**CASE 1**
**FLIPKART**

**IN THE LAST 1 YEAR**

- BOOKMARKS SENT: APPROX 50 LAC
- TREES CUT: 270+

**IN THE NEXT MONTH**

1-1.5 LAC PEOPLE WILL GROW A PLANT BECAUSE OF A DECISION TAKEN BY FLIPKART.
CASE 2
HYATT INDIA

LAST YEAR

10,000 CALENDARS WERE SENT TO THEIR CLIENTS

TREES CUT: 80

THIS YEAR

1,300,000 PLANTS WILL GROW BECAUSE OF A DECISION TAKEN BY HYATT.
SIMILARLY
LINTAS, CIPLA, SANOFI, MCLEODS, TURTLE, BEING HUMAN, MARUTI SUZUKI, MARICO AND MANY OTHER COMPANIES

TWO YEARS BACK
1 MILLION PAPER PRODUCTS WERE SENT AS BRANDING/PROMOTIONAL MATERIAL
TREES CUT: OVER 200

THIS YEAR
1 MILLION PLANTS WILL GROW BECAUSE OF A DECISION TAKEN BY THESE COMPANIES.

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THE DECISION

TO USE SEED PAPER
TO MAKE PAPER PRODUCTS
INSTEAD OF PAPER MADE FROM TREE.
WHAT IS SEED PAPER?

SEED PAPER/ PLANTABLE PAPER IS A HANDMADE PAPER WHICH GROWS INTO A PLANT WHEN PLANTED INSIDE THE SOIL.
BOOKMARKS FOR FLIPKART MADE FROM SEED PAPER.
HYA TT
CALENDAR
MADE FROM
SEED PAPER.

BLACK-EYED SUSAN

Having Susan in your garden in
her prettiest summer dress is a sure way to make
springtime sunnier. Being the symbol of justice,
this flower knows how to keep the peace.
CAR REAR VIEW DANGLERS FOR MARUTI MADE FROM SEED PAPER.

EVEN BATMAN AND CATWOMAN DON’T TEXT WHILE DRIVING.

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HOW IS SEED PAPER MADE?