



# FSC: COMMUNITY, ENVIRONMENT, ECONOMY CREATING A GREEN PATH IN INDIA



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# 20 by 2020

FSC is working towards having 20% of the global forest trade certified by FSC by 2020.

## What is the Forest Stewardship Council?

The Forest Stewardship Council (FSC), is a global not-for-profit organization dedicated to promoting responsible forest management around the world. Founded in 1994 with a mission to stop global deforestation, the FSC's certification scheme ensures that forest products are responsibly managed and harvested. In a crowded marketplace, products that are certified and carry the FSC label present businesses and consumers with a responsible, ethical choice. FSC creates success by engaging the market at scale to create real impacts: conserving wildlife, alleviating climate change and improving the lives of workers and communities.

## Our mission, vision and governance structure

### Mission and vision:

FSC promotes the environmentally appropriate, socially beneficial and economically viable management of the world's forests while working to meet the rights and needs of the present generation without compromising those of future generations.

### Governance:

FSC has a uniquely diverse, membership-based governance structure which embraces participation, democracy, equity and transparency. Through consensus-based multi-stakeholder processes, members and stakeholders from around the world work together to define essential social and environmental criteria for forest management.

## FSC's three pillars



### Social

caring for local people and society at large



### Ecological

respecting biodiversity and ecological processes



### Economic

ensuring responsibility and creating profitability

## FSC's forest stewardship principles

FSC has defined 10 forest management principles which state how forests should be managed to meet the social, economic, ecological, cultural and spiritual needs of present and future generations. FSC certification helps bring these principles to life.



Compliance with laws and FSC principles



Assessment and environmental impact



Tenure and use rights and responsibilities



Management planning



Indigenous peoples' rights



Monitoring and assessment of management impact



Community relations and workers' rights



Maintenance of High Conservation Value forests (HCVFs)



Multiple benefits from the forest

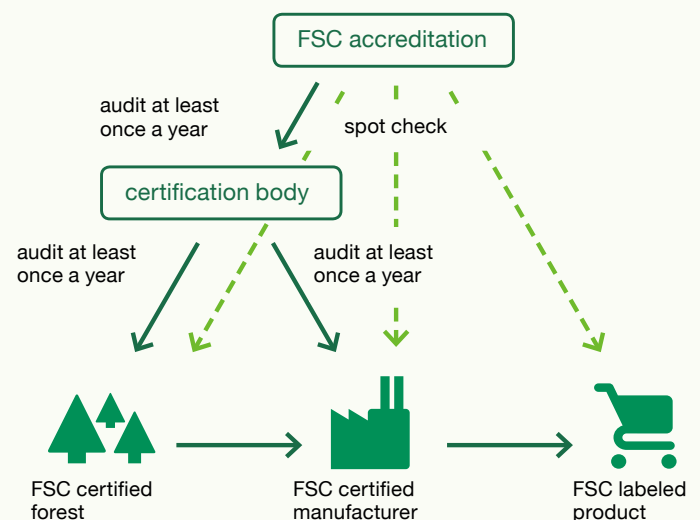


Responsible management of plantations

## How certification works

FSC runs a global forest certification system with two key components: Forest Management (FM) and Chain of Custody (CoC). The certification process is carried out by independent certification bodies that assess forest managers and forest product companies against FSC standards.

To earn FSC certification and the right to use the FSC label, an organization must conform to all applicable FSC requirements. Managing forests in accordance with FSC principles and criteria means following exacting social and environmental guidelines, and often requires managers to adapt their existing management and operational practices. These changes mean that FSC has a direct, permanent, positive impact on the world's forests and on the people and everything living from, in, and around them.





