis and move forward to a 'new normal' that is safer, healthier, and sustainable.' Coming when much of the world is rebuilding and recovering from COVID-19, the latest edition of the Living Planet Report (LPR) has thrown up some startling realities. 'There are 8 billion reasons to safeguard nature', a claim that has been tested thoroughly with the onset of this global pandemic. There is a deep interconnection between planetary health and human health, and we should all value nature and stop taking it for granted.

WWF India and its field teams have been tirelessly working for over 50 years to help protect, restore and conserve our natural resources and address humanity's ecological footprint. As we advance, partnerships for conservation with communities, individuals, and regional groups will continue to be vital to achieving change to better our environment and the security of India's natural heritage.

We are proud to share with you the key successes of 50 years of working in India, achieved through our teams' efforts, who work with passion and conviction to deliver results and bring about a change despite complex challenges. Over the few decades, we have made conscious attempts to link programmatic areas and geographies so that the impact of our conservation work can be enhanced and becomes more visible. I congratulate the teams for their remarkable achievements and commitment to finding solutions for the country's growing environmental concerns and wish them the best for the road ahead.

Jamshyd N. Godrej President, WWF India



ANNUAL REPORT SPECIAL EDITION / THE 50 YEAR JOURNEY OF WWF INDIA

FROM THE CEO'S DESK



50 YEARS OF INNOVATION AND COMMITMENT

It is my pleasure to announce the completion of 50 years for WWF India. For these past five decades, WWF India has been working on myriad environmental issues and delivering a positive conservation impact on the ground.

Since its inception, individuals have built this organisation with a deep and inspiring passion: a commitment to stop environmental degradation and "build a future where humans live in harmony with nature." This has continued over the years, with teams spread across the country, our partners, and supporters who have helped us further our mission and commitment to India's conservation narrative. Our teams have been working out of the highest and often snowed-out WWF office in the world in Ladakh, trekking through forests to monitor species and spending days on the river to count dolphins. They have also been working with children and communities in villages to engage people across different sectors to support our work. Our incredible colleagues have ensured that we continue to deliver conservation impact on the ground, every day, even in the face of adversity and challenge.

2020 has been a year of challenge and change for the planet and its people. While many of us have been fortunate to adapt and continue with our lives in changed formats, millions have suffered health repercussions and the loss of livelihoods. Many of these are the rural poor, the farmers, the fisher folk, and the communities we work with, located in remote areas. At WWF India, we dealt with the crisis as an opportunity to work with greater vigour and dedication and move forward together to help build a safer, healthier, and more resilient future.

Our work with communities has been at the core of our conservation work. While the pandemic raged havoc in the country and across the world, our teams swung into action to support these communities. In collaboration with the village and local administration, WWF India staff carried out relief and support operations, providing rations, health kits, and other materials to people in far-flung areas during the lockdown months.

As we moved through the year, The Living Planet Report 2020 (LPR), a biennial publication of WWF, continued to show declining trends for our world. According to the LPR, 75% of the Earth's ice-free land surface has been significantly altered, most of the oceans polluted, and more than 85% of the area of wetlands lost. All due to human activity. The 2020 Living Planet Index also shows an average 68% decline in global vertebrate species populations in the last 40 years, and almost one in three freshwater species are threatened with extinction. While global economic growth in the last half-century has changed our world unrecognisably, driving exponential health, knowledge, and standard-of-living improvements, this has come at a considerable cost to nature and the stability of the Earth's operating systems that sustain us. But it's not all bad news. Pioneering new modelling featured in the LPR shows us that we still have an opportunity to halt and reverse the loss of nature if we take urgent and unprecedented action today. And we can do it by the end of this decade.

We thank you for the support you have extended to us for over 50 years of journey and are grateful for your belief in our ability to continue working to impact nature and people positively. As we continue on our mission, we hope that our work across landscapes and ecosystems and sustainable development will inspire more people and organisations to join us on the journey ahead for the next 50.

Ravi Singh Secretary General & CEO, WWF India

THE JOURNEY OF THOUSAND MILES BEGINS WITH ONE STEP

50 YEARS IN INDIA

Conservation in India found its roots as early as the third century BC in the "Arthashastra", an ancient Indian Sanskrit treatise, written by Kautilya.

It, in effect, became the first official administrative document to spell out wildlife conservation measures. Several fundamental principles of ecology – the inter-relationship and inter-dependence of all life – are reflected in the ancient scriptural text, the Isopanishad: "Each individual life-form must learn to enjoy its benefits by forming a part of the system in close relation with other species. Let not any one species encroach upon the other's rights."

WWF India was established in 1969 to help conserve the country's wildlife and natural habitats. Set up as a Public Charitable Trust on 27 November 1969 and then known as the World Wildlife Fund, the organisation started its journey in India from a small office in Mumbai. During the start of the journey, WWF India addressed a range of environmental concerns, such as negative human-wildlife interactions, climate change, habitat degradation, and deforestation, depletion of water bodies and rivers, illegal wildlife trade, and more. WWF India's focus evolved from the conservation of individual species and specific habitats to a more comprehensive and inclusive landscape approach. These included the conservation of fragile ecosystems and their associated biodiversity, land use change, and working with local communities. Over the next few decades, WWF India set many milestones in India's conservation narrative in collaboration with its partners, including governments, NGOs and CBOs, local communities, businesses and corporates, schools, colleges, educational and research institutions, media, and civil society.

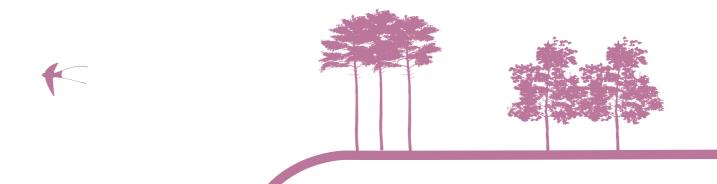






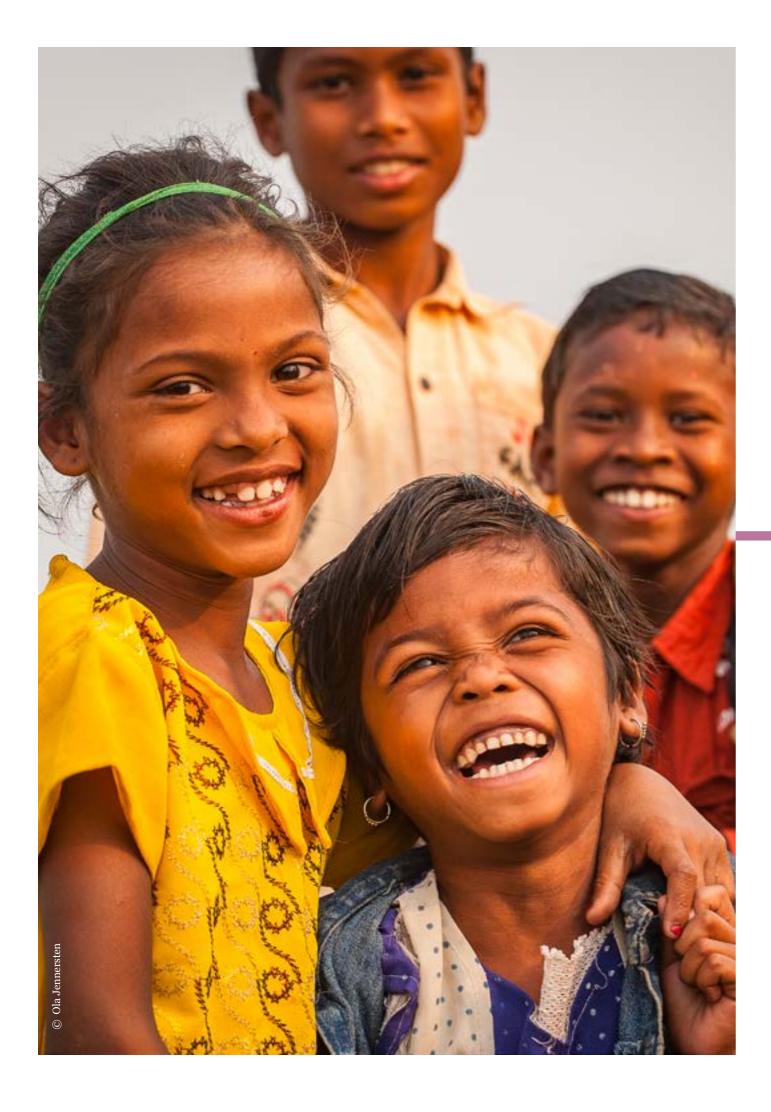
During the 1970s, WWF India played an integral role in the initiation of Project Tiger in the country, providing strategic support to this prestigious government of India (GOI) project.

Understanding the importance of youth engagement in conservation, WWF India became one of the pioneers of environmental education in the country through the Nature Clubs of India Programme. The 1980s saw the organisation enter the arena of curbing illegal wildlife trade (IWT) with its programme division TRAFFIC and its partnership with law enforcement agencies. The 1990s led to another milestone with the establishment of the Centre for Environmental Law (CEL), the frontrunners in research in the field of national, regional, and international environmental law. CEL undertook landmark litigations to demonstrate how law related to the environment was an important medium to bring change.









The turn of the century saw WWF India scale up its work, building innovative partnerships that integrated field implementation and strategic engagement at the policy level. The Living Ganga Programme was a highlight of this decade, developing and implementing water resource management strategies within the Ganga basin in partnership with civil society and the government. WWF India also set up the People and Protected Areas Programme, in partnership with the Department of Science and Technology to demonstrate how technical innovations could help enhance sustainable livelihood opportunities for local communities where access to natural resources is often curtailed due to existing laws and policies. Further, WWF India advocated the need to scale up renewables in the country, striving to establish "Renewables as the New Normal" to find solutions for future energy demands to address the challenge of climate change.

Currently the sixth-largest economy globally, a resurgent modern India is also one of the most biodiversity-rich nations on earth. For over 50 years, WWF India has tried to create a conservation movement in the country to drive a vision for a more sustainable future, with the support of approximately 700 partners across various programmes and projects. This Annual Report is a timeline of the glorious journey of the five decades past. The report provides glimpses of the many milestones that WWF India has reached, as it strives for a world in which people live in harmony with nature.



JOURNEY THROUGH THE DECADES







- PROJECT TIGER
- ··· / THE TIGERS OF THE SATHYAMANGALAM TIGER RESERVE
- ··· PIONEERS OF ENVIRONMENT EDUCATION IN INDIA
- :..▶ / NEW GENERATION OF YOUNG **GREENS**

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- :.. / GREEN SKILL DEVELOPMENT PROGRAMME (GSDP)
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- :..▶ / TORTOISES AND FRESHWATER TURTLES UNDER SIEGE
- : · A GRASSROOTS MOVEMENT
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- ... / GREEN VOLUNTEER BRIGADE
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2000s & 2010s

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- ... / EXPANDING THE RANGE OF THE GREATER ONE-HORNED RHINO
- ... / PROVIDING SAFE PASSAGE TO INDIA'S JUMBOS
- ...● SUSTAINABILITY IN MARINE **FISHERIES**
- :..▶ / RAINFORESTS OF THE SEA
- ESCAPE ARTISTS OF THE WILD
- \cdots LOCAL CUSTODIANS OF CONSERVATION
- :..▶ / NEW CCA IN CHUG VALLEY
- ∴ SUSTAINABILITY IN FARMING
- :.. > / PRODUCTION TO PRODUCTIVITY
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- TRANSBOUNDARY CONSERVATION PARTNERSHIP
- ADVOCATES OF CLEAN ENERGY
- CLEAN-TECH REVOLUTION
- TALE OF CITIES
- MODERN SPACES



1970s

India's rich biodiversity and unique wildlife are its greatest national treasures. India's environmental movement in the 1970s focused its attention on pollution and wildlife protection. The decade saw the enactment of critical pieces of environmental legislation in India, like the Wildlife Protection Act 1972 and the Water (Prevention and Control of Pollution) Act 1974. It was in the same period that the issues of access and sustainable management of natural resources emerged. Simultaneously, the latter half of the decade saw the growth of environmental education and awareness as critical pillars for the protection and restoration of biodiversity.

As the country embarked on its rapid development journey, India's wildlife, including charismatic species such as the tiger, elephant, and rhino, faced constant threats and their habitats continued to suffer from degradation and fragmentation. Leading from the front, WWF India, in partnership with the government and civil society, worked to secure the long-term survival of India's wildlife and its valuable biodiversity and ecosystems.

PROJECT TIGER

WWF India played an instrumental role in supporting Project Tiger - launched by the Indian government in 1973.

WWF India provided strategic and financial support to this prestigious project and worked closely with policymakers, planners, and executing agencies to protect the remaining tiger population. The organisation set up its own Tiger Conservation Programme, a few decades later, in 1994,

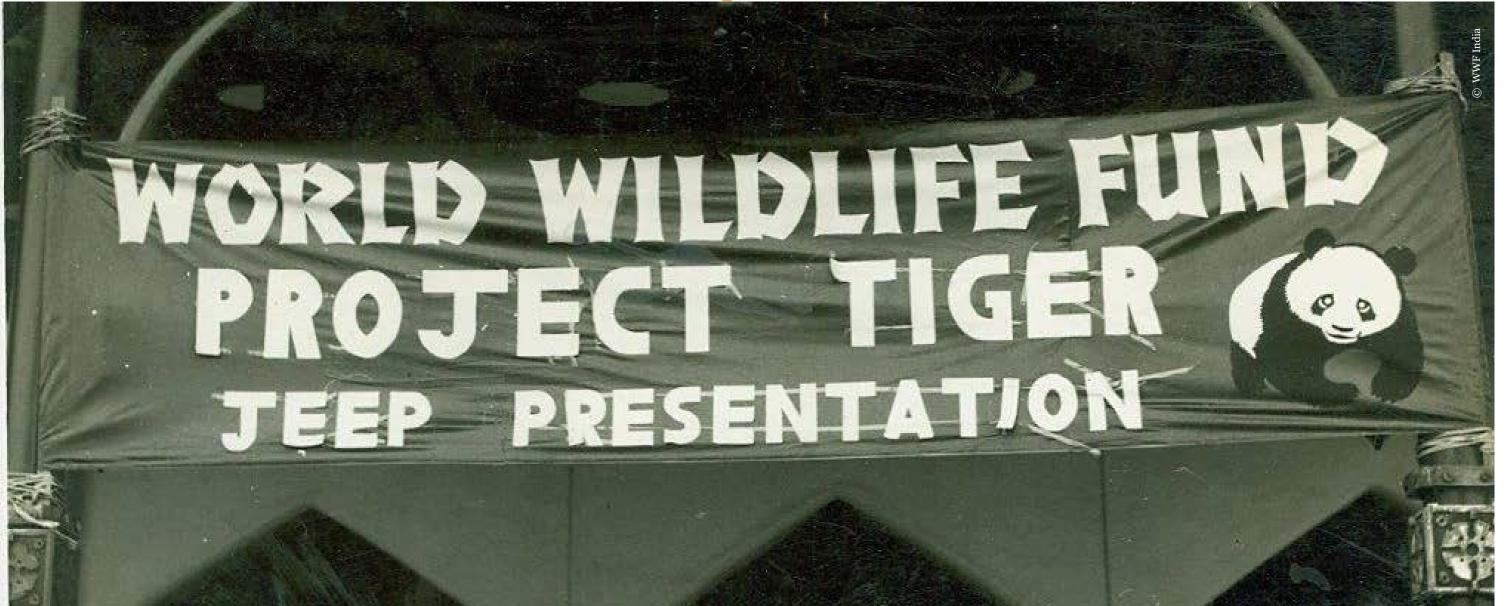
to mobilise additional support for tiger conservation. Over the years, the organisation has adopted a more holistic landscape approach to tiger conservation by addressing diverse conservation and development issues as a whole in select landscapes across the country.





Distribution of patrolling vehicles to State Forest Departments for use in the Tiger Reserve, National Parks and Wildlife Sanctuaries, aimed at strengthening protection.

