NEWSLETTER

September 2021

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01 HIGHLIGHTS OF THIS MONTH

Milestone of 25 Lakh Trees Fulfilled!

Click by click with your contributions, we planted 25 Lakh trees and are moving steadily to plant many more!! We are extremely proud of our green journey together and wish to be accompanied throughout our eco-expeditions!

Chhattisgarh Became Our Next 'Go Green' Destination

Situated in the heart of India with a ten thousand years old civilization,and a home to the country's widest waterfalls, caves, lush green forests, and rare wildlife, is a land which calls us to protect its scenic beauty by adorning it with more trees. To protect its natural flora and fauna and ecological balance, the team of SankalpTaru Foundation has decided to build future mini forests across this state which will help it to combat the severe pollution crisis it is currently facing due to the presence of many coal mines and coal fired power plants.

Our Remembrance Trees Became Portal of Connection With Ancestors

Growing a tree is a wonderful and environmentally friendly way to remember the quintessence of a departed soul. Our Pitruparnsha Tree Plantation Campaign allowed many donors to connect to the essence of their lost loved ones by planting Remembrance Trees of the deceased souls' birth places or places synonymous to their lifetimes. These trees will give them a special place to visit to hark back to the beautiful memories of their ancestors.

With PhonePe, Our Users Can Now Go Carbon Neutral, Hassle Free!

Carbon emissions are slowly turning our globe into a gas chamber of trapped heat. But with our PhonePe collaboration, we could provide our users an easier access to a more preferred reality. By searching 'SankalpTaru' under PhonePe Donate category, our contributors could make cognizant choices with a click of a button to pay their carbon taxes by planting trees with us.

'We Don't Just Plant', Ep-3 on 'Project Protect Himalayas'

SankalpTaru Foundation holds onto its belief in rewilding Uttarakhand despite invasive species vastly spreading out and other atrocities, despoiling the locals. The Episode- 3 of our web series 'We Don't Just Plant' captured our splendid journey of transforming the denuded mountains to a lush green fledgling woodhill and behind the scenes of how our team, along with the locals, are fulfilling the promise of 'We don't just plant but we protect it too'.

Watch the full video at: https://www.youtube.com/watch?v=_ZNeo1lg1-Y

02 PLANTATION WITH CORPORATES

Natural Vibes Fortifying Beauty of Nature

Natural Vibes, a nature conscious, ayurvedic and vegan skin & hair care brand is driven by its co-founders who reserve immense shared passion and unconditional love for mother nature. As the keepers of nature, they set the ball rolling to restore it's beauty and its people's alive by planting a tree for every purchase under their initiative **#PlantATree** with us.

V-Trans Promotes Agroforestry in Rural India

V-Trans, India's preferred single window logistics solutions provider and cargo management company joined hands with SankalpTaru Foundation to plant fruit bearing trees on the land of our farmer beneficiaries of Gujarat and Pune. The trees will help to strengthen the livelihood of the farmers' families and diversify their sources of income through agroforestry coupled with agriculture.

Columbia Sportswear Initiates Betterment of Rural India

Columbia Sportswear stays true to its image as a champion of the outdoors as the company has been lining up programs geared towards protection of the environment and outdoors through the years. Recently it supported the Rural Livelihood Plantation model of SankalpTaru Foundation by planting fruit bearing trees of Apple Ber and Guava on the farm of SankalpTaru's farmer beneficiary Navneet Attri from Rohtak, Haryana.

Midas Hygiene Eco-Fosters Panvel's Retirement Home

Midas Hygiene, a one stop brand for home insecticides, cleaning products and personal care pitched in with SankalpTaru to plant trees of Ashoka, Bauhinia, Mango and Guava in the premises of Rushivan old age home in Panvel, Maharashtra. These trees will not only foster a loving and nurturing environment for the senior citizens residing there but will also help to sequester carbon emissions and act as air purifiers for the local residents in the coming years.

