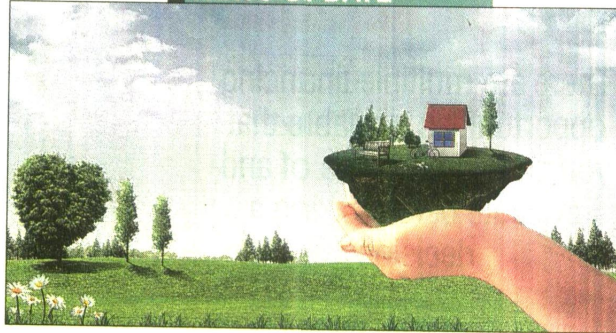


NEWS UPDATE



Promoting a clean and green India

11,500 plus CREDAI member developers took the 'bluegreen' pledge recently

On the occasion of World Environment Day, CREDAI extended its commitment to Prime Minister of India's Swachh Bharat Mission. More than 11,500 CREDAI member developers took the 'bluegreen' pledge that they will distribute the blue green bins to the new homebuyers and urge them to segregate the wet and dry waste and put them in the two bins respectively.

CREDAI has a similar model of decentralized waste management based on segregation at source, in operation in Kerala since 2007 under the umbrella of CREDAI Clean City Movement (CCCM). A new "not for profit" company fully owned by CREDAI i.e. CREDAI Clean City Movement (CCCM) limited has recently been formed.

In the phase 1 of pan India expansion, CREDAI proposes to focus on the implementation of the CCCM in all homes in housing complexes and townships being developed by CREDAI members in 10-12 Tier 1 cities. These include the NCR towns,

Mumbai, Nashik, Pune, Kolkata, Indore, Raipur, Chennai, Hyderabad, Bengaluru, Mysore, Ahmedabad, Bhubaneswar.

Dr. Najeeb Zackeria, Chairman, CCCM said, "CCCM in Kerala now covers more than 80,000 homes in 650 apartment complexes. We aim to implement this model in the township of the other parts of the country starting with township developed by CREDAI developers in metros in the first step."

Jaxay Shah, President, CREDAI National said, "CREDAI has demonstrated unprecedented commitment towards our Prime Minister's dream of Swachh Bharat through its initiative on decentralized waste management –the CREDAI Clean City Movement (CCCM) in Kerala. Its success has encouraged us to spread this movement nationwide now. By taking the bluegreen pledge, we are aiming at bringing a change in the way waste is handled in our homes by instilling the habit of segregating dry and wet waste among home buyers."