



SankalpTaru.org®
We don't just plant!

ROOTS

NEWSLETTER

JULY 2025

Green Impact

HUGE

GramYumm

www.sankalptaru.org

EDITORIAL



July 2025

Some months speak in quiet revolutions and **July** was one of them.

While the monsoon stirred the soil beneath our feet, across the country, ripples of awareness took root in ways both personal and powerful. From the vibrant energy of **Van Mahotsav, 2025** at Bharat Mandapam, New Delhi to the **silent transformation of barren lands** in Devariyambakkam, Tamil Nadu we were reminded that our presence wasn't just symbolic; it was rooted in visible and growing impact.

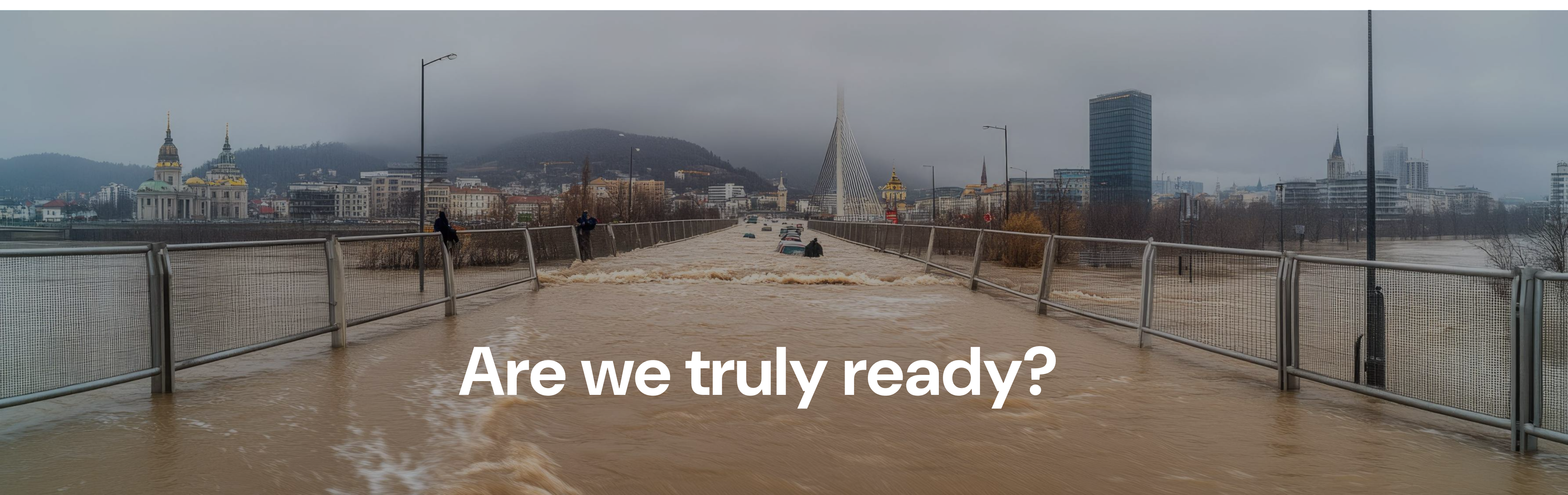
This month, creativity found new ground to grow. With the launch of **TreEx Talks**, we opened a fresh window into the minds behind our mission—sharing insights that are usually rooted in the field, not on a stage. And through the **Women Only Walkathon**, powered by the **HUGE App**, we took a bold step toward championing women's wellness, offering a virtual platform that enables thousands of women to physically stride toward stronger bodies and stronger minds.

As the skies swelled and cities across continents braced for water they couldn't hold, we found ourselves asking: **Are we truly ready?** In the face of flash floods and rising unpredictability. Through our **DECODE** lens fresh perspectives emerged through the voices of youth-led climate breakthroughs. It reminded us that change doesn't always come top-down—it often begins with those who are rarely at the table. And **Planet Hero** is back with a story that sparks hope, action, and green adventures—for both kids and grown-ups alike!

With the **Freedom With Rhythm** Walkathon on our HUGE App, we reclaimed independence in its truest form—freedom from inertia, from disconnection, where every step echoed wellness and collective strength. And with **GramYumm's Buransh Squash**, Himalayan healing met mindful living, reminding us that care begins from within.

July, in its quiet way, became a celebration of movement, nourishment, and shared purpose.

~Team SankalpTaru



Are we truly ready?

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1 ECO-ACHIEVEMENTS



VanMahotsav, 2025

SankalpTaru was honored to be invited to participate in Van Mahotsav 2025 at Bharat Mandapam, New Delhi, under the #LiFE campaign by the Ministry of Environment, Forest and Climate Change, India.

We proudly showcased our work as exhibitors at this prestigious event, which brought together key environmental stakeholders dedicated to greening India.

Our Green Champions brought our vibrant stall to life —turning it into a remarkable success by engaging everyone from local communities to military personnel with our GramYumm products and impactful plantation efforts.

Catch the energy and moments [here](#)

