

THE BUSINESS OF BIODIVERSITY

BECAUSE IT'S EVERYBODY'S BUSINESS



Produced by The Office of Additional Principal Chief Conservator of Forests, Mangrove Cell,
Wakefield House, 302, SS Ram Gulam Marg, Ballard Estate, Fort, Mumbai, Maharashtra - 400001



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Conservation Foundation

Designed by
Webshakers

A booklet on opportunities for CSR
Collaboration in the Forestry
Sector of Maharashtra

Published by the Office of Additional Principal
Chief Conservator of Forests, Mangrove Cell

On behalf of
Maharashtra Forest Department

POLICIES

CSR POLICY

Ministry of Corporate Affairs has recently notified Section 135 and Schedule VII of the Companies Act as well as the provisions of the Companies (Corporate Social Responsibility Policy) Rules, 2014 (CRS Rules) which has come into effect from 1 April 2014.

APPLICABILITY

Net worth of
INR 500 Crore
or more

OR

Turnover of
INR 1000 Crore
or more

OR

Net profit of
INR 5 Crore
or more



CORPORATE ENVIRONMENT RESPONSIBILITY

The environment ministry has firmed up guidelines that will require every **CORPORATE SEEKING GREEN CLEARANCE TO SET ASIDE UP TO 2% OF ITS CAPITAL INVESTMENT** for Corporate Environment Responsibility (CER).

The guidelines make it **MANDATORY FOR COMPANIES TO SET ASIDE FUNDS FOR CER OVER AND ABOVE** what is required for executing the environment management plan in a project affected area.

While brown-field (expansion) projects would be required to earmark 0.125% to 1% of additional capital investment for CER purposes, the slab for **GREENFIELD PROJECTS RANGES FROM 0.25% TO 2%** of the capital investment.

The fund allocation for the CER shall be deliberated in the EC or SEAC or DEAC, as the case may be, with due diligence subject to a maximum percentage as prescribed below for different cases:

CAPITAL INVESTMENT/ ADDITIONAL (IN RS)	GREENFIELD PROJECT - % of Capital Investment	BROWNFIELD PROJECT - % of Additional Capital Investment
I	II	III
≤ 100 crores	2.0 %	1.0 %
> 100 crores to ≤ 500 crores	1.5 %	0.75 %
> 500 crores to ≤ 1000 crores	1.0 %	0.50 %
> From 1000 crores to ≤ 10000 crores	0.5 %	0.25 %
> 10000 crores	0.25 %	0.125 %

GUIDELINES FOR RAISING PLANTATION THROUGH CSR

In consonance with National Forest Policy, the Government of India has issued broad guidelines in for participation of the private sector through participation of NGO and forest department in afforestation/rehabilitation of degraded forests with following norms

- 1 There must be a tri-partite agreement between the industrial house, an acceptable NGO of repute and the local forest department.
- 2 The agreement must have a commitment of the industrial house to bear the cost of the project and of the NGO to faithfully implement the project under the supervision and direction of the Forest Department.
- 3 The industrial house and the NGO will not claim any right whatsoever over the forest land or the produce anytime thereafter.
- 4 The agreement will be for a period of 7 years
- 5 The project is prepared in such a way so that naturally occurring species shall be given priority in the rehabilitation and even plantation shall be of local native species.
- 6 Only such forest land that are less than 0.4 density and that cannot be regenerated with natural regeneration shall be taken up under this project
- 7 Any other condition that the State Forest Department considers essential to fulfill objectives and preamble of these guidelines

