

5 June,2009

Til Touch

touching lives, making a difference

Special Issue
on the
occasion of
World
Environment
Day

Tips & Facts

Tree Planting - TIL

CSR-TIL

Dear Colleagues,

Climate change and its impacts are here to stay and we know that for a fact.. The latest study shows our climate is changing more rapidly than estimated with millions suffering from the effects. But by **making the right choices**, and by **acting now**, we can still slow down the climate change. Each of us can make an effort to **green up the planet**, and combat the terrifying impact of the climate change. All we have to do is make changes to our attitude. One easy way to start is – Ask yourself – ‘Do my actions affect the environment? If yes- what can I do to protect the environment?’

World Environment Day gives you the perfect opportunity to start by making a commitment to lend a helping hand to the planet....because **your planet needs you.**

At TIL, amongst our colleagues, partners, families we can all focus on how we can **combat the Climate Change and Make a Difference. This year our tree planting activity, however small ; is TIL's pledge to 'Green- Up' our planet.**

Hope you enjoy this special Environment Day issue of TIL Touch. Besides saving cost, the email format of the newsletter also **saves paper and hence saves trees.** Don't stop at today and don't stop here. Always keep in mind each of us can play a part in protecting the planet, save lives.

Sincerely,
Tumpa Roy.



Green Facts



- Trees include the largest and longest living organisms on earth.
- To make up for the loss of trees in the past decade, we would need to plant 130 million hectares an area as large as Peru.
- Covering the equivalent of 130 million hectares would entail planting approximately 14 billion trees every year for 10 consecutive years. This would require each person to plant and care for at least two saplings a year.
- Rainforests cover only 7 per cent of the land on earth but they contain nearly half of all the trees on earth. They generate about 40 per cent of the world's oxygen.
- In one year, an average tree inhales 12 kilograms (26 pounds) of CO₂ and exhales enough oxygen for a family of four for a year.
- The net forest loss per day is 20,000 hectares or the equivalent of an area twice the size of Paris. This adds up to 7.3 million hectares per year.

Each year a different city is chosen as the principal venue for the global celebration of World Environment Day. This year's host is Mexico which affirms the growing role of the country in the fight against climate change, including its growing participation in the carbon markets.

YEAR	HOST CITY	COUNTRY	YEAR	HOST CITY	COUNTRY
2009	Mexico City	Mexico	1997	Seoul	Republic of Korea
2008	Wellington	New Zealand	1996	Istanbul	Turkey
2007	Tromso	Norway	1995	Pretoria	South Africa
2006	Algeirs	Algeria	1994	London	United Kingdom
2005	San Francisco	USA	1993	Beijing	China
2004	Barcelona	Spain	1992	Rio de Janeiro	Brazil
2003	Beirut	Lebanon	1991	Stockholm	Sweden
2002	Shenzhen	China	1990	Mexico City	Mexico
2001	Torino/Havana	Italy/Cuba	1989	Brussels	Belgium
2000	Adelaide	Australia	1988	Bangkok	Thailand
1999	Tokyo	Japan	1987	Nairobi	Kenya
1998	Moscow	Russian Federation			



Going green is not as difficult as you might think. Our everyday actions do matter. We bring you few do-able tips to help green up your planet.



- ❖ *Plant Tree.*
- ❖ Save water in simple ways like not letting the tap run while shaving, washing your face, or brushing your teeth.
- ❖ Using an electric razor or hand razor with replaceable blades instead of disposable razors goes a long way to cutting back on waste.
- ❖ Don't wash the dishes under running water.
- ❖ When packing your lunch, opt for reusable containers for food storage instead of wrapping the food with aluminum foil or plastic wrap.
- ❖ As you leave the house, don't forget to switch off all the lights and appliances.
- ❖ Unplug chargers as they continue to consume even if they are not charging.
- ❖ Carry cloth or jute bag so you can *just say no to plastic* whenever you shop.
- ❖ If stuck in traffic, consider turning your engine off.
- ❖ Drive smoothly and avoid harsh acceleration and breaking to reduce fuel consumption.
- ❖ Using a washable mug is an environmentally-friendly alternative to non-biodegradable Styrofoam or plastic cups.
- ❖ When you need a pad for lists and messages, turn over an old document and write on the back of that instead.
- ❖ Check the air conditioning filter every month. If it is dirty, it blocks air flow and increases your energy bill.
- ❖ Lower your office's carbon footprint by setting computers, monitors, printers, copiers, speakers and other business equipment to their energy saving feature and turning them off at the end of the day.
- ❖ Turning off all unnecessary lights, especially in unused offices and conference rooms is an easy way to save energy.
- ❖ If you're in search of something to personalize your workspace, look no further than the humble houseplant.
- ❖ Find needy homes or charitable organizations for things that you no longer need or want rather than throwing it away.
- ❖ *Plant Tree*



LET'S SAVE THE



At a Glance: Tree Planting Ceremony That Took Place At TIL Today



Tree Planting Ceremony that took place at TIL today



Our Ongoing CSR Activities

- We are continuing with our SEB Scholarships -TIL Shishu Siksha Vikas Yojna & Yuva Vikas Prakalp.

- Giving used paper to Missionaries of Charity. Donating old laptops to Sevac.

- TIL CARING DAY.

- MEDICAL MOBILE UNIT with HELPAGE INDIA started in Fatehpur-Taratolla area along with Kamarhatty.

- Contributing to Midnapore Relief and Bihar Flood Relief.

- Relief for Aila victims.



“ Whatever we do today will have an impact on future generations. It’s not just my kids or your kids or somebody else’s. It’s future generations. We should not hope that the walls we build to protect ourselves will be tall enough to protect our children. Only with very conscious effort we can make the world for them a better place to live...even if we address our most selfish needs we have to address the needs of the next generation. That’s what CSR is about.” -