



**Map of Kerala:** A deliberate choice, as this campaign reverently revolves around the captivating land of Kerala.



**Sprouting Leafs:** Symbolizing the resurgent resurrection of Kerala's illustrious botanical wonders, an ode to the revitalization of its prized flora and fauna.



**One:** Kerala proudly holds the highest position across numerous human development indices, showcasing its exceptional achievements.



**Recycling Symbol:** A quintessential embodiment of symbology in any noble pursuit that aspires to deftly manage waste.



**Health and Wellness:** Dark green can be associated with health, vitality, and well-being. It can be used to convey a sense of balance, harmony, and rejuvenation.