



NEWSLETTER

MARCH 2021

01

PARTNERSHIP WITH SONAM WANGCHUK

Carbon Neutral Ladakh-An initiative to pay tax to Mother Earth

02

A SALUTE TO WOMEN FARMERS

Sankalptaru launched the "International Women's Day 2021" campaign to deliver support to women farmers

03

PLANTATIONS WITH CORPORATES

Giving Back To Mother Earth by CSR

04

FIELD WORK

Our Plantations Across India

05

GREEN LEGACY

Trees of Memories

06

WHAT TO LOOK FORWARD TO

Highlight for the Next Month

PARTNERSHIP WITH SONAM WANGCHUK

CARBON NEUTRAL LADAKH- AN INITIATIVE TO PAY TAX TO MOTHER EARTH



Renowned education reformist and engineer Sonam Wangchuk whose life we glimpsed in the movie '3 idiots', spearheaded the idea of a personal voluntary tax, a direct tax to nature or carbon tax which birthed the initiative of "Carbon Neutral Ladakh". Under this initiative, the Director of Himalayan Institute of Alternatives, Ladakh, Mr. Sonam Wangchuk collaborated with SankalpTaru Foundation to plant trees in the valleys of Ladakh which proved to be a prudent way of off-setting the carbon footprint.

The campaign received an overwhelming response by thousands of trees being planted, converting barren lands of Ladakh into fruit orchards and vegetational assets, conserving groundwater, reversing climate change, and helping Ladakhi farmers escape poverty. The income from these trees is now helping the local communities to provide their children with a quality education.

You too can pay your voluntary carbon tax by planting trees in Ladakh with SankalpTaru Foundation at

<https://sankalptaru.org/brand-promotions/carbon-neutral-ladakh/>



A SALUTE TO WOMEN FARMERS

SANKALPTARU LAUNCHED THE “INTERNATIONAL WOMEN’S DAY 2021” CAMPAIGN TO DELIVER SUPPORT TO WOMEN FARMERS ACROSS INDIA.



In our mission of making India green, we recognize the contribution of women farmers in sustainable agriculture because food sovereignty in women's hands is not only important for their own emancipation but also for all people and life on Earth.

Such is the story of one of our woman farmer beneficiaries, Prema Devi of Lamasur, Uttarakhand. At the age of 65 years, one of her immobile hands also could not hold her back from learning new agricultural techniques and wanting to plant new varieties of fruit saplings on her land. SankalpTaru Foundation honored her undying enthusiasm and planted 200 fruit bearing saplings of apple, peach, plum, and apricot on her land in 2019. She not only managed to produce apples within the intended time of 2 years but also secured additional income for her family by cultivating and selling dandelions alongside her fruit orchard. She continues to inspire and empower other women from her village by imparting them the skills she learned from our team members.

SankalpTaru Foundation supported many courageous women like her by launching a campaign on #InternationalWomensDay which allowed our donors to plant thousands of trees on the land of our women farmer beneficiaries across the nation strengthening agricultural ecofeminism and resuscitating mother earth.

PLANTATIONS WITH CORPORATES

GIVING BACK TO MOTHER EARTH THROUGH CSR

Bringing forth the philanthropic side of professionals, SankalpTaru Foundation teamed up with many corporates to restore the intricate ecological balance of the earth through tree plantations. Let's dive deep into these plantations.

MAMAEARTH PLANTS GOODNESS



Mamaearth, a leading natural skincare brand believes in spreading greenery with its core philosophy of “planting trees for the people, by the people”, is one of SankalpTaru Foundation’s most treasured corporate partners. Under its initiative #PlantGoodness, Mamaearth plants a tree in the name of the customer for every purchase through their website. In 2021 alone, SankalpTaru Foundation has planted thousands of trees for Mamaearth on the lands of our farmer beneficiaries of Saharanpur, Uttar Pradesh under the Rural Livelihood Plantation Program, strengthening their food security and sovereignty.



DHL LOGISTICS PLANT TREES FOR ITS “ZERO EMISSIONS”



DHL Logistics, one of the biggest names in the logistics industry collaborated with Sankalptaru Foundation to take a step closer to its vision of “Zero Emissions” by 2050 by planting trees on the lands of marginal farmers of Buldhana District in Maharashtra. 24 farmer beneficiaries were identified under our Rural Livelihood Support Program and fruit bearing trees of Guava and Orange were planted on their lands. Micro-drip irrigation systems were installed to deliver water directly and slowly to the root zones of these plants for longer periods of time, preventing runoff and reducing evaporation. Shortly, these farms will transform into beautiful green spaces and provide opportunities for pollinator habitats, sequestering carbon, reducing stormwater runoff, and extensive production of fruits to reap economic benefits from.



PLUSTECH SYSTEMS AND SOLUTIONS



SankalpTaru Foundation initiated the Community Plantation Project in Pune and extended its mission by organizing an on ground employee engagement activity with PlusTech Systems and Solutions Private Limited, Pune., an IT and service provider company. Native trees of Jamun, Guava, Gulmohar, and Badam were planted to reduce the carbon footprint and increase the green cover of the area. As these plants will grow, they will become an essential green source for filtering air pollutants from the atmosphere while increasing the green cover to rejuvenate the environment thus becoming the green lungs of the region.



