

STATESMEN PLANT A GREENER FUTURE. BY LENDING A HAND IN PLANTING TREES.



Not just common people, leaders too joined hands with us in taking forward My Earth My Duty. Their participation only goes on to reaffirm our belief in the environmental transformation we are bringing about. You too can be a part of this transformation. Join us.

MR. PRAKASH JAVADEKAR
Minister for Environment & Forests
I extend my best wishes to Zee News for conducting My Earth My Duty campaign and hope they come up with many more such events in future for environmental awareness



MR. RAJNATH SINGH
Union Minister of Home Affairs
"Great that Zee Media is making little kids aware of the environmental crisis."

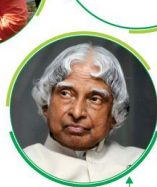


MR. NITIN GADKARI
Union Minister of Road Transport and Highways
"My congratulations to Zee Media. Every Indian should plant a tree."



MS. UMA BHARTI
Union Minister for Water Resources, River Development and Ganga Rejuvenation
"Unique initiative! Let's plant trees on Ganga's banks."

DR. APJ ABDUL KALAM
Former President of India
"I am very happy that Zee News has undertaken the My Earth My Duty initiative to promote the youth of the nation to be environmentally responsible citizens of India and the world."



MR. AMITABH BACHHAN
Actor
"We celebrate so many festivals but do we fulfill our duty towards the environment. Let's come forward and plant a tree for a better future."



WE DON'T JUST REPORT THE EARTH. WE REPORT TO THE EARTH.



Join Zee Media's My Earth My Duty, India's biggest environmental awareness campaign. In the last five years, the movement has made India greener by planting more than **1.8 crore** trees across the nation. This is in keeping with our belief that at Zee Media we don't just report India, we report to India. We invite you to join us in making your contribution towards our mission of making India one of the greenest countries in the world





THE BIGGEST MEDIA CONTRIBUTOR TOWARDS A GREENER INDIA

CELEBRATING 5 YEARS OF RESPONSIBILITY

A Strategic Media Blitzkrieg Like No Other

100 Plus Hours of dedicated programming on Zee Media

10 Channels in 6 Languages: Hindi, Punjabi, Bangla, Marathi, Oriya and English

Innovative Multi-Platform Promotion via Radio, Print (National & Regional newspapers/Magazines) & Outdoor

Taking My Earth My Duty to the World via International Platforms

A Record -Breaking Plant-a-Thon: Highest & Widest, Fastest

Highest & Widest plantation record: Planted over 1.8 crore trees throughout the nation

Fastest plantation record: 1.78 lakh saplings planted within 30 minutes

Recognized by Limca Book of Records for planting 50 lakh saplings in a day

Applauding our Partners' Support

A big thanks to all our Partners: Ministry of Youth Affairs, Paramilitary Forces: CRPF, ITBP, BSF, CISF, ETF, and other partners like: Army School & Archaeological Survey of India

Acknowledging United Nations Volunteers & United Nations Development Programme appreciation of My Earth My Duty campaign, which represented India at the Earth Summit, Rio, 2012

From the Cradle of Human Civilisation, an Unparalleled Green Campaign

Marking I-Day with a green salute - My Earth My Duty launched from Wagah Border on August 15, 2014

Conserving India's rich legacy - Massive plantation around the Heritage Sites: Taj Mahal, Sanchi Stupa, Qutub Minar, Red Fort and Purana Qila

Large scale plantation along the banks of Ganga to prevent soil erosion and build a natural embankment against floods

Direct Connect with the masses - Across more than 100 cities and a million hearts

Colour Me Green. Children Paint a Rejuvenated India

Mobilised around 50 million youth across the country

Kindled the imagination of children in more than 100 schools nationwide to paint environmental concerns

Harnessing Social Media for Maximum Impact

Over 12.5 lakh My Earth My Duty Website visits
Over 4 lakh Green Pledges
Over 1.4 lakh Facebook Likes
More than 1 lakh Re-tweets on Twitter



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NEWS NETWORK



150 MILLION VIEWERS • 10 CHANNELS • 6 LANGUAGES

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