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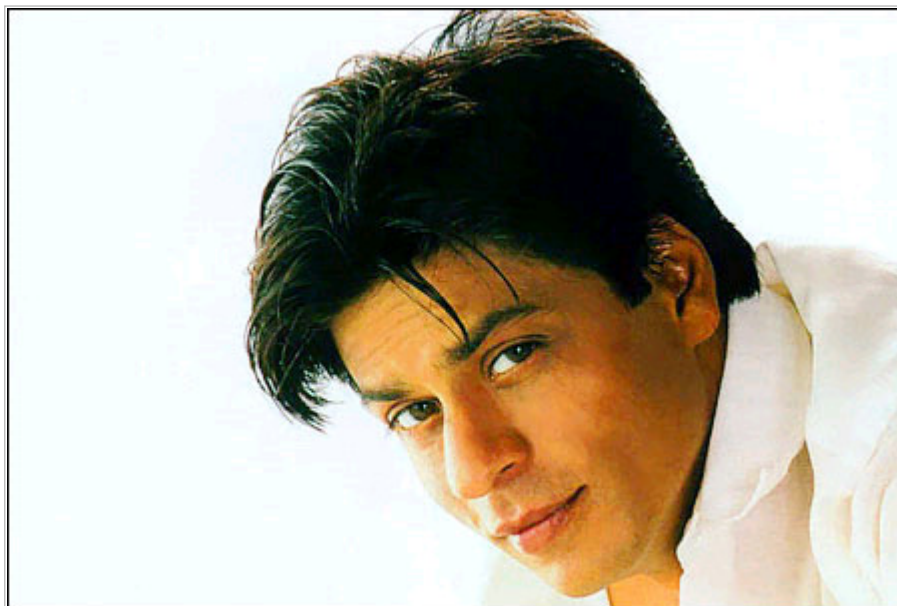
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## 'Bollywood can help save environment in the Alps'

**Viterbo (Italy): The Alps needs people's awareness to save itself, and Bollywood -- which shoots 15-20 films on an average in Europe's major mountain range average year -- can help in a big way, says the head of the organisation tasked with preserving its ecosystem. He hopes Shah Rukh Khan will personally deliver a message on Alpine conservation.**



The Alps had clear climate-mitigation policies but needed the awareness of the people for halting environmental degradation, Alpine Convention Secretary General Marco Onida told a gathering of 150 international environmental journalists here.

"There is a clear division between civil and political society," said the head of the Austria-based organisation that implements the international agreement on protection and sustainable development of the Alpine region. "People's awareness on the fragility of the Alps is very low."

The resultant overuse of water and other resources is placing a huge strain on the Alpine ecosystem, which can be reduced if Bollywood units shooting in the area are aware of it and also spread the message among the increasing number of Indian tourists, Onida said.

The Swiss government has made special efforts to invite Indian film units. It designed a special programme for them in the beginning of 2009, and is now trying to rope in units from Tamil, Telugu, Bengali and Malayalam films as well.