



**THE
GREEN MAN
OF TELANGANA**



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*In 2018,
Joginapally Santosh Kumar,
the Rajya Sabha MP from Telangana launched
Green India Challenge.*

*The initiative of urging people to plant trees
snowballed into a movement not just in the
State but celebrities cutting across India joined
the crusade. **Mahesh Avadhuta** explains how an
idea caught the imagination of one and all.*



When Telangana Rashtra Samithi (TRS) Rajya Sabha member Joginapally Santosh Kumar, 45, floated the Green India Challenge in 2018, he did not realize that it would become so popular. A person plants a sapling or a tree and exhorts three others to do the same. A selfie is posted on social media handles and others follow suit and the 'green baton' passes on.

Santosh admitted that he never expected Green India Challenge to become such a big phenomenon. "I just wanted to do my bit in creating awareness among citizens with passion and goal. People got emotionally attached and started supporting it wholeheartedly."

Celebrities from different fields joined the campaign.

Some of them are Vice-president Venkaiah Naidu, Telangana Governor Tamilisai Soundararajan, Supreme Court Chief Justice NV Ramana, Sadhguru Jaggi Vasudev, Amitabh Bachchan, Sanjay Dutt, Kapil Dev, Salman Khan, Aamir Khan, Sachin Tendulkar, Mahesh Babu, Prabhas and Pullela Gopichand.



4 YEARS OF REMARKABLE GREEN IMPACT

Number of Trees Planted

161.88 Million

CO₂ Litres Absorbed Annually

3.5 Billion

O₂ Litres Produced Annually

3.5 Billion

Individual Pledges

42.81 Million

Corporate Pledges

11,018 People



Not just in Telangana and various States of India, NRIs across the globe are planting trees voluntarily and exhorting three of their near and dear ones to plant saplings and repeat the chain. Be it a birthday, house warming event or weddings, nature lovers are becoming green warriors and tagging MP Santosh on social media handles with respective pictures. Also, whichever programme or event, the MP is attending, the organizers are requesting Santosh to plant a sapling soon after his arrival.

Green India Challenge kicked-off a new people's movement among nature lovers of the nation. When asked whether he faced any challenges to push the bar in Green India Challenge, Santosh says he is

blessed in this aspect.

“Due to constant support of CM KCR Garu, brother and Minister KTR Garu and self-determination to give something back to the society, I never faced any obstacles or challenges in the green journey thus far. Governments are doing commendable work in a lot of things, but if we as citizens also chip in it could bring a big transformation, classic example being Green India Challenge,” the MP opined.



Adopting forest blocks

MP Santosh is ensuring GIC's slogan "Hara Hain Toh, Bhara Hai" is fulfilled to a great extent by not confining the drive just to urban and rural areas. He took a big leap by adopting 2,042 acres of Keesara forest block in 2019 and allocated Rs 3 crore from his MP funds and own pocket for this purpose. After his call, "Baahubali" fame Prabhas adopted 1,650 acres of Kazipally reserve forest, then Akkineni Nagarjuna adopted 1,100 acres of Chenchicherla forest block and later B. Parthasaradhi Reddy, Chairman & MD of Hetero Drugs Limited, who is now a Rajya Sabha MP, also adopted 2,543 acres of Mumbapur-Nallavelli reserve forest in Sangareddy district and gave Rs 5 crore as the initial grant.



“ I am blessed and overwhelmed with the massive support. ”

-MP Santosh

Elaborating further, Santosh stated that four forest blocks have been adopted till now and he is trying to rope in ten more big names including Megha Engineering & Infrastructures limited (MEIL), Dagubati Suresh Babu from Late D Ramanaidu's family into this list in coming months. There are nearly 80 plus forest clusters in Telangana starting with a minimum of 200 acres and the effort is to ensure afforestation in a big way in them, he said.

Who's Who from politics, movies and television, sports, industry, other walks of life have become green warriors by planting trees as part of GIC till now. Sharing his thoughts about best compliments or feedback he had received thus far, Santosh said that a person once told

him that every initiative or a challenge has some negative or minus points, but Green India Challenge is different as it only spreads positivity and has advantages and no disadvantages at all.

Green India Challenge has entered its 5th year and when asked about his target or goal for next 5 years, the

green crusader stated that his responsibility increased further. "Making places and surroundings greener, safeguarding nature and environment for better quality of life is a never ending journey. My team and i will pursue it relentlessly," said Santosh Kumar as he signs off.



Why do we need to plant trees ?

