



2014 - Celebrating 12 ecological ideas

This year is the eleventh in our series of themed desktop calendars we look at 12 ecological concepts to support a sustainable way of life.

Each ecological concept can create a strong foundation for a better society - like solar energy, rain water harvesting, recycling water, wind energy, healthy exercise and urban agriculture.

JOIN US THIS YEAR IN EXPLORING THIS EXCITING SUSTAINABLE WAY OF LIFE.

If you like this calendar and if you would like us to send one to your colleague or a friend, send us the details.

We appreciate your valuable response and suggestions as always, do mail us at help@sharonply.com. You can get in touch with us at

Century Plyboards (I) Ltd No.60, Sriman Srinivasan Road, Alwarpet,
Chennai – 600 018 Tel - 044 39403950





Corporate Social Responsibility initiatives by Sharon Plywood

1. **Sharon Plywoods** strongly believes that education is the stepping stone to a bright future. It has been instrumental in the construction and maintenance of four Higher Secondary Schools in Gummidipundi, thus educating over 1200 students every year.
2. **Sharon Plywoods** provides Eco-Friendly bags to Aringar Anna Zoological Park, Vandalur, Chennai. It is done to switch the use of Poly bag to Paper bag, in turn helping Zoo Authorities stop taking Poly bags inside the Zoo.
3. **Sharon Plywoods** distributed saplings on 5th June World Environment Day and conveyed messages like "Plant More Trees", "Don't use Incandescent Bulbs", "Don't use Poly Bags etc.
4. **Sharon Plywoods** supported Educational workshops in Anna University, Sathyabama, SRM, CARE – Trichy & several other universities.
5. **Sharon Plywoods** was part of NDTV HINDU GREENATHON 2010 held in Chennai.
6. **Sharon Plywoods** distributed "Baby Tree" to Architects, Builders, Interior Designers, General public to spread awareness about environment.





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You may download a softcopy of this calendar at www.sharonply.com

Calendar Concept evolved by
Artes, Chennai.



Book - Post

To



Celebrating 12 ecological ideas

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2014

JANUARY

S 12 26

M 13 27

T 14 28

W 1 15 29

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Wind Energy

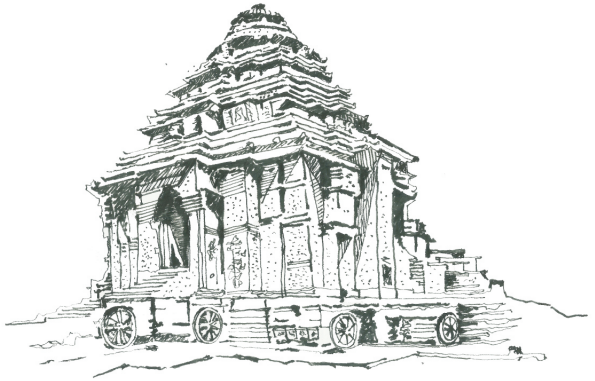
Wind energy is used to generate mechanical power and electricity. It is a free, renewable resource, which ensures a continuous supply of clean energy for the future.

Wind energy is also a source of non-polluting electricity. It is a reliable alternative to fossil fuels which are gradually depleting.

2014

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Solar Energy

The sun has been a source of energy for several millennia. The Sun temple of Konark reflects the glory of the Solar Deity.

In modern times, with technological innovations, Solar energy is fast gaining popularity as a renewable resource and is gradually becoming a viable alternative to other fossil fuels.

2014

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Renewable Wood

Plywood was the first type of engineered wood to be invented. It is made from thin sheets of wood veneer, called plies which are stacked together. **Sharon Plywoods** ensures that the process is ecological, durable and is quality conscious. Importantly, a responsible reforestation program maintains the ecological balance of renewable woods.

2014

APRIL

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T 10 24

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Biodiversity

RECYCLE WASTE - Waste segregation means keeping wet organic waste and dry waste separately in different waste-bins. Dry waste like paper, glass and plastic can be recycled separately. Organic vegetable waste from the kitchen can be composted to create manure for soil and regenerate gardens, trees and landscapes.

2014

MAY

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W 14 28

T 1 15 29

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Rain Water Harvesting

The concept of rainwater harvesting lies in either storing rainwater in tanks or recharging the ground water directly.

In the past, rainwater was collected in underground sumps, and was used for nurturing serene landscapes.

2014

JUNE

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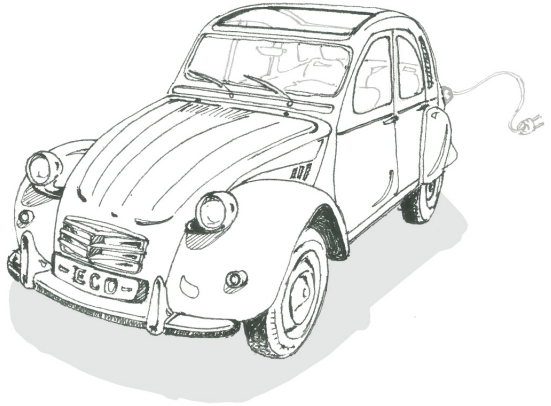
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Electric Cars

Electric cars create less pollution and are an energy-efficient alternative to gasoline-powered vehicles. They are propelled by an electric motor powered by rechargeable battery packs. It takes 4 to 8 hours to recharge the battery and give upto 60 km of travel for each recharge.

