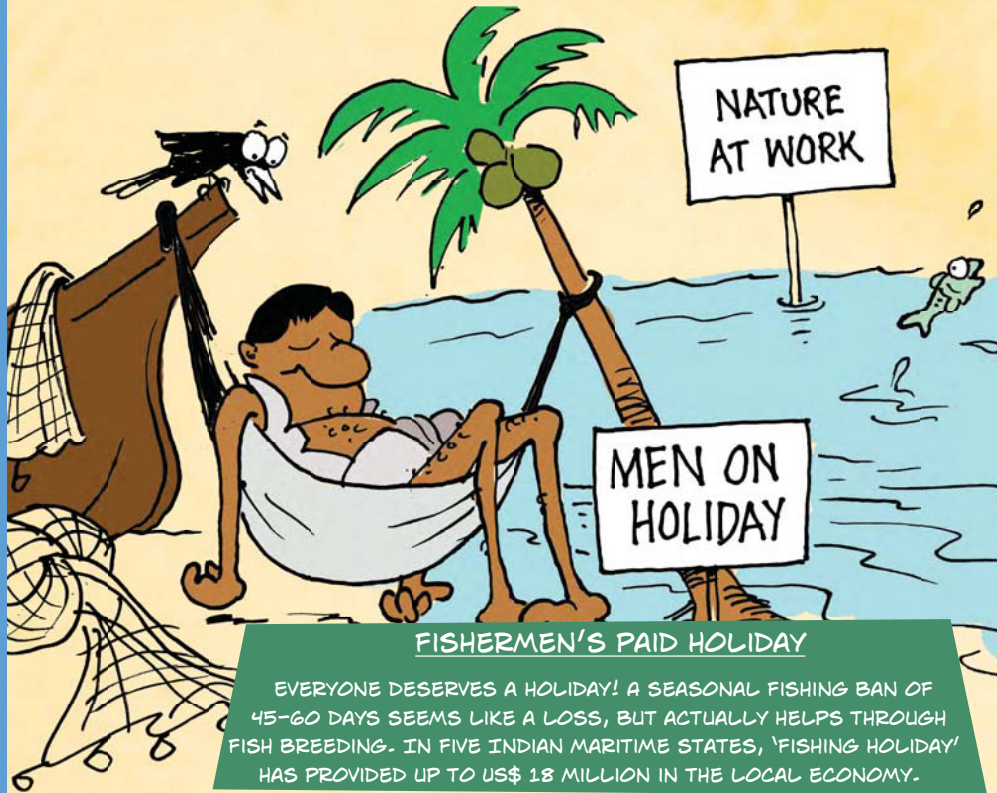




NATURE IS CAPITAL
SAVE NOW! ENJOY RETURN IN FUTURE



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.