



**Gail India Limited :
#WakeUpAndSmellTheChange initiative
reaches 8 million people digitally
spreading awareness for a better
environment**

GAIL has been creating awareness for bringing a positive change to ensure a greener and cleaner environment through its "Hawa Badlo" movement. In this move #Wake Up And Smell The Change initiative has been started by the Hawa Badlo platform to spread the idea of appreciating and preserving the positive environmental changes occurred due to the lock down. Through #WakeUpAndSmellTheChange initiative the netizens were asked to take a pledge and sustain this change in future as well as with befitting lifestyle changes like: Staying Home more on weekends, Walking or riding the bicycle whenever one can. Using one car per family and Using cleaner fuels in vehicles and home like Natural gas, CNG, PNG, renewables etc. An online engagement activity was also organised under this initiative earlier where in people were requested to click pictures of scenic beauties from their balconies, windows or roofs and post them on Hawa Badlo handles in the comments section with hashtag #WakeUpAndSmellTheChange.