2014

JULY

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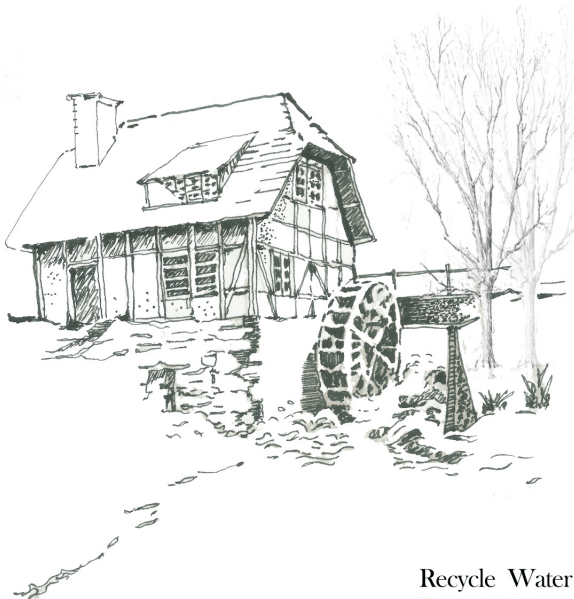
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Recycle Water

Recycling waste water from domestic activities like laundry, showering and bathing can be processed and reused for landscaping. This saves wastage of valuable ground water creating a healthier ecological cycle. Recycled water can also recharge the water reservoirs after adhering to standards of hygiene and filtration.

2014

AUGUST

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T 5 19

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F 8 22

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Urban Agriculture

Urban agriculture is the cultivation, processing and distribution of food and horticultural products within the city limits in our gardens and city parks. Vegetables and fruits can also be grown in backyards and terraces.

Sharon Plywoods distributes saplings on **WORLD ENVIRONMENT DAY**.

2014

SEPTEMBER

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T 9 23

W 10 24

T 11 25

F 12 26

S 13 27



Save The Tiger

With over 100,000 Tigers in the wild, a century ago, only as few as 3,200 live today. The Tiger balances the bio-genetic diversity and is at the top of the food chain. The protection and growth of the tiger can ensure a healthy sustainable ecosystem. It is hoped that the tiger population could double in the next twenty years.

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OCTOBER

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S 5 19

M 6 20

T 7 21

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Cycling

Cycling and walking is an alternative to using motor vehicles for travelling to nearby places.

This could be the first step in conserving resources and saving fuel as well.

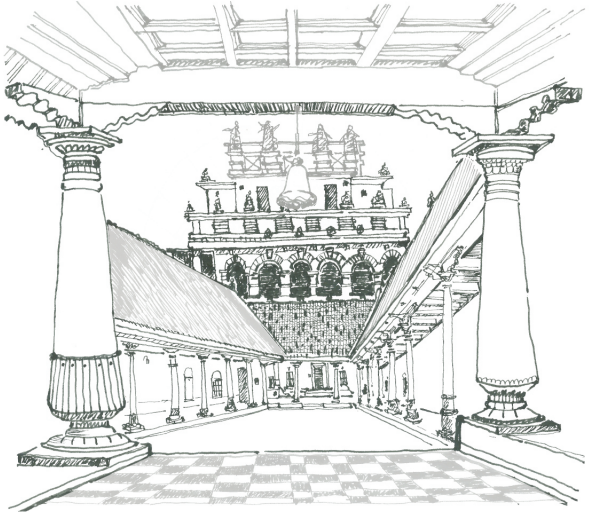
Cars often create traffic congestion and pollution on roads.

Cycling and walking is a healthy form of daily exercise.

2014

NOVEMBER

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F 14 28
S 1 15 29
S 2 16 30
M 3 17
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W 5 19
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F 7 21
S 8 22



Sustainable Living

The design of ancient houses responded to climate and culture. The inner courtyard provided light and ventilation and also fostered a community spirit. The construction was from locally available materials. Rainwater was stored in tanks beneath the courtyard ensuring a self - sustained lifestyle.

2014

DECEMBER

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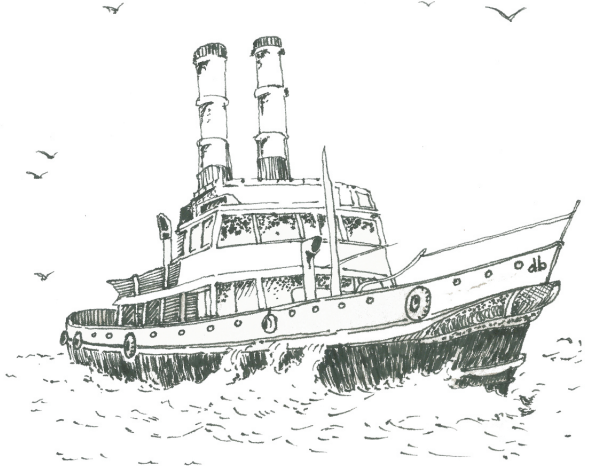
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Wave Energy

Wave energy is the transport of energy by Ocean Surface Waves. The captured energy is stored and used for desalination, electricity generation and pumping water into reservoirs. It is considered one of the cleanest forms of energy, if sufficient precautions are taken to conserve fragile marine eco-systems.