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TreeCraft Communications  
8A Kailashnagar, Jhotwara  
Jaipur 302 012  
INDIA

Tel +91 141 340 333 Fax +91 747 320 70

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Mr Babu Mylambadi  
President  
Wynad Prakrithi Samrakshana Samiti  
C/o Modern Books  
Sultan's Battery  
Wynad District  
PIN 673 592  
KERALA

**Subject: The first ever comprehensive manual of afforestation and tree planting.**

Dear Mr Mylambadi

I am glad to announce that the first ever comprehensive manual of practice for execution of afforestation and tree planting programmes has just been published. As an organisation dedicated to the global cause of afforestation and tree planting, you always wished to find the relevant data, technology, and management practices to be available in one place.

*The Afforestation Manual: Technology and Management* (ISBN 81-901032-0-2 HB, pp 632, 15×23 cm) is precisely such a book. Whether it is raising forestry plantations on village commons, or execution of public funded afforestation programmes covering whole geographic areas, this book covers every aspect of your organisation's work.

#### **Instant preparation of your project proposals**

As you know, funds for forestry works—be it social forestry, agroforestry, or forestry in integrated watershed development programmes—is not a serious constraint. It is the lack of technical know-how required in preparation of project proposals that has been a major roadblock for most non-governmental organisations. Forestry being traditionally a government domain, availability of knowledge and experience outside forest departments is rather scarce. Now this pioneering new work brings to you all the necessary information required for successful design and execution of afforestation projects.

#### **More features than you ever imagined**

A result of several years of research and practical experience, this monumental work has many remarkable features. To mention but a few of them:

- It covers all the technological aspects of afforestation in a concise and comprehensive format.
- It provides a management framework which can form the basis of organising your project establishment.
- It provides a framework for people's participation in programme design and implementation, laying down model designs for institution building and co-management.
- It includes a photographic essay depicting techniques and challenges in afforestation.
- Also included are guides to material consumption and costs, detailed specifications of work items, and ready-to-use forms for managing day-to-day activities of afforestation projects.

#### **Value for your money**

In short, here is a beautifully produced book that fulfils your needs precisely as felt by you. People in your organisation—be they at the crucial level of supervisors who work in field, or the planners and managers who make decisions and prepare designs—will both love to have this book with them all the time.

#### **Get your copies now!**

In order to get advance copies for your organisation, just fill up the order form printed in the enclosed brochure and mail it in the envelope provided. Kindly note that ordering multiple copies entitles you to substantial savings in form of discount.

Yours sincerely

S S Rawat  
Executive (Marketing)

PS: Because of the limited print run of this première edition of *The Afforestation Manual*, we recommend that you book your orders today itself.