



# **Dossier of Coverage**

**May 2024**

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COMMUNICATIONS

# United Way Bengaluru Launches 'Mangroves Matter': A Campaign to Restore Mangrove Ecosystems

Started revitalizing mangrove ecosystems at Pulicat near Chennai

by **INDIA CSR**



United Way Bengaluru's 'Mangroves Matter': A Campaign to Restore Mangrove Ecosystems

**BENGALURU (India CSR):** Recent reports indicate a staggering loss of about 35% of mangroves between 1996 and 2010 highlighting a concerning trend in environmental degradation. Mangrove ecosystems play a significant role in stabilizing coastlines, making their preservation crucial for the environment and inhabitants. Mangroves are a natural solution to climate change, the paramount global threat. They can sequester carbon at a rate five times greater than tropical forests.

Responding to this urgent need, United Way Bengaluru (UWBe) has launched an ambitious and impactful campaign, 'Mangroves Matter', to revitalize mangrove ecosystems. The first foot is at Pulicat or Pazhaverkadu, a coastal town near Chennai, Tamil Nadu. Known as the 'jungle of roots' in Tamil, Pulicat encompasses a vast expanse of 720 sq. km, constituting India's second-largest brackish water body. Rampant destruction of mangrove vegetation by human activities and natural causes has led to a massive reduction in the lake's depth from 3.8m to 2m. This ecological decline has endangered biodiversity and threatened the livelihoods of local fisherfolk dependent on the mangrove ecosystem.

The 'Mangroves Matter' campaign was officially launched on World Wetlands Day, 2024, with a bold vision to rewild approximately 10 lakh mangroves across 100 acres in the Pulicat region alone. In addition to their environmental advantages, the campaign will closely work with the Irula community, opening up livelihood opportunities for them and boosting the local economy by supporting the cultivation of shrimp and fish species. The project also includes removal of acres of Prosopis ( Karuvelam ), an invasive species which has destroyed the local flora and soil ecosystems.

**Sriram Ananthanarayanan, Director-Projects, UWBe,** said, "I am glad that many of our Corporate CSR partners have come forward to support this campaign with a shared vision towards environmental commitment. Notably, our CSR partner, Mphasis, has pledged their support to this cause, dedicating the rewilding of mangroves on 70 acres in Pulicat. "



Looking ahead, United Way \_Bengaluru envisions extending the campaign's reach to other regions, including Andhra Pradesh, Karnataka, and Kerala. Upholding its mission of "mobilizing the caring power of communities," the organization calls upon organizations from different industries to join hands in supporting this vital mission for the preservation of the planet's precious ecosystems.

**Rajesh Krishnan, CEO, UWBe,** said, "COP28 made significant progress towards securing the Mangrove Breakthrough's goal of 15 million hectares of mangroves underpinned by USD 4 billion new investments by 2030. I am super excited that United Way \_Bengaluru is among the very few organisations who have taken this initiative. 'Mangroves Matter' is aligned with the aspiration of COP28, which calls out the responsibility of the State, corporations, local people, community, NGOs and other stakeholders to deliver the Breakthrough."

<https://indiacsr.in/united-way-bengaluru-mangroves-matter-ecosystems/>



# United Way Bengaluru Launches Campaign To Restore Mangrove Ecosystems

By: [TheCSRUniverse Team](#) | Published: 27-May-2024



**Bengaluru, May 27, 2024:** NGO United Way Bengaluru (UWBe) has launched an ambitious and impactful campaign to revitalise mangrove ecosystems. The first foot is at Pulicat or Pazhaverkadu, a coastal town near Chennai, Tamil Nadu.

Known as the 'jungle of roots' in Tamil, Pulicat encompasses a vast expanse of 720 sq km, constituting India's second-largest brackish water body. Rampant destruction of mangrove vegetation by human activities and natural causes has led to a massive reduction in the lake's depth from 3.8m to 2m. This ecological decline has endangered biodiversity and threatened the livelihoods of local fisherfolk dependent on the mangrove ecosystem.

The 'Mangroves Matter' campaign was officially launched on World Wetlands Day, 2024, with a bold vision to rewild approximately 10 lakh mangroves across 100 acres in the Pulicat region

alone. In addition to their environmental advantages, the campaign will closely work with the Irula community, opening up livelihood opportunities for them and boosting the local economy by supporting the cultivation of shrimp and fish species. The project also includes removal of acres of *Prosopis* (Karuvelam), an invasive species which has destroyed the local flora and soil ecosystems.