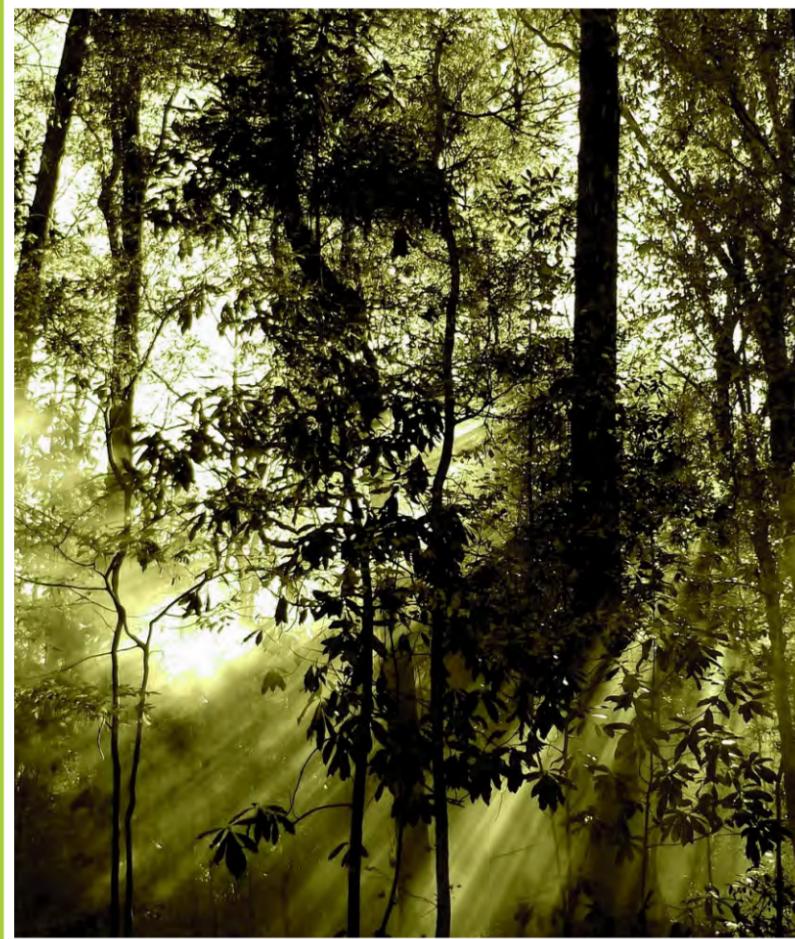


KEY PRIORITIES

- *Planting most number of trees across Maharashtra*
- *Increase forest cover in the State through plantations in forest and non-forest areas*
- *Ensure better forest protection by support to Joint Forest Management Committees*

Institutional Arrangement

*Institutional Arrangement:
Regional Committees headed
by Territorial Chief Conservator
of Forests to approve plantation
proposals from Public Sector;
High Power Committee headed
by Hon. Minister (Forests) to
approve proposals from
Private Sector*



Point of Contact Forest Area:

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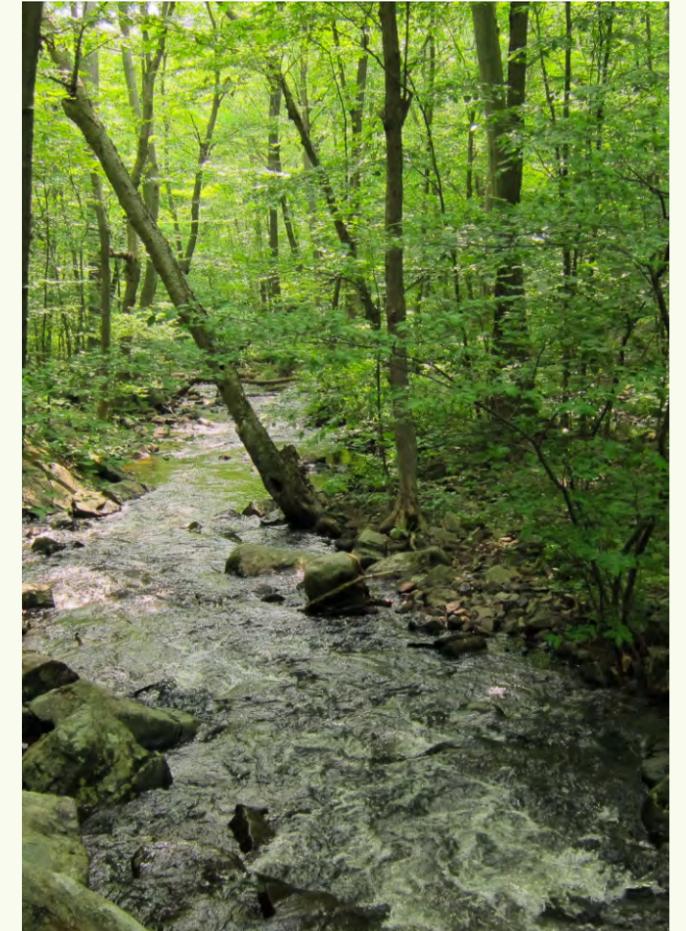
BACKGROUND

In the era of climate change, protecting our forests is one of the best things we can do to mitigate the dangerous effects of global warming. India is among the ten most forest-rich countries and one of 17 mega-biodiverse countries of the world. Our forests harbor an astounding range of biological wealth, represented by diverse vegetation types and a vast spectrum of wild flora and fauna.

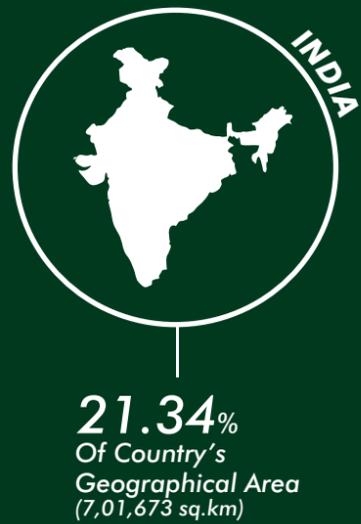
The State of Maharashtra has the fourth largest forest area in India, but when measured in terms of percentage of forests to a geographical area; it slips to a much lower position. Whether it is conservation of precious forests,

saving the threatened wildlife or securing the livelihood of communities dependent on natural resources, there is so much to be done; but the resources available are extremely limited. Nonetheless, in fulfilling the global agenda of protecting the forests and preserving our bio-diversity, we should not be found wanting.

Across the globe, there are exemplary models of businesses supporting the conservation of forests and bio-diversity. It is time we moved beyond statutory mandates and looked upon conservation as our moral responsibility and commitment to saving the planet.



