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| **Glimpses of Godrej Mangrove Research, Conservation & Awareness by Wetland Management Services Department** |  |
| **2017-18** | **2018-19** | **2019-20** | **2020-21** |  |
| **MANGROVE AWARENESS** |  |
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| The mangrove mobile app launched by Shri. Devendra Fadnavis, Hon. Chief Minister of Maharashtra and Dr (Mrs.) Pheroza Godrej. Downloaded by 1850 individuals from 50 countries. | Download reached to 3000+ individuals from 65 countries. Upgraded to cover all 67 Indian mangrove species in 11 languages  | Download reached to 4500+ individuals from 67 countries. 23 feedbacks received through the Feedback feature  | Download reached to 6000+ individuals from 106 countries. 29 feedbacks received through the Feedback feature |  |
| Policy inputs to GoI through a National Workshop on CRZ Notification 2011 organized by Gujarat Ecology Commission and MoEF&CC | WMS Department facilitated two-day National Conclave on Biodiversity in collaboration with K C College | WMS Department published a new children's story book 'Many Secrets of Mangroves' and disseminated 1000+ copies through four events | WMS Department published Marathi version of children's story book 'Many Secrets of Mangroves', sponsored 'Let's Peep Into The Insects World' book by Katie Bagli & developed Marathi version of Godrej mangroves website |  |
| Godrej Mangroves Facebook group outreach increased to 900+ members. | Godrej Mangroves Facebook group outreach increased to 1000+ members. | Godrej Mangroves Facebook group outreach increased to 1230+ members. | Godrej Mangroves Facebook group outreach increased to 1875 members. |  |
| Godrej case study of Mangrove management in ‘Sustainability for Breakfast’ event organized by Treeni Sustainability Solutions and Tata Motors | Mangrove awareness programs’ outreach jumped to 13,000 in 2018-19 from 9100 in 2017-18 | Mangrove awareness programs’ outreach continued at 13,000+ individuals in 2019-20  | Mangrove awareness programs’ outreach continued at 18,000+ individuals in 2020-21 including Magical Mangroves campaign with WWF in 8 Indian states |  |
| Development of a portable exhibition of 8 posters in English and Marathi for mass awareness | WMS Department conducted mangrove poster exhibitions in 6 academic institutes of the MMR | WMS Department conducted mangrove poster exhibitions in 8 academic institutes of the MMR | WMS Department designed employee communication series for G&B employees and released 11 communications on biodiversity |  |
| Presentation at Marathi Vidnyan Parishad at Kunal. Attended by 500+ science teachers and educators. 38 science educators trained as resource persons for mangrove awareness programs | WMS Department delivered presentations in 4 national conferences and published 5 papers in conference proceedings and journals | WMS Department delivered presentations in 5 national conferences and published 6 papers in conference proceedings and journals | WMS Department delivered presentations in 12 national conferences, published 6 identification guides on biodiversity of Pirojshanagar and released short AV on Godrej mangroves |  |
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| **MANGROVE RESEARCH** |  |  |  |  |
| WMS Department participated in HSBC India Bird Race recording 54 bird species on Godrej campus in a single day | WMS Department participated in HSBC India Bird Race recording 69 bird species on Godrej campus in a single day | WMS Department participated in HSBC India Bird Race recording 70 bird species on Godrej campus in a single day | WMS Department participated in HSBC India Bird Race recording 68 bird species on Godrej campus in a single day |  |
| Photo-documentation of 75+ insect species, 5 reptile & amphibian. Four research papers in conferences by Mangrove Society of India, Gujarat Ecology Commission - MoEF&CC and B N Bandodkar College-Bombay Natural History Society. | WMS Department photo-documented and identified 45 spider species adding substantial data to Pirojshanagar Township’s biodiversity index. | WMS Department photo-documented and identified 11 algae, 35 spider and 75 insect species adding substantial data to Pirojshanagar Township’s biodiversity index. | WMS Department categorised and compiled images of 17 algae, 11 awareness programs, 98 birds, 6 crab, 6 fish & molluscs, 1 habitat, 101 insects, 15 landscapes, 5 mammals, 5 other, 21 reptiles, 32 spiders species. Addition of a reptile species in biodiversity documentation |  |
|   | WMS Department facilitated Camera Trap study to study Mammals diversity in mangroves, a first of its kind by an industrial township | WMS Department initiated research on algae species in mangroves documenting 11 species, adding new species to the biodiversity list of Pirojshanagar campus.  | WMS Department initiated one-year research on association of fauna with various mangrove plant species, and on rapid ecosystem characteristics of Kasadi Creek with local fisherfolk |  |
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| **MANGROVE CONSERVATION** |   |  |
| Rescue of 41 wild reptiles, birds and mammals in distress from Pirojshanagar Township with support from RAWW. | Rescue of 60 wild reptiles, birds and mammals in distress from Pirojshanagar Township with support from RAWW. | Rescue of 44 wild reptiles, birds and mammals in distress from Pirojshanagar Township with support from RAWW. | Rescue of 44 wild reptiles, birds and mammals in distress from Pirojshanagar Township with support from RAWW. |  |
| Facilitation of plantation of mangroves on 100-hectare land at Dahej, Gujarat with Gujarat Ecology Commission. | Facilitation of plantation of mangroves on 100-hectare land at Dahej, Gujarat with Gujarat Ecology Commission. | An awareness campaign for creekside residents, security staff, fisherfolk on man-jackal conflicts for conservation of Golden Jackals in Pirojshanagar  | An awareness campaign on Snakes of Pirojshanagar to enhance G&B employees and Township residents' safety |  |
| Donation of 600 mangrove saplings to Mira Bhayander Municipal Corporation through Terracon Consultancy. | Installation of 120 plant labels in medicinal garden | Plantation of indigenous and naturalised species on Jetty road | Development of 3 new sections in Palm Garden with plantation of 340 saplings of 22 species |  |
| Procuring 4 new mangrove species for biodiversity enhancement. | Reactivation of marine aquarium at Creekside for awareness | Augmentation of creekside infrastructure by incorporations of observations in GEMBA walks and 5S audits  | Civil audit of creekside infrastructure and repairing of 15 facilities used for conservation & awareness |  |

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|  |  |  |  |  | **Mangrove Awareness Program Feedback : In-Situ (Site Visit) on scale (1 to 5)** |
|  | Year | Rating | Target |  |
|  | 2014-15 | 4.35 | 4 |
|  | 2015-16 | 4.38 | 4.5 |
|  | 2016-17 | 4.38 | 4.5 |
|  | 2017-18 | 4.33 | 4.5 |
|  | 2018-19 | 4.64 | 4.5 |
|  | 2019-20 | 4.6 | 4.5 |
|  | 2020-21 | 4.67 | 4.5 |
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