



ISR Towards Environment

P. Raghuv eer IFS

Prl. Chief Conservator of Forests (Rtd)

Hyderabad

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20-12-2022

CSR *vs* ISR

Preamble.....

- The Company Act amended in 2013
- **Section 135** talks about CSR
- Every company having
 - **net worth** of Rs.500 crore or more, or
 - **turnover** of Rs.1000 crore or more or
 - a **net profit** of Rs. 5 crore or more
- during **any financial year** shall constitute a Corporate Social Responsibility Committee

135 (5) The Board of every company shall ensure that the company spends, in every financial year, at least **two per cent** of the **average net profits** of the company made during the three immediately preceding financial years, in pursuance of its **C**orporate **S**ocial **R**esponsibility Policy

Companies (CSR Policy Rules) 2014

- Came into effect on 1st April 2014
- First Financial Year – 2014-15
- All Companies will have to come up with their CSR Policy
- Display the activities taken up on their website

Schedule VII..(Companies Act)

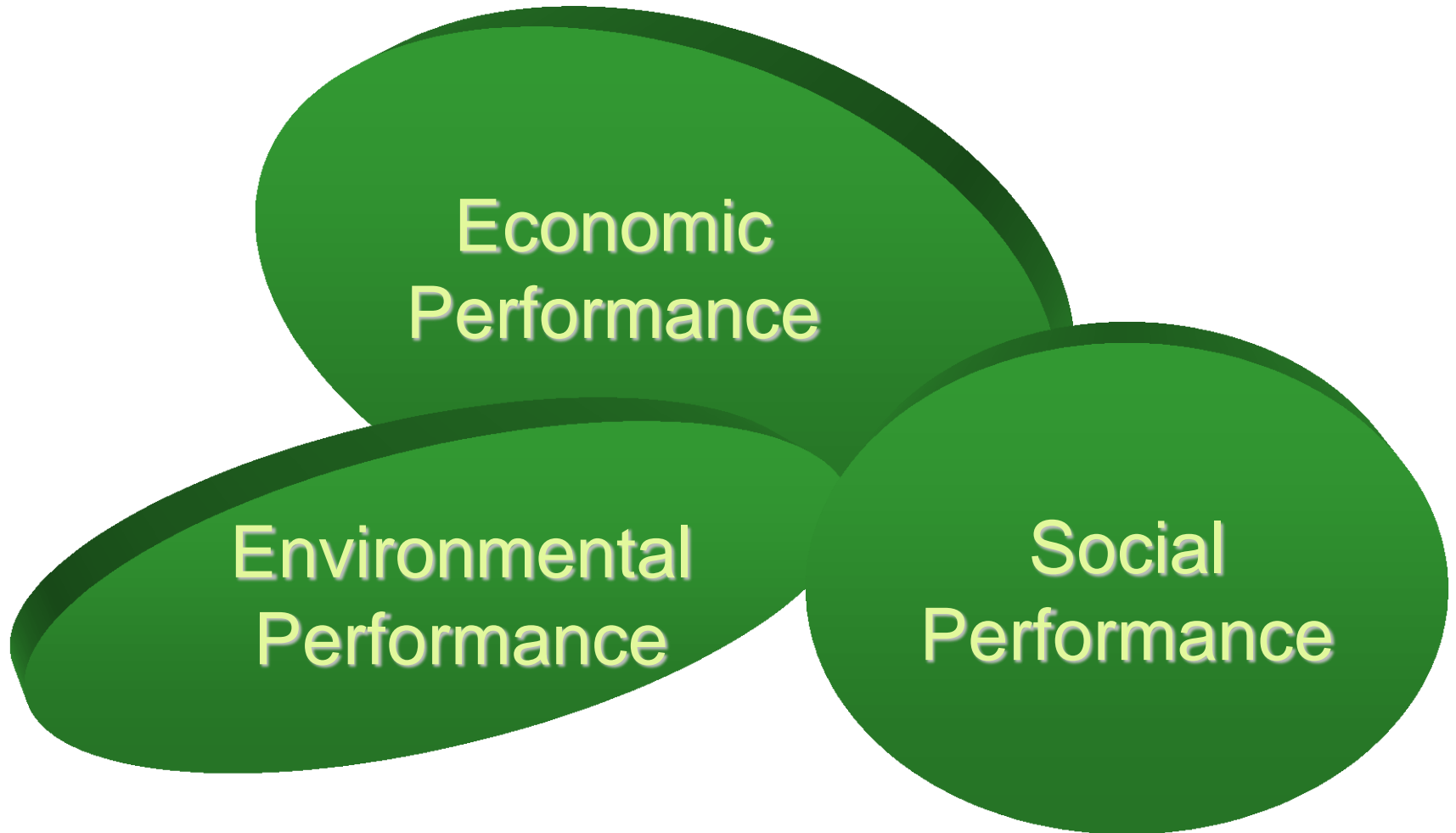
CSR Activities to include..

Activities relating to:—

- (i) **eradicating** extreme hunger and **poverty**;
- (ii) promotion of **education**;
- (iii) promoting gender equality and **empowering women**;
- (iv) reducing child mortality and improving maternal health;
- (v) combating human immunodeficiency virus, acquired immune deficiency syndrome, malaria and other diseases;

- (vi) **ensuring environmental sustainability;**
- (vii) employment enhancing **vocational skills;**
- (viii) social business projects;
- (ix) contribution to the Prime Minister's National Relief Fund or any other fund set up by the Central Government or the State Governments for socio-economic development and relief and **funds for the welfare of the Scheduled Castes, the Scheduled Tribes, other backward classes, minorities and women;**
- (x) such other matters as may be prescribed.

The Challenge of Sustainability





Nestlé Waters' New Eco-Shape™ .5L Bottle Design will Further Reduce Packaging



-
-
-
-
-

Current



New Eco-Shape



- 13% Reduction in Plastic
- 30% Reduction in Paper Label
- 25% Less Energy to Produce

← Shoulder less rounded

← Smaller label

← New waist

← New base design



A sustainable
business
incorporates
social, economic,
and
environmental
practices into its
daily business

What about ISR ?

Individual **S**ocial **R**esponsibility
Community **S**ocial **R**esponsibility

The Constitution of India.....

Article 51 (A) (g) Fundamental Duties for protection of Forests & Wildlife

It shall be the **duty of every citizen** of India – To protect and improve the natural environment including **forests, lakes, rivers, and wildlife**, and to have compassion for living creatures.

Chap 14 Atharvana Veda(5000 BC)

Prayer on Sustainable Forest Management and
Sustainable use of Natural resources

- O mother earth ! Whatever I collect and dig from You Let it Revive and Flourish. Let me not pierce thy heart

*“Yathathe bhumi vikhnami kshipram tadapi rohatu
Maathe marm vribhagvari Maathe hriday
marpipam”*

Published on September 27, 1962

Highlights the adverse environmental effects caused by the indiscriminate use of [pesticides](#).

