



AIRPORTS AUTHORITY OF INDIA

PRESS RELEASE



For Immediate Release

Today 10th 2011, Airports Authority of India, New Delhi

Kalyanmayee's (AAI Women Welfare Association) Car Rally to support the Greendrive

Kalyanmayee- Airport Authority of India Women Welfare Association is organizing 'AAI Women Car Rally 2011' in association with The Federation of Motor Sports Clubs of India. The rally will flag-off at the Airports Authority of India Officers' Institute on 11th December 2011 at 09.30 AM. Nearly 70 Women officers and family members of AAI are expected to enter this contest, in order to join hands in creating awareness on the importance of using recycled papers- an endeavor to contribute towards environment conservation. AAI has a paper recycling unit in Delhi, which is a one of its kind model in India encouraging the use of recycled paper, saving energy, saving water, saving cost, creating jobs and reducing negative impact on the environment.

"This Women Car Rally is organized to create awareness on AAI's unique initiative on promotion of environment friendly recycled paper and the impact it could have on our everyday life" said Mrs. Archana Agrawal, President, Kalyanmayee

Driven by the concept of promoting better practices for environment conservation, AAI became the first PSU in India to establish the Paper Recycling Unit to support the cause G.R.O.W. (Government Recycled Office Waste), which is a pride for AAI. This paper recycling unit converts paper waste from AAI offices across the country, into useful paper stationery products like file covers, file folders, visiting cards, envelopes, letter heads, corporate gifts, calendars and several other paper products. Earlier the paper waste was being dumped or sold. Now the paper recycle unit significantly caters the paper stationery needs of AAI offices situated across the country.

As a milestone event in the history of AAI, all paper branding materials of the rally including car stickers, registration pack, booklets etc, will also be made out of recycled paper. The participants of the rally will carry messages on environment friendly recycled paper on their cars. The event is expected to spread the public message on why paper recycling is important and why you should take a closer look at recycle papers used in your daily life. Therefore, the theme of the rally is "Passionate for Speed and Compassionate for Nature".

Several eminent personalities, who are passionate for nature and environment, will attend this rally to make it a memorable event.

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