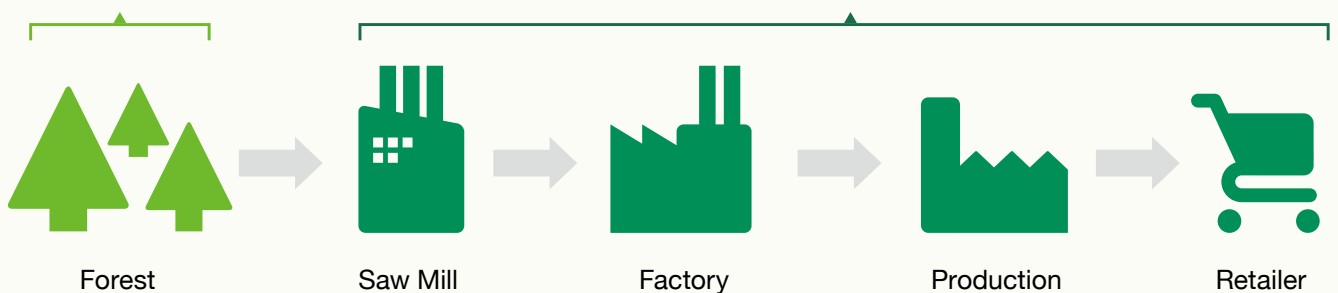
## Types of FSC Certifications

### Forest Management Certification

Forest Management (FM) certification shows that forest managers or owners are managing their forests in a responsible way and sets standards for the responsible management of natural and plantation forests. Certification audits verify that a forest's management is in compliance with these standards. FSC offers streamlined certification procedures for small and low-intensity managed forests (SLIMFs) for small-scale producers.

### Chain of Custody Certification

Chain of Custody (CoC) certification applies to the individuals and companies that process, trade or manufacture FSC-certified wood or derived materials. It tracks the products from forest to shelf, keeping FSC-certified wood and products separate from uncertified materials and products, thus ensuring the value of certification right through the value chain to the customer.



### Controlled Wood

Controlled Wood (CW) is material that can be mixed with certified material during the manufacture of FSC-mixed products. This has enabled manufacturers to manage low and fluctuating supplies of FSC certified forest products while also creating demand for FSC certified wood.

Only materials from FSC-accepted sources can be used as controlled wood. There are 5 categories of unacceptable material that cannot be mixed with FSC certified materials:

- illegally harvested wood
- wood harvested in violation of traditional and human rights
- wood harvested in forests in which High Conservation Values are threatened by management activities
- wood harvested in forests being converted to plantations or non-forest use
- wood from forests in which genetically modified trees are planted.

FSC-controlled materials are verified through FSC's Controlled Wood standards in both Forest Management and Chain of Custody certification.



## FSC on-product labels



### 100%

Products containing material from FSC-certified forests that meet the environmental and social standards of FSC.



### MIX

Products with material from FSC-certified forests, recycled material or other controlled sources.



### Recycled

Products containing post-consumer material and may include some pre-consumer material.



**FSC envisions a future in which people recognize that the health of humanity and forests are profoundly intertwined, and act on this understanding in their way of life.**

## The power of the label

The FSC logo and on-product labels have become a globally trusted mark for businesses and consumers looking for forest products that benefit people and the environment. The labels also provide on-going value for businesses.

The FSC label offers a credible link between responsible production and consumption, enabling the consumer to make socially and environmentally responsible purchasing decisions.

Increasingly, governments and other organizations are also specifying that FSC-certified products appear in their purchasing policies.

The increasing market demand for FSC-certified products has not only resulted in unprecedented growth for the organization, it has also had a positive effect on forests by driving demand for improved forestry practices.

Sales of consumer goods from brands with a demonstrated commitment to sustainability have grown more than **4%**, while those without have grown less than **1%**. Fully **66%** percent of consumers say they are willing to pay more for sustainable brands.

– Nielson's Global Sustainability Report 2015

Forestry companies can earn on average an extra **US\$1.80** for every cubic metre of FSC-certified timber.

– WWF report: Profitability and Sustainability in Responsible Forestry: Economic impacts of FSC certification on forest operators 2015

