



Press Release

Siddha Group Launches World Environment Day Initiative In Association With Kolkata Municipal Corporation

Kolkata, 4th June, 2018: The World Environment Day is a global fête for positive environmental action, coordinated by United Nations Environment Programme every year on June 5th. Siddha Group today launched a campaign on World Environment Day- **Be Selfish! Campaign**, in association with Kolkata Municipal Corporation (KMC).

Shri Debasish Kumar, Hon'ble Member Mayor-in-Council, Kolkata Municipal Corporation, Shri Shuvaprasanna, Eminent Artist, Ms Sarbari Dutta, Fashion Designer & Mr. Sanjay Jain, Managing Director, Siddha Group, today flagged off a tableau on wheels at Victoria Memorial, Kolkata. The tableau will move around the city for a week and spread the messages through videos on dengue awareness.

"We should all take pledge to drive away dengue from the city. The public needs to be educated with such initiatives so that the message spreads. We, at Siddha Group, are taking a pledge along with Kolkata Municipal Corporation to spread the awareness on dengue and keep the environment clean. If we can keep the Environment clean, menaces like Dengue will diminish", said **Mr Sanjay Jain, Managing Director, Siddha Group**.

Several hoardings have been mounted across the city to spread the message. Siddha Group has always taken many initiatives to make the public aware about the necessity of a green and clean environment.

About Siddha Group

Home is where you discover the real you. Siddha's aim is to develop high quality homes within your budget and add to your pleasant discoveries. Since its inception in 1986, Siddha has been crafting residential and commercial spaces with a difference, to make good living affordable in Kolkata, Jaipur, Mumbai and Bengaluru. Siddha's perseverance and passion for quality homes drive it forward with every new project. Led by Group Chairman Chandra Prakash Jain and Group Managing Director Sanjay Jain, Siddha creates and sells high-quality housing in India. Siddha believes that the magic of craftsmanship lies beyond the reality of construction. It is the ability to sculpt better lives by designing and crafting living spaces that sets Siddha apart.

For further information, please contact:

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