

## NEWSTRACK

# Signature Club Resort, Brigade Orchards celebrated World Environment Day

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By HBI Staff | Mumbai

Signature Club Resort in association with Brigade Orchards celebrated the World Environment Day. The World Environment Day, year on year, is celebrated on June 5, in order to create awareness about the emerging environmental issues. Hence, as an initiative towards protecting the environment while encouraging people to do their bit to save the planet, patrons and employees from across Bengaluru were brought together to be informed and educated about the environment and the importance of sustainable development.

To join the team in celebrating the World Environment Day were Venkatesh Prasad, the former Indian cricketer, and Vijay Raghavendra, a popular Sandalwood actor.

Keeping with this year's theme, as shared by UN – "Connecting People to Nature – in the city and on the land, from the poles to the equator," they commemorated this event by conducting an educational workshop on the Seed Ball Technique, a latest trend to help transform and rejuvenate dry barren lands into rich green landscape. This workshop was curated by Uttishta Bharatha and saw the participants actively involving themselves in making these seed balls with red soil and natural fertilisers.

Welcoming the gathering, Vineet Verma, Executive Director & CEO, Brigade Hospitality said, "Connecting people to nature is the theme of the year and this especially holds true for an industry and organisation like ours. For years Brigade as an organisation has ensured to practice sustainable development not only in its projects but also with initiatives like these that aim at educating and informing people – employees and patrons of the importance of preserving and nurturing the environment. The seed ball technique is a new technique, the concept of which is unfamiliar to most of us. With this workshop we aim to not only do our bit to connect to nature but also educate people in ways that are new yet significant."

Speaking on the occasion, Amar Mysore, VP- BCV Developers said, "It is important for each one of us to do our bit to help conserve and preserve the environment. Especially now when it is told that the population of Bengaluru will triple in the coming years. Brigade Orchards is among India's top three smart townships. When we say smart township, it is because it ties in to sustainability like when we say smart planning, you'll see many open spaces, for smart mobility you will see cycle docking stations. We also have battery operated cars that will round within the township. There are solar panels that will be generating electricity upto 150 kilo watts and efforts towards rainwater harvesting. On this occasion, I would also like to say that Brigade completes 30 years this year and we plan to plant 30,000 trees within the project and vicinity. The landscapes are very important in all our projects and they are all keeping true to the sense of what we promise."

Expressing pleasure in being part of the initiative was Vijay Raghavendra, who said, "With the fast paced development around us we are losing massive green cover around us. Today, on the occasion of World Environment Day we need to understand and appreciate nature, its beauty and the need to preserve it. I appreciate that an organisation like Brigade, with all its projects, does its bit to help preserve the environment. Going further from those are initiatives like today to spread awareness on sustainable development. This is significantly special and important to people like me who are urban dwellers."