



Press Release

## **Jain Group Is Making A Greener Durgapur By Developing A Dense Forest Using Miyawaki, A Japanese Plantation Technique, At Dream Eco City**

**Kolkata, 18<sup>th</sup> March, 2019:** Leading real estate company **Jain Group** today announced their initiative of developing a dense forest in Durgapur at their project **Dream Eco City**, by using Miyawaki, a first of its kind Japanese plantation technique in the entire Eastern India.

Urbanisation in Durgapur has exposed the city to high pollution. Keeping that in mind Jain Group decided to create a dense forest based on a revolutionary Miyawaki concept that originated in Japan. Miyawaki will help in protection of water and soil – keeping the ecological balance intact. Miyawaki helps the forest to grow ten times faster, absorb a high amount of carbon-dioxide amount and reduce noise and dust pollution. Dream Eco City will have an urban forest resulting in a rich and natural ecosystem.

“We have always associated development of a place with urbanisation in terms of better road, better transportation, better concrete building, schools, malls, industries and more. But this time we decided to address the issue of pollution generated due to urbanisation. We are the first real estate developer of Eastern India who will be developing a first of its kind urban forest in Durgapur in one of our projects, Dream Eco City by using the unique Japanese plantation technique, Miyawaki. This will help in creating the desired ecological balance”, said **Mr Rishi Jain, Managing Director, Jain Group.**

Led by **Mr Radhakrishna P.K Nair**, founder & Director, Forest Creators, the organization responsible for implementation of Miyawaki method at Dream Eco City said, ‘Jain Group is the first real estate company in the entire East India to be implementing Miyawaki method, which will allow large number of trees to grow on a small land and would be able to create a dense forest by the next two years in the project compound. This is a brilliant step taken by the company.’

“This method of plantation doesn’t require much exposure of sunlight to ground, much maintenance, chemicals or artificial fertilizers. Miyawaki process of urban forestation later will help in the growth of micro-organisms which will improve the quality of the crops grown here as well. Durgapur will see an urban forest in the middle of the city in the coming years at Dream Eco City. In a way, this initiative is to express our gratitude towards Mother Nature”, said **Mr Shrayans Jain, Vice Chairman, Jain Group.**

Today 20,000 saplings were planted here at Dream Eco City and in the coming few months a total of 1,00,000 saplings will be planted to develop the dense forest. Some of the saplings that were planted today are Amla, Aritha, Arjun, Badam, Jackfruit, Kaju, Neem, Sag (Shengun), Sitaphal, Babul, Raintree, mango etc.

Students from local Khatpukur Primary School along with their teachers were also present to support the cause.



### **About Jain Group:**

The Jain Group is one of the most dynamic and admired organizations in the Infrastructure, Finance, Hospitality and Real Estate sector in Eastern India. Jain Group is the proud recipient of the National CNBC award for affordable housing, multiple East India travel Award, SP Jain award for innovative marketing, the Make My Trip outstanding hospitality Award and also the National Young Leader award from SP Jain institute of Management and Research , Mumbai. In addition to a string of various regional and national award in the fields of Real Estate and Hospitality.

The Jain Group was founded in 1970's the visionary Founder and CMD of the Group, Mr Prem Jain, established its finance division, Jain Finance Corporation. In 2004, Jain Group had successfully ventured into Real Estate by creating a series of residential spaces at strategic locations in Kolkata under the aegis of 'Dream Homes'. Today, Dream Homes have become a brand to be reckoned with. In 2011, the group diversified into the hospitality sector and brought Holiday Inn hotel brand in collaboration with IHG (Inter Continental Hoteliers Group). In 2012, the group forayed into Lifestyle Affordable Housing sector under the aegis of "Dream Value Homes". The group has already delivered 2.5 million square feet and has a customer base of 4000 happy customers. Furthermore,

the Group has a vision to build projects worth over Rs 900 crore covering 5 million sqft of space by 2020.

In the Real Estate Space, the Jain Group is proud to be 100% RERA compliant, 100% GST ready and completely focused towards development of quality and affordable lifestyle homes. Guided by this vision, fuelled by enthusiasm, strengthened by a strong dedicated work force and advantaged with advanced building technologies, the Jain Group is committed to give shape to the future of not just Kolkata, but many more cities spread across the country.

### **About The Forest Creators:**

Forest Creators was founded in 2014 by Deepan Jain. Since inception, the organization has planted more than 6 Lakhs trees in 6 states like Rajasthan, Gujrat, Maharashtra, Chattisgarh, Andra Pradesh and Karnataka. Pledged to restore eco systems by planting trees with Japanese technology called Miyawaki techniques, the Forest Creators have completed more than 40 projects. The company has been awarded for the efforts and good work for one of the Best Private Projects on World Environment Day by Mr. Devendra Fadnavis, the Chief Minister of Maharashtra.

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