**81.5%** of certificate holders say that the FSC label adds value to their products.

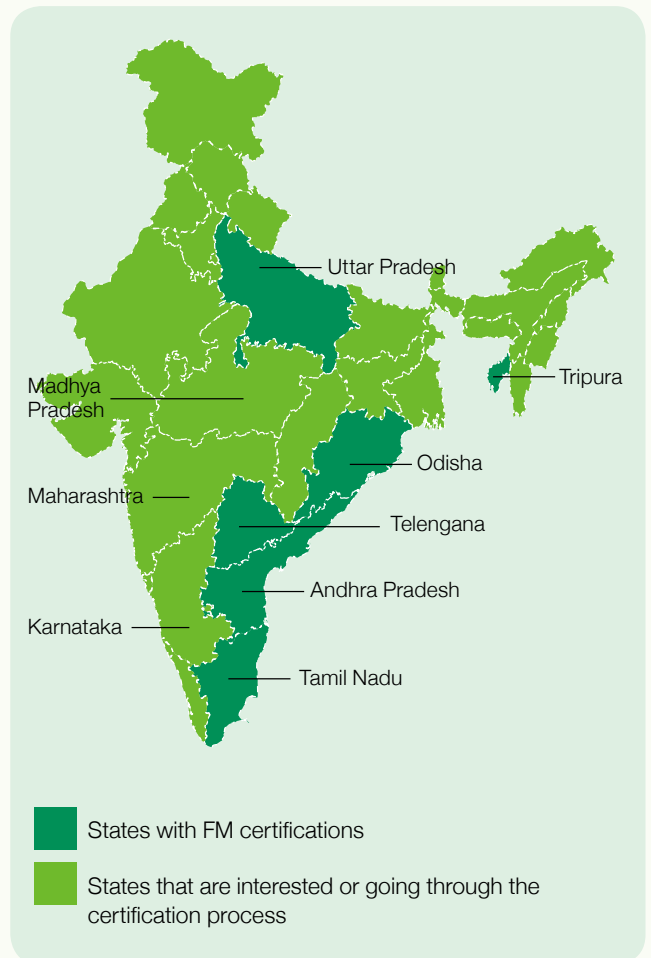
– FSC Global Market survey 2014

## FSC in India

FSC began operations in India in early 2000. In 2007, there was only one forest management (FM) unit certificate of 644 hectares and a few chain of custody (CoC) certificates in the country. By 2016, FSC's presence had grown impressively, with 508,216 hectares of forest land certified, including forests managed by the government, agroforestry and farm forestry areas; and 351 CoC certificates including ITC-PSPD (Telengana), International Papers-APPM LTD (Andhra Pradesh), New Ambady (Tamil Nadu) and JK Paper Limited (Odisha). FSC's national representative for India has been based in New Delhi since 2011, and works closely with the FSC Asia Pacific Regional Office based in Hong Kong.

FSC certificate holders in India include smallholders who have enrolled for group certification, as well as small and medium-sized enterprises. These certificate holders span a wide spectrum of industries, including wooden furniture and handicrafts, pulp and paper, packaging and printing, and many others, with several companies in the process of obtaining certification at the time of writing.

Robust, continued growth is expected by FSC in India – by 2020, FSC expects to have certified three million hectares of forest for FM and issued 600 CoC certificates. In addition to increasing the certified area and number of CoC certificates in India, FSC will also focus on the following areas in the coming years:



Certification for small holders;



Ecosystem services;



Developing the relevant FSC National Forest Stewardship Standards;



Raising awareness about the benefits and importance of certification;



Establishing an FSC national office;



Promoting supply chain integrity, quality and assurance;



Increasing stakeholder engagement and partnerships in the government and private sectors.



# A SUSTAINABLE COMMUNITY: KEEPING FORESTS AND TRIBAL CULTURE ALIVE





The livelihoods of the villagers have improved considerably after they were given the rights to tap rubber trees in the forests and sell latex to the Tripura Forest Development and Plantation Corporation (TFDPC).



**1,200**  

Thus far, the scheme in Tripuri has provided sustainable income for more than 1,200 families.

## FSC's responsible forest management approach revives degraded forests and improves the livelihoods of indigenous people

Smoothly paved roads wind their way through acres of rubber plantations. Tall, strong rubber trees reach for the sky while thin veins sculpted into their trunks steadily ooze milky white latex into small black rubber cups. The forest is at peace.

Kasam Lakshmi Tripuri (top left) is a young widow and a mother of two girls for whom finances have been a challenge since her husband passed away. But her fortunes changed when she was given the rights to tap 160 rubber trees in the forest

for their latex. The sale of this latex gives her and her family a stable monthly income.

