

# **INSTITUTIONAL SOCIAL RESPONSIBILITY (ISR) ACTIVITIES OF THE YEAR 2023 – 2024, BY SYMBIOSIS CENTRE FOR MANAGEMENT STUDIES, PUNE**

## **INITIATE CLUB**

### **SWACHHTA PAKHWADA**

Initiate Cell- the social welfare and environmental awareness club of SCMS, Pune conducted an event to encourage cleanliness in and around the campus. Over the course of 15 days, several people participated in cleanup drives to meet the objective.

This event was organized to raise awareness of the importance of environmental stewardship and to encourage people to take action to clean up their communities.

Participants were encouraged to choose a location in their community that they wanted to clean up. This could be a park, a beach, a street, or any other public space. Participants were also encouraged to bring their own supplies, such as trash bags and gloves. The clean up drives were held over a span of two weeks, and participants shared their experiences by clicking photos of their drives.

# SWACHHTA PAKHWADA



## **VIRTUAL WEBINAR ON HEALTH AWARENESS AND DISEASE PREVENTION**

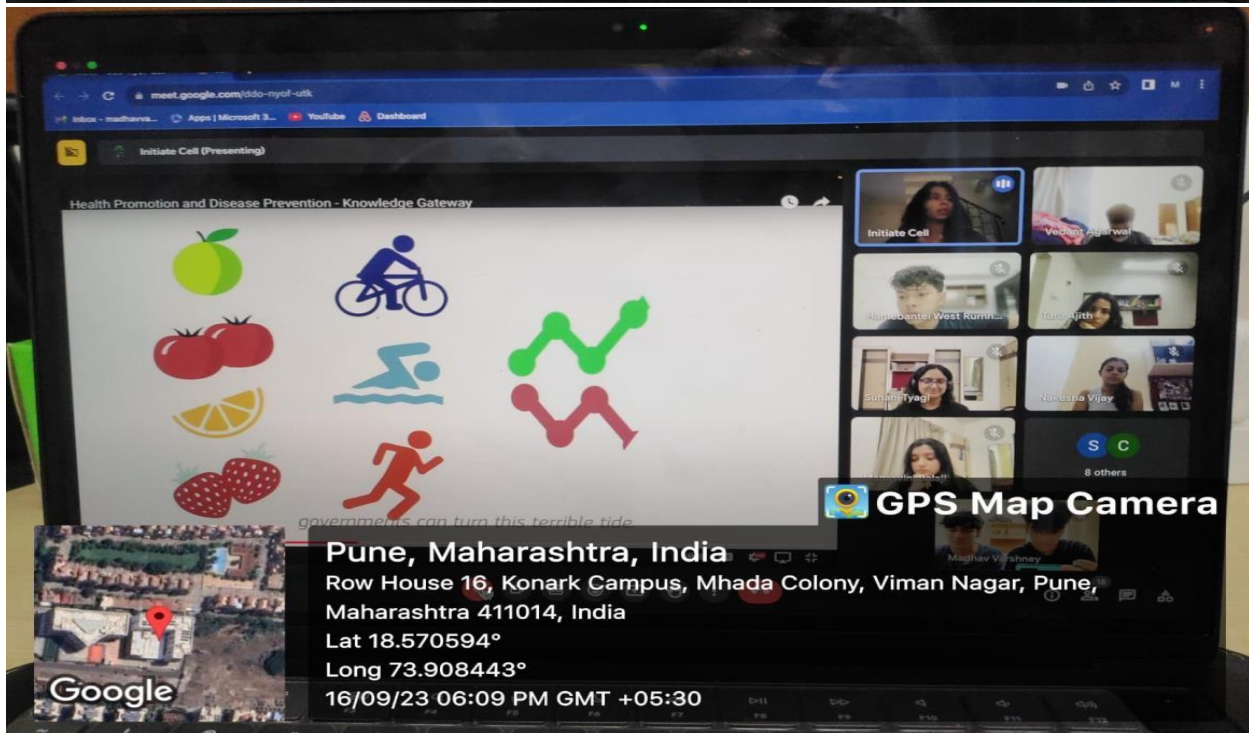