FOREST COVER & TREE PLANTATION

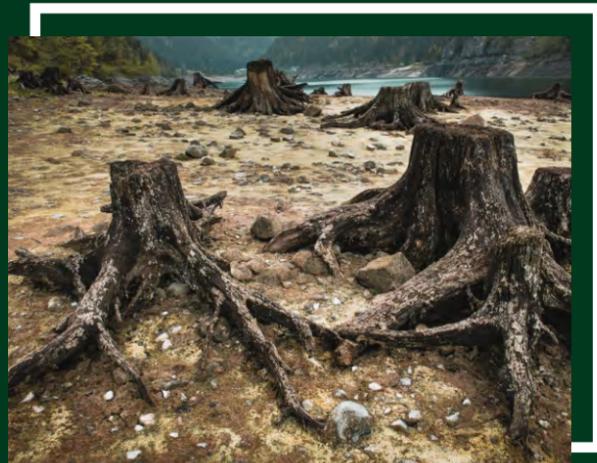


PLANTATION PROJECTS IN DEGRADED FOREST LANDS

Goal: Improvement of forest cover through plantations in degraded forest areas

25 percent of India's total land is undergoing desertification, while 32 percent is facing degradation. Land degradation of this scale adversely affects the agricultural and forest productivity, critically affecting the livelihood and food security of millions.

The Maharashtra Forest Department plans to address this issue through large-scale plantations in degraded forest lands. Industrial Houses and businesses interested in supporting this programme can get into partnership with the Forest Department. Minimum area for such arrangement should be 2 ha in cities, 10 ha in suburbs and 25 ha in rural areas.



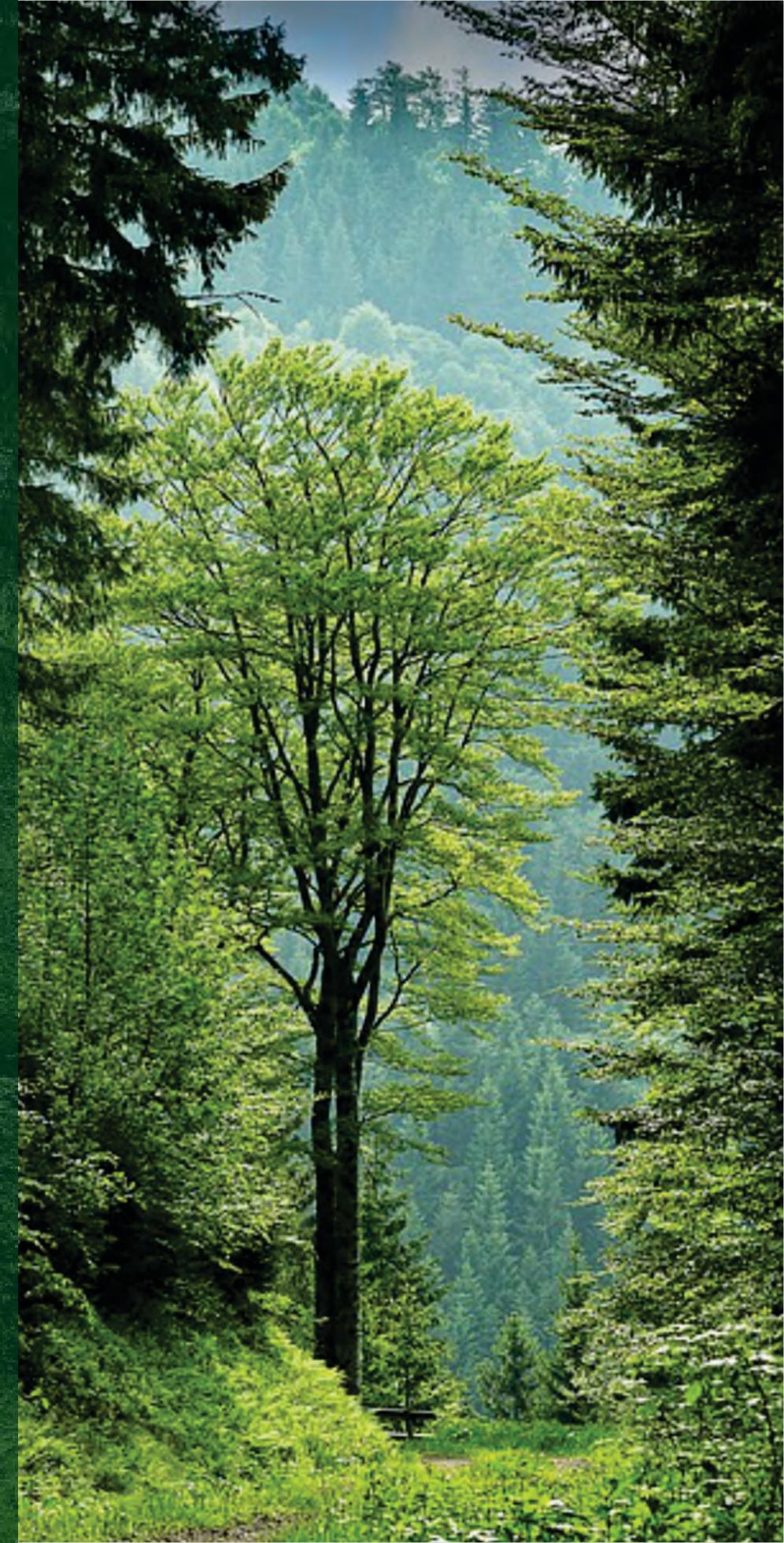
Plantation Equipment for 34 Districts of Maharashtra

