

# NEWSLETTER

October 2021

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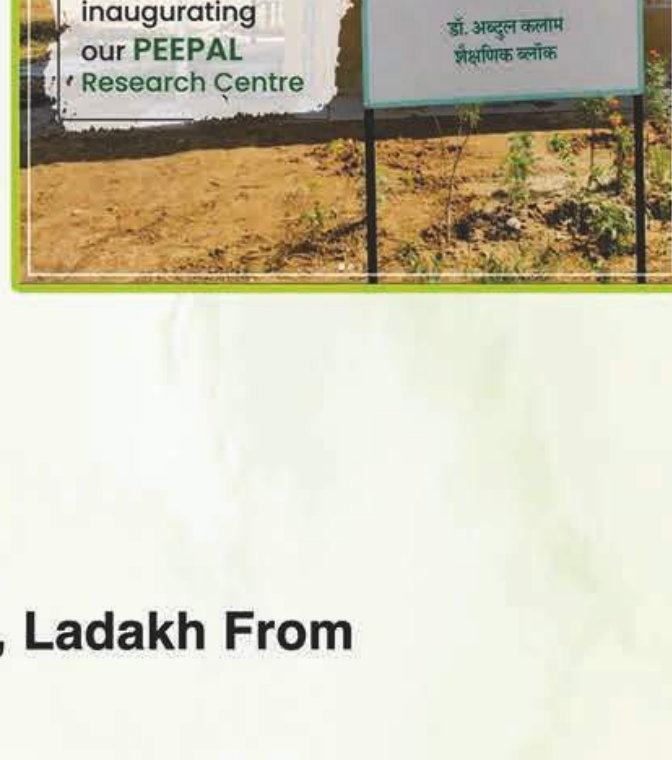
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## 01 HIGHLIGHTS OF THIS MONTH

### Commemorating Dr APJ Kalam's Birthday by Launching the Official Website of PEEPAL Research Centre

If the world could be restored and conserved by plantation alone, the PEEPAL research center wouldn't have been ideated and eventually created. With the vision of empowering our farmers and green enthusiasts with knowledge of Sustainable Agricultural Practices and interventions, we have established our PEEPAL Research and Development Centre in Uttarakhand. Its Sustainable Architecture block has been named after the first person to plant a tree with SankalpTaru, former president Dr APJ Abdul Kalam. And to pay our green tribute to his support and guidance, we launched its official website on 15th Oct, 2021 to celebrate his 90th birth anniversary.

To connect to the world of organic farming and sustainable agriculture, you can reach out to us at: <http://prc.sankalptaru.org/>



### SankalpTaru Gets Featured On TEDxRawatpur

To make environmental conservation convenient and affordable for masses in these times of planetary emergency, SankalpTaru Foundation leverages technology to build a transparent online platform that enables everyone to plant trees within two minutes from the comfort of their homes!

Watch the video where our founder Mr. Apurva Bhandari talks about it in detail at Tedx Rawatpur at: [https://www.youtube.com/watch?v=SbROGf\\_qNhc](https://www.youtube.com/watch?v=SbROGf_qNhc)



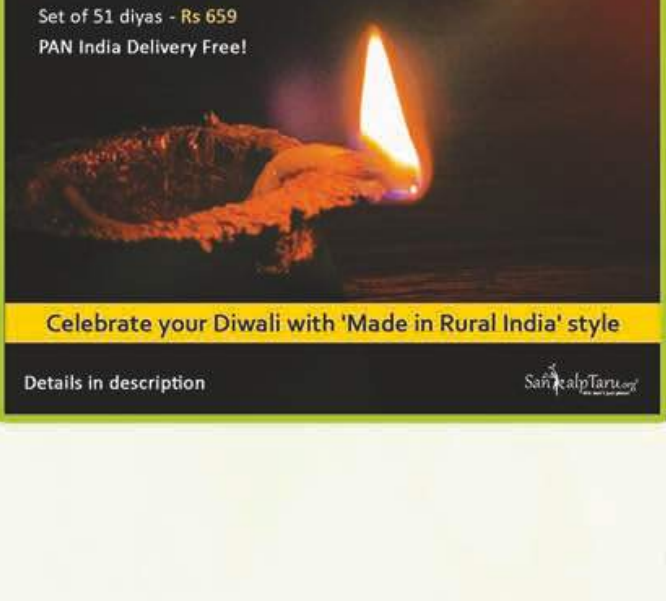
### SankalpTaru Celebrates #PedoWaliDiwali For A Sustainable Future

Concepts like 'sustainable' and 'eco-friendly' have finally generated enough talk worldwide to become movements, and the credit goes to the increasing awareness regarding the environment related nuisances that are given rise to in the name of unscrupulous celebrations. SankalpTaru joined the revolution of conscious and mindful celebrations by steering away from fireworks and raising a pitch for green diwali celebrations by planting trees to prevent adding pollution to the environment under the campaign #PedoWaliDiwali.

