

## NTT DATA joins United Way's Clean Air Initiative and Installs 5 Air Purifiers in Bengaluru City to Combat Pollution



**Karnataka, Bengaluru, Mar 31, 2021 (Issuewire.com)** - NTT DATA, a leading digital business, and IT services provider is the first corporation in Bengaluru to join the clean air initiative by sponsoring 5 machines in the first phase in partnership with United Way Bengaluru. These machines are installed at heavy traffic junctions that are the peak polluted points; namely White Field Kodi Junction, Bellandur Sarjapura Junction, Marathalli Bridge, R R Nagar Arch, and Hoodi Junction.

Due to the exponential growth of the city and development in various sectors, such as IT/ BT, Industrial Development, Research Organizations, Educational Institutions, etc., there has been an increase in employment opportunities, which has led to rapid urbanization in Bengaluru city, thereby increasing air pollution. Bengaluru is also a signatory to C-40, which is a network of cities working on air pollution.

Major contributors to air pollution in each city are different. Bengaluru city is unique with 60% of air pollution caused by vehicular emissions. Air pollution causes serious problems with prolonged exposures such as red-eye, sore throat, cough symptoms, reduced immunity, increased fatigue,

irregular heartbeat, aggravated respiratory disease such as emphysema, bronchitis, asthma, lung damage, and major respiratory issues.

This initiative will provide clean air to the traffic policemen who spend 10-14 hours on duty, pedestrians in the area, public travelling in open-air vehicles such as two-wheelers, buses, and autos. These air purifiers help in removing contaminants from the air and assist in improving air quality. They also help in eliminating microbes that cause allergies, asthma, and other respiratory complications.

NTT DATA has a long-standing commitment to leveraging IT innovations and global activities to contribute to a more prosperous and sustainable society. This corporate mission inspires a rich and diverse set of social programs to improve local and global communities through forward-thinking educational, technological, and economic philanthropy. NTT DATA will continue to leverage technology to help advance research in academic disciplines that help solve human, social, and environmental challenges around the world.

**“Access to clean air and clean water is a fundamental right for every individual. NTT DATA is very proud and grateful for the opportunity to serve the public through the Air Purifier initiative” said Mr. Ravi Kumar, Senior Vice President, NTT DATA Services.**

**“NTT DATA has been supporting various interventions at United Way Bengaluru. With NTT DATA’s support, we have been able to reach a large number of beneficiaries across the Bengaluru region. This initiative has helped in fighting against air pollution in major traffic zones. The company’s commitment and continuous support towards society are commendable. We look forward to our partnership in the years to come.” said Mr. Rajesh Krishnan, Executive director, United Way Bengaluru.**

### **United Way Bengaluru (UWBe)**

UWB is a not-for-profit organization that works with communities to take local action for global impact. They partner with the people, listen to their concerns, identify the problems, and empower them to tackle these challenges head-on.

Website: <https://uwbengaluru.org/>

Twitter: <https://twitter.com/uwbe?lang=en>

Facebook: <https://www.facebook.com/UnitedWayBengaluru/>

LinkedIn: <https://in.linkedin.com/company/united-way-of-bengaluru>

Instagram: <https://www.instagram.com/uwbengaluru/?hl=en>



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