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Press Release

IIT (ISM) Students, faculty members, officers and staff carry out awareness drive against the use of single use plastic as part of Green City, Clean City (Say No Single Use Plastic) campaign under Swachchhata Hi Sewa 3.0.

As the nation celebrated Gandhi Jayanti today the top technical brains of the premiere technical institute coal town Dhanbad, IIT (ISM) took the cudgel to spread awareness about the cleanliness and its significance by taking out a cycle rally from their campus and reaching to the adjoining vegetable market.

The participants led by Prof J K Pattanayak, Director of the institute; went to different shop keepers selling vegetables, grocery and also pavement fish sellers and convinced them to avoid using single use plastic. They also provided Jute bags prepared by Department of Environmental Science and Engineering of institute to the shopkeepers and also persuaded them to request their customers to come with cloth or jute bags to purchase anything and avoid using single use plastic.

The occasion was Green City Clean City (Say No to Single Use Plastic) campaign conducted under Swachhata Hi Sewa 3.0 during which a cycle rally cum awareness programme was taken out by over 100 students under the leadership of Prof J K Pattanayak, Director, IIT (ISM), which later reached to the adjacent vegetable market in Police Line area where the cleanliness awareness was carried out.

The programme organized under Environmental Information Awareness Capacity Building and Livelihood Programme (EIACP) of Department of Environmental Science and Engineering of the institute began at 8 a.m. in the morning with the assembly of participants in presence of Prof JK Pattanayak, Director; Prof Dheeraj Kumar, Deputy Director; Prof MK Singh, Dean of Students Welfare; Prof Rajni Singh, Dean Media & Branding; Prof Anshumali, Head, Department of Environmental Science & Engineering and Shri Prabodh Pandey, Registrar besides others at oval garden for the pledge taking ceremony.

They took the pledge to not use single use plastic in their kitchen, offices and elsewhere and also to convince others to not use single used plastic by apprising them about the ill effects of use of plastics on the environment as well as human health due to their non-biodegradable nature.

In a separate pledge, titled Lifestyle for the Environment Pledge the participants resolved to make possible changes in their daily lifestyle to protect the environment.

“I commit to continuously remind my friends, family and others about importance of environmentally friendly habits. I Pledge to serve as an example of how an environment friendly lifestyle can positively impact people and our planet” further read the Lifestyle for the environment pledge.

This was followed by commencement of cycle rally cum awareness campaign during which students, faculty members, officers and staff rode bicycles to reach upto vegetable market where they appraised the vegetable sellers about significance of cleanliness in maintaining good health.

Rajni Singh

Dean (Media & Branding)