

# NURTURING TREES NURTURING LIVES

A CONSUMER CONNECT INITIATIVE

## ROUTINE IMMUNISATION FOR HEALTHY CHILDREN

Having made unprecedented progress against polio, we can also take on a host of other Vaccine Preventable Diseases. 'Nurturing Trees Nurturing Lives' campaign draws attention to the need to protect children against life threatening diseases

Some times history can be witnessed. On February 24, 2013, India surpassed two years without any case of polio and completed a year of being removed from the WHO list of polio endemic countries. If India has no new case of polio for another year, the country will be certified as a polio free country. Considering that eradicating polio from India was once considered a near impossible task, this is a Herculean achievement. So February 24, 2013 was a wonderful milestone; two years without a case of polio being reported in India. But India cannot afford to sit back and bask in its staggering achievement; it needs to keep the momentum going.

It is with this thought in mind that a very unique and special campaign, 'Nurturing Trees Nurturing Lives', was launched by the cricketer Suresh Raina. The 'Nurturing Trees Nurturing Lives' campaign is being rolled out under the banner of 'India Unite to End Polio Now' and is an initiative by the Aidmatrix Foundation in collaboration with the Adani Corporate House and The Times of India group. The campaign is aimed at increasing awareness on Routine Immunization (RI) among the community. An increase in RI coverage will not only ensure that polio does not come back into India, but will also protect chil-



L-R: Mr. Achal Shah, Mr. Praveen Kumar, Ms. Yami Gautam, Dr. Priti Adani and Mrs. Shilin Adani at Adani Vidya Mandir, Ahmedabad

dren against a host of other diseases such as Pertussis (Whooping Cough), Measles, Diphtheria, Hepatitis B, Tuberculosis (TB), Tetanus, Hib pneumonia and Meningitis and of course, Polio. As a part of the campaign, which was launched in Delhi, adolescents and youth advocates from existing polio networks such as the NSS and KVS under the Y4PE (Youth for Polio Eradication) Programme plant saplings across India. More than 36,000 saplings have been planted in 300 educa-

tional institutions in 4 states.

After Delhi, Kolkatta, Ranchi, Lucknow, Jaipur, and Mumbai, this campaign has now been launched in Ahmedabad. The Gujarat phase of the campaign was launched on 21st December, with an event at the Adani Vidya Mandir.

Dr. Priti Adani, Managing Trustee, Adani Foundation, who graced the occasion, said, "The young generation has a huge role to play in building a new India. Our support to the young genera-

tion of India through this initiative of NTNL is our small contribution towards making a new healthier and greener India."

Dr. Nayan P. Jani, Nodal Officer, State Immunisation Cell said, "RI vaccines are lifesaving vaccines and timely vaccination is a must for all children. Like we immunised all children to stop polio, we need to protect all children against the other vaccine preventable diseases. This campaign will cover the vulnerable and high risk areas of Gujarat. Hence, the campaign is a very important step towards strengthening the RI program and holds great significance in the state."

Yami Gautam, the film and television actress along with Praveen Kumar, an Indian cricketer appealed to all to make Routine Immunisation a successful initiative. Yami Gautam noted,

from the deadly disease like polio and carve a healthy future for our children."

Adding to the message was Dr. Anish Sinha, Surveillance Medical Officer, WHO, Gandhinagar, who said, "Routine Immunisation is the backbone of preventing polio, and hence Routine Immunisation of children can help prevent a lot of diseases. Although the govern-

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ment is making every effort to reach each and every child, there are some challenges. So, in such a situation, this campaign is extremely useful in creating awareness. We have already identified the areas where help needs to be provided to children and through this campaign, we will ensure that more and more children are immunised."

Talking from a macro perspective of the campaign - India Unite to End Polio Now, Kuldip Nar of the Aidmatrix Foundation said, "The value of the project can be seen across 12 states and 65 districts of India, where over 250,000 children participate and take forward the message of NTNL."

— Nilakshi Sharma with inputs from Avani Jain

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"Routine Immunisation of children is very important and parents should understand this. Today, we have all the financial aid and only understanding of the problems is needed." Praveen Kumar, the cricketer, added, "Let us pledge to be a part of this noble initiative and save India



The values of the project can be seen across 12 states and 65 districts of India, where over 250,000 children participate and take forward the message of NTNL. It is an immense pleasure to see the enthusiasm of the children at Adani Vidya Mandir School, a school that represents the values that the campaign is working towards strengthening.

— Kuldip Nar  
Managing Director, India, Aidmatrix Foundation

### ADANI VIDYA MANDIR

Adani Foundation, the CSR arm of the Adani Group, runs the Adani Vidya Mandir as an initiative to provide quality education to academically competent children from economically challenged family backgrounds, completely free of cost. The Foundation provides the students of Adani Vidya Mandir with books, uniforms, food and transportation with the aim of empowering these children with education. The school has amenities at par, perhaps even better than the best of the private schools, to provide its students an opportunity to script a bright future for themselves. Currently, Adani Vidya Mandir is operational in Ahmedabad and Bhadreshwar in Gujarat. The Ahmedabad chapter is an English medium school with nearly 750 students and the Bhadreshwar chapter is Gujarati Medium with nearly 200 students. Adani Vidya Mandir model of schools will now be established in other locations of India.



The young generation has a huge role to play in building a new India. Our support to the young generation of India through this initiative of NTNL is our small contribution towards making a new healthier and greener India.

— Dr. Priti Adani  
Managing Trustee,  
Adani Foundation

### ADANI FOUNDATION

The Adani Foundation works in four chosen areas of operations namely, Education, Healthcare, Sustainable Livelihood Development, and Rural Infrastructure Development and Environment Protection. The Foundation has a reach in seven states covering 353 cities and villages touching more than 1,86,195 families to bring about a positive change in their lives. The Adani group invests more than 3% of its profits in the foundation and operates in the communities in and around its operations' locations. Adani Foundation works on the Gandhian philosophy of trusteeship and believes in using wealth, talent and privileges for those who are less fortunate. The foundation endeavours to give self-reliance to the less fortunate ones of society through the chosen CSR initiatives and bettering as many lives as they can by bringing smiles to the communities. After all a nation is built by its people, for its people.



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