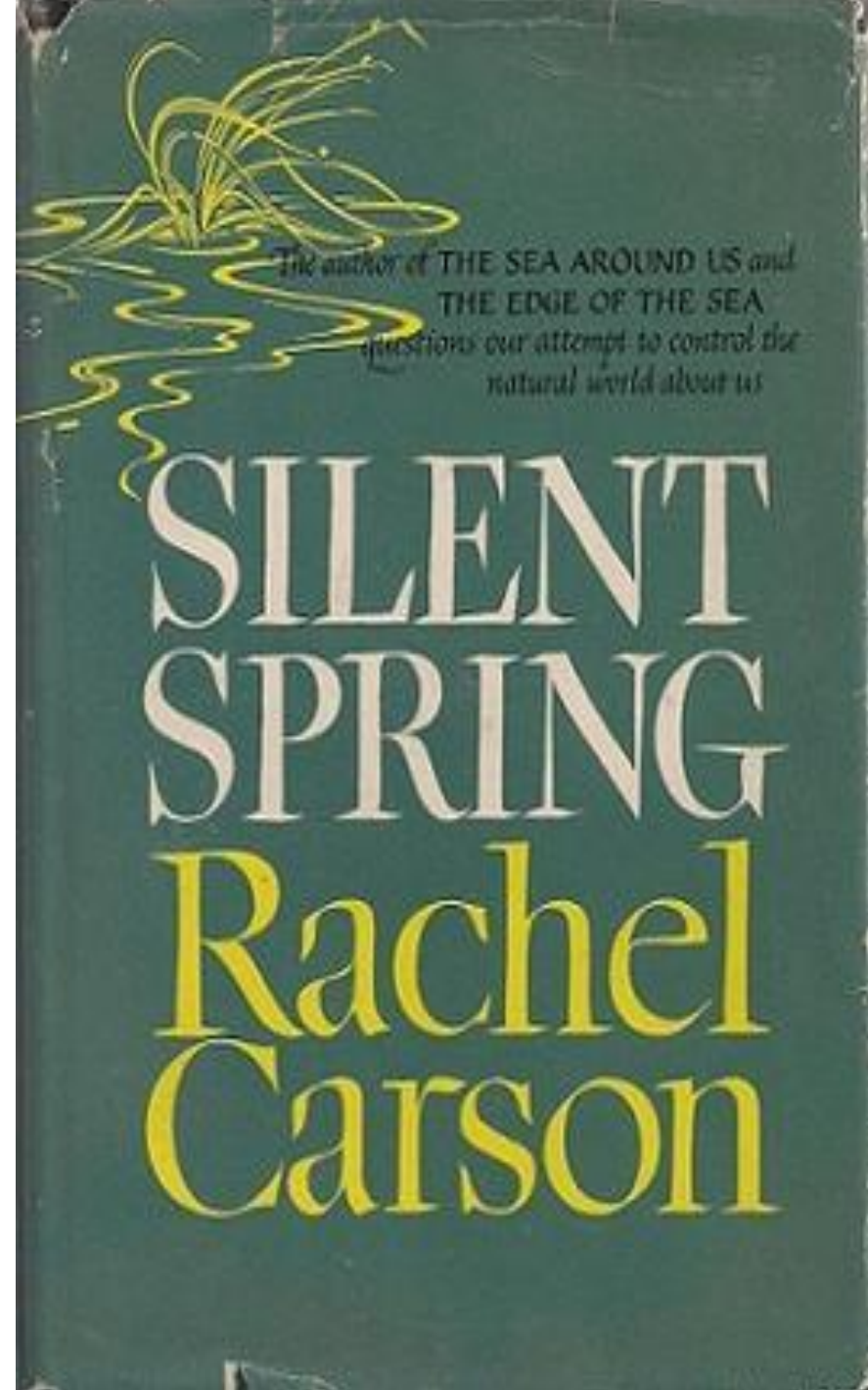
Carson accused the [chemical industry](#) of spreading disinformation, and public officials of accepting the industry's [marketing claims](#) unquestioningly.

Silent Spring brought environmental concerns to the American public.

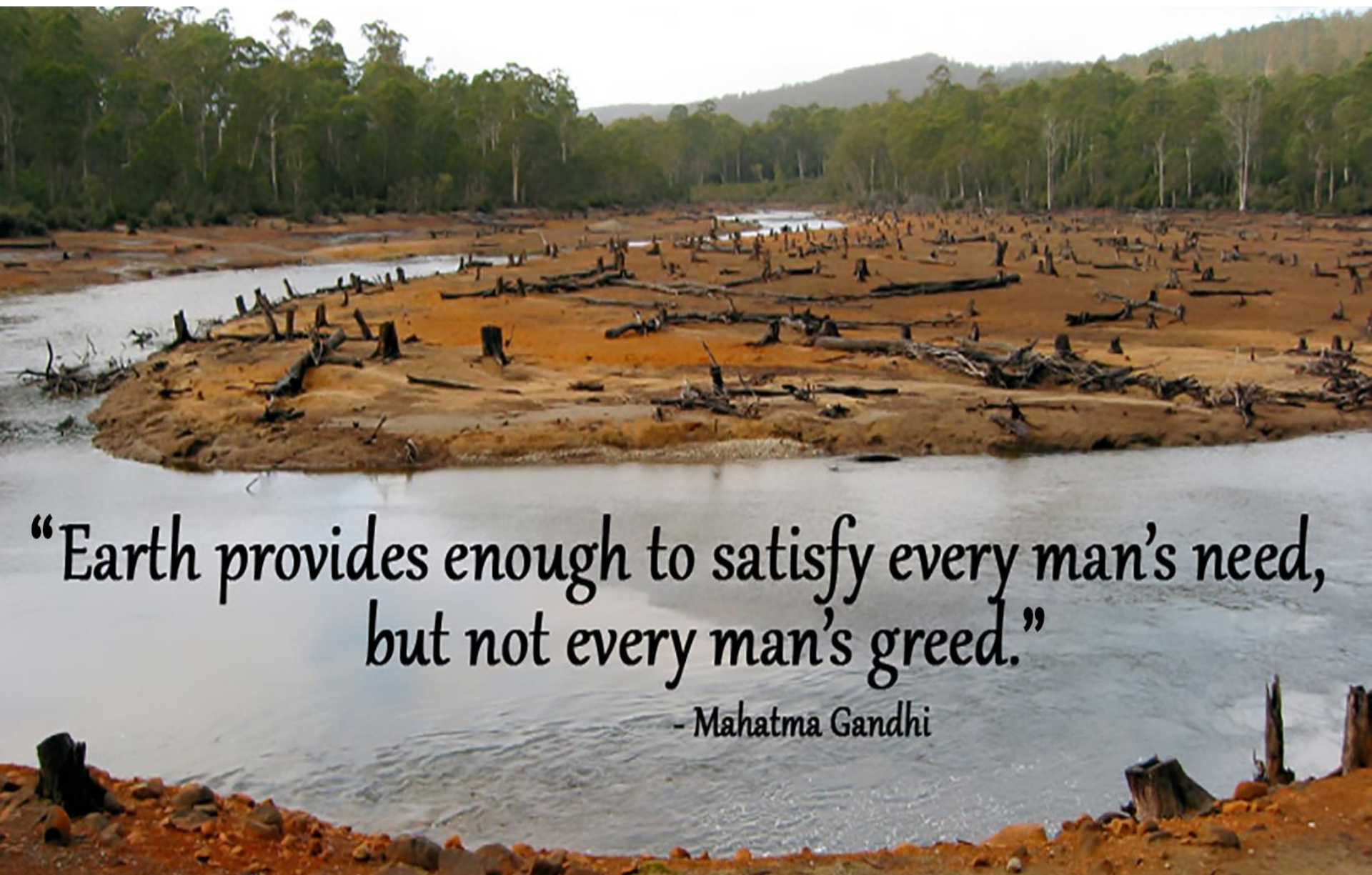
owing to public opinion, changed the United States' national pesticide policy,

nationwide ban on [DDT](#) for agricultural uses

helped to inspire an [environmental movement](#) that led to the creation of the [U.S. Environmental Protection Agency](#).



REMEMBER



*“Earth provides enough to satisfy every man’s need,
but not every man’s greed.”*

