

## **ITDC celebrates World Environment Day 2025 with Tree Plantation Drive at The Ashok**

India Tourism Development Corporation (ITDC), a public sector enterprise under the Ministry of Tourism, Government of India, marked World Environment Day 2025 with a deeply symbolic and heartfelt event held at The Ashok and Hotel Samrat, Chanakyapuri. The celebration revolved around the campaign 'Ek Ped Maa Ke Naam', aligning with Prime Minister Narendra Modi's nationwide initiative launched on June 5, 2024, encouraging citizens to plant a tree in honour of their mothers.

The commemorative event was led by ITDC's Managing Director, Mugdha Sinha, IAS, and saw enthusiastic participation from Functional Directors, senior management, and other members of Team ITDC - notably the dedicated gardening personnel and their children, who were recognised as the unsung green champions of The Ashok and Hotel Samrat.

Echoing the United Nations' 2025 World Environment Day theme, Beat Plastic Pollution, the event brought to life ITDC's enduring commitment to sustainable tourism. The day's activities included a symbolic tree plantation drive where each child and guest planted a sapling in their mother's name, fostering a strong emotional connection with nature.

Speaking on the occasion, Mugdha Sinha, IAS – Managing Director of ITDC, remarked, "Planting a tree in the name of a mother is like paying homage to the universal Mother Earth, the nurturing life force that procreates, nurtures and sustains all of life. Inspired by Hon Prime Minister's call of 'Ek Ped Maa Ke Naam', on this World Environment Day, ITDC reiterates its commitment towards a circular economy and sustainable environment, free from plastic waste."

Both The Ashok and Hotel Samrat, flagship properties under ITDC, exemplify climate-responsive design, having been built around natural contours, preserving existing trees, and reducing heat-island impact to help maintain a naturally cooler microclimate.