

NEWSLETTER

June 2021

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01 Highlights of This Month

Rejoicing World Environment with the Spirit of Go Green, Go SankalpTaru!

From North to South, East to West, World Environment Day 2021 added another golden feather in SankalpTaru Foundation's aspiration to paint India Green. Have a look at our on ground plantations from all regions across the country, celebrating the spirit of Go Green, Go SankalpTaru!!



Launch of Web Series- "We Don't Just Plant!"

We launched the very first episode of our new video interview series "We don't just plant" on this World Environment Day, 5th of June, 2021.

Following episodes of the series would invite people from varied backgrounds who understand the importance of the delicate interdependence that exists between us and nature and would be loaded with insights into their journey of developing perspectives around nature in this anthropocentric world. Also, knowledgeable videos and behind the scenes of making wonderful forests will be shown in this series so please be tuned!



02 Plantation with Corporates



Sungrow Gives Back Clean Energy and Greenery to Make a Cleaner and Greener Earth!

Sungrow Power, one of the eminent names in renewable energies worldwide, collaborated with SankalpTaru Foundation to plant trees for their customers on the land of our farmer beneficiaries, one of them being Mr Om Prakash from Haridwar, Uttarakhand which will help him raise his annual income. With the initiative of planting trees for their customers, Sungrow is not only helping fight climate change but also supporting sustainable living of rural people.



SuRC's Initiative, 'Seeds of Goodness' Offsets Carbon Emissions.



SuRC, a sustainable fashion apparel brand which uses eco-friendly dyes and packaging, recycled products for production of their wood pulp made fabrics, partnered with SankalpTaru Foundation to start a beautiful initiative, "Seeds of Goodness" to offset tons of carbon produced by the fast fashion industries.



Innisfree Mitigates Climate Change by Planting Trees in Vidharbha, Maharashtra.



innisfree India, a world class Korean cosmetic brand collaborated with SankalpTaru Foundation to gift trees with personalised tree links on the purchase of its beauty products to the first thousand customers on the occasion of World Environment Day 2021. These trees were planted in Vidharbha region of Maharashtra.



Ecolgnis Turns Barren Lands into Mini Agroforests.



A brand refining sustainability collaborated with SankalpTaru to plant trees on World Environment Day 2021 to combat the alarming rates of deforestation, converting desolated lands into future agroforests, and transforming barren lands of farmers into the lush green orchard.



Clifford Chance Executes 'Mission Net Zero' in Molai Forest, Assam.



Afforestation is the simplest technique to offset carbon emissions and therefore one of the primary strategies to mitigate climate change. SankalpTaru Foundation together with Clifford Chance carried out tree plantations in the Molai Forest on the bank of Brahmaputra river in Assam under Clifford's initiative 'Mission Net Zero'.



Raabta Jewels Weaves Stories of Protecting Nature in Bhavnar, Manesar.



Raabta Jewels is an environmentally conscious team of remarkable jewellery designers who help their customers weave their own fairytales with the love and heritage saga of beautiful jewellery. Nature lovers by heart, they partnered with SankalpTaru for a tree plantation drive in our community land of Bhavnar, Manesar to give back to Mother Earth.



Rejoicing The 6 Years Old Green Bond between Unifi Capital & SankalpTaru

Unifi Capital Pvt. Ltd. India, a specialized Portfolio Management company offering innovative investment strategies in capital markets celebrated 6 years of green partnership with SankalpTaru by painting India green with trees under its 'Green Is Good & Profitable' initiative to prepare in advance against the looming threat of climate change.



03 Red Fort Plantation with CISF Jawans.

What better way to give back to the environment than planting trees with the soldiers of a paramilitary unit! Keeping the spirit of 'Jai Jawan' alive in the very genes of SankalpTaru, we collaborated with CISF Jawans to do plantation in the premises of Red Fort, Delhi.

This tribute carved a gratifying way to honor our soldiers and covid warriors, risking their lives to save humanity by planting trees for them and for Planet Earth where this humanity exists.