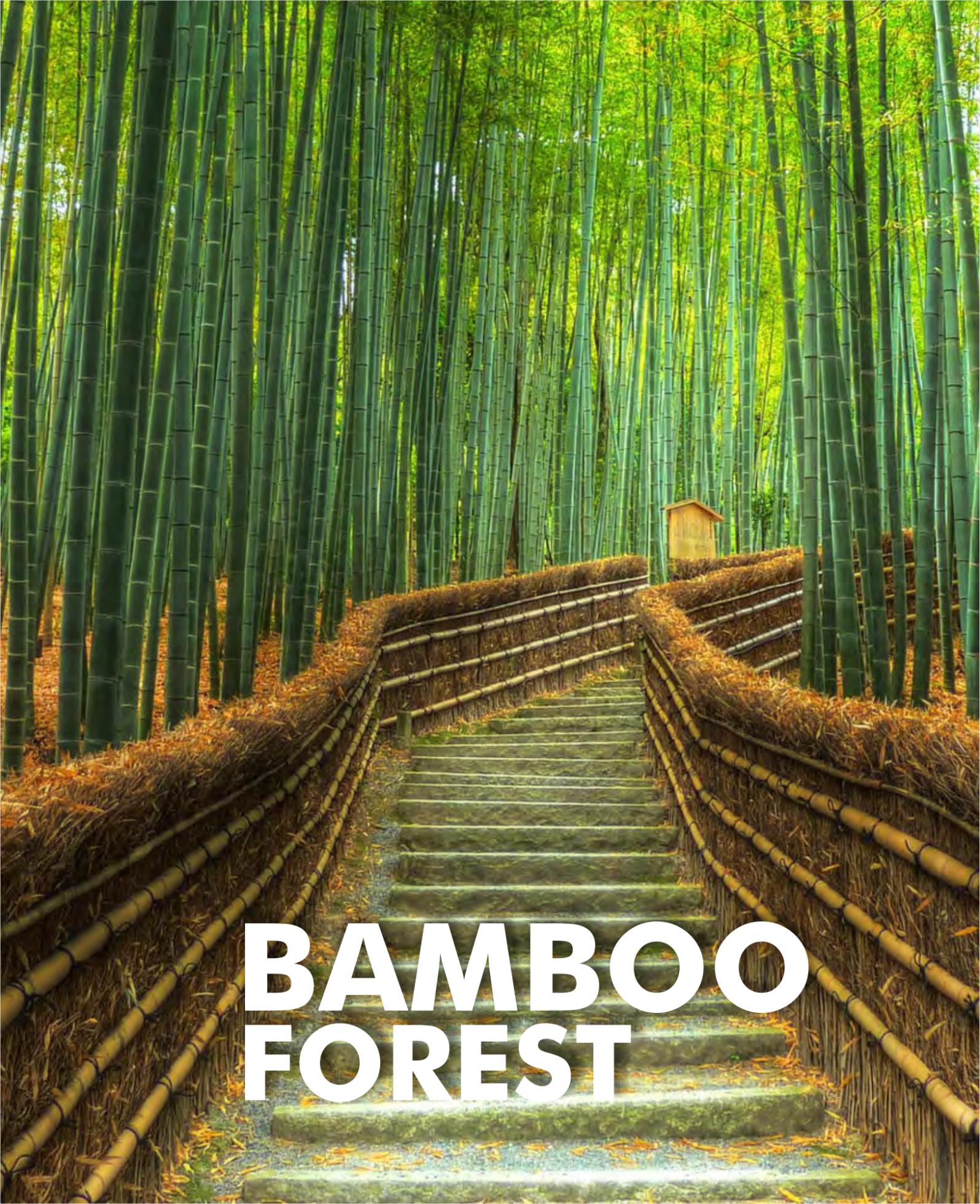
Tractor Mounted Augur, water tankers, portable fire blowers, grass cutters
Tractor Trolley for watering purpose



PLANTATIONS IN NON-FOREST AREAS

To achieve a substantial increase in forest cover, we must harness the potential of transforming degraded lands falling outside forest areas to green oases. The Social Forestry wing of the Forest Department has been quietly working towards this goal for several decades now and the results are visible in the form of significant enhancement of green cover outside forest areas. CSR support in this sector would give a forward thrust to this ambitious programme of expanding the forest cover and reducing the pressure on the existing forests.





BAMBOO FOREST

Maharashtra Forest Department has profoundly worked on developing Bamboo sector in Maharashtra. It has established "Maharashtra Bamboo Development Board" (MBDB) and "Bamboo Research Training Centre" (BRTC) to catalyse the growth of Bamboo sector in the State. MBDB formulates new policies and programs for holistic development of this sector. Maharashtra Forest department have successfully implemented policies of National Bamboo Mission Policy throughout Maharashtra

Scope of Partnership:

- Training of Bamboo artisans, SHG women, and youth. Skill Development in handicraft, furniture, basketry, bamboo construction etc.
- Capacity building and livelihood activities in bamboo sector
- Bamboo plantation and farming. Bamboo Hi-tech nursery and tissue culture lab are proposed
- Bamboo plantation on waste land and government land
- Bamboo Bio-fuels: Project of Bamboo Pyrolysis unit is proposed



Miyawaki Forest

The Miyawaki Method is a modern plantation method used for afforestation developed by Japanese ecologist Dr Akira Miyawaki. It is aimed at creating a 100-year equivalent indigenous forest within 10 years. The Miyawaki technique depends on natural principles for faster growth and self-sustainable green cover. This methodology has showed positive results in various geographies and temperatures. Plant growth is accelerated manifold than traditional tree plantation. Such a forest can be created in a private backyard, public open spaces, educational campuses, public parks, and any other type of open space in urban or rural areas.

