

Launch of Global Human Chain at Bangalore to Pledge Proactivate to Combat Change in Climate On 5 June 2009

"Bangalore being the quintessence of Karnataka has been in the forefront of shaping human thought and development ever since history began to be written by the likes of Panini and Varah Mihira. Recently the region has been a model of growth for creating prosperity for the billions of poor through its leadership in ICT.

Regrettably that model has now cracked and its consequences can be disastrous for the future of humanity. It is heartening therefore that a movement to rid the planet of the adverse consequences of this excessively consumeristic model has also begun from Bangalore.

Climate change has become the biggest challenge for the human race on this planet. Yet all our efforts are confined to glib talk. Scientists and intellectuals vie with each other to scare us how bad things are and the hype for their own nest and laurels. Everyone is peddling advice to everyone else. Governments as usual are either defensive or in self-denial. NGOs are using the opportunity to rake in as much money while the word is fashionable. Small personal actions such as turning down lights for one hour are pitiful gimmicks in the face of a global catastrophe. A 3°C to 4°C rise might not sound much but the climatic shifts that accompany it, would be massive. At 3C rise one to four billion extra people would face water shortages and 150 to 550 million more people would be at risk of hunger. None realises that is the future of their own children which is at stake. The worst is that despite the impending apocalypse people are getting cynical, developing climate change fatigue and giving up.

In this context PROACTIVATE - an eleven point model of growth developed, discussed and filtered at various workshops and conferences

organised by the UK based World Council for Corporate Governance and World Environment Foundation has found universal support for its holistic focus and simplicity of execution. This model is the only one of its kind that addresses the issue of "what we can do to avert the apocalypse" in a holistic and integrated manner. The model questions the way we live and work and provides alternatives that are easy to implement.

The model was launched at Bangalore on 5 June 2009 with a million people joined together as a human chain and pledging to PROACTIVATE TO SECURE THE FUTURE OF PLANET.

"Bangalore has led the world in technology. It is time it leads the world in using the same technology and turning climate change as an opportunity for business innovation and change. We would like every man, woman and child in Bangalore to join the human chain which will then move on to other towns until one day the entire humanity from Alaska to Australia will pledge together to PROACTIVATE. Let us protect the future of our grand children. Let us PROACTIVATE AND DONT LET THIS PLANET ANNIHILATE.", said Madhav Mehra the president of the Council and the brain behind the movement.

