

In 10 Yrs, This Organisation Has Planted 3.9 Million Trees & Lets You Plant A Tree To Honour Your Dear One

What would be the perfect gift for a friend who has always been by 3 side, or a loved one you never can do without? Well, expensive gift options are aplenty. But, what would be that one gift that truly conve your feelings, without a glittery and proud price tag, one might wond

We offer people to plant a tree in the name of their dear ones, at a nominal expense of just Rs 85. A consequent eTreeCertificate would be delivered digitally to the recipient," shares Bikrant Tiwary, the CEO of Grow-Trees.com

The decade-old organisation has helped plant more than 3.9 million trees in hinterlands of India, often inhabited by tribal communities, stone thereby reducing carbon emissions each year by a massive 78.255,00 kg. Alongiske, the plantations have been awing endanged widtlife by restoring their habitats as well as providing forest-based resources to the tribal and local residents.



Why Grow-Trees stands out

In a conversation with The Logical Indian, Bikrant shares the principles, policies and achievements that set Grow-Trees a step ahead in the environmental non-profit sector. "Quite a lot of NOSs all over the work and doing tree plantation programmes but in most cases, the expected change is not visible due to lack of consistency and determination. They plant trees after financial contribution from well-wrishers. But Grow-Trees will plant around a million trees this monoson, irrespective of whether people donate or not," Bikrant asserts.

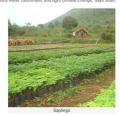


This is where Grow-Trees stand out since their initiative is driven by the goodwill and personal feelings of individuals. "We always plant tree in public lands. The work of the plantation programmes is speaking third by the plantage of th



How Grow-Trees started

The organization which now has its presence in 14 Indian states was started in 2010 by Karan Shah and his father Pradig Shah, the founder of the first credit-rating agency CRISIL. The idea sprouted in his mind thanks to a gesture of gratitude by Israel. In 1992, Shah had provided his insights and guidance in establishing a credit rating agency in Israel, who honoured him by planting 100 trees in his name. "We want to inculcate the habit amongst individuals and companies to Greet with Trees - plant a real tree in public lands and dedicate it to greet es/customers/friends with an attractive eTree Certificate, W. employees construents ment and unconverted cell incade. We have different thematic projects – Trees for Flipbals, Trees for Elphals, Trees for English and These trees not only enable one to distinctively greet a friend but also help create incomes for rural residents, improve wildlife habitats, enhance water catchment, and fight climate change," says Shah.



inched on June 5, 2010, on the occasion of The project was official World Environment Day

Empowering the tribals

Bikrant explains, "The saplings are developed from seeds and the months preceding the plantation season are spent on nutruling them nutraties. The color communities participate in the work since the know they will benefit in terms of food, timber and other resources. Or 32,2770 workstay of employment have been created for these local people in places where jobs are scarce"

The planters, aside from individuals, more than 500 corporate firms are our regular clients, who honour their employees or custome by planting trees in their names.

"Before the start of any of our projects, we identify the regions needin afforestation and pre-evaluate the socio-environmental impact of the same. So far, all of our projects have yielded positive results in preserving the environment as well as uplifting the marginalized communities," informs Bikrant.



Trees for wildlife

Ve have started the project Trees For Tigers at Sariska Tiger Rese we nave started the project Trees For Tipers at Sariska Tiper Reserveit Ragisthan and Saurdenbans in West Bengall. Over the last six years, we have planted almost 3.00,000 trees at Sariska, where officials now confirm two new tipers being apotted in that area. Earlier deforestation orbibed them of the habitats, but our programme is restoring the home of the tipers. Birkman harariase about one of their many projects dedicated to wildlife rehabilitation

mer widdlife-centric projects also comprise Trees For Sloth Bears a Trees For Indian Giant Flying Squirrels in Rajasthan, both of which a enlisted as endangered species.



Grow-Trees have recently started the Trees For Elephants project to rejuvenate elephant corridors in Jharkhand. Aside from this, their to list include Trees For Gibbons in Assam and Trees For Hornbills in Arunachal Pradesh.

"We plant trees surrounding the buffer zones of forests so that the forest-dependent communities do not need to venture deep into the jungle, causing human-animal conflict," clarifies Bikrant.

Conserving water and purifying the air

nmental impact of Grow-Trees plantation projects is not restricted for educing the carbon footborn or present projects is not restricted to reducing the carbon footborn or preserving wildle habitats "In Sarriska, we have seen a rise in the groundwater table. Similar results have been observed in other plantation zones as well. In Madifya Pradesh, we have planted forests on the banks of the tributaries of the Narmada river, aiming to increase water percolation, reduce flooding by decreasing soil erosion and enhancing the soil retention capacity," he

To address the notorious air pollution issues in the capital city of Delhi, Grow-Trees is preparing for their Trees For Life project.



The Logical Indian take

Afforestation initiatives are reported across the country every now at then. However, a large percentage of those fail in the end, due to the absence of proper maintenance and nonchalance of the involved entities. In this context, Grow-Tree is a perhaps the oldest and most committed plantation programme in India, not to mention the least expensive. With the engagement of stakeholders at all felvest, Grow-Trees continue to ensure that the positive socio-environmental impair steep the variety of the control of the positive socio-environmental impair steep the variety of the programment of states. stays the utmost

On the occasion of Earth Day on April 22, Grow-Trees is urging ew to plant a tree for their dear ones, helping to save our mother plan turn. You can also participate in the campaign by simply clicking of link: https://www.grow-trees.com/earthday/