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Recent reports indicate a staggering loss of about 35% of mangroves between 1996 and 2010 highlighting a concerning trend in environmental degradation. Mangrove ecosystems play a significant role in stabilizing coastlines, making their preservation crucial for the environment and inhabitants. Mangroves are a natural solution to climate change, the paramount global threat. They can sequester carbon at a rate five times greater than tropical forests.

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UWBe is an NGO focused on social issues that seek immediate and long-term attention. As a part of the global network, United Way Worldwide, the largest network of non-profit organizations with 1,100 chapters in 37 countries, United Way Bengaluru carries a global image with a 'local heart' committed to creating meaningful change in the lives of the local communities.

<https://thecsr universe.com/articles/united-way-bengaluru-launches-campaign-to-restore-mangrove-ecosystems>

## **United Way launches campaign to restore Mangrove ecosystems at Pulicat**

Chennai, May 27 (UNI) In a bid to revitalize and restore the Mangrove ecosystems, United Way Bengaluru (UWBe) has launched ' Mangroves Matter' campaign at the coastal Pulicat near Chennai. Recent reports indicate a staggering loss of about 35% of mangroves between 1996 and 2010 highlighting a concerning trend in environmental degradation.

Mangrove ecosystems play a significant role in stabilizing coastlines, making their preservation crucial for the environment and inhabitants. Mangroves are a natural solution to climate change, the greatest global threat. They can store carbon at a rate five times greater than that of tropical forests.

Responding to this urgent need, United Way Bengaluru (UWBe) has launched an ambitious and impactful campaign, ' Mangroves Matter', to revitalize mangrove ecosystems. The first foot is at Pulicat or Pazhaverkadu, a coastal town near Chennai, Tamil Nadu. Known as the 'jungle of roots' in Tamil, Pulicat encompasses a vast expanse of 720 sq. km, constituting India's second-largest brackish water body. Rampant destruction of mangrove vegetation by human activities and natural causes has led to a massive reduction in the lake's depth from 3.8m to 2m. This ecological decline has endangered biodiversity and threatened the livelihoods of local fisherfolk dependent on the mangrove ecosystem.

The 'Mangroves Matter' campaign was officially launched on World Wetlands Day, 2024, with a bold vision to rewild approximately 10 lakh mangroves across 100 acres in the Pulicat region alone. In addition to their environmental advantages, the campaign will closely work with the Irula community, opening up livelihood opportunities for them and boosting the local economy by supporting the cultivation of shrimp and fish species. The project also includes removal of acres of Prosopis ( Karuvelam ), an invasive species which has destroyed the local flora and soil ecosystems.

<https://www.uniindia.com/news/south/environment-tn-mangroves/3207729.html>

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United Way Bengaluru launches 'Mangroves Matter' campaign to revitalize mangrove ecosystems amid alarming environmental degradation reports.

**Shivam Dwivedi** Updated 31 May, 2024 2:02 PM IST Published on 31 May, 2024 1:34 PM IST



Mangrove Ecosystem Restoration at Pulicat or Pazhaverkadu, a coastal town near Chennai, Tamil Nadu

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The 'Mangroves Matter' campaign was officially launched on [World Wetlands Day](#), 2024, with a bold vision to rewild approximately 10 lakh mangroves across 100 acres in the Pulicat region alone. In addition to their environmental advantages, the campaign will closely work with the Irula community, opening up livelihood opportunities for them and boosting the local economy by



supporting the cultivation of shrimp and fish species. The project also includes removal of acres of Prosopis (Karuvellam), an invasive species which has destroyed the local flora and soil ecosystems.

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Looking ahead, United Way Bengaluru envisions extending the campaign's reach to other regions, including Andhra Pradesh, Karnataka, and Kerala. Upholding its mission of "mobilizing the caring power of communities," the organization calls upon organizations from different industries to join hands in supporting this vital mission for the preservation of the planet's precious ecosystems.