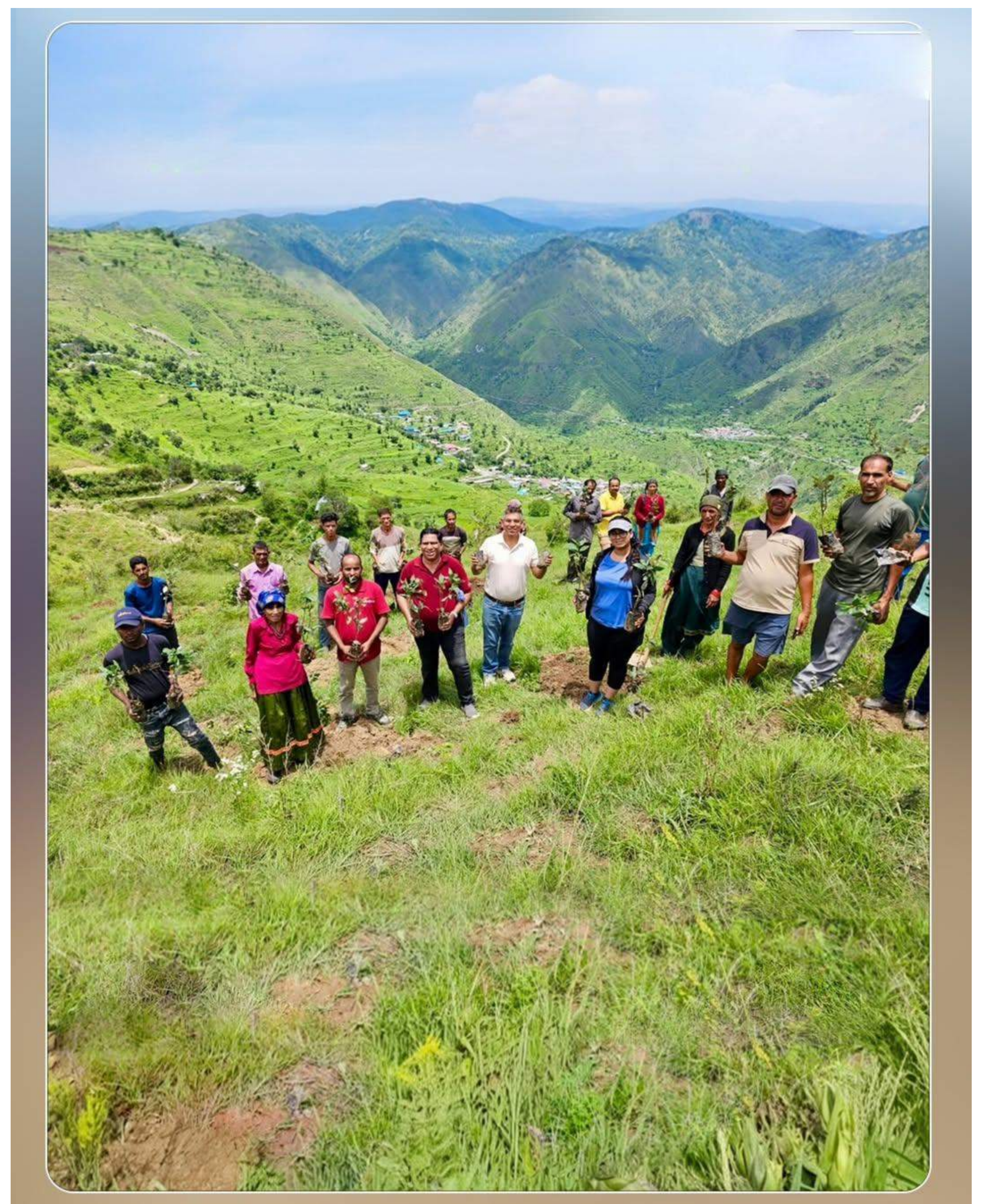
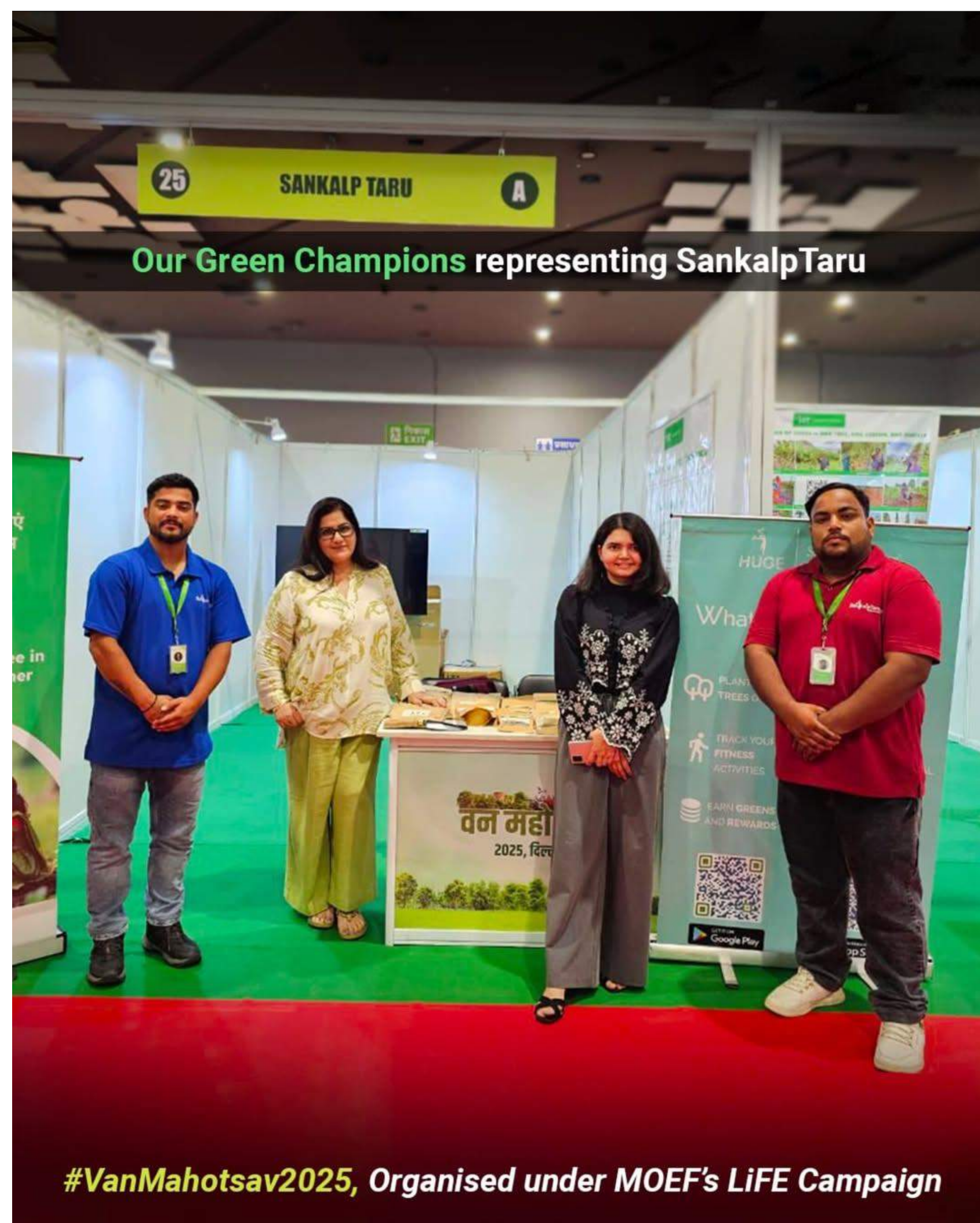
TreEx Talks

Introducing TreEx Talks: Insights from SankalpTaru Executives, a bite-sized series designed to educate, inspire, and inform.

Through quick, impactful episodes, our leadership team shares valuable insights into sustainability, innovation, and on-ground impact, offering real-world learning for students, professionals, and changemakers alike.

TreEx Talks aims to nurture environmental awareness and spark meaningful conversations that empower individuals to take informed action for a greener future.

Watch Episode 1 with Apurva Bhandari, Founder and CEO, SankalpTaru Foundation [here](#).



1 ECO-ACHIEVEMENTS



Recognition in Regional Media

At SankalpTaru, our coordinators are trained to spot potential in the most forgotten soils, turning barren stretches into breathing forests.

Our lens doesn't just scan land, it sees life before it begins.

