



NATURE IS CAPITAL
SOUND BUSINESS SENSE



GREEN COASTAL INFRASTRUCTURE

GUJARAT HAS MORE THAN DOUBLED ITS MANGROVE COVER THROUGH REFORESTATION AND REGENERATION. THE BENEFITS TO COMMERCIAL FISHERIES AND SOIL ACCRETION ARE WORTH US\$ 1.6 MILLION. PLANTATION COSTS ARE EXPECTED TO BE COVERED WITHIN 15 YEARS.

PROFIT FOREVER



CHILIKA SHOWS THE WAY

CHILIKA LAGOON ON THE ODISHA COAST WAS SUFFOCATING: ITS OPENING TO THE SEA WAS BLOCKED. EVERY DOLLAR SPENT ON ITS RESTORATION GIVES BACK OVER 5 DOLLARS. WHAT A GREAT INVESTMENT! AND EVERYONE IS HAPPY: IRRAWADDY DOLPHINS, MIGRATORY BIRDS, FISHERMEN, FARMERS, TOURISTS.

PROFIT FOR ALL





NATURE IS CAPITAL
STRIKE THE RIGHT BALANCE



MIXED PLATTER OF THE PAST

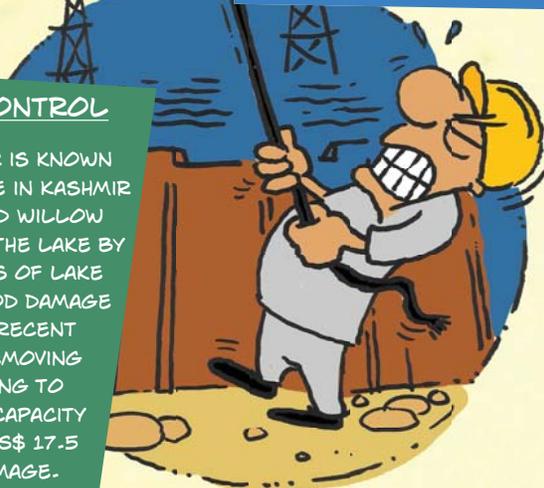
IN THE 1970s, KANWAR WETLAND IN BIHAR OFFERED US\$ 1.45 MILLION FROM FISHERIES AND US\$ 307,000 FROM AGRICULTURE. TODAY, CONVERSION TO PERMANENT AGRICULTURE HAS GIVEN FARMERS ONLY US\$ 211,168 MORE. BUT FISHERIES LOST US\$ 1.2 MILLION. WHILE COMPLETE REVERSAL MAY NOT BE POSSIBLE, WE CAN AIM FOR 1980'S WIN-WIN SCENARIO FOR BENEFITS TO BOTH FISHERS AND FARMERS

WISER USE OF A LAKE

WATER MANAGEMENT IN LOKTAK LAKE IN MANIPUR IS CURRENTLY FOCUSED ON GETTING MAXIMUM HYDROPOWER, EVEN AT THE COST OF LAKE ECOLOGY. ECONOMIC AND ECOLOGICAL COSTS NEED TO BE FACTORED TO DEVELOP MULTIPLE NATURE-BASED OPTIONS THAT CAN MAINTAIN THE HABITAT AS WELL AS PROVIDE SUSTAINED WATER FOR HYDROPOWER. THIS COULD PROVIDE BENEFITS WORTH US\$ 1.06 BILLION FOR LOKTAK.

SMART FLOOD CONTROL

WULAR LAKE IN KASHMIR IS KNOWN FOR ITS FLOOD SINK ROLE IN KASHMIR VALLEY. , SILTATION AND WILLOW PLANTATION HAS SHRUNK THE LAKE BY NEARLY 50%. THIS LOSS OF LAKE AREA HAS AIDED THE FLOOD DAMAGE IN KASHMIR VALLEY IN RECENT YEARS. THE COST OF REMOVING WILLOWS AND DREDGING TO INCREASE THE HOLDING CAPACITY OF THE LAKE CAN SAVE US\$ 17.5 MILLION OF FLOOD DAMAGE.