<https://krishijagran.com/news/united-way-bengaluru-launches-mangroves-matter-a-campaign-to-restore-mangrove-ecosystems/>



# Durarocquebec

## A campaign to restore mangrove ecosystems Started revitalizing mangrove ecosystems in Pulicat, near Chennai

Vaseline 3 weeks ago

12 2 minutes read





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In response to this urgent need, **United Way Bengaluru (UWBe)** has launched an ambitious and impactful campaign, **'Mangroves are important'**, to revive mangrove ecosystems. The first foot is in **Pulicat or Pazhaverkadu**, a coastal town nearby **Chennai, Tamilnadu**. Known as the **'jungle of roots'** in **Tamil**, **Pulicat** covers a vast expanse of 720 square kilometers, forming **The second largest brackish water body in India**. Rampant destruction of mangrove **vegetation** human activities and natural causes have led to a massive reduction in the depth of the lake from 3.8 meters to 2 meters. This ecological degradation has endangered biodiversity and threatened the livelihoods of local fishermen who depend on the mangrove ecosystem.

The **'Mangroves are important'** campaign was officially launched on **World Wetlands Day, 2024**, with a bold vision to reforest about 10 lakh mangroves on 100 hectares in the **Pulicat region** only. In addition to their environmental benefits, the campaign will work closely with the Irula community, creating livelihood opportunities for them and boosting the local economy by supporting the cultivation of shrimp and fish species. The project also includes the removal of hectares of *Prosopis* (Karuvelam), an invasive species that has destroyed local flora and soil ecosystems.

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Looking forward, **United Road Bengaluru** intends to expand the reach of the campaign to other regions including **Andhra Pradesh, Karnataka, And Kerala**. The organization maintains its mission of 'mobilizing the caring power of communities' and calls on organizations from various sectors to join hands in supporting this vital mission to preserve the planet's precious resources. **ecosystems**.

**Rajesh Krishnan, CEO of UWBe, said** "COP28 has made significant progress in securing the **Mangrove Breakthrough's** goal of 15 million hectares of mangroves, supported by \$4 billion in new investments by 2030. I'm super excited that **United Road Bengaluru** is one of the few organizations that have taken this initiative. '**Mangroves are important**' matches the ambition of **COP28**, in which the responsibility of the **State, companies, local people, community, NGOs and other stakeholders** to realize the breakthrough."

<https://durarocquebec.ca/bookmarks/8dacea4681P13jdafd36.html>



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Posted on [May 27, 2024](#) by [Vaseline](#)





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<https://obrs.ca/m3g1c4n/01a190520Pk1d11/>

Business News  
This Week

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May 27, 2024 [Mansi Praharaj](#) [Business](#) Comments Off on United Way Bengaluru Launches 'Mangroves Matter': A Campaign to Restore Mangrove Ecosystems Started revitalizing mangrove ecosystems at Pulicat near Chennai



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## Started revitalizing mangrove ecosystems at Pulicat near Chennai

- May 27, 2024

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**BiZ News Desk**

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The **'Mangroves Matter' campaign** was officially launched on **World Wetlands Day, 2024**, with a bold vision to rewild approximately 10 lakh mangroves across 100 acres in the **Pulicat region** alone. In addition to their environmental advantages, the campaign will closely work with the Irula community, opening up livelihood opportunities for them and boosting the local economy by supporting the cultivation of shrimp and fish species. The project also includes removal of acres of Prosopis ( Karuvelam ), an invasive species which has destroyed the local flora and soil ecosystems.

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[https://businessnewsweek.in/business/united-way-bengaluru-launches-mangroves-matter-a-campaign-to-restore-mangrove-ecosystems-started-revitalizing-mangrove-ecosystems-at-pulicat-near-chennai/#google\\_vignette](https://businessnewsweek.in/business/united-way-bengaluru-launches-mangroves-matter-a-campaign-to-restore-mangrove-ecosystems-started-revitalizing-mangrove-ecosystems-at-pulicat-near-chennai/#google_vignette)



## Smart Business News

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## Quick Biz News

# United Way Bengaluru Launches ‘Mangroves Matter’: A Campaign to Restore Mangrove Ecosystems

## Started revitalizing mangrove ecosystems at Pulicat near Chennai

By Rabindra

MAY 27, 2024

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## UNITED WAY BENGALURU LAUNCHES 'MANGROVES MATTER': A CAMPAIGN TO RESTORE MANGROVE ECOSYSTEMS STARTED REVITALIZING MANGROVE ECOSYSTEMS AT PULICAT NEAR CHENNAI

May 27, 2024 [Sujata](#) [Leave a comment](#)

**Bengaluru, May 27, 2024:** Recent reports indicate a staggering loss of about 35% of mangroves between 1996 and 2010 highlighting a concerning trend in environmental degradation. Mangrove ecosystems play a significant role in stabilizing coastlines, making their preservation crucial for the environment and inhabitants. Mangroves are a natural solution to climate change, the paramount global threat. They can sequester carbon at a rate five times greater than tropical forests.