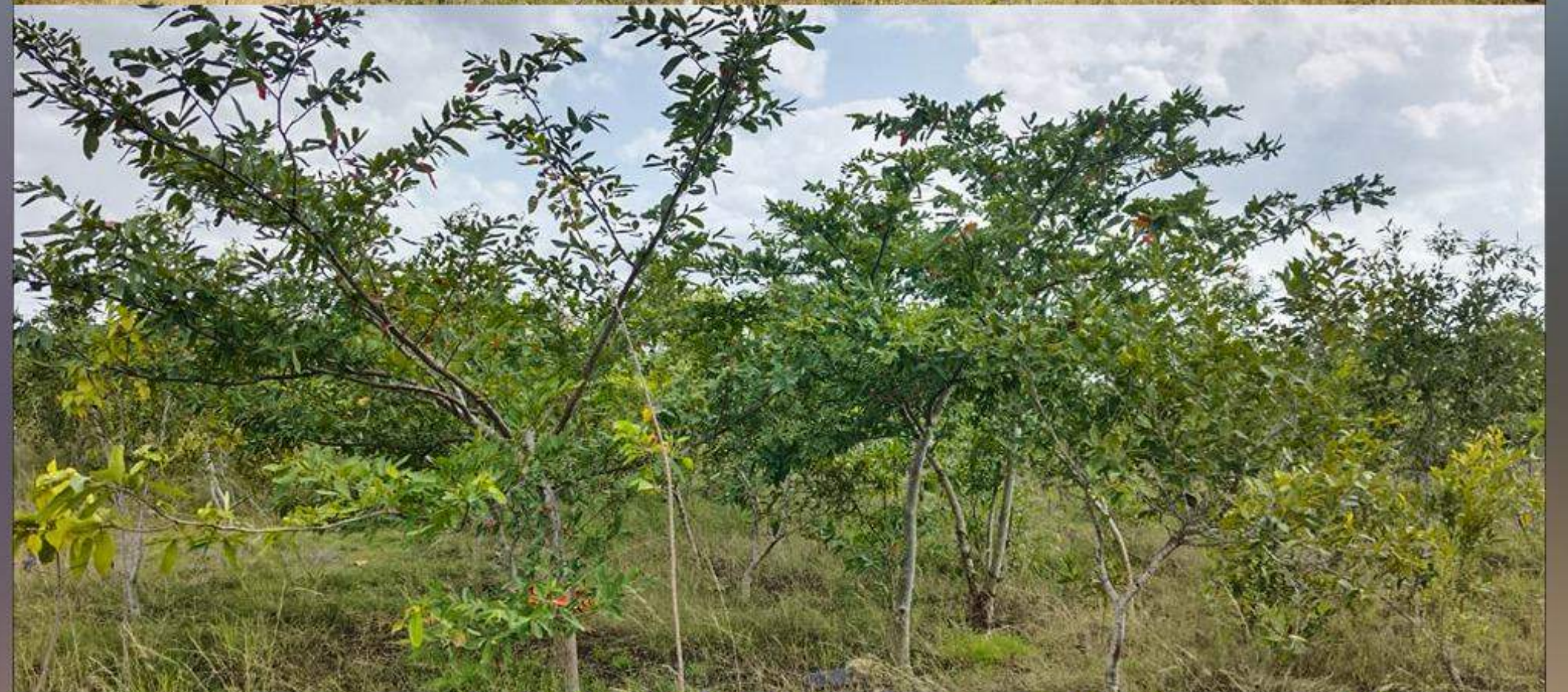
One such green vision took root in Devariyambakkam, Tamil Nadu.

We're proud to share that the transformation has earned regional media recognition (@dinamalardaily) and is now being celebrated as a model of success.

Celebrate with us the green revival [here](#).



Balanced planting, Sun-powered nurturing for lasting impact.



The SankalpTaru Foundation, known for its environmental work across India, has made this barren land a model example of ecological restoration. The successful transformation has earned appreciation from various quarters and stands as an inspiration for similar projects.

2 GREEN IMPACT



Bringing the Right News to Your Social Feed!

In the quiet hum of daily life, critical environmental stories often go unheard. Our **Social Feed** is more than just news—it's a mirror to the planet's pulse. Each update is a call to awareness, a reminder that change begins with understanding.

Whether it's a breakthrough in climate policy or the cry of a vanishing forest, staying informed helps us respond with purpose.

Read on, not just to know—but to care, reflect, and act.

Tap into this month's most meaningful environmental moments [here](#).

Climate Literacy – Carbon Pricing

This month's Climate Literacy spotlight is on **Carbon Pricing**—a powerful economic tool turning pollution into accountability.

From carbon taxes to emissions trading, it's reshaping how countries and companies respond to the climate crisis.

At SankalpTaru, we believe climate literacy can break these barriers. Because the more we understand, the more we act—with clarity, courage, and conviction.

Understand how it impacts our world [here](#).

What's in Your Social Feed?



CLIMATE LITERACY

Word of the month: **Carbon Pricing**



Carbon Pricing is an economic policy tool that assigns a monetary cost to greenhouse gas (GHG) emissions. By making emitters like industries, power producers, and fuel suppliers, financially accountable for the pollution they cause, it aims to shift the burden of climate damage back to its source.

Goal: Reduce emissions by making cleaner choices more affordable and polluting ones more expensive.

💡 Over 75 carbon pricing systems now operate worldwide—covering nearly 23% of global emissions.