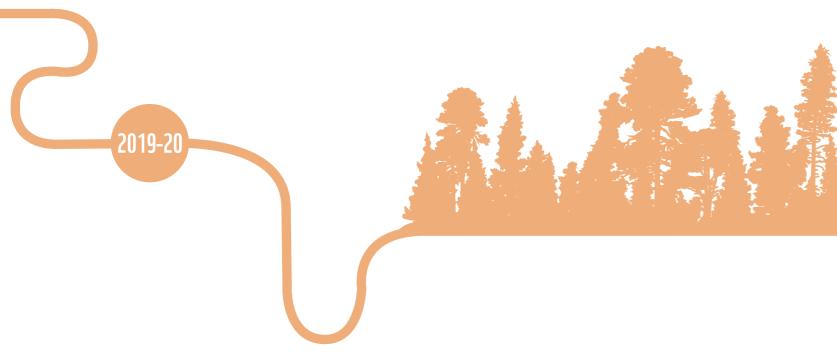
1973



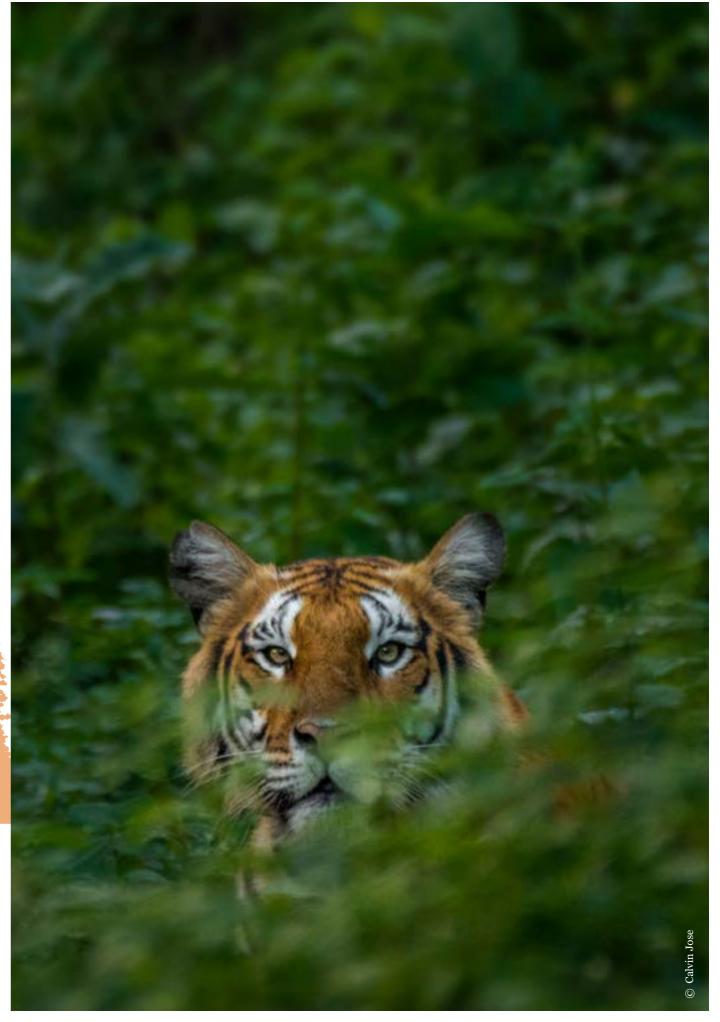
THE TIGERS OF THE SATHYAMANGALAM TIGER RESERVE

WWF India has contributed to the remarkable conservation story, which illustrates how species' populations can rebound in areas where they have been decimated when ecological and social conditions that enable recovery are sustained, and adequate protection is maintained.

An illustration of this was seen in the Sathyamangalam Forest Division in Tamil Nadu, where the tiger population grewfrom a few individuals in the early 2000's to about 50 adults currently through conservation of crucial breeding habitats. Tigers now breed across the Reserve, including its eastern region, where the species occurred very sparsely even five years ago. Sathyamangalam has also enabled the tiger's recovery in the proximately located Erode Forest Division, where ten tigers were detected in 2018 and are expected to grow further with strategic conservation interventions.



A tigress captured on camera at Germalam range of Satyamangalam Tiger Reserve.



PIONEERS OF ENVIRONMENT EDUCATION IN INDIA

India's most popular and oldest environmental education programme, the Nature Clubs of India (NCI) started in the 1970s, inspiring thousands of individuals over three decades.

Initially aimed primarily at schoolchildren through an organised Nature Clubs network, the programme included private schools, Sainik schools, Kendriya Vidyalayas, schools and local clubs in rural areas and later colleges and other educational institutions. One of the patrons and a founding member of NCI, Dr. Chandrakant Wakankar, played a key role in starting NCIs in Delhi, Mumbai, and Gujarat in 1976. The NCI worked across the country, setting the foundation for many youngsters to become conscious and environment-friendly citizens.



Students conducting a beach clean-up in Mumbai (18th Sep, 2005).

1976





Children hugging a tree during a nature trail in Uttarakhand.

NEW GENERATION OF YOUNG GREENS

Taking forward the legacy of the NCI programme, its principles, and rich experiences, WWF India expanded its environment education work to include schools and students in seven states across the country through an ICEF grant.

> This was followed by the launch of the Education for Sustainable Development (ESD) Programme in 2009. The programme was scaled up in 2015 with a threepronged strategy of building environmental awareness and knowledge, developing requisite capacity and skills, and enabling conservation and sustainability action. The programme now runs across 16 states in India through a diversified portfolio of programmes to build a generation of environmentally conscious individuals. The Environment Education programme has achieved great success in helping inspire and educate children, parents, teachers, and youth to understand their role as stewards of conservation.

> > "Little did I realise back then that this would form a major interest in my life in future. The Pune division not only furthered the Nature Clubs of India movement but also WWF India's work in this area in the early years triggered various conservation initiatives, especially for Communication, Education and Public Awareness, which is now referred to as CEPA in Aichi Target 1".

> > > - Dr. Erach Barucha, Director Bhartiya Vidyapeeth Institute of Environmental Education and Research, Pune, and one of the pioneers of NCI at Pune





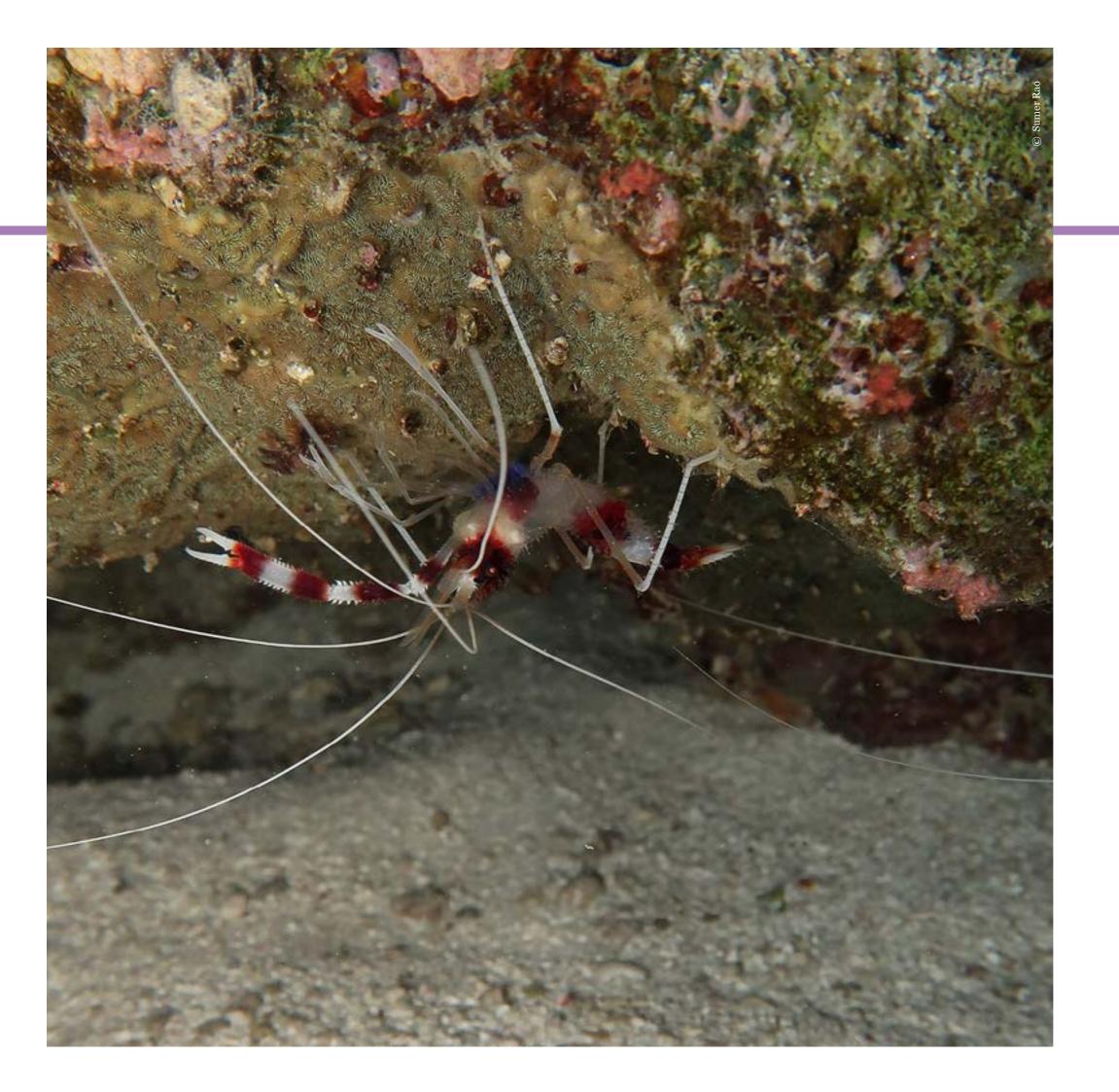
Young minds in an interactive bird identification workshop.

THE ENVIRONMENT EDUCATION PROGRAMME PILLARS

PROGRAMME	BRIEF	ENGAGEMENT
EK PRITHVI	Building Conservation Leadership through Education	12 states 246 schools 135,000 students 2500 teachers 5 MoUs with State Education Boards
ONE PLANET ACADEMY	Digital Resource Centre for Environment Education	88,000 students and teachers
PEOPLE FOR PLANET	Volunteer Programme for Youth, Citizens, and Corporates	46000 youth and adults in 6 states
NATURE CONNECT	Experiential Learning Programme	2500 students, youth, and adults
WILD WISDOM QUIZ	International Wildlife Quiz	130,000 students across seven countries







19805

The 1980s were landmark years of conservation in India, starting with the Department of Environment being set up by the GoI, which became a full-fledged ministry a few years later. The government enacted new laws to control pollution and to protect natural forests.

Meanwhile, WWF India had begun, more systematically, studying the impact of environmental degradation and the need to include communities in water and forest management.

WWF India further expanded its conservation programme in the decade of 1980 to include broader engagement with local communities, work on wetlands and rivers, and leveraging technology for conservation efforts.

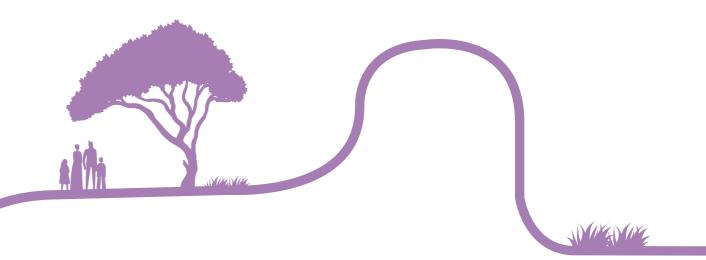
ENVIS-THE LENS FOR NATURE

The ENVIS Centre 07 at WWF India was established in October 1984 under the Environmental Information System (ENVIS) of the Ministry of Environment, Forests & Climate Change (MoEF&CC), Government of India.

The Centre served as the focal point of collecting, organising, and disseminating information on NGOs and the Environment, Parliament and the Environment, and Media and the Environment. In the last four decades, NGOs, administrators, specialised agencies, researchers, school and college students, media professionals, and others have recognised the Centre as a reliable and responsive source of information related to the environment. Following the establishment of the Indira Gandhi Conservation Monitoring Centre at WWF India in 1994, much of the ENVIS Centre's database has now been computerised.

1984

Inauguration of the GSDP Course for Wildlife management using Geospatial techniques by Shri. Yashvir Singh, Economic Advisor, MoEF&CC, and other seniors dignitaries.





GREEN SKILL DEVELOPMENT PROGRAMME (GSDP)

As a centre of data and information on the environment, the ENVIS Centre conducts knowledge-based programmes and courses for young environment enthusiasts.

The Green Skill Development Programme (GSDP) was launched in 2019 under the Skill India Mission to train youth in Green Skills.

The GSDP launched two programmes - Wildlife Conservation using Geospatial Techniques (NSQF Level 6) and Bird Identification, and Basic Ornithology (NSQF Level 5), which saw overwhelming participation from across the country. Field surveys, talks by experts and projects conducted for students resulted in the placement of approximately 65% of participants in higher education courses in different colleges and universities.







GSDP students of the course on Wildlife Management using Geospatial Techniques during a field trip to Bharatpur.



CURBING ILLEGAL WILDLIFE TRADE

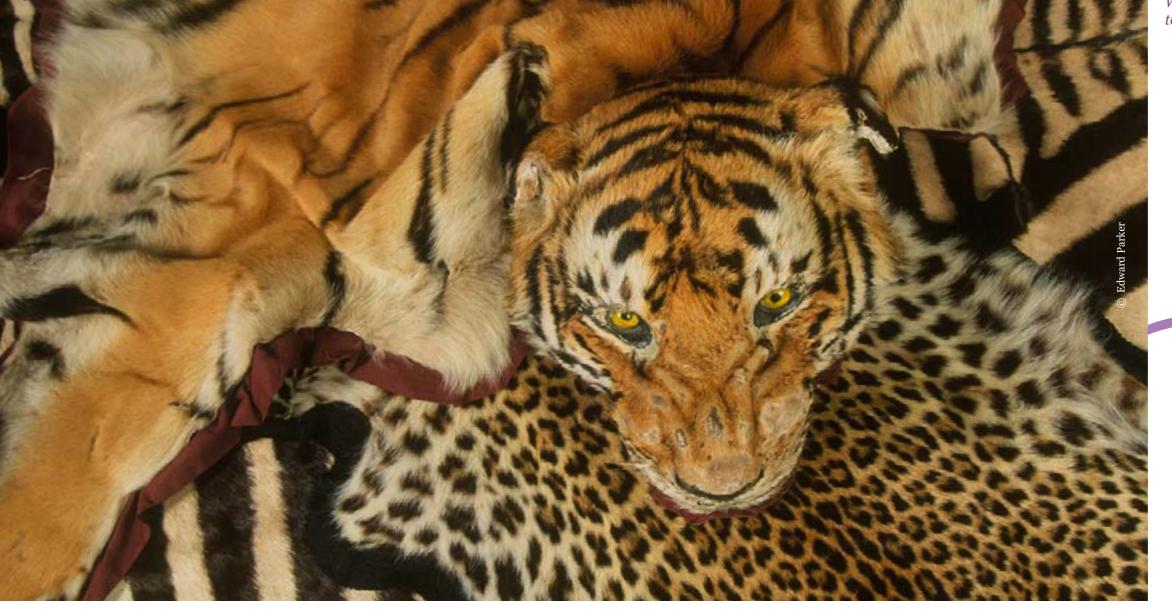
The Parliament, on 20 November 1986, incorporated a new chapter in the Wildlife (Protection) Act.





It imposed an absolute prohibition on trade or commerce in trophies and animal articles derived from Protected Scheduled Species, excluding trade in imported ivory. WWF India entered the arena in 1987, commencing work on combatting illegal wildlife trade in partnership with law enforcement agencies to prohibit traders from displaying ivory and fur articles in their commercial premises.

With an increase in international response and action against the growing menace of illegal wildlife trade over the years, TRAFFIC India was set up as a programme division of WWF India in January 1992, also serving as the regional office of the TRAFFIC network. During the time, India was considered one of the major sources of illegal wildlife products such as tiger/leopard bones, musk, rhino horn, and bear bile, often for traditional Chinese medicines. With TRAFFIC India's efforts in the early 1990s, the illegal trade of live birds, ivory, fur, and reptile skin was banned in the country.



Wildlife trafficking: Pushing species towards extinction.



TORTOISES AND FRESHWATER TURTLES UNDER SIEGE

A TRAFFIC India investigation report released in 2019, over 1, 11, 300 tortoises and freshwater turtles were illegally traded in India over ten years (2009-2019), equating to nearly 200 per week since 2009.

The report "Tortoises and Freshwater Turtles Under Siege" recognised the species' identification in the illegal wildlife trade as a major gap in wildlife law enforcement in India. TRAFFIC, Turtle Survival Alliance India (TSAIndia), and WWF India released new identification (ID) tools like pocket-sized Identification cards and a foldable poster on all 28 species of tortoises and freshwater turtles found in India. These were widely distributed to Forest Departments, police, railways, customs, and other wildlife law enforcement agencies.



Seizure of Indian Star Tortoises and Indian Flapshell Turtles.



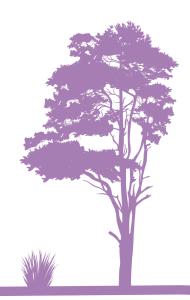
2019-20





A GRASSROOTS MOVEMENT

The Community Biodiversity Conservation Movement (CBCM) initiated by WWF India between 1989-91, aimed at conserving biological diversity at the grassroots level, identifying community participation as its essential pillar.



The programme focused on appreciating, acknowledging, and encouraging community strategies for natural resource management in partnership with NGOs, community groups, and farmers to work on site-specific conservation initiatives for large-scale impact. CBCM reinforced and complemented other biodiversity conservation programmes of WWF India at the time, such as the Conservation Corps Volunteers (CCV), Biodiversity Hotspots Conservation Programme (BHCP), and the Biodiversity Conservation Prioritization Project (BCPP).





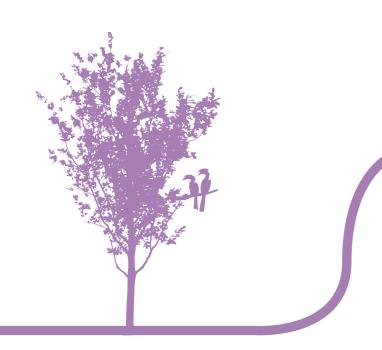
Working with local communities has always been a cornerstone of WWF India's work.