She is just one of a large family of workers and beneficiaries of the Tripura Forest Development and Plantation Corporation (TFDPC), an initiative of the Tripura state government. The corporation manages commercial rubber and bamboo plantations spread over 38 rubber plantation centres across the state's eight districts. TFDPC has been certified by FSC for both Forest Management (FM) and Chain of Custody (CoC) since 2015.

## A rich but fragile area

Tripura is the smallest of India's seven north-eastern states, at 10,490 square kilometres. Around 60 per cent of Tripura is forested, but barely 21 per cent of these forests are healthy – the remaining areas are degraded.

Home to a large tribal population, much of the state struggles with poverty. Tribal people have

traditionally been dependent on the forests for their survival, practicing *jhum* (slash and burn) methods of agriculture. Over time, this has resulted in large tracts of dense forests being cleared for food crops. Today, to save forests from destruction, the practice of *jhum* is discouraged but this comes at a steep price: food insecurity for many of the tribal people.



Check out how natural rubber is made.

## Certifying sustainability and creating a flexible solution

TFDPC was formed to find a way forward for both the forests and the communities of Tripura. Tasked with developing 7,087 hectares of degraded forests into commercial rubber plantations, the corporation devised a scheme whereby tribal families are provided with a one hectare rubber plantation allowing them to extract latex. TFDPC then buys this latex at fair prices. Thus far, this scheme has provided sustainable incomes for over 1,200 families, and other social benefits such as improvement of community facilities—like the installation of rain shelters.

Before TFDPC sought certification from FSC, they had already begun working towards responsibly managing plantations through economically viable, socially beneficial and environmentally sound management practices – the “triple bottom line” principle. FSC certification takes this responsible management even further, endorsing and adding value to TFDPC's efforts – something which will soon enable them to compete in international markets.





Certification also brings with it compliance with best practices across all plantations, like ensuring the girth of the tree is at least 50 cm before it is tapped, regulating the type of cut that maximizes latex production while minimizing wounding, and restricting the number of trees that an individual can tap each day. While the rubber plantations are man-made, throughout the plantations lie verdant patches of natural forests which are being protected, mandated under the terms of certification.

## Zero waste – utilizing rubber trees beyond their tapping age

On average, rubber trees can be productive for about 10 years. So what happens afterwards? When these trees are no longer productive, the wood is used to make furniture which is also FSC-certified. TFDPC's end-to-end process culminates in well-finished furniture made out of trees felled at the end of their lives and brought to furniture factories. This approach creates job opportunities and extra income streams for local people.



“All products manufactured in this industrial estate are FSC certified. The product users like them, since certification means that we do not disturb nature to produce any of our products – these furniture pieces are made only from the rubber trees which have passed their tapping age.” Says R. Arun Kumar, General Manager for Nagichera Industrial Estate.



Learn more about the process



## Kathalchari: a sustainable community lifted out of poverty



The village of Kathalchari lies in the state's South Division. Demographically, the village is made up entirely of Tripuri tribal people, and almost all of them own rights to tap latex from nearby TFDPC plantations. Samir Tripura is the TFDPC officer-in-charge in the village. He explains, "The population here was living in extreme poverty until a few years ago. They were not sure of getting two square meals per day. Now, given that each of them owns rights to at least 150-200 rubber trees, their income levels have risen considerably."

Lakhidhan and Monati Tripura can earn an extra INR80 per day converting bamboo poles they collect from the fringes of the plantation into thin reeds which are used as incense sticks.



Villagers can also run their own pig farms and plant crops on the side.

“ I own rights to 200 trees and begin tapping at 4:30am. Once the trees have begun trickling latex, I go back home, get my children ready for school and go back at 8am to collect the latex. I can take up other work as well, after tapping. I earn as much as Rs 15,000-20,000 (USD 219-292) per month and my family is able to enjoy greater quality of life. ”

– Savita Tripura





The story of  
Lakhidhan and  
Monati

Lakhidhan and Monati Tripura's house is self sufficient in every way, their patch of land providing them with everything they need for food security. They also own the rights to tap latex from 160 trees and when they are finished tapping for the day, they collect a bamboo poles from the fringes of the plantation, converting them into thin reeds for the incense industry. This provides them with an extra income of INR20 (USD0.29) per kilogram of sticks. Between them they can make four kilograms per day. "Now that we have this steady source of income from the rubber trees, our lives have become comfortable," says Monati, "my family has a good house to live in and my son sends his children to school. We have work, shelter and food. There is nothing more we can ask for."

