

## CSR Funds Help in Increasing Forest Cover

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Climate change has created havoc in the life of the citizens of planet earth and yet the forest cover keeps dwindling every year. Trees absorb carbon dioxide and help keep the rising temperatures and hence global warming in check. The experts argue that halting deforestation and boosting reforestation and wetland conservation will reduce the global greenhouse gases by a third and help us stay on track with the goals of the Paris COP agreement.

India has taken a lead to combat climate change and its increasing forest cover over the last decade bears the testimony to its hard work and commitment in this direction. India is the first country to make CSR mandatory and tree plantation and afforestation efforts are a part of CSR activities. A lot of companies have used their CSR funds for afforestation projects and have made it possible for India to increase its forest cover in the last few years.

Recently, Karma Group, an award-winning international travel and lifestyle brand, announced a partnership with Onetreeplanted, an organization dedicated to making it simple to plant trees – all over the world. Trees are integral to an environmentally-sound future – they clean the air we breathe, filter the water we drink and provide a home for more than 80% of the world's terrestrial biodiversity. That's not mentioning the fact that forests provide jobs for 1.6 billion people, absorb harmful carbon from the atmosphere, and provide key ingredients in 25% of all medicines. The One Tree Planted initiative will see Karma Group donate one dollar for every tour purchased, with every dollar equating to one tree planted. Other sustainable initiatives recently introduced by Karma Group include the removal of single-use plastics and water dispensers placed around their resorts, which saves up to 150,000 plastic bottles going into the landfill from just one resort.

This is an excellent initiative and several companies all over the world partner with organizations such as Onetreeplanted to participate in afforestation projects and make a real difference in the world.

Source: <https://thecsrjournal.in/csr-funds-help-in-increasing-forest-cover/>