

# **KalpTaruh - Project Brief**

## **Project Summary (short)**

Kalp Taruh is a key plantation project cum mechanism of the BKs to ensure land restoration and promote higher order values for building a better civilized society and support many of the UN SDGs.

Theme of world environment day 2022 is 'Only One Earth', which calls for collective and transformative actions. Hence our principle is 'One person, One plant for One planet' ONE person plants & nurtures ONE sapling for 75 days. Between 5th June 2022 (50th World Environment Day) and 25th August 2022 (Memorial Day of Dadi Prakashmaniji, former Chief of BKs) 4,000,000 people plants 4,000,000 saplings. Each sapling planted will be registered in Kalp Taruh mobile app for the documentation For 75 days, App provides tips to support the sapling's growth and the person's spiritual growth.

Kalp Taruh is Kalp Taru + Ruh- which is a confluence of 2 objectives.

Taru Means Tree in Hindi and Ruh means the Spiritual Energy or Being or Spirit that functions through the body. Trees symbolize many spiritual values, for example, the Banyan tree is known to be a symbol of abundance, whereas the Peepal tree is known to be a symbol of respect and sacredness. Inherent to every soul is a spectrum of virtues, which if brought into practice makes life blissful, relationships harmonious, teams effective, society just, the environment clean and healthy, and the world perfect and glorious. With this project, we aim to combine the sacred process to nurture a tree as well as the soul through values, as the project is to provide sustenance to both the plant and the person who plants. Hence, these words are clubbed together to form a specific brand name – Kalp Taruh.