- Mahatma Gandhi

1940 - 2.3 billion

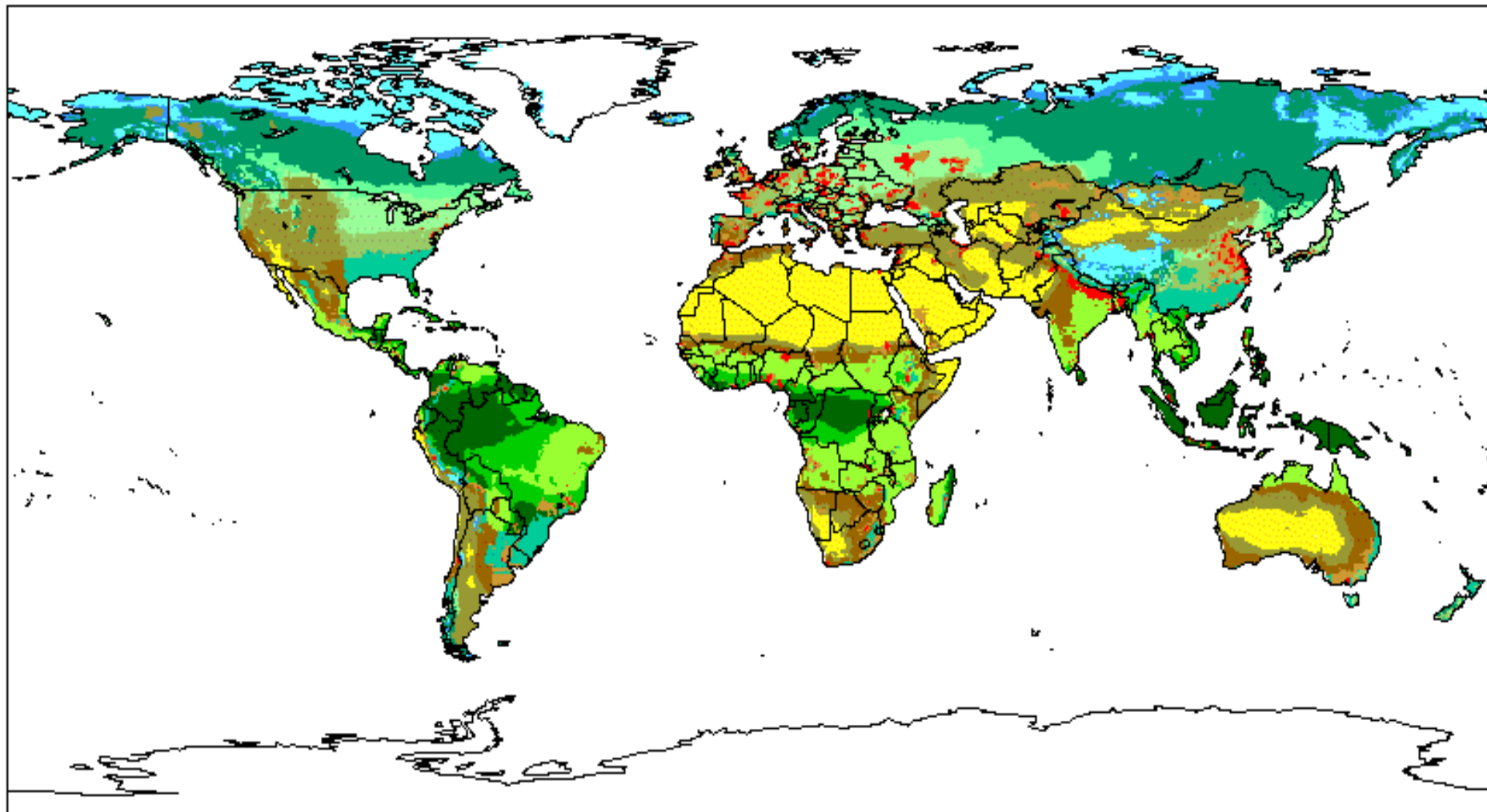
2050 - 9.2 billion



Population is increasing but
natural resources are NOT!!

**Our Actions have
consequences for the
entire world**

year 1700



Forests are becoming croplands to feed our growing millions.
Fewer trees, more carbon dioxide in the atmosphere

Earth Overshoot Day fell this
year on 28th July 2022

We need one more planet earth to survive !

www.overshootday.org

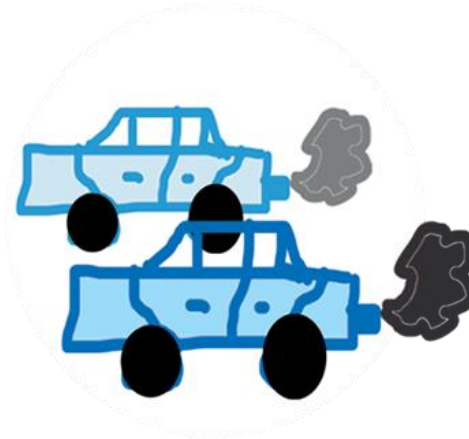
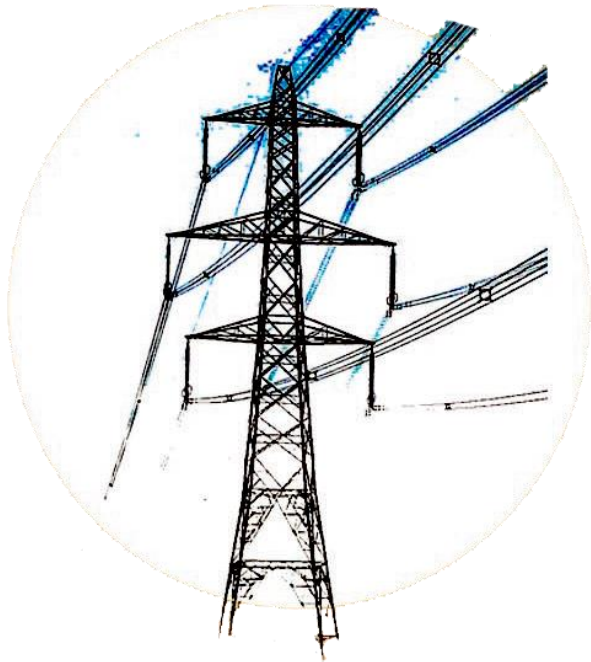


LIFESTYLE AND ITS IMPACT ON CLIMATE CHANGE !

REDUCE



It's time to adopt a low carbon lifestyle....



Vegetarianism, the mantra to overcome climate change challenges

THE FINANCIAL EXPRESS

Wed, Nov 11 02:27 AM
Vegetarianism is emerging as a new solution to solving the climate change challenge. The latest to champion the cause is the best-known climate economist Nicholas Stern, who has said that turning vegetarian would help to check climate change.

He told FE in an exclusive interview, "A vegetarian diet is climate friendly. It's less carbon intensive. Though eating food is a matter of personal choice, it is desirable to help people make informed decisions."

The director of the India Observatory at the London School of Economics was in the capital to deliver a lecture on "Building an Equitable Agreement on Climate Change", which was organised by Indian Council for Research on International Economic Relation along with the Management Development Institute.

He is not alone in taking up the dietary aspect of climate change. Earlier, Inter-governmental Panel on Climate Change (IPCC) chairman Rajendra Pachauri called upon people to reduce meat intake to become climate friendly. United Nation Framework Convention on Climate Change chief Yvo de Boer has also said on record that the best climate change solution is to turn vegetarian.

Now, even celebrities are joining the campaign. Paul McCartney and family are asking people to turn vegetarian for a day in a week. Apart from stars like Kevin Spacey, Woody Harrelson and Joanna Lumley, the Meat Free Monday campaign is reported to have the support of Virgin chief Richard Branson. The campaign seeks to reduce greenhouse gas emissions (GHGs) from livestock.

They have evidence to support their arguments. The United Nations Food and Agriculture Organisation estimates that the livestock sector is responsible for 18% of the global greenhouse gas emissions in carbon dioxide equivalent. Besides, the livestock business also degrades land and pollutes water, according to Livestock's Long Shadow-Environmental Issues and Options.

The emissions from the sector are set to increase in absolute numbers

**VEGETARIANISM
THE MANTRA TO
OVERCOME THE
CLIMATE CHANGE
CHALLENGES**

Food Habits

1. Herbivore
2. Carnivore
3. Omnivore
4. Locavore

WHAT IS YOUR ECOLOGICAL FOOTPRINT?

IT TAKES **1.7 EARTHS**



TO SUPPORT **HUMANITY'S DEMAND ON NATURE**

We use more ecological resources and services than nature can regenerate through overfishing, overharvesting forests, and emitting more carbon dioxide into the atmosphere than forests can sequester.

HOW MUCH DOES FOOD CONTRIBUTE TO YOUR ECOLOGICAL FOOTPRINT?

FOOD
MAKES UP **26%**
OF HUMANITY'S
ECOLOGICAL
FOOTPRINT



Global hectares per person 0 1 2 3 4 5 6 7

MOVE DOWN THE PYRAMIDS TO #MOVETHEDATE

The BCFN Double Pyramid shows that foods recommended by nutritionists are also better for the planet.

Move down the food pyramid for a healthier diet and healthier planet.



WHAT CAN WE DO TO REDUCE OUR FOOD FOOTPRINT?

The way we eat is a fundamental agent of change towards **SUSTAINABILITY**

FEED WASTE OR FEED THE HUNGRY?



38 DAYS



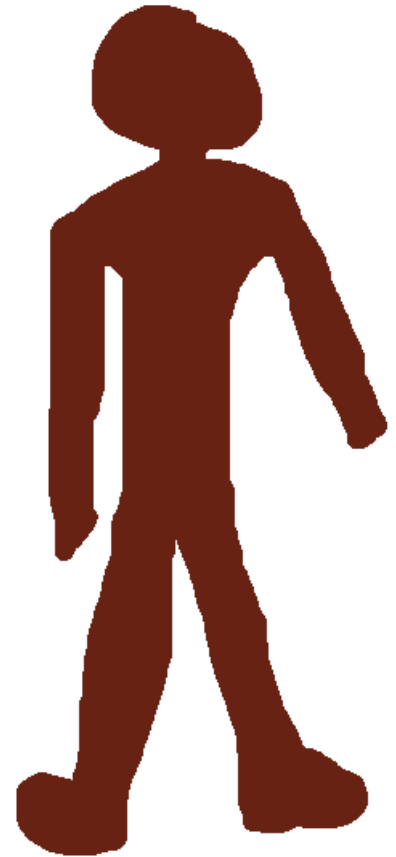
Will it
help?

The worst can still be avoided if we immediately and aggressively work towards being part of the solution



But can I make a difference?
I am just one person.

The impact of millions of people who
choose to make changes in
personal lifestyles cannot be
undermined



What Can One Individual Do

If he / she wants to !



Jadav Payeng, Assam

- Single-handedly plants a 1,360-acre forest
- It all started way back in **1979**, when floods washed a large number of snakes ashore on the sandbar. One day, after the waters had receded, Payeng, only 16 then, found the place dotted with the dead reptiles. That was the turning point of his life.

