

HSBC bank celebrates World Environment Week 2011



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Amarjyoti Borah 11 June 2011 10257 views

The HSBC Guwahati branch in association with the Delhi based environment organization Centre for Media Studies (CMS), is celebrating World Environment Week 2011, with various activities aimed at creating environment awareness. The World Environment Week 2011 at the HSBC Guwahati branch got kick started on June 3 with a pledge taking ceremony by all the 17 HSBC employees where they pledged to extend their support towards the cause of environment.

On June 6, there was an event 'discovering the hidden values of trees' where a Hollong plant was displayed inside the branch, and a CMS volunteer explained the importance of the plant to all the HSBC employees and the visiting customers. The most unique event was a series of skit on June 8 by all the HSBC employees to create awareness. "It was an attempt to make everyone associated with the branch aware about the environment and we are pleased that everyone participated in the skits actively", said Sabry Ali, Vice president and branch head, HSBC Guwahati.

More such activities by the HSBC bank employees are scheduled to follow. "On June 11 and 12 we will be planting saplings in and around Guwahati city", said Ali. 'We are really happy that we could do our bit towards the cause of the environment", added Ali.

Amarjyoti Borah

Amarjyoti Borah is a National Foundation for India (NFI) media fellow.

BY AMARJYOTI BORAH

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