

Release of Video on Plant A Life Campaign

Plant A Life- the green campaign initiated by Kotak Life Insurance in association with SankalpTaru Foundation planted 15,000 trees in 4 major cities; namely: Delhi, Bangalore, Pune and Hyderabad. While reckoning the importance of trees and their conservation, the corporates integrated to bring about a behavioral change in the society for environmental conservation. The aim was to mobilize communities and bring them closer to the nature by planting trees in residential societies at all 4 targeted cities.

In order to bring the major pollution issue into lime light, team SankalpTaru went a step ahead and made a video on the project which acts as a perfect show-piece, displaying the success of our campaign in spreading greenery to provide more shade and comfort for societies. The planted saplings would later sequester a good amount of carbon while purifying the air naturally. Also, to foster environmental stewardship within the local populace, a self-enthusiastic model was created, informing and educating them regarding various environmental issues and their mitigation methods.

YouTube Link- <https://youtu.be/aYmsf3tfeCk>



Alleviating pollution with #PedoWaliDiwali Campaign

The highly rising pollution levels post Diwali are a bitter truth of this prosperously celebrated 'festival of lights'. Concerned by this perturbing pollution issue, SankalpTaru Foundation took an initiative to revolutionize the way Diwali is celebrated in India by instigating #PedoWaliDiwali campaign. The mission was to create an urge for a cracker free and pollution free Diwali to bring people closer to the nature and inculcate in them a sense of responsibility towards their environment. #PedoWaliDiwali is an initiative to encourage the communities towards mitigating the environmental havoc created after Diwali and celebrating the festivities by planting trees instead of bursting crackers and polluting the air. With a spirit of ditching the fireworks to commence an eco-friendly festival, good number of people turned up taking a pledge for green celebrations and planted trees with us.

Campaign Link: <http://www.sankalptaru.org/pedo-wali-diwali>



The image shows a screenshot of the SankalpTaru.org website banner. The banner features a green header with the SankalpTaru.org logo and navigation links. The main content area has a light green background with a photograph of a young child in a colorful hat holding a small tree sapling. To the right of the photo, the text reads: "This Diwali let's ditch crackers and sow the seeds of CHANGE!!". Below the text are three lit diya lamps. The banner is framed by a decorative border of small tree icons.

Hi root My account New Work Request Quick Plant ECode Cart Career Newsletter Contact Us Log out

SankalpTaru.org We don't just plant!

Home Corporates How it Works About Us Project Sites Organic Greens SankalpTaru Forest Plant now! #PedoWaliDiwali

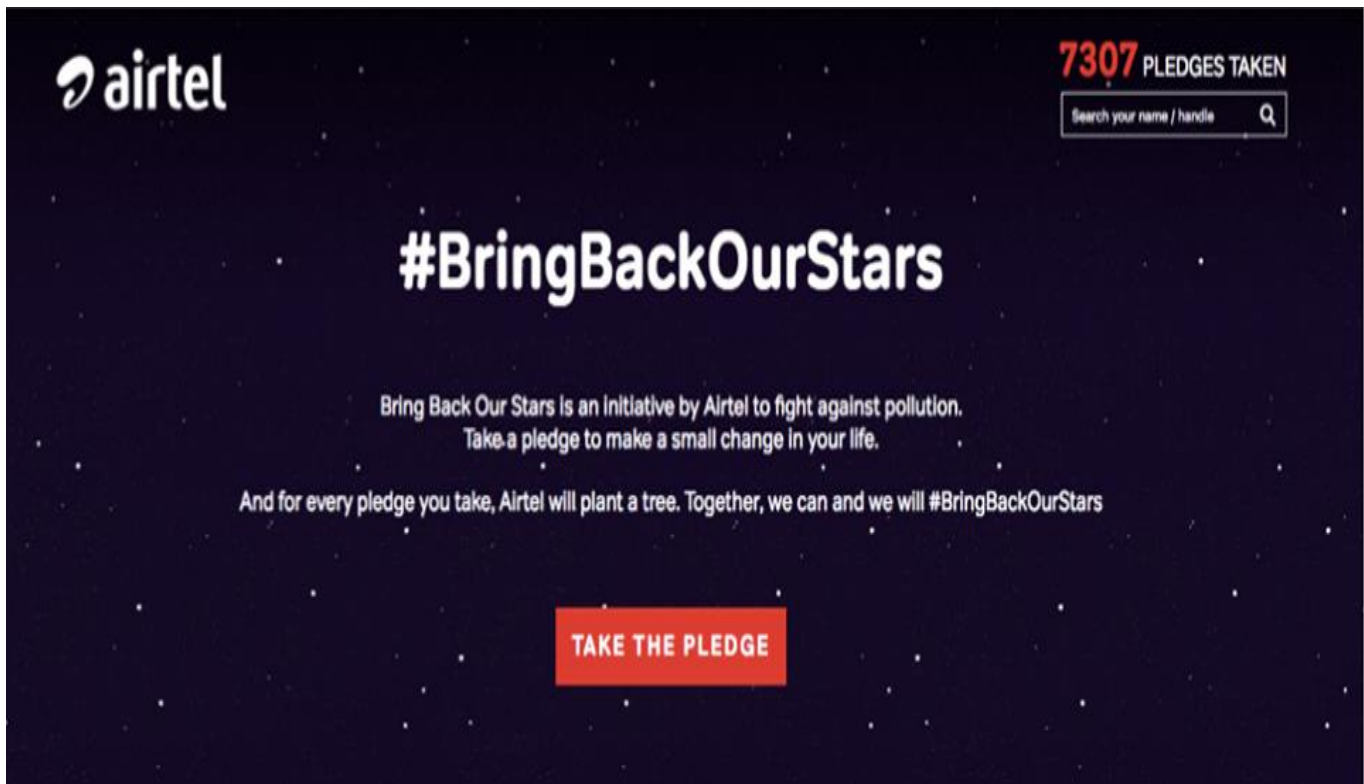
This Diwali
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Adorning the Night Sky - #BringBackOurStars

