National Green Highways Mission

Greening Our Highways
- A Compilation of Children's Impressions
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Responsible Banking, YES BANK

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The paintings used in the publication have been made by participants from across India on the theme of ‘Green Highways for Sustainable Environment’ organized under the YES COMMUNITY initiative of YES BANK in partnership with National Green Highways Mission.

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India’s rapid industrialization and urbanization will require large tracts of land to be cleared to cater to various infrastructure projects, leading to inevitable concerns arising from the resultant Natural Capital loss. It is encouraging that the Government has presented a pragmatic solution in this regard; and I commend the recently released ‘Green Highways (Plantation, Transplantation, Beautification & Maintenance) Policy 2015’, which directs 1% of total highway project costs to be earmarked for greening of highways.

To avoid any further deforestation due to trees being in the ‘right of way’ of upcoming highways, the Ministry has prescribed ‘tree transplantation’ as a truly unique measure to conserve our Nation’s incredible Natural Capital. In keeping with our Responsible Banking ethos, YES BANK is proud to partner the Government in this endeavor of Greening our Highways.

Rana Kapoor
Managing Director & CEO, YES BANK
Chairman, YES Institute
The National Green Highways Mission (NGHM), under National Highway Authority of India (NHAI), Ministry of Road Transport and Highways (MoRTH), Government of India, has been entrusted with the task of planning, implementation and monitoring roadside plantations along 1 lakh km network of National Highways which would generate an employment for 1 lakh persons in the next 10 years. For effective project planning, implementation and monitoring, NGHM has developed its Vision Document and the Guidelines for India’s Green Highways Policy 2015.

As part of the awareness campaign for Greener Highways, YES BANK and NGHM conducted a nationwide competition to capture the interest of children in schools and colleges across India, under the novel initiative of ‘Green Highways for Sustainable Environment’. The objective of the exercise was to help spread the word about the potential of greener highways and their role in maintaining the ecological sustainability. NGHM aims to educate the budding minds and provide them a platform to explore their creativity while involving the teacher/parents at the same time in a competitive atmosphere.

This collection of art from various participants from India gives a colorful glimpse of the dreams and hopes of a greener and cleaner tomorrow. I believe that such efforts will go a long way in motivating the next generation in sowing the seeds for a greener planet.

We deeply appreciate the efforts of NGHM, NHAI and YES BANK.

Dr A K Bhattacharya, IFS
MD, National Green Highways Mission, NHAI,
Ministry of Road Transport & Highways, Government of India
YES BANK in its quest to achieve its vision of being the ‘finest quality bank of the world in India’ by 2020 has constantly been innovating to deliver on its responsibility as a financial institution. Our responsibility extends to the community that we operate in and is not limited to customers only. YES BANK’s flagship community engagement program, ‘YES COMMUNITY’, has been one of our most successful CSR programs that involves and empowers the community at a local level on environmental and social issues. Through this unique and innovative stakeholder model, YES BANK last year touched over 8 lakh lives across all age groups, bringing them on a common platform, leveraging its active branch banking network of 850 branches across India.

This coffee-table book is a small way of recognizing and showcasing those who participated in one such initiative that was held in partnership with the National Green Highways Mission (NGHM), Ministry of Road Transport and Highways (MoRTH), Government of India, to create awareness on the importance of greening of highways through the theme of ‘Green Highways for Sustainable Environment’. This coffee table book captures slogans, painting and innovative ideas that were received at over 400 branch locations, from enthusiastic contributors across the country.

We believe that this compilation of artwork may be an effective way of communicating and creating awareness on the importance of greening our highways. I hope that you would enjoy the prize winning and exquisite entries of the competitions, showcasing the creative submissions.

I would also like to take this opportunity to thank our YES BANK colleagues at branch locations and NGHM officials for their efforts and contribution.

Namita Vikas
Group President & Country Head – Responsible Banking
YES BANK
Introduction...

Creating a sustainable environment is a collective responsibility of all stakeholders including the Government, industry, Non-Governmental Organizations (NGOs), media and society. Since inception, YES BANK has a strong ‘sustainability mandate’, through its Responsible Banking approach. It forms the key pillar of our growth and helps us create not just financial capital for the shareholders but also foster natural and social capital in the long term for all stakeholders.

