



AN INITIATIVE TOWARDS GREEN ENVIRONMENT

'Harit Umang – Joy of Green' program aims to nurture the ecosystem by developing sustainable practices and imparting green knowledge through active engagements with schools and communities. The key focus is to drive sensitization towards inculcating green practices on key environmental themes like:



Safe & responsible disposal of e-waste



Zero plastic waste



Energy conservation



Plantation of more trees

OUTREACH

As a part of the program, Panasonic has innovatively engaged with India's youth to help them imbibe green practices via the following ways:



Knowledge sharing sessions by the experts



Interactive workshops and webinars



Mock UN sessions



Contests



Live practical training like seed ball making

FELICITATION CEREMONY OF HARIT UMANG OLYMPIAD FY'21-22

On the eve of World Environment Day
5th June 2022

Aligned with United Nations' theme of 'Only One Earth', Panasonic India, marked World Environment Day by culminating the third successful year of its sustainability initiative – Harit Umang (Joy of Green).





Each year Panasonic recognizes the efforts of the Green Ambassadors on the World environment Day, with the culmination of the Harit Umang Olympiad. This year during the felicitation ceremony students across participating schools & colleges got felicitated by **Mr. Anand Kumar, Additional Director, Central Pollution Control Board** and **Mr. Manish Sharma, CEO, Panasonic India & South Asia** for their exemplary work in driving awareness and participating actively in the Harit Umang programme.

The program also saw key messages from the senior officials of Ministry of IT & electronics encouraging the young ambassadors and applauding their efforts towards the pertinent issues creating a Green IPMACT.

With its commitment to key objectives like societal development and better quality of life, Panasonic Harit Umang, has been engaging with the youth of the country to create sensitization (and not just awareness) on these key environmental themes:

KEY FOOTPRINTS FY'21-22

For nurturing our Green Ambassadors, we did an **outreach to 500 schools** with these impactful activities:



Institutionalizing
PILOTS for
e-waste



Contests
& quizzes



LIVE workshops



Brainstorming in UN Dialogue format
on pertinent topics like Circular Economy



Add One Lakh
Tree Plantation



Conducting
webinars hosted
by experts

We also marked special calendar days dedicated to environmental occasions and plan to engage them round the year.

EARTH
DAY



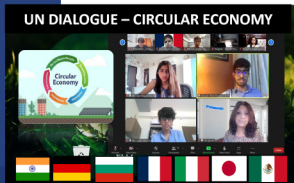
International
E-Waste Day



PILOT e-waste hub set up at RWA (with 5000 families), a step towards institutionalization of the process and idea of responsible disposal.



GLOBAL FOOTPRINT & EXPANDED VISION



Brainstorming in UN Dialogue format on key elements of circular economy and the role of e-waste.

MOVING FROM MINDSET SHIFT TO CULTURAL SHIFT: Building a culture towards sustainability, 1 Lakh Trees planted



Contributing to the challenges of global society towards **CARBON NEUTRALITY**, Panasonic is continuously building a culture of sustainability not only externally but also within, where an employee looks forward to his/her birthday month for planting a tree along with his peers. This activity is carried out each month as part of the drive.

