



PC: Charlotte Carneiro/Twitter. Disclaimer: Views expressed are that of the author.

Tree Plantation Drive as a CSR Activity (Packt Publishing Special)

• Published on May 21, 2017



Sandeep Mishra

• Publishing and e-Learning Expert • Editor and Writer • Programming Enthusiast
• Spreading (IT) Education and Awareness

What is the idea behind planting trees?

We always come across tree and plants wherever we go. We enjoy the shade, fruits, medicines, and the other innumerable things that we get from plants and trees but we rarely think about their origin (How did they come here? What was the reason for them to come here? Who planted them here?...). Though some plants and trees are lucky enough to be originated from the natural pollination process, more often than not, there is at least one noble soul involved to make this happen.

Why should we plant trees?

Before we go deeper into this article, let us look into some of the benefits of planting trees:

1. Trees helps us to reduce global warming and air pollution.
2. Trees lower our risk of dying early by improving the air quality index.
3. Trees provide us the several items we consume on daily basis (including fruits, vegetables, and medicines).
4. Trees help us to bring rain and beat the heat of the scorching sun.

These are just a few among the many benefits that trees/plants provide us. You can visit the links provided below to know more about the benefits of planting trees.

<https://www.treepeople.org/resources/tree-benefits>

<https://www2.bgky.org/tree/benefits.php>

<http://articles.mercola.com/sites/articles/archive/2014/08/16/trees-remove-air-pollutants.aspx>





What are the challenges faced by corporate companies in planting trees?

There were quite a few difficulties that we faced while planning for this activity. The prime difficulty was getting the right space to plant trees. We had to look for place that would offer the least mortality rate. We soon realized that it would not be possible to find the right place without collaborating with an NGO. The search for an apt NGO soon began. It took almost a month for us to zero down upon the right NGO. The rejection reasons of the other NGOs varied, including lack of manpower engagement, higher budget, and location of the event. After spending quite some time on the search process, we were fortunate enough to come across [Hariyali](#). This NGO seemed to be the exact one we were looking for. Haryali looked for human labour (*shramdan*) more than anything else. Haryali has been involved in this noble cause for over 20 years now and they know the tips and tricks of this trade well.

How did we prepare for the plantation drive?

After the finalization of the NGO, the next important thing involved was the preparation for the D-day. After several round of discussions, we were able to finalize upon a date when most of us would be available for the event. We had to make sure that all the people who had shown interest in this event were contacted and their availability was confirmed. This again was a mammoth task as there were varied people involved who had shown the interest in this event, though some people had to pull out later because of varied reasons. There was a fine example to team work to ensure that this happened. We were nearing the D-day fast with lots of things yet to be discussed. We had to rope in WhatsApp to rescue us. A group was soon created and within few hours we had all the people interested in this event in one place. All the instructions and information were passed on like what to wear, what to carry, and where to meet. Enough gloves were arranged so that our gentle hands remain intact in this rough task.

What happened on the D-day?

With all the preparations happening, the D-day (20th May 2017) came quicker than expected. Everyone reached the venue praying that they are not the ones alone to reach the venue and the event doesn't turn out to be a dud.

To our surprise, almost all of us came on time and this helped us in beginning the event as per the plan. The time frame was just two hours in which we had to



prove our mettle. The two-hours roller coaster ride began with a brief introduction by the on-site coordinator. Everyone pounced upon one work or the other immediately after a brief round of demonstrations. Men were preferred for strenuous tasks like using shovel and wheelbarrow while women showcased their skills on things that required minute attention to details like placement of saplings and photography. We were soon able to win the hearts of the organizers with our hard work, after their repeated guidance, sometimes gentle and sometimes hard. Everyone present at the venue gave their best and this made one of the organizers confess

that we were one of the best groups they have ever seen. The two hours finished in no time leaving some of us panting and dirty but none of us were complaining (the stains for right reasons are good 'daag aache hain').



The successful event ended with a nice speech from one of the senior organizing committee members who hailed our work. She went on to motivate us further by giving details about the organization, what they do now and what they intend to do in the future. With everything falling in place how could photo session be far behind. There were several rounds of photo sessions. We had to rope in some amateurs to help us in getting group photos. After the photo sessions, it was time to say thanks to our stomach which bore with us for all this while. We had the most famous foods of the streets of Mumbai, i.e., vada pav and ice gola. What could have been a better way to please our stomach and end this strenuous journey? It was finally the time to bid adieu after the grueling event. We left with promises to meet again on the woods for the second part of this event.

If not anything else, we can definitely say that we had a heart-warming lifetime experience. We suddenly became a more responsible citizen and we now have something to brag about what we have done for the society. If not anything else, with the layoffs doing rounds, we can safely say that we have a backup of a gardener's job in hand.

What are some exact details about what happened on the D-day?

The list of major activities along with the numbers, where possible, to showcase the achievements of the nursery plantation drive is provided below:

1. Bag punching (100)
2. Removing saplings from bed (150)
3. Mixing of soil and manure (3 wheelbarrow)
4. Sapling making (135)
5. Removing of Bahava seeds

What can you do to continue this noble cause?

If you have been fortunate enough to be a part of this drive or any similar drives, you should understand that the work has just started here. The invaluable experience that you gain here should be passed on whenever you get a chance to do so. You should not only plant trees whenever you get enough time and place but also make other people aware of the benefits of planting trees and guide them in carrying out this activity. After all, we are working towards a common goal, i.e., to make our lives easier. We should also ensure that the work that has been done doesn't go in vain and repeated follow ups should be done to ensure that the planted trees are doing well.

What are our future plans?

During our plantation drive, we covered only the nursery plantation part, which is like a tip of the iceberg. There are numerous other activities involved in trees plantation drives and there is

plenty of fund flowing in too to make this happen. Then there are the 'trees cutters' and 'pollution makers' who make plantation more important day after day.

We can contribute to these kinds of plantation drives in many ways other than the monetary and the labour support. We can collect the used milk packets which can be used further to place saplings, we can separate our wastes into dry and wet materials so that we can use them in making compost.... The list is endless and can go on to include hundreds of other things. We should ideally look at increasing our contribution to improving the environment day by day.

As an immediate future plan, [We At Packt](#) are planning to move to the next step of tree plantation, i.e., we plan to take the saplings to nearby forests. With the monsoon doing the rounds, it is the apt time to do this. People who have been the part of the nursery plantation will definitely not want to miss this fun-filled and satisfying event. The excitement of trekking that is bound to happen in the inevitable monsoon makes the wait even more difficult. That is going to be one hell of an experience. Don't dare to miss it!

Isn't it our responsibility to do something for the generations to come?

There are numerous reasons to not to do tree plantation like lack of time, lack of space, lack of resources, etc. But we urge you to take some time out and think over few questions deeply and then answer with honesty.

When we came on this earth, wasn't it easier to breathe? Don't we feel the heaviness while breathing as the time passes day-bay-day? Shouldn't we plant trees for our generations to come, if not for us?