NURTURING TREES
NURTURING LIVES

A CONSUMER CONNECT INITIATIVE

ROUNDTIME 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 AidsMart Foundation in collaboration with 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 children against a host of other diseases such as Pertussis (Whooping Cough), Measles, Diphtheria, Hepatitis B, Tuberculosis (TB), Tetanus, Hib pneumonia and Menigitis and of course, Polio. As a major 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 YPPE (Youth for Polio Eradication) Programme plant saplings across India. More than 30,000 saplings have been planted in 300 educational institutions in 4 states.

After Delhi, Kolkata, 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 generation of India through this initiative of NTNL is our small contribution towards making a new healthier and greener India."

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 host of diseases. Although the government's campaign is making every effort to reach each and every child, there are some challenges. Hence, 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 AidsMart Foundation said, "The value of the project can be seen in 12 states and 65 districts of India, where over 250,000 children participate and take forward the message of NTNL."

—Nalikashi Sharma with inputs from Avani Jain

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—Dr. Priti Adani
Managing Trustee, Adani 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 300 students.

The Adani Vidya Mandir model of schools will now be established in other locations of India.

ADANI FOUNDATION

The Adani Foundation works in four chosen areas of operations namely, Education, Healthcare, Sustainable Livelihood and 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 it can by bringing smiles to the communities. After all a nation is built by its people, for its people.