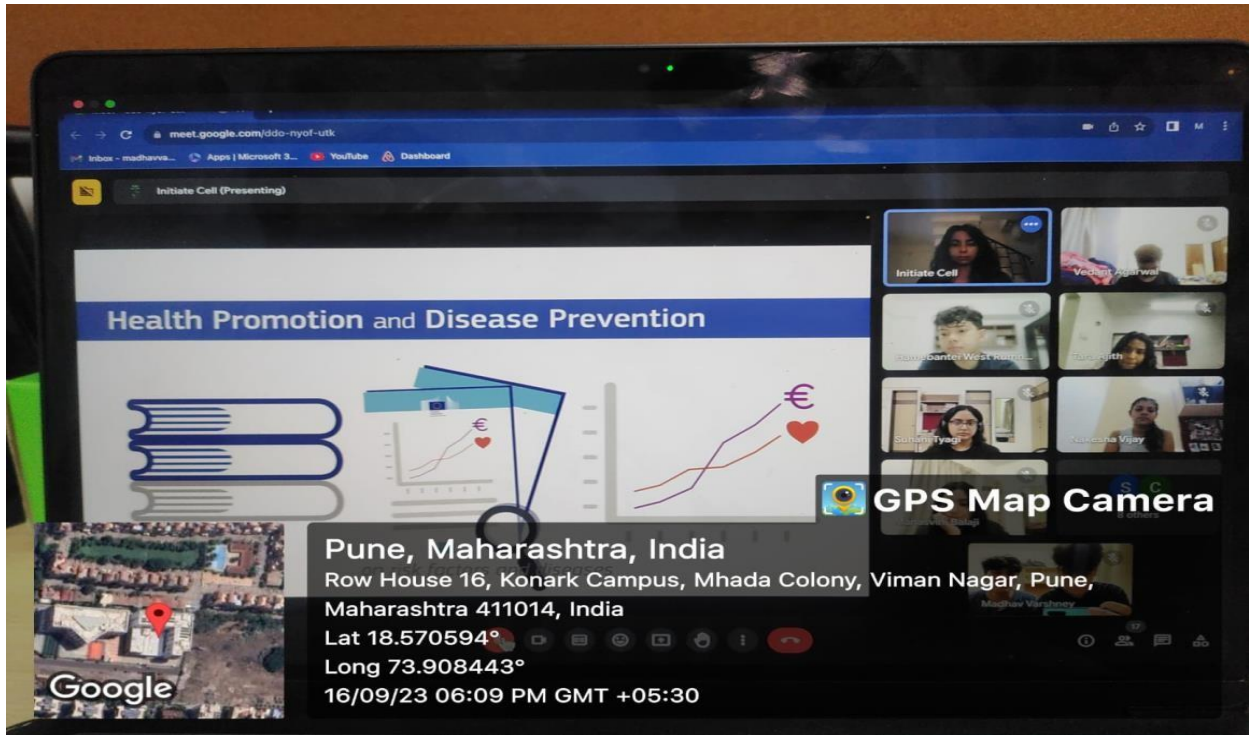
Initiate Cell- the social welfare and environmental awareness club of SCMS, Pune conducted an event with the objective to raise awareness about health and disease prevention among attendees.

- **Welcome and Introduction:** The event started with an orientation ceremony on the importance of health. Light was shed upon why prevention of diseases is important as individuals and as a community.
  
- **Screening of a short film:** After that, a short film on disease prevention was screened for the participants.

The webinar was a success in raising awareness about health and disease prevention among attendees. Participants learned about the importance of maintaining good health and how to prevent common diseases. They also had the opportunity to ask questions to a qualified medical professional.

Participants who attended the webinar provided positive feedback. They appreciated the opportunity to learn about health and disease prevention from a qualified medical professional. They also found the webinar to be informative and engaging.