"**The snakes died in the heat**, without any tree cover. I sat down and wept over their lifeless forms. It was carnage. I alerted the **forest department** and asked them if they could grow trees there. They said **nothing would grow there**. Instead, they asked me to try growing bamboo. It was painful, **but I did it**. There was nobody to help me. Nobody was interested," says Payeng, now 47.

Not diamond or gold, bride in MP wants 10,000 saplings as wedding gift

Shruti Tomar, Hindustan Times, Bhopal | Updated: Apr 23, 2016 20:03 IST



Priyanka Bhadoriya plants a mango sapling with her husband after her wedding on Friday. (HT Photo)

f Share 5184 | t Share | G+ Share | in Share

A 22-year-old woman in rural Madhya Pradesh surprised her family and in-laws with an unusual pre-wedding condition – planting 10,000 saplings instead of gold ornaments or cash.

top news



most popular



22nd April 2016

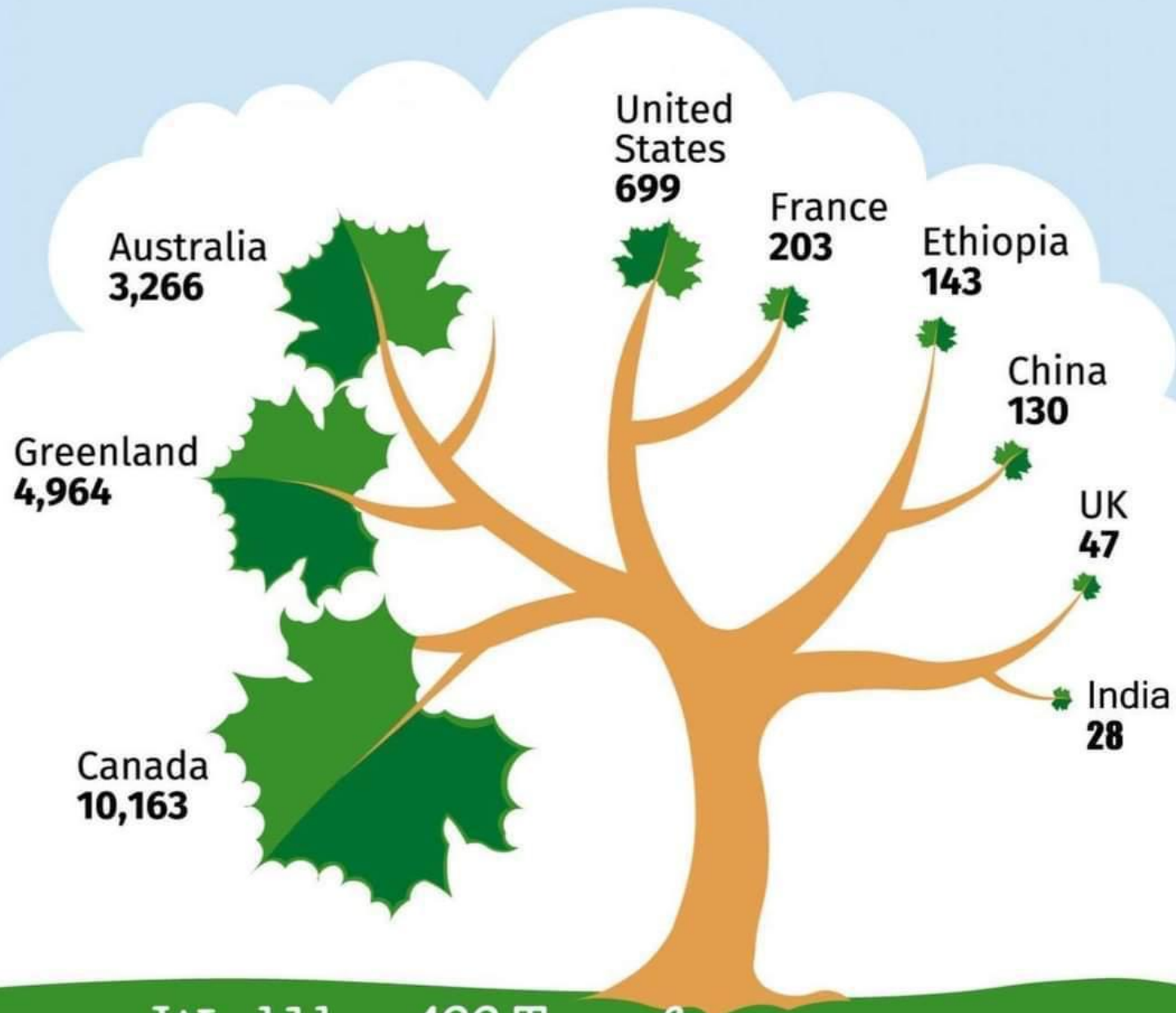
Earth Day

Priyanka

from Bhind
Madhya
Pradesh

Got married

Trees per person :



World has 422 Trees for every person

I clean the
air you breathe.

I can do that for
your children too

"If you let me live"

saytrees.org

saytrees

Telangana Ku Haritha Haaram

- **230 crore** seedlings in 5 years
- **120 crore** seedlings outside Reserve Forest
 - 40 lakh seedlings per MLA per year
 - 40,000 seedlings per Gram Panchayath per year
- **10 crore** seedlings by HMDA, GHMC (Hyd)
- **100 crore Trees inside Forest area (AR-20, ANR-80)**
- **Achieved 270 Cr +**
- **Green Fund for Sustainability**
- **Legal Provisions at Local Body Level**



Hyderabad wins the prestigious 'World Green Cities Award 2022'

TIMESOFINDIA.COM / TRAVEL NEWS, HYDERABAD / Created : Oct 16, 2022, 17:31 IST



YOU'RE READING

 Hyderabad wins the prestigious 'World Green Cities Award...

 Tourists will soon be able to visit snow-bound areas in Jammu...

 MP Tourism to start Narmada Parikrama tour along the banks...

 Soon, Maharashtra's Kaas plateau will be an all-season...

Synopsis

The city has won in the category Living Green for Economic Recovery and Inclusive Growth at the International Association of Horticulture Producers (AIPH) 2022 World Green Cities Awards which was organised in Jeju, South Korea on Friday, October 14. [Read Less](#)



Credit: iStock

It's a proud moment for India as [Hyderabad](#) has bagged the prestigious 'World Green City Award 2022'. The south Indian beauty has won the award by beating famous international cities Paris, Bogota, Mexico City, [Montreal](#) and Fortaleza in Brazil.

The city has won in the category Living Green for Economic Recovery and Inclusive Growth at the International Association of Horticulture Producers (AIPH) 2022 World Green Cities Awards which was organised in Jeju, South Korea on Friday, October 14.

POPULAR GALLERIES



Most beautiful places in South India for honeymoon

TRAVEL TRENDS, INDIA



Planning international travel... These beautiful countries are open to...
TRAVEL TRENDS, WORLD



Beautiful valleys in the Himalayas mountain lovers should explore
TRAVEL TRENDS, INDIA

[MORE RELATED GALLERIES >](#)

Welcome to a city where all roads are



4750+ BRANCHES

16900+ ATMs

85500+ COMMITTEED EMPLOYEES

25 MILLION HAPPY CUSTOMERS

amazon.in



boAt Airdopes 141 Wireless Earbuds

₹4,490

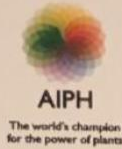
₹1,098*



City RuPay 10% Instant discount* on Credit/Debit Cards & EMI

Shop now

*T&C apply



WORLD GREEN CITY AWARDS 2022



Grand Winner

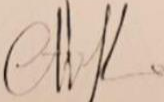
The International Association of Horticultural Producers (AIPH) proudly presents the Award for the Grand Winner for the AIPH World Green City Awards 2022 to the:

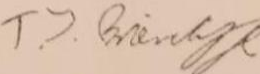
City of Hyderabad, India

for the initiative:

Green Garland to the State of Telangana

Date
14/10/2022


Leonardo Capitanio
President, AIPH


Tim Briercliffe
Secretary General, AIPH

66

205

898



Arvind Kumar
@arvindkumar_jas

#Hyderabad wins @AIPHGlobal "WorldGreenCityAwards2022" award for "greening the #ORR" project in living green category & gets the prestigious overall GRAND award today at Jeju S Korea-only city from India & huge endorsement to @HarithaHaram initiative of @TelanganaCMO & @KTRTRS

6:24 pm · 14 Oct 2022 · Twitter for iPhone

183 Retweets 22 Quote Tweets 898 Likes



Masala ... @Masal... · 14 Oct
Replying to @arvindkumar_jas @AIPHGlobal and 13 others



Suchitra ... @Suchi... · 14 Oct
Replying to @arvindkumar_jas @AIPHGlobal and 13 others

In the hands of good Leadership n Administration, we can always see such fruitful results.