Tarnishing havoc of pollution has taken in its grip the beautiful view of sparkling stars which embellish the night sky. Apprehensive by this issue, Airtel India in collaboration with SankalpTaru Foundation instigated #BringBackOurStars campaign with a mission of lighting back the sky with its natural allure. The aim was to regain back our stars by removing pollution's thick layer from atmosphere, encouraging communities to take a pledge for a pollution-free environment. For every pledge taken, SankalpTaru planted a sapling as a hope towards a clear sky having its stars twinkling brightly. Our fight against the pollution demons aimed towards rejoicing the environment with fresh air having zero percent impurities or pollutants. To expand the campaign outreach Airtel India also made a video, inculcating amongst the communities a sense of responsibility for fostering the nature so as to stir out their emotions for a green change.

Campaign Link: <http://bringbackourstars.in/>

Video Link: https://www.youtube.com/watch?v=ErWu3_vdOT8



The image shows a screenshot of the #BringBackOurStars campaign landing page. The background is a dark, starry night sky. In the top left corner, the Airtel logo is displayed. In the top right corner, it says "7307 PLEDGES TAKEN" in red and white text, with a search bar below it containing the text "Search your name / handle" and a magnifying glass icon. The main heading "#BringBackOurStars" is centered in large white font. Below the heading, there is a paragraph: "Bring Back Our Stars is an Initiative by Airtel to fight against pollution. Take a pledge to make a small change in your life." Below this, another line of text reads: "And for every pledge you take, Airtel will plant a tree. Together, we can and we will #BringBackOurStars". At the bottom center, there is a red button with the text "TAKE THE PLEDGE" in white capital letters.

Commemoration of 800th Maha Parinirvana

It was a privilege for SankalpTaru Foundation to be a part of 800th Commemoration of Lord Jigten Sumgon's Maha Parinirvana held at Jangchubling Monastery, Dehradun from 19 - 25 October. Having attended the event with H.H. the 37th Drikung Kyabgon Chetsang and Pujya Swami Chidanand Saraswati, the president and spiritual head of Parmarth Niketan Ashram, Rishikesh, we could revive our souls with divinity and immense benevolence for the environment. Maha Parinirvana celebration led the Environmental Oath Ceremony and march passed with the slogan of "Go Green & Go Organic" to create an awareness regarding environmental conservation. The aim was to proliferate the message of saving Mother Earth and restoring its green cover through various eco-friendly projects and encouraging populace towards cleaning their surroundings.

YouTube Link for full news: <https://www.youtube.com/watch?v=Bgc04wD8lBo>



Beneficiary of the Month

Dedication doesn't have an off-season and so is Maji Lab's green mission. He is our farmer beneficiary from West Bengal, whose commitment and earnest zeal towards the development of a better environment is praiseworthy. Withstanding his poor financial conditions, Maji is determined to cultivate his land productively with an aim of expanding the green patch in his region. He finds it his honor to be capable enough of fostering the environment to proliferate a greener bliss of freshness in his orchards. Dazzled by his dedication, SankalpTaru helped him in sustaining a better living by providing Maji with mango and guava saplings, the fruits of which may bring joy to his life. We are glad to support such enthusiastic and passionate farmer who despite of all odds believes in nurturing the each planted sapling with care.