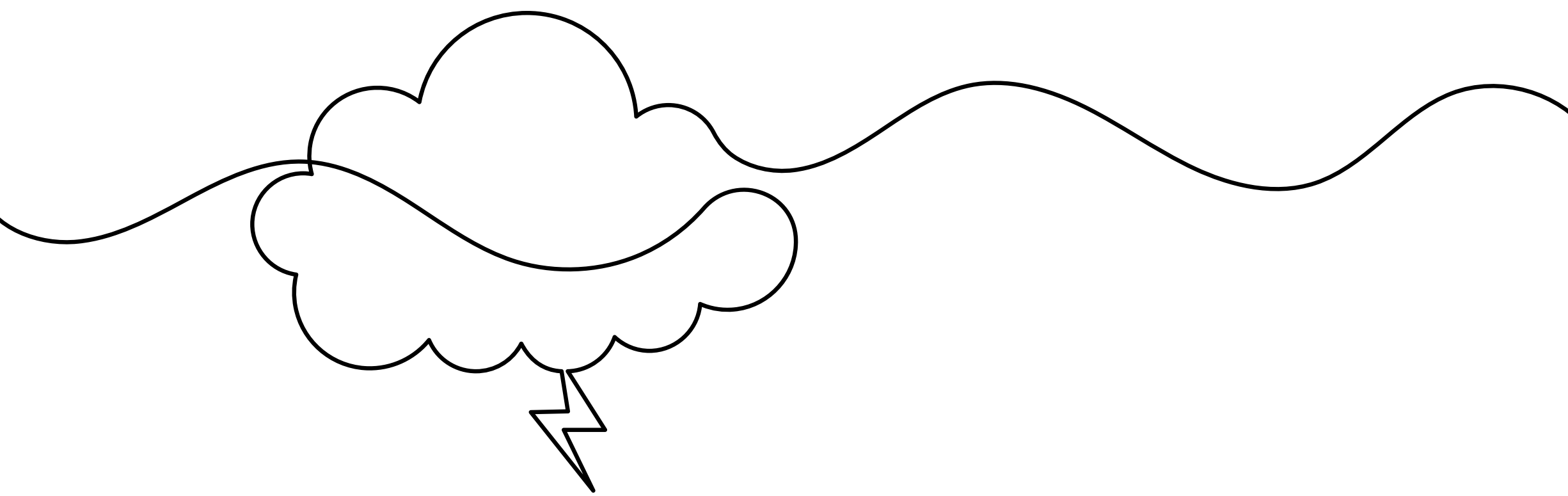
2 GREEN IMPACT



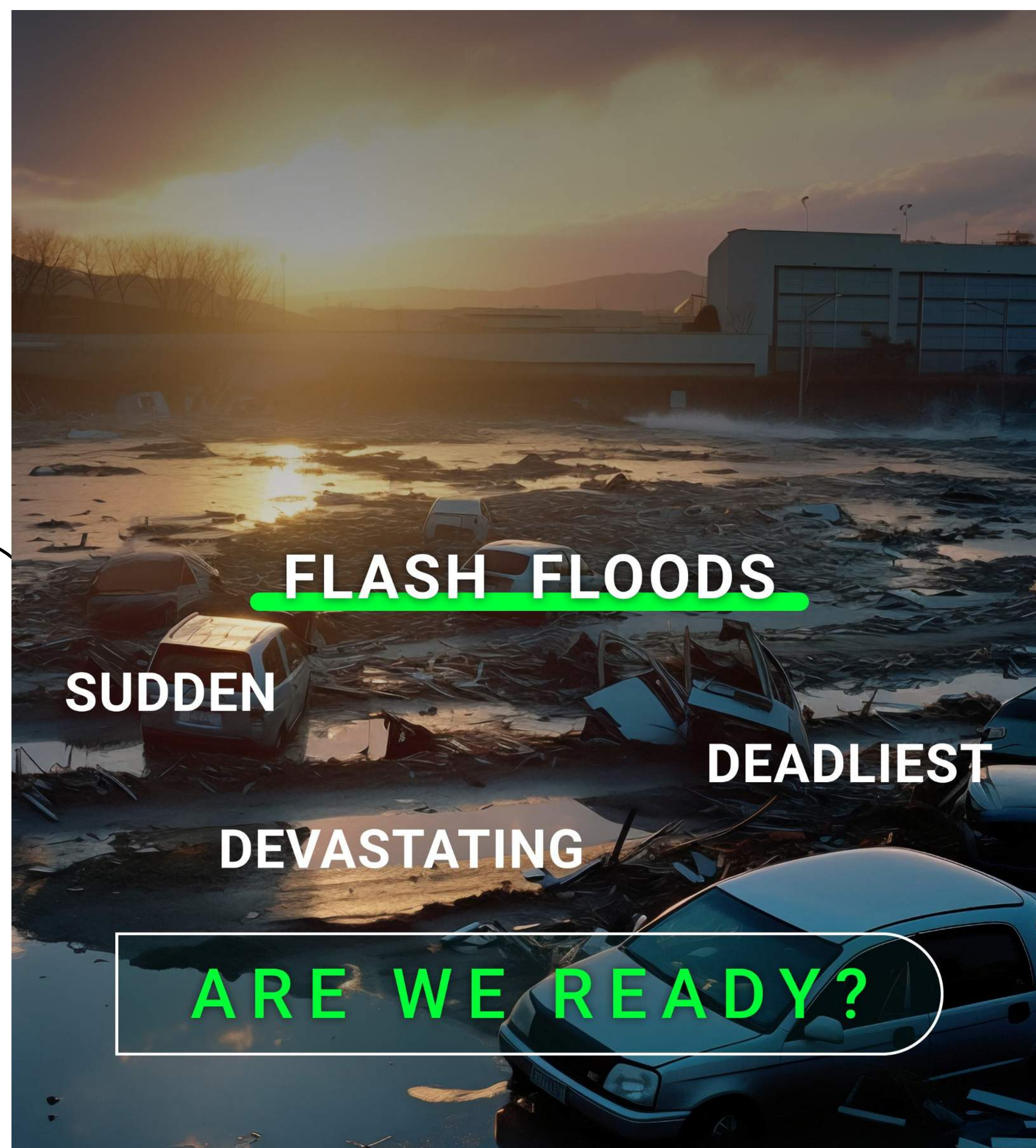
Are We Ready?

Water is life—but what if that very life force turns unpredictable?

From India to Europe, unprecedented deluges are overwhelming cities and lives.



Uncover the details [here](#)



Restoring the Desert Ecosystem

From cracked soil to the chorus of birds. From drought-stricken land to thriving green cover. From barren nothingness... to a flourishing, breathing forest.

A silent but powerful restoration is underway in Rajasthan, transforming a once-degraded patch of land into a sanctuary rich in biodiversity and ecological vitality.

Watch the full story here: <https://youtu.be/gGjLGAU3kbs>



[Full story]

From Barren Land to Breathing Forest:
Daak Village, Abu Road | SankalpTaru Foundation

2 GREEN IMPACT



DECODE: Simplifying Climate Data for Action

Continuing our mission to break down overwhelming climate reports into digestible, actionable insights through the power of acronyms, this month we took a deep dive into another critical climate science report: **UNICEF – Emerging Breakthroughs on Climate Change (May 2025)**

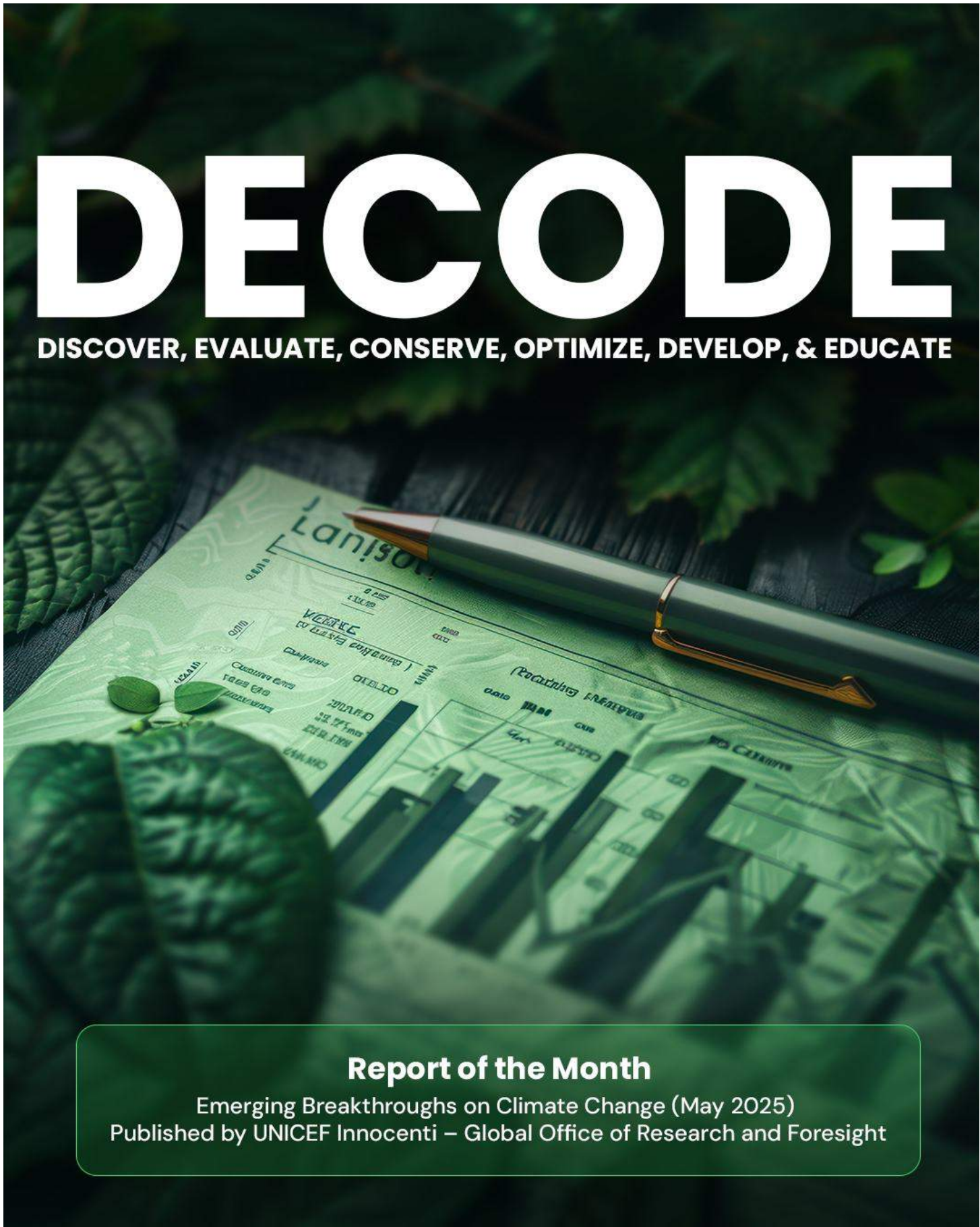
What if the most powerful climate breakthroughs weren’t coming from boardrooms or parliaments—but from youth-led movements?