## Forest and community in balance



FSC firmly believes in protecting the rights of indigenous people whose livelihoods depend on the health of forests, since numerous studies have proved this is effective in halting deforestation. In Tripura, with communities working hand in hand with TFDPC, FSC certification has created tangible long-term benefits for both people and forests – benefits which will hopefully last for many generations. ■











# PERFECT HARMONY

**Certification brings both sides of the equation together: forests supply high-quality logs while continuing to provide a sanctuary for wildlife and tribal culture**

The jungle is dense, deep and dark. The piercing rays of the sun shine through the gaps between the trees, dappling the ground with leafy patterns and sucking out the moist, steamy heat from the ground. There is a joyous chaos everywhere, with trees standing straight and tall and creepers winding their way around their trunks, while medicinal plants grow in their shadow and jungle sounds fill the air.

Plant, animal and human lives co-exist in profusion and harmony here in the densely wooded tracts of Uttar Pradesh (UP) in Northern India. There are many human activities here – wildlife sanctuaries, logging operations and tribal villages, but they are strictly monitored to preserve the ecological balance of the area through a unique partnership between the UP Forest Department and UP Forest Corporation (UPFC). This partnership allows the forest department to provide quality forest management, while the corporation manages the removal and disposal of trees, the exploitation of forest produce, and eco-tourism activities.

## Large, productive forest areas

The Northern Indian state of Uttar Pradesh is covered by rich forests, totalling 21,720 square kilometres – just over nine per cent of the state’s geographical area – and falling into three categories: wet tropical deciduous, dry tropical deciduous and tropical thorny forests. These forests are highly diverse and include high quality timber-yielding trees like teak and sal, along with fruit and indigenous medicinal plants used in Ayurveda therapy.

The UP Forest Corporation (UPFC) earned “well-managed multi-Forest Management Unit” forest certification from FSC for 13 State Forest Divisions covering almost 404,104 hectares. This certification has enabled the UP government to make plans to boost its revenue from forest products while ensuring that the forests remain healthy and vibrant.



A unique partnership between the UP Forest Department and UP Forest Corporation (UPFC) allows the forest department to provide quality forest management, while the corporation manages the removal and disposal of trees, the exploitation of forest produce, and eco-tourism activities.

“ While the value of timber from UP was already well known, the UP government sought FSC certification so as to compete in international markets. Timber from UP is world famous for its quality and strength – while a teak tree has to be at least 65 years old before it can be cut, furniture made from teak can last even longer. We are gearing up to market certified wood and earn better revenues. ”

– P Brahmanandan,  
Divisional Manager for UPFC



UP Forest: sacred tree, high quality tumber and rich biodiversity.



## An economically viable solution that protects all



“ By being certified as a well-managed, multi-forest management unit forest, we ensure that forest, animal and man equally benefit and thrive, ”

– Atul Jindall,  
General Manager (Sales), UPFC

With the forests managed by the forest department, and with logging, sales and eco-tourism activities overseen by the UPFC, cooperation and synergy is essential. Evidence of the two entities working together can frequently be seen in the field. One example is a 350-year-old Banyan tree, set deep in the jungle and considered sacred by Muslims and Hindus alike. The caretaker of a 200-year-old guesthouse built near the tree says, “The forest dwellers regularly visit the tree and pray for safe passage as they move around the forest.

UP forests are home to more than trees and plant species, they are also known for their rich diversity of wildlife, particularly endangered species like tigers, cheetahs and leopards. In the rivers of UP live dolphins, crocodiles and turtles, all of which are threatened by extinction.





The tree's devotional significance means that no one has ever dared to harm even a single branch or leaf on it." The corporation's FSC certification has made this tree's future – and the future of many millions of others – even more secure.

Before FSC certification, the department and the corporation were already working together towards a goal of robust forest management. The certification has now strengthened and added value to this partnership. Indeed, 20 buyers have already registered to purchase FSC certified timber. While there is still a slow uptake in the demand for this "premium wood", UPFC is gearing up for a change in this situation. Awareness among buyers is increasing and the corporation is optimistic that the demand for certified wood, particularly from international markets, will continue to rise.