Hema... @knhema... · 14 Oct
Replying to @arvindkumar_jas @AIPHGlobal and 13 others

Green garland 🌿🌿
Congratulations to .@KTRTRS & team of .@arvindkumar_jas





Press F11 to exit full screen

Arvind Kumar @arvindkumar_jas

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Hema... @knhema... · 14 Oct Replying to @arvindkumar_jas @AIPHGlobal and 13 others Green garland Congratulations to .@KTRTRS & team of .@arvindkumar_jas

Reply icons

66 205 898

Sign up

Akira Miyawaki..Japanese Botanist



- Miyawaki Method to grow a forest
- Many **native species** are planted – close to each other
- Plants receive sunlight from top and grow upwards - competition
- **Minimal space** Maximum floral diversity



Eco Entrepreneur...Shubhendu Sharma

- Grows dense forests in even barren lands
- Deforestation can be reversed through Miyawaki Method
- Minimum area required is 100 Sqm (300 Sq yds)
- **Backyard Forest !**



Beautiful Forests.
Native. Wild. Forever.

[Create A Forest](#)

[Watch a Video](#)



Afforestt Approach

1. Soil analysis
2. Species suitability – Native plants
 - Shrubs (6 feet)
 - Small trees (6 to 12 feet)
 - Medium trees (20 to 40 feet)
 - Tall trees – top canopy (above 40 feet)
3. Identify local biomass – for soil nourishment (4000 plants / Acre)
4. Soil dug upto 1 metre and improved – plant 80 cm tall seedlings - Support with **sticks**
5. Within 8 months – forest is created
6. Watering and weeding upto 3 years



Apurva Bhandari Sankalp Taru NGO



An Idea can change your life !

Times of India Take Care Take Charge Campaign in 2011

WHAT AN IDEA, SIRJI!

HYDERABADIS TAKE CHARGE OF THEIR ENVIRONMENT

The Times of India and Garnier's Take Care Take Charge (TCTC) initiative which is in its second year, made its way to Hyderabad on Thursday as part of its six-city drive

GARNIER & TIMES OF INDIA INITIATIVE

Change is here and now

Garnier, in association with TOI, launched the second edition of 'Take Care, Take Charge' campaign on June 5, 2011 and invited youth to present their ideas on environmental issues to instill a sense of responsibility as well as to maintain, nurture and contribute towards a greener environment.

The five pillars of TCTC initiative this year are: water conservation and management; energy generation and conservation; transport management and pollution abatement, creating green spaces and waste management.

The campaign is making its presence felt among youth across Mumbai, Delhi, Bengaluru, Chennai, Hyderabad and Kolkata. In excess of two thousand people have taken pledges and submitted their green ideas already on the website. All

Indian citizens can participate in this campaign simply by registering their ideas by on the website, www.takecare-takecharge.in. So far several NGOs such as the Bombay Natural History Society, Green Dream Foundation, Prakriti Environment Society, Saahas, Green Coalition and Nature Environment & Wildlife Society (NEWS), Ecowatch, Rainwater Club, Kshiti Foundation, Hariyali, Seeds, Chetanalaya, have pledged their support for this initiative.

As a part of TCTC day on July 24, the NGO Prakriti Environment Society is having a tree plantation drive, and a short film session on importance on water harvesting.

●● UPASANA SANYAL

In this regional round, 10 finalists from Hyderabad presented their ideas to the panel of jurists. The panel comprising Farida Tampal, state co-ordinator, WWF-India Andhra Pradesh State Office, C S Rama Lakshmi, Director General APFA & CEFNARM, Aksha (actor), M J Akkbar, officer on special duty, Buddha Purnima Project and Raghuvver, Director, Andhra Pradesh Forest Academy, judged the entries on parameters of robustness, scalability, ease and cost of implementation.

Richa Singh, Marketing Manager, Garnier, shared, "Take care is Garnier's core proposition and taking care of the environment is at the heart of the brand which is why the Take Care Take Charge initiative was a great enterprise. From the number of ideas generated across the spectrum to the quality of these ideas — all these bear testimony to the fact that this year again we have a winner at hand."

Hyderabad saw people across all age groups and from all walks of life participating enthusiastically. "We lament that the general public is unaware about the various environmental hazards, but we should acknowledge the fact that there are people who feel strongly about the need for the conservation of energy," said Raghuvver.

The judges were impressed with all the ideas but the winning idea came from



Apurva Bhandari for 'Sankalp Taru - Tree plantation programme.' Apurva came up with the idea of tapping the conscience of the consumers of heavy carbon-emitting industries such as airlines and petroleum. Apurva's attention to detail made for a winning combination.

Apurva will represent Hyderabad in the final round in Mumbai on July 22.

The runners-up of the event were Madhu Rajni, for her innovative idea to conserve heritage buildings of the city, and Vaibhavi Padala for her idea of converting

waste heat into electricity. Madhu's idea to reuse the heritage building was welcomed by the judges and audience alike. Vaibhavi, a class XII student, was keen on doing her bit to prevent the depletion of natural resources.

Actor Aksha who was also present at the event was seen rooting for the contestants. "The fact that so many contestants

have put in so much effort to come up with such innovative ideas makes me extremely proud of the talent in Hyderabad," shared



**TAKE CARE
TAKE CHARGE**
an initiative by
GARNIER & THE TIMES OF INDIA



Apurva Bhandari, the winner

Aksha. The national winner will get an opportunity to present the idea at the United Nations Environment Programmes TUNZA Asia Pacific Youth Conference. Centre for Environment Education (CEE) is the knowledge partner for this campaign. The winning ideas will be supported by National Innovation Foundation

and SRISTI (Society for Research and Initiatives for Sustainable Technologies and Institutions) a network partner of NIF. The campaign will culminate on July 24, India's first TCTC Day.

Dates to remember

July 22: Top six finalists to meet the national innovation panel
July 22: Winning idea to be announced
July 24: TCTC day

For more information please visit: www.takecaretakecharge.in and sign up to join in the TCTC campaign
To know more: SMS TCTC to 58888
You can also follow the TCTC Initiative on Facebook (www.facebook.com/takecaretakecharge) and Twitter on (www.twitter.com/tctc2011).

Sample Offering: A golden click in Hyderabad planted a tree in a school located in landslide prone area of Uttarakhand

Honorable Dr. APJ Abdul Kalam former President of India, recently planted a tree at SankalpTaru



2 Selects plantation location, tags wishes

Tree Profile:

URL: <http://www.sankalptaru.org/tree/428>

Display Name: Dr. APJ Abdul Kalam

Location Choice: Nijmula, District Chamoli, Uttarakhand, India

Wishlist: A successful Paryavaran Mitra Program



Plant more trees

Dr. APJ Abdul Kalam's tree

as my gift to mother nature and society



Tree Id
61016

Planted By
SankalpTaru Foundation

Planted date
Sun, 29 Jul 2012

Planted Location
Project Protect Himalayas



Tree beneficiary

Villagers and residents of Tehri

How did I help Villagers and residents of Tehri?

Your green support to these rural farmers in the form of trees planted on their lands would go a long way in not only rejuvenating the environment of Uttarakhand Himalayas but will also act as a great asset in generating better living opportunities for them. As the farmers and local natives would foster each sapling through regular care and nourishment, these plants would grow healthily to proliferate freshness all around the mountains.



Share on social media

Download image

Locate on Google map

View full map

View update report

SankalpTaru does not just plant but provides an engaging platform to all for socio-environmental issues and activities

Individuals

- Convenience
- Tag trees with occasions and personal wishes
- Promote your trees on social media

Corporates

- Comprehensive CSR and value for spend
- Green branding through microsites
- Compliance reporting
- Employee connect



Ecosystem

- Tree for all
- Carbon sink
- Green products
- Biodiversity
- Environmental awareness

Rural Community and NGOs

- Livelihood support
- Visibility to NGOs
- A Platform to get support for causes
- Beyond greenery – Parayavaran mitra schools, agroforestry, access to technology

PROJECT SITES.



About SankalpTaru Foundation

SankalpTaru Foundation (ST) is a **Nine year old** organization working in the field of afforestation throughout India, providing livelihood to farmers along the way.



16,71,245
Healthy trees planted



Planted 500+ fruit, medicinal and fodder species
Maintaining a healthy tree survival rate >95% even in deserts

21 States
Served with greenery

Launched our web portal
www.sankalptaru.org

Expanded footprints to 6 Indian states, including Leh Ladakh

Grew our partnership with over 35 corporates & won UN based World Summit Awards

Expanded our green footprints to 17 diversified Indian states

To expand our operations to global locations for making planet greener

2035

To plant trees on other planets



Plant for your favorite project



Pune Community Plantation

Plant Trees for a Greener and Cooler Pune City.

[Plant now](#)



Project Harit Madhya

Plant Trees to Spread Greenery in the Heart of India.

[Plant now](#)



Project Pachadhanam

Plant trees in Telangana to add more fruiting orchards in the state.

