

Tapas 



FINSERV

ROOTS ACROSS INDIA



INTRODUCTION

Roots Across India, an afforestation initiative by Tapas Foundation in collaboration with Bajaj Finserv, concluded with the successful plantation of over 2,00,000 saplings across more than 50 cities in 23 states and union territories. Designed to address the pressing challenges of deforestation, climate change, and urban pollution, the initiative also aimed to inspire a nationwide culture of environmental responsibility.

From the beginning, the project was envisioned as more than a tree plantation drive - it was a movement to spark awareness, dialogue, and action around environmental conservation. By creating awareness about the consequences of environmental degradation and its mitigation among community members, the initiative empowered individuals to become active participants in the fight for a greener future.

A key goal of the initiative was to create inclusive opportunities for public engagement and rural empowerment through the plantation of **2,00,000** trees in diverse spaces such as farming communities, government schools and colleges, hospitals, public parks, and other public institutions. A significant focus was placed on working directly with farmers to integrate fruit-bearing and soil-enriching trees into their agricultural lands, supporting both environmental restoration and livelihood resilience. These efforts were designed not only to improve air quality and biodiversity but also to transform everyday spaces—urban and rural—into healthier, more vibrant environments.

As this chapter of Roots Across India concludes, its roots—both literal and symbolic—continue to grow. The saplings planted are just the beginning of a long-term vision to create greener, more resilient communities. Through this report, we not only celebrate the milestones achieved but also reaffirm our commitment to expanding afforestation efforts, fostering community participation, and building sustainable ecosystems that will thrive for generations to come.

ABOUT THE PROJECT: ROOTS ACROSS INDIA

Roots Across India was more than just a plantation drive—it was **a movement that brought together thousands of individuals across the country**. From corporate employees and students to farmers, environmentalists, and volunteers, people from all walks of life came together to take collective action for the planet. Schools, hospitals, and local organisations played a crucial role in building awareness and driving participation, making the restoration of green cover a truly community-led effort.





Turning Vision into Reality:

HOW WE DID IT

The project was implemented in a structured, multi-phase approach to maximise impact and sustainability.

1

Plantation sites were carefully selected based on their environmental and social significance, with a special focus on identifying farmlands of willing farmers for agroforestry, alongside urban parks, school campuses, industrial zones, riverbanks, and degraded forest lands.

2

Awareness sessions were conducted in schools, hospitals, and communities to educate people on afforestation, climate resilience, and biodiversity.

3

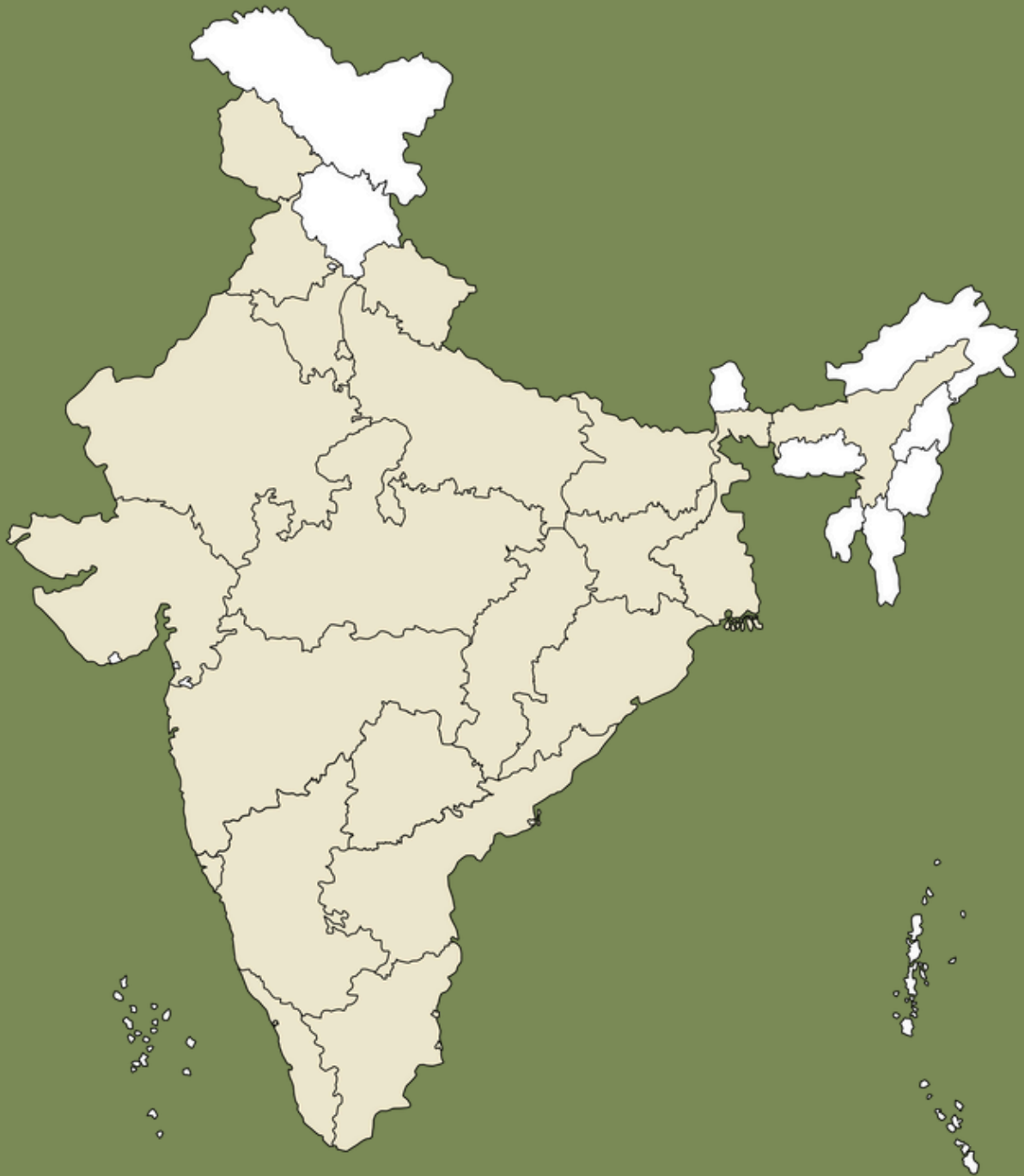
Plantation drives were carried out, with more than 2,00,000 saplings planted, including native trees, fruit-bearing plants, and climate-resilient species.

