

PRESS RELEASE



Portal on India and Climate Change Launched

Bangalore: 18 June 2009

The Centre for Social Markets (CSM) today launched the world's first Portal dedicated exclusively to India and climate change. Called 'Climate Challenge India' after the initiative of the same name, the Portal is intended as the gateway to climate news, views and action in India.

Coming at a time of rising interest in climate change in India, the Portal is designed as a one-stop shop featuring daily climate news, an on-line resource library, video interviews, campaign profiles, blogs, discussion fora and much more. Multilingual content in India's leading languages will increasingly be offered. The Portal is also home to the growing Climate Challenge India community of supporters and activists whose efforts across the country are profiled on a weekly basis. Visitors to the Portal are encouraged to sign the Climate Pledge and take practical action to move the country towards a more sustainable, low-carbon future.

Speaking at the launch of the Portal, CSM founder and chief executive, Malini Mehra, said: "Climate change is set to become our defining reality. As citizens we cannot sit on our hands. Each one of us needs to get to grips with what it means and start taking action now. The Portal is an important way of raising awareness and getting people involved. If people lead, governments will follow."

The Portal follows on the heels of a series of recent initiatives taken by CSM to promote an opportunity and citizen-led agenda on climate change. In May, the organization launched a film on corporate leadership and climate change in Copenhagen, and in December it launched a 'Who's Who in Climate Change in India' at the UN climate conference in Poznan, Poland. The Portal can be accessed at: www.climatechallengeindia.org

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Note to Editors:

The Centre for Social Markets (CSM) is an Indian NGO working to promote sustainability and climate leadership. Full details can be found on the CSM website: www.csmworld.org

CSM has led India's first and largest national mobilization effort on climate change called 'Climate Challenge India' since 2007. The organization is at the forefront of climate advocacy and leadership development.

The Portal has been produced in partnership with Bangalore-based IT firm, Cerulean Infotech.

Work on the Portal has been supported by a variety of partners including the Heinrich Boell Foundation, the Global Campaign for Climate Action and the Mahindra Group.