Press Release

‘**RANG DE’ SPREADING AWARENESS IN PINK CITY BY PAINTING DEAD TREES**

Jaipur, June 28: With the aim of spreading awareness about tree plantation as well as community participation in the Pink City, a group over 30 Jaipurites got together recently. Called ‘Rang De’, the group consists of designers, architects, painters, artists, educationists, jewelers as well as homemakers. They welcome anyone who is committed to the greening of the Pink City.

After taking due approval from Jaipur Development Authority (JDA), the group painted a dead tree near Ravindra Manch. The idea was to spread awareness about tree plantation as well as their life time care to keep them alive. The fast growing ‘Rang De’ group believes that community ownership and participation is the way forward for the greening of their beautiful Pink City. The ‘Rang De’ members chose the traditional Rajasthani, multi hued ‘Leheriya’ design for painting the tree. This also gives them a platform to showcase Rajasthani Art – both traditional as well as contemporary.  This project will also instill appreciation among the people for trees that are alive.

What was highly encouraging and motivating was that the children living in the nearby neighbourhood also joined in with the painting of the trees, said Irina Garg, one of the team members. They want this movement to spread to other areas as well and would love to see other people take up this initiative. However, one must remember to take prior permission from the Government, she cautioned.

‘Rang De’ would be delighted to guide and support anyone willing to do the same in their neighborhood.One can contact the team members through their Facebook Page:<https://facebook.com/rangde.jpr/> or send an e-mail on rangde.jpr@gmail.com.