

JRS Eastman Group Supports PM Modi's Sustainability Vision with Miyawaki Forest Initiative in Punjab

- *Launched in association with Ludhiana Municipal Corporation, the initiative is inspired by PM Modi's vision to transform urban wastelands into green spaces for a sustainable future*
- *Efforts to convert wasteland into a forest area through Miyawaki initiated in Ludhiana with a contribution of Rs 1 crore*

New Delhi, 08th January 2025, The JRS Eastman Group known for its automotive products and solutions in the auto-ancillary sector in collaboration with the Ludhiana District Administration, announced the launch of an ambitious project aims at creating Miyawaki Urban Forests in Ludhiana. Inspired by Prime Minister Narendra Modi's vision to revitalize urban spaces, the project aims to transform a former landfill site into a thriving green space.

The group's initial project in Ludhiana's Focal Point Industrial Area will rejuvenate 2 acres of former landfill with a planned investment of INR 1 crore. The first phase focuses on land cleaning and soil improvement to prepare for future planting and forest maintenance and is already underway with a budget of INR 30 lakhs.

The Miyawaki method, known for its rapid growth and dense plantation, offers significant advantages. Compared to conventional forests, Miyawaki forests mature much more quickly, maximize green cover in limited urban spaces, restore biodiversity by utilizing native species, and improve air quality while reducing the urban heat island effect. These new green spaces will contribute to cleaner air, enhanced biodiversity, and improved quality of life for urban living.

Mr. Jagdish Rai Singal, Founder & Chairman of JRS Eastman Group, emphasized the company's commitment to environmental sustainability, stating *"Our responsibility extends beyond automotive innovation. Miyawaki forests are vital for enhancing urban ecosystems and mitigating climate change, representing a powerful step towards a sustainable future. By establishing these native forests, we aim to improve local ecosystems and contribute significantly to climate change mitigation. As we unite for sustainability, the Initiative is crucial for restoring ecological balance and ensuring harmony between nature and humanity for generations to come."*

This commitment to the initiative is crucial for addressing urban environmental challenges and improving the quality of life, particularly in industrial zones like Ludhiana. The project is expected to enhance air and soil quality, directly benefiting residents. It is also in alignment with the national environmental goals, highlighting the Eastman Group's dedication to environmental responsibility and providing a blueprint for similar initiatives across India.

Following a successful pilot project on a landfill allotted by the Ludhiana Municipal Corporation, the company plans to expand this initiative across Punjab.