4

For post-plantation care, local communities were involved to play an active role in monitoring and maintaining the saplings to ensure long-term survival and growth.

OUR REACH

The project covered diverse landscapes, reaching urban, rural, and ecologically sensitive regions across India, including northern states like Uttar Pradesh, Uttarakhand, Delhi, Haryana, Punjab, and Jammu; western states like Rajasthan, Gujarat, and Maharashtra; eastern and central states like Bihar, Jharkhand, Chhattisgarh, Madhya Pradesh, West Bengal, and Odisha; southern states like Karnataka, Andhra Pradesh, Tamil Nadu, Telangana, Kerala, and Puducherry; and northeastern India with Assam.



OUR IMPACT



2,00,000
Trees Planted



8,000+
Employees Reached



3,00,000
People Reached



700+
Beneficiaries



5,000+
Employment
Generated



30,000+
Seed Pens &
Bookmarks
distributed



23
States Covered



52
Cities Covered

Our work aligns with the following Sustainable Development Goals:

8 DECENT WORK AND
ECONOMIC GROWTH



11 SUSTAINABLE CITIES
AND COMMUNITIES



13 CLIMATE
ACTION



15 LIFE
ON LAND



17 PARTNERSHIPS
FOR THE GOALS





Strengthening Resilience Through Agroforestry

One of the most impactful dimensions of Roots Across India was its emphasis on agroforestry—a sustainable land-use approach that combines agriculture and tree cultivation to benefit both people and the planet. Recognising the vital role of farmers in environmental stewardship, Tapas Foundation **worked hand-in-hand with communities to integrate tree plantations into agricultural landscapes.**

By introducing fruit-bearing, medicinal, and soil-enriching plant species, the initiative enhanced biodiversity, improved soil health, and contributed to long-term ecological stability. These trees not only supported natural regeneration but also added value to

farmland by increasing productivity and offering alternate sources of income.

Farmers received comprehensive support, from the provision of saplings to technical guidance and on-ground assistance, ensuring that plantations were well-suited to local conditions and needs. This approach helped build climate-resilient ecosystems while strengthening rural livelihoods, making the environmental impact deeply rooted in community well-being. In doing so, the project transformed afforestation from a conservation activity into a tool for empowerment and sustainable development.



The First Green Shoots of Change

The impact of Roots Across India is already taking shape. The newly planted saplings are beginning to **contribute to carbon sequestration, air purification, soil conservation, and the revival of local biodiversity**. In many regions, the initiative has also sparked a rise in community-led environmental action, reflected in a gradual but growing **shift toward a more ecologically conscious mindset**.

While this leg of the project has concluded, Tapas Foundation's commitment to afforestation is far from over. The insights and experiences gained through this initiative will shape and strengthen future environmental efforts. Our long-term vision is to nurture and expand green cover across India, ensuring that these saplings grow into thriving trees that will serve the planet and its people for generations to come.







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