In line with our strong belief in preserving our natural capital and our ethos for promoting sustainable development, on the occasion of COP21 (Conference of Parties) held in Paris during December 2015, YES BANK committed to target mobilizing USD 5 billion towards climate finance in India by 2020. As part of these efforts, YES BANK will also contribute towards creating a carbon sink by planting 2 million saplings over the next 5 years.
To achieve this goal, YES BANK partnered with the National Green Highways Mission (NGHM) under the aegis of the National Highways Authority of India (NHAI) to support them with their efforts for creating eco-friendly National Highways. This coffee table book is the culmination of our concerted efforts with a common mission to involve local communities and different sections of the society across the country for this critical mission and seek new and innovative ideas for the success of this initiative.

YES BANK’s unique and innovative YES COMMUNITY engagement platform which has touched over 8 lakh lives through about 9000 activities during 2015, became an ideal medium for connecting with thousands of students, households and professionals. The participants were engaged through painting, slogan writing and idea generation competitions held across 400 locations in India.

This album captures the essence of these efforts and thoughts of the society on the importance of tree conservation in highway development by showcasing select paintings, quotes, ideas and messages. It reflects the strong resolve for a positive change and a hope for a greener tomorrow. We hope that this compilation would strengthen our determination for conserving and planting more and more trees.
Why only Highways? We actually need a greener city, greener India, and of course a greener world. For this we need to create awareness & plant more trees, save trees, minimize the use of plastic, etc.

Moli Bagdia
Go Green! To keep Highway Clean...
My Idea for Greener Highways – Slogan

Each one teach one how to plant one

One car. One tree. Make your highway green

Manjiri Kulkarni
Vinayak V. Yadav
Mishu Sharma - Dugri (Ludhiana)

Aneeri Jain - Ahmedabad
My Idea for Greener Highways – Idea

“Lots of tree plantation not by one person but each & every individual. Self environment will help more greenery in city.”

Dr. Shilal Mahure
SAVE ENVIRONMENT

Save Water

Save Trees

Save Energy

Save Girls
My Idea for Greener Highways - Slogan

Let's take a mission, let's make a new way, let's plant more trees, for green highway

Let alone on the road .......... tree cares us

Umakant S. Chavan

Ankush Yadav
Inderjot Singh - Dugri (Ludhiana)

Omkar Sharad Pilolkar - Pen
My Idea for Greener Highways – Idea

“Whenever a national highway is upgraded a lot of trees are being uprooted. It is important to plant new sampling on both sides as well as in the middle of the highways and possibly trees with medicinal values like Peepal and fruit bearing trees to feed birds etc.”

Sanjeev Kumar
Painting

Rangani Patrina H. - Rajkot (Gujrat)
National Green Highways Mission

My Idea for Greener Highways - Slogan

Killing trees is killing us. Don’t make trees rare, we should keep them with care. Lend a hand to save a trees.

Go Green or earth will scream

Lavanya

Ruchi Pendekar
Simranjit Kaur - Dugri (Ludhiana)

Ankita Bhattachyarjee - Maratal (Jabalpur)
My Idea for Greener Highways – Idea

हरित राजमार्ग बनाने से वायु प्रदुषण और धुल के नकारात्मक प्रभाव को कम कर सकते हैं। क्योंकी पेड़ – पौधों से वायु प्रदुषण पर नियंत्रण होता है और मूदा के क्षय को भी रोका जा सकता है। पशु – पक्षी से धरती की शान है और पेड़ – पौधे धरती की जान है। इसलिए पर्यावरण की रक्षा करना भी हम सबका कर्तव्य है।

पृथ्वी और प्राकृति आने वाले पीड़ितों के धरोहर होते हैं। और हमें दुसरों के धरोहर की रक्षा करनी चाहिए। जब तक मानव अपना कर्तव्य नहीं समझेगा, तबतक पर्यावरण पर ध्यान नहीं देगा। जब तक हरियाली है तभी तक भविष्य है। पेड़–पौधे हमें मुफ्त में ऑक्सिजन दे देते हैं। इसलिए तंग सारे पेड़ लगाकर, हरित राजमार्ग बनाकर सभी मिलकर पर्यावरण को बचाओ।

Abhishek Ashok Patil
My Idea for Greener Highways – Idea

Nagpur is orange city as well as green city but there is need to plant more trees. Due to global warming temperature is increasing so if we plant more trees it will control it. I hope one day Nagpur will be the first green city in the country.

