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For a verdant cause

The city roads need to be widened to cope with the burgeoning traffic but with the tragic loss of so many beautiful trees and greenery, most Bangaloreans are wondering just how high a price one has to eventually pay.

The good news is that there is a solution at hand. The Phat Phish Foundation has launched Kalpavriksha 2008, a mega tree planting drive to address the problem head on. The Phat Phish Foundation supports socially relevant causes through music, fashion and the performing arts and has joined hands with the Isha Foundation and Project Green Hands to launch Kalpavriksha 2008.

“This is an innovative tree planting drive that every concerned citizen can easily be part of. A contribution of Rs 100 enables you to sponsor the planting of a sapling in the City,” said Prasad Bidapa at the fashion show launching Kalpavriksha 2008.

Models were draped in flowing silks from Srikanta Datta Narasimharaja Wadiyar's collection inspired by the trees of Bangalore like the Sampige and the Gulmohur representing the different elements of nature like air, earth and water. Wadiyar has also made the extensive grounds of the Bangalore Palace available for the Kalpavriksha 2008 drive.

Model Shrutha Keerti, also an expectant mother, was deliberately chosen to highlight the depleted legacy we will be leaving behind for future generations if urgent measures are not taken to reverse the trend of tree cutting in the City.

Project Green Hands holds the Guinness World Record for planting the maximum number of trees (852,587 saplings) in three days in 27 districts in Tamil Nadu. Their plan is to plant 10,000 trees on defence land in Bangalore and take the movement across Karnataka, eventually encompassing the whole of India. Their ultimate goal is to reverse environmental degradation by planting 114 million trees across India by 2014.

Log on to www.powertocreate.org for more information or to be part of the tree planting drive in the City.

Jackie Pinto

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