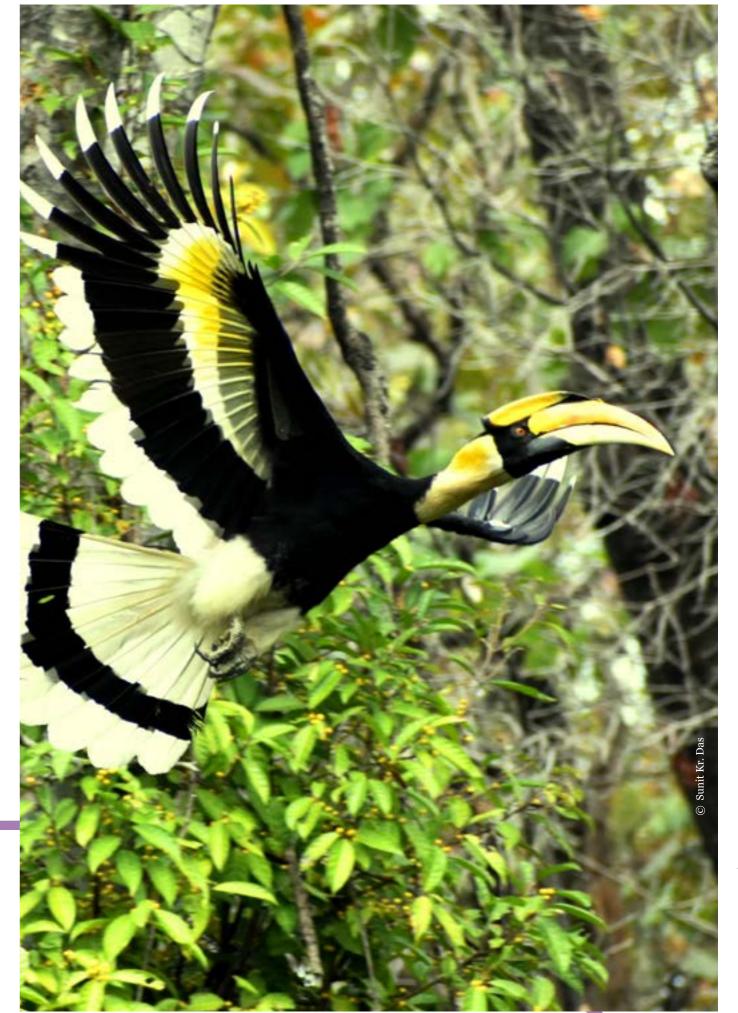
PROTECTING HORNBILLS THROUGH **ARTIFICIAL BEAKS**

One of the most successful projects undertaken by CBCM was the prevention of hunting endangered hornbill species in Arunachal Pradesh in 2003.

> Hornbill beaks and feathers were used to make traditional headgear and fans in the state. Its increasing demand, coupled with the erosion of traditional taboos on hunting hornbills during their breeding season and the degradation of their natural habitat, proved to be threats to these birds' existence. Under the Community Biodiversity Conservation Movement (CBCM), and in partnership with the State Forest Department, a WWF India initiative helped stop the hunting of the endangered hornbill species in Pakke Tiger Reserve. The WWF India team distributed artificial fibre hornbill beaks amongst villages in and around the Tiger Reserve in exchange for real beaks. While this aimed to prevent the hunting of the species, it also drove awareness about the bird's cultural and ecological importance and the need for its conservation.



A Hornbill in flight.





1990s

The 1990s began with the launch of a revised mission and strategy for WWF India. The expanded mission reiterated the organisation's commitment to conservation. It restructured the organisation's work into three interdependent pillars: the preservation of biological diversity, promoting science and technology as a part of conservation programmes, and increasing people's involvement as stewards of conservation.

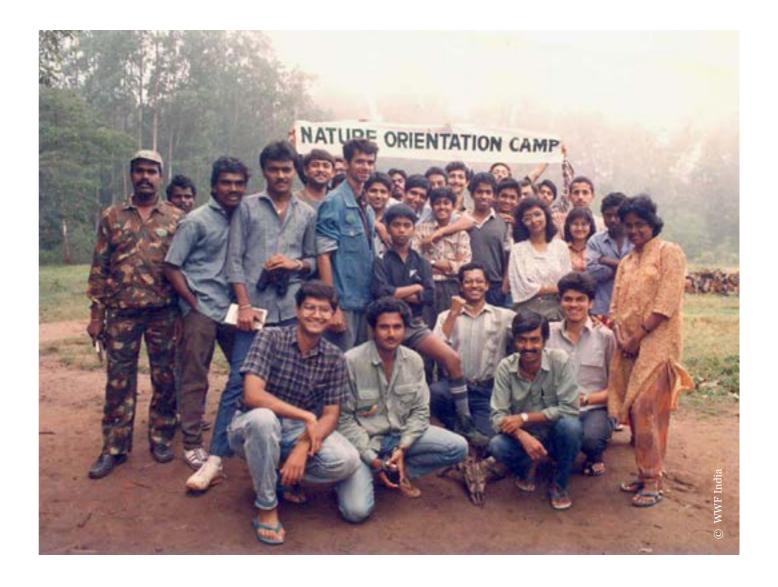
THE BEGINNINGS OF VOLUNTEERING

The Conservation Corps Volunteer Programme was set up in 1991 to mobilise and motivate young persons (21-30 years) with a commitment to care for nature by enabling them to contribute their services as volunteers.

Set up under a grant from the Duke of Edinburgh Award Scheme, the programme helped volunteers acquire skills to participate in problem-solving and decision-making and to influence and create change through grassroots community action for conservation. The Conservation Corp Volunteers (CCVs) were given small grants to take up conservation projects in association with local grassroots-level NGOs.

CCVs- Then and Now

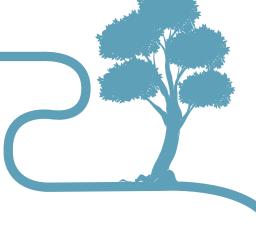
- Dr Karthikeyan Vasudevan is now the Senior Principal Scientist at CCMB-Laboratory for Conservation of Endangered Species.
- Gitika Goswami of Kolkata (earlier Eastern Region) Office worked with the Forest & Biodiversity Division of WWF and now is Programme Director with Development Alternatives in Delhi.
- Late Raj Kumar in Hyderabad worked on snake rescue and conservation. His Friends of Snakes Society is now doing stellar work on snake conservation.
- Saravana Kumar is now a renowned wildlife photographer and filmmaker.
- Dr Manish Chandi is a renowned Research Scholar working on oceans and coasts, with a doctoral thesis on the Nicobar Islanders and the interface between communities and the natural environment.



Young and dynamic minds at the National Nature Orientation Camp held in Topslip, Tamil Nadu, 1990.



1991



GREEN VOLUNTEER BRIGADE

Taking the Conservation Corps Volunteer Programme's legacy, WWF India re-modelled its volunteer programme to connect citizens with the environment and enable them to be part of conservation action.

The vision was to make every citizen aware, sensitised, and capable of creating change through individual and community mobilisation. Over the years, the WWF India Volunteers Programme has expanded its range of projects to engage volunteers in conservation projects like camera trapping, research on marine wildlife, and collecting information on livelihoods from communities residing in and around Protected Areas.

In 2019, the WWF Volunteers Programme engaged 6000 volunteers through 75 projects in six states under the 'People for Planet' initiative, helping them become role models and ambassadors for the environment.



A trained WWF India volunteer taking a nature trail for school students in Delhi.



2019-20

Young volunteers during a clean-up drive in Bhopal.



NATURAL LIVING RESOURCE OF URBAN CENTERS

Wise-use of wetlands became an essential aspect of India's environment conservation with its accession to the Ramsar Convention in 1982.



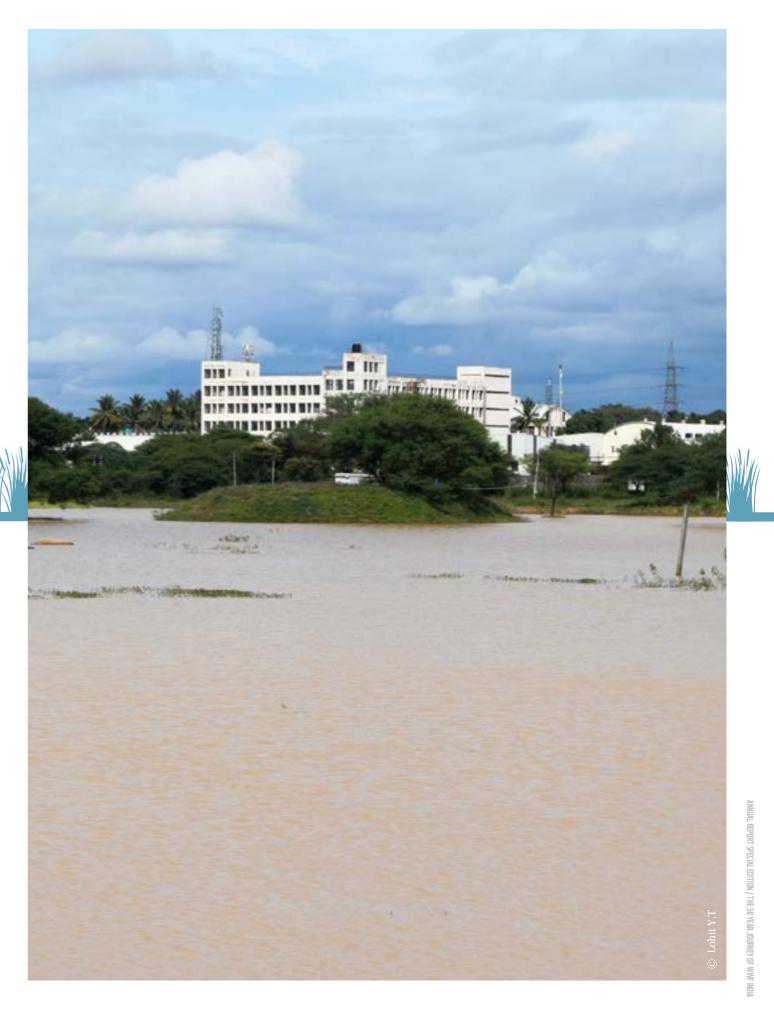
The MoEF&CC commissioned WWF India to document the status of and threats to wetlands, mangroves, and coral reefs in India. This led to the Wetlands Programme initiation at WWF India in 1992, providing continued support to the GOI to effectively manage wetlands across the country. The first "Workshop on Wetland Management" was conducted at the Keoladeo National Park, Bharatpur in Rajasthan, a Ramsar and World Heritage site, in January 1995.

A Visitor Interpretation Programme was launched at the same site in 1996 - a first for a wetland in India. Three more interpretation centres were developed over the years for the Kokkerebellur Community Reserve in Karnataka, river Ramganga in Moradabad, and river Ganga in Hastinapur, both in Uttar Pradesh.

1992

A platform for different stakeholders to interact and creatively engage for wetland conservation.





Basehttihalli wetland rejuvenated through Multi-Stakeholder engagement.

FOCAL POINT FOR RAMSAR

During 2019-2020, India added 14 wetlands as Ramsar sites, taking the total to 41 Ramsar wetlands with an area of 1.07 million hectares (ha).

> WWF India's wetland programme is currently spread across eight states and one UT viz. Uttarakhand, Ladakh, Tamil Nadu, Uttar Pradesh, Rajasthan, Punjab, Tamil Nadu, Karnataka, and Telangana,

covering wetlands in the high altitudes, floodplains, urban centres,

and Ramsar sites.

In 2019, WWF India was designated the Communications, Education, Participation, and Awareness (CEPA) NGO focal point for India's engagement on the Ramsar Convention. As the NGO focal point, WWF India has provided technical and scientific inputs to national 2019-2020, WWF India collaborated with Punjab and Uttarakhand's state governments in developing Ramsar Information Sheets, leading to the designation of five new sites covering an area of 16,910 ha. These sites include the Asan Conservation Reserve, the first Ramsar site in the state of Uttarakhand; the Beas Conservation Reserve, one of the third riverine Ramsar sites and the only habitat of Indus River with a human-made reservoir; and the Tso Kar Wetland Complex, a

and state governments to identify and designate Ramsar sites. During Dolphins in India; the Keshopur-Miani Community Reserve, a unique community- managed wetland; the Nangal Wildlife Sanctuary, an area high altitude wetland complex in Ladakh.











NATURE SOUVENIRS

A one-stop resource for books, publications, journals, educational aids, and similar materials on environment, nature, and wildlife was the idea behind opening the first Nature Gallery in May 1993 at the WWF India Secretariat.

It was dedicated to the memory of M.K. Amanjit Singh, the son of Brig. Maharaja Sukhjit Singh of Kapurthala, an ardent admirer of nature and wildlife. The Nature Gallery also offered trekking, camping, mountaineering, and safari equipment for nature clubs and nature education programmes.









Mother and Grandmother of the (late) Maharaj Kumar Amanjit Singh inaugurating the Nature Gallery.

RT SPECIAL EDITION / THE 50 YEAR JOURNEY OF WWF INDIA

Maharani Gayatri Devi of Jaipur in conversation with Mr Sumer Singh (former CEO of WWF India).

DIVERSE RANGE OF PRODUCTS

Over the years, the Nature Gallery has grown into an engaging and inviting space that showcases a variety of well-designed contemporary products made with sustainable materials that connect people with the message of conservation and responsible consumption.

The range of conservation products brings to life the remarkable and rich biodiversity of this country through a wide array of merchandise, including special edition collectables of silver coins featuring four stunning birds from the Himalayas, a new range of face masks in 100% organic cotton, tee shirts, and bamboo products. In 2019-2020, the Nature Gallery successfully eliminated all single-use plastic from products and product packaging.

2019-20

Nature-themed items to create awareness and highlight India's natural bounty.



Eco-friendly products that help in the reduction of individual footprint (featured here: Re-useable masks in organic cotton).



FORERUNNERS OF ENVIRONMENT LAW

The Centre for Environmental Law (CEL) was established in 1993 and pioneered the first academic environmental law programme.

Launch of first Green Law Lecture Series by CEL, where jurists spoke about enviro-legal issues.



CEL initiated a formal course on environmental law to create a cadre of environmental lawyers who could support conservation efforts. Many prominent environmental lawyers in India today are graduates of CEL. During its initial years, CEL filed litigations between 1993-1995, leading to landmark judgements for conservation. The programme later diversified its functions and played a crucial role in building academic linkages by collaborating with National Law University, Delhi, offering postgraduate diplomas in three courses - environmental law and policy, urban environmental management and law, and tourism and environmental law. A flagship initiative in environmental law, these have helped build career trajectories for many lawyers and environmentalists working in the sector at present.





1993

MASTERS IN ENVIRONMENT LAW

In 2019 CEL entered into a partnership with the O.P. Jindal Global University to offer India's first full-time Master of Law (LL.M.) degree in Environmental Law, Energy, and Climate Change.

This meticulously crafted programme is designed to explore the intersectionality between energy, economics, international relations, law, and climate change. With a mission to advance conservation efforts, CEL aims to build a cadre of environment lawyers who raise pertinent questions across all fields and strive to achieve justice for the environment, wildlife and communities.







Judges, Academicians and Conservationists came together to launch unique LL.M. in Environmental Law, Energy and Climate Change offered by WWF India in collaboration with OP Jindal Global University.



INUAL REPORT SPECIAL EDITION / THE 50 YEAR JOURNEY OF WWF INDIA

GARBAGE TO GOLD: MAHIM NATURE PARK

Spread over an area of 37 acres in the suburbs of Mumbai, Mahim Park was used as a garbage site for many years.

Considered a biodiversity-rich area, WWF India recognised the need for the site to be conserved and took on the mission to create a natural habitat on the landfill site through a proposal to Mumbai Metropolitan Region Development Authority (MMDA) as early as 1977. Work started in 1980, supported by the US National Park Service, and Dr Salim Ali planted the first tree in 1983. This team was led by the visionary, Ms Shanta Chatterjee, the then Chairperson of WWF India's Maharashtra and Goa office. She aimed to build an educational theme park for children and develop a mangrove forest to provide a natural habitat for large numbers of birds and migratory species. The Mahim Nature Park was formally inaugurated in April 1994.



1994



In the 1990s, the park was renamed The Maharashtra Nature Park as a joint project by WWF India and the MMDA. It is now a thriving forest, with more than 14,000 species of plants, 120 species of birds, over 75 kinds of butterflies, and a large population of reptiles, including the common cobra, vine snake, rat snake, and chequered keelback. WWF India is currently a part of the Governing Body and works closely with the Park Director to ensure its effective management.





School children exploring the green environs of the park through a Nature Trail.

"A lot of thought also went into designing the park because we wanted to showcase to the people how environment co-existed with mythology. We had taken the key elements into account and wanted plantations accordingly. Even the 'Nakshatra Van' was designed on the principles of mythology. We had put together a detailed education plan into action because the park was meant to be one. The process started with a small team, but hundreds joined us in the journey and created this beautiful abode for birds, mammals, and reptiles."