B4U Executed Urban Plantations in Metropolitans

In the current scenario, where every section of the society has been impacted by the pandemic for over a year, B4U, a foremost Asian channel to pioneer the Bollywood genre worldwide, partnered with SankalpTaru to plant trees in Delhi under Urban Plantation model and Navi Mumbai, Maharashtra under Rural Livelihood Support Model. These trees will help to uplift the livelihood of the local and marginal farmers of Navi Mumbai and will also act as a source of lifelong supply of free oxygen by increasing the green cover of the capital city of India.

Shoft Shipyard Safeguard Nation's Rural Agronomy

Shoft Shipyard, a sophisticated designer of maritime ships and vessels joined hands with SankalpTaru Foundation to escalate the nation's rural economy by extending help to small and marginal farmers of the country. Ladhabhai Dungarabhai Patel, our farmer beneficiary from Tharad, Gujarat received hundreds of pomegranate saplings from Shoft Shipyard. These pomegranate trees will help him to obtain better financial returns and improve his standard of living in the coming years along with painting the planet greener.

DCB Bank Retrieves Green Foliages Across India

As majority of India's cities are on the verge of losing their groundwater and are daily coming under a stronger trap of pollution, our plantation campaign with DCB Bank acted as an asset to create urban mini forests across 34 cities of India mitigating the toxic content from the atmosphere. Further in time, these green spaces will develop a healthy dwelling for the citizens, while creating carbon sinks and reducing GHG levels of India.

03 STORY OF OUR GREEN HERO, SANJEEV GURJAR

They say, true heroes are the ones who enter into defence, knock out enemies on the battlefield, and pledge to protect the nation's land for the rest of their lives. But sometimes, true heroes are born in the battlefield of life itself. 18 years old Sanjeev Gurjar lost his father to a tragic road accident.His father Bharat Singh was a farmer beneficiary of SankalpTaru from Sevkheda, district Alwar, Rajasthan. He had recently entered into agroforestry with the help of our team, which had planted 1300 pomegranate saplings on his farm in April, 2016.

But sadly, he could not reap the harvest of his dreams of diversifying his income and affording a better education for his children. His sudden demise turned his eldest son, Sanjeev's life upside down. A single incident took away from Sanjeev his guardian, bread earner and the only source of motivation, for him to pursue his preparations for defence. The 18 months naive pomegranate trees were left untendered. And Sanjeev had no idea how to look after them, since his family had been involved in the traditional farming of mustard seeds and cotton as far as he could remember.

For a grieving son, the challenges that he faced upon entering into farming were huge and threatening but he did not give up. The soldier in him didn't give up! Since then, with the guidance from our ongroundcoordinators, he has managed to harvest 90-100 quintale of pomegranates, earning 4 lacs per annum in the last two years. He is expecting to harvest 200-220 quintals earning 10 lacs per annum with his ongoing yield, thus fulfilling his father's dream. We salute to his impeccable spirit of standing firm, knocking out all the odds and being a true green hero!

04 NEW ARTICLES ADDED TO OUR SANKALPTARU BLOG

Click the link below to follow the newest edition to our blog on Fortifying Ladakh- A land of people with their religion as 'Nature'

https://blog.sankalptaru.org/2021/10/fortifying-ladakh-a-land-of-people-with-their-religion-as-nature/

05 INDIA'S BEAUTY CAPTURED THROUGH OUR LENSE

Picture Courtesy - Abhinav Bhandari

Picture Courtesy- Prabhakar

06 OUR UPCOMING CAMPAIGNS

Upcoming campaigns on 'Pedo Wali Diwali' & 'Joy of Giving-2.0'

With the vision of celebrating the grandeur hindu festival with minimum consequences to the environment and creating opportunities for holistic development of the younger generation living in the rough, isolated terrains of Ladakh, we will be coming up with the campaigns, 'Pedo Wali Diwali' and 'Joy of Giving' in our next month's edition.

Stay tuned for our mission of doubling the joy!!

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

VISIT OUR WEBSITE