- Studies have revealed that a person on an average consumes 284.7 kgs of oxygen per year.
- On an average, a tree produces 100 kgs of oxygen per year.
- It means that on an average a person consumes oxygen produced by three trees in a year.
- The forest cover is depleting fast!
- 10,000 years ago 45% of the earth (60,000 lakh hectares) was covered with trees !
- Today it has come down to just 31% (40,000 lakh hectares)
- We are cutting 200 sq. kms of forest every day!
- In the last 10 years alone, we have been losing 5.2 million hectares of forest per year!
- Let's stop this mass killing of plant life and save the green cover.



According to GIC representatives, Sanjeev Raghavender Yadav and Karunakar Reddy, the team is getting many queries from different sections on how to be part of the novel initiative. The process is simple.



How to Participate

1

Just plant 3 saplings in premises of your House, Park, Office, Residential Colony or any Open place

2

Whatsapp your selfies to 9000 365 000

3

You will receive a reply message to download an App

4

Upload your selfies on the App

5

GIC team will be widely sharing it in their groups besides uploading the same on Social Media handles

Celebrities Who Endorsed Green India Challenge



**Vice-president
M Venkaiah Naidu**



**Supreme Court
Chief Justice NV Ramana**



**Telangana Governor
Tamilisai Soundararajan**



**Telangana CM
K Chandrashekar Rao**



**KCR's better half Shobha and
MLC K Kavitha**



K T Rama Rao



Lok Sabha Speaker Om Birla



Prakash Javadekar



Shashi Tharoor



Sadhguru Jaggi Vasudev



Smita Sabharwal (IAS)



Priyanka Varghese (IFS)



Amitabh Bachchan



Sanjay Dutt



Chiranjeevi



Aamir Khan



Salman Khan



Ajay Devgan



Nagarjuna



Mahesh Babu



Prabhas



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Government of Telangana

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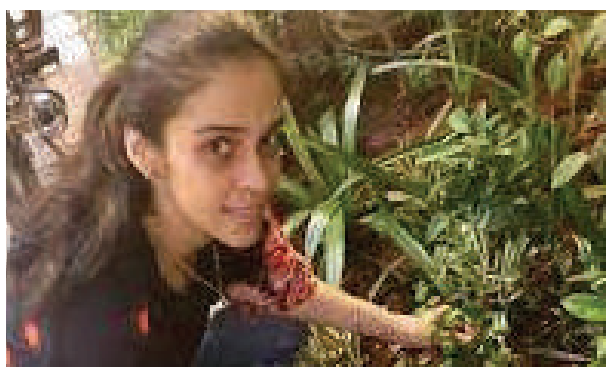
Pullela Gopichand



Mithali Raj



Sania Mirza



Saina Nehwal



Gutta Jwala



It is important to protect mother nature by promoting greenery in a big way. Green India Challenge is a good and timely initiative to promote awareness and greenery in the country. Need to take up these green initiatives on a massive scale to ensure ecological balance and protect our eco-systems to sustain life on planet earth.

NV Ramana, CJ, Supreme Court

“Telangana ku Haritha Haram” and “Green India Challenge” stand as role models in the country and all other States should accept the challenge. Overwhelmed to see lush green cover while entering the Telangana.

Sadhguru Jaggi Vasudev



I have been aware of the Green India Challenge but taking part in this is a great privilege. I wish the very best to J Santosh Kumar in carrying this great work forward.

Amitabh Bachchan

MP Santosh's endeavour to improve green cover would help to safeguard Earth and future generations. I urge my fans and followers to join GIC and plant saplings on a large scale.

Salman Khan



Appreciate the novel initiative of MP Santosh. This should be taken up across the country. Appeal people to participate in large numbers and plant saplings wherever they can.

Aamir Khan

I am happy to be part of the Green India Challenge and appeal to all Indians to plant trees to protect environment and improve greenery. It is the duty of this generation to give good environment to the next generation.

Kapil Dev

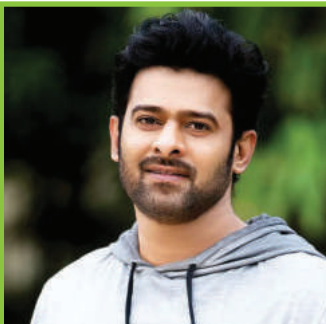


MP Santosh Kumar launched 'Green India Challenge programme' to protect the environment. I have participated in the initiative and planted saplings. In Big Boss programme, I discussed forest land adoption issue with Santosh Kumar and decided to adopt one cluster.

Akkineni Nagarjuna

There couldn't be a better way to celebrate my birthday. I pass this on to Junior NTR, Vijay and Shruti Haasan. Let the chain continue and transcend boundaries. I request all of you to support the cause. One step towards a greener world. Thanks to MP Santosh Garu for taking up the initiative.

