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Tapping the hidden talent

The calendar includes the illustrations of paintings by participants of the contest

Express News Service

Mantri Square Mall launched the Mantri Square green calendar for the year 2012 in the city recently. The launch was initiated by Mantri Square along with Pratham Books, children's book publisher. The sale proceeds of the calendar was channeled towards buying story books for under privileged children of the Indus International Community School and other government schools in the city.

The calendar was launched by Snehal Mantri, Director Marketing of Mantri Developers Private Limited. The calendar included the illustrations of paintings by

children who participated in a drawing contest at the mall. The theme of the drawing competition was 'Forests and Wildlife' which added vibrant colours to the calendar.

Speaking at the launch, Snehal Mantri said, "The launch of this Calendar is an attempt to fulfil responsibilities of our society, as we understand the importance of education in the lives of children. We extend our gratitude to everyone who has encouraged us in adopting this cause and worked towards it."

Kanchan Banerjee, Trustee of Pratham Books, who was present at the event said, "High quality books in



Kanchan Banerjee and Snehal Mantri launching the calendar | EXPRESS PHOTO

English and many Indian languages are available at reasonable price. We attempt to make reading a

joyful experience which will not only help expand the horizons of many children, but also make them more

aware of the gifts of nature and their responsibility to conserve those gifts. We believe that initiatives such as these will bring us closer to our goal of seeing, 'a book in every child's hand'."

Printed on eco-friendly paper, this calendar features artwork giving out the message of 'Awareness Today for a Greener Tomorrow' campaign initiated by Pratham Books. It can be used to mark dates for positive conservation activities like planting a sapling, watering plants and others. The calendar initiative inspired people to take up environmental causes and shared green facts and stories for environmental education.