



RALLIS A TATA Enterprise

World Wetlands Day Celebrations

2 February 2010

World Wetlands Day was celebrated by Rallis India Limited on the 2nd February 2010 in 51 locations across the country. The main objective was to educate the Rice growing farmers on ways to mitigate methane emission from Rice fields. The mitigation plans were carefully chosen and group discussions were held with farmers to chose 2 or 3 interventions which can be easily adopted by them. School children were also educated on this theme and painting competitions were held to sensitize them about environment. Field visits were organised to take them to rice fields or natural ponds for better understanding of the concept of wetlands day.

Rallis' manufacturing unit at Akola, located in the state of Maharashtra celebrated the occasion near a natural lake in Kumbhari village. The focus was on preservation of the natural lake. A local non profit organisation, Srushti Vaibhav supported the programme with film shows on water conservation and biodiversity to educate the children and villagers.

More details in our website www.rallis.co.in

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