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The '**Mangroves Matter**' campaign was officially launched on **World Wetlands Day, 2024**, with a bold vision to rewild approximately 10 lakh mangroves across 100 acres in the **Pulicat region** alone. In addition to their environmental advantages, the campaign will closely work with the Irula community, opening up livelihood opportunities for them and boosting the local economy by supporting the cultivation of shrimp and fish species. The project also includes removal of acres of *Prosopis* ( Karuvelam ), an invasive species which has destroyed the local flora and soil ecosystems.





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# A Campaign Launched By United Way Bengaluru Called 'Mangroves Matters' To Restore Mangrove Ecosystems

May 28, 2024



**28<sup>th</sup> May 2024:** Recent reports showed that there was about 35% loss in mangroves between 1996 and 2010, showcasing a concerning trend in environmental degradation. Mangrove ecosystems play a significant role in stabilizing coastlines, making their preservation a crucial, paramount global threat.

They can sequester carbon at a rate five times greater than tropical forests. To respond to this urgent need, United Way Bengaluru (UWBe) has launched their aspiring and impactful campaign, called 'Mangroves Matter', to re-energize the mangrove ecosystem.

The first foot is at Pulicat or Pazhaverkadu, which is a coastal town near Chennai, Tamil Nadu. Known as the 'jungle of roots' in Tamil, Pulicat encompasses a vast expanse of 720 sq. km, constituting India's second-largest brackish water body.

The Rampant destruction of mangrove vegetation by human activities and natural causes has led to a massive reduction in the lake's depth from 3.8m to 2m. This ecological decline has endangered the cycle of biodiversity and has threatened the livelihoods of the local fisherfolk department in the mangrove ecosystems.





The campaign launched by United Way Bengaluru, named ‘Mangroves Matters’ was officially launched on World Wetlands Day, 2024, with an extremely bold vision to rewild approximately 10 lakh mangroves across 100 acres in the Pulicat region alone.

In addition to its environmental advantages, the campaign will closely work with the Irula community, to open livelihood opportunities for them and boost the local economy by supporting the cultivation of shrimp and fish species. The project with the local economy by supporting the cultivation of shrimp and other fish species. The projects also include the removal of Prosopis (Karuvelam), which is an invasive species that has destroyed the local flora and soil ecosystems.

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<https://csrtimes.org/a-campaign-launched-by-united-way-bengaluru-called-mangroves-matters-to-restore-mangrove-ecosystems/>



## MEDIA EXPRESS

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Responding to this urgent need, **United Way Bengaluru (UWBe)** has launched an ambitious and impactful campaign, '**Mangroves Matter**', to revitalize mangrove ecosystems. The first foot is at **Pulicat or Pazhaverkadu**, a coastal town near **Chennai, Tamil Nadu**. Known as the '**jungle of roots**' in **Tamil**, **Pulicat** encompasses a vast expanse of 720 sq. km, constituting **India's second-largest brackish water body**. Rampant destruction of mangrove **vegetation** by human activities and natural causes has led to a massive reduction in the lake's depth from 3.8m to 2m. This ecological decline has endangered biodiversity and threatened the livelihoods of local fisherfolk dependent on the mangrove ecosystem.

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by [Rabindra](#) [May 27, 2024](#) [0 Comment](#)

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HELLO KOTPAD

# United Way Bengaluru Launches ‘Mangroves Matter’: A Campaign to Restore Mangrove Ecosystems

## Started revitalizing mangrove ecosystems at Pulicat near Chennai

Gouri Achary May 27, 2024 2 min read



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The '**Mangroves Matter**' campaign was officially launched on **World Wetlands Day, 2024**, with a bold vision to rewild approximately 10 lakh mangroves across 100 acres in the **Pulicat region** alone. In addition to their environmental advantages, the campaign will closely work with the Irula community, opening up livelihood opportunities for them and boosting the local economy by supporting the cultivation of shrimp and fish species. The project also includes removal of acres of Prosopis ( Karuvelam ), an invasive species which has destroyed the local flora and soil ecosystems.

