

# NEWSLETTER

April 2021

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## 01 Earth Day 2021 Campaign Paints India Green From Ladakh In North To Mamallapuram In South

World Earth Day, celebrated on the 22nd April every year reminds us that planting trees isn't always just about wildlife or the environment but also about communities and their livelihood. We celebrated the month of April 2021 to celebrate Mother Earth by planting trees all over India ranging from Ladakh in North to Mamallapuram in South under the theme of 'Restore Our Earth' by EARTHDAY.ORG. We also conducted the Earth Day 2021 Contest to invite poems and stories from nature lovers across the globe to celebrate the spirit of oneness and bond of love for mother nature.

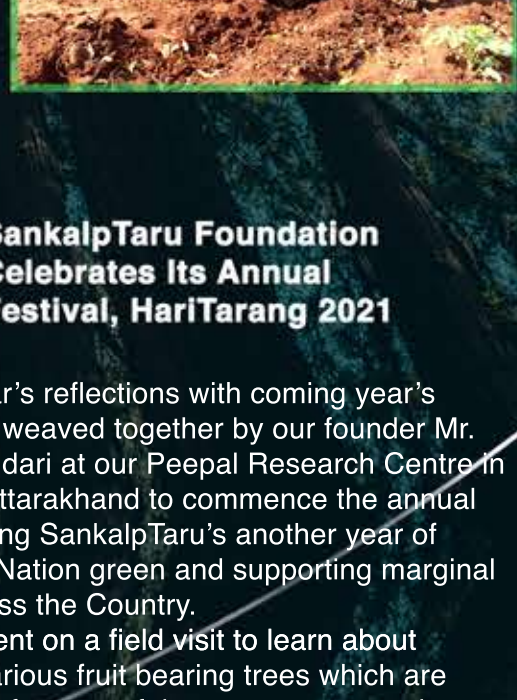
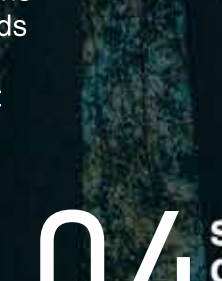


## 02 SankalpTaru Foundation Celebrates Earth Day 2021 Contest Winners

A poet or storyteller's work is not just a piece of content but a perception worth sharing with the world and so did share our winners of Earth Day Poetry and Story Contest 2021, Ms. Jyoti Sarda Kaverani and Ms. Shreshtha Manikandan. As the prizes to their meaningful submissions, they received a token of love and appreciation from us in the form of a personalised tree and a specially curated eco-friendly goodie bag with organic products sourced directly from our farmers. We thank them for participating and sharing their inspirational thoughts on protecting Mother Earth.

## 03 Nivea Nurtures Mother Nature By Planting Trees On Earth's Day 2021

Nivea, one of the most recognised and trusted skin and personal care brands planted a tree with us to celebrate World Earth Day 2021 for every purchase of its products on Nykaa. Because, the brand believes that caring for our skin also means caring for our planet, it not only helped thousands of its consumers nourish their skin but also nourished our shared planet by helping us plant trees across the globe!



## 04 SankalpTaru Foundation Celebrates Its Annual Festival, HariTarang 2021

Previous year's reflections with coming year's visions were weaved together by our founder Mr. Apurva Bhandari at our Paepal Research Centre in Dehradun, Uttarakhand to commence the annual retreat marking SankalpTaru's another year of painting our Nation green and supporting marginal farmers across the Country.

Our team went on a field visit to learn about grafting of various fruit bearing trees which are distributed to farmers of the area at no cost thus making the Earth greener and communities more sustainable. The team also interacted with our farmer beneficiaries and learned from them the significance of organic agriculture to strengthen the nation's nutritional sovereignty and food security.

Our founder envisioned the organization's goal of making Paepal Research Centre into a 'Centre of Excellence' where farmers from all over the country can visit and learn innovative techniques to give their agricultural practices and annual incomes a boost.



## 05 Our Associate Director Speaks at IDCA Forum On Climate Change Mitigation Through Tree Plantation

IDCA, the India Development Coalition of America is a non-profit organization based in the USA that inspires Innovation and Social Entrepreneurship for Poverty Alleviation and Climate Change Mitigation in India. Ms Smita Mann, our Associate Director joined the Earth Day Forum organised by IDCA on April 25, 2021 as a guest speaker with other experts around the globe and accentuated the role of SankalpTaru Foundation in averting Climate Crisis strengthening our nation's green cover, and rural economy through tree plantation.