Eco-tourism is also alive and thriving in the FSC-certified forest areas. In wildlife and bird

sanctuaries, there are active efforts to involve locals as naturalists and guides given their in-depth knowledge of local habitats and geography.

Meanwhile, the local labour force working in the forests is enjoying better working conditions in the form of fair wages, protective gear and safe working places.



This 350-year-old Banyan tree is considered sacred by Muslims and Hindus alike, which forest dwellers regularly visit the tree and pray for safe passage.

## A sustainable future for the community



Radha is one of many villagers who have learned how to make jewellery from cane, beads and leftover bamboo pieces. Her handicrafts help create up to USD1,500 in income per year.

Fakirpuri is a tiny village in Bahraich District located within walking distance of the international border with Nepal. It is entirely inhabited by people from the indigenous Tharu tribe, who have traditionally made a living out of forest products. The Tharu also grow and collect their own food from the forests. Recent stringent forest laws have prevented them from performing some of these traditional practices, but most are aware that the well-being of the forests is vitally important for future generations. “We are dependent on the forest for our existence but realize the importance of keeping it healthy,” says Radha (left), an indigenous villager, “our future generations will be safe if our forests are safe.”

Some villagers receive training in ways to earn additional income, such as making jewellery out of cane, beads or leftover bamboo pieces. Under the blessing of the sacred tree, and using the responsible management and business model which FSC certification has brought, the communities and wildlife of UP's forests have a vision and a path forward which will hopefully last for centuries to come. ■



[The story of Radha and the Tharu Tribe](#)











# SAFEGUARDING THE ENVIRONMENT

## **Creating “clean” paper that benefits small-scale farmers and the environment**

Tamil Nadu Newsprint and Papers Limited (TNPL)'s mill is based in Kagithapuram in Tamil Nadu, Southern India. An initiative of the state government, TNPL is an end-to-end “waste to wealth” enterprise which manufactures paper from farm waste (bagasse), waste paper and wood

pulp obtained from eucalyptus and casuarina trees grown on wasteland and degraded lands on TNPL-managed forest plantations. The waste paper is sourced externally and recycled, and the company produces around 400,000 tonnes of printing and writing paper per year.

## FSC and TNPL

TNPL's manufacturing facility now holds FSC's Chain of Custody (CoC) certification. Additionally, TNPL has sought and obtained group Forest Management (FM) and CoC certification for its farm forestry programme, which covers 2,914 hectares in 27 districts of Tamil Nadu. This programme involves many smallholder farmers who own less than two acres and would be unable to obtain certification on their own.



The farm forestry and captive plantation programmes help TNPL source wood pulp through sustainable means.

## A sustainable plantation model: greening barren land

The farm forestry and captive plantation programmes help TNPL source wood pulp through sustainable means.

The farm forestry programme allows TNPL to enter into agreements with individual farmers and give them holistic support in the form of high-quality seedlings and training in best agricultural practices – the seedlings are provided at a nominal cost while technical support is given free of charge. Through an outreach programme, TNPL monitors all plantations to ensure they follow FSC plantation management principles, like avoiding the use of chemical pesticides and adhering to high value conservation forest requirements.

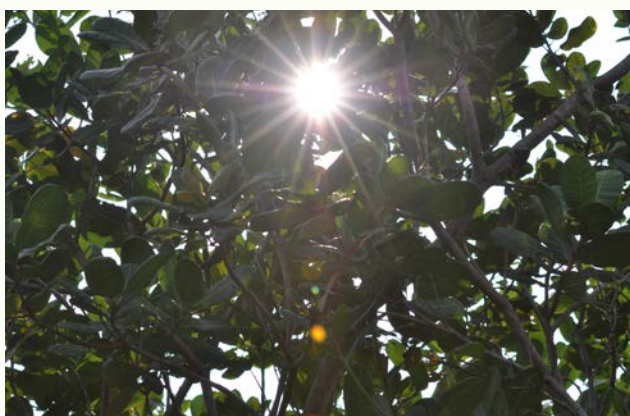
Under the captive plantation programme, land is leased for periods of six to 30 years from farmers unable to cultivate their land, or wasteland belonging to institutions or government departments. This model works on a revenue sharing basis: TNPL bears all cultivation-related expenses and shares revenues with the landowners. With direct monitoring and supervision from TNPL, all processes under this model are FSC-compliant.



