



Press Release

Zee News launches My Earth My Duty Campaign ~Let's Plant Hope~ Nation's Largest Climate Change Awareness Drive

New Delhi, September 5, 2011

Zee News' 'My Earth My Duty' campaign, launched on June 5, 2010, is a social initiative with an objective to spread awareness on climate change. The initiative aims at engaging various members of the society to sensitize and encourage them to take concrete action towards mitigating the effects of climate change. The campaign reached out to a whopping 50 million people last year and entered Limca Book of Records 2010-2011 for setting a record of planting more than 7.3 million trees in one single day (25th August 2010) across .25 million villages and all the District Headquarters in India.

This year, Zee News once again rolled out the campaign in association with NYKS with the same objective on World Environment Day (June 5, 2011). United Nations Development Programme (UNDP) and United Nations Volunteers (UNV) are also supporting the campaign.

On 12 September 2011, a nationwide Earth Festival would also be celebrated with the nation's biggest plantation drive. Ministry of Youth Affairs and Sports (NYKS, NSS), UNDP, UNV, ETF (plantation in ecologically disturbed areas), ITBP, NCC, CRPF etc. are supporting Zee News to involve 50 million volunteers in planting 10 million saplings on 12 September 2011 throughout India.

Spread over a period of three months, the campaign is being drawn up as an innovative one from all conceivable aspects and has been designed to reach a sizeable population effectively across the nation in various languages like Hindi, Marathi, Gujarati, Bengali and others.

A series of ground events such as rallies, seminars, camps, painting competition, street plays, etc will also be organized. The same will be promoted under a 360 degree promotional plan comprising electronic media in the form of promos, special news bulletins, discussions, and

print, radio, mobile, online with a dedicated microsite - Zeenews.com/myearth along with new media including Facebook & Twitter.

Rohit Kumar, Head–Marketing, Zee News, said, “Our concern and objectives regarding the environment remain the same. Global warming and other environment hazards continue to pose serious threats. For the second year, we shall endeavor to spread awareness about these threats and not only awaken people’s thought to it but generate public response by inspiring them to act against the climate change and plant maximum number of trees on Sept 12. As at Zee News, we always believe in the Power of Thought”



Empowered lives.
Resilient nations.



About Zee News Ltd

Zee News, the Hindi News and Current Affairs Channel, has taken giant strides ever since its inception in 1992. Reaching millions of viewers in five continents, the channel revolutionized the way news was brought home to the viewers. The channel was the first private broadcaster of news in South Asia and it created history in 1999, when it became the first 24-hour Hindi news channel of the country.

The Zee News ‘My Earth My Duty Campaign’ was orchestrated by Rohit Kumar.

Mr. Rohit Kumar: rohitkumar@zeenetwork.com; 09811779580,

About UNDP

UNDP partners with people at all levels of society to help build nations that can withstand crisis, and drive and sustain the kind of growth that improves the quality of life for everyone. With offices in more than 160 countries and territories, we offer global perspective and local insight to help empower lives and build resilient nations.

For more information visit our website: www.undp.org.in or contact:

Ms Nandita Surendran: nandita.surendran@undp.org; 9810084776

About UNV

United Nations Volunteers (UNV) is the nodal UN agency that contributes to peace and development worldwide through volunteerism. UNV believes in ‘Volunteerism for Development’. The concept of volunteerism for development centers on optimizing impact of volunteerism on peace and development. Volunteerism by many millions of people is critical to achieving the Millennium Development Goals.

For more information visit our website: <http://www.undp.org.in/unv> or contact:

Ms Gul Berry: Gul.Berry@undp.org; +91-9818117825