Malvika
OPEN YOUR EYES SAVE THE EARTH

22nd April!
My Idea for Greener Highways - Slogan

Journey will be pleasant, when trees along the highway are abundant

Save trees, save earth

Azim

Jyoti Patil
Karthika.B - Dugri (Ludhiana)  
Anindya Sundar MIRZA - Bardhaman
My Idea for Greener Highways – Idea

Green highways could be a boon to the society. Highways are usually built cutting trees & converting grasslands. Those trees can be re-located on the edges of the highways. Strict maintenance should be done of the same. Create awareness about its importance.

Mukta
Simran Kaur - Dugri (Ludhiana)
My Idea for Greener Highways - Slogan

Stop littering!!
Start Planting!!
Let’s save fuel!!
Let’s go hybrid!!

Rtr. Dr Naziya Modak
Sundar Raj

दिल से ये ठाना है
भारत को हरा भरा
बनाना है।

National Green Highways Mission
Shrutee Swain - Dugri (Ludhiana)
My Idea for Greener Highways - Slogan

Please Save Trees
Hariyali hai Jaha
- Jaha khushyali
hai vaha-vaha. So
please Save Trees

Go green for
fresh rides

Chainika Gupta

Ruchi Penderkar
My Idea for Greener Highways – Idea

Highways are the arteries and Lifeline of our country. Highways should be more Greener and safe. I travel 15 days in month and feel very unsafe from straying cattle on the roads. More trees, control on the stray cattle and security will help us to move from developing to developed country.

Sanjeev Thakur
Bharatbhai Zalavadiya - Rajkot (Gujrat)
My Idea for Greener Highways – Idea

Trees are very important for us it gives us many things like air, oxygen and fruits, flowers etc. Trees secure our life because trees are the Rain Brearers and most important in Highways because Trees can absorb smoke which is released by cars, bikes etc. Trees gives us fresh air so i say “SAVE WATER AND SAVE TREES”

Amrita Kushwah
माइ ताला, झाड अंगवा
पाणी अडवा, पाणी निरवा
My Idea for Greener Highways - Slogan

Love nature, nature will love you
Green highway, fresh highway
Green ways, healthy ways

Pollution...Pollution, trees are the solution
Greenery on the highways makes you feel fresh throughout the way

Vaishnavi Kolekar
Gagandeep kaur - Dugri (Ludhiana)

Pambhar Nirali - Rajkot (Gujrat)
My Idea for Greener Highways – Idea

"I feel the highways must have “Bio-aesthetic type” of plantation. In this way of plantation, few categories of plants which can absorb dust and even can absorb heavy metals can bring under plantation. Moreover, the “Xerophytes” i.e. the plants which requires very little water to sustain are preferable. Which need to flourish and look good as far as aesthetic view is concerned. So it will surely solve dual purpose of Ecobalancing by reducing pollutants in air."

Kavita Abhay Deshmukh
Anshu - Dugri (Ludhiana)
My Idea for Greener Highways - Slogan

Shades want to hug your cars

Take seed with you, make shade for you

Manjiri Kulkarni
Hardik Pipada - Ujjain

Gaganpati Thapa - Dimapur
My Idea for Greener Highways - Idea

• Compulsion of plantation of at least 5 trees while issuing ownership of car or such vehicles.
• Take oath of every person buying a new vehicle for keeping nature clean and pure as nature is need of our country.

Abhijit Gaikwad
My Idea for Greener Highways - Slogan

Save paper, save trees

Utilise water as you need

Kamal Kumar

Omkar B Kamble
K. Panabir Rahaman - Dimapur

Abhishek Kaur - Dugri (Ludhiana)
My Idea for Greener Highways – Idea

- In my view only pollution free certified vehicles should be allowed to run on highways.
- Fine should be charged on people for blowing horn unnecessarily to overcome sound pollution.
- Sensors should be fitted in every vehicle whether 2 wheeler or 4 wheeler or any other vehicle using fuel. Anyone not following speeds on highway should be fined.
- Vehicles using natural gas should be promoted.

