

## GVK CSIA celebrates World Environment Day 2013

Organizes activities supporting UNEP's global campaign - 'Think.Eat.Save.'

**Mumbai, June 5, 2013:** On the occasion of World Environment Day (WED), a wide variety of activities were organized by GVK CSIA.

The WED functions started with the distribution of 2500 'Kadipatta' (curry leaves) saplings by GVK CSIA, among passengers and its staff members. These saplings were distributed to promote a healthier lifestyle as their benefits are not limited to culinary uses. In Indian tradition, they have been used as a natural remedy for many health conditions and disorders for thousands of years. This gesture, one of the first in international airports across, garnered enthusiastic response from the passengers.

What followed next was a dancing flash mob by the Rotaract Club of Jai Hind College and a street play by Ideal Drama Academy outside the Domestic Terminal 1B Arrivals, on "Energy Conservation " and "Food Waste". The idea was to showcase a literal and dramatic representation of WED theme for the common man. With the help of songs, voice-overs and music the flash mob showcased the message and prompted the passengers to **THINK** about the environment in a whole new way!

Spreading the message through Social Media, GVK CSIA also held Twitter and Facebook contests on WED that saw enthusiastic participation. Special Baggage tag & car stickers carrying messaging related to WED were also distributed to passengers.

Given the enormous imbalance in modern lifestyle and the resultant devastating effect on the environment, this year's theme – **Think.Eat.Save** – encourages one to make informed choices that have a positive environment. GVK CSIA also hosted a lunch on occasion of WED at Old Age Home in Bhayander – "Kishan Gopal Rajpuriya Vanprasthashram", where the aged population were served healthy and a sumptuous meal. The focus was to promote healthy **EAT**ing through the use of natural ingredients and efficient cooking practices that reduce wastage.

GVK CSIA encouraged people to **SAVE** the environment through a Poster & Slogan/Poem competition on environment related themes for GVK CSIA staff and family members. Further, a display of graffiti wall, banners, standees at the Terminal Buildings, Cargo and a free car health checkup & PUC camp was also organized. For GVK CSIA line staff/contractors/passengers, a special training program on "Energy Conservation" was undertaken.

Tying up with the Bombay Natural History Society (BNHS), GVK CSIA organized a workshop around the theme **Think.Eat.Save** at Sanjay Gandhi National Park (SGNP) Information Centre. This was followed by the distribution of 100 'Kadiapatta' saplings to participants and planting of (Awala) trees in the park.

GVK CSIA recognizes its responsibility towards conservation of a healthy environment for future generations and pledges its continuous support to the UNEP message of: **THINK** before you **EAT** and help **SAVE** our environment.