



August 2024

HRAWI

## Indore hoteliers set world record in planting saplings

HRAWI and Indore Hoteliers Association have planted 1.1 million saplings in just one day thereby setting a new world record.

**H**RRAWI and the Indore Hoteliers Association (IHA) recently took part in the 'Ek Ped Maa Ke Naam' mega tree plantation drive, setting a new world record by planting 1.1 million saplings in Indore in just one day.

Around 30,000 people, including over 40 non-resident Indians (NRIs) from Indore exhibiting enthusiasm, participated in the tree planting campaign on the Revati Range hills, along the Indore-Ujjain Road.

Under the guidance of **Kailash Vijayvargiya**, Urban Development and Housing Minister, Government of Madhya Pradesh, the plantation drive saw participation from **Sumit Suri**, Executive Committee Member and State Co-ordinator, Madhya Pradesh, HRAWI, and President, Indore Hoteliers Association and several hoteliers. The event was also graced by **Amit Shah**, Union Home Minister, and **Mohan Yadav**, Chief Minister, Madhya Pradesh. Their participation marked a historic achievement as Indore set a new record in the Guinness Book of World Records. More than 700 hoteliers from the city joined the drive, showcasing a collective commitment to environmental sustainability and community engagement.



“By planting 1.1 million saplings in single day, Indore surpassed previous world record of 926,000 saplings set by Assam.”

“This initiative was part of the large-scale tree planting campaign 'Ek Ped Maa Ke Naam', launched by Prime Minister Narendra Modi to commemorate World Environment Day. The campaign aims to plant 1.4 billion trees nationwide, with 5.5 million trees in Madhya Pradesh, including 5.1 million in Indore. With a collective effort, we are thrilled to have set a world record by planting 1.1 million saplings in a single day. We hope to carry forward this momentum next year with the same passion and dedication. It would be incredibly encouraging to see the youth join this initiative in even larger numbers,” **Suri** said.

“The success of this plantation drive highlights the increasing focus on sustainability and green investments within our sector. We remain committed to aligning our sustainability goals with the Mission LIFE (Lifestyle for Environment) initiative, making daily efforts to safeguard the environment and encouraging others to embrace eco-friendly practices,” **Pradeep Shetty**, President, HRAWI, said, echoing similar sentiments. By planting 1.1 million saplings in a single day, Indore surpassed the previous world record of planting 926,000 saplings set by Assam. This achievement highlights the city's commitment to combating climate change. □

