

***Promoting Green Entrepreneurship for  
conservation of Satoyama landscapes in the  
North Western Ghats, India***



**Applied Environmental Research  
Foundation (AERF)  
[www.aerfindia.org](http://www.aerfindia.org)**

# The Western Ghats

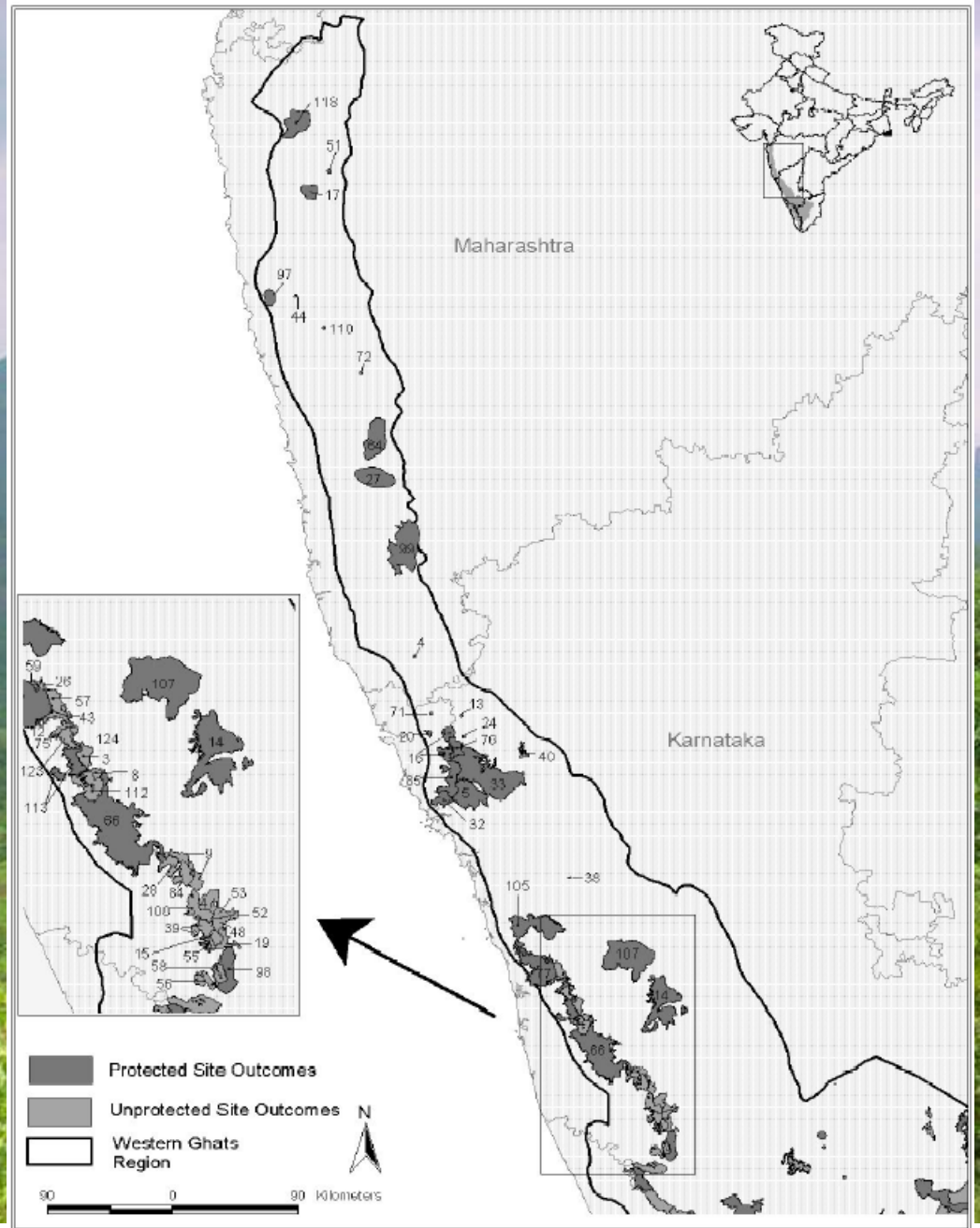
– *a global biodiversity hotspot*

- 78% amphibians, 62% reptiles, 38% plants, 12% mammals endemic to the W. Ghats



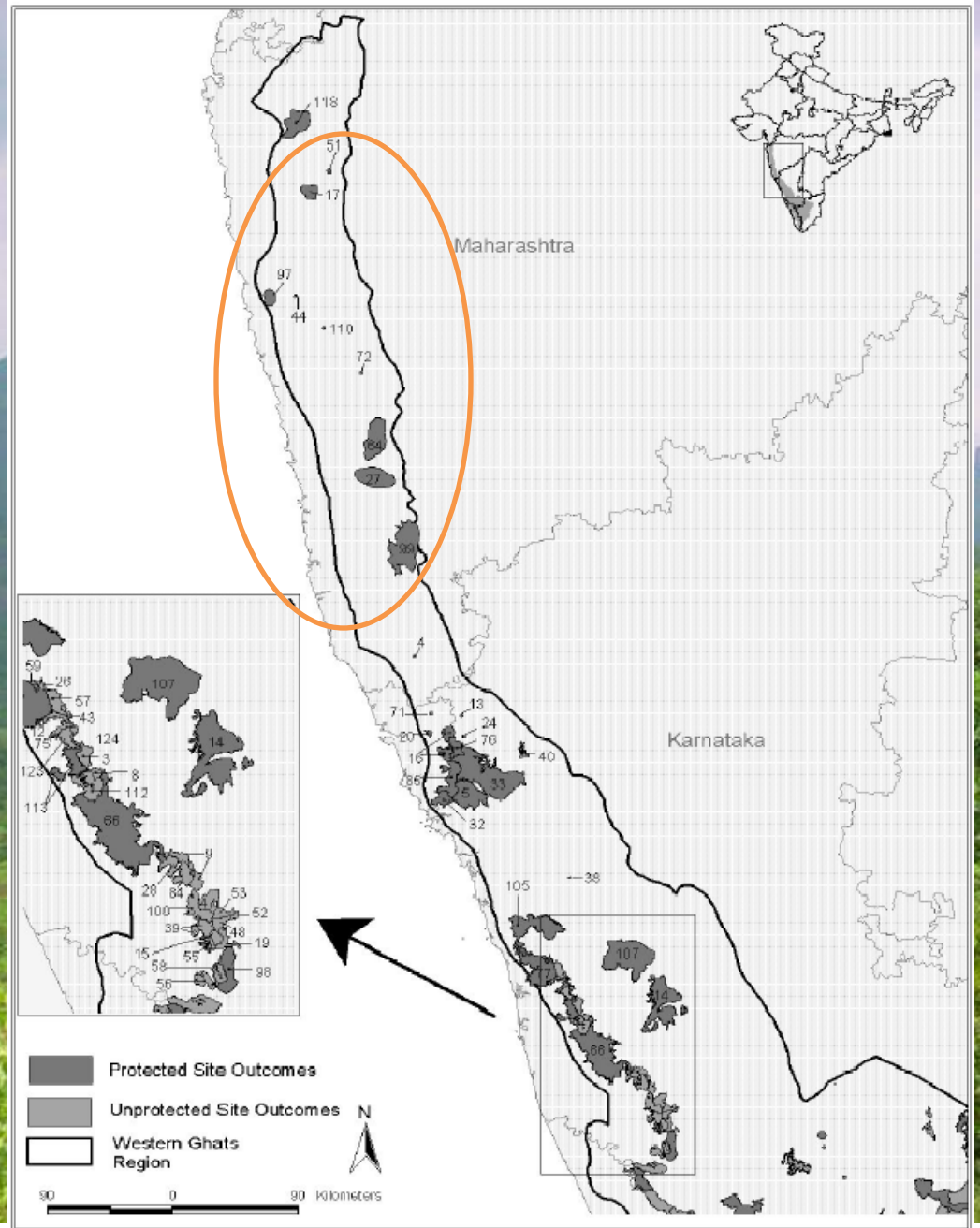
# North vs. South

Protected areas few and sparse – 11 in north Western Ghats vs >30 in south



# North vs. South

Between 0.6% to 5%  
of area currently  
being protected



# Landscapes in North Western Ghats



# Important threats to biodiversity in the region



# **The challenge of conserving Satoyama landscapes**

- **Lack of economic opportunities in the region**
  - **Fuel wood trade a major source of livelihood**
  - **Conservation will require foregoing some economic benefit**
  - **Sustainable use of biodiversity economically unattractive**
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# SDM Project –Key objectives

- a) *To avoid indiscriminate felling of trees through development of sustainable value chains for lesser known and high conservation value plant resources*
- b) *To sensitize local communities about sustainable biodiversity use through capacity building*
- c) *To promote enterprise as delivery mechanism for biodiversity conservation*



# Project overview

- Factors influencing economic success in sustainable biodiversity use ( Key objective)
  - a) Investment in appropriate measures to build skills and capacity of local communities
  - b) Selection of right kind of target species for value chain development
  - c) Demand and supply side assessment prior to implementation



# Project - results, relevance and effectiveness

- Increased awareness and **change in perception** as regards the economic potential of target species selected for development of value chains among the primary stakeholders
