

Media Release

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## CG joins WWF's Climate for Life Campaign, Launches Childrens' educational Book Series- *Pani Prasad*

Kathmandu, Nepal – The Chaudhary Group, in collaboration with WWF, today, launched the Nepali Childrens' book series Pani Prasad Volume I and II. This marks CG joining WWF's campaign to bring global attention to impacts of Climate Change on the Himalayas called "Climate For Life" ([www.climate4life.org](http://www.climate4life.org)). CG's support to this initiative is part of their Gyan Udaya Scheme under their Youth Development Program. CG shall be using its distribution network to take this book series to schools throughout the country.

Pani Prasad is an ingenious character created to teach young children about water and its importance in our lives. Filled with elaborate and pleasant drawings and easy-to-read text, the book aims at raising awareness about water-related issues amongst young students in an interactive way, through the immensely endearing character *Pani Prasad*. After the successful introduction of "Journey of Pani Prasad" among the school children, WWF Nepal came out with "Pani Prasad 2 – Off to the High Altitude Wetlands".

"Pani Prasad and Friends – Off to the High Altitude Wetlands" is a story of Pani Prasad visiting the high altitude wetlands of Nepal and talking about Nepal's High Altitude Wetlands, and the impacts of Climate Change on these important Wetlands to his three friends.



"CG believes in the youth and the power of educating the youth. It is important that we galvanize the youth of our country to take action on important environment issues like conserving water," said Nirvana Chaudhary, Executive Director, Chaudhary Group.

"The younger generation is likely to be impacted by Climate Change the most. Educating them on this issue is crucial. As future citizens of the world, choices they make after entering adulthood shall present a truly sustainable solution to Climate Change," said Prashant Singh, Director, Development and marketing, WWF.



**WWF** *for a living planet*

Earlier this month, some copies of this book were distributed among the Eco Club Students at Khumjung (Solukhumbu) during the Khumbu Festival which was celebrated to raise awareness on threats of glacial lake outburst floods (GLOF) and Climate Change to the Khumbu region.

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#### **Notes to the editor:**

##### **About CG**

Chaudhary Group (CG) is one of the largest private business houses in Nepal, with over 40 Companies under its umbrella, and commanding an investment outlay of over US\$250 million having diversified interests across various sectors. Since its inception, Chaudhary Group has contributed to the upliftment of the nation's economy, equalizing the infrastructure and entrepreneurial capability of Nepal with other developing nations. Sharing its good fortune with the people, Chaudhary Group fulfills its social responsibility with pride and aims to build a strong social infrastructure in the nation.



##### **About WWF**

WWF is one of the world's largest and most respected independent conservation organizations, with almost 5 million supporters and a global network active in over 100 countries. WWF's mission is to stop the degradation of the earth's natural environment and to build a future in which humans live in harmony with nature, by conserving the world's biological diversity, ensuring that the

use of renewable natural resources is sustainable, and promoting the reduction of pollution and wasteful consumption.

[www.chaudharygroup.com](http://www.chaudharygroup.com) or [www.climate4life.org](http://www.climate4life.org) for latest news and media resources