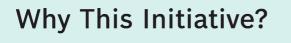




We joined hands with our partner, Forests By Heartfulness, to plant **25,000+** saplings of forest variety, on behalf of the **25,000+** associates. These saplings were planted across four locations of BGSW in India-Hyderabad, Coimbatore, Bangalore and Pune. The forests are symbolic of sustainability, diversity, and longevity to

commemorate both our legacy and our commitment to alt_future.







As we look at the many years ahead of us, it is crucial we also leave a legacy that addresses ecological and social sustainability for generations to come. This initiative aims at doing just that.

Attract significant biodiversity (birds, bees, rodents & reptiles)



Sequester at least 3,000 tons of Carbon over next 25 years Provide naturally grown fruit and medicinal herbs to the local communities

Not Just a Plantation Drive





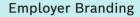
An initiative which is beyond a plantation with associates engaged throughout the year, and is a branding opportunity which places sustainability at the core





- All-year round maintenance drives planned to encourage other associates to visit with a family member
- Accessible to Boschlers at BGSW to visit the plantation site next 2 years
- All forests are geo-tagged for active monitoring and reporting.
- Governance:
 Quarterly updates,
 video footage, drone
 updates on the
 restoration impact
 available to all
 Boschlers on the
 microsite





- Onsite branding at each of the plantation sites
- Internal
 Communication
 amplified to
 encourage
 participation as well
 as create awareness
- Social Media promotion and Media Blitz for maximum engagement and awareness



- Dense mini-forests with 25K+ saplings planted in 4 locations -Hyderabad, Coimbatore, Bangalore & Pune.
- 1000+ associates with families participated in the plantation drive
- Presence of forestry expert at each location for awareness building







Arid land turned into dense rainforests

South India faces a warm and dry climate for a large part of the year. However, these mini-forest will provide some respite in the area they are planted.

The forests were created using Forests by Heartfulness' proprietary Heartyculture High Density (HCHD) plantation method. This involves extensive soil reconstitution using Activated Biochar, Vermicompost, Cow manure and cocopeat. The selection of species, besides being native and endemic, will be such that they support one another through an extensive root network. Within 1 year, the saplings will grow to a height of 10-15 ft, which is several times the growth of a regular plantation. And in 2 years' time, the forest would be impenetrable with no sunlight reaching the soil.

So the next time one takes a stroll through the pathways of these forests, it would literally feel a few degrees cooler than what it is otherwise!

Impact created across 4 locations



98%

Survival Rate of saplings planted



3,000

Tons Carbon sequestration Potential of this forest in next 25 years



150+

Different species of native trees

Impact via social media



63

news/articles published



74 M

Potential Reach (print & online)



37%

Engagement on Social Media







Glimpses from the drive



















Get more information and view progress of our mini-forests



Watch highlights of the drive across 4 locations