The civic body has finalised 100 sites across city which will be turned into lush green forests. BMC will develop Miyawaki forests on 60 of the 100 locations, and hand over the remaining to private businesses that will develop the plots under Corporate Social Responsibility (CSR). The civic body will, however, continue to own the land allotted for CSR. Some of the shortlisted locations are Kurla, Chandivli, near Bandra fort, Annabhau Sathe garden and a step garden at Kandivli.

Scope of Partnership:

- Site layout and design
- Species selection
- Material procurement
- Soil Preparation
- Providing on-site training
- Planning and manging planting event
- Training of Municipal garden staff on post plantation maintenance



MANGROVES & COASTAL BIODIVERSITY

World: 0.092 percent of the planet's land area (137,760 sq.km)

India: 0.144 percent of country's geographical area (4,740 sq.km)

Maharashtra: 0.09 percent of state's geographical area (304 sq.km)

Mangrove ecosystem plays a vital role in controlling the fury of natural calamities, enhancing fishery and climate change mitigation. It is also very effective in flood control, erosion control and pollution abatement.

The Coast of Maharashtra is home to twenty different species of mangroves. In spite of all the human-induced stresses, the mangrove cover of the State has increased by about 63.44% percent in the last four years and now stands at 304 sq. km. It is not a coincidence that Maharashtra is the only State in India, which has created a special unit called Mangrove Cell, dedicated to the conservation of mangroves.

Mangroves are highly effective in converting atmospheric carbon into organic matter. Mangroves can sequester four times more carbon than rain forests. Mangroves account for only approximately 1% of carbon sequestration by the world's forests, but as coastal habitats, they account for 14% of carbon sequestration by the global ocean. If mangrove carbon stocks are disturbed, resultant gas emissions may be very high.

The government established Mangrove and Marine Biodiversity Conservation Foundation of Maharashtra (or simply, Mangrove Foundation) a registered society under the Societies Registration Act, 1860.

THIS FOUNDATION IS MANDATED TO WORK FOR



MANGROVE & MARINE BIODIVERSITY CONSERVATION

Maharashtra Forest Department aims to maintain the trend of **10%** annual increase in mangrove cover over the next few years.

COASTAL BIODIVERSITY

The 720 km long coastline of Maharashtra, and the Arabian Sea beyond is home to an amazing array of marine wildlife, including several charismatic species like whales, dolphins, porpoises, sharks, sea turtles, corals etc.



However, the lack of adequate knowledge about these species and the meagre financial resources available for their conservation are the main stumbling blocks in achieving meaningful results.

The Maharashtra Forest Department plans to encourage corporates to adopt one or more of these species and support the whole range of conservation efforts related to that species comprising of research, awareness campaign, and identification of breeding grounds and adoption of management strategies.

CLEAN-UP CAMPAIGNS

Clean Mangrove

Clean mangrove initiative is run to meet environmental challenges (primarily, Mangrove heritage conservation) with projects fuelled by community interests and needs. It assists communities to connect with their local environment and engages young people directly in community conservation projects, under the department. Mangroves are spread across the State in different proportions, having varied areas and surroundings; which need to be addressed through area specific planning. To derive a collective result in terms of restoration, conservation and protection of mangroves, the area specific needs are to be taken into consideration. Corporates can adopt mangrove areas and take care of its clean-up and maintenance round the year.



BLUE FLAG BEACH

The iconic Blue Flag is one of the world's most recognised certification/ eco-label by the Foundation for Environmental Education (FEE) awarded to beaches, marinas, and sustainable boating tourism operators. In order to qualify for the Blue Flag, a series of stringent environmental, educational, safety, and accessibility criteria must be met and maintained.

The Blue Flag is sought for beaches, marinas, and sustainable boating tourism operators as an indication of their high environmental and quality standards. The Union Environment Ministry has selected 12 beaches in India to vie for a 'Blue Flag' certification, an international recognition conferred on beaches that meet certain criteria of cleanliness and environmental propriety.

Scope for Partnership:

- Volunteer coordination
- Assessment and analysis reporting and execution
- Event planning and execution
- Cleaning equipment
- Awareness materials (brochures, banners, flexes, etc.)
- Social Media Engagement
- Public relations (print, radio, TV)
- Event branding
- Data & document planning and maintenance

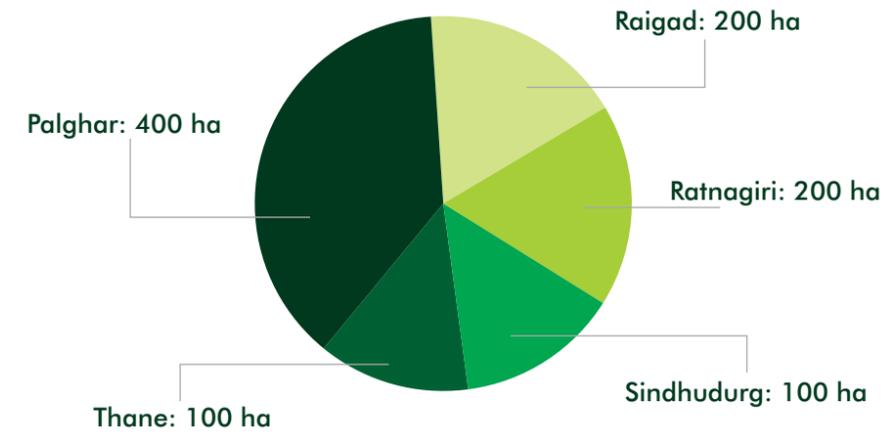


AFFORESTATION

GOAL:
PLANTING MANGROVE SEEDLINGS
IN APPROXIMATELY 1000 HA.

