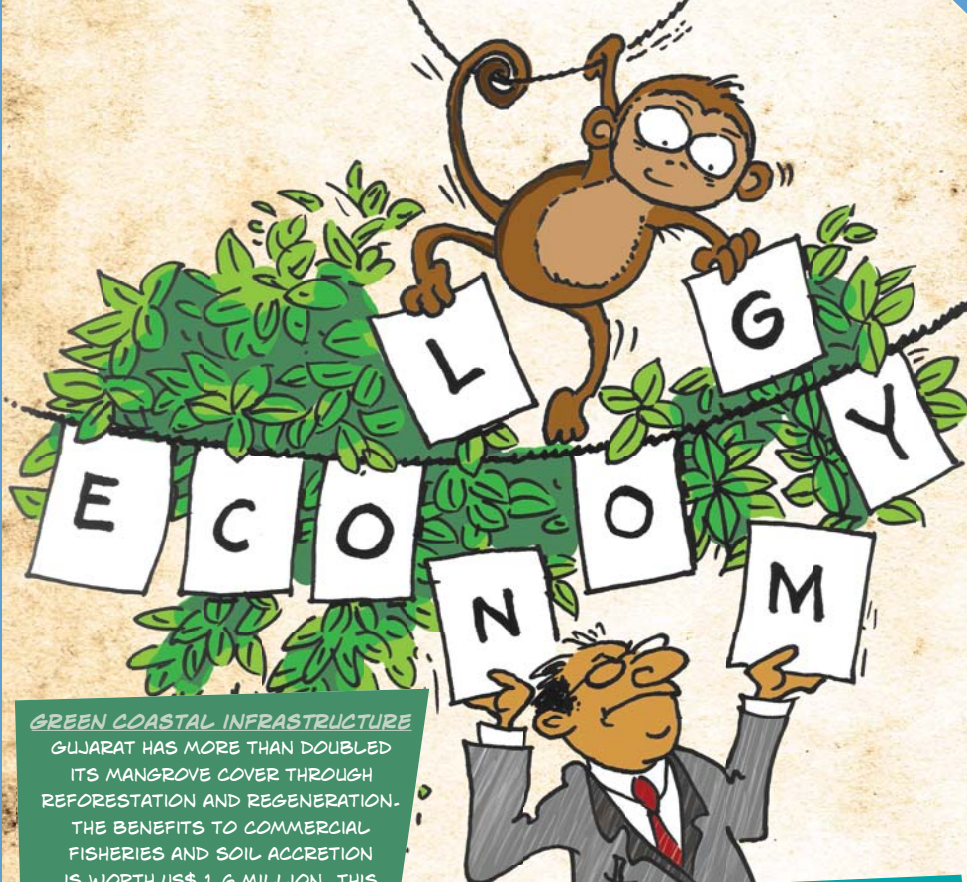




# NATURAL CAPITAL

## SOUND BUSINESS SENSE



### GREEN COASTAL INFRASTRUCTURE

GUJARAT HAS MORE THAN DOUBLED ITS MANGROVE COVER THROUGH REFORESTATION AND REGENERATION. THE BENEFITS TO COMMERCIAL FISHERIES AND SOIL ACCRETION IS WORTH US\$ 1.6 MILLION. THIS COVERS PLANTATION COSTS WITHIN 15 YEARS.

PROFIT FOREVER



### 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.



### CHILIKA SHOWS THE WAY

CHILIKA LAGOON WAS SUFFOCATING: ITS OPENING TO THE SEA WAS BLOCKED. EVERY DOLLAR SPENT ON RESTORATION OF THE LAKE GIVES BACK OVER 5 DOLLARS. WHAT A GREAT INVESTMENT! AND EVERYONE IS HAPPY: IRRAWADDY DOLPHINS, MIGRATORY BIRDS, FISHERMEN, FARMERS, TOURISTS.