

Project Update: May 2009

This year World Forest Day was certainly worth celebrating. With a total of 40 acres of private forests under management agreements this year, the first conservation incentive programme in India has proven to be a success. On the occasion of World Forest Day on the 21st March 2009 the project team also launched the much awaited My Forest website www.myforest.co.in. This website is the first of its kind allowing concerned individuals, foundations and even business houses from all over the world to actively participate in saving critical forests of a global biodiversity hotspot, the Western Ghats. The website offers various options of sponsorships and even carbon offsets to ensure that landowners protect forests on their lands instead of leasing them out to logging contractors. "Conservation is everyone's responsibility and we hope to reach a global audience through this website. Sponsors will have an opportunity to view a sponsored forest on-line or even visit. Such sponsorships will ensure the long-term sustainability of the programme" says the project leader. "To stop logging is the need of the hour and we are proud to be part of this innovative programme" says a landowner who recently signed a 5-year agreement for 13 acres of private forest. For more information log on to www.myforest.co.in