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The Congress, along with the Nationalist Congress Party (NCP), has emerged victorious in Goa though it was supposed to have been hit by scams and corruption charges, while the Bharatiya Janata Party (BJP) that had expected to do much better did not. Read it..

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How about making your city green with an SMS!

New Delhi, June 5: It is an unique environmental initiative. Receive an SMS, reply to it and get a free sapling! PVR NEST (Network for Enablement and Social Transformation), the Corporate Social Responsibility initiative of PVR cinemas, today launched a green drive in Mumbai using [technology](#) for an environmentally sustainable future.

Each reply SMS received by [PVR](#) will be sent a free sapling to make the country greener. Mumbai will be the first city to become green with this pilot initiative of PVR Nest.

PVR Ltd CSR Manager Deepa Menon said, "Clean and Green Environment is every individual's responsibility. We all should aim to contribute as an individual/sensitive citizen towards making our environment clean, green and healthy." "Dedicating just one day as World [Environment](#) Day is not enough, but it should be adopted in our daily practices. In order to ensure that the people of Mumbai enjoy a safer and more prosperous future, we thought of providing them with free saplings," Ms Menon said.

"We are also working towards extending this initiative to other parts of the country as well," Ms Menon added.

In order to highlight issues like [global warming](#), climate change, pollution, health and to reinforce the importance of conservation of environment in our surroundings, PVR Nest also launched a 15-day campaign to generate public consciousness and actions on the above.

Besides, as a part of the 'Green Films' initiative of PVR -- a unique program for advocating environmental issues through films at PVRs, especially for children -- a special screening of 'An Inconvenient Truth' was organised.

PVR Nest also planted trees in their premises in an endeavour to demonstrate environmental conservation practices in and around PVR Cinema Halls.

With the belief that companies can make a real, effective difference in improving the quality of life in the communities where they operate, PVR Nest aims to work together with the government bodies and the community, spearheading a movement for better social conditions.




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