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# National Biz News

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team Posted on 27 May 2024

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*Couture Fashion*

# United Way Bengaluru Launches 'Mangroves Matter': A Campaign to Restore Mangrove Ecosystems

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BY TEAMMAY 27, 2024LEAVE A COMMENTON UNITED WAY BENGALURU LAUNCHES 'MANGROVES MATTER': A CAMPAIGN TO RESTORE MANGROVE ECOSYSTEMS STARTED REVITALIZING MANGROVE ECOSYSTEMS AT PULICAT NEAR CHENNAI



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June 1, 2024



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<https://www.csrmandate.org/united-way-bengaluru-launches-mangroves-matter-a-campaign-to-restore-mangrove-ecosystems/>



## Business News Matters

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**ByPrabhat**

MAY 27, 2024

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by Team in newson Posted on 27 May 2024



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WORLD  
CITIES  
CULTURE  
FORUMCAN 'WAKE THE LAKE' REAWAKEN  
BENGALURU'S DYING LAKES?

PROJECT: CREATING THE VOLUNTEER CAMPAIGN 'WAKE THE LAKE'

**Purpose**

'Wake the Lake' is a flagship campaign of United Way Bengaluru aimed at reviving the dying lakes of Bengaluru.

**Challenges**

A key challenge faced by the 'Wake the Lake' project was stakeholder collaboration. Bringing together various entities to work towards the common goal of lake revitalisation was a significant hurdle.



**‘WAKE THE LAKE’ HAS SUCCEEDED IN RESONATING WITH LAKE COMMUNITIES, FOSTERING A SENSE OF COMMUNITY THROUGH FESTIVALS AND SPORTING EVENTS CENTRED AROUND THE LAKES.**



## **The Solution**

The ‘Wake the Lake’ campaign represents a powerful collaboration between civic bodies, corporations and citizens, all working together for the greater good. The primary goal of the campaign is to revitalise these lakes and their ecosystems, making them cleaner and more sustainable, and fostering community ownership through active volunteerism.

## **Impact**

The campaign has achieved several positive impacts, including:

- Cleaning and reviving numerous lakes and their ecosystems across the city.
- Planting thousands of varieties of flowering and medicinal plants around these lakes.
- Empowering local community members to actively participate in managing the revitalized lakes.

Additionally, ‘Wake the Lake’ has succeeded in resonating with lake communities, fostering a sense of community through festivals and sporting events centred around the lakes. These events have created a platform for stakeholders to come together and celebrate the transformation of the lakes.

<https://worldcitiescultureforum.com/city-project/lake-rejuvenation-united-way-of-bangalore-wake-the-lake/>





What initiatives are being taken by United Way for groundwater restoration in Bengaluru?

## United Way's Initiatives for Groundwater Restoration in Bengaluru

United Way Bengaluru, a non-profit organization, has been actively working towards groundwater restoration in Bengaluru through various initiatives. The organization's efforts are focused on addressing the city's water crisis, which is exacerbated by rapid urbanization, over-extraction of groundwater, and pollution.

### Wake the Lake Initiative

One of United Way Bengaluru's flagship initiatives is the Wake the Lake campaign, which aims to restore and revitalize Bengaluru's lakes [\[2\]](#). The campaign has successfully reclaimed and restored over 20 lakes in Bengaluru, which were on the verge of complete collapse. The restoration process involves clearing the lakes of sewage, improving water quality, greening the lake environs, and turning them into active community spaces.

### Mangrove Restoration Initiative

United Way Bengaluru has also launched a mangrove restoration initiative in partnership with Mphasis F1 Foundation [\[3\]](#). The initiative aims to restore mangrove ecosystems in Pulicat, a coastal town near Chennai, Tamil Nadu. The project involves rewilding approximately 10 lakh mangroves across 100 acres in the Pulicat region, which will help to boost the local economy and support the livelihoods of local fisherfolk.

### Rainwater Harvesting and Groundwater Recharge

United Way Bengaluru has also been working on rainwater harvesting and groundwater recharge initiatives in Bengaluru. The organization has installed rainwater percolation pits in various locations, including the CRPF campus in Yelahanka, Bengaluru [\[5\]](#). These pits serve as reservoirs to capture and channel rainwater, replenishing groundwater and mitigating the impact of water scarcity.

## Lake Restoration Mission

In collaboration with S&P Global India's Corporate Responsibility initiatives, United Way Bengaluru has embarked on a Lake Restoration mission at Oblapura, a small village near Bengaluru [6]. The mission involves restoring the lake's ecosystem, enhancing water quality, and supporting aquatic life.



In conclusion, United Way Bengaluru's initiatives for groundwater restoration in Bengaluru are multifaceted and far-reaching. The organization's efforts are focused on addressing the city's water crisis, promoting environmental sustainability, and supporting the livelihoods of local communities.