



Every year during the monsoon, the Govt. of Delhi distributes free saplings through various outlets for the past one decade or so. This has resulted in wholesome participation of all the residents, schoolchildren and citizens of Delhi. This has reflected in the increase in green cover of Delhi reaching to about 200 sq. km. from a mere 28 sq. km. in 1997.

This year the Hon'ble Chief Minister of Delhi is launching "Plant A Tree This Monsoon Till A Million Tree" campaign starting from 23rd July, 2011. This is to coincide with the 100th Anniversary of New Delhi as a capital city and also to mark the International year of Forests. The objective is to strive, to achieve the national target of 33% of green cover in the city by 2012.

The Govt. of Delhi has made elaborate arrangements for the procurement, distribution and planting of trees. More than 1 million saplings are being procured by various agencies involved in the greening. Different targets for each agency have been given for procurement. Mainly Forest Department is procuring 6 lakh saplings followed by DPGS-3 lakh saplings. Other agencies like PWD, MCD, DDA etc. are procuring saplings and will be planting in their respective identified areas.

Meticulous planning and elaborate distribution arrangements have been made. 51 selected petrol pumps, 52 CNG stations, 10 major Govt. Offices, Dilli Haat, both at Pitampura and INA, and more than 25 metro stations from where free saplings will be distributed. The exact places from where the saplings can be collected could be seen at www.environment.delhigovt.nic.in, www.facebook.com, www.greenleapdelhi.com, www.forest.delhigovt.nic.in, www.dpgs.delhigovt.nic.in or call 23392512 or 23392290 to find out the free distribution outlet nearest to you.

Special poster are being prepared for being put up in restaurants and different Govt. organizations during the period.

Mayors, Cabinet Ministers from Delhi, Hon'ble MPs, MLAs and Councilors have been requested to organize different functions in their constituencies/ localities where plantation drives will be carried out during this season. Besides, 300 schools and more than 600 RWAs have given their consent to carry out this plantation dive in a big way. A special Bhagidari workshop is being organized for then RWAs of Eastern/ North-East Delhi motivating them to take part in this campaign in a big manner.

A well planned, multifaceted awareness campaign is also being rolled out. In the outdoor 100 Bus-Q shelters have been put up in different locality so as to disseminate the information campaign. Students and VIPs have been requested by way of communication from the Hon'ble Chief Minister. 10 lakh letters will be

sent to school children. Delhi Tourism and Transport Development Corporation (DTTDC) has kindly consented to provide 300 informative panels/ street furniture across the city free of cost for displaying this social outreach message. FM radio jingles are being broadcast in 4 different FM channels. Print media advertisements are also being released throughout this campaign. Unique innovative mode of reaching out to citizens of Delhi especially the younger generation has also been done for the first time in this greening plantation drive. Social media networking has been used extensively reaching the public through facebook, twitter, and specially created website namely www.greenleapdelhi.com.

Our sincere appeal to all the citizens of Delhi is to join the endeavor of the Government and collect as many saplings as possible and plant and nurture the same nearest locality and take care of the same for the benefit of this and future generation.

