

Venkatesh Prasad, Vijay Raghavendra join World Environment Day celebrations

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Bengaluru: Signature Club Resort in association with Brigade Orchards celebrated the World Environment Day. The World Environment Day, year on year, is celebrated on 5th June 2017 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 Bangalore 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 UttishtaBharatha and saw the participants actively involving themselves in making these seed balls with red soil and natural fertilizers.

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 organization like ours. For years Brigade as an organization 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."

Venkatesh Prasad said "It's nice see so many people come together for the event. I must appreciate Brigade for this fantastic event and it is a pleasure for to be here at this event. Signature Club Resort at Brigade Orchards reminds me of my childhood days as I grew up in a place with a lot of greenery around me. It is extremely important for all of us to understand the importance of nature and its impact on our lives and thus I would encourage more people to support the seed bombing technique. It is so simple and cost efficient to implement in our daily lives"

Also 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 organization like Brigade that, 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."

The celebration and workshop culminated with participants taking back with them not only the seed balls they had made but also open conscious minds that will work towards uplifting and nurturing the environment.