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HANS RAJ COLLEGE

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NAAC ACCREDITED 'A++' GRADE COLLEGE

Name of the event: Workshop on Plastic waste management and circular economy

Date of the event: 18th February 2024

Institute Innovation Council in collaboration (IIC) with Haritima, The Environmental Awareness Society of Hansraj College and Lakshya, A society for social and environmental awareness organised a workshop on "Plastic waste management and circular economy", under the theme of "PROBLEM SOLUTION FIT AND PRODUCT MAKER FIT " at the Main Auditorium of Hansraj College on 23rd February, 2024 at 12:40 PM.

The event commenced with an insightful introduction of the Lakshya organisation, shedding light on their impactful work in women's, children's, and environmental sustainability initiatives.

Dr. Ambika , Associate Professor at Hansraj College and convenor of the Institutional Innovation Council (IIC), delivered an introductory speech, paving the way for the keynote address by Mr. Sumant Shekhar from Lakshya. Mr. Shekhar explained the concept of a circular economy and shared the organisation's efforts, including the collection of 800 to 900 kgs of plastic with the participation of 250 volunteers.

Highlighting the innovative approach adopted by Lakshya, Mr. Shekhar discussed the transformation of collected plastics into useful products. Noteworthy examples include T-shirts crafted from 12 PET bottles and bench desks constructed from multi-layered plastic, demonstrating the organisation's dedication to sustainable practices.

Additionally, the workshop stressed the importance of segregating biodegradable and non-biodegradable waste for efficient waste management. It emphasised promoting eco-friendly alternatives to minimise the environmental impact of plastic waste.

The session continued by a team member of Lakshya organisation, who discussed the AIDA model (Awareness, Interest, Desire, Action) and strategies to enhance the demand for plastic innovations through effective marketing schemes.

The event concluded with attendees signing a pledge board to demonstrate their commitment to sustainable practices. With vote of thanks by president of Haritima the event was concluded on an insightful note and IIC and Haritima will look forward to conducting more such events in near future.

Overall, the workshop served as a platform for knowledge exchange, inspiring action towards mitigating plastic pollution and fostering a greener future.

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