# VIRTUAL WEBINAR ON HEALTH AWARENESS AND DISEASE PREVENTION



## **SPORTS DAY AT MANAVYA GOKUL ORPHANAGE HOME**

Initiate Cell - the social welfare and environmental awareness club of SCMS, Pune conducted an event in collaboration with Deepastambha Foundation to engage with the children at the Manavya Gokul Orphanage Home. This event was conducted with an objective to raise and spread awareness about HIV positive orphans and in order to encourage people to understand their history, circumstances and spend quality time with them.

The event commenced with an introduction about the organization and a brief overview of the orphanage's history and the children who reside there. The participants were made aware of the noble work that the orphanage is conducting, in order to better the lives of the children present there. Initiate Cell members were given thorough training on how to engage with the kids and their boundaries.

Following this, the participants were divided into groups depending upon the sport they chose. After which, the children too were able to choose a sport of their choice. Several games including: cricket, table tennis, badminton, chess, carrom, Ludo etc. were played over the course of 2 hours. Initiate Cell members helped set up the games, made sure of a safe environment for the kids and acted as hosts and friends simultaneously. Here the organizers, volunteers and the children participated in fun activities as well as engaged in interesting conversations. The participants were also made aware about the small business of the children at the orphanage. Here, cloth bags, pillowcases, vegetable bags and much more were available and up for purchase.

The event was then concluded by collecting feedback as well as dancing with the children and seeing their smiles and laughter.

