

GREENING THE EARTH: TREE PLANTATION DRIVE

An Initiative by United Way Mumbai Helpline

Rapid constructions and mushrooming housing colonies have led to depletion of the green cover in many parts of Mumbai. The importance of trees in purifying the air, reducing global warming, preventing soil erosion, conservation of water, maintaining the ecological balance, providing natural resources as medicines, habitats for faunal species, providing nutrients to the soil etc. is well known. Unfortunately, the overall green cover, not just in Mumbai but in other parts of the country is reducing and as a consequence, pollution is increasing at an alarming rate. Increasing the green cover by tree plantation is one of the easiest yet effective measures towards reducing this imbalance.

Tree plantation drive through Corporate Employee Volunteer Participation

- Employee volunteers plant the trees at identified sites
- United Way Mumbai Helpline works out a mechanism with local vendors and stakeholders for yearlong nurturing of the trees planted.
- The tree plantation drives are planned in close consultation with the Horticulture and Garden Department of the Municipal Corporation thereby ensuring the following;
 - Carefully selected saplings that are of minimum of 3 to 4 feet in height. Such saplings are easier to nurture and grow.
 - Specific species of plants are chosen for plantation keeping in mind the following aspects;
 - Plants that are suitable for the local environment and soil conditions at the site chosen for plantation
 - Its capacity to absorb carbon from the atmosphere

Role of the Corporate Partner:

- Fund the complete drive along with cost of yearlong nurturing of the trees planted
- Mobilize employees to volunteer during the plantation drive
- Arrange for the other logistics including T-Shirts/ Caps, snacks, etc. as per requirement for the employee volunteers during the drives

Role of United Way Mumbai Helpline:

- Facilitate identification of suitable location/ site for tree plantation in consultation with the Municipal Corporation of Greater Mumbai (MCGM) and local citizens groups & Obtain all the necessary
- Arrange for logistics and get into arrangement with local vendors for yearlong maintenance of the trees
- Overall conceptualization, planning, coordination and implementation of the drive



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Successful Tree Plantation Drives with Corporate Employees