Paving a green path for smallholders.



## Group certification brings many benefits



The farmers are effusive about the positive benefits that FSC group certification has brought. Ganeshan is a farmer who owns just one hectare of land. He was finding it difficult to make ends meet. By partnering with TNPL to raise a plantation, he can now expect a decent income at harvest time: “When my plantation is ready for harvest I will get INR2,900 per tonne.” He expects to harvest 20 tonnes of wood. FSC certification has also made Ganeshan more aware of safe workplace practices, the importance of conserving water bodies and tree and plant species, and avoiding the use of chemicals.

“ Our interaction with the certifying agency helped us realize that not-so-apparent elements contributed to the vibrancy of conservation. For example, high-value conservation: we thought we had no role to play in this, but our understanding widened when we found that even in our plantations, we could conserve valuable elements that our farmers already had in their fields, such as valuable species of trees or sacred symbols which meant a lot to the locals. ”

– Dr Chinnaraj, Assistant General Manager (R&D), TNPL

## High-value conservation leads to environmental and economic stability

Amjad Ali (right) owns 17 acres of land in Gandharvakottai village. In the past he cultivated food crops on his land but encountered many challenges. He says, "Farming was becoming increasingly difficult as we faced labour and water shortages. I decided to convert my farm into a plantation. I now grow eucalyptus and casuarina and have a sustainable source of income." He also has a 150-year-old Banyan tree on his land. In its shade is a black stone, considered sacred and worshipped by people from as far as 100 kilometres away. Respecting their beliefs, Amjad and his family have kept the stone safe for over three generations. FSC has further ensured the



safety of this tree and sacred stone by bringing it under the high-value conservation principle.

Similarly, natural water bodies, pre-existing valuable tree species and other natural resources are preserved on all plantations both in the captive plantations and the farmed forestry lands. This has led to environmental stability through the protection of groundwater and soil and the avoidance of chemical pesticides.



The 150-year-old Banyan tree and the scared black stone under its shade are worshipped by people in the area. FSC certification further ensured the safety of this tree and sacred stone by bringing it under the high-value conservation principle.



## Best practices in conservation create end-to-end benefits

FSC certification has mandated the preservation of existing programmes which promote good nutrition and safe drinking water on plantation lands. Take the small farmstead on the fringes of Alankkadu village for example: while much of the land is taken up by the plantation, the farm has enough land left over for food crops, fruit trees and livestock to ensure the food security of the farmer. Chintamani, the matriarch of the family, points to the paddy, the guava and the lime tree and her goats and cows, proudly explaining that food for her family is assured from the livestock and crops on their farm, while income for other needs comes from the plantation.



Chintamani at her family's rice paddy. Thanks to effective plantation management, lands are planned for growing food crops, fruit trees and raising livestock, together these create great benefits for the family's livelihood.



Then there is the tuberculosis sanatorium at Somnathpuram, which had several acres of fallow land around it. TNPL now uses this land to cultivate eucalyptus and casuarina and has, in accordance with FSC principles and the wishes of the sanatorium management, planted several fruit and other useful trees and dug a well on the premises. These actions have ensured that the patients have clean air to breathe and unpolluted surroundings to aid their recovery.