This month through our DECODE lens, we’ve simplified this urgent narrative, translating complex data into clear, engaging visuals to make sustainability efforts more accessible and impactful—empowering our community to take informed, meaningful action.

Check out [here](#).

DECODE

DISCOVER, EVALUATE, CONSERVE, OPTIMIZE, DEVELOP, & EDUCATE



Report of the Month

Emerging Breakthroughs on Climate Change (May 2025)
Published by UNICEF Innocenti – Global Office of Research and Foresight

Discover the Facts

- **Young climate leaders**(aged 15–28 years) identified over **150 climate breakthroughs** across 5 critical areas that could transform global climate action, especially benefiting children and youth.
- **Green jobs now surpass green skills**, highlighting an urgent skills gap.
- Youth platforms like **Instagram and TikTok** strongly influence **global climate awareness**.




Evaluate the Risks

Significant risks include insufficient eco-literacy, insufficient **child-responsive climate funding** (currently only **2.4%**), and profound **non-economic damages** such as **eco-anxiety** disproportionately impacting children and youth in developing regions, threatening their future.



Conserve the Planet

Innovative conservation efforts include **formal eco-literacy curricula in schools**, peer-to-peer climate education through **informal, entertainment-based channels** for establishing lifelong environmental awareness. Granting **legal personhood to non-humans**(Whales and Dolphins one of the recognised legal people), strengthens local stewardship and conservation.



Optimize Sustainable Solutions

Redirecting public funds from fossil fuels to climate- resilient initiatives can address funding inequities and protect vulnerable youth. Decentralized governance models empower local communities, particularly youth, to actively shape their sustainable futures.



Educate For a Bright Future

70% of youth surveyed by UNESCO and UNICEF Gallup express limited comprehension of climate change, reinforcing the urgency of **early childhood eco-literacy** programs. GC26(UNHR) ensures children's environmental rights, holding States accountable locally and globally for preventing foreseeable environmental harm.



3 HUMAN STORIES



Humans of SankalpTaru



HUMANS OF SANKALPTARU

MOHD SHAQIB, UX Designer

Shaqib is someone who doesn't just design screens—he designs experiences that make people feel connected to a cause. A passionate environmentalist with a flair for human-centered design, he saw SankalpTaru as more than just a career move, it was a conscious alignment of meaningful pixels that could plant real trees.

One of his landmark achievements has been the complete redesign of our website, enhancing usability, engagement, and clarity for our eco-conscious users. But behind those wireframes and improved flows lies a process deeply rooted in empathy, research, and collaborative grit. By balancing organizational goals with user needs, he brings empathy and precision to every interaction.

Off the Screen... He's a learner at heart, an avid reader and a curious traveller, sipping his way through coffee cultures that fuel his creativity. Whether he's on the pitch playing cricket or deep in thought over a chessboard, his passions reflect a mind that's both sharp and playful.

A happy-go-lucky yet deeply responsible tech professional, he's fully committed to re-working a solution until it fits just right—something his team deeply appreciates.

We're proud to have Shaqib in our ecosystem. His thoughtful approach, cheerful spirit, and design with heart remind us that impact is not just built, it's crafted, pixel by pixel, with care.