# SPORTS DAY AT MANAVYA GOKUL ORPHANAGE HOME



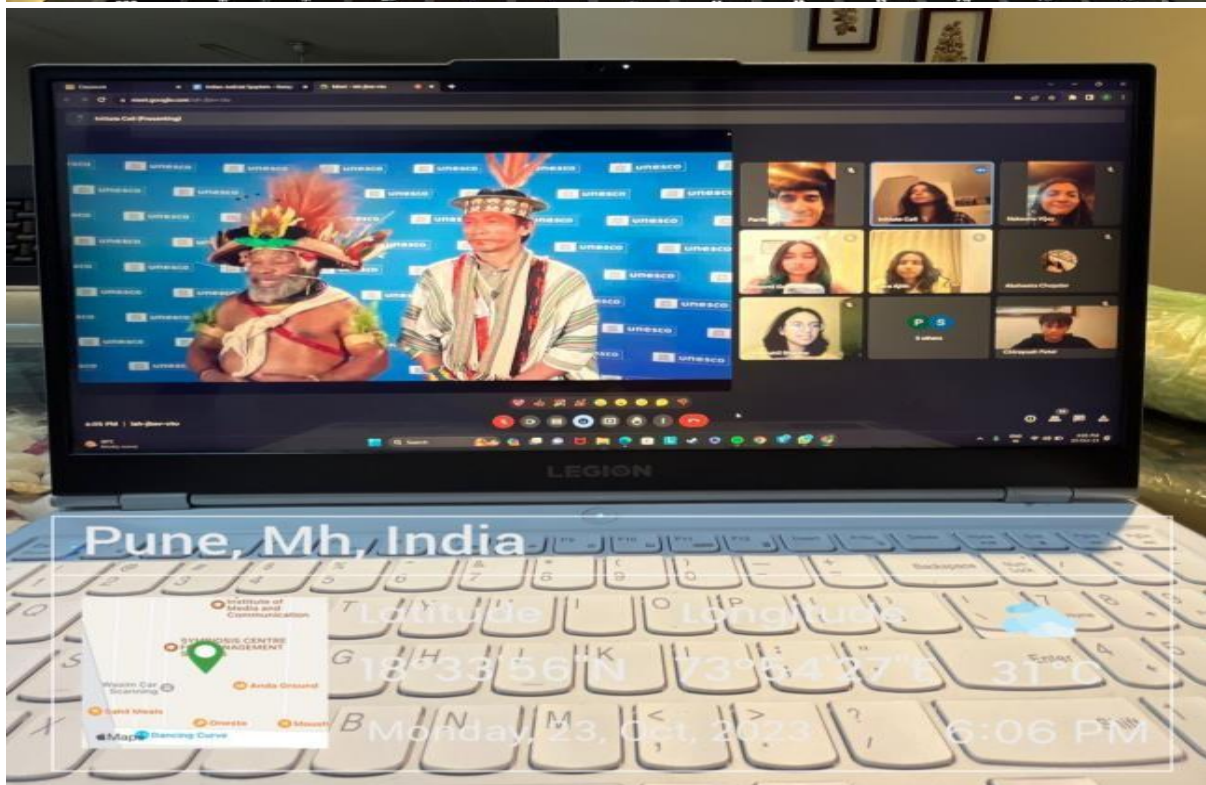
## **VIRTUAL WEBINAR WITH INDIGENOUS LEADERS**

**Initiate cell** -The social welfare and environmental awareness club of SCMS Pune conducted an online event with indigenous Leaders on 23<sup>rd</sup> October 2023. The event was held online with the objective to raise awareness about the importance of preserving Indigenous cultures.

- **Welcome and Introduction:** The event started with an orientation ceremony on the importance of indigenous culture. Light was shed on how important it is to preserve and respect indigenous culture as it encompasses social, cultural, environmental, and human rights dimensions.
- **Screening of a short Film:** After the orientation a short film was screened so that participants could get a deeper understanding of the same.
- **Question and answer session:** A question and answer session was held where participants got an opportunity to talk to a person of indigenous culture to earn a greater knowledge and understanding about the importance of preservation of indigenous culture.

The Event was a success; participants were able to learn about the importance of preserving indigenous culture and that when it is preserved and respected it not only benefits the indigenous people but also helps in making a diverse and sustainable world.

## VIRTUAL WEBINAR WITH INDIGENOUS LEADERS





## WINTER CLOTHES DONATION DRIVE

Initiate Cell - the social welfare and environmental awareness club of SCMS, Pune, undertook a compassionate initiative to address the needs of the homeless and beggars during the winter season. The club organized a Cloth Donation Drive with the aim of collecting warm winter clothes to distribute to those in need across Viman Nagar to provide warmth and comfort to the homeless and beggars in the community during the cold winter months.

Initiate Cell members strategically placed collection stations at key locations, facilitating the ease of donation drop-offs for students in both the girls' hostels (Orchid and Daffodils) and the boys' hostel (Kopou). Students were urged to contribute gently used or still wearable old winter clothing at these designated stations.

Initiate Cell utilized social media platforms, particularly Instagram, to create awareness about the Cloth Donation Drive. Participants were requested to contribute warm clothing items such as sweaters, jackets, blankets, scarves, gloves, and socks. Donors were encouraged to ensure that the items were clean and in good condition.

A large number of donations were received which were then distributed across Viman Nagar by the members of the cell.

## WINTER CLOTHES DONATION DRIVE



## **PROM'24- EVENT**

Prom night being the flagship event of Initiate Cell is a fundraiser event, to collect donations for an NGO. It revolved around the theme 'Rom-Com'. Hence, the amphitheater was adorned with fairy lights, rom-com posters, rom-com themed stalls (paper rings, tarot reading and roses stall). Students from SCMS took part in this event individually or with their partners.

Multiple programs were planned for this event including performances by Step Up, and the members of Initiate Cell.

The event started with a performance by Step Up, following a musical performed by the members of Initiate. Later, awards were distributed based on different categories, to students from FY, SY and TY. The event concluded, allowing the audience to dance their hearts out with music playing in the background.

The passes were sold at ₹150 for stag entry and ₹250 for couple entry. A total of ₹42,000 was collected and will be donated to charity.

PROM'24- EVEN



Pune, MH, India  
Viman Nagar Road, Viman Nagar, Pune, 411014,  
MH, India  
Lat 18.565770, Long 73.907774  
12/02/2024 06:44 PM GMT+05:30  
Note: Captured by GPS Map Camera

PROM'24- EVEN



**SERVICE LEARNING 2023-24**  
**ENVIRONMENTAL INITIATIVES AT SYMBIOSIS CENTRE FOR  
MANAGEMENT STUDIES, PUNE**

The Symbiosis Centre for Management Studies, Pune, conducted an extensive environmental service learning project during the academic year 2023-24, engaging BBA fourth-semester students in multiple sustainability initiatives. The project, running from August, 2023 to April, 2024 was executed in collaboration with ExploreiT: Climate Reality Project, India and South Asia.

