

Green Madurai Movement

Staff Reporter

MADURAI: The Isha Foundation will launch 'Pasumai Madurai Iyakkam' (Green Madurai Movement) on Sunday with the objective of planting one lakh saplings before the year end.

Addressing a press conference here on Friday, foundation's coordinator for southern districts C. Ramesh said that the 'Anandha Alai' programme would also be

held in Madurai with Jaggi Vasudev, founder of Isha Foundation, delivering a discourse.

The ultimate objective of this campaign is to increase the green cover of the State to 33 per cent by planting 11.4 crore saplings. The foundation had already planted around 25 lakh saplings. The foundation, he said, would not just stop with planting but would take care of them. During the programme on

Sunday, in which around 40,000 are expected to take part, every one would be given a sapling and asked to provide their address so that the volunteers could continue to encourage the participants. It would be done in 16 districts of the State, he said.

This programme was open to all members of the public. Major aim of such measures was to increase awareness among the public, added Mr. Ramesh.