Mahesh Babu



I have accepted Green India Challenge from Rebel star Krishnamraju Garu and planted 3 saplings. Nominate Shraddha Kapoor, Ram Charan and Rana Daggubati to take up the challenge. Let's continue the chain for a Green India. Special thanks to Santosh Kumar Garu for giving this opportunity.

Prabhas

Everyone should plant trees and do their bit for safeguarding environment and nature.

PV Sindhu



- 👉 Women from Mahabubnagar district Anganwadi wing, MEPMA and SHGs secured a place in the **Guinness World Record** for making the **World's Largest Seed Ball sentence using 73,918 Seed Balls** as part of the Green India Challenge marking Chief Minister K. Chandrashekhara Rao's birthday on Feb 17, 2021. KCR lauded MP Santosh, Minister Srinivas Goud and Mahabubnagar women for the big achievement.
- 👉 The same women from Mahabubnagar district Anganwadi, MEPMA and SHGs also prepared **2.08 cr Seed Balls in 10 days** and they were planted with the help of drones in KCR Urban Eco Park (2097 acres) in Mahabubnagar.
- 👉 On July 24, 2021, Green India Challenge team led by MP Santosh took up **"Mukkoti Vruksharchana" (planting of 3 crore trees)** marking the birthday of Telangana Minister KT Rama Rao. The one-day massive plantation drive was a huge success with people from different walks of life taking part in it and overall 3.30 crore trees were planted that day.
- 👉 Sadhguru Jaggi Vasudev launched the **GIC 5.0** (fifth year of the initiative) at Golluru forest area on Hyderabad outskirts on June 16, 2022. Sadhguru followers attended the event in big numbers and ten thousand saplings were planted on the occasion. **GIC also extended support to the "Save Soil" movement** of Sadhguru that has transcended boundaries with governments in several countries and people rallying behind it.
- 👉 Another feather in GIC's hat is planting of **one million trees** and saplings in a single day on July 4, 2021 in Adilabad on the occasion of former minister and MLA Jogu Ramanna's 58th birthday.
- 👉 In a novel step, GIC team has come out with a special Coffee Table Book named **"Vriksha Vedam"** that depicts importance given to greenery and trees even in Indian ancient epics. The book has a good collection of Slokas about nature from our ancient Vedas and Puranas. It has been presented to Venkaiah Naidu, Amitabh Bachchan to name a few who praised the uniqueness and contents of the book.



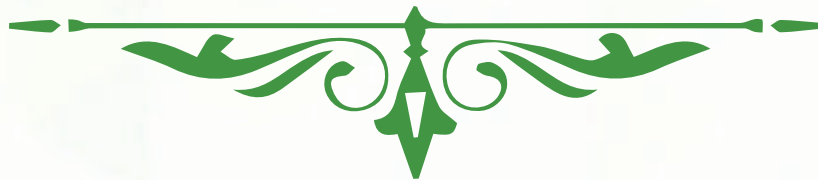


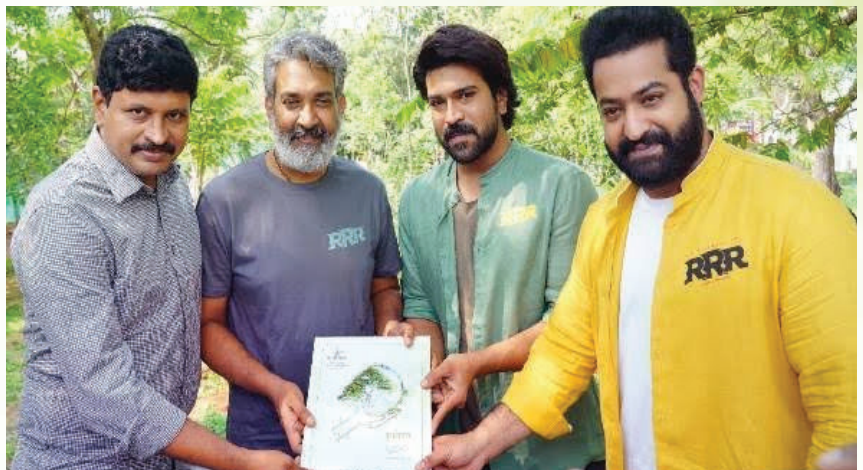
AN INITIATIVE BY
J. SANTOSH KUMAR, MP
(RAJYA SABHA)



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వృక్షవేదం
VRIKSHA VEDAM

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