

## World Environment Day Screening of 'In Good Company' and Bhoomi Concert

5 June 2009, Rabindra Sadan, Kolkata

CSM-Kolkata celebrated World Environment Day on 5<sup>th</sup> June 2009 by screening its newly-launched film, **In Good Company**, and hosting a music concert featuring super-band, **Bhoomi** ('Earth' in Bangla). The event was held at Kolkata's premier arts and culture venue, Rabindra Sadan and attracted more than 600 people. The city's hot radio station RED FM, with a large youth following, was the Radio Partner for this widely publicized event.

Hosted by veteran presenter, Madhumonti Moitra, the evening started with a screening of In Good Company. The 54 -minute documentary profiled how corporate India was responding to the climate challenge and provided an upbeat message of what could be done if India's entrepreneurs became more engaged in setting climate policy and helping shift the country to a more sustainable, post-carbon economy.

The first time that the film had been screened before a mass audience since its launch in Copenhagen at the World Business Summit on Climate Change in May, the film drew a huge and positive response. Many commented that they had never seen anything like it and vowed to spread its message.

During the recess, Madhumonti worked the crowd, appealing to them to sign the Climate Pledge. The Climate Challenge India climate pledge seeks to make Climate Leaders by signing on to five simple dos such as measuring and reducing one's carbon footprint. The recess also saw the screening of a 5-minute film trailer by the new energy campaign, SwitchOn.

From 7pm on, the hall came alive with the Earthy sounds of Bhoomi playing hits old and new, and an audience rising to its feet and rocking along. With ages ranging from school children to senior citizens, the evening brought Kolkattans together in a celebration of our planet and a commitment to fight the greatest threat to it.