- Ms. Shanta Chatterjee, Former Chairman, WWF India, Maharashtra, and Goa

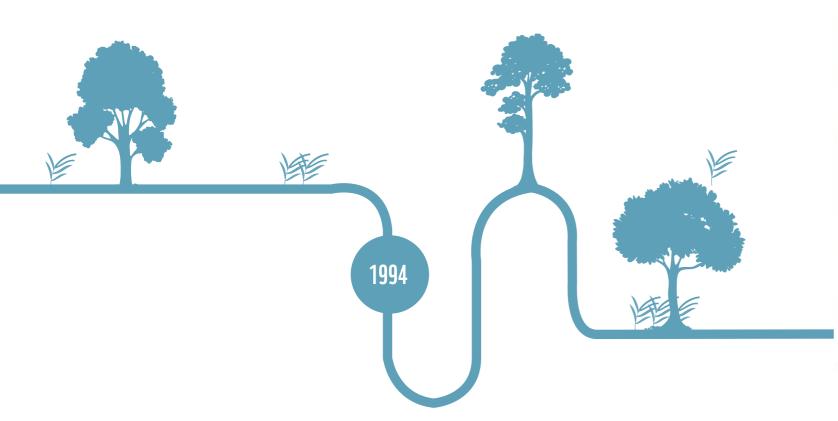
IGCMC: SCIENCE TRACKER

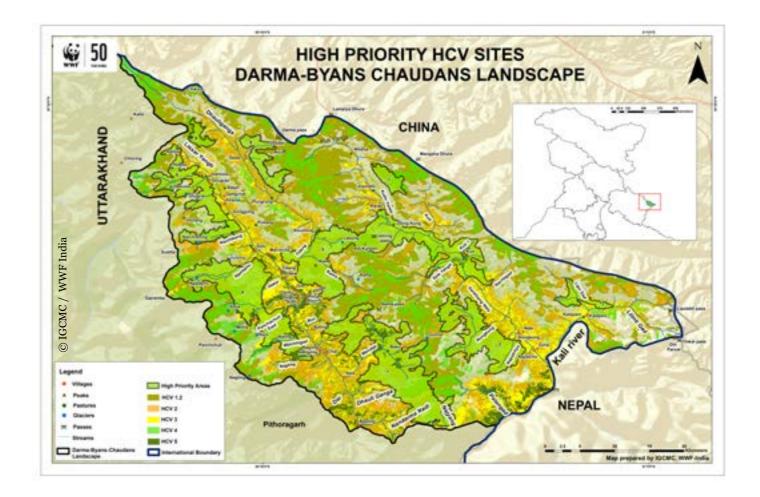
With technological advancement in the country, WWF India introduced technology and scientific methods to monitor information management for conservation work in India.

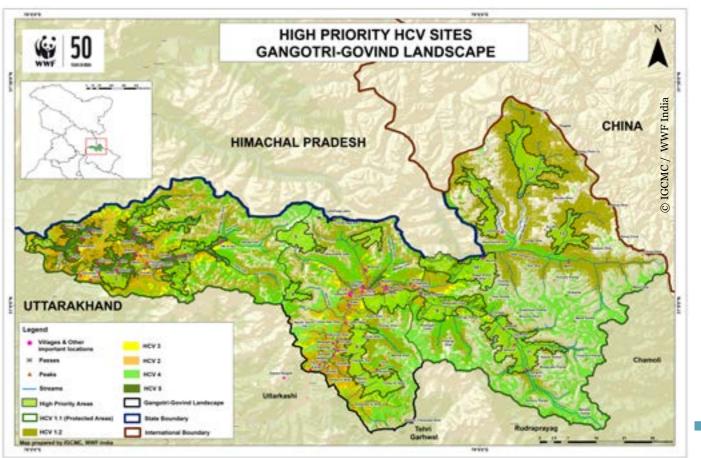


The Indira Gandhi Conservation Monitoring Centre (IGCMC) was established in 1994 to provide a scientific and management database to support India's biodiversity conservation. Started in partnership with the Ministry of Environment, Forest and Climate Change (MoEF&CC), IGCMC's main objective was to service the needs of a wide range of users requiring spatial information on India's natural resources. Over the years, IGCMC has created an extensive database of WWF India's conservation work and served India's considerable need for a technological arm to provide spatial data and analysis to help conservation planning.

The map depicts High Conservation Value Areas (HCVAs) identified through scientific methodology in Darma-Byans and Gangotri-Govind landscapes of Uttarakhand. The High Priority Areas had also been delineated based on the analysis for implementing management strategies.







INCREASING GREEN COVER IN DARJEELING

Project SERVE (Save the Environment and Regenerate Vital Employment), a joint initiative of WWF India and Projektwerkstatt Teekampagne-Germany, was launched in 1996 for the ecological restoration of the Darjeeling hills.

The project aimed to restore the forests of the Darjeeling hills with active participation from civil society, government officials, local community members, students and teachers, army personnel, local NGOs, and tea garden management. 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 essential water catchments. Under the project, WWF India also enhances the understanding of red panda distribution, human-wildlife conflict management, and improving community livelihoods by promoting apiculture and community-based tourism. Over three crore saplings have been planted since 1996 under Project SERVE, covering block forest plantation areas and tea gardens over nearly 500 hectares.

Community members during a training on apiary management at Bungkulung Village.











CONSERVATION OF KEY INDICATOR SPECIES

WWF India has been working towards protecting two sub-species of South Asian river dolphins - the Ganga River Dolphin (Ganga and its tributaries) and the Indus River Dolphin (Beas).

WWF India began its work with the local communities and Uttar Pradesh Forest Department towards conservation of the Ganga river dolphin in 1997 through research, monitoring and community-led initiatives to address threats to the habitats.

At a policy level, the Prime Minister of India declared the Ganga River Dolphins as the National Aquatic Animal on October 5, 2009 and subsequently the Ministry of Environment, Forests & Climate Change (MoEF&CC), Government of India constituted a Working Group to prepare a Conservation Action Plan for the Ganga River Dolphin 2010-2020. As a part of the Working Group WWF India contributed to the development of this action plan.



Rescuing Ganga River Dolphin, Odisha.

1997

THE FIRST SURVEY

The first jointly organised Indus river dolphin survey in 2018 by WWF India, in partnership with the Punjab Forest Department, sighted 5-11 individuals, including calves in the river Beas, indicating a breeding population and viable habitat.

Recommendations of a multi-stakeholder workshop organised by WWF India and Department of Wildlife Preservation, Government of Punjab, including local communities and experts, formed the basis of the declaration of Indus river dolphin as the State Aquatic Animal of Punjab in March 2019.

Two adult Indus River Dolphins in the Beas Conservation Reserve near Mundapind village, Punjab.



2019-2





2000s & 2010s

With India on a rapid growth trajectory in the early 2000s, the turn of the century saw the need to integrate conservation with development. During this period, WWF India's work focused on developing and demonstrating conservation approaches that are both inclusive and at scale for India's sustainable development.

CONSERVATION MILESTONES

The Asian Rhino and Elephant Action Strategy (AREAS)
Programme was set up in 2000 to protect the Asian rhino and the Asiatic elephant across their range.

The first elephant and rhino conservation programme under AREAS was launched in the North Bank Landscape (now called the Brahmaputra Landscape) and in the southern Nilgiris- Eastern Ghats covering the states of Karnataka, Tamil Nadu, and Kerala. In 2005, the government of Assam launched the 'Indian Rhino Vision 2020' (IRV2020) supported by WWF India, the International Rhino Foundation and other partners, including the Bodoland Territorial Council, NGOs, and community-based organisations. The aim of IRV2020 is to attain a population of 3000 rhinos distributed over seven Protected Areas in the state.

Greater one-horned or Indian rhinos were once distributed along the entire Brahmaputra floodplain. However, with increasing habitat degradation and poaching, by the turn of 2000, rhinos were restricted to three Protected Areas in Assam - Kaziranga National Park, Pobitora Wildlife Sanctuary, and Orang National Park. An ambitious programme like the IRV2020 was necessary to promote conservation efforts and expand their current distribution within their historical range. WWF India also played an instrumental role in the Task Force on translocation of rhinos within Assam.



WWF India team at an AREAS meeting held in Ooty in 2006.

ABLA MASAN KIDAN K



EXPANDING THE RANGE OF THE GREATER ONE-HORNED RHINO

The Indian Rhino Vision 2020 (IRV2020) programme has seen significant success with the re-introduction of rhinos to the Manas National Park.

Manas lost all its wild rhinos by the year 2000 due to poaching. By 2020, the rhino population in Manas stood at 40, attributed to the implementation of IRV2020, support of local communities in and around Manas, and effective management and protection by the field staff at Manas.

2019-20

A rhino and her calf at Manas National Park.

2019-20

PROVIDING SAFE PASSAGE TO INDIA'S JUMBOS

The Segur elephant corridor is the natural pathway for migrating wild elephants to travel between forests in Kerala in Nilgiri west, Mudumalai and Satyamangalam, and Thengumarahada forest east of the Nilgiris.



However, many structures covering acres of private land have fragmented the elephant corridor. Considering the Segur corridor's ecological importance, WWF India has been working closely with the state Forest Department and local administration to secure it for elephants. WWF India's efforts, including mapping elephant movement in the plateau through extensive field studies, provided evidence of this corridor's functionality. Recommendations based on research on this eco-sensitive zone and information on obstructions in elephants' pathways are shared with the Forest Department.

A herd of elephants at Masinagudi area in Mudumalai Tiger Reserve.



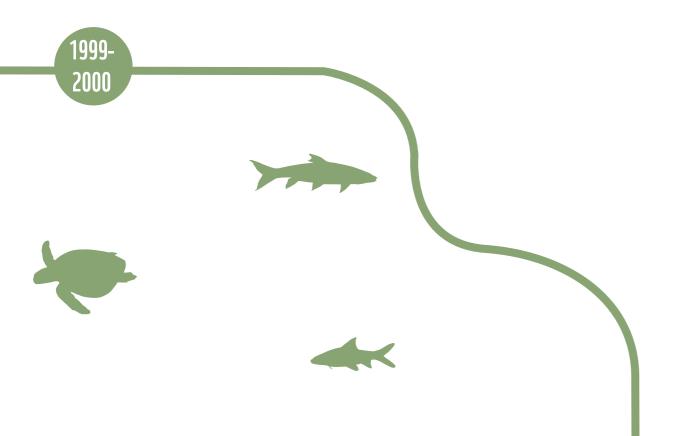
SUSTAINABILITY IN MARINE FISHERIES

With a presence in five coastal states and the Lakshadweep archipelago, WWF India's marine initiatives address a diverse range of issues including, bycatch of sharks, cetaceans and turtles, marine tourism, ghost gear, aquaculture, and fishery management.

Established in 1999-2000, the Marine Conservation Programme aims to conserve India's marine and coastal biodiversity and ensure sustainable fishing and tourism practices. The first project started in 2000, focusing on the conservation of turtle nesting habitats in Odisha, which continues till today. In 2020 an estimated 3.8 lakh turtles nested along the coast, and 25,000 thousand hatchlings were rescued and released in the sea. WWF India has also been working to promote the use of Turtle Excluder Devices (TEDs) in Orissa to reduce turtle mortality in trawl fisheries.

In a significant landmark achievement for WWF India, the Ashtamudi short-necked clam fishery in Kerala became the first MSC-certified (Marine Stewardship Council) fishery in India 2014. The Sustainable practices fostered by fisher folk communities were strengthened under the guidance of WWF India, the Central Marine Fisheries Research Institute (CMFRI), and the Kerala State Fisheries Department to make them eligible for MSC certification. This success has led to other fisheries in the region seeking to get sustainability certifications.

Shrimp trawl fisheries often lead to entanglement and death of marine turtles. WWF India has been working with the government and fishers to fabricate and test TEDs to reduce bycatch mortality.







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RAINFORESTS OF THE SEA

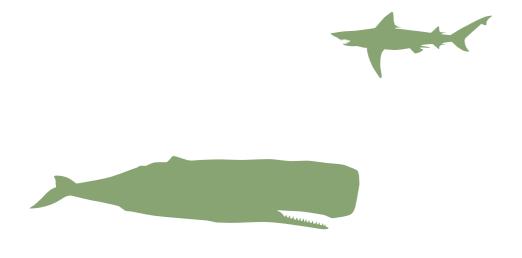
In 2018, WWF India undertook coral reef surveys at Grande Island in Goa and Netrani Island, off the coast of Karnataka, to assess reef health and the impact of dive tourism on the ecosystem.

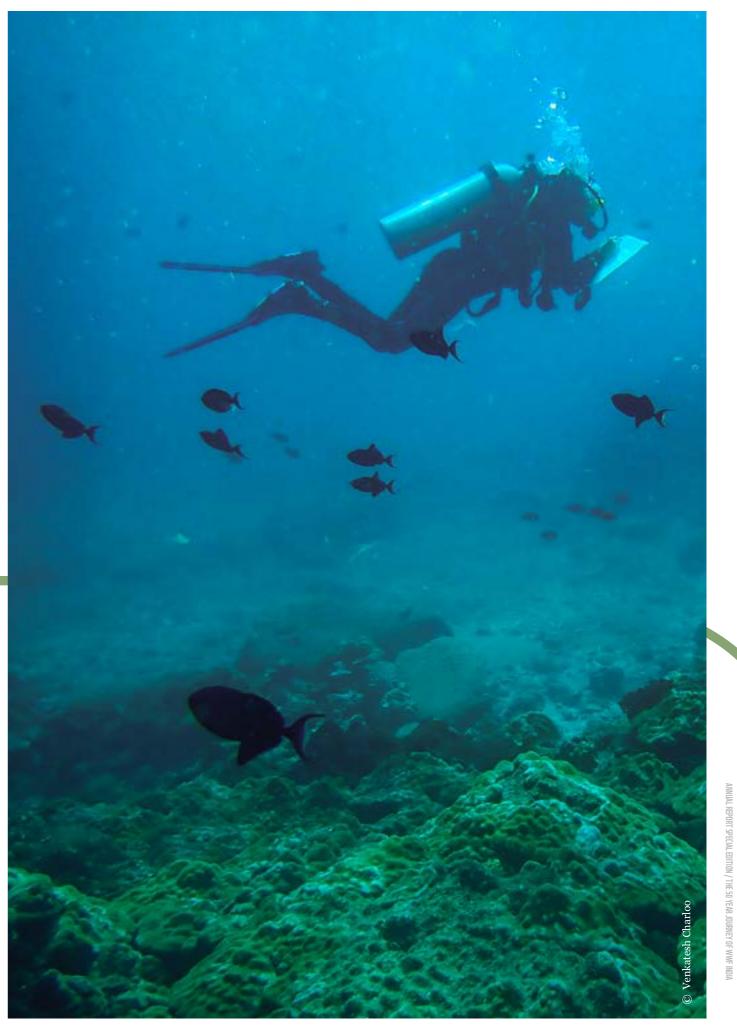
Preliminary results indicated a low coral cover at Netrani but a healthy assemblage of associated fish species. The surveys also provided the first comprehensive overview of the Grande Island reef status and its first detailed quantification of corals, reef fish, and invertebrates. An unexpectedly diverse range of marine biodiversity, with over 19 coral genera, 123 reef fishes, and 131 invertebrate taxa, was recorded. The surveys shed light on the problem of marine debris found in the area, including fishing gear, derelict gill nets, lines, and ropes. WWF India is now exploring ways to ensure the reefs are regularly monitored, and that dive tourism in the area is operated in a responsible and sustainable manner.

2019-20



Recording the diversity of marine fauna during reef surveys at Netrani, Karnataka.





ESCAPE ARTISTS OF THE WILD

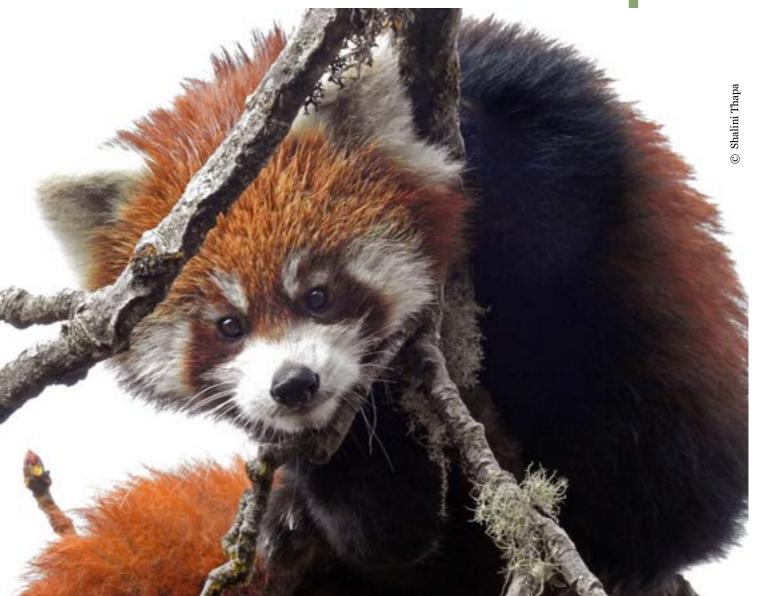
Launched in 2005 in Sikkim, the red panda conservation programme in Khangchendzonga Landscape has achieved many milestones.

Our studies have helped map the potential habitats of red pandas in the state, and in developing a conservation strategy for the species in Sikkim. Protected Areas like the Pangolakha Wildlife Sanctuary, Barsey Rhododendron Sanctuary, Shingba Rhododendron Sanctuary, and Khangchendzonga National Park that are prime red panda habitats in the state have been extensively covered as part of our study.

In 2019, WWF India expanded the red panda conservation programme to adjacent areas in West Bengal within the Khangchendzonga Landscape. The Neora Valley National Park and Singalila National Park, which are the only area where the red panda is found, share transboundary habitats with protected areas in Sikkim.

A red panda captured on camera at Yalli Forest Reserve, Sikkim. WWF India works with local communities, NGOs and government agencies in this landscape to safeguard the red panda habitats that are ecologically rich, and holds many species of rhododendrons, orchids, medicinal plants, oaks, along with several threatened birds, wild cats including clouded leopard, common leopard and tiger and Asiatic black bear. Promotion of improved cookstoves for reducing firewood dependence of local communities have been a key intervention in the landscape.