### Donate Old Books And Toys To Spread The Joy!

Books and toys help foster an imagination, encourage role play, enhance hand-eye coordination and provide comfort to children, especially to those living in isolated terrains and difficult circumstances. SankalpTaru launched the campaign 'Joy of Giving 2.0' to aid behavioural, cognitive and socio-psychological development of Ladakhi kids by donating childhood treasures for young readers and thinkers.

If you wish to donate and instill in your children the importance of giving in creating a meaningful life for themselves and others, you can write to us [www.sankalptaru.org](http://www.sankalptaru.org)



### Introducing Sustainable Dias to Celebrate The Festive Vibe

As terracotta diya erode the soil of the earth, we have come up with a sustainable solution that will help you to adorn your living space into a tranquil sanctuary as well as celebrate the festive quintessence all year round. Our organic, handmade cowdung and husk 'Saar Deep' diya are not only a perfect choice for your home decor, enhancing the festive vibe but the smoke generated by them also acts as a sustainable air purifier, mosquito repellent and free oxygen supplier, also unburnt diya can be used as a manure for your kitchen garden!

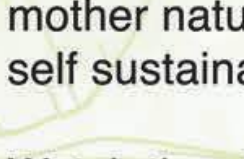
Sourced directly from mother earth and mother cow, you can shop them at: <https://gramyumm.sankalptaru.org/product/saar-deep-eco-friendly-cow-dung-and-husk-diyas/>

### Your Next #WhatsApp Ping Will Now Be Of The Trees You Plant!

Now you will be updated via Whatsapp notifications as soon as your tree is planted by SankalpTaru Foundation, giving you the details of its geometric coordinates and google satellite location.



## 02 PLANTATION WITH CORPORATES



### KPMG Plants Under Our Project Bhavnam 2.0 To Greenify Delhi NCR

The eco-fiesta started with the employees of KPMG all set and geared up for their green adventure to strengthen Delhi NCR's green lungs by planting trees at the site of the plantation under our project Bhavnam 2.0 at Aravalli hills near Gurgaon, Haryana. Not only the employees but their children also, got to build stronger connections to mother nature. The whole team was excited to contribute to build a self sustainable urban forest for Delhi NCR.

Watch the video on their plantation drive at: <https://www.youtube.com/shorts/cixxYpUdbFU>



### Mamaearth Celebrates Their First Greeniversary With Us!

MamaEarth is a sustainable skincare brand born with the idea of capturing the essence of care and safety for new mothers and their infants. It celebrated its first green anniversary with SankalpTaru Foundation, completing one year of providing an enriched green cover to Mother Earth and uplifting livelihoods of the rural farmers of the nation by planting more than 3 Lakh trees.

Watch the video on their green anniversary celebration at: <https://www.youtube.com/watch?v=UjYUdUdFU>



### Sungrow Power Supports Rural Farmers Of Our Nation

Sungrow Power Supply Co. Ltd. joined hands with SankalpTaru Foundation to greenify various states of India by planting trees on the lands of our farmer beneficiaries, thus supporting the rural economy. These trees will soon improve the economic conditions of our farmers by providing them alternate sources of income. We thank Sungrow Power for extending their support towards our Rural Livelihood Support Program.



### ICF Chennai Charter Honors Its Eminent Speakers With Trees

ICF Chennai Charter Chapter, a not for profit committed for Professional Coaching, gifted trees to their eminent speakers of the ICF Conclave India 2021. These trees were planted under our Rural Livelihood Support Program in the lands of our farmer beneficiaries of Tiruvannamalai, Tamil Nadu to elevate their financial returns.



### Medly Nurtures Mother Nature Through Its Corporate Celebrations

Medly Software Systems LLP, believes in nurturing a valuable relationship with nature and attributes trees to be a lifeline to cleaner air and a healthier planet. With this notion set for an action, they have pledged to plant trees for every new employee joining, employees' birthdays and work anniversaries under our Rural Livelihood Support Model for the farmer beneficiaries of Maharashtra.