4 SMART GREENY MOVES

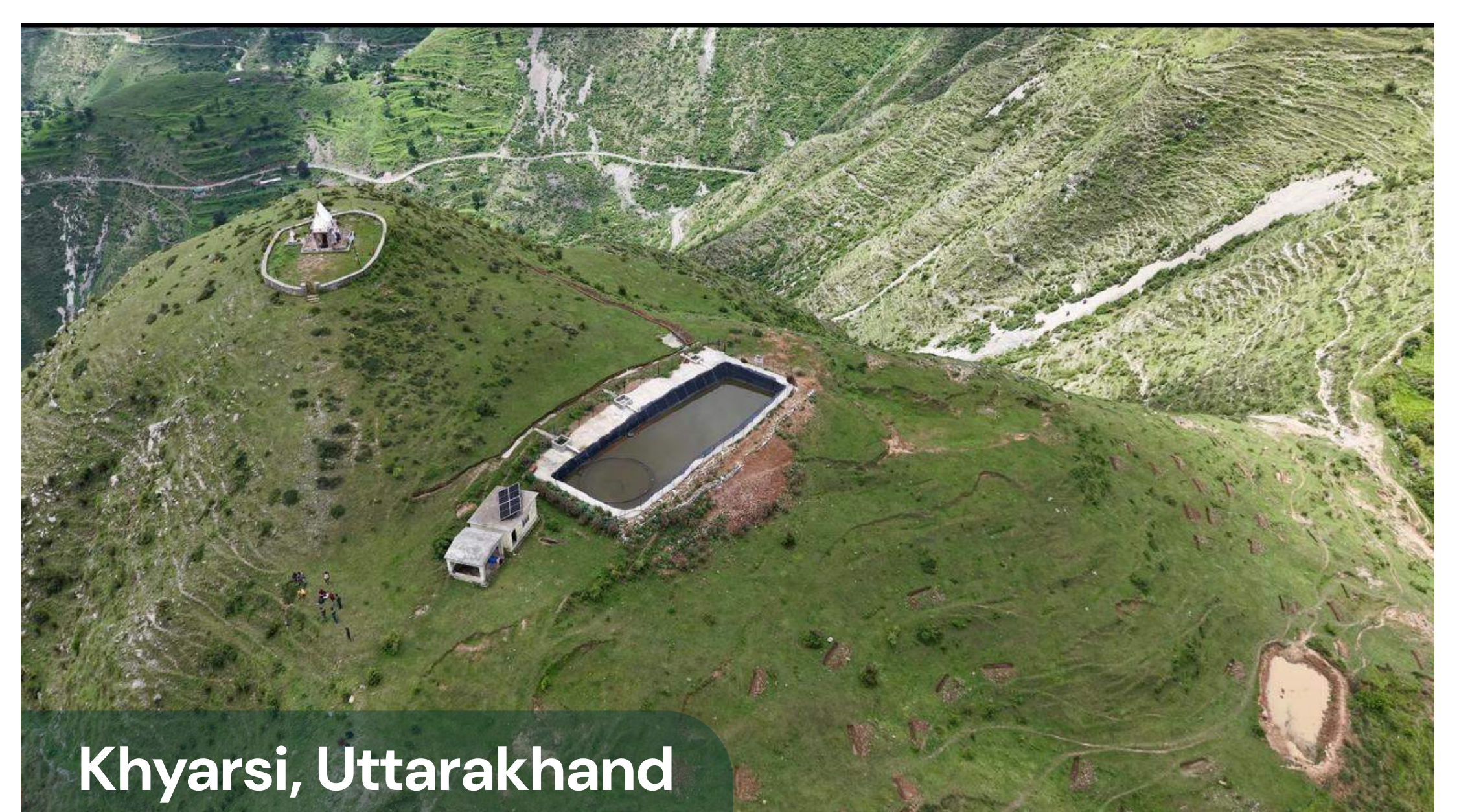
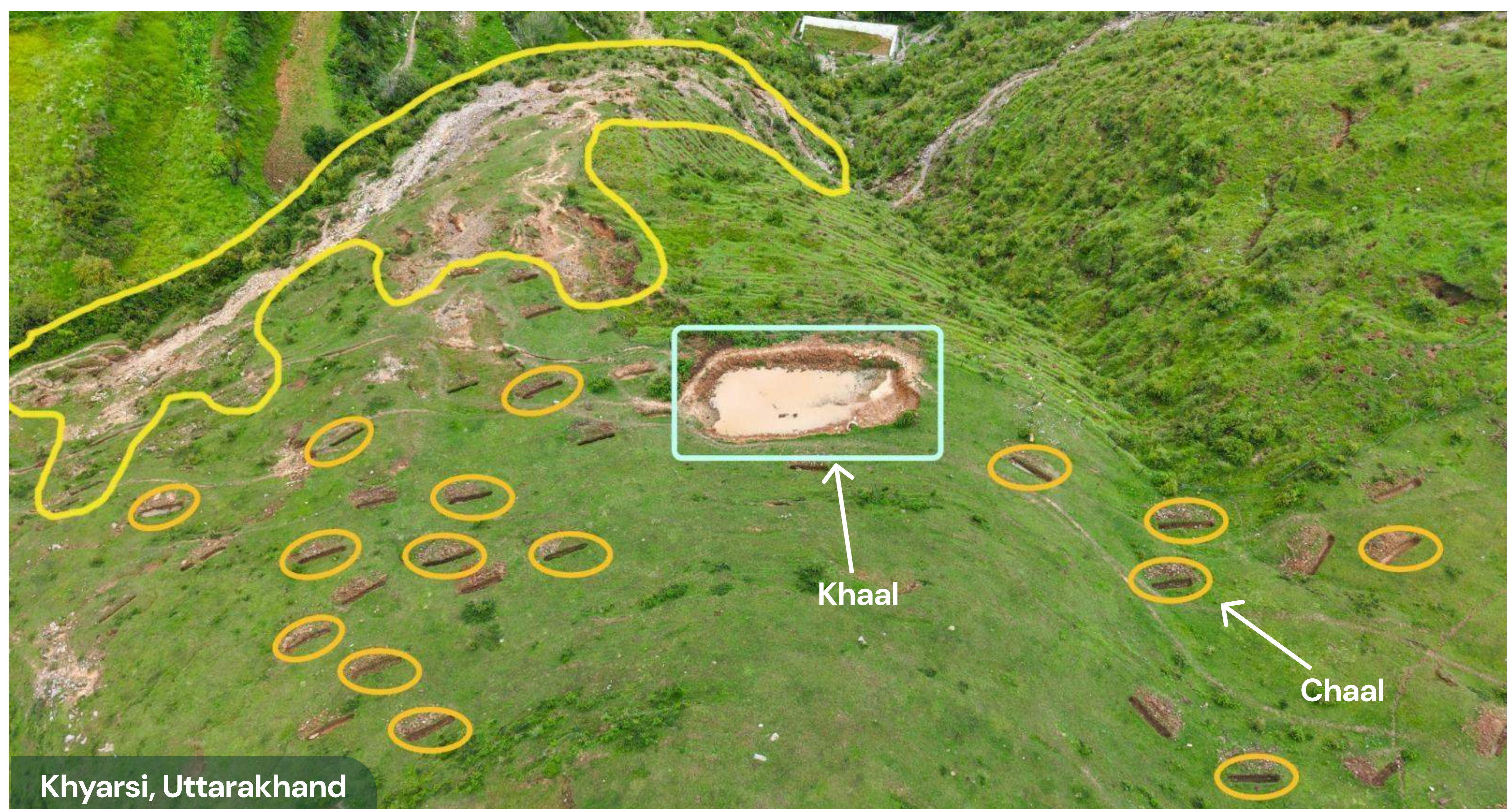
Catch It While It Falls

Floods and water scarcity seem like opposites—but they're both symptoms of the same imbalance. This month, let's turn rain into resilience—by learning how to hold, use, and honour every drop that falls.

◆ Your Steps:

- ✓ **Install Rainwater Harvesters** – Whether it's a terrace drum or a backyard pit, start small but start today.
- ✓ **Rethink Your Surfaces** – Replace concrete with soil, grass, or gravel to let the ground absorb what it needs.
- ✓ **Mulch and Plant Wisely** – Use mulch and native plants to slow down runoff and keep moisture locked in.
- ✓ **Reuse Rooftop Runoff** – Collect clean rainwater for gardening, mopping, or washing vehicles.

🎯 **Bonus Challenge:** This month, map out how much water your rooftop could collect—and challenge your community to do the same. You'll be surprised how much falls freely, if only we're ready to catch it.