Project Scope and Participation:

Total 336 students, actively participated and completed the service learning component, demonstrating a high engagement rate of 93.6%. The project encompassed various environmental initiatives targeting the general population of Pune city and nearby areas.

Key Initiatives:

**URBAN FORESTRY:**



The urban forestry program has emerged as a significant step toward sustainable urban development and ecological balance. This initiative has successfully planted over 100,000 trees, contributing substantially to the greening of urban landscapes and enhancing biodiversity. By addressing issues like urban heat islands and air pollution, these efforts have set a benchmark in environmental restoration.

A standout project under this initiative is Project 8, which envisions the plantation of 1 million native trees. This ambitious undertaking emphasizes the restoration of native flora, vital for maintaining the ecological balance and supporting local wildlife. With its focus on community involvement, Project 8 has become a model for participatory environmental stewardship.

The program also saw remarkable engagement from educational institutions, with over 300 students adopting plants to ensure their continuous care and growth. This approach not only ensures the survival of planted trees but also instills a sense of environmental responsibility in young minds.

In conclusion, this urban forestry effort exemplifies how collaborative initiatives can address urban environmental challenges. It serves as an inspiration for similar programs worldwide, demonstrating that a greener future is achievable through collective action and innovative projects.

## **WASTE MANAGEMENT:**

Effective waste management is critical in addressing environmental concerns and promoting sustainability. As part of its commitment to environmental stewardship, a comprehensive waste management program achieved remarkable milestones this year.



The program successfully collected over 1,700 kg of waste, emphasizing the importance of waste segregation and proper disposal methods. A special focus was placed on collecting plastic bottles and bottle caps, addressing the growing issue of plastic pollution. These efforts not only reduced environmental hazards but also raised awareness about the harmful impact of single-use plastics.

In addition, innovative e-waste management programs were implemented to ensure the safe disposal and recycling of electronic waste. This step is crucial in mitigating the risks posed by hazardous substances in e-waste, which can contaminate soil and water.

Sustainability initiatives included the introduction of waterless urinals, contributing significantly to water conservation. Furthermore, garage sales were organized to encourage waste reduction, promoting the reuse of items and minimizing landfill contributions.

These initiatives demonstrate a holistic approach to waste management, integrating education, community participation, and technological innovation. By implementing such practices, the program not only managed waste effectively but also inspired others to adopt sustainable lifestyles.

## HERITAGE AND CONSERVATION:



Heritage and conservation are vital aspects of preserving our cultural and natural legacy for future generations. In the year 2023–24, several impactful activities were undertaken to promote these values.



One such initiative was fort cleanup activities, aimed at restoring historical sites to their former glory. These efforts not only preserved the physical structure of forts but also instilled a sense of pride and responsibility toward our heritage.

Another significant effort was beach cleanup drives, addressing the pressing issue of coastal pollution. These drives not only restored the natural beauty of beaches but also highlighted the importance of sustainable tourism and marine conservation.

Under the "Bring Back Butterflies" initiative, butterfly habitats were created to promote biodiversity and revitalize local ecosystems. This project demonstrated how small but targeted actions can make a big difference in protecting flora and fauna.

Additionally, Pune heritage preservation activities focused on safeguarding the city's architectural and cultural landmarks. These efforts ensured the continuity of Pune's rich historical narrative while fostering public awareness about the importance of heritage.

Together, these activities showcased a comprehensive approach to conservation, balancing the preservation of natural ecosystems with the protection of cultural and historical treasures.

## **ENVIRONMENTAL AWARENESS:**



Environmental awareness plays a crucial role in shaping sustainable practices and encouraging

communities to address critical ecological challenges. Over the year, several impactful activities were organized to enhance environmental consciousness and drive meaningful action.

A series of virtual campaigns and physical events were conducted to engage diverse audiences and highlight pressing environmental concerns. One of the notable events was the International Conference on Water Crisis Solutions, which brought