



Press Release

Siddha Group Celebrates World Environment Day With A Drive On Water Conservation As A Part Of Their ‘Be Selfish’ Initiative

- Do Your Bit; Save Water -

Kolkata, 4th June, 2016: Real estate major, **Siddha Group**, on the eve of the World Environment Day commenced their month – long initiative on water conservation - “**Do Your Bit; Save Water**”, as a part of the Group’s “**Be Selfish**” initiative. **Shri Sovan Chatterjee, Hon’ble Mayor, Kolkata Municipal Corporation and Minister In Charge, Fire & Emergency Services, Housing and Environment, Shri Debasish Kumar, MMIC, Parks & Squares, Kolkata Municipal Corporation, Ms Arunima Ghosh, Actress, Ms Debalina Biswas, Councilor, Alipore, Ward No. 74 & Mr Sanjay Jain, Managing Director, Siddha Group** were present for the occasion at Agri Horticultural Garden, Alipore.

Siddha Group, to create a greater awareness on water conservation has made a short film which will be shown on a LED Van, which will run across the city. The film will also be promoted in various social media platforms like Facebook, Twitter etc for mass awareness. The LED Van was flagged off by the dignitaries present. An environment awareness booklet named **Be Selfish** was also launched by Siddha Group to mark the occasion. This booklet having 25 pointers on saving the environment will be distributed to the public at large including schools & colleges.

“Clean water scarcity has become one of the biggest problems and this year, the drought has become a serious point of concern. This problem cannot be solved alone or only by a group of people. We feel that everybody should come together to address the issue. We want the people to be more aware and show responsibility towards saving water and that is why we decided to launch ‘Do Your Bit; Save Water’ campaign. The Be Selfish booklet also contains various points on water conservation which, if put into practice, will be beneficial for the society”, said **Mr Sanjay Jain, Siddha Group Managing Director**.

Highlights of the ‘Be Selfish’ Booklet:

1. Utilise your washing machine to the full capacity
2. Stop leakage of water
3. Recycle water for flushing, gardening and car washing
4. Soak used utensils before cleaning
5. Use stored water to wash/thaw food and many more...

As a socially responsible corporate house, Siddha Group, in the recent past, has launched various environment friendly campaigns in the city. “**Do Your Bit; Save Water**” initiative is an extension of the Siddha Group’s “Be Selfish” campaign.

About Siddha Group

Since its 1986 inception, Siddha Group has been creating homes making better living affordable in Kolkata and Jaipur and recently in Mumbai and Bangalore. Siddha’s passion for quality homes has been driving it forward while minding its mantra, ‘Recreating Reality’, increasingly with each new project. Led by group chairman Chandra Prakash Jain and group managing Director Sanjay Jain, Siddha Group creates and markets high-quality housing in India. Combining upmarket design skills, optimal materials and excellence in construction, Siddha is focused on delivering comfortable homes at convenient prices within committed timeframes.



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