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PRESS RELEASE

Brigade Group's tree plantation initiative gives Sitarampalya Lake a green boost

Bangalore, July 23, 2014: Sitarampalya Lake at Whitefield got greener today, with the tree plantation drive today, thanks to the initiative by real estate major, Brigade Group.

The tree plantation event was held in the presence of Chief Guest Dr A. Ravindra, IAS (Retd), Former Chief Secretary, Government of Karnataka; Guest of Honour, Dr Vaman Acharya, Chairman, Karnataka State Pollution Control Board (KSPCB), Mr M.R. Jaishankar, Chairman and Managing Director, Brigade Enterprises Limited and Dr Anil Abhi, Director, Tropical Research Development Centre (TRDC).

Brigade Group, along with the NGO Tropical Research Development Centre (TRDC), has taken the initiative of redeveloping the Sitarampalya Lake at Whitefield, Bangalore, and bringing it back to its original glory.

Speaking at the event, Mr. M R Jaishankar, CMD, Brigade Enterprises Limited said, "Brigade Group has taken on the onus of reviving Sitarampalya Lake and restoring it to its previous glory. The area will be lined with trees to restore its green cover. This will serve to tremendously improve the water table in and around the area."

Extended over 23.37 acres, the Sitarampalya Lake till recently was a picture of neglect as a result of receding water table, felling of trees, clogged water channels and loads of debris.

"A part of the lake will be converted into a lush, green area and the lake may soon become a bird watchers' paradise," apprised Mr. Manjunath Prasad, COO, Brigade Group.

"There are also plans to introduce many trees around the bund area to give the flora and fauna a better chance of revival. We are focusing on cleaning the debris, open out clogged water channels, and introduce a paved walkway culminating into a children's park and more," added Mr. Prasad.

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The Sitarampalya Lake Revival Project is the only lake revival project to be cleared by the Lokayukta, thanks to the clarity of its development report. This project is slated for completion in nine months at a cost of Rs 1 crore.

The area around the lake will also be developed with a paved walking/jogging track of 300 to 400 metres that will culminate into a play area for children.

The revived project would serve as a recreational spot for the population of about three lakh people living nearby. Once the ground water is recharged and the flora and fauna begin to flourish, the sight will be all the more pleasant. In fact, even in the initial stages of the restoration work now, some birds such as purple and grey herons, and Indian Cormorants can be spotted.

To know more about Brigade Group, visit www.brigadegroup.com