[Plant now](#)



Project Pasumai Tamil Nadu

Plant fruit bearing trees in Tamil Nadu to strengthen rural livelihood of farmers.

[Plant now](#)

[Explore more](#)

← [All plantation projects](#)



Project Harit Madhya

Madhya Pradesh

Plant Trees to Spread Greenery in the Heart of India. Madhya Pradesh, the central part of the country is the upper catchment for five rivers - Yamuna, Ganga, Mahanadi, Godavari and Narmada due to its huge amount of forest cover. However, lately due to unsustainable land management practices, especially deforestation and overgrazing, there has been a loss of income of tribal and rural communities as well as a reduction in the green spaces of the state. Hence, SankalpTaru has launched Project Harit Madhya to regreen the state of Madhya Pradesh and provide additional income to these vulnerable sections by the method of agroforestry. Donate now to bring a positive green change to the 'Madhya' of India.

Contribution **₹165.00**

Quantity

- 1 +



Plant 10 trees and receive a goody bag. **i** (Only applicable for online plantation through website)

Name on your tree **i**


Occasion

As my gift to ▾

Mother Nature & Society

Gift this tree?

What you receive?



Certification of appreciation
Shri B. Ashok
Chairman

On the occasion of 'Young Officers' Conclave-2017, A cluster of 10 Mango trees have been planted in **Baramati, Maharashtra** providing its community with fresh fruits and oxygen for decades to come.

"Scan & Track your tree online"

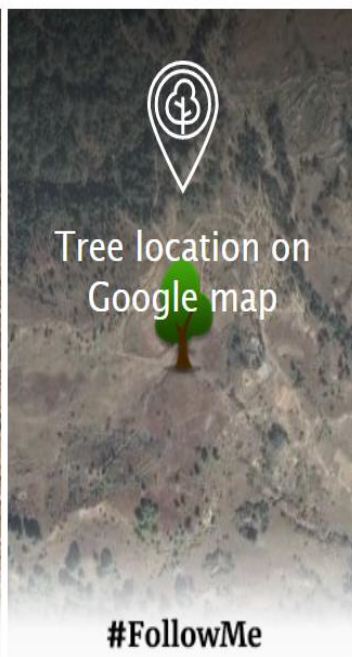
#TweetGreetTreat



Tree tag with your name

Tree #: 335531
Planted on 3rd Apr 2019
Divya Ojha

#NameYourTree



Tree location on Google map

#FollowMe



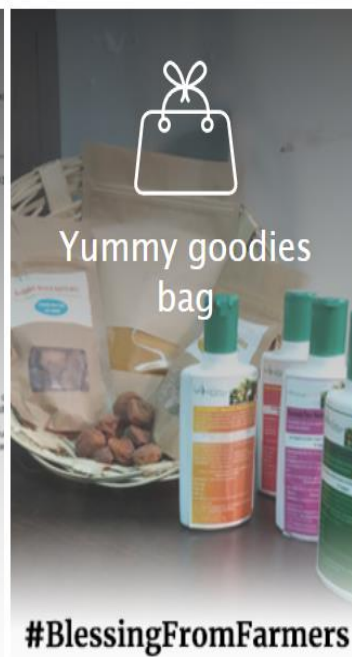
Income tax exemption

NO G Exemption Certificate No: F 504901N 12015-143423 Dated: 07-08-2019
PAN No: AAAZ1317F
Receipt No: ON/2020
Dated: 07-04-2019

Contributor Details:
Khaushi Doshi
Mukund Road
Mumbai
Maharashtra-400080

Dear Khaushi Doshi,
SankalpTaru Foundation would like to thank you for being our donor and contributing the amount of Rs. 2 = (Rupees Only), towards the noble cause of sponsoring trees for Rural beneficiaries identified by SankalpTaru.
Your contribution will go a long way in adding greenery, protecting environment and supporting livelihood. Please retain the attached receipt to avail tax deduction benefits on your contribution as permitted by the Indian tax law.
We sincerely hope you will continue to support our initiatives in the near future.
Thank you once again.
THIS IS AN ELECTRONICALLY GENERATED RECEIPT HENCE REQUIRE NO SIGNATURE. THANKS YOU!
Regards,
Team SankalpTaru Foundation

#TaxFreeTrees



Yummy goodies bag

#BlessingFromFarmers

What's trending?

Location

Zodiac

Native Species

Festival

Impact created due to Sankalp Taru plantation drives

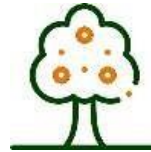
Environmental Impact



Trees planted
15,00,000+



Area greenified
7500+ acres



Varieties of Species planted
550+



Carbon sequestered
4,500,000+ tons



21 States
30 Cities covered

Socio-economic impact



Farmer beneficiaries supported
22,500+



Women beneficiaries supported
9,000+



Fruit harvested annually
10,500+ tons



Economic value of annual harvest
INR 40 crores



Students mobilized
30,000+

MIYAWAKI PLANTATION BY TSFDC Ltd in NTPC area in Ramagundam, Peddapally district – 4 months impact

PLANTATION DATE: - 23.01.2020/17.02.2020



DATE:- 12.05.2020





**Tall Seedlings planted in
Botanical Garden and PPCP,
Kothaguda**

“Whatever you may do may seem insignificant to you, but it is most important that you do it”.

- Mahatma Gandhi

“Awareness to Action” –
Individual Social Responsibility
towards Environment



Together We Can Make a Difference

APEC

AP Environment Connect

Awareness to Action

Survey in 4 Indian Cities - Among Youth -
Environmental Issues

- **AWARENESS - 86%**
- **ACTION – 12%**

Can We Do Something ?

YES WE CAN !

Together We can Make a Difference !
should

APEC is formed
on 22nd April 2009 with
20 members

AP Environment Connect

Stakeholders in the Campaign

(indicative)

- Govt. Departments
- Public Sector Undertakings
- **Academic Institutions**
- IT Companies
- **NGOs / Environmentalists**
- Residential Welfare Associations
- **Student Community**
- Senior Citizens
- Media
- **We, the People of India**

Focus areas of APEC

1. ENERGY Conservation,
2. WATER Conservation,
3. RECYCLING,
4. TREE PLANTING / PROTECTION &
5. ORGANIC FARMING
6. Total Sanitation Campaign (TSC)

OUTCOME : GREEN PANCHAYATHS

Specific Initiatives Launched

1. **Gurunadham Lake** Cleanup – Miyapur
2. Musi River Conservation Issue
3. Revisiting Sacred Groves
4. Hyderabad Youth Charter on Climate Change
5. **WOW** program – **Wealth Out of Waste**
6. Green Volunteers – Tie up with RAWE program
7. Save the Sparrow Campaign
8. **Green Quarter Campaign – July to Sept**
9. Promoting Clay Ganesha
10. **R3 campaign at Hyd Exhibition – Jan to Feb**



Lake Conservation – A Priority



Gurunatham Cheruvu, Miyapur

- 3 weeks of preparations – TF, CRE, APFD
- Top of network of 13 lakes in Miyapur
- Work started on 30th May 2009
- 5 hours of clean up operations
- SBI has adopted the lake now
- Bund Plantation taken up on 1st August 09
- GHMC raises tank foreshore plantation in December 09

Mahodaya Enclave

Gurunadham Cheruvu

To be Cleaned

The Meet Up Point.

SMR Metropolis

Miyapur Main Road

angan

R Estates









ITMD



ITMD
It's Time to Make a Difference

ITMD
It's Time to Make a Difference

ITMD
It's Time to Make a Difference

12 Tonnes of solid waste removed by
150 + volunteers in 5 hours



Group photo of all participants.



ADITYA

**Bund Plantation
on
1st August 2009
In collaboration
with
State Bank of India**

Lake is back from the brink

Gurunadham Cheruvu in Miyapur was just another dumping ground until APEC and SBI chipped in to clean up and beautify the lake

Of the numerous lakes that dot the city, only a few know about the existence of a small non-descript lake - 'Gurunadham Cheruvu' flowing in Miyapur. For most of the people staying in the colonies and numerous apartment complexes near Jayaprakash Nagar, where it is located, the lake is just another dumping ground.

Solid waste

It was common to spot residents and motorists passing by recklessly throw, with all their might, garbage bundled in polythene covers into the lake.

So much so that when Andhra Pradesh Environment Connect (APEC), a networking platform for enthusiastic environmentalists, undertook to clean up the lake on May 30, its 150 'green volunteers' removed 12 tonnes of solid waste from the lake bed.

"The lake was filthy due to the garbage thrown by residents of nearby apartments," says C.S. Rama Lakshmi, Additional Principal Chief Conservator of forests (Environment cell).