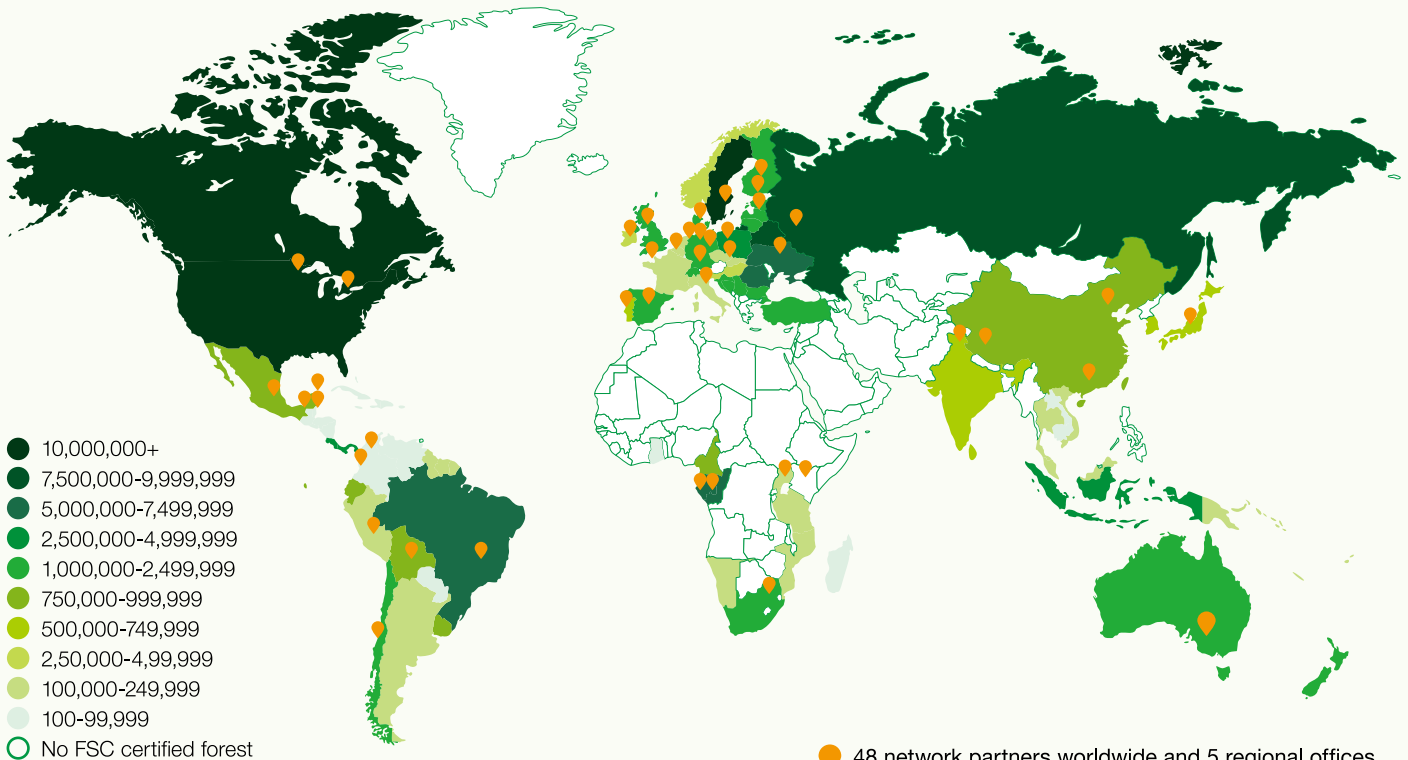


While these plantation activities look very distant from the core activity of TNPL – the manufacture of paper – they are actually closely related, since a business cannot be sustainable without taking both the environment and the community into account. TNPL's objectives are to source sustainable material and conduct business that is both responsible and accountable to the environment and the social well-being of the people it engages. By strictly adhering to FSC principles, they have achieved these goals. ■

# FSC Global Impact

## 195,000,000+

HECTARES OF FORESTS WORLDWIDE ARE MANAGED TO FSC STANDARDS



### 150,000+

SMALLHOLDERS  
WORLDWIDE

### 800+

FSC MEMBERS FROM SOCIAL,  
ENVIRONMENTAL AND ECONOMIC  
CHAMBERS TO HELP GOVERN THE  
WORLD'S FORESTS DEMOCRATICALLY

### 31,000+

FSC CERTIFICATES IN  
**120**  
COUNTRIES

### HIGHEST GROWTH

IN ASIA PACIFIC  
REGION IN 2013-16

### 108%+

FSC-CERTIFIED  
FOREST AREA  
IN VIET NAM

### 73%+

FSC-CERTIFIED  
FOREST AREA  
IN INDONESIA

### 46%+

FSC-CERTIFIED  
FOREST AREA  
IN MALAYSIA

### 45%+

FSC-CERTIFIED  
FOREST AREA  
IN CHINA







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