

Canara HSBC and WWF India uphold Earth Hour with a cyclothon



As a lead-up to the annual Earth Hour initiative, Canara HSBC Oriental Bank of Commerce Life Insurance Company and WWF India once again partnered for the 'Pedal for the Planet' program. Every year since 2009, this cyclothon has been held a week before Earth Hour to give people a chance to contribute towards the campaign and spread the message of Earth Hour. Pedal for the Planet has now grown to span four major Indian cities - Delhi, Chennai, Bengaluru and Hyderabad this year.

The first leg of this activity started in Delhi on March 22, where 350 people turned up at the WWF-India Secretariat. To encourage people to register early, the first 200 entries received free Earth Hour t-shirts. The Chennai and Hyderabad legs followed suit, on March 23 and March 29 respectively. The aim of the event, besides spreading the Earth Hour message, was to



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encourage people to make planet-friendly choices like cycling and carpooling, in their day-to-day lives.

Canara HSBC has been associated with this initiative since it was first conceptualized. Manjit Lakhmana, Head - HR, Canara HSBC OBC Life Insurance, said: "Canara HSBC OBC Life Insurance has supported and promoted Earth Hour from 2008 when it first came to India. Corporate citizenship was adopted as a core value of the company, with environment as one of the focus areas. As Earth Hour aims to motivate individuals to lead a more sustainable lifestyle through simple actions taken every day, it was the ideal platform to create awareness and encourage a sense of belonging and ownership among people towards the planet."