

## **TATA Projects Launches Its Unique Green Thumb Initiative 2017**

It's a national initiative by TATA Projects at its over 100 projects sites, the initiative involves.

**Hyderabad/Jaipur, June 5, 2017:** Today on the occasion of World Environment Day one of India's fastest growing and most admired infrastructure companies TATA Projects ([www.tataprojects.com](http://www.tataprojects.com)), - launched its unique Green Thumb – an initiative to enhance the green cover across the country. launched its unique Green Thumb – an initiative to enhance the green cover across the country.



Green Thumb 2017, is in continuation to TATA Projects' previous year's initiative wherein it aimed to get 10,000 people to click (pledge) to plant a sapling on their behalf – the response of click/pledge received was a tremendous 23,000. Encouraged by the response, TATA Projects planted a total of over 42,000 saplings across the country in over 100 locations in the last one year (2016-17) !

Jaipur Witnesses Plantation Drive – making of a public movement – Dravyavati River rejuvenation is a socially vital, and prestigious project for citizens of Jaipur and for India as well. This is chosen as the key site for launching `Green Thumb Initiative 2017' . A massive plantation drive is envisaged at its banks. More than 20,000 trees are to be planted here over time.

-Around 100 students from Jagrati Schools would plant saplings on 5 th June

- Prominent citizens from all walks of life – Doctors, Advocates, Rotarians, NGO's, Xavier's alumni association, Rajasthan Eagles Football Club
- participate in plantation drive on 5th June.
- Dignitaries including Govt and JDA representatives, senior officials of TATA Projects were present at the plantation event
- Over time
- schools, colleges, clubs and various associations to plant trees and carry out 'ShramDaan' at Dravyavati river front for making Jaipur clean and green.

At its Headquarters in Hyderabad, TATA Projects, today, would be distributing free saplings. While employees at over 100 + sites too would be planting trees. Under the Green Thumb initiative, while the company plants the trees, citizens who wish to do their bit to save the environment, can express their support for the cause by clicking on the banner to plant a sapling - on the Green Thumb Microsite <http://www.tplgreenthumb.com> ; or on Facebook page <https://www.facebook.com/OfficialTPLCommunity/> or on LinkedIn page <https://www.linkedin.com/companybeta/155507/> or on Company website [www.tataprojects.com](http://www.tataprojects.com) . For each such click / endorsement - TATA Projects will attribute a sapling, it plants - to the click (subject to the number of trees it can plant) . The rest of the clicks (if received more than the trees it can plant) will be attributed to the cause of environment protection.

While launching the 2 nd Edition of Green Thumb initiative, Mr. Vinayak Deshpande, Managing Director, TATA Projects said, "At TATA Projects, doing business sustainably and ensuring environment conservation are the core values of our philosophy. Adhering to these values, is the only way we do our project execution. Today, through Green Thumb initiative we are creating awareness about our environment conservation efforts and are communicating our values "TATA Projects is sensitive to biodiversity and the environment in which it operates, and takes utmost care to protect the same. Since the past few years, over 1,00,000 saplings have been planted by TATA Projects at its various project sites.

About Dravyavati River Rejuvenation Project – Jaipur, Rajasthan:- This is a pioneering project, the first in river rejuvenation attempted in a dry and arid landscape in India. The 47.5 Km long, rain fed river had degenerated to a Nallah – carrying untreated sewage. The project, envisages – intercepting sewage, treating it through sewage treatment plants (new ones) and using the treated water to recharge the river. Thus there will be clean water all through the year – in the river .

Not only - is the Nallah a health hazard for the citizens, it is polluting the environment and

carries a threat of flooding the historic city.

The Project : was awarded to A Consortium of TATA Projects Limited and SUCG by Jaipur Develop Authority. (JDA). Rajasthan Govt, by executing this visionary project has placed Jaipur among the most progressive cities of India, at par with other world class cities .

The river basin, its banks and sewage pipelines along with sewage treatment plants are being built. The river banks will be landscaped, and this is where a majority of the trees will be planted. Social infrastructure, Experience centre, parks, and walkways will be developed along the river banks. Its is here that tree plantation was initiated today.

**Media Contact:**

**Sandeep Menezes**

sandeepmenezes@tataprojects.com

+91-9920074163

Senior Manager - Marketing Communications

TATA Projects Ltd.

**Naresh Sharma**

nareshsharma@tataprojects.com

+91-9010680747

Head Marketing Communications

TATA Projects Ltd.