ENHANCING THE MANGROVE COVER BY 10% ANNUALLY

Mangrove conservation involves protecting and preserving the existing vegetation as well as augmenting it through plantations in degraded areas. The former involves clear demarcation of boundaries, fencing off the most vulnerable patches and continuous monitoring of the mangroves by maintaining a constant vigil. The existing infrastructure gaps need to be plugged to make this task more effective.



(including maintenance cost for 7 years)

MANGROVE PLANTATIONS DISTRICT WISE TARGET

SCOPE FOR PARTNERSHIP:

- Mangrove Protection Measures
1. Boundary Demarcation and satellite-based monitoring
 2. Fencing off the most vulnerable areas on landward side:
 3. Infrastructure for Mangrove Protection (vehicles, JCBs, CCTV equipment etc.)

TIGER CONSERVATION RELATED PROPOSALS WILL BE APPROVED BY THE RELEVANT TIGER FOUNDATION IN THE LOCAL AREA

TIGER CONSERVATION FOUNDATIONS:

- * Melghat Tiger Reserve
- * Pench Tiger Reserve
- * Tadoba Andhari Tiger Reserve Conservation
- * Sahyadri Tiger Reserve
- * Nawegaon-Nagzira Tiger Reserve

WILDLIFE
CONSERVATION

Point of Contact:

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TIGER & WILDLIFE CONSERVATION

KEY PRIORITIES

- Rehabilitation of villages situated inside tiger reserves
- Reducing human-Animal conflict
- Better infrastructure support to protected areas (National Parks, Sanctuaries, Tiger Reserves etc.)



WORLD: 3,200 TIGERS
INDIA: 69.6 PERCENT OF WORLD'S TIGER POPULATION (2,226)
MAHARASHTRA: 8.5 PERCENT OF COUNTRY'S TIGER POPULATION (190)

Compared to the situation centuries ago, when 1,00,000 tigers were known to have roamed the Asian continent alone, today, there are only 3,200 tigers left in the world, stated a National Geographic report in July 2015. Back in 2006, the alarm bells had rung wildly, when The National Tiger Conservation Authority published a landmark report, "Status of the Tigers, Co-predators, and Prey in India", which put the tiger census in the country at 1,411.

This led to the commencement of several programmes, undertaken by the Government of India, in an effort to increase the population of our national animal. Following this, The National Tiger Conservation Authority with active involvement of State Forest Departments has recorded a steady increase in tiger population with 1,706 in 2010 and 2,226 in 2014, with an increase of 30.5 percent since the 2010 estimate.

THE EXISTING TIGER RESERVES REPRESENT AROUND ONE-THIRD OF INDIA'S HIGH-DENSITY FOREST AREA. THERE ARE SIX TIGER RESERVES IN MAHARASHTRA

- Melghat (Amravati)
- Tadoba-Andhari (Chandrapur)
- Pench (Nagpur)
- Navegaon-Nagzira (Bhandara)
- Bor (Wardha)
- Sahyadri (Kolhapur-Satara)



INFRASTRUCTURE AND EQUIPMENTS

- For Forests & Wildlife Protection
- For Eco-tourism

LIVELIHOOD & SKILL DEVELOPMENT FOR COMMUNITIES AROUND FORESTS

- For Youths
- For Women
- For Others

HABITAT IMPROVEMENT/ INCREASING FOREST AREA

- For Wildlife Sanctuaries & Tiger Reserves
- For Wildlife Corridors
- Village Rehabilitation

VILLAGES & COMMUNITY DEVELOPMENT AROUND FORESTS

- Health & Sanitation
- Village Infrastructure
- Village Adoption

ELECTRIFICATION & BASIC INFRASTRUCTURE IN VILLAGES



REDUCE HUMAN-WILDLIFE CONFLICT

Goal:

Minimize human-wildlife conflict to ensure the coexistence of humans and animals.

To minimize the interaction between wild animals and people resulting in a negative impact on people or their resources, or wild animals or their habitat is the need of the hour. To secure the confidence of the local community and to ensure their participation in the conservation of wildlife in protected areas, a number of programs are being launched. Considering that most of the unwelcome encounters with wildlife occur when individuals venture into forest areas for water or firewood, the Maharashtra Forest Department aims to promote better water security of fringe villages and provide alternatives to fuelwood. There is also a need to promote alternative livelihood options within the boundaries of villages.