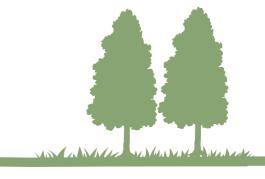
2005-20



LOCAL CUSTODIANS OF CONSERVATION

Large natural areas in Arunachal Pradesh's state fall under local community custodianship and their support is crucial to protect wildlife and habitats.

With only a fraction of snow leopard and red panda habitats in the state within Protected Areas, community support is an integral constituent for landscape-scale conservation. WWF India introduced the concept of Community Conserved Areas (CCAs) in 2004 through engagement with the villagers of Thembang in the West Kameng district. The community declared Thembang Bapu as the first CCA, covering an area of 312 sq. km. Since then, several new CCAs have been set up by communities. Local communities in these villages have form management committees and are active decision-makers in undertaking conservation actions like wildlife monitoring and patrolling and community-based tourism activities.



2004

Thembang Bapu in the West Kameng district is the first Community Conserved Area in the state.



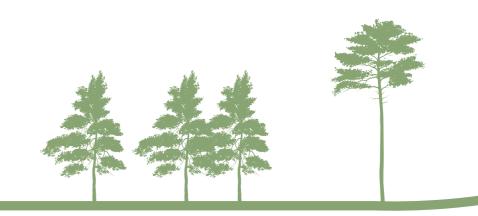




NEW CCA IN CHUG VALLEY

The community forests in Chug valley, West Kameng district of Arunachal Pradesh, were declared as a Conserved Community Area (CCA), covering 92.5sq km in 2019.

With the declaration of the Chug Valley CCA, the Western Arunachal landscape now has eight Community Conserved Areas across West Kameng and Tawang district, covering 1500 sq. km.



2019-20

Forest in Chug, West Kameng district of Arunachal Pradesh.



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SUSTAINABILITY IN FARMING

In India, crops including sugarcane, cotton, and rice utilise around 80% of the surface water available.





 $A\,farmer\,cultivating\,Better\,Cotton\,in\,Maharashtra.$



WWF India launched its Thirsty Crops Programme in 2005 to address the impacts of these crops' cultivation on the available water resources and reduce their water footprint.

In 2009, WWF India played a pivotal role in the constitution of the Better Cotton Initiative (BCI) in India, a multi-stakeholder collaborative for promoting and facilitating sustainable cotton supply chains across the globe. The first lot of production of BCI-certified cotton in India was spearheaded by WWF India in 2010. The Thirsty Crops initiative gradually evolved into the Sustainable Agriculture Programme in 2011, with WWF India expanding its project portfolio to enhance impact across India.

2005

PRODUCTION TO PRODUCTIVITY

WWF India has contributed to almost 13% of the total Better Cotton production in the country.

As of 2019, WWF India has reached over 1,05,000 farmers who have produced 1.2 lakh tonnes of certified Better Cotton fibre in over 140000 hectares across India's major cotton growing regions - Punjab, Maharashtra, and Telangana - through innovative technologies and models.







A farmer explaining the use of organic manure in cotton production.

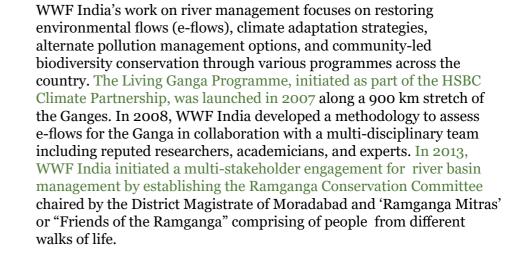


WATER STEWARDSHIP

Rivers are an integral part of maintaining riparian systems which provide a host of ecosystem services. However, over the past few decades, river basins across the country have been experiencing the pressure of climate change, pollution and over-exploitation, leading to degradation of the ecosystem.







WWF India has also been engaging with metalware industries in Moradabad and the leather industry in Kanpur to mainstream best management practices to reduce the footprint of industries on the river and increase businesses' sustainable commercial viability. The Ganga Leather Buyers Platform was established in 2016 by WWF UK and WWF India, with 30% of the total leather production units in Kanpur, to help promote sustainable production practices.



2007

E-flows assessment of River Ramganga, Uttar Pradesh.

MISSION GANGA

Recognising the critical role played by wetlands in maintaining the ecological and hydrological integrity of the Ganga, the National Mission for Clean Ganga (NMCG) and WWF India jointly developed a strategy in 2019 for a four-year action plan to integrate wetland conservation in Ganga river basin management.

An integral part of the Central Asian Flyway, the Ganga basin has thirteen Ramsar sites and supports high altitude wetlands of Uttarakhand, rural and urban wetlands.

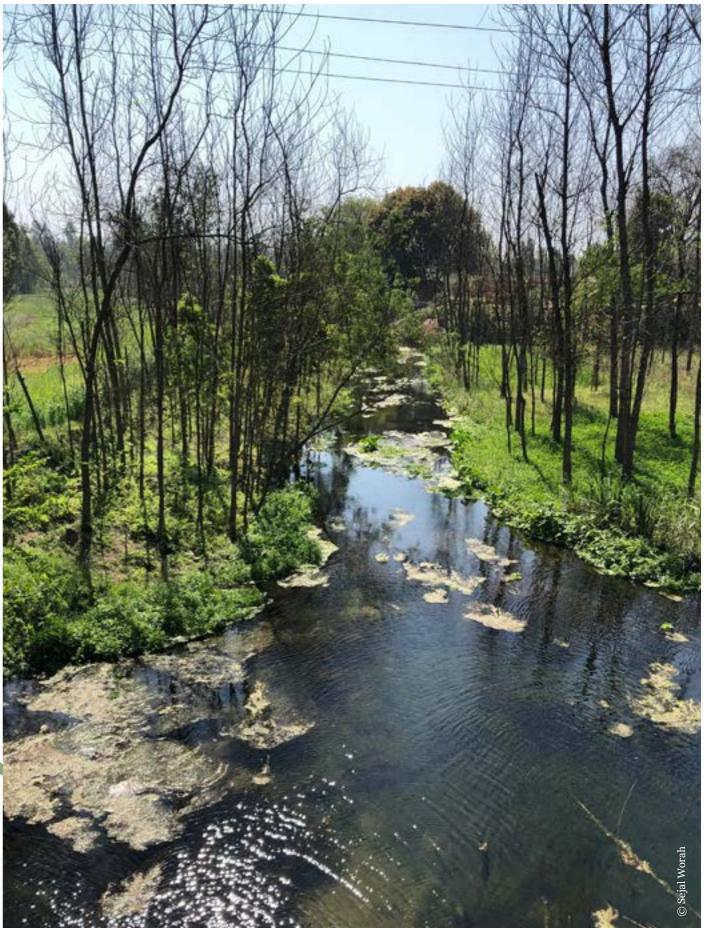
2019-20

Taking forward its work on E-flows, WWF India also worked extensively with farmers to enhance E-flows in the Karula river (Ramganga river system) through the management of demand and supply-side management of irrigation water use. Around 300 farmers contributed to restoring 14 million litres of water into the river Karula. WWF India is now further upscaling this work from a command area of over 380 hectares to over 16,000 hectares involving over 30,000 farmers in Kasganj district, Uttar Pradesh.



Bathing rituals at Tigri Ghat in upper Ganga Ramsar site.





A rejuvenated Karula river.

AL DEFORE DEFINITION / THE SO TEAM SOURNET OF VENEZA

PEOPLE, PARTNERSHIPS AND PROTECTED AREAS

2007-20

India is a country with tremendous biological and cultural diversity.It has ten biogeographic zones representing different ecosystems and 91 eco-cultural zones, which more than 4500 community groups inhabit.

India also has over 700 Protected Areas (PAs), covering around 5% of our geographical area. Many of these PAs have tribal or indigenous communities dependent on natural resources for their subsistence and livelihoods.

WWF India started its programme on People and Protected Areas in 2007 in collaboration with SEED (Science for Equity, Empowerment, and Development) a division of the Department of Science and Technology (DST) along with local and grassroots NGOs across 13 PAs. The second phase (2014-18) had 15 partners working with communities living in and around 16 PAs. The third phase with 20 partners finalised in 2020.

Women's groups near Dudhwa Tiger Reserve are involved in weaving and marketing dhurries as an alternative livelihood.











MONARCHS OF HIGH MOUNTAINS

WWF India's Snow Leopard Conservation Programme started in 2008 with surveys in Uttarakhand, Himachal Pradesh, and Kargil to assess the status and distribution of the snow leopard, its co-predators, prey species, and threats.

The first photographic evidence of snow leopards in north Sikkim and Arunachal Pradesh was reported in 2016 and 2017, respectively, based on surveys conducted by WWF India. As a member of the national and state committees for the conservation of the species, WWF India will continue its work on snow leopards focusing on enabling co-existence between people and the cat. Mountain guardians/ Himal-Raskshaks, a cadre of local youth from across communities in the Himalayas form an important pillar of the snow leopard conservation program.



2008-20

A camera trap capture of two snow leopards in the Khangchendzonga landscape.







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CURATING THE BRIGADE OF YOUNG CONSERVATIONISTS

The Wild Wisdom Quiz was launched in 2008 with TRAFFIC India to encourage young minds to learn about the natural world and the relationship between humans and nature.

The Quiz, which started with approximately 32 schools and 1000 students, has grown to see participation from over 418,464 students to date. The Wild Wisdom Quiz is also endorsed by the CBSE, India's largest education board, as a learning platform for students about the importance of nature and conservation.

In 2020, the Wild Wisdom Quiz partnered with CBSE and the Navodaya Vidyalaya Samiti and also went completely digital. More than 35,000 students participated in this year's Quiz from across India, Colombia, Nepal and Hong Kong. The Quiz was conducted it three languages, and team Nepal bagged the international title for the season.

International Level finalist from Colombia, India, Nepal, Indonesia and Hong Kong at Wild Wisdom Quiz 2019 Finale.





2008-20

Audiences from different schools learning gond art at the Wild Wisdom Carnival.



EDGE OF EXISTENCE

WWF India launched a Gharial Re-introduction Programme in 2009, in partnership with the Uttar Pradesh Forest Department, to re-establish a breeding population of gharials in India's river systems.

A 173 km stretch of the Ganga within the Hastinapur Wildlife Sanctuary was identified as a viable habitat for gharial re-introduction and 131 juvenile gharials were re-introduced in the Ganga in 2009. In 2017, 47 gharials were re-introduced into the river Beas, based on studies jointly conducted by WWF India and the Department of Forests and Wildlife Preservation, Punjab.

Till 2020, 818 gharials have been re-introduced in the Ganga with habitat and biometric monitoring of recaptured gharials to assess growth and health conditions. Field surveys in the Beas river in Punjab showed the population of re-introduced gharials dispersing both upstream (95 Km) and downstream (70 Km) of the release site (Gagrewal).







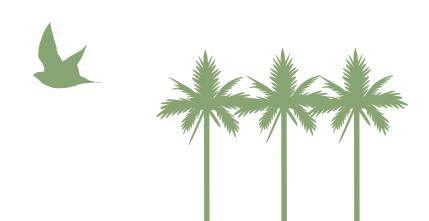




BETTER BUSINESS CHOICES

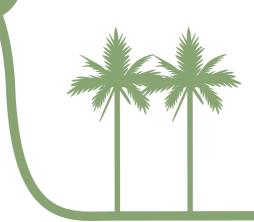
In a developing country like India, acute scarcity of natural resources and the ever-increasing consumption has put huge stresses on our environment. It is essential to recognise the role business and industry play in both impacting the environment and finding solutions to address these impacts.

WWF India recognised the importance of engaging with businesses and industry and set up its Sustainable Business Programme in 2009 to address business impacts on nature and facilitate transformational approaches to reduce these. The programme works with businesses to address sustainable production and consumption of commodities linked to forests, agriculture, and marine biodiversity. The carbon disclosure of businesses, work with financial institutions to understand risks in their portfolio and scale up corporate action through a Water Stewardship initiative for a tangible improvement in water management at the basin level are all within the ambit of these programmes.



WWF India works with business and industry to facilitate transformational approaches, aimed at improving environmental and social outcomes.







OVERCOMING RE PROCUREMENT CHALLENGES

Under its REDE (Renewable Energy Demand Enhancement) initiative, WWF India and CII worked closely with the Ministry of New and Renewable Energy (MNRE) to help promote the uptake of renewable energy for Commercial & Industrial (C&I) consumers of electricity.

Two reports launched in 2019 highlight the renewable energy procurement trends, barriers, and opportunities and the alternate procurement options that allow multiple stakeholders, such as C&I, DISCOMS, and generators, to work together. REDE aims to build an alliance among corporate buyers to increase the uptake of renewable energy and catalyse solutions to address challenges that significantly restrict demand.

2019-20

'Renewable Energy Demand in India' Corporate Buyers' Perspective' report launched, highlighting the increase in corporate RE procurement trends and the rationale behind it.



TRANSBOUNDARY CONSERVATION **PARTNERSHIP**

A transboundary story of wildlife conservation was underway in 2011 when WWF teams in Bhutan and India worked together to develop the Trans-boundary Manas Conservation Area (TraMCA) concept to strengthen bilateral co-operation between the two countries.

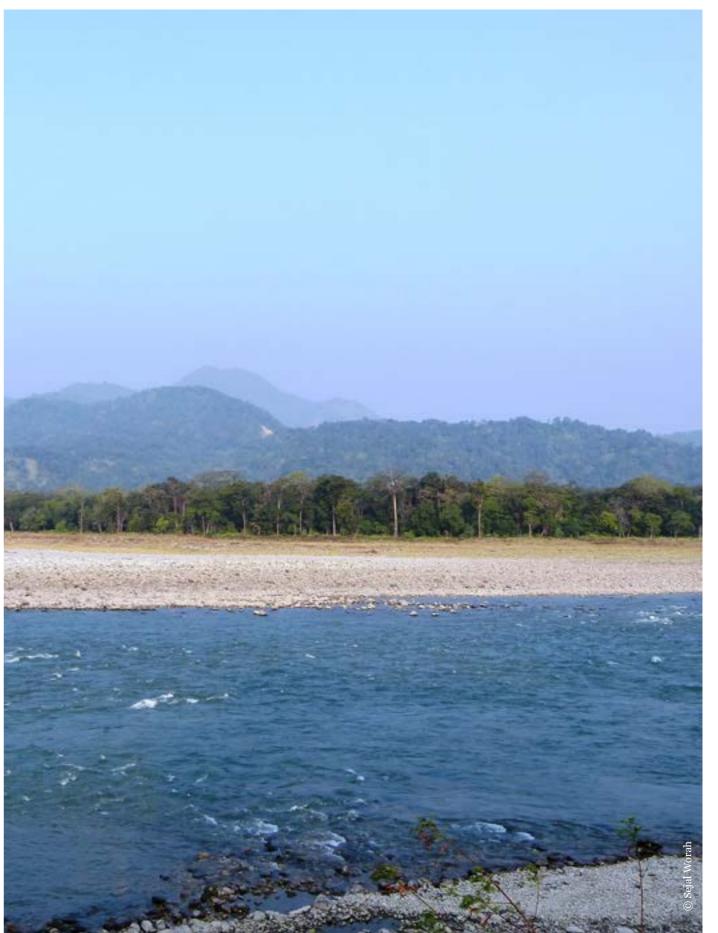
> north-east India, TraMCA is a region of high biodiversity, covering the Manas Tiger Reserve in India and the Royal Manas National Park in Bhutan. Together with Kaziranga and Nameri-Pakke Tiger Reserves, this is one of the few landscapes in the world with eight wild cat species co-existing in the same area. Recognising the ecological value of the TraMCA, governments in Bhutan and India both came together with partner organisations and local communities to work on the long-term conservation of the area, including bilateral discussions between field staff of

With over 3,000 sq. km that connects Bhutan with

Joint patrolling by forest staff has played a significant role in tiger conservation. The first joint tiger monitoring exercise undertaken during 2010-11 reported nine tigers in Indian Manas, 10 in Royal Manas, and four in common between the two sites. The estimated total number of tigers in the entire area has increased from 23 in 2011 to 48, according to the 2017 survey.

Protected Areas in both countries.

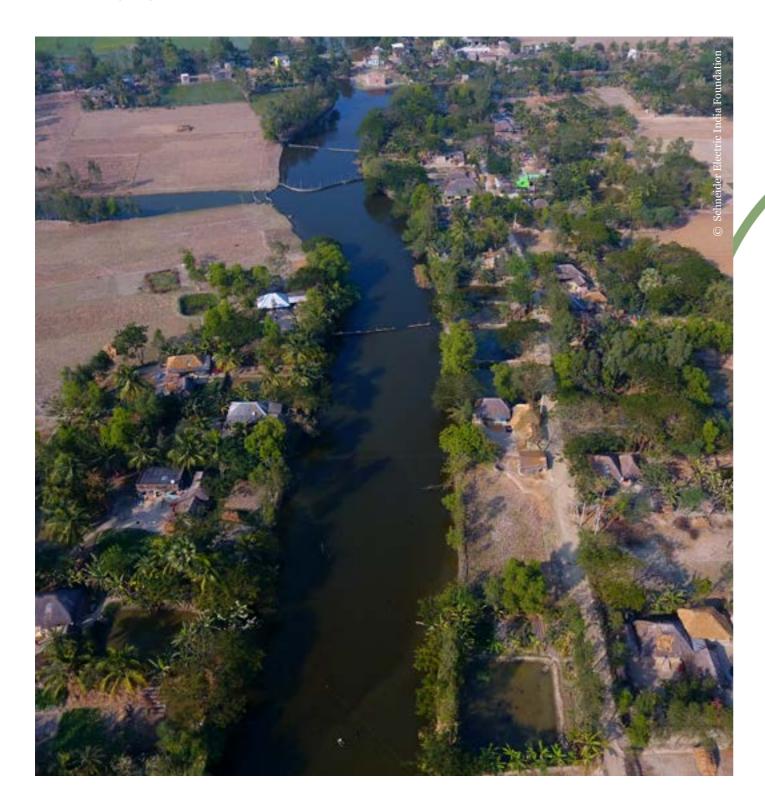




ADVOCATES OF CLEAN ENERGY

For more than a decade, WWF India has been advocating the need for scaling up renewables in the country and striving to establish "Renewables as the new normal."

