



Unveiled the publicity ma-  
n Yatra, scheduled for July 19  
Gopal Mandir. A prepara-  
: Annapurna Temple on Fri-  
ts and the procession route.

## FREE PRESS VATIKA TAKES ROOT AT PITRA PARVAT

**Our Staff Reporter**

**INDORE**

Reinforcing its commitment to environmental conservation, Central India's leading English daily on Wednesday joined Indore's ambitious mission to plant 21 lakh saplings this monsoon by launching Free Press Vatika at Pitra Parvat.

Madhya Pradesh Urban Devel-

opment and Housing Minister Kailash Vijayvargiya, the architect of the campaign, and Free Press Group of Newspapers Joint Managing Director Abhishek Karnani inaugurated the Vatika by planting a sapling.

The initiative comes as Indore aims to surpass its own Guinness World Record of planting 12.5 lakh saplings in 24 hours, achieved two years ago. This monsoon, the city has set a tar-

get of planting 21 lakh saplings under the Centre's Ek Ped Maa Ke Naam campaign, inspired by Prime Minister Narendra Modi.

Abhishek Karnani announced that the Free Press will plant 1,000 saplings at the Vatika in support of the campaign, symbolising the newspaper's commitment to environmental stewardship.

Calling it a people's movement

rather than merely a plantation drive, Vijayvargiya said the campaign reflects society's commitment to nature, motherhood and future generations. He urged citizens to plant at least one tree in their mother's name and take responsibility for its care, stressing that the campaign's success would be measured by the survival of the saplings, not just the number planted.

Minister Kailash Vijayvargiya visited the plantation site on Tuesday along with BSF Commandant Gyaneshwar Khade, officials from the Indore Municipal Corporation and other concerned departments.

During the inspection, the minister assessed the arrangements at the site and issued directions to ensure the successful execution of the campaign.



The Guest Editor holding a discussion with editorial team.



Free Press Group of Newspapers Joint Managing Director Abhishek Karnani welcomes IIT Indore Director Prof Suhas S Joshi, who was Guest Editor for Thursday's edition, by offering a sapling at FP House on Wednesday.



The Guest Editor at Printing Press.