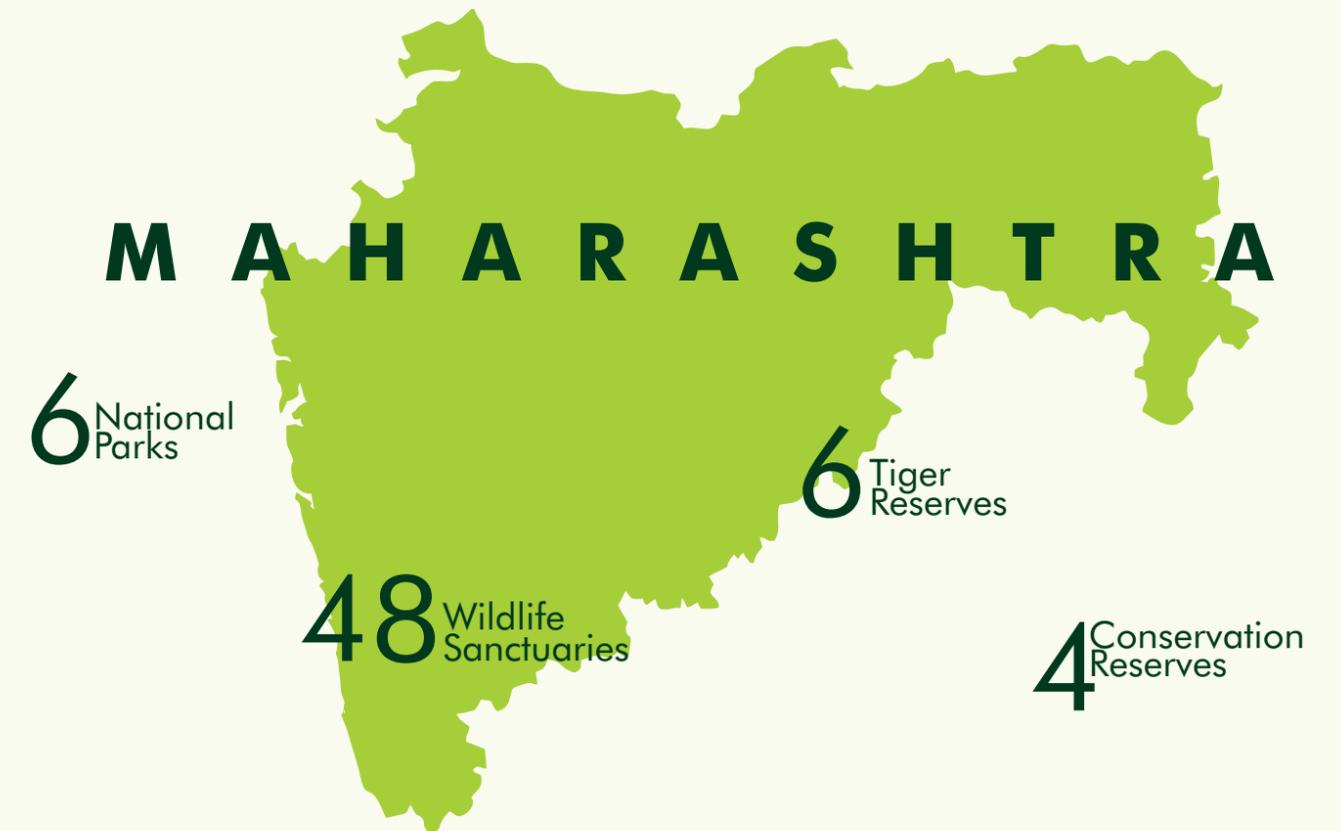


SCOPE FOR PARTNERSHIP

1. Helping to create alternative biomass sources for villagers around PAs (Villages:200)
2. Providing solar or suitable fencing to villages and their fields (Villages: 100)
3. Providing alternate livelihood to villages in the buffer zone to reduce human-wildlife conflict
4. Rehabilitation of villages inside protected areas
5. Development of wildlife corridors connecting protected areas

BETTER INFRASTRUCTURE FOR PROTECTED AREAS

Goal: Developing better infrastructure for efficient scientific management



These Protected Areas often suffer from a lack of necessary infrastructure facilities required for proper scientific management. To bridge this gap, the Maharashtra Forest Department is planning to procure an adequate number of vehicles, communication devices and field equipment, which will improve the management efficiency of protected areas by leaps and bounds.

SCOPE FOR PARTNERSHIP

1. Rescue van for 20 divisions to protect animals and people
2. Communication equipment
3. Field equipment
4. E-Surveillance
5. Medical facilities for human and wildlife
6. Training and capacity building for Rangers as well as villagers



LIVELIHOOD ACTIVITIES

SUPPORTING SUSTAINABLE LIVELIHOODS

Creation of sustainable livelihoods that contribute to poverty alleviation and integrated development while promoting women empowerment by providing skills and livelihood assets which contribute to improvement in the socio-economic status.

Considering the threat to privately owned mangrove lands in the state, the Maharashtra Forest Department has been encouraging several activities in the livelihood sector, to promote mangrove conservation while providing an additional means of livelihood for the local communities. For instance, the handsome income from farming of crabs in the mangrove areas could prompt the local community to take a greater interest in the conservation of mangroves. Similarly, there are other livelihood activities such as oyster farming, mussel farming, ornamental fish farming etc., which have not only the potential to bring supplementary income to the coastal communities but also the strength to energize people to act as ambassadors of

Meanwhile in forest Based livelihood activities, conservation strategies, such as collection of non-timber forest product, skill development in handicraft, furniture, basketry etc. results in a measure of sustainability, which in turn has a significant positive impact on the socioeconomic well-being of communities near the protected area.



