

STUDENTS FROM THANE STRESS ON THE IMPORTANCE OF WASTE MANAGEMENT

*~ KORUM Mall supports the initiative by providing a platform for the students ~
~ Organized awareness program to commemorate National Science Day 2015 ~*

Thane, February 27th, 2015: With a view of contributing to the society in a positive way, KORUM Mall hosted a special event with a congregation of nearly 200 students from Nalanda Public School to commemorate National Science Day. The celebrations witnessed a series of educative activities by the students based on this year's theme "**Importance of Managing Waste**", to create awareness amongst the mall patrons.

The event commenced with an introduction of National Science Day and its significance to the country and was met by a rapturous applause by the audience. The enthusiastic students took on the stage to enthral and educate customers and visitors about the importance of waste management through stirring song recitals. This was followed with a skit; and an engaging quiz competition that attracted the attention and appreciation of numerous visitors at the mall.

Commenting on the event **Mr. Deva Jyotula, General Manager, Malls** said, "At KORUM we have always believed in creating awareness about environment and safety. Since last four years we have been spreading awareness on National Science Day by giving an underlying theme to this day that is conducive for progress and benefits the society at large. This year's theme is an extension of the Swachh Bharat Abhiyaan activity that we had commenced at TMC school number 13 at Khopat, where the mall has committed 100 hours towards a clean Thane. Being an integral part of the community, KORUM will always remain committed to its efforts and continue to address critical issues such as this"

According to Industry reports, India generates about 60 million tonnes of waste every year. Mumbai generates 6,500 metric tonnes of garbage daily. While Swachh Bharat Abhiyaan aims at making India a clean country; awareness about reduction and management of waste will also contribute to this initiative.

About KORUM

KORUM – The mall for every mood, developed by Kalpataru Retail Ventures Pvt Ltd, is located in the heart of Thane. Over the last 5 years, KORUM has emerged as one of the key lifestyle shopping destinations for the people of Thane and the central suburbs of Mumbai. The mall sports over 125-plus prominent brands such as INOX, Westside, Star Bazaar, Reliance Trends, Reliance Digital, @Home, Timezone, Jack & Jones, Nike, Puma, Total Sports, United Colors of Benetton, Fabindia, Jashn, Vero Moda, Louis Philippe, Allen Solly, Mom & Me, Starbucks Coffee, Burger King, KFC, Panchvati, Kailash Parbat, Urban Tadka and Pop Tates.

KORUM Mall brings international expertise in shopping mall design, world class infrastructure with one of the largest parking accommodation, customer-friendly services and eco-friendly business practices. It is a one-stop destination providing a house full of entertainment, hypermarket, lifestyle, and fine dining – a complete 360 degree mall experience for all.

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