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

1,30,000 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

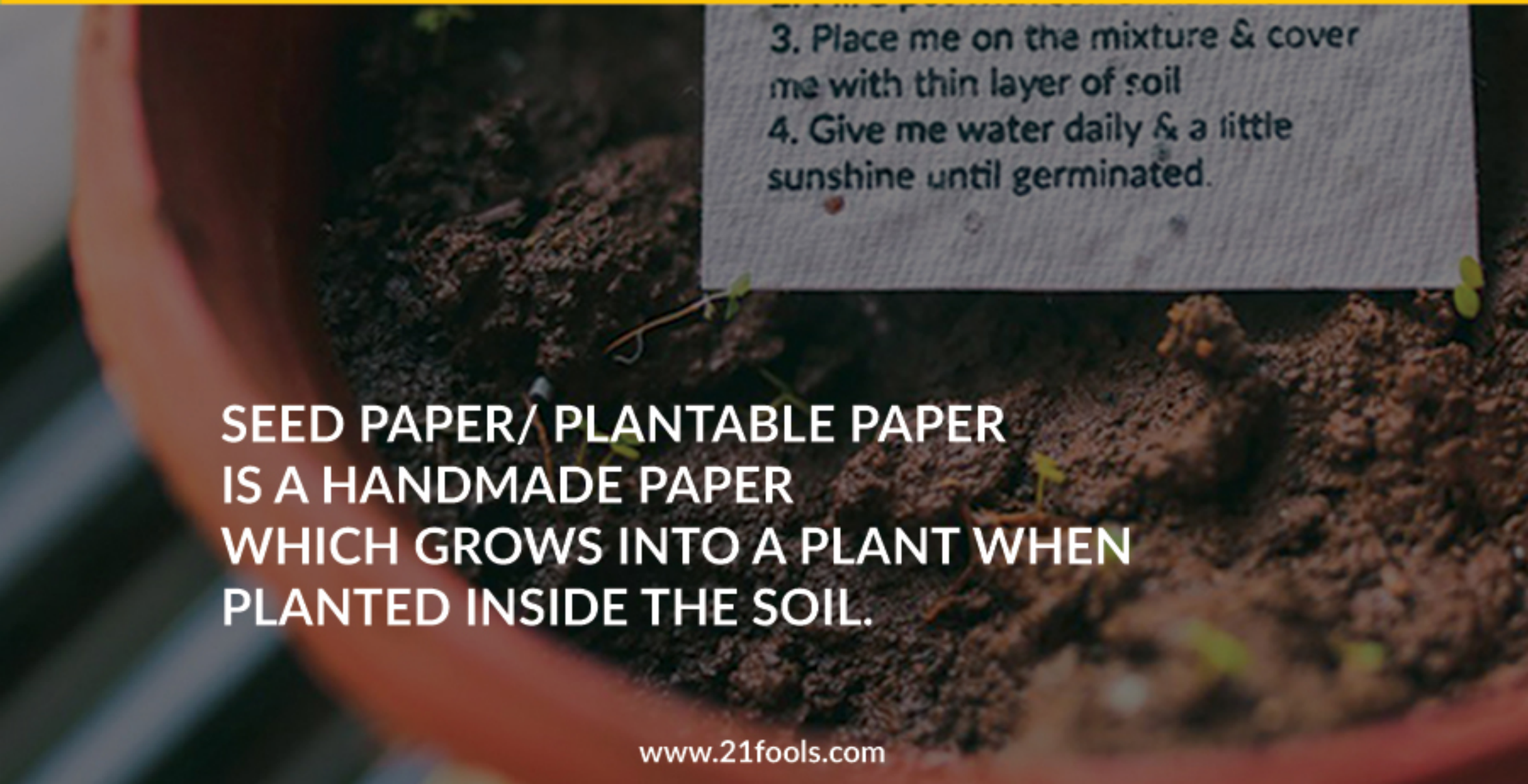
THIS YEAR

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

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.

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HYATT CALENDAR MADE FROM SEED PAPER.

CAR REAR VIEW DANGLERS FOR MARUTI MADE FROM SEED PAPER.

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HOW IS SEED PAPER MADE?