SCOPE FOR PARTNERSHIP:

A Crab Farming	B Oyster & Mussel Farming	C Ornamental Fish Farming	D Art & Handicrafts
Mangrove areas	Creek areas	Thane, Raigad, Ratnagiri, Sindhudurg	Forest areas, Protected areas, Buffer zones of Tiger Reserves
Area to be covered 1500 hectares	Number of units planned 2000	Number of units planned 500	Number of units planned 500
Number of people to be engaged 15,000	Number of persons to be engaged 2,000	Number of women to be engaged 1000	Number of women to be engaged 5000

MARINE BIODIVERSITY CONSERVATION

CONSERVATION OF MARINE ANIMALS

Goal: Species adoption by Corporates, studies on breeding grounds, migration patterns and threats, Management measures involving fishing communities

The International Union for the Conservation of Nature estimates that 25 percent of marine mammal species are now threatened with extinction. The status of an additional 30 percent is unknown because sufficient data are lacking. The Maharashtra Forest Department aims to work towards conservation by encouraging species adoption by Corporates, which have been highly successful across the globe, promoting research on breeding grounds, migration patterns and threats.

Scope for Partnership:

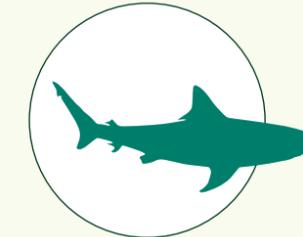
Conservation of Marine Endangered Animals (Species Recovery Programmes)



Corals
Conservation Programme



Marine Mammal
Conservation Programme



Shark
Conservation Programme



Sea Turtle
Conservation Programme

SEA TURTLE CONSERVATION PROGRAMME

Maharashtra has 720 km long coastline, which makes it second largest coast on the western side of India. It has very diverse and rich marine and coastal biodiversity and coastline is scattered with turtle habitats. Four species are known to nest on the Indian mainland and islands. However, the Olive Ridley turtle is the only species that nests along the coast of Maharashtra. In Maharashtra, nesting season of Olive Ridley turtle is October to March. They are known to nest on the sandy beach, where they lay several eggs at a time as success ratio of hatchlings is less. Unplanned beach development, by-catch mortality, weak enforcement of fisheries, killing of turtle for meat and poaching of eggs are some threats for marine turtles.

In order to conserve this globally endangered and important species, several conservation activities have been conducted under turtle conservation programme. The turtle conservation programme includes locating turtle nesting sites, excavation, and relocation of eggs to turtle nesting management site. Turtle nesting management site is protected with garden fencing net for protecting eggs from predators, flooding, and poaching. These activities are carried out by beach management staff who also safeguards the eggs until they hatch and release hatchlings to the sea.

SCOPE FOR PARTNERSHIP:

Conservation of Sea turtles (Species Recovery Programmes).

Nest management, Baseline surveys, Barricades, Workshops, Human resource is proposed in following districts:

A	Ratnagiri district
B	Raigad district
C	Sindhudurg district



Point of Contact:

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OUTREACH ACTIVITIES

EDUCATION & AWARENESS

Municipal School Programme at Coastal and Marine Biodiversity Centre, Navi Mumbai:

This programme is well crafted to reach as many young minds and aiming to motivate students into action. The programme is designed to make students understand the fragility of our environment and the importance of its protection. Students from Municipal schools under Brihanmumbai Municipal Corporation, Navi Mumbai Municipal Corporation and Thane Municipal Corporation are provided pick-up and drop-off service to the Centre in our marine biodiversity themed bus. (bus photo).

Highlights of the programme are:

- Flamingo safari in Thane Creek Flamingo Sanctuary
- Walk through Mangrove Nursery
- Guided tour of Interpretation Centre
- Environment awareness Movie screenings
- Marine Matters Talk Series



Green Gamer initiative at Coastal and Marine Biodiversity Centre, Navi Mumbai:

Conservation Sail' is a board game developed by Mangrove and Marine Biodiversity Conservation Foundation to raise awareness about marine biodiversity and species conservation. It invites participants to sail through India's vast and varied coastline and experience its marine biodiversity. Through this game players are imparted with knowledge of the marine protected areas, threatened species, and also highlights the issues that they face.

- Installing of touch screen panels converting game into electronic form
- Development of Application



Education activities in villages in and around Tiger Reserves, Maharashtra:

Programme emphasise the need to save wildlife and forests. Target audience is educated on issues like global warming as well to sensitise them on need for conservation.

- Activities includes classroom lectures, nature games and activities and jungle walks
- Conducting audio-visual shows in classrooms
- Screening nature and wild life conservation films
- Nature walks and bird-watching trails
- Drawing, essay, painting and poetry competition



VARIOUS ACTIVITIES WHERE CORPORATE SOCIAL RESPONSIBILITY CAN PLAY A ROLE

- Infrastructure and Equipment
 - Developing stay and sanitary facilities for Forest guards
 - Patrolling Vehicles, Surveillance equipment, communication & Personal Protective Equipment (PPE)



- Sustainable livelihood generation for coastal communities
 - Adopting sustainable farming activities
 - Skill development & capacity building
 - Introducing concept of Women Self-help groups
 - Promoting Ecotourism

- Increasing Forest Cover
 - Plantations across the state
 - Conversational measures to protect existing plantation
 - Fencing of demarcated forest area



- Education & Awareness
 - Educational Excursions
 - Teacher's Training program
 - Awareness workshops
 - Publications