



GO GREEN:

On the occasion of World Environment Day, one of India's leading real estate developers, Siddha Group, in association with non-profit organisations Mrittika Earthy Talks and Harimitti, recently organised a plantation drive for the Siddha Elite customers, as an extension of the company's 'Be Selfish' campaign that aims at creating environmental awareness. The initiative was kicked off with saplings plantation by Debashis Sen, chairman, New Town Kolkata Development Authority (NKDA); Swapna

Burman, Indian heptathlete and Arjuna awardee; Swati Nandi Chakraborty, environmental scientist and environment consultant at Cantonment Board, Government of India; and Aadish Jain, director, Siddha Group. Mango, neem, jackfruit, Arjun and sal saplings were planted.

A few years ago, the company started a green initiative by taking an oath to plant 50,000 saplings across the state, which they have already achieved with their large-scale plantation drives held with the Indian Army around Race Course and Park Street extension right next to Red Road.