

FOREWORD

The challenges of conserving biodiversity can be best met by developing synergies with all sectors of society, including business that has a central role to play in the global effort to achieve a truly sustainable form of development. Striking partnerships with business groups for funding conservation initiatives under Corporate Social Responsibility Act and using the experience from such initiatives to design conservation schemes can contribute to successful biodiversity leadership, good governance, informed decision-making and responsible management of biodiversity resources and ecosystem services.

A mutually benefitting partnership with conservation organisations should help corporate partners fulfill obligations of protecting the natural capital that sustain businesses and provide natural resource managers with financial support vital for strategizing and implementing conservation planning. Two best recognized factors for successful partnership are:

- (i) availability of science based researched information crucial for implementing conservation actions on ground for a range of species and in diverse habitats
- (ii) capacity, competence and infrastructure to support research initiatives for effective conservation of species that establish national conservation priority.

The Ministry of Environment, Forests and Climate Change (MOEFCC), Government of India established the Wildlife Institute of India (WII) in 1982 with a mandate to support nature





conservation and foster the development of wildlife science in the country (www.wii.gov.in). With over three decades of its existence, the WII is eminently placed to partner this new initiative of engaging with corporates in the national endeavor of natural resource conservation.

As more and new information is emerging from recent research initiatives and those in progress, ecological solutions for managing habitats of rare and endangered species across the country's entire geographical bounds and species-specific management interventions are becoming available.

Given that corporate groups may have relatively large ecological footprints, it becomes even more binding on companies to contribute in the overall improvements in prospects of conserving biodiversity and protecting ecosystem services with substantial economic benefits at modest investments.

The proposals for seeking corporate funding for a range of programmes including recovery and conservation of highly endangered species on land and in water and for maintaining healthy and specialised ecosystems for protecting biodiversity elements and delivering ecosystem services that sustain bio resources on our planet will provide reputational benefits to the members of the corporate world. At the same time, such an opportunity would significantly improve the conservation prospects that often get impaired because of financial constraints. Through this initiative we hope to usher in new era of forging partnerships for effective biodiversity conservation.

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