# PLANTATIONS WITH CORPORATES

## 01 Full Creative Strengthens Financial Security Of Our Farmer Beneficiary

Creative, a provider of people-driven services to help the world work from anywhere, also helped the world by increasing its green cover and supporting our farmer beneficiaries raise their incomes. It teamed up with SankalpTaru foundation to plant thousands of fruit bearing trees of Coconut and Guava on the lands of Megala and Utthaman Rajamani from Natham, Dindigul district of Tamil Nadu. A drip irrigation system was also installed to help their farms flourish with fruit orchards and their family with a secure income from the harvest.



## 02 Singapore Airlines Pays Carbon Tax To Offset Its Carbon Footprint

Singapore Airlines, one of the biggest names in the world of Aviation is committed to taking sustainable steps, both big and small, from improving their aircraft fuel efficiency to reducing their carbon footprint. The Airline gifted hundreds of trees to its employees which were planted on the land of SankalpTaru Foundations's woman farmer beneficiary, Mrs. Smita Bhausaheb Kadam of Bhawani Village in Ahmednagar, Maharashtra, landing her financial fluctuations into a stable ground.



## 03 Stratus Global Strengthens Nation's Green Cover And Rural Economy

Stratus Global, a pioneer of cloud computing and digital technology participated in a plantation drive with SankalpTaru Foundation to plant fruit-bearing trees on the land of our rural farmer beneficiary in Telangana under our Project Pachadhanam. The trees will help in increasing the biodiversity cover of the region and also raise the income of our marginal farmer.



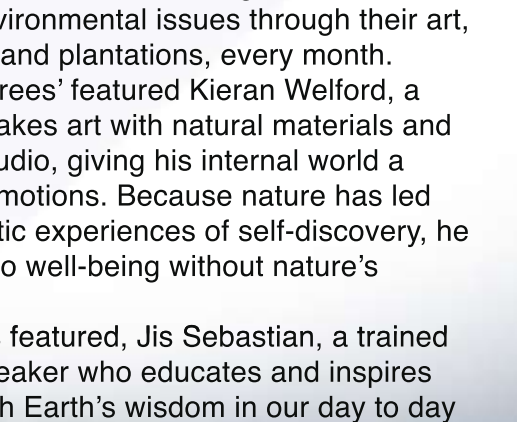
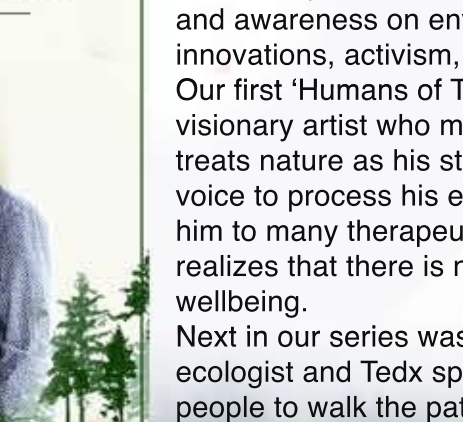
## 04 Dhoonki, Vouches For Sustainability To Honor Mother Earth

Dhoonki is a sustainable fashion brand that cares deeply about our planet and therefore uses upcycled materials and eco-friendly packaging to reduce strain on the planet's resources. It partnered with SankalpTaru Foundation on International Earth's Day 2021 to plant a tree in response to every purchase made by their consumers to promote environmental and social responsibility.



## 05 IDBI Gifts Trees To Its Employees To Celebrate Its 20 Years Anniversary

IDBI Trusteeship Services Limited partnered with SankalpTaru Foundation to gift trees to their Directors and veteran employees on the occasion of completing 2 decades of their services on March 8, 2021. The gifted trees were planted on the land of our marginal farmer beneficiary Mr. Jignesh Narottamas Bhayani, from Buldhana with less than 5 acres of land. The plantation of Guava saplings on their farm will help him uplift his annual income of Rs 30,000 to support a family of seven.



# WHAT TO LOOK FORWARD IN NEXT MONTH

## PLANT TREES FOR FREE OXYGEN CAMPAIGN

Let's value the oxygen provided by nature to us. Plant trees with SankalpTaru to strengthen the lungs of Mother Earth under our "Plant Trees for Free Oxygen" Campaign.

Stay tuned for next month's edition!

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OR VISIT OUR WEBSITE

[www.sankalptaru.org](http://www.sankalptaru.org)