## 03 FIELD WORK

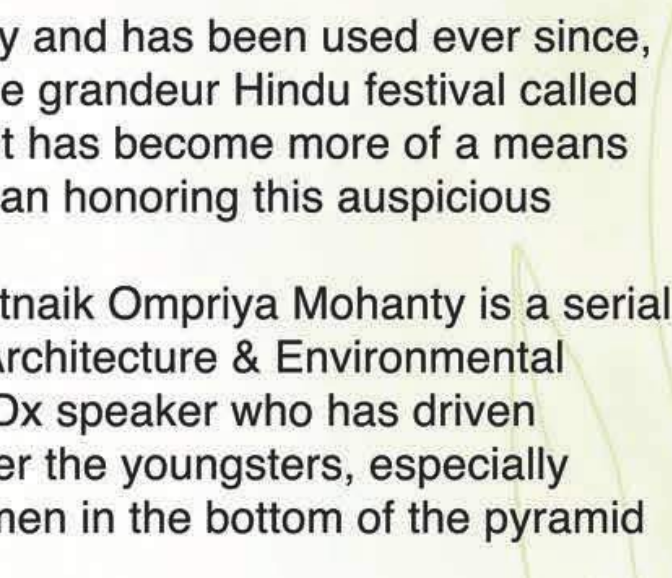
### Project Hariyar Chhattisgarh Is All Set To Fortify Chhattisgarh's Greenery.

Chhattisgarh is one of the richest biodiverse states of the country attributing to its favorable soil, climatic conditions and vast amount of arable land available for cultivation making it a leading producer of a variety of coarse grains. With the potential to become a dominant producer of fruit orchards, SankalpTaru Foundation has come up with Project Hariyar Chhattisgarh which will help Chhattisgarh agriculture gain a new momentum towards an economically viable phase.



### Project Green Thar Creates Mini Forests in Rajasthan

Project Green Thar is an initiative by SankalpTaru Foundation to create a self-sustainable Rural Livelihood Upliftment model to introduce opportunities for improving the standard of living of local communities of Rajasthan. By the method of afforestation and reforestation, it also encompasses the vision of increasing green cover to bring back biodiversity and ecological balance in the middle of the Hot Desert of India.



## 04 OUR 'HUMANS OF TREES' SERIES FEATURES, AR. PATTNAIK OMPRIYA



Gunpowder was introduced in the 13th century and has been used ever since, as a toxic filling in the crackers to celebrate the grandeur Hindu festival called Diwali. But, by the arrival of the 21st century, it has become more of a means of inviting in, the climate catastrophe rather than honoring this auspicious festival.

Our next feature of 'Humans of Trees', Ar. Pattnaik Ompriya Mohanty is a serial entrepreneur, a postgraduate in Sustainable Architecture & Environmental Design from Nottingham University, and a TEDx speaker who has driven multiple social enterprise initiatives to empower the youngsters, especially orphans, underprivileged children, women & men in the bottom of the pyramid of the societal hierarchy.

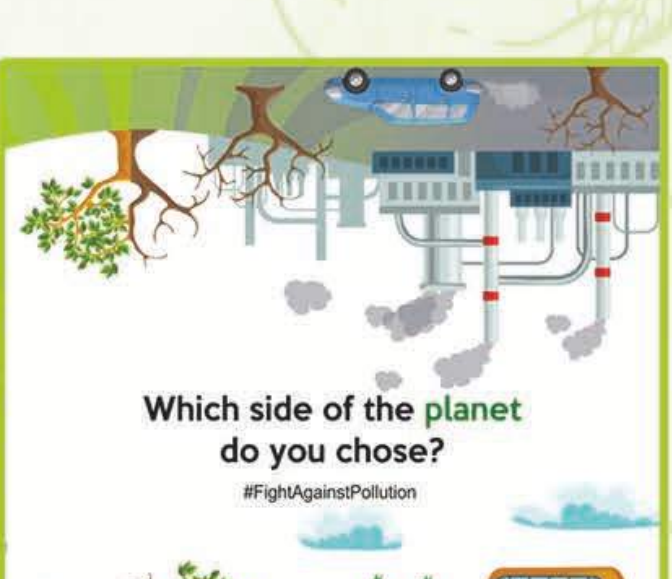
He strives to make this world a better place for all to coexist in harmony by bringing innovative, sustainable ideas into action and bringing all the eco-warriors across the world together on a creative platform, facilitated by his non-profit organization Pencil for Change. Through their creative outlets utilizing sustainable and natural resources, they raise funds to increase literacy, eliminate poverty, strengthen food security, fight climate change, and much more!

One of his teams' latest initiatives is 'Humans & Nature' biodegradable zero-waste seeded crackers which consist of seeds of vegetables and herbs, such as coriander, tomato, okra, and eggplant instead of explosive materials. Bursting of these crackers leads to a greener planet instead of emanating poisonous emissions! Also, the covering of these crackers is made up of handpainted and handcrafted biodegradable leather discarded from leather industries.

