

Cognizant, an Industry in Coimbatore, host their Employees and Kids at WED 2011 with help of Zoo Outreach Organisation, Coimbatore

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ZOO joined hands with Cognizant's Administration team, Coimbatore to celebrate World Environment day 2011 at Cognizant Coimbatore Cognizant Campus CCC – Special Economic Zone SEZ Campus along with their strategic vendor partners and their family members on 4th June. The objective was to personalize environmental issues and enable everyone to realise their responsibility and also their power to become agents for change in support of sustainable development. This is the first time the company organized WED programme for their employees, of which about 100 employees and their family members were invited. There were about 350 people of all age group gathered for the one-day event. The entire programme was organized in the regional language (Tamil) to ensure the message reached a wider audience.



Group photo of participants enjoying the handouts from ZOO

The content of the programme was presented through power point presentations, as well as songs, stories, skits played involving participants. The objective was to personalize environmental issues and enable and also their power to become agents for change in support of sustainable development; to create awareness among common public on the impacts of deforestation and forest degradation.

World Environment Day this year is hosted by India with a theme 'Forest: Nature at your service'. The theme highlights the benefits of forests towards human wellbeing, as well as the imperative to conserve them. The UN declared year 2011 as the International Year of Forests and WED supported this global concern. The WED initiated by United Nations in 1972, is celebrated globally and this year it is celebrated widely.



Company workers appreciate posters

Forests play an important role in the ecosystem and provide services for all the life on earth. Forests are the most diverse ecosystem on land and provide shelter, food, security, air that we breath and culture for people who depend on forests. We destroy the very forests we need to live and breath. Just because forests are destroyed, many species become extinct. Loss of forest is an irreversible process.

The programme started at 9 am with rallies started at different places around the campus area and gathered at CCC – SEZ campus. These were organized by the volunteers of Cognizant's administration team to popularize WED among the society. After the rally they gathered at the campus and planted about 300 saplings in memory of the day. The rest of the day was spent learning and

discussing eco-friendly environment strategies which should be adopted day to day.

Mr. Sundaram and Ms. Nithya from Cognizant welcomed the gathering and introduced the ZOO team. Ms. Nithya briefed the guests about the programme. Dr. B.A. Daniel introduced the topic, stating that World

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Employees' kids enjoyed the poster and will take it home and the school

Environment Day has been celebrated every year since 1972 to bring in positive environmental action creating worldwide awareness of the environment and also create ways for political attention and action. June 5th is the climax of the WED activities that took place all year round involving all around the world. The poster developed by ZOO used graphics from UNEP (United Nations Environment Programme) a global host and sponsor of WED was distributed to the audience. The theme of WED 2011 'Forests: Nature at your service'. Daniel also lead the audience with a group folk song about 'Tree' that explained how all life on earth is interlinked. Reasons for decline of forest were discussed through a power point.

Children participated in skits and demonstrated the need to grow trees, keep the environment clean and the need for awareness about environment. It is important to know that every individual has the responsibility to contribute for a positive impact on the environment. ZOO made copies of WED Website's ABC's as a brochure that had simple tasks that can be carried out in daily life. Participants read out some of the simple tasks and promised to follow them. During the programme the concept of 'Roof garden' was introduced by way of demonstration by Mr. Vincent Paul, who has 30 years of experience in Green top technology.



Best participants receiving gifts from the organisers

About 150 wildlife photographs taken by Dr. R. Tolstoy were displayed. Prize coupons were awarded to the winners of different contests by Mrs. P.S.K. Sasikala. The kids were provided with crayons and chocolates as token of appreciation. At the end of the programme the children took pledge to help keep the environment clean and tidy. They also received saplings to plant in their neighbourhood. The programme ended with a vote of thanks by Mr. M. Gopalakrishnan, Head of Operations- Administration, Cognizant, Coimbatore.

