

Ascendion's developing a forest

TNN | Aug 26, 2023, 12.31 PM IST



In the picture we have Nidhi A Joshi (second from left), manager of operations at Ascendion, planting a tree along with her team members.

Ascendion plants a tree every time it hires someone, and names the tree after the person who has been hired. This afforestation programme started in December last year, and the company has already planted 1,000 trees.

The company says the fruit-bearing trees are an additional source of livelihood for the communities around the forest, and that the forest will over time produce massive amounts of oxygen, sequester equally large amounts of CO₂, and recharge

groundwater.

The US-based digital engineering services and solutions company has a third of its 6,000 employees in its India centres (Bengaluru, Chennai, Hyderabad).

Country CEO Karthik Krishnamurthy says, "The (afforestation) project gave me the opportunity to work closely with internal teams and the tech-based NGO, SankalpTaru which adopts blockchain technology in its operations to add green cover to our surroundings. Watching technology transform afforestation is simply amazing."