5 HUGE APP- HEALTHY US THROUGH GREENING ENVIRONMENT

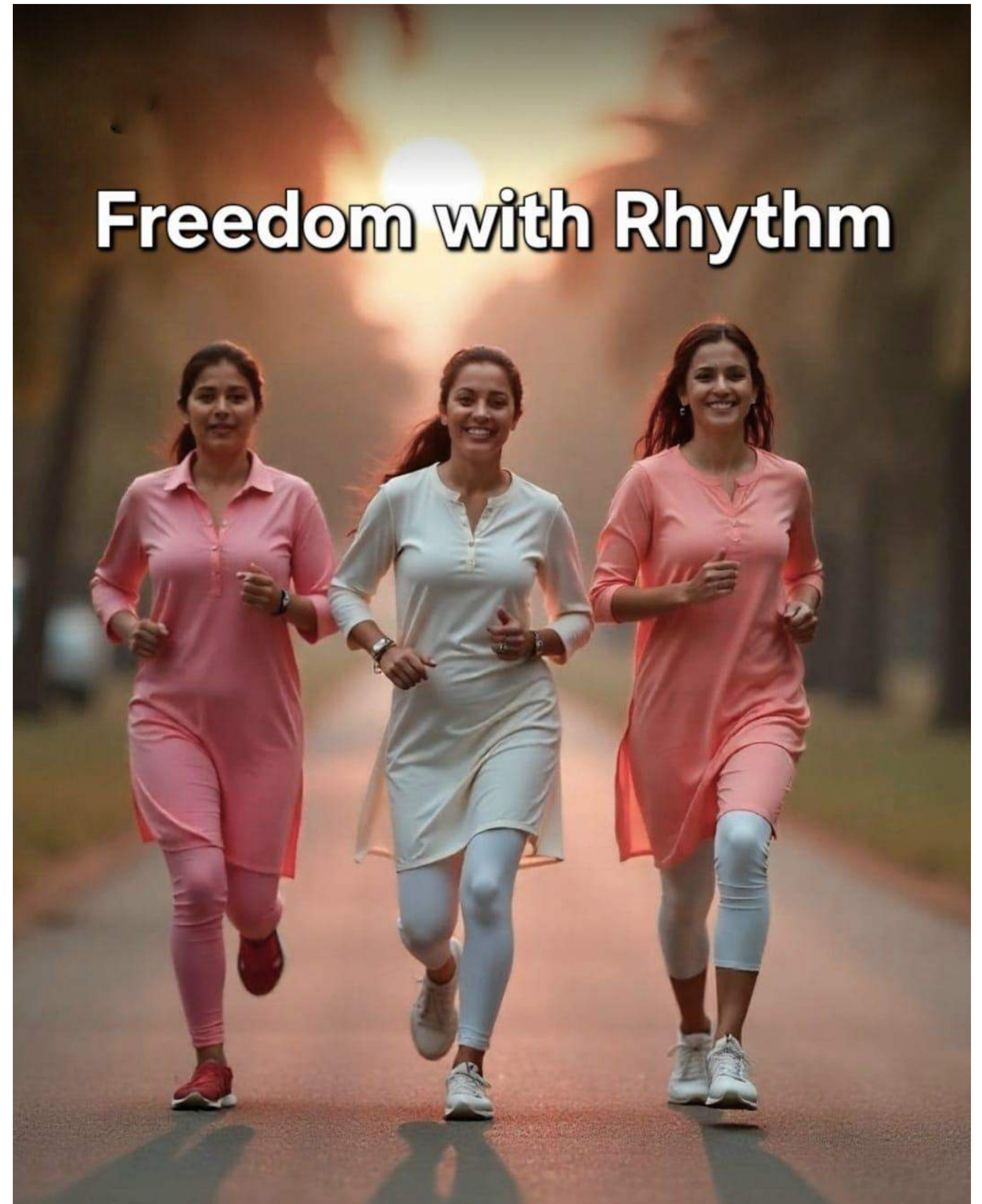
🌟 New Walkathon Alert 🌟

Freedom with Rhythm “Women Only” Walkathon

Starting this month, we’re celebrating women’s wellness with the **Women Only Walkathon**—a vibrant call to stride with strength, powered by the **HUGE App**.

Created in response to women’s desire for a dedicated space to walk, connect, and celebrate their wellness journeys, this nationwide hybrid event is more than a fitness challenge.

Designed exclusively for women from all walks of life, it stands as a powerful symbol of self-care, solidarity, and strength. Whether walking through city parks or pacing from home, every step carries a shared message: moving together toward a healthier, stronger, and more connected world.



[WOMEN ONLY] FREEDOM WITH RHYTHM WALKATHON



5 HUGE APP- HEALTHY US THROUGH GREENING ENVIRONMENT

🌟 New Walkathon Alert 🌟 Freedom with Rhythm Walkathon

This Independence Day, let every step you take be a celebration of your health, your spirit, and your commitment to a better you and a better planet.

Let's reclaim our freedom from inertia, lifestyle fatigue, and disconnection with our **Freedom with Rhythm** Walkathon.

Whether it's early morning walks, post-dinner strolls, or mindful steps between meetings, let your rhythm reflect your freedom.

Join the **Walkathon**—because true independence begins with taking charge: of your health, your mindset, and your planet.



**FREEDOM WITH RHYTHM
WALKATHON!**

Why Join?

- 🧠 Step into strength— mind, body and earth.
- 🦋 Liberates you from lifestyle fatigue.
Walk your way to freedom!

📅 Start: 8th July 2025
📅 Till: 15th August 2025

🎯 1,00,000 steps

VISIT APP
TO JOIN
THE CHALLENGE

GET IT
ON

TAKE CHARGE OF YOU!

🌟 New Walkathon Alert 🌟 Freedom with Rhythm Activity

This Walkathon is more than a fitness challenge—it's a celebration of **freedom in every form**. "**Freedom with Rhythm**" encourages you to explore what freedom means to you—freedom to move, to express, to connect, and to care.

The activity consists of **thirteen interactive phases** crafted to walk in rhythm with your body, your thoughts, and the Earth. From walking in tune with your breath to celebrating your personal rhythm, each activity creates space for freedom, reflection, and mindful movement.

This isn't a competition—**it's your personal rhythm of mindful moments**. As you complete each activity and share your reflections through photos, you're not only investing in your own well-being but also contributing to a greener, happier planet.

Join us:

Android: <https://play.google.com/store/apps/details?id=org.sankalptaru.sankalptaru&pli=1>

IOS: <https://apps.apple.com/in/app/sankalptaru-huge/id1462571187>



6 GRAMYUMM

Buransh Squash: Himalayan Wellness in a Bottle

We've bottled the Himalayan goodness—bringing nature's heart-healthy drink from the hills to your home.

Made from the vibrant Rhododendron bloom of the Himalayas, **Buransh Squash** is more than just a refreshing drink—it's rich in antioxidants and traditionally cherished for supporting heart health.

💖 A floral delight your body (and heart) will thank you for.

Order now and let wellness flow:

[Buransh Squash – 550ml](#)