Ruchira Pradhan
Painting

Pardeepak Singh - Dugri (Ludhiana)
My Idea for Greener Highways - Idea

- Only PUC vehicle to enter highway, more use of cycles.
- Use of natural gas in vehicles instead of Petrol
- Use of gobar gas to drive vehicles, more trees plantation
- Strong fine for every small rule disobeye

Rochana Pradhan
Amanpreet Kaur - Dugri (Ludhiana)
My Idea for Greener Highways - Idea

"One should store the seeds of fruits and put them in Plastic bag, and carry them while they go for outing and throw those seeds on plain ground on highways. So that the seeds will germinate in coming rainy season."

Ashwini Shende
My Idea for Greener Highways - Idea

• Odd even days for driving
• One day walking / cycle zone
• Solar system for street / signal lights
• Plant more trees & use sewage water for them
• Share vehicles for transport
• Use less plastic in day to day life

Chawan Hemanth
शाक लूधा झूप झूप जामनाथा शांत केदार धुप

Pream Sambhunath Mrtho - Mataral (Jablpur)
My Idea for Greener Highways - Slogan

Stand for what we stand on.....

Ruchi Penderkar

चाहे जहाँ महामार्ग ले जाये राह हर मंजिल पहुँचाये पैदः पौधे से रास्ते सजाये ग्लोबल वार्मिंग से दुनिया बचाये।

Shubham Shinde
Gurpreet Kaur - Dugri (Ludhiana)
Puneet Singh - Dugri (Ludhiman)
My Idea for Greener Highways - Idea

- Greener highways should be planned in such a way that big trees, flower trees & shrubs should be there.
- Every kilometer should be sponsored by source companies & lifetime maintenance should be given.

Dr. Priti Dhoke
My Idea for Greener Highways - Idea

- **LEARN INDIA-GREEN INDIA**
- Like income tax make compulsory adoption of 2 trees for each family or a company. And make strict rules for these adoption. All the best

Anand Ashtekar
Painting

Charmi Yogesh Kumar Aggarwal - Rajkot (Gujarat)
My Idea for Greener Highways - Slogan

Let's go green to keep our globe clean

Plant a tree, plant a tree so that next generation can get air for free

Vinayak V Yadav

Minish K Cheyde
Painting

Purva S. Satodiya - Rajkot (Gujrat)
My Idea for Greener Highways – Idea

• More trees should be planted
• Ideas like car-pool should be accepted
• CNG vehicles should be used

Dr. Pradhnya A. Kamlele
My Idea for Greener Highways – Idea

• Please try to plant only those trees which are air pollutants absorbing, and convert NGP city as one of the greenest city of India.
• Go green for better living

Dr. P. U. Meshram

• Planting more trees along the highway and especially along the dividers.
• Stringent emission control to be adhered to

Capt. Suminder Sidana
My Idea for Greener Highways - Idea

“
In India traffic is increasing day by day. So Government should take initiative to put lot of seeds and trees which will held to control the pollution and control global warming which is harmful for human. I believe that a person initiative can also be helpfull.”

Rajinder Trasha
My Idea for Greener Highways - Slogan

Highways dream.....
To be green.....

Ruchi Pendurkar

पेड़ - पौधे लगाकर, हरित राजमार्ग बनाकर जब रखोगे पर्यावरण का ध्यान तब बनेगा स्वच्छ, सुंदर, प्रदूषण मुक्त, मेरा भारत महान।

Abhishek Ashok Patil
Congratulations

Winning Entry

Mr Hardik Kanti Bhai Sanchaniya
Rajkot, Gujarat
YES-COMMUNITY is one such innovative model for community engagement initiative, created with an objective to serve as knowledge exchange platform and connect with all stakeholders in the Branch Serving Area (BSA) on socially & environmentally pertinent issues thus building strong relations with immediate communities taking our interactions beyond the transactional. By creating engagement activities, discussions, interactions and knowledge dissemination, each YES BANK Branch endeavors to be a Community Transformation Centre.

Through YES COMMUNITY, YES BANK places special emphasis on stakeholder engagement to forge meaningful partnerships with NGOs and civil society to impact local communities. It has been a pivotal social engagement platform wherein YES BANK through its active branch banking network of 850 branches reaches out to local community for positive social and environmental interventions. In 2015-16, YES COMMUNITY impacted over 87,500 lives through 8,767 activities across India. These engagements have helped YES BANK build relationships with its immediate communities that go beyond transactional banker–customer relations to engender trust.