- **3 value chains** were developed – tumblers from wood of *Pterocarpus marsupium*, husk from fruits of *Terminalia bellirica* and tea bags from saw dust of *Pterocarpus marsupium*
- **10 marginal farmer families** benefitted directly from sustainable collection and use of the target species
- **Conservation of IUCN redlist species** – *Pterocarpus marsupium* (**300 trees**) and *Buceros bicornis* (Great hornbill) – **5 nesting sites**
- Development of **MyForest** brand for linking conservation with enterprise



# Importance of seed grant funding

- *SDM grant though small in size offered us the opportunity to pilot test new approaches which are important for sustainable management of SEPLs.*
- *SDM Seed funding plays critical role in identifying new opportunities in a cost effective manner*
- *SDM Seed funding provides a life line to many promising ideas for conservation which otherwise would not see light of the day. Conservation needs new ideas for upscaling.*

# Contribution to SDGs

Project activity	Sustainable Development Goal
Establishment of local level enterprise for creating sustainable livelihood opportunities for key stakeholders	1. End poverty in all its forms everywhere
Value chains developed through the project offer nature based cure for ailments such as diabetes and improve quality of life	3. Ensure healthy lives and promote well-being for all at all ages
Basis for developing value chains is sustainable biodiversity use and higher value realization	12. Ensure sustainable consumption and production patterns
Development of value chain approach and promotion of green entrepreneurship contributed to halting loss of biodiversity specifically IUCN redlist species- <i>Pterocarpus marsupium</i> and promoted sustainable use of <i>Terminalia bellirica</i>	15 Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss

Thank you for your attention!