04 Our 'Humans of Trees' Series Features a Passionate Illustrator, Mali.

A landscape architect by profession, illustrator and author by passion who uses his illustrations to spread a word against the ruthless exploitation of nature by unscrupulous human intervention, Mahafuj Ali aka Mali was featured in the June edition of our "Human of Trees" series.

Born in a tiny village named Nidaya, on the banks of river Hooghly, he had no access to electricity, running water or television, but had limitless access to fields, ponds, rivers, bamboo groves and a lot of books. Boundless abundance of nature and loads of wisdom from his childhood fictions always intrigued him to capture meaning all around him through his lens of life.

Currently based in Australia, he loves to sketch in his free time about all the things that make him still and in awe of nature's lessons.

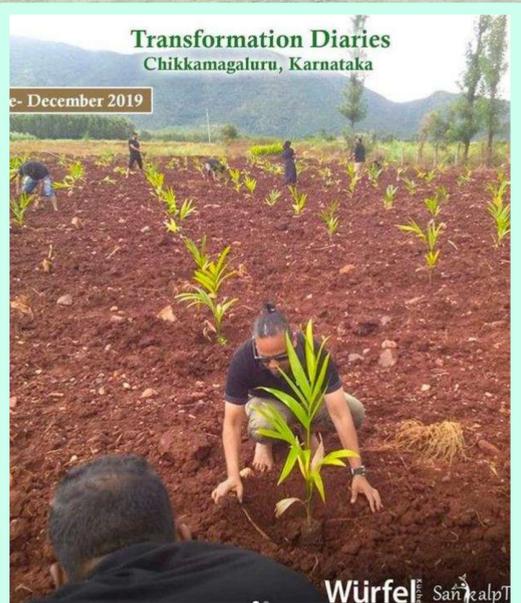


05 Field Work

Würfel

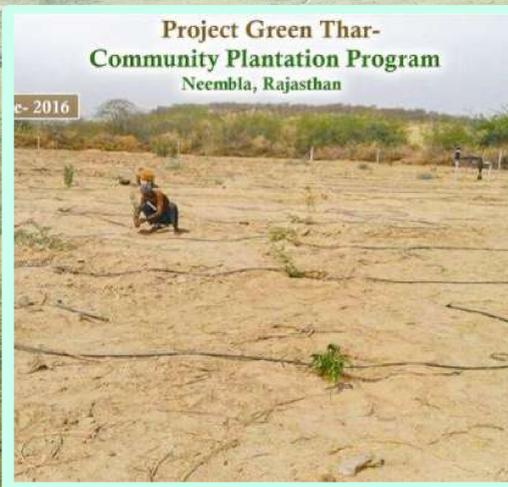
Würfel Koche Brings the Grace of Better Incomes.

SankalpTaru collaborated with Würfel Kuche, a pioneer in kitchen wardrobe, to plant hundreds of saplings on the land of Mr. Subramanya of Yemmeduddi village, Chikkamagaluru, Karnataka in December 2019. In two years, the farm is now loaded with beautiful trees which will bring financial stability and security to the family of our farmer beneficiary.



Creating a Bio Diverse Forest in the Middle of Thar Desert.

Who thought that a hot desert which could barely sustain anything but cactuses could be painted green with thousands of flourishing trees? One of the toughest projects of creating a green oasis in the middle of the undeniably inhospitable ecoregions of Rajasthan, was undertaken by SankalpTaru Foundation in 2016 as a Community Plantation Program in Neembla Village of Thar Desert, Rajasthan. Fast forward to 2021, we see a drip irrigated forest thriving in the middle of the dry Thar Desert supporting regional flora and fauna, and thousands of trees in the otherwise hostile climatic conditions.



06 What to Look Forward to?

'Trees of Monsoons' Campaign

"Trees exhale for us so that we can inhale them to stay alive" and because of the culturally understood importance of the trees, our country has so many festivals and mythological stories related to forests and trees.

One of the most celebrated of them all is Van Mahotsav, a week-long celebration that marks the onset of Monsoons in India. This festival is dedicated to Mother Earth in order to protect our life support system on the planet.



STAY TUNED FOR THE NEXT MONTH

GET IN TOUCH THROUGH OUR SOCIAL MEDIA



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 and lend your hand with a click of a button.

www.sankalptaru.org