After cleaning the debris, APEC volunteers sensitised locals on the importance of preserving the lake and not throw garbage into it, she told *The Hindu*. Greater Hyderabad Municipal Corporation (GHMC) authorities were requested to erect mesh along the lake's fringes so as to deter locals throwing garbage into the lake.

The lake would be now adopted by the State Bank of India (SBI), according to P. Raghuvver, Chief Conservator of Forests (Environment cell).

Recently, on Saturday SBI general managers Sunil Pant and P.K. Malhotra along with SBI Ladies Club and members of APEC network planted trees along the one kilometre stretch of the lake. It was organised as part of 'Green Quarter' campaign undertaken by APEC.

On the occasion, President of Centre for Resource Education B.V. Subba Rao, Director of Urban Forestry GHMC Krishnamurthy, BPPA Director Chandra Mohan Reddy along with members of TREE foundation were present.

Lung space

Meanwhile, the Urban Forestry of GHMC provided 100 saplings of 'kala jamun', 'amla' and tamarind while SBI sponsored tree guards.

"The objective of the lake clean up programme is to conserve the lake by cleaning up the solid debris



GREEN DRIVE: Additional Principal Conservator of Forests (Environment) Ramalakshmi, State Bank of India general manager P.K. Malhotra and Chief Conservator of Forests P. Raghuvver planting trees at Gurunadham Cheruvu. - PHOTO: NAGARA GOPAL

and take up plantation for providing green lung space to residents," said Ms. Rama Lakshmi.

Nu Algae will be put into the

water to clean up the lake. The efforts to clean the lake will continue for the next six months. The management of Dr. Reddy's lab-

oratories located nearby will be asked to filter the wastes before letting them into lake.

YOGENDRA KALAVALLAPALLI

Planting of seedlings by FSO Trainees at Kondapur Lake – June 2012



World Nature Conservation Day

28th July - Launching of Green Quarter at NGRI.



28th July

World Nature
Conservation Day
Celebrations at
NGRI Campus
Habsiguda,
Hyderabad



Students of NGRI School plant saplings at their school premises on the occasion of World Nature Conservation Day, in Hyderabad, on Tuesday.

Call for larger tree cover, smaller electricity bills

Express News Service
expresshyd@epmtd.com

WORLD Conservation Day was celebrated on Tuesday at the National Geophysical Research Institute with a plea to plant more trees, a fitting sentiment for a campus that has 16,000 trees.

The half-day event kicked off with a tree planting session which saw the chief guest, C S Ramalakshmi, Additional Principal Chief Conservator of Forest (Environment), and guest of honour, P Raghuvver, Chief Conservator of Forests (Environment Cell), guide students from the NGRI school on how to plant and care for saplings.

The event itself featured speeches by the IFS officers as well as by environmental experts on two other aspects of Hyderabad's ecosystem: water bodies and avian life.

Raghuvver reached out to the young-

er generation in the audience, the NGRI school kids, by asking them to perform a simple task: reduce their individual electricity bills by at least 10 per cent in two months. He then extended the challenge to NGRI itself, to which the Director V P Dimri promised to appoint a committee to do.

Raghuvver also talked about the importance of conserving electricity by switching off fans and lights and computers and also about planting more trees to replenish oxygen. His advice to the students: "Think big, think differently, but act locally".

An independent conservationist called Rajiv Mathews then gave a presentation about sparrows, or more precisely about how they have vanished from urban habitats. "We started noticing in the late 80s and early 90s that sparrows, which were once numerous in urban areas had starting

vanishing," he said. The reason for this is the disappearance of the old style houses and their replacement with apartment blocks. The old houses afforded sparrows a space to build their nests and feed their young. Though they can be seen in rural areas they have completely disappeared from urban settings.

The final presentation was by NGRI scientist V V S Gurunadha Rao on urban lakes in Greater Hyderabad. "Hyderabad has 167 lakes with an area of 10 hectare or more, but all of them are shrinking rapidly," he said.

NGRI and the then HUDA worked on a restoration project of the lakes. Safilguda Cheruvu, Durgam Cheruvu, Hussain Sagar, Mir Alam Tank, Uppal Cheruvu and others were selected. The NGRI team studied these lakes and came up with practical suggestions for restoring them.

Impact of APEC

- NGRI cuts down monthly power bill from Rs.15 lakhs to Rs. 10 lakhs within 3 months
- **Dr. Dimri** , Director leads from the front
- Rs.60 lakhs of **tax payers' money** saved by the CSIR institution per annum
- That much power “deemed to be” generated !

Plant
Trees

Save
Earth



Green Quarter Celebrations

Institutional Planting

HYSEA Collaboration

Green Peace

CEE

Many NGOs

Schools

Colleges

Colonies - RWAs

Bhongir – 100 days



100 Days Celebration

30.07.09 – Dharmavanam Arboretum,
Bhongir.





Promoting
Clay
Ganesha
8th Aug



Clay Ganesha Sales

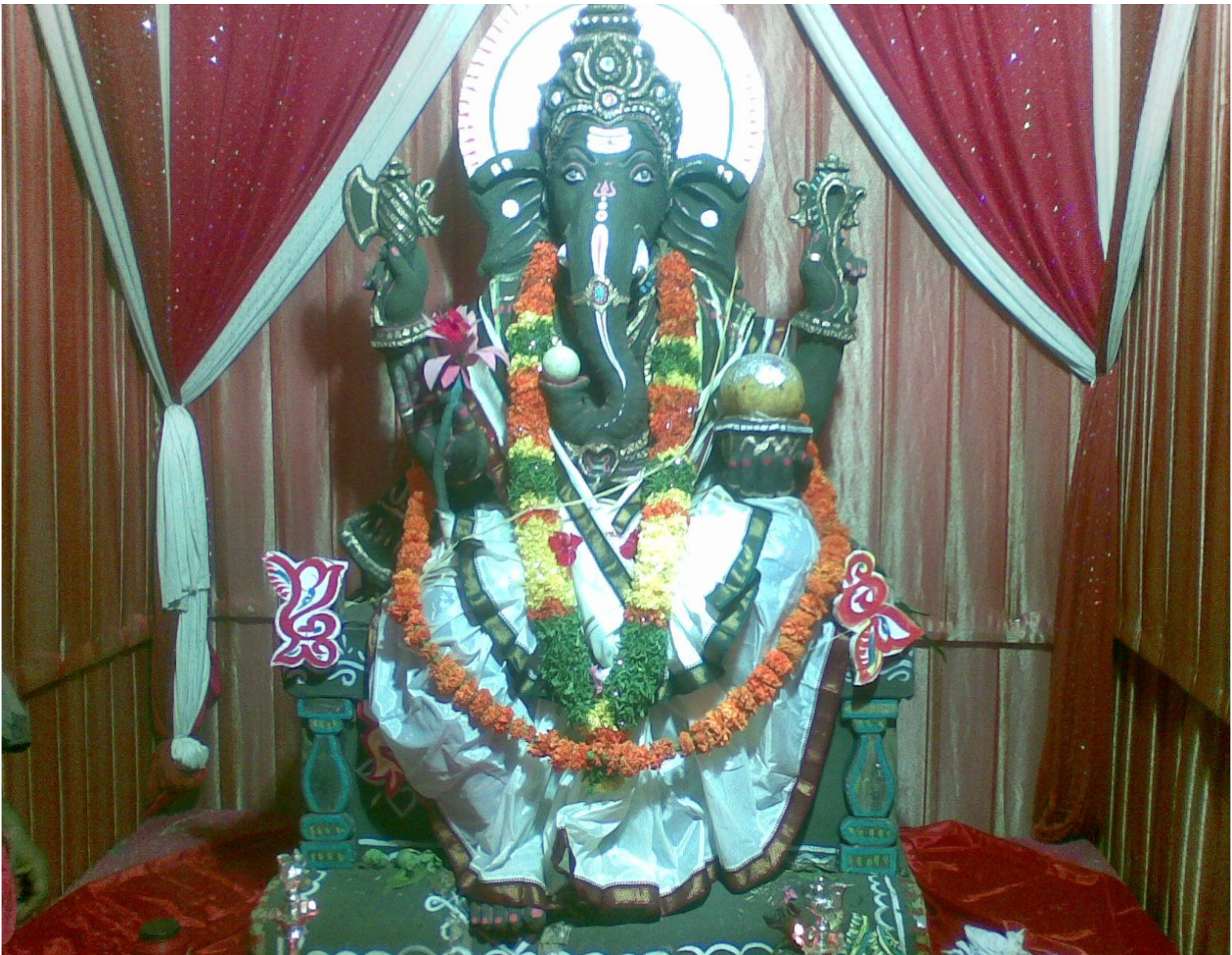
Partners : SMARAN / NGC / PCB / CEE.



Hitech City



NTR Gardens



CLAY GANESHA AT PRAGATHINAGAR **GREEN** PANCHAYATH, RR DISTRICT

2010 - Bigger Size as well



APFA

IYCN – Hyderabad Youth Climate Charter

20th & 21st June,



ACT NOW!!

