



GAIL LAUNCHES “POWER OF GREEN” DIGITAL INITIATIVE UNDER ITS HAWA BADLO MOVEMENT

GAIL (India) Limited has launched a digital initiative '#PowerOfGreen' as part of its Hawa Badlo movement which will attempt to mobilize collective efforts to improve the deteriorating air quality by encouraging sustainable and environment friendly lifestyle habits. GAIL, as a responsible corporate, believes in building a safer, healthier and environment friendly world for everyone. The Hawa Badlo movement, an initiative of GAIL (India) limited connects with the citizens on digital platform for creating awareness for better air and environment and for providing solutions for curtailing the effects of air pollution. The #PowerOfGreen initiative is inspired by the importance of planting trees as afforestation which is one of the prime solutions for fighting the menace of air pollution for the society. It encourages habits such as planting trees, conserving energy at home, choosing greener fuel like PNG for cooking, choosing greener fuel like CNG for transportation, walking small distances, switching of engines on red lights, cycling and use of public vehicles as far as possible. #PowerOfGreen aims at strengthening the efforts of Green warriors like Jadav "Molai" Payeng: Forest Man of India and Saalumarada Thimmakka also known as Aalada Marada Timakka an Indian environmentalist from the state of Karnataka, noted for her work in planting and tending 385 banyan trees. It will highlight the efforts of Graviky Labs, a start up from Bengaluru, that has invented a device which, when fitted into the tailpipes of generators and vehicles, and would capture carbon emission even before it has entered our environment.