Aerial view of Satjelia island in the Sundarbans.



In 2011, to achieve large-scale impact and demonstrate the scope of renewable energy solutions in remote off-grid locations, WWF India installed a micro solar power station at Rajat Jubilee in Satjelia Island in the Sundarbans. The micro solar power station connected 50 households, six local businesses, and three community buildings. This was further scaled up in 2016, with the launch of 'Project Sahasra Jyoti', an initiative in collaboration with corporate partners and community members to provide clean and sustainable electricity in the Sundarbans.

Over the years, WWF India has planned, designed, and installed six solar DC microgrids, one solar AC microgrid and 80 solar streetlights in Satjelia and Kumirmari islands. These solar microgrids with a combined installed capacity of 84.12 kW provide electricity to around 700 rural forest fringe households, benefitting over 3000 community members. These microgrids also provide round-the-clock grid- quality electricity at affordable prices to small businesses and rural institutions such as schools and disaster relief shelters. The installations are entirely managed and operated by the local community through the establishment of Village Energy Committees.



Solar microgrid setup by WWF India in Kumirmari Island in the Sundarbans.



CLEAN-TECH REVOLUTION

Supporting India's efforts to accelerate the clean energy revolution and transition towards low-carbon development, the WWF Climate Solver Platform was launched in India in 2012.

Climate Solver is a WWF global initiative to strengthen the development and widespread use of innovative low carbon technologies by startups and SMEs.

In its eighth edition in 2020, the Climate Solver Awards recognised four cleantech startups under the GHG Reduction category with the potential to collectively reduce global GHG emissions by 33 million tonnes by 2029 while addressing local issues of air pollution, energy efficiency, and mobility. The platform has recognised 26 Indian entrepreneurs as Climate Solver, among the 119 entrepreneurs recognised globally.

Apart from the awards, the Climate Solver platform has also strengthened the Indian cleantech startup ecosystem through events, facilitating networking and funding opportunities, incubation support, knowledge sharing, and global showcases of innovative solutions. In 2019, WWF India, in association with DLabs at the Indian School of Business, Hyderabad, announced the launch of the second cohort of its Climate Solver Accelerator Programme with 19 startups working on clean energy technologies.



2012-20

Snippet from the Climate Solver award ceremony in 2016.





TALE OF CITIES

Rapidly growing urban populations have posed several environmental and climate-related challenges for cities across the world.

Recognizing the need for urgent action, WWF has been engaging with cities through the One Planet City Challenge (OPCC). OPCC is WWF's biennial global challenge that recognizes cities for their ambitious and innovative actions and plans to power the global transition to a low- carbon, climateresilient future. In 2012, WWF India initiated OPCC in India to mobilise action and support Indian cities in the transition towards a climate friendly future. So far, 26 Indian cities across 16 states have been part of the challenge and have reported over 600 climate actions over the years.

In the latest edition of OPCC 2019-2020, Rajkot, Nagpur, and Kochi were among the 59 finalist cities from across 50 participating countries. Rajkot emerged as the National Winner from India in 2019-20 for the third time.

2012-20



Public engagement campaign on sustainable mobility in Bengaluru, under One Planet City Challenge.

MODERN SPACES

As India develops rapidly, increasing populations, rising consumption, declining resource bases, climate change impacts, fast-track infrastructure development, and potentially more significant resource conflicts will define the spaces we live in.

2015

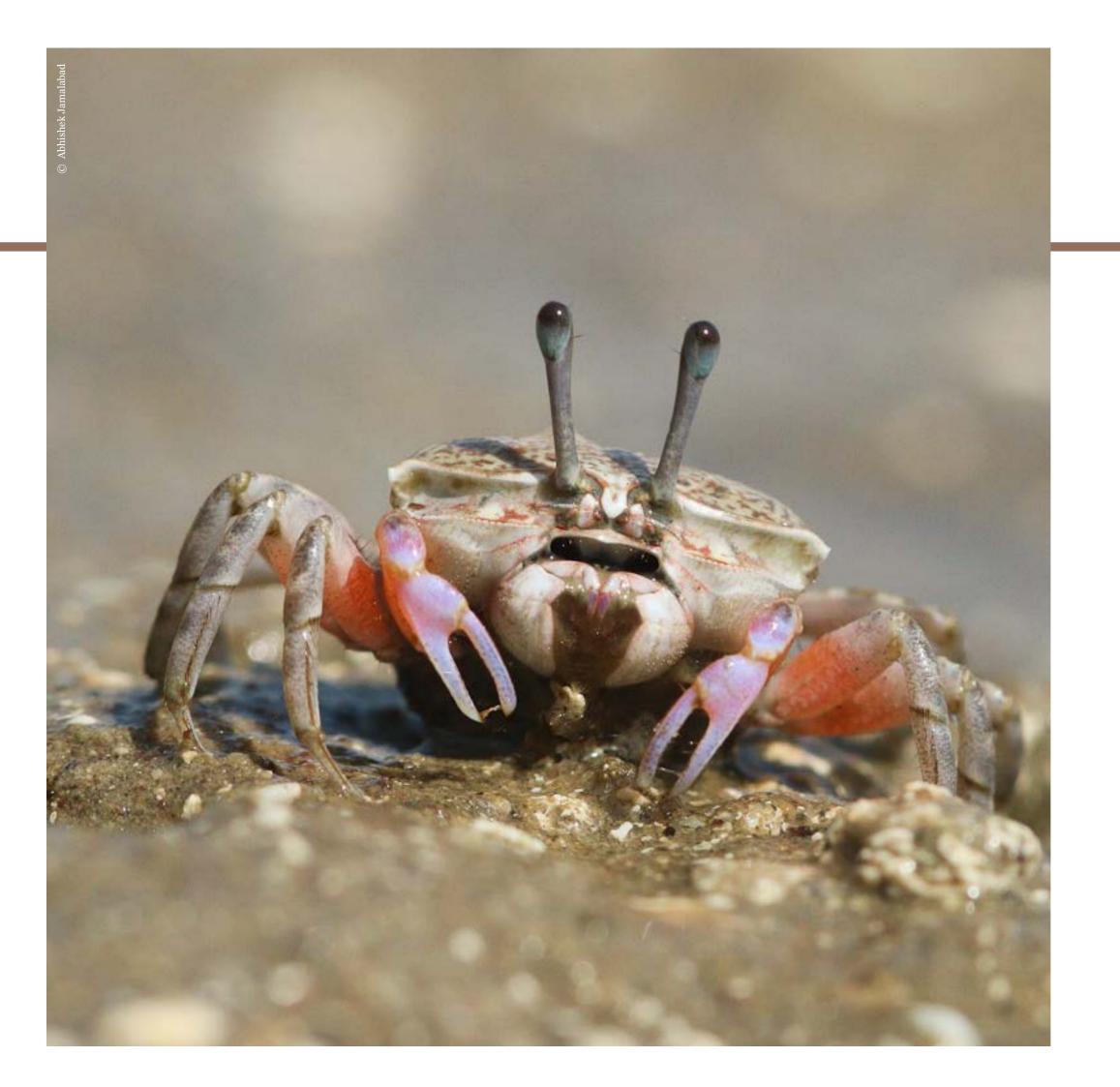
To tackle the future challenges, WWF India set up a cross-cutting Policy and Strategy Programme in 2015 that identifies and works towards promoting development paradigms that are just sustainable, equitable, and respect natural and ecological boundaries. The programme has provided inputs to Uttarakhand's urban planning processes and aims to expand this to other key urban spaces.

Understanding the interplay between landuse change and the surrounding natural ecosystems.









STATE OFFICES

The WWF India network is spread across the country, including teams at the state level, field, and project offices. Working as complementary units to programmatic offices (field and project offices), the state teams play an integral role in implementing programmes and campaigns at the local level. They partner with state governments, partner NGOs, schools, colleges, corporates, media, and civil society to help further the mission of conservation.

MAHARASHTRA - 1969

The WWF India Maharashtra office was established in 1969 in Mumbai (then Bombay), spearheaded by trustees including Mr Zafar Futehally (Hon. Secretary) and Mr Fatehsingh Rao Gaikwad (President) and others with Ms Dhun Kalapesi as the Chief Executive.

While the office mainly focused on publications, awareness events, and other fundraising efforts by the Trustees, one of the office's milestones was setting up the 1001 Club. Initially a fundraising campaign, the 1001 Club was led by Prince Bernhard (President of WWF International at the time) and enrolled 1000 affluent persons worldwide to help raise funds for conservation efforts.

The office was also one of the first to launch the signature WWF Greeting Cards as a fundraising initiative, starting with only four greeting cards featuring Helmut Diller's paintings. In the subsequent years, BHNS generously provided WWF India with the whole collection of lithographs of John Gould's Birds of Asia, which became part of the WWF India merchandise collection.

The Maharashtra office has since grown and taken on many initiatives over the years. In 2019, the WWF India Mumbai office in association with the Maharashtra Mangrove Foundation and Coastal Conservation Foundation started Coastwise - a marine festival that invites citizens to celebrate the rich coastline, learn about the fascinating creatures that live here, understand fishing practices that provide food and livelihood to millions and to help protect the fragile and essential marine wildlife.

Happy participants smile to the camera after an enlightening shore-walk at Juhu, Mumbai during Coastwise 2020.





The Duke of Edinburgh, His Royal Highness Prince Philip (International President of WWF at the time) plants a Sacred Fig sapling at Mahim Nature Park during his visit on 29th November 1994.

WEST BENGAL - 1969

The WWF India state office in West Bengal was set up in 1969 by Mrs. Anne Wright, MBE, a founding member of WWF in Kolkata (then Calcutta). The office initially operated from Mrs. Wright's house at the Tollygunj Club, and was then later shifted to TATA Centre, where it is now located.

Annual fair of WWF India's nature club of Eastern region.

One of the first projects to be taken up by the West Bengal team was to check for the illegal sale of animals and animal skin in Calcutta's New Market in 1972. This move was strengthened further with the Wildlife Protection Act coming into play in 1972, post which support from the Police and Customs Department in the state helped check the trading of banned wildlife products.

In 1974, deeply concerned with the disappearance of Lesser Cats in the eastern region, WWF India, in partnership with Dr Paul Leyhausen, the then chairperson of IUCN/SSC Cat Specialist Group, undertook a pilot survey to determine the status of Lesser Cats in eastern India, which continued until 1983. Key findings of the study were then presented to the state authorities, along with recommendations. The WWF India team was also a key player in the declaration of the Buxa forest as a Tiger Reserve in 1984.

While the team continues to work on the conservation of species in the state, a large part of its work also includes civil society engagement on issues relevant today. In 2019 the GiveUp Single-Use Plastic campaign encouraged individuals to participate during the city's most famous festival, Durga Puja. Involving large housing societies and local "pujo pandals," the campaign minimise the use of single-use plastic and, therefore, Kolkata's plastic footprint. The campaign was run across nine locations in the city, with a footfall of 1.3mn people, and engaged approximately 150 volunteers. This resulted in a reduction of 65-70% use of single-use plastic items at the respective venues over the four-day period.



GUJARAT - 1970

The Gujarat office was one of the first few offices to be started by WWF India. The first office was set up in 1975 in Rajkot by Shree Fatehsingh Rao Gaekwad, Maharaja of Vadodara, the Founder President of WWF India in the state.



While there were four offices initially in Gujarat, the current office in Valsad came into being in 1987, inaugurated by Dr J. C. Daniel. Some of the renowned patrons of WWF India included Shri Ranjitsinh Gaekwad – Maharaja of Vadodara, Shri Digveerendrasinh Solanki – Maharaja of Vansda, Mr Lavkumar Khachar, Mr Siddharth Lalbhai, and Mr Kartikeya Sarabhai.

The First Nature Club of WWF India was started in Rajkot, Gujarat, in Aug/Sep 1975. Shri Lavkumar Khachar conducted the first activities of Nature Clubs of India – a well-known naturalist and a member of the Royal Family from Jasdan- at Hingolgadh and around 40-45 students from Rajkumar College and Nirmala Convent School, Rajkot participated in it.

In one of its significant efforts that continue to date, the Gujarat office launched a Sparrow Conservation Project in 2015 to help build awareness about the species, their habitat and thus work towards its conservation. Run across seven cities of Gujarat & adjoining Union Territories, including Valsad, Vapi, Navsari, Surat, Ankleshwar, Bharuch & Daman, the project involves creating and setting up artificial nests to help sparrows breed in the cities and track the progress of nesting activities. This helps ensure a healthy and growing sparrow population. Since its launch, the project has seen immense success, with a 40% survival rate for chicks being hatched in these artificial nests.



A sparrow pair feeding to chicks in the nest fixed at the entrance of WWF Valsad office.

ANDHRA PRADESH - 1973

The WWF India Andhra Pradesh State Office (APSO) was established in 1973 with Capt. Nadir Tyabji as the Chairman.

In 2014, the office expanded its operations to include both Andhra Pradesh and Telangana in its ambit of conservation work.

As one of its major initiatives, the APSO undertook a detailed study on tigers in Andhra Pradesh under the leadership of Mr R K Rao, State Director. This was the first status study by an NGO for the Forest Department of the state. In the same year, APSO took up the first exhaustive study of the Sacred Groves of Andhra Pradesh. It was the first documentation of the sacred groves of Andhra Pradesh and the only documentation to exist to date.

In 2010, the WWF India team at APSO discovered a new scorpion species, Heterometrus telanganensis in Warangal, during an impact study of better management practices in cotton. In 2011, the APSO team also installed the first solar-based deep well pumping system in Nagarjunasagar Srisailam Tiger Reserve. This was the first of its kind to be installed in the country to provide water for wildlife. Till date, 30 pumps have been installed in Andhra Pradesh and Telangana.

APSO also achieved the feat of organising WWF India's first regional language Wild Wisdom Quiz (WWQ), for the children studying in the tribal schools in Protected Areas of Andhra Pradesh and Telangana. The Quiz was supported by the Tribal Welfare Department Education Wing of both states.



Inauguration of Solar deep well pumping system at Pullana Kunta, Bandi Atmakur Range.



KARNATAKA - 1981

The WWF India Karnataka State office started in 1981 with Mr M.A.Partha Sarathy as the Chairman.

With Bengaluru being one of the largest corporate hubs in the country, a large part of the office's work has been focused on corporate employee engagement programmes. The State Office is educating them on biodiversity, nature conservation, helping them measure their water footprint, and enabling participation in various WWF India campaigns. During 2019-20, over 560 corporate employees were engaged through the GiveUp to Give Back campaign.

The Wild Wisdom Quiz, making children aware of the planet and its diverse biodiversity, saw 3500 registrations in 2020 in Karnataka, Workshops on Green Careers and One Planet Academy over 2019-20 have had more than 50 schools participating and over a thousand students registered.

Forest fire awareness workshop for corporate employees in Bannerghatta National Park.



Engaging volunteers from corporates during Adopt a Tree Campaign launch at Bannerghatta National Park.



MADHYA PRADESH - 1981

A state office of WWF India was established in Madhya Pradesh under the leadership of Mr. M. N. Nagoo, Retd. IPS officer, in 1981.

The office functioned from his private residence located at Idgah Hills in Bhopal. Later in 1994-95, under Mr Ishwardas, an officer of the Indian Administrative Service, the office moved to a building in the environmental complex, EPCO, located at Arera Colony. In 2000, with the creation of Chhattisgarh, the Madhya Pradesh office also included Chhattisgarh in its work and is now known as the Madhya Pradesh & Chhattisgarh State Office and operates out of Bhopal.

One of the Madhya Pradesh team's significant initiatives was introducing children from the Pardhi community, who had never been to school before, into mainstream education. WWF India rolled out a nine-month residential Bridge Course' in 2008. In the next five years, approximately 250 Pardhi children were helped to complete the course and get promoted to different classes in Ashram schools according to their capability.

The office has also worked extensively to build awareness about human-wildlife conflict and the need for co-existence of people with wildlife. WWF India surveyed 15 villages in and around Bhopal in 2017 to understand the extent of poaching and render support to local networks to gather information on wildlife crime to help mitigate it in partnership with the State Forest Department.

Awareness programme with the youth and public representatives of villagers Bishenkhedi during World Wetland Day 2017.





Late Shri Balram Jakhar, Former Governor of Madhya Pradesh, Taking part in signature campaign to save Tiger.



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KERALA - 1986

The first Zoology Club of Kerala under the banner of WWF India was set up by Prof. Johncy Jacob of Govt. College, Payyannur with the support of Shri Udhayabhanu, Founder Chairman of the Kerala State Committee.