**YOU ARE
THE**

SOLUTION!



Did you Know?



One ton of recycled paper can save:

- 17 trees
- 380 gallons of oil
- three cubic yards of landfill space
- 4,000 kilowatts of energy
- 7,000 gallons of water!



**Please
Recycle**

WOW !

The Need for Recycling

Segregation of Domestic Waste

Office Waste – Plastic, Paper,
Glass, Metal – Dry Waste



Ghar Ghar Ki Kahani

Domestic “Wasted” Waste !



'WOW initiative' launched

Special Correspondent

HYDERABAD: The State Forest Department launched a 'Wealth Out of Waste (WOW) initiative' in collaboration with ITC Bhadrachalam, to mark the World Earth Day on Wednesday.

The WOW programme envisages collection of office dry waste (paper, glass, plastic) and recycling it for producing paper boards. In return for the dry waste collected, the ITC would provide fresh paper, books, registers needed for office purpose to the Forest Department.

This initiative can also be replicated in residential colonies where the ITC would pay an amount of Rs.4 per kg of dry waste collected.

In collaboration with the Petroleum Conservation Research Association (PCRA), the Forest Department also organised awareness camps on energy con-

It envisages collection of office dry waste and recycling it for producing paper boards

servation for its ministerial staff, drivers and officers.

Ananth Kumar, Joint Director, PCRA and Mr. Venkatesham, Assistant Manager ITC, were the key resource persons. P. Raghuv eer, Chief Conservator of Forests (Environment Cell) said an egroup had been created to work as a platform for all the enthusiastic environmentalists in the State. It is called APEC (Andhra Pradesh Environment Connect). Those interested in joining the APEC network may send their request by email to praghuv eer84@gmail.com



Rs. 4 per kg
of paper
waste



Barter System – New Paper for Old

- 12000 kg of segregated paper waste from Aranya Bhavan sent for recycling (file papers, envelopes, cardboard packaging, newspapers, magazines, torn paper pieces, etc)
- We can get 500 packs of A4 size copier paper in exchange
- Case made for a policy change at Government level – to be applicable to all departments
- Govt of India declares 1st July as **NATIONAL RECYCLING DAY !**

1st JULY – National Recycling Day

WOW is a good source of **Income** for

- Eco Clubs in Schools & Colleges
- Social Activities in Offices
- Residential Welfare Associations
- Going to Copenhagen as well !

DECLARE ONE DAY IN A MONTH AS RECYCLE DAY

International Plastic Bag Free Day

Rally at General Bazar, Secunderabad



APEC365@GMAIL.COM

Towards A Better Environment
Reduce Reuse Recycle



Rotary Club of Greater Hyderabad

asianpaints
HYDRABAD



ENVIRONMENTALIST WORTH EMULATING
AWARD GIVEN TO DR M.M. SHARMA OF ICRISAT

Trainees Using Milk Sachets for Raising bag plant nursery



Different Containers for Raising Seedlings Environment Friendly Measures



Subedar Venugopal EME – 22nd April 2012

**ENVIRONMENTALIST WORTH EMULATING
AWARD WINNER**



RAMAIAH – KHAMMAM – GREEN RAMBO OF INDIA !



ENCOURAGE
THEM



APEC Foundation Day – 2012 – Felicitating Green Warriors





XI Conference of Parties
CONVENTION ON BIOLOGICAL DIVERSITY
HYDERABAD INDIA 2012

MOP6
1 October 2012

OP11
2012



जहाँ है हरियाली ।
वहाँ है खुशहाली ॥

GREEN FOUNDATION

IGC

Press
COP11

ment of

FOUNDATION

ance on 17th O
iversity world
कुल रक्ष
संदनाल



COP-11 Hyderabad

ARPF – what students can do



Grass Root Level Green Warriors



5th Anniversary of APEC

22nd April 2014



HYTICOS TEAM

One Concrete Action
that can make a Difference !

YOURS !

Do you send SMS ?

Can You send some
GREEN ACTION messages ?

SMS campaign of APEC*

- Summer is coming
- Birds are flying over our town / city
- They need water
- Keep some water on your building terrace
- Use earthen plate preferably
- Change water every day
- Throw some grains as well around
- See a vibrant ecosystem coming up

* APEC = AP Environment Connect



**Water and Food for birds and wild animals –
in forest and on roof tops**

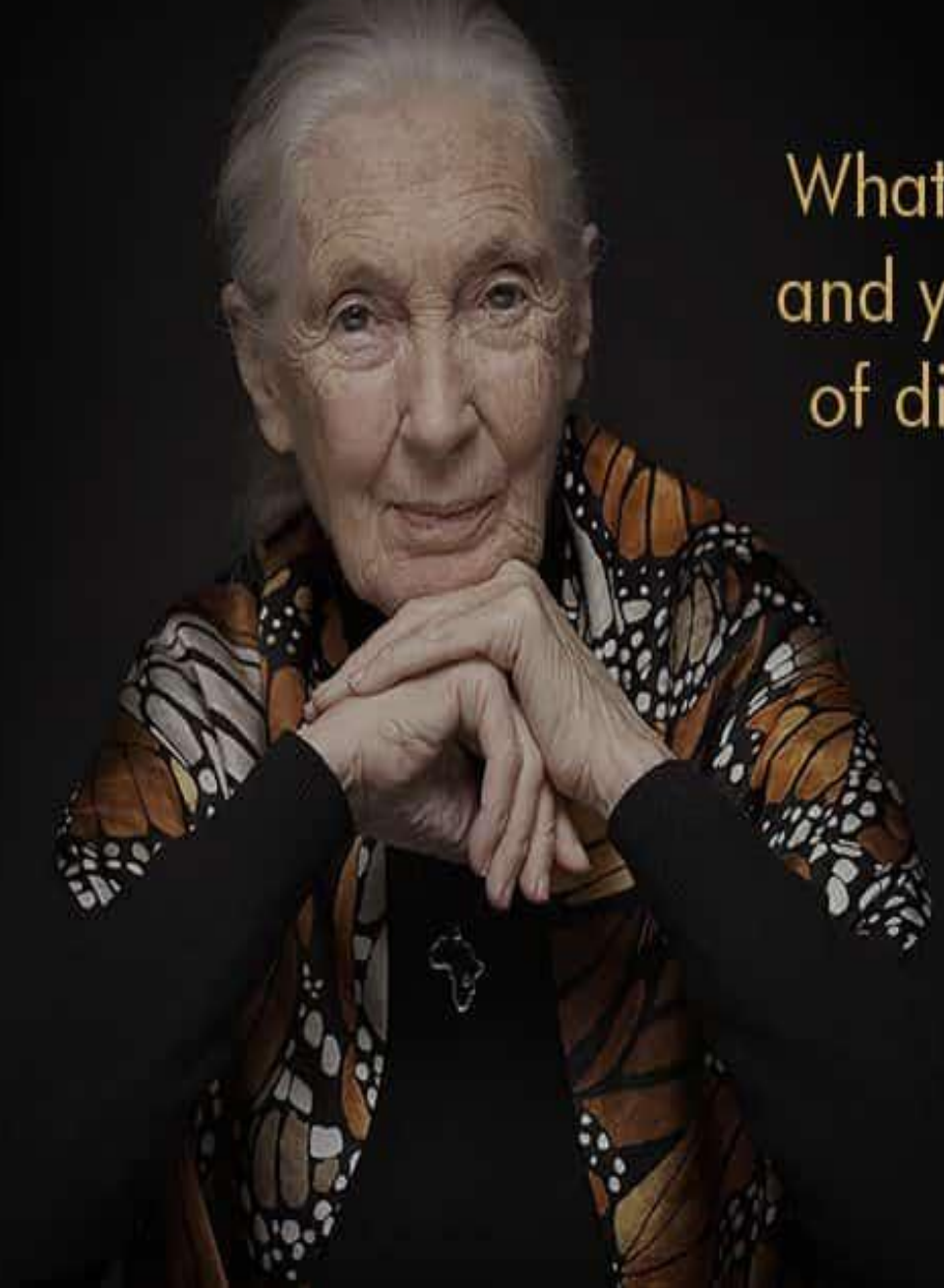





**Food
For
Thought**



Life
Friendly
Rangoli

A portrait of Dr. Jane Goodall, an elderly woman with white hair, wearing a black top and a patterned scarf with orange, black, and white designs. She has her hands clasped in front of her chin. The background is dark.

What you do makes a difference,
and you have to decide what kind
of difference you want to make.



- Dr. Jane Goodall

Let us Leave the
world in a better
place to Live
than when we
arrived !!!

**TOGETHER WE CAN MAKE
A DIFFERENCE !**

**Join the Movement for a
Better Environment !**

Thank You

it4dss@gmail.com