7 ECO-INSPIRED ART



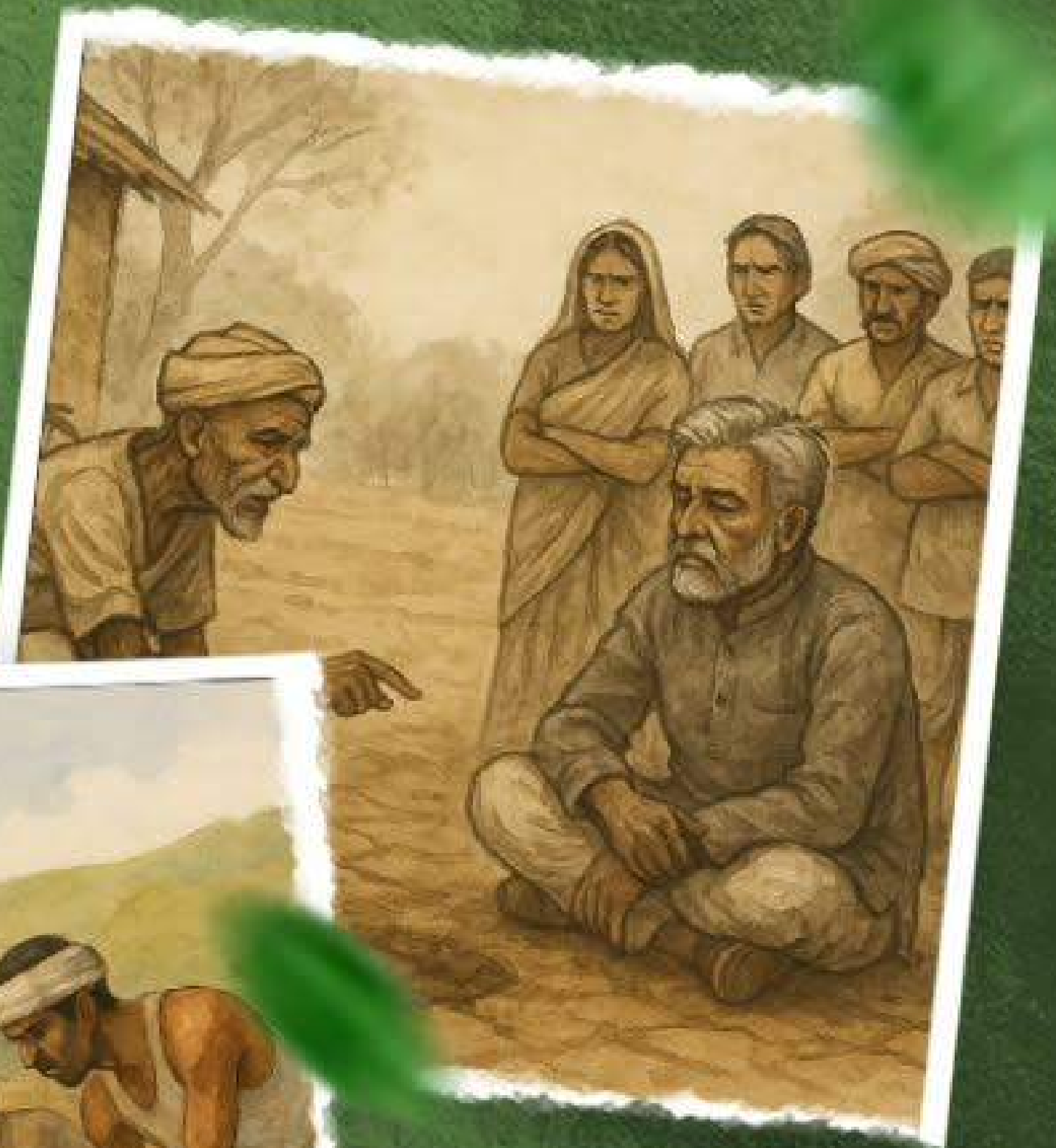
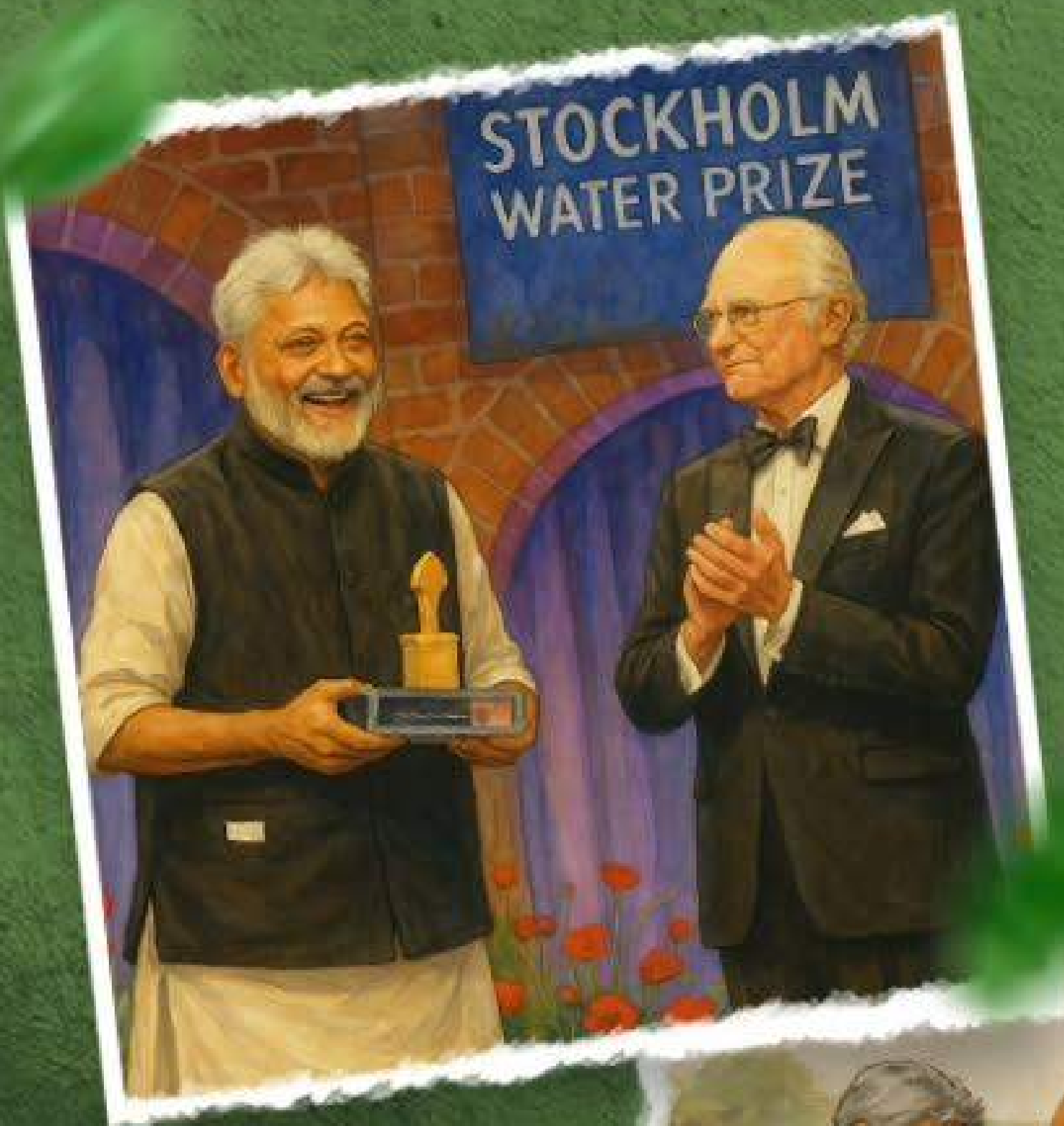
Eco-Read of the Month

Guess who's back? **Planet Hero**—now with a fresh twist!

This time, our Planet Hero story comes alive through the eyes of our amazing volunteers, bringing new creativity, energy, and inspiration to every page. Get ready for a tale that sparks hope, fuels action, and invites green adventures for kids and grown-ups alike!

[Read](#) on to explore the inspiring story of this visionary changemaker, brought to life through words by our volunteer **Charu Govil** and **vibrant illustrations by Nanma**, a talented 9th-grade volunteer.

PLANET HERO IS BACK



With the inspiring story of a man whose compassion reshaped the land for a greener tomorrow.

Read our Blog to know more!

8 CALL TO ACTION

ROOTED IN PURPOSE, GROWING WITH YOU

Every tree we plant, every community we engage, and every barren land we revive begins with a simple belief: **change is possible, and it begins with us.**

What keeps us going? The spark in a farmer's eye, the shade of a young sapling, the smile of a schoolchild learning about their planet. Your support, your action, your belief—it all adds up.

"Do not wait for extraordinary circumstances to do good; try to use ordinary situations."

Let's keep moving forward—one act, one tree, one shared vision at a time.

GET IN TOUCH THROUGH OUR SOCIAL MEDIA



In the age of instant gratification, let's be like the snails with the right hearts. While you are safe at home, plant trees at www.sankalptaru.org and lend your hand with a click of a button.

VISIT OUR WEBSITE

www.sankalptaru.org