



Launch of Environment Film in Marathi

Based on a common interest of promoting environmental protection and preventing global warming, BAIF Development Research Foundation, in partnership with Coca Cola India, has brought out an educational animated film **“Our Environment - Let Us Protect it”** in English and Marathi. The Marathi version of the film titled **'Aaple Paryavaran Chala Apan Tyache Saurakshan Karu Ya'** was formally launched on August 16, 2008 at the BAIF Bhavan in Pune.



Release of film

The film was launched at the hands of Shri. Dilip Barate, Corporator, Warje Ward and former Deputy Mayor, Pune Municipal Corporation in the presence of a large number of students and school teachers from Marathi and English medium schools, voluntary organisations, industrialists and eminent citizens. On this occasion, the speech by Shri. Ajit Pawar, Cabinet Minister for

Command Area Development, Water Resources, Water Supply and Sanitation, Government of Maharashtra was read out by Shri. Barate. Shri. K.S. Nair, Director, Concentrate Operations, Coca Cola India, Dr. N.G. Hegde, President and Managing Trustee, BAIF and Shri. G.G. Sohani, Executive Vice President and Joint Managing Trustee, BAIF also spoke on the occasion. Earlier, the students of a school in Satara staged an appealing performance with environmental protection as the theme.

So far, nearly 4000 copies of the film have been distributed to 200 schools spread over 20 districts with the objective of creating environmental awareness among children in the age group of 10-15 years across Maharashtra including backward regions of the state. As a part of the distribution plan, literature on various school-based activities was also developed for the benefit of the



Speech by Dr. N.G. Hegde

students. The film has also been presented to the Directorate of Social Forestry, Government of Maharashtra for distribution to Eco-Clubs being operated in the state.

On the eve of the launch of the Marathi film '**Aaple Paryavaran - Chala Apan Tyache Saurakshan Karu Ya**', Shri. Ajit Pawar, Cabinet Minister for Command Area Development, Water Resources, Water Supply and Sanitation, Government of Maharashtra appreciated the contribution of BAIF in sustainable rural development with special focus on environmental protection. Excerpts from the speech are reproduced below for the benefit of the readers.

BAIF's contribution to sustainable rural development especially White Revolution in Maharashtra is commendable. Late Dr. Manibhai Desai had a vision to promote dairy cattle development for ensuring sustainable livelihood to thousands of rural poor families. BAIF's innovative water conservation programme has also benefitted thousands of families especially in drought-prone areas. The leadership of Dr. Narayan Hegde has taken BAIF to greater levels of achievement.

Environment is a gift of nature to humankind. Therefore, we need to protect our environment. We have to keep our surroundings green and prevent pollution. Unfortunately, we are not aware of the importance of our environment.

When we cut trees, burn fuel, run automobiles, use chemicals and dump garbage, our environment is polluted. Such pollutions lead to global warming and climate change. Mumbai has a record of receiving the highest rainfall of 925 mm in one day! Hence, protection of our



School students

environment is essential for ensuring safe drinking water, producing more foodgrains and keeping ourselves healthy and happy.

Fighting global warming and climate change is a challenge. It is important that as responsible citizens, all of us including children, understand that our environment is extremely precious and affects our immediate survival through food security, water and clean air. There is a need to sensitise the general public to prevent environmental pollution. A detailed knowledge of trees and their benefits on the environment will help to reduce pollution.

I compliment BAIF for taking the initiative to bring out an animated film in Marathi to create awareness on environmental pollution and global warming. I am confident in our children in carrying critical messages from the film to their parents who in turn will be motivated to commit themselves to a clean and green environment. ♣

The DVD version of the film in an attractive cover jacket, is available in Marathi, at BAIF Development Research Foundation, Dr. Manibhai Desai Nagar, Warje, Pune 411058, Phone: 020-25231661 Fax: 020-25231662 E-mail: baif@vsnl.com