Shri Udhayabhanu later set up the State Office in Kerala in 1986 in the city of Thiruvananthapuram.

The team has been undertaking several conservation initiatives and campaigns over the years and in 2018, the WWF India team was chosen by the Kerala Forests & Wildlife Department, Govt. of Kerala to carry out biodiversity surveys and documentation studies mainly outside forest areas under the Green Partnership Programme. This is a Citizen Science Project for the three southern districts of Thiruvananthapuram, Kollam, and Pathanamthitta. The spectrum includes the Asian Waterbird Census, Heronry Count, Sparrow Survey, Common Bird Monitoring Programme, Migratory Bird Surveys, District Bird Atlas, and Bird Race. The Kerala State Office was also invited to carry out the bird documentation of the Kerala Raj Bhavan, the official residence of the Governor.

With the support of the Dept. of Environment and Climate Change, Govt. of Kerala, WWF India started a two-year R&D project in 2019, titled the 'Assessment of Kerala's Top Ten Rivers at Risk and River Restoration Plans and Programmes.' The project aims to identify the risk factors and find solutions for river restoration plans and programmes in partnership with various stakeholders.

First All India Nature Photo Exhibition of WWF India Kerala State Office supported by Tata Tea Ltd in 1999.

ASSAM - 1994

The first WWF India office in northeast India was established in 1994-95, at the AC Dutta Bhawan, Botany Deptt, Cotton College, (now Cotton University) Guwahati.



Food Web Activity by Model School Students of Assam.

Known as the North East Regional Office (NERO), it was inaugurated by the then Secretary-General, Mr. Samar Singh and led by Prof. A K Goswami, it moved to the present premise in Uzanbazar in 1998. It was renamed as the Assam & Arunachal Pradesh State Office in 2003/04.

In 2012, WWF India signed an MOU with the Education Department, Govt of Assam (SCERT), to select one school from every district of Assam and develop them as Model Schools for environmental education. As part of community education programmes, student councils were formed in each school who then chose an ecological issue specific to their area that needed to be addressed.

In 2014, WWF India initiated the "Adopt a Tree" Campaign in Assam to encourage individuals and organisations to plant and care for native tree species. Each patch for plantation adopted through this campaign has now become a part of a collective effort to nurture and sustain the living landscape of birds and other animals in Assam. The "Adopt a Tree" Campaign has been an enormous success in Assam, engaging citizens, students & various organisations. The campaign was spread across multiple districts in Assam and today runs across the state, bringing urban people closer to conservation. Approximately 15,000 saplings have been planted under Adopt a Tree Campaign till 2020 in Assam.





Tag a Tree done by Local Villagers with our Volunteers at Ahomgaon, Guwahati, Assam.

RAJASTHAN - 1994

The WWF India Udaipur Chapter was established in 1994 at the Durbar Hall in Udaipur City Palace.

It started as a Nature Shop in the City Palace Udaipur, supported by HH Arvind Singh Ji Mewar, and later became an office for Conservation and Environment Education work in 2011.

Since 2012, the WWF India team and the state Forest Department have undertaken an initiative for birds and wetland conservation through various on-ground activities and programmes. The team also plays a crucial role in the Udaipur Bird Festival and recently launched the 'Birds of Rajasthan' at the sixth Udaipur Bird Festival (UBF), 2019-2020. The festival, which started back in 2014, saw more than 1400 participants, including teachers, students and parents join this unique event, which undertakes eco-trail and nature walks across the city.



Inaugural function of WWF-India Udaipur Chapter on 25 October 1994 by HH Arvind Singh Ji Mewar and Dr. Divyabhanusinh Chavda.



Udaipur Bird Festival 2020 organized by WWF-India Udaipur Divisional Office and Forest Department.



HIMACHAL PRADESH - 1998

The WWF India Shimla field office was established in 1998 in Shimla under the Indo-Canadian Environment Facility (ICEF) project.

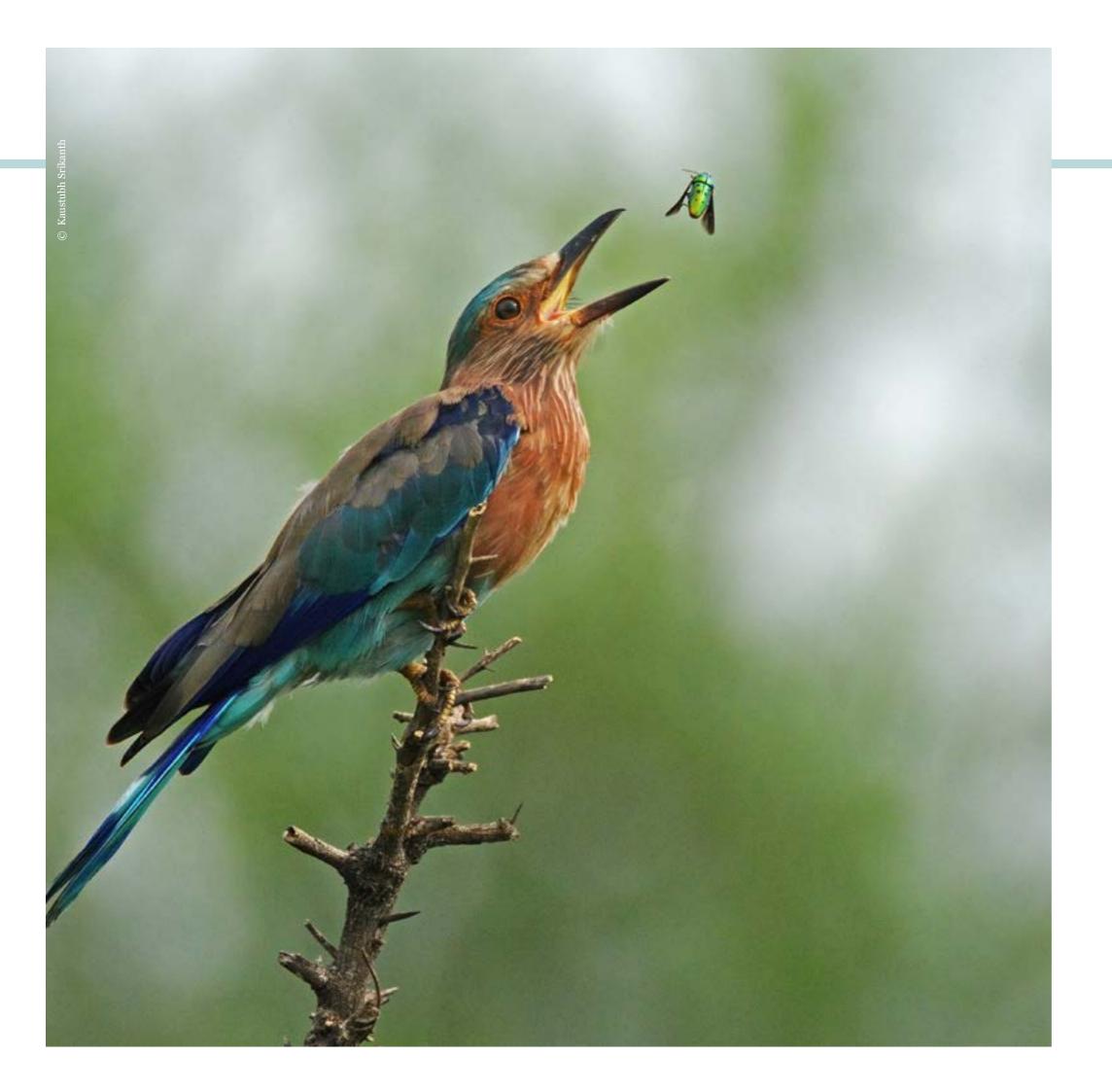


A landscape shot of the picturesque high altitude lake, Chandertal.

The WWF India office undertook the first survey for Sacred Groves Documentation in 2006-2007 in Shimla district, supported by the Forest Department. Sacred groves are a repository of biodiversity and are preserved and protected by the local community because of religious sentiments. This was followed by a more extensive and more comprehensive study on the Sacred Groves of Himachal Pradesh in 2017, supported by the State Biodiversity Board under the Department of Science Technology and Environment. Based on this study, the State Biodiversity Board proposed the Soyal Van in Kullu district and Kamru Nag in Mandi district of Himachal Pradesh to be declared as the first Biodiversity Heritage sites of the state.

In 2015-2016, supported by the Ministry of Culture, Govt. of India, WWF India carried out a study on the Role of Himalayan Lakes in conserving the religious and cultural ethics of Himachal Pradesh. The review was a first-of-its-kind that looked at incorporating folklore, legends, sanctions, and taboos around pristine high and low altitude lakes of Himachal Pradesh that helped conserve them for past centuries.





CAMPAIGNS

WWF India's campaigns and outreach initiatives aim to raise awareness among civil society and encourage more ecologically responsible behaviour to create a positive impact on the ground. As we transition to a more socially and environmentally-conscious society, campaigns and outreach programmes have become an essential tool for the organisation to help deliver sustainable outcomes for the conservation of India's rich biodiversity and diverse ecosystems.

ADOPT A TREE

WWF India launched the Adopt a Tree (AAT) Campaign in 2005 to encourage Individuals and organisations to plant and care for native trees in their city.

Plantation with Children of Kalyani Nivas, Guwahati Assam.

Over the years, the campaign has grown in participation and scale and is now spread across 11 states and run through the monsoon months of July-September each year. Today, AAT involves schools, colleges, clubs, communities, corporates, and individuals and has seen over 2.5 lakh trees planted across the country since its inception.



EARTH HOUR

The Earth Hour campaign is WWF's global campaign and the largest environmental campaign in the world.

Earth Hour started with the objective of raising awareness among people towards climate change and its impact.

Celebrated on the last Saturday of March from 8:30-9:30 pm, the campaign was famously started as a lights-off event in Sydney, Australia, in 2007. Since then, it has grown to engage more than 190 countries and territories and billions of people worldwide.

Earth Hour was started in India in 2009, and in its first year, it garnered the support of people across 58 cities in the country. The campaign has seen massive participation from all walks of society, including individuals, schools, colleges, communities, celebrities, chief ministers, and government officials. Various celebrities have joined the campaign over the years to help promote the cause of nature conservation in the country. The campaign also sees the participation of landmark monuments across the country like Rashtrapati Bhavan, India Gate, Gateway of India, the Charminar and Howrah Bridge, switching off lights for an hour.



EARTH HOUR TIMELINE

Earth Hour started in India! Reached: 5 million people across 58 cities in India Led by: Aamir Khan as the first Brand Ambassador Highlight: The first ever Earth Hour in the country

Earth Hour went beyond the hour with 60+, asking people to do more

Reached: People across 130 cities in the country Led by: Vidya Balan who joined the celebrations in

Highlight: Important buildings and monuments like the India Gate, The Gateway of India, The Rashtrapati Bhawan, Chief Minister's Residence, Chatrapati Shivaji Terminus, National Stadium and the National Gallery of Modern Art in Delhi witnessed the ceremonial Switch Off.

2010

Earth Hour celebrated the power of individual action for a sustainable future Reached: 7 million people across 128 cities Led by: Abhishek Bachchan pledging his support as the Brand Ambassador Highlight: The campaign generated a lot of interest among people, with more and more coming forward

2012

Earth Hour started the "I Will If you Will" movement asking organizations, governments and celebrities to take on simple actions and inspire millions towards sustainable living as part of Earth Hour

Reached: People across 140 cities across the country

Led By: Sachin Tendulkar endorsed the campaign in India, alongside a host of other celebrities from across the country.

Highlight: It was the first ever global collaboration with YouTube with more than 200,000 individuals accepting the challenge





Celebrities like Arjun Kapoor, Ram Charan, were the Earth Hour India ambassadors for the year 2014 and 2015.

2013

Switch Off and Switch On To Renewables: Earth Hour India called for people to move to sources of renewable energy in their homes and organizations Reached: 10 million people across 150 cities.

Led By: Ajay Devgn who promoted the campaign along with his colleagues

Highlight: New Delhi was announced as the Earth Hour National capital

Seven State Chief Ministers made a public appeal, asking citizens to switch off during the hour.

2014

Renewable Energy: Rethink, Renew, Relive- The campaign built on the call for Renewables started in 2013

Reached: Over 150 towns and cities across India Led By: Arjun Kapoor led the campaign in India, with others like Rann Vijay Singh Singha, Ram Charan, Mir, Tilak and PadmaShree awardee Shri Sudarshan Patnaik

Highlight: This Earth Hour saw some "firsts"-

- The launch of The Light4Stripes campaign to protect the people and tigers of the Sundarbans through solar lights.
- The Earth Hour Pro Earth App helping users to make eco-friendly choices.
- The Earth Hour School Challenge, in collaboration with CBSE and MNRE, across 1500 schools to find the most energy efficient school in India



2015

India Unplugged: Earth Hour launched the Sahasra Jyoti crowdfunding campaign for the Sundarbans Reached: 4.1 million people across the country

Led by: Brand ambassadors like Arjun Kapoor, Sania Mirza, Priya Mani for the second consecutive year

Highlight: The campaign helped WWF India provide clean energy access to over 1000 households in the Sundarbans

Over 800 youngsters in Delhi and NCR signed up as Earth Hour volunteers

2016

Go Solar: The campaign advocated for the use of solar energy

Led By: Shikhar Dhawan

Highlight: This year the Earth Hour coincided with the historic India Pakistan World Cup Semi Final. Shikhar Dhawan took on the reigns of the campaign and instead of asking people to switch off, asked them to "Switch Off and Watch the Match in the Dark, urging communities of people to come together and not only support the campaign but also cheer for their team together!

Be an Earth Hour Superhero: Earth Hour Be an Earth Hour Superhero: Earth Hour Superheroes asked people to adopt five simple eco-friendly actions including the symbolic switching off during the hour

Reached: 30 million people across the country asking them to be Earth Hour Superheroes Highlight: Launch of the Earth Hour game, which was about defeating the energy-absorbing monster called Powertron.

2019

GiveUp and Bee4thePlanet: Earth Hour continued the GiveUp pledge, focussing on the need to move to more sustainable practices for a greener planet Reached: 350mn people across the country Led By: Amitabh Bachchan, Akshay Kumar, Yami Gautam, Sonam Kalra, Maria Goretti and many more.

Highlight: Various large businesses across the country formulated policies to GiveUp single use plastic, wastage of paper and water as a part of the campaign

2018

Launch of GiveUp to Give back initiative: A new initiative to help people to adopt sustainable lifestyles

Reached: 23 million people across the country Led by: Dr. Harsh Vardhan, Sadhguru, Amitabh Bachchan, Dia Mirza, Shikhar Dhawan, Anil Kumble

Highlight: More than 6.5mn people pledged to "GiveUp" single use plastic through the campaign

GiveUp Warriors: This was the year of the pandemic and Earth Hour went digital through a series of animated characters called GiveUp Warriors, asking people to follow their lead and adopt eco-friendly practices

Reached: More than 540mn people across the country

Led by: Shri C. K. Mishra, Secretary, MoEF&CC, Virat Kohli, Sonakshi Sinha, Dia Mirza, Anita Dongre, Amitabh Bachchan and many more Highlight: More than 3mn people took the GiveUp pledge

Ricky Kej, a Grammy award winning musician composed the official Earth Hour music anthem for India

More than 27 business leaders, influencers and celebrities pledged their Voice for The Planet and proposed ways they would take positive action for a sustainable future.

A large number of youngsters from across the country took the Step Up for The Planet challenge and showed us their dance moves, set to the Earth Hour anthem!

The hashtag #giveuptogiveback trended on TikTok, and garnered 150mn impressions online.



The theme for Earth Hour 2017 was Earth Hour Superhero, asking people to adopt five simple eco-friendly actions.

SAVE OUR TIGERS

The Save our Tigers campaign was launched by WWF India in partnership with Aircel in 2009.

Run across a prominent television channel, the campaign brought together many television and sports personalities to raise awareness about the need for tiger conservation in India. Aided by hoardings, TV ads, radio spots, and print ads, the campaign saw immense participation from across the country. It drew public large-scale involvement with volunteers signing up to spread awareness on tiger conservation and work on the field with WWF India.

The campaign ran for approximately three years, during which time both organisations also partnered for on- ground conservation efforts. The range of measures included providing support to enhance protection in select Tiger Reserves, providing energy access in the Sundarbans, supporting the West Bengal Forest Directorate with rescue equipment to manage negative human-tiger interactions and supporting tiger conservation work in Assam.

A media campaign run by Aircel and WWF India to protect India's wild tigers.







There are just 1411 tigers left in India. Visit www.saveourtigers.com to know how you can help.



The average estimate of India's wild figure, as per the monitoring exercise by Wildlife Institute of India in association with NTCA, Govt of India in 2009. * "Arical her partnered with WWF-India to help save our tigers. Trademarks used here belong to it's respective IPR holions.

GREEN HIKER

In its efforts to reduce the negative environmental impacts of tourism on the high altitude Himalaya, WWF India launched the Green Hiker campaign in 2009.

Students in Ladakh on a rally to promote the launch of the GH campaign.

The campaign aimed to raise awareness about the fragile Himalayan ecosystem's vulnerability by encouraging tourists and tour operators to adopt responsible practices and minimise their footprint. The campaign was part of the 'Saving Wetlands Sky-High!' initiative, which worked to conserve high-altitude wetlands (wetlands above 3,000 metres above sea level) in the Himalayas, spanning across India, Pakistan, Nepal, Bhutan, and China. Green Hiker successfully ran in India in collaboration with the Ministry of Tourism, Government of India.



