

## Plantation drive on the occasion of World Environment Day



Plantation drive by DA at Sanjay Van, Delhi

**W**hen we hear the quote, “Our Land, Our Future,” we feel a deep connection to our land and recognise our responsibility to care for it. In celebration of World Environment Day, Development Alternatives organised a plantation drive across various project locations, including Sonbhadra, Jaipur, Delhi NCR, Jhansi, Orchha, and Nalagarh.

According to the United Nations Convention to Combat Desertification (UNCCD) COP16, up to 40% of the world's land is currently degraded, affecting around 3.2 billion people globally due to desertification. Keeping this critical environmental issue in mind, we committed to planting 5,000 trees by the end of this year. This initiative was strategised by, Maj. Gen. Rahul Bhardwaj, Vice President, Development Alternatives.

On 5 June, we planted approximately 1,600 trees, beginning at the DDA park in Sanjay Van and continuing across other project locations.

Mr Shrashtant Patara, CEO of Development Alternatives, and Mr Ajay Tiwari, Section Officer of the Delhi Development Authority, along with DA staff members, also joined the initiative to support and promote this cause.

In Noida, the plantation drive took place in and around the pond rejuvenated by Development Alternatives in Khodna Kala village, Gautam Buddha Nagar. Volunteers from HDB Financial and community members actively participated in the drive.



Plantation drives conducted by DA



Jaipur, Rajasthan



Jaipur, Rajasthan



Gautam Buddh Nagar, Uttar Pradesh



Jaipur, Rajathan



Sonbhadra, Uttar Pradesh





Sonipat, Haryana



Sonipat, Haryana



Orchha, Madhya Pradesh



Orchha, Madhya Pradesh