INFOSYS SYNERGISES GREEN INSURGENCE

Infosys

SankalpTaru Foundation had the honor of planting thousands of trees for Infosys, a global leader in digital services and consulting, to mark their special events INFOSYS APAC CONFLUENCE and the Annual Petit Infoscion Day. As a greengift, a total of 16,000 trees were planted for every child at their Petit Infoscion Day 2021 and each for their eminent speakers of APAC CONFLUENCE 2021. We are excited to share their virtual forest link <https://sankalptaru.org/c/Infosys-APAC-Confluence-Forest/> which showcases their trees with dedicated Tree IDs, details of the farmer beneficiaries, and the carbon emissions sequestered by their trees. We thank Infosys for greening India with us

Infosys APAC CONFLUENCE 2021 goes green!

As the green partner for the Infosys APAC CONFLUENCE 2021, SankalpTaru Foundation has planted trees across the India for the speakers at the confluence.



Infosys
APAC CONFLUENCE
February 18, 2021

SankalpTaru.org™
We don't just plant!

**NFY
JUNIORS**

Infosys
Navigate your next

Petit Infoscion Day 2021

Infosys in collaboration with SankalpTaru Foundation virtually planted 16000 trees for the #Younglings of Petit Infoscion.



FIELD WORK

OUR PLANTATIONS ACROSS INDIA

We continue to break past records in tree plantations thanks to your contribution. Planting in huge numbers through our website, you have helped us conduct ambitious tree plantation programs and scaled up our implementation and technology around agriculture and agroforestry. Let's scroll through these plantations facilitated by your willingness to support us in our endeavor to paint the Earth green.

PROJECT PACCA KERALAM STRENGTHENING THE VEGETATION COVERS OF KERALA

"God's own country- Kerala", now teems with lush green trees with our operations manifesting in full swing in Wayanad and Palakkad districts of Kerala. Many trees of Coconut, Lemon, Avocado, and Areca nut have been planted on the lands of our farmer beneficiaries under project Pacca Keralam uplifting the rural livelihood of farmers of Kerala. Visit our website and bless the farmers of Kerala with thriving vegetation and food security by planting trees for them. The link for the plantation project is: <https://sankalptaru.org/project-pacca-kerala/>



GREEN LEGACY:

TREES OF MEMORIES

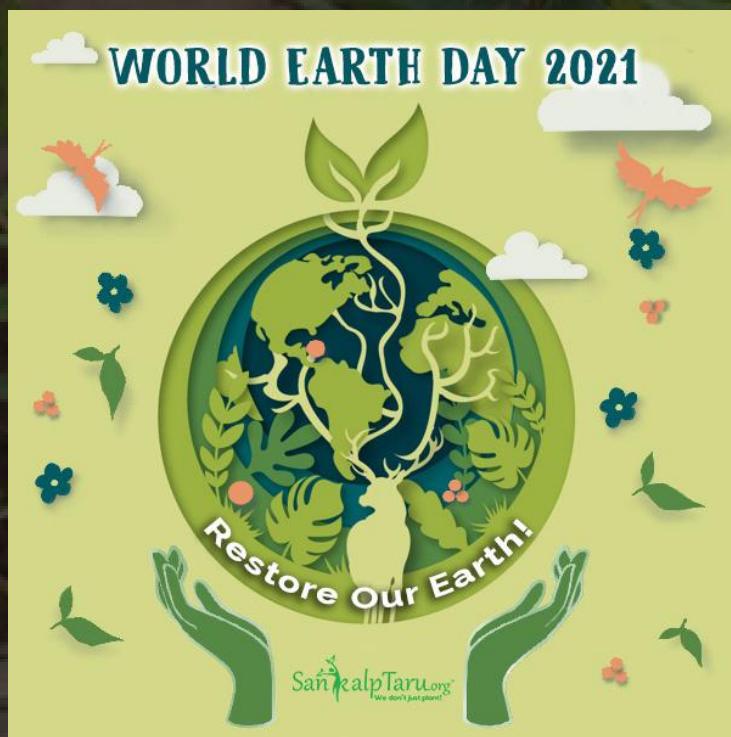
It is significant to honor the lives of your loved ones, and what can be a more beautiful way to do that than to plant a tree with us. Every tree you plant in the memory of a loved one, you help us revegetate barren lands, revitalize biodiversity, and establish financial freedom for our marginal farmers. We would like to thank the family of Miss Nupur Chaudhary for planting 56 Mango trees in memory of her father Late Mr. Praveen Chaudhary on the land of our farmer beneficiary of Meedikonda, Telangana.



WHAT TO LOOK FORWARD TO

HIGHLIGHT FOR THE NEXT MONTH

Tighten your belts because coming up next month is SankalpTaru Foundation's #EarthDay 2021 campaign.



#EarthDay2021 Campaign.

Join us in the celebrations of World Earth Day by planting thousands of trees across India in the month of April 2021 and adorning mother earth under the theme "Restore Our Earth" by EARTHDAY.ORG.

Stay tuned for next month's edition!

GET IN TOUCH WITH US THROUGH OUR SOCIALS



OR VISIT OUR WEBSITE

www.sankalptaru.org