



## News Release

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### **United Way Bengaluru holds the second “Lake-a-Thon” under the ‘Wake the Lake’ campaign to protect the dying lakes in the city**

#### ***Ingersoll Rand supports this initiative in rejuvenating the Uttarahalli Lake in South Bangalore***

**Bangalore, February 4, 2012:** Today, again, the people of the city under United Way Bengaluru’s popular ‘Wake the Lake’ campaign participated in the “**Lake – a – Thon**” to rejuvenate the Uttarahalli Lake in South Bangalore. The “Wake the Lake” is a campaign initiated by United Way Bengaluru (UWBe), an affiliate of United Way Worldwide to protect the withering lakes in the city. The campaign is aimed at restoration and rejuvenation of the dying lakes which have been the victims of urbanization, which Bangalore has been experiencing over the years.

The Lake-a-thon was flagged off by **Dr. A. N. Yellappa Reddy, Former Secretary, Govt. of Karnataka and Chairperson of Eco-Committee**. The objective of this effort is to inculcate a sense of community ownership of lakes among the people residing in proximity and prevent lakes from further degradation. This campaign is supported by multiple stakeholders including the Bruhat Bengaluru Mahanagara Palike (BBMP), NGOs, Corporate Houses, Research Institutes, Resident Welfare Associations, Community Leaders and General Public.

As part of this initiative, Ingersoll Rand, a \$14 billion diversified, global leader in creating and sustaining safe, comfortable and efficient environments, has committed resources to rejuvenate, preserve, and secure Uttarahalli Lake for a period of one year.

**Mr. Sabu Thomas, Chairman, United Way Bengaluru** said, “Wake the Lake campaign began with the objective to save the quality of water in the city’s lakes, free the lakes from garbage, effluents and other pollutants, help revive the eco-system in the lake and increase ground water level in the vicinity of the lake leading to availability of potable water. By partnering with corporate organizations such as Ingersoll Rand, we aim to create awareness about saving our lakes and bring about community ownership through active volunteerism. Wake The Lake campaign is a critical step towards bringing the community together including corporate organizations, government bodies, not for profit organizations and general public to take collaborative action towards sustaining Lakes.”

Data by the World Health Organization (WHO) suggests that by 2020 there will be only 78 liters of potable available per person per day in Bangalore against 150 liters required. There is an urgent need to save these lakes.



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Talking about the lake restoration effort **Mr. Venkatesh Valluri, Chairman and President, Ingersoll Rand India** said, “Local communities are an important stakeholder for Ingersoll Rand and through our dedication to corporate citizenship efforts, we seek to create sustainable societies. By partnering with the lake rejuvenation program, we aim to secure the city’s lakes, reverse ground water depletion and restore the environment. Wake the Lake campaign is not just an initiative by a few organizations, rather it is a critical step towards ‘Social Convergence’ where corporate organizations, government bodies, not for profit organizations and communities are mobilized to take collaborative action towards environmental sustainability.”

**Jai Xavier Prabhu David, Founder and CEO, PRHUB** who has been a staunch supporter of ‘Wake the Lake’ campaign opined, “Among other environmental issues being addressed in the city, restoration of lakes has also taken priority now with the help of BBMP, UWBe and many Corporate bodies. With Cauvery Water supply in its fourth stage, there is not much water left to tap for Bangalore to sustain the ever exploding population Saving the dried up lakes is an obvious and effective solution. We are happy to be supporting and playing a role in this important movement.”

Currently United Way Bengaluru is planning to support restoration of 11 lakes in the city. Average cost of maintaining a lake is about 15 – 18 lakhs per annum. UWBe is hoping to raise funds from the companies and citizens in Bangalore for the rejuvenation work, also engage employees on a regular basis in lake cleaning, tree plantation etc. to bring down the cost. BBMP has undertaken the first part of the lake rejuvenation i.e. removing encroachments, fencing the lakes, diverting sewage water, installing sewage treatment plants, and creating the walk path. United Way Bengaluru along with the community will ensure the work done by BBMP is sustained, and lakes are well maintained and rejuvenated round the year, that would include putting security guards, maintaining the flora around the lake, ensuring no one is dumping debris, diverting sewerage etc. All these are done with active involvement of communities around each lake.



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### **About United Way chapters in India & United Way of Bengaluru (UWBe)**

United Way of Bengaluru is a network partner of United Way Worldwide. United Way World is a global network of locally governed not-for-profit member organizations in 47 countries and territories whose members work to create long-term solutions to local human needs. These members convene community leaders who identify and prioritise local needs, generate and distribute resources for mission-centered work, help improve the effectiveness of the non profit sector, and enhance service delivery. This work happens primarily at the local level, where community needs and opportunities are best understood by local volunteer leaders. Through its commitment to and demonstration of effectiveness, transparency and accountability, United Ways are able to raise US \$5 billion dollars worldwide which are applied to create greater local community impact. United Way convenes more than 2.5 million volunteers annually – a diverse corps of people who care about their communities and are motivated to make a difference.

For more information please visit: [www.uwbengaluru.org](http://www.uwbengaluru.org)

### **About Ingersoll Rand**

Ingersoll Rand (NYSE:IR) is a world leader in creating and sustaining safe, comfortable and efficient environments in commercial, residential and industrial markets. Ingersoll Rand is based out of 18 locations in India. The company is committed to the country and is implementing strategies for product innovation and design for Industrial Technologies; Security; Food Safety; Energy Efficiency and Sustainability. Ingersoll Rand believes that Innovation for emerging economies is critical for products to succeed in these markets. For more information please visit: <http://www.ingersollrand.co.in/>