

8.9L Trees Raise Hope Of Cleaner Future



The numbers are impressive. 5 lakh trees were planted this year in four cities, taking the total number since 2015 to 8.9 lakh. Beyond the figures, the Hero-TOI Green Drive is planting hope that our kids will inherit a future that's cleaner and greener. Here's a wrap-up of this year's activities



Green boost becomes inspiration for more



INDORE
1.5 LAKH plantations

Indore: Indore got a massive green boost in July this year, when thousands of volunteers joined in to plant 1.5 lakh trees at three locations in the city — Machal, where 70,000 saplings were planted, and Ranbhawar hill and Asrawad Khurd, which together saw 80,000 plantations.

Such was the enthusiasm of the participants that public representatives, government and police officials fell short of words to appreciate the work being done for nature. An inspired state energy minister Paras Jain, who is from Ujjain, resolved to launch a similar campaign in his city.

The MP forest department partnered the drive and also undertook to look after the plants for the next three years. As always, Hero MotoCorp, a trusted partner since 2015, lent support in all activities.

Land ownership
MP Forest Dept

Maintenance by
MP Forest Dept

Sowing the seeds of an urban forest

Chennai: More than 1,400 residents, students and employees of various corporates planted 1.5 lakh saplings between September 22 and 30 this year at the Mahindra World City Chennai campus.

The saplings were planted on 140 acres allotted by MWC Chennai, which partnered Hero-TOI Green Drive in the city. Nearly 40 gardeners have been appointed to tend to the saplings until they grow into trees.

“Such plantation drives not just help reduce carbon footprint but create small urban forests that bring back the biodiversity including birds, insects and reptiles to urban areas,” said P Vijayan Janardhanan, business head (residential) of MWC.

The mood was upbeat as friends and families got together to plant saplings. Little Saranya said she would ensure that her plant was watered every day. Malathi R, a 33-year-old techie and aspiring environmentalist, said citizens must make efforts to compensate for greenery lost to calamities and development.

Land ownership
Mahindra World City

Maintenance by
Communi Tree



CHENNAI
1.5 LAKH plantations

Planting change to close the rain gap



AHMEDABAD
1.3 LAKH plantations

Ahmedabad: In the grey streets of Ahmedabad, the Hero-TOI Green Drive sowed the idea of change in August this year, with chief minister Vijay Rupani and deputy CM Nitin Patel inaugurating the mission to plant 1.3 lakh trees at the Ahmedabad Urban Development Authority (Auda) green zone in Bhat and on the cloverleaf interchange in Adalaj on SG Road.

The drive was partnered by the Gujarat urban development department, the roads and buildings department, the forest department, Gujarat Narmada Valley Fertilisers & Chemicals, and Auda.

“Gujarat faces the problem of skewed rainfall,” Nitin Patel said. “South Gujarat gets heavy rain while Kutch, north Gujarat and Saurashtra go dry. Trees can help close these rain gaps. We realise the importance of trees more than any other state.”

Land ownership
AUDA, Roads & building dept

Maintenance by
Drishti Foundation

MAKING SENSE OF THE NUMBERS

If 8.9 lakh saplings are planted 5m apart, they would grow into a thick forest spread over 22.25 sq km



That's close to
12% of Delhi's total forest cover

“This is the biggest gift we can give to our next generation. Our aim is to increase the per capita tree cover

—VIJAY SETHI | CIO, HEAD OF HR & CSR, HERO MOTOCORP LTD

Native species planted to improve air quality

New Delhi: The Hero TOI Green Drive partnered with the Sant Nirankari Charitable Foundation (SNCF) to plant close to 70,000 saplings at a site owned by the Foundation in Samalkha, near Sonipat, last month.

The location has characteristics of a Yamuna floodplain and the drive aims to not just revive the area, but also provide another green buffer to improve local air quality.

The plantation was overseen by Faiyaz Khudsar, scientist in-charge of Yamuna



DELHI-NCR
70K plantations

Biodiversity Park. He said around 20 species were chosen for the site — all native to the Yamuna floodplain. These included Harrar, Baheda, Arjun, Jamun, Sisoo, Amaltas, Tota and Babool.

“This is a way to inspire others to not just plant more trees but also adopt them. We've ensured that saplings planted in the past have survived and are at a good height now,” said Bindiya Chhabra, SNCF executive president. All spiritual organisations aligned with Speaking Tree have been contributing to the drive since 2015.

Land ownership
SNCF

Maintenance by
SNCF