

Performance of the institution in one area distinctive to its vision, priority and thrust (2017-2018)

Say No to Polythene

Institute must contribute to social upliftment and best way is enhanced engagement with society for a cause.

With societies across the nation being fed up with the rising menace of plastics ranging from single use to industrial use plastics, the institute planned long term learning *cum* development project with our students of MBA/MCA based on

- Awareness
- Sensitization
- Solution
- Development

The project is an year long integrated campaign with students and other stakeholders of the campus and society to enable students feel and think the problem so as to design solutions and long term thought process towards the societal challenge.

An environment consciousness and alternate solution development towards a chronic environmental challenge of PLASTIC and single use plastic is being undertaken at mass level with students to develop awareness, sensitization, alternate product development and distribution in Agra. The project is conceptualized as a solution to integrate and contribute as a knowledge partner to think, design and develop solutions. Several efforts being undertaken with students and community partners across Agra city round the year –

Awareness drives with students at random locations of Agra on Saturday to talk to retailers. Customers on fooled and understand the challenge and alternative.

Nukkad nataks with students to sensitize public at large towards the hazards and effects of single use plastics and suggesting ways to move towards “alternate usage behavior”.

Sensitization programmes at various locations by sharing pics of people seen using plastic bags and connecting them through digital media (whatsapp and facebook) and initiate “dialogue for change”.

Production and distribution of jute bags as an alternate solution. Students identified women at the campus and along with vendors they manufactured jute bags and sold them to retailers and customers. Further study is being undertaken to understand the challenges and design better solutions at scale.