

Indore's Grand Green Initiative With 1.1 Million Trees Planted In A Day Under Hotelier's Leadership

Indore's 'Ek Ped Maa Ke Naam' drive, led by Kailash Vijayvargiya, planted 1.1 million saplings in a day, setting a world record. It involved 700+ hoteliers and honored dignitaries.

The 'Ek Ped Maa Ke Naam' mega tree plantation drive in Indore, organized jointly by the Indore Hoteliers Association (IHA) and the Hotel And Restaurant Association (Western India) – HRAWI, achieved a remarkable feat by planting 1.1 million saplings in a single day, setting a new world record. Led by Honorable Kailash Vijayvargiya Ji, Minister of the Government of Madhya Pradesh, the initiative saw enthusiastic participation from Mr. Sumit Suri, President of IHA, and a large contingent of hoteliers. The event was honored by the presence of Honorable Home Minister of India, Shri Amit Shah Ji, and Chief Minister of Madhya Pradesh, Shri Mohan Yadav Ji, marking Indore's inclusion in the Guinness Book of World Records. Over the past week, a total of 5.1 million saplings have been planted in Indore by a dedicated team of over 700 hoteliers.

“The initiative was part of the mega tree plantation drive under the nationwide campaign 'Ek Ped Maa Ke Naam,' launched by Hon. PM Narendra Modi ji to mark World Environment Day on June 5. Under this campaign, 1.4 billion trees will be planted across the country, with 5.5 million in Madhya Pradesh, including 5.1 million in Indore. We are thrilled to have accomplished this task, especially as we set a world record by planting 1.1 million saplings in a day!” says Mr Sumit Suri, EC member and State Co-ordinator (Madhya Pradesh), HRAWI.

The hospitality industry is spearheading efforts towards a greener and more sustainable environment nationwide, with HRAWI taking a prominent role. They are championing sustainability and promoting awareness of eco-friendly practices within the hospitality sector.

“We are proud of this accomplishment but more excited about living our values. In the hospitality industry, we are entrusted as custodians of trust and guardians

of the environment. It's not just about fulfilling ethical obligations; it's about forging a sustainable future. This successful plantation drive underscores the growing momentum behind sustainability and green investments in our industry. Alongside this, we continue to align our sustainability objectives with the Mission LiFE (Lifestyle for Environment) pledge, making daily changes to protect the environment and motivating others to adopt environmentally friendly habits," concludes Mr Pradeep Shetty, President, HRAWI.