



GAIL: 'Bring Back The Blue Skies'

GAIL (India) Ltd has always been spearheading the masses to encourage on clean and responsible living by actively supporting a movement *Hawa Badlo*. The objective of this movement is to create awareness about the consequences of environmental contamination. *Hawa Badlo* motivates the masses to inculcate friendly habits such as switching to CNG vehicles, carpooling, and use of public transport. #Bring Back The Blue Skies is an initiative under *Hawa Badlo* movement to reach out to the youth & urge the masses to do perceptible actions, changes in the lifestyle choices and behavioral changes which will make huge impact on the environment. #BringBackTheBlueSkies initiative aims towards creating awareness against Air Pollution and encouraging people to move towards cleaner fuels like Natural Gas. Under Bring back The Blue Skies initiative GAIL (India) Limited has launched a music video and a national photography contest. This photography contest is open to all age groups where participants can submit their entries on the website and win grand prizes. GAIL also unveiled an art installation of the retro-futuristic 'Time Machine in Delhi. This Time Machine is a representation the idea of 'Turn Back time to better environments and bluer skies that we had in the past. The unique art piece is inspired by the Time Machine seen in Music Video. Nalini Malhotra, General Manager (Corporate Communication) GAIL (India) Limited said, "BringBackTheBlueSkies", as an initiative has been launched by GAIL to denote positive connotation to the fight against pollution and aims to resonate a feel-good factor and a positive reinforcement for people to take steps to enjoy a beautiful clear sky."