

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



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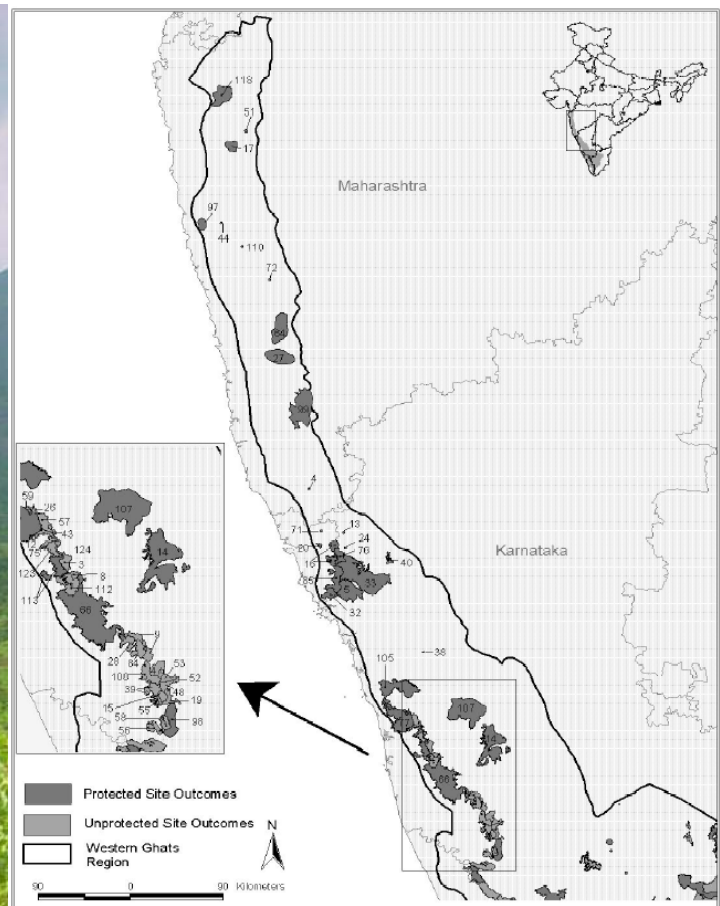
The Western Ghats – a global biodiversity hotspot

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



North vs. South

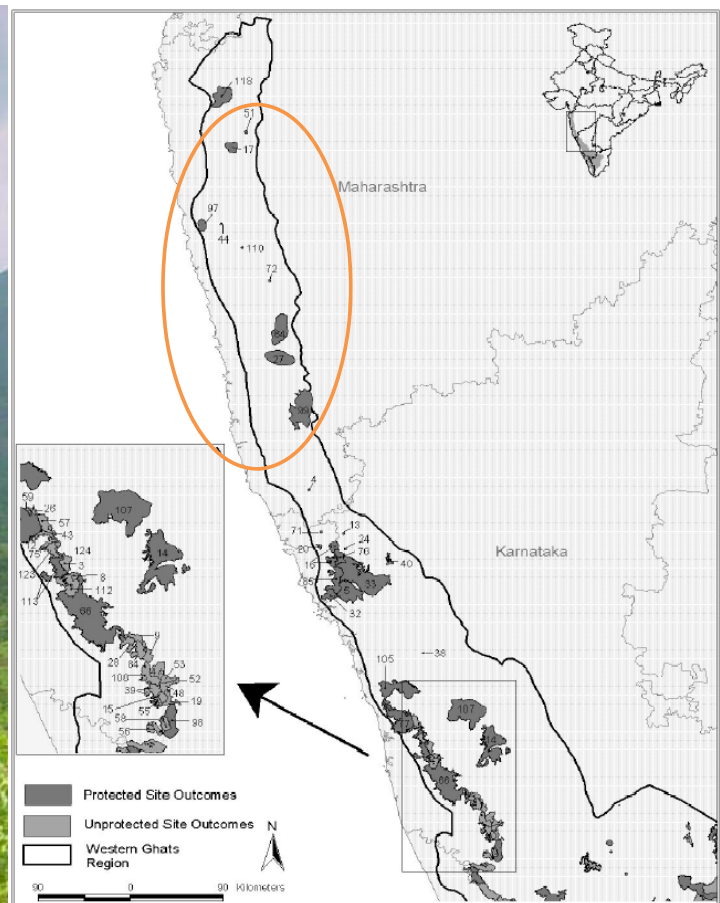
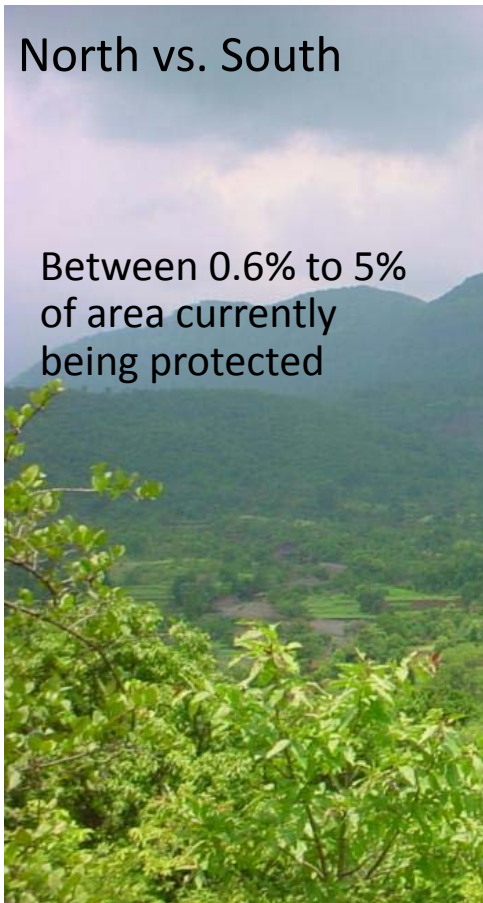
Protected areas few
and sparse – 11 in
north Western Ghats
vs >30 in south



Source: CEPF, French Institute

North vs. South

Between 0.6% to 5%
of area currently
being protected



Source: CEPF, French Institute

Landscapes in North Western Ghats



Important threats to biodiversity in the region



The challenge of conserving Satoyama landscapes

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- 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

SDM Project –Key objectives

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- 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