UAL REPORT SPECIAL EDITION / THE 50 YEAR JOURNEY OF WWF

CITIES FOR FORESTS

Cities for Forests was a national-level campaign launched in 2011 to raise awareness about the intrinsic link between forests and human well-being and the importance of conserving forests in urban areas.

Participants in the Cities for Forests campaign in Dehradun.





Students and youth across the country were encouraged to visit and document the urban forests that support their city. The campaign was run across 15 cities, including New Delhi, Bangalore, Kolkata, Bhopal, Valsad, Dehradun, Kaladhungi, Haldwani, Shimla, Jabalpur, Mandla, and Chhindwara. The campaign's unique call to action aimed to build environmental literacy amongst the youth, providing a platform for them to become future agents of change and increasing support for protecting India's forests and natural heritage.

MY GANGA, MY DOLPHIN

The Uttar Pradesh Forest Department and WWF India launched the "My Ganga, My Dolphin Campaign" in 2012 to commemorate the third anniversary of the Government of India's decision to declare the Ganga river dolphin as our 'National Aquatic Animal'.

The campaign aimed to build awareness of the species and the actions needed to conserve the animal through capacity building and engagement with stakeholders and local communities. The campaign also included a dolphin census in partnership with the Uttar Pradesh Forest Department (UPFD), partner NGOs, and HSBC. The census covered 2500 km of the Ganga and its tributaries in Uttar Pradesh in three days and recorded 671 Dolphins. This was later repeated in 2015 in partnership with UPFD and with the support of the National Mission for Clean Ganga(NMCG) across a 3350 km riverine stretch of the Ganga and its tributaries and counted 1263 dolphins along the stretch. Over the years, the campaign has taken the shape of a collaborative exercise to celebrate river dolphins. It has brought local communities, decision-makers, experts, and other stakeholders together in conserving the National Aquatic Animal of India. The campaign's findings (dolphin numbers, habitat degradation, hotspots) have been feeding into developing the species' management plan.

Creating awareness during the survey along with Uttar Pradesh Forest Department.



Ganga River Dolphin sighting during the survey.





EPONT SECURE EDITION / THE SOLITERY SOOWED OF AN ARE IND

GIVEUP TO GIVE BACK

The Give Up to Give Back campaign was launched in 2018 to inspire individuals, organisations, and institutions to 'give up' habits and lifestyle practices that are detrimental to the environment and choose alternatives that help 'give back' to nature.

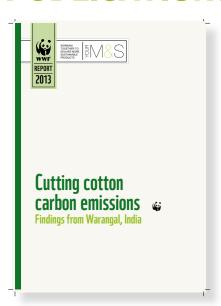
The campaign saw an unprecedented response from governments, corporates & institutions, schools and colleges, key public influencers & celebrities. The campaign continued over 2019-20 with the GIVEUP Warriors, who are planet superheroes designed to help people adopt sustainable behavioural practices.

Wildlife Week 2019, Oct 2nd Walkathon from Cubbon Park to Lal Bagh with Parikrama Foundation and Euro School kids in partnership with Bannerghatta National Park.



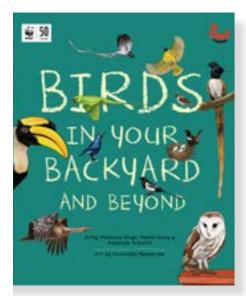
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PUBLICATIONS



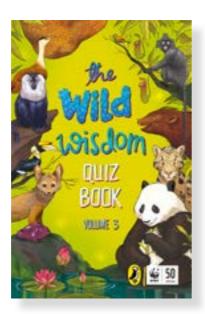
CUTTING COTTON CARBON EMISSIONS FINDING FROM WARANGAL, INDIA (Published in 2013)

This study was the first of its kind in India. WWF India had attempted to assess the GHG emissions solely from cotton cultivation in a selected cotton-growing region of India.



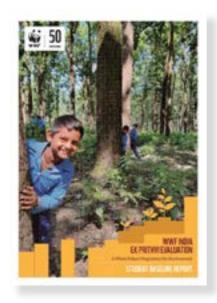
BIRDS IN YOUR BACKYARD AND BEYOND (Published in 2019)

Published by Red Panda, Birds in your Backyard and Beyond is a handbook on bird-watching for children. It takes the readers on a journey with Binee into the magical world of birds filled with colourful illustrations, Interesting nuggets of information and engaging activities.



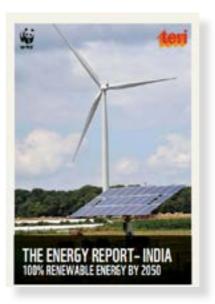
WILD WISDOM BOOK VOL 3 (Published in 2019)

The 3rd volume in the Wild Wisdom Book series, published with Penguin Random House, is packed with interesting trivia, fascinating facts about wildlife and interspersed with delightful illustrations for the readers.



EK PRITHVI EVALUATION – STUDENT BASELINE REPORT (Published in 2019)

An evaluation study conducted by WWF India in partnership with researchers at Stanford University. The findings highlight the dire need to address the environmental crisis in India from an education perspective.



THE ENERGY REPORT – INDIA: 100% RENEWABLE BY 2050 (Published in 2013)

A WWF India and The Energy and Resources Institute (TERI) report theoretically demonstrate that a renewable-energy-based economy can be achieved. The study examines the possibility of a near 100 per cent renewable energy scenario (REN) for India by the middle of the century.



SUSTAINABLE SPACE HEATING SOLUTIONS IN THE HIMALAYAN REGION (Published in 2019-20)

This study focuses on the current and projected space heating energy consumption and emissions in residential and commercial/institutional buildings in the Himalayan region and the potential for innovations in space heating solutions to reduce emissions.



CLEAN ENERGY POLICY LANDSCAPE IN THE SME SECTOR IN INDIA (Published in 2019-20)

The report maps the clean energy ecosystem, undertakes a segment-level analysis of the sector to identify individual constraints, and offers policy recommendations to propel the growth of cleantech SMEs in the country.



ILLUMINATING THE BLIND SPOT: A
STUDY ON ILLEGAL TRADE IN LEOPARD
PARTS IN INDIA
(Published in 2012)

TRAFFIC's study found trafficking of around 2294 Leopards Panthera pardus in India during 2001-2010—an average of four animals per week over the ten years.



IMPERILLED CUSTODIANS OF THE NIGHT (Published in 2010)

TRAFFIC's investigation into poaching and illegal trade of owls and their parts was one of its kind in India, bringing to the forefront the role of black magic in driving illegal trade, trapping and utilization of owls in the country.



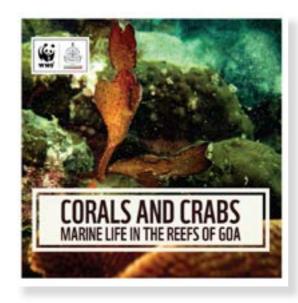
NEW ID TOOLS ON TORTOISES AND FRESHWATER TURTLES IN INDIA (Published in 2019-20)

TRAFFIC, the Turtle Survival Alliance India (TSA-India) and WWF-India created new identification (ID) tools in pocket-sized Identification Cards and a foldable Poster on all 28 species of tortoises and freshwater turtles found in India to help enforcement officers identify the species encountered in illegal wildlife trade.



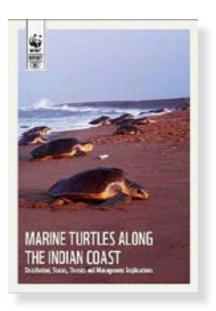
TRAFFIC POST: NEWSLETTER ON WILDLIFE TRADE IN INDIA (Published in 2019-20)

It brings the forefront of illegal wildlife trade trends, early warnings, global wildlife news and updates and other relevant information related to curbing illegal wildlife trade. It is probably the only dedicated newsletter on illegal wildlife trade issues in India.



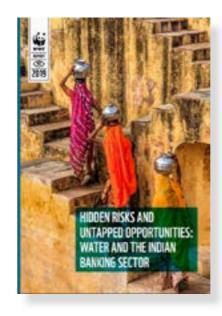
CORALS AND CRABS: MARINE LIFE IN THE REEFS OF GOA (Published in 2019-20)

The book captures some of the rare marine species found in the coral reefs around Grande Island, Goa. It is intended to serve as a valuable reference for marine enthusiasts, amateur divers, and anyone interested in marine wildlife while exploring Goa's marine biodiversity.



MARINE TURTLES ALONG THE INDIAN COAST (Published in 2013)

This report attempts to understand the current status, distribution and threats to sea turtles in India.



HIDDEN RISKS AND UNTAPPED OPPORTUNITIES: WATER AND THE INDIAN BANKING SECTOR (Published in 2019-20)

The report found that nearly 40% of the gross credit exposure of Indian banks is in sectors where water risks are significant and presents avenues of commercial value creation for banks from investments in water, and provides a framework for banks in India to integrate water risks and opportunities proactively.



CASE STUDY: ASHTAMUDI SHORT-NECKED CLAM FISHERY, INDIA (Published in 2014)

This is a case study on India's first MSC certified fishery in Ashtamudi, Kerala, published by the Marine Stewardship Council.



REDE REPORTS (Published in 2019-20)

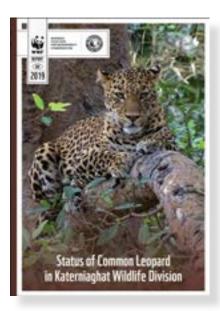
Under its REDE initiative, WWF India launched two reports, "Renewable Energy Demand in India: Corporate Buyers' Perspective," highlighting the corporate renewable energy buyers' needs, interests, procurement trends, and the challenges faced in RE uptake in India and "Global Corporate Renewable Power Procurement Models: Lessons for India" focusing on alternate RE procurement options that can be explored for piloting followed by adoption in India.





GLOBAL PRACTICES IN ENVIRONMENTAL SUSTAINABILITY: A ROADMAP FOR INDIAN RETAIL (Published in 2014)

The report highlights global environmental practices and initiatives undertaken by some of the world's largest retailers to help build the sustainability roadmap for retails in India.



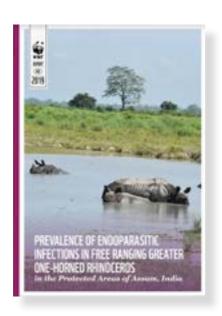
STATUS OF COMMON LEOPARD IN KATERNIAGHAT WILDLIFE DIVISION (Published in 2019-20)

The report is an outcome of a comprehensive study of the leopard population and its distribution within the Katerniaghat Wildlife Division (WLD) in Uttar Pradesh, carried out by WWF India, in collaboration with the Uttar Pradesh Forest Department.



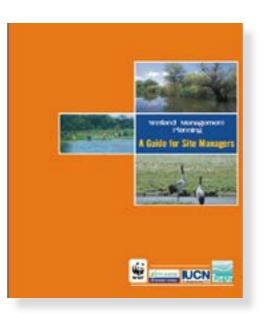
PERCETIBLE YET MICROSCOPIC (Published in 2019-20)

The report provides insights into the biological indicators for monitoring changes in the mangrove ecosystem of Sundarbans.



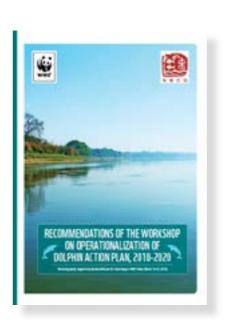
PREVALENCE OF ENDOPARASITIC INFECTIONS IN FREE-RANGING GREATER ONE-HORNED RHINOCEROS (Published in 2019-20)

The report is about the systematic study on the prevalence of disease-causing parasites and diseases caused by these in the rhino population in India. It is a part of a series that involves the screening of pathogens through a non-invasive method of dung sample analysis.



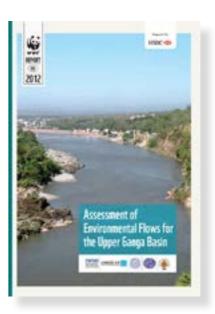
WETLAND MANAGEMENT PLANNING, A GUIDE FOR SITE MANAGERS (Published in 2008)

The guide provides a summary of the steps to develop wetland management planning processes to help managers of wetlands listed as Ramsar sites and other wetlands.



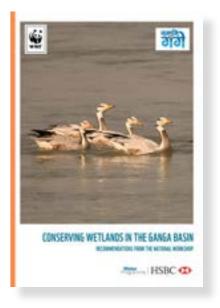
OPERATIONALIZATION OF DOLPHIN ACTION PLAN (Published in 2014)

WWF India and National Mission for Clean Ganga jointly organized a two-day workshop with leading dolphin experts, Government officials (Union and State), and NGOs to develop an operational plan implement the Dolphin Action Plan (2010-2020). The report developed as an outcome of the workshop.



ASSESSMENT OF ENVIRONMENTAL FLOWS FOR THE UPPER GANGA BASIN (Published in 2012)

The report captures the journey, outcomes and lessons gathered through the scientific study of environmental flows to ensure the adequate release of flows in the river Ganga and build consensus on its requirement.



CONSERVING WETLANDS IN THE GANGA BASIN (Published in 2019)

Together with National Mission for Clean Ganga, WWF India, wetland managers, experts, academia and decision-makers, organized a workshop to initiate a dialogue on wetland-river interconnectedness. A road map and recommendation set were derived for integrating and mainstreaming wetland conservation in the Ganga River Basin Management Plan.

CORPORATE SUPPORT



















































































RAM JETHMALANI FOUNDATION































FINANCIAL STATEMENT

INCOME AND EXPENDITURE

(Rs.000's)

For the year ended 31st March 2020

INCOME	31 March 2020	31 March 2019
Project Grants	768,495	640,532
Donations & Other Conservation Receipts	193,736	155,998
Other Income	40,354	36,845
Total Income	1,002,585	833,375
EXPENDITURE		
Project Expenditure on Objects of the Trust	772,743	641,096
Fundraising & Other Conservation Expenses	89,700	77,940
Admin O- Openating Cost	96,875	74 500
Admin & Operating Cost	70,070	74,522

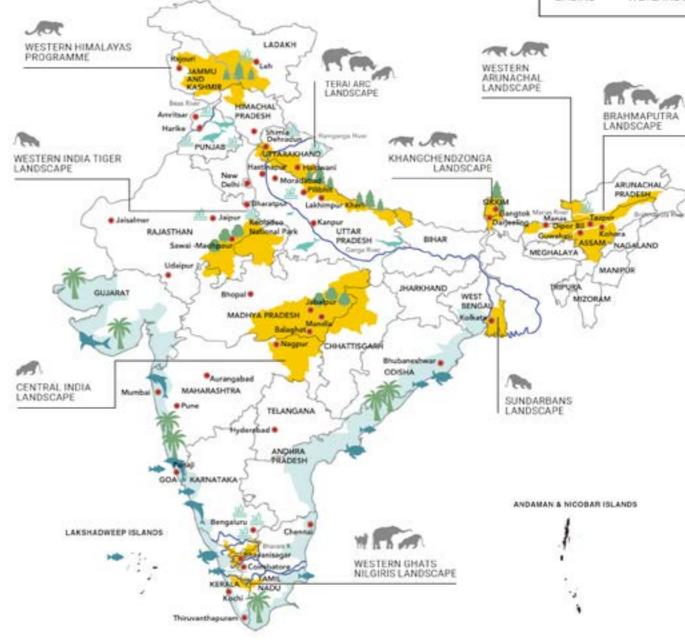
BALANCE SHEET

As at 31st March 2020

FUND AND LIABILITIES	31 March 2020	31 March 2019
Trust Funds & Corpus	187,564	187,546
Earmarked & Other Funds	44,754	39,799
Grant Balances-Projects	442,322	402,939
Current & Other Liabilities	178,999	133,813
Total	853,639	764,097
PROPERTY AND ASSETS		
Fixed Assets	23,397	19,467
Fixed Assets Investments	23,397 230,750	19,467 230,750
		* * * *

THE PANDA CANVAS





BOARD OF TRUSTEES*

Mr. Arvind Wable, President

Mr. N. Kumar, Vice President & Trustee Treasurer

Mr. Jamshyd N. Godrej

Ms. Chanda Singh

Mr. Arun Maira

Mr. Anil Kumar V Epur

Ms. Mridula Ramesh

Mr. Srijov Das

Mr. Ravi Singh, Secretary General & CEO and (Ex-Officio) Trustee

ADVISORY BOARD*

Dr. Divyabhanusinh Chavda

Mr. Tarun Das

Mr. Nitin Desai

Mr. Sudhir Vyas

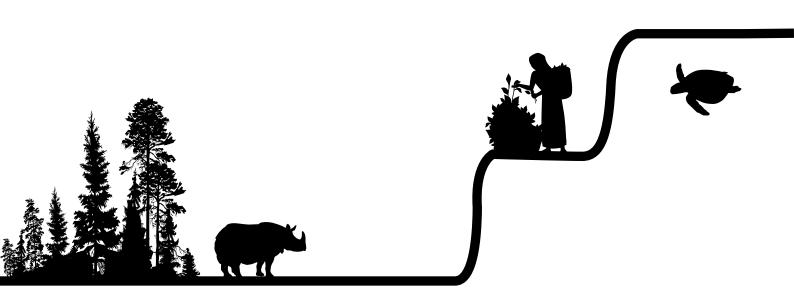
Mr. Brijendra Singh

^{*} As of June 2021









Annual Report 2019-2020

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Working to sustain the natural world for the benefit of people and wildlife.

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