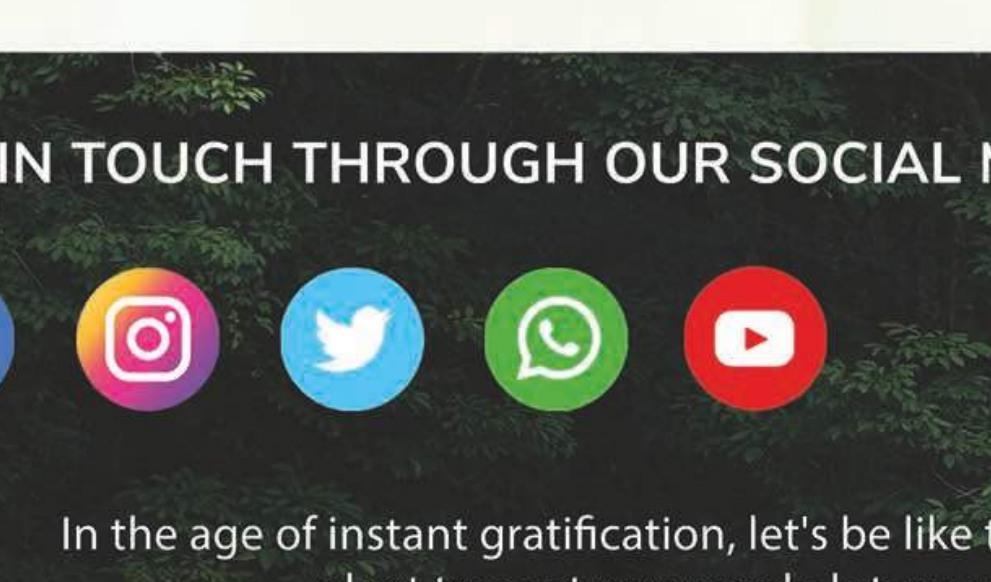
We appreciate his notion of spreading awareness regarding creative and mindful Diwali celebrations aimed at protecting the environment.

## 05 'EMPOWERING HEALTH' THROUGH HERBICULTURE

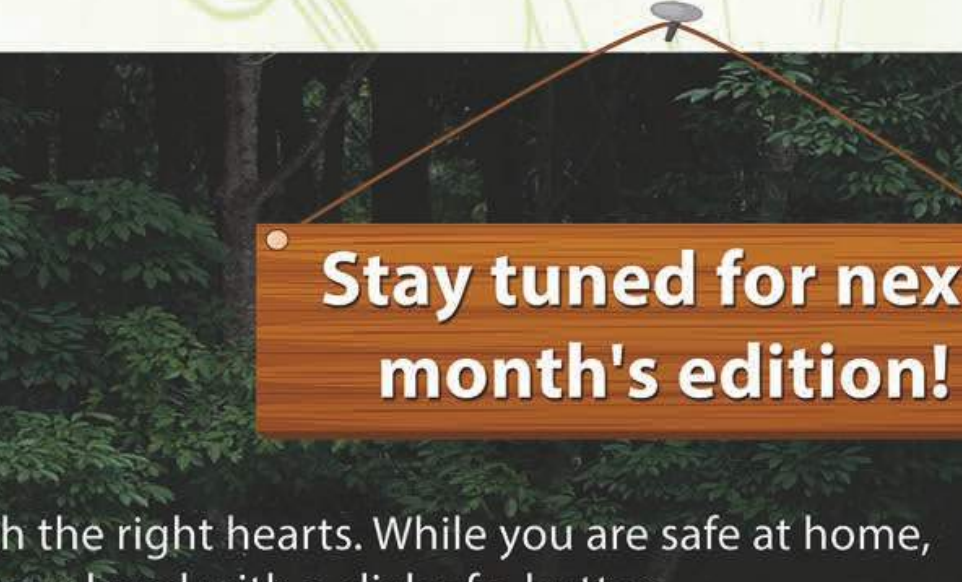
Read about how the herbal and medicinal plantations under our initiative 'Empowering HEALTH' which is encouraging the farmers of Tehri, Uttarakhand to enhance their profits and uplift their livelihoods at: <https://blog.sankalptaru.org/2021/11/empowering-health-through-herbiculture/>



## 06 INDIA'S BEAUTY CAPTURED THROUGH OUR LENSE



Picture Courtesy - Prabhakar



Picture Courtesy - Apurva Bhandari

## 07 OUR UPCOMING CAMPAIGN

### Fight against Pollution Campaign

Onset of the winters in India is generally observed by a thick blanket of smog carrying throat choking dense air. Part of the poorly compromised air quality is attributed to the air pollution accentuated by firecrackers and vehicular release, and then the other part to the forest wildfires and burning of agricultural residue.

Stay tuned for our upcoming campaign to combat this winter smog.



GET IN TOUCH THROUGH OUR SOCIAL MEDIA



Stay tuned for next month's edition!

In the age of instant gratification, let's be like the snails with the right hearts. While you are safe at home, plant trees at [www.sankalptaru.org](http://www.sankalptaru.org) and lend your hand with a click of a button.

SanjalpTaru.org We don't just plant!

VISIT OUR WEBSITE [www.sankalptaru.org](http://www.sankalptaru.org)