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HIGH COST OF INACTION



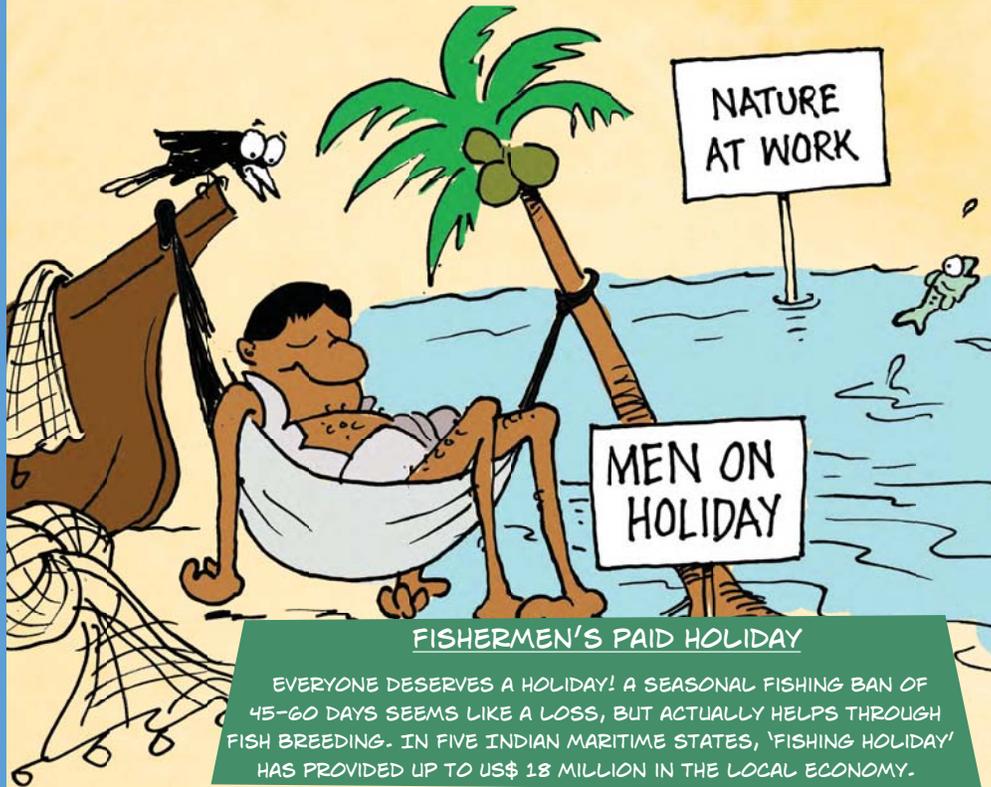
WHY SAVE VULTURES?

THE NATURAL SCAVENGING SERVICE OF A SINGLE VULTURE IS WORTH US\$ 11,583. USE OF DICLOFENAC TO TREAT LIVESTOCK, HAS NEARLY WIPED OUT VULTURES ACROSS INDIA. IF WE CAN'T BRING BACK VULTURES, MUNICIPALITIES WILL HAVE TO SPEND UP TO US\$ 6.9 MILLION FOR SETTING UP CARCASS DISPOSAL FACILITIES.





NATURE IS CAPITAL
SAVE NOW! ENJOY RETURN IN FUTURE



FISHERMEN'S PAID HOLIDAY

EVERYONE DESERVES A HOLIDAY! A SEASONAL FISHING BAN OF 45-60 DAYS SEEMS LIKE A LOSS, BUT ACTUALLY HELPS THROUGH FISH BREEDING. IN FIVE INDIAN MARITIME STATES, 'FISHING HOLIDAY' HAS PROVIDED UP TO US\$ 18 MILLION IN THE LOCAL ECONOMY.

SPARE BYCATCH OR PERISH

BYCATCH, INCLUDING JUVENILE FISH CATCH, ARE THE CASUALTIES OF HARMFUL FISHING TECHNIQUES. VALUED AT HARDLY A CENT A KILO IN THE CURRENT MARKET, THIS NEGLIGENCE AMOUNTS TO A LOSS OF US\$ 40 MILLION EACH YEAR FOR MARINE FISHERIES IN COASTAL ANDHRA PRADESH.

DO YOU LIKE YOUR HARD EARNED CATCH TO BECOME CHICKEN FEED?



GOOD CLAMS OF ASHTAMUDI

THE SUSTAINABLE SHORT-NECK CLAM FISHERIES OF ASHTAMUDI ESTUARY WERE THE FIRST IN INDIA TO EARN MARINE STEWARDSHIP COUNCIL CERTIFICATION. A HEALTHY CLAM POPULATION KEEPS THE WATER CLEAN FOR FISHERIES WORTH US\$ 16.4 MILLION. ECO-LABELLED CLAMS ATTRACT A BETTER PRICE AND ARE WANTED IN HIGH-VALUE EXPORT MARKETS.