



## News Release

September 14, 2023

### **HSBC India and INTACH join hands to rejuvenate the historical Indian Botanical Garden, in Howrah, West Bengal**

HSBC India and The Indian National Trust for Art and Cultural Heritage (INTACH) have joined hands to rejuvenate the historical AJC Bose Indian Botanical Garden at Howrah. The initiative was launched at a ceremony attended by senior officials from Ministry of Environment, Forest and Climate Change, Government of India; Department of Environment, Government of West Bengal, HSBC India and INTACH.

The AJC Bose Indian Botanical Garden (IBG) was established in 1787 and is one of the oldest botanical gardens of Asia. Spread over 273 acres and housing approximately 12,000 species of plants, the IBG is of great significance for nature conservationists. The garden has a unique water system consisting of 24 interconnected lakes which fill up from River Hoogly flowing beside it. However, due to changing flow patterns in the river and the inflow of sewage into the lake system, the lake ecosystems have been deteriorating, thereby impacting the overall ecosystem of the garden.

As part of the three-year engagement, HSBC India and INTACH will undertake interventions with close involvement from the Botanical Survey of India (BSI) that will help in the conservation of the IBG as an important ecological area, at the same time improve learning experience for the visitors.

The focus will be on the restoration of waterbodies, development of interpretation programs for better outreach and education activities, intensification of tree planting and mangroves to prevent bank erosion. Through the three years, the aim is to develop the IBG as an important conservation area, with special focus on:

- Restoring and maintaining the ecology of the freshwater habitats
- Improving and maintaining lake water quality
- Establishing a healthy mangrove ecosystem
- Increasing the number of specimens and biodiversity of the gardens
- Enhancing erosion controlled and reducing run off
- Creating a mindset shift among visitors towards sustainable living and bringing in positive attitude towards nature conservation.

Commenting on the initiative, Aloka Majumdar, Global Head of Philanthropy and Head of Sustainability, HSBC India, said, "The Indian Botanical Garden is part of the rich heritage of West Bengal. It is a living museum, that not only teaches us about the importance of plants, but also helps us understand the close association that human civilization and humans have had with the plant ecosystem. We are happy to partner with INTACH and work together to harness the entire ecosystem that will help revive and restore the IBG. We look forward to an impactful initiative with INTACH and the Botanical Society of India."

Manu Bhatnagar, Principal Director, Natural Heritage Division, INTACH, said, "The IBG is a repository of our natural heritage and needs to be taken care of. The effort under this project would be to restore the gardens to a condition close to their pristine state make them visitor friendly."

**Enquiries:**

<b>For HSBC India</b> Renuka Bhide <a href="mailto:Renuka.bhide@hsbc.co.in">Renuka.bhide@hsbc.co.in</a> +91 22 22681199	<b>For INTACH</b> Manu Bhatnagar 9810036461
--	---

**About HSBC Bank India:**

The Hongkong and Shanghai Banking Corporation Limited in India offers a full range of banking and financial services through 26 branches across 14 cities. HSBC is one of India's leading financial services groups, with around 39,000 employees in its banking, investment banking and capital markets, asset management, insurance, software development and global resourcing operations in the country. It is a leading custodian in India. The Bank is at the forefront in arranging deals for Indian companies investing overseas and foreign investments into the country.

**About HSBC Holdings plc**

HSBC Holdings plc, the parent company of HSBC, is headquartered in London. HSBC serves customers worldwide from offices in 62 countries and territories. With assets of US\$3,041bn at 30 June 2023, HSBC is one of the world's largest banking and financial services organisations.

**About INTACH:**

The Indian National Trust for Art and Cultural Heritage (INTACH) was founded in 1984 with the vision to spearhead heritage awareness and conservation in India. Today INTACH is recognized as one of the world's largest heritage organizations. INTACH's mission to conserve heritage is based on the belief that living in harmony with heritage enhances the quality of life, and it is the duty of every citizen of India as laid down in the Constitution of India. INTACH's mission includes protect and preserve India's living, built, and natural heritage by undertaking necessary actions and measures.