

Lawrence Anthony



**EARTH
ORGANIZATION**

Because None Survive Alone

HYDERABAD, INDIA

The Earth Organization is an independent, non-profit group which seeks to reverse the dwindling spiral of the plant and animal kingdoms and our environment through education and action.

The Earth Organization was established in South Africa in 2004 by international conservationist Lawrence Anthony. We now have chapters across the globe, all working on projects to reverse the dwindling spiral of earth. Each chapter is independently run and works with their communities, local authorities and government addressing environmental issues relevant to their area. We believe that “**None Survive Alone,**” and that people are ultimately dependent on a healthy planet for their survival.

With man’s technological advances he has lost some of his connection to the natural world. Lessons which used to be passed down from generation to generation have been lost and it is for this reason that The Earth Organization includes education in all of our projects thus teaching as many children as possible about how to protect their environment.

Further begins your journey into the world of The Earth Organization – Hyderabad Chapter for the year 2012.

HarithOn 2012 – Green Run:

HarithOn is a 5km Green Run organized by The Earth Organization along with Planet 3 Protection Alliance (P3PA). The aim of the green run was to make people involve in fulfilling their social objectives and owning responsibilities in society by making them take initiatives required, at their level in saving the environment. The event was a huge success as a crowd of over 4500 people turned up. Over 35 corporates and 125 educational institutions participated. The event was sponsored by 8 corporates, 3 media houses and 5 government institutions. The first 2 winners were awarded with bicycles and certificates. All the participants were also provided with participant certificates. The event was flagged off by the Mayor of Hyderabad. Stalls were set up at the venue by companies who promoted green living. Stalls like:

- Potted vegetables
- Bi-cycles
- Rain water harvesting
- Khadi and jute dress materials
- Vermi compost
- Medicinal and Fruit plants
- Eco colours and natural dyes
- Millet stall
- Organic Farming





Green Economy Stall:

The Green Economy stall put up was in interest of promoting eco-friendly products and spreading awareness about the harms caused by plastic and other environmental hazards among the corporates and MNC's at Hyderabad. The venue (The V IT Park and CyberPearl IT Park) was sponsored by Ascendas, a company known to construct environmental friendly IT parks. The stalls were set up at the campus of the IT parks for a period of 1 week. Over 200 corporates and MNC's work at these IT parks, so approximately 3 lakh employees visited the stalls and purchased the eco-friendly goods.

The highlights of the stall were:

- Jute bags by The Earth Organization - Hyderabad
- Potted vegetables
- Recycling stalls

- Rain water harvesting
- Khadi and jute dress materials
- Vermi compost
- Medicinal and Fruit plants
- Eco colors and natural dyes
- Organic Farming

A recycle campaign was also organized upon our request for a period of 20 days at the campus with the support of Ascendas team.





Seminar by Prachi Mishra - Miss India, Earth:

A seminar was conducted for the students of Pallavi Model School, Alwal by Prachi Mishra, the Miss India Earth. Prachi and TEO team helped the kids in learning eco-friendly daily habits and also simple and easy methods to protect green. Cloth bags autographed by Prachi were given to the kids. Later, some of the school representatives and Prachi together planted a few saplings as the first step towards a greener future.



Ganesh Idols – Seminar:

On the occasion of the festival - Ganesh Chaturthi, seminars were conducted at schools. The aim of this workshop was to teach kids how to make the idols out of clay rather than using plaster of paris (POP) or other harmful materials and also to teach kids the benefits of using clay

idols over other materials which pollute the waters of the seas and also pose great threat to the aquatic life during immersion of the idols.





Plantation Drive – Pallavi Model School and Dell Ltd., India

The plantation project held at Pallavi Model School, Alwal was a joint event by The Earth Organization- Hyderabad and Dell Ltd., India. The event was held on 22nd September, 2012 and had the TEO members, Dell Employees and the school students do their share in contributing to the Earth's greenery.

The event was started with the Project Manager of Dell Ltd. giving the students a valuable lecture on the environment and ways to use and conserve it. The speech was followed by the plantation which included fruit saplings like the pomegranate, papaya and guava. A total of about 200 saplings were planted in the school premises by the students and members of the organizations. As usual, Pallavi Model School has yet again proved their immense support to the organization and showed their dedication towards the Green Projects and Mother Earth.



With Regards,

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