



# Teknowledge Launches 'Go Green Help Clean' Environmental Campaign

*'Go Green, Help Clean' - a sapling-planting drive by Teknowledge Mobile Studio, recently kicked off at the grounds of Bodhisukha School.*

KOLKATA, WEST BENGAL, INDIA, June 29, 2015 /EINPresswire.com/ -- In what was a first-of-its-kind endeavor in the IT and corporate sector in India, Teknowledge Software started a special environmental cleanup and plantation drive last week. The campaign has been named 'Go Green, Help Clean', and through it, the professionals at the renowned mobile app company are determined to do their bit towards enriching nature.

The first phase of this unique (and refreshing, one must add!) campaign was organized by Teknowledge at the spacious campus of Bodhisukha School, Barasat - on the 25th of June. The seasoned mobile app developers worked hand-in-hand with the students and other school staff to plant saplings around the campus. There were several new recruits and interns at the company too - and each of them more than willingly participated in the drive.

Mr. Hussain Fakhruddin, the CEO of Teks Mobile, elaborated a bit more about the ideas and thought processes that have gone behind the planning of 'Go Green, Help Clean.' In an informal chitchat, he informed that this drive will not be anything like run-of-the-mill CSR campaigns. Neither is this a promotional gimmick. Mr. Fakhruddin and his team have been, for some time now, aware of the alarming energy depletion problems of the planet - and were planning on some activity that would, over time, indeed make a difference. Let's just say that the selection of a tree-planting campaign has been really appropriate!

When asked about how many saplings the app developers planted on the day, Mr. Fakhruddin responded with a smile that a separate sapling had been planted for each of the mobile applications that Teknowledge Mobile Studio has planted till date. With that figure hovering around the 950 mark - it is fairly easy to gauge how much of hardwork, and indeed, the volume of 'baby greenery' the Teks team managed to add to the environment in a single day.

A senior in-house iPhone app developer pointed out that the best thing about the 'Go Green, Help Clean' project is its continuous nature. Every time a new iOS or Android app from Teks would debut at the online stores, a new sapling will be planted. Every week, some time will be kept aside for the maintenance and checkup of the already planted saplings. It's clearly not about earning cheap brownie points - Team Teks has got its hands dirty for a truly good cause.

The company CEO jovially added that the process of selecting healthy saplings could be compared to the app testing procedure. A special team had been formed to check each and every sapling, prior to the planting stage. Right from the procurement of high-quality saplings at remunerative prices, to overseeing their plantation at the Bodhisukha campus - Mr. Fakhruddin was in charge right through, and he made sure that everything went according to plan.

In addition to sowing plants, the representatives from the iPhone app development firm also handed over more than 500 saplings to the students of Bodhisukha school - which would be planted by them

at various convenient locations. The company is also in talks with other leading schools and playground/garden authorities - for the next phases of 'Go Green, Help Clean.' The environmental drive would be organized at regular intervals. In future, similar campaigns are likely to be launched by Teks Mobile Australia and Teks Sweden (the Australian and Swedish branches of Teknowledge) as well. What has started out as a local endeavor has every chance of becoming a global CSR campaign within a matter of months.

In the increasingly competitive professional world, the Teks 'Go Green, Help Clean' campaign has literally come as a breath of fresh air. Mr. Fakhruddin and his team are doing their bit to preserve nature and raise environmental awareness - it remains to be seen how many other corporate organizations take up the cue and start working on this noble, and immensely vital, cause.

For further details on the 'Go Green, Help Clean' campaign, call 91-33-40649087 or drop a mail to [info@teks.co.in](mailto:info@teks.co.in). If you wish to get a free app quote, visit <http://teks.co.in/site/requestAQuote.php>, and provide the required details. Teks has already been acknowledged as one of the best mobile app companies in Asia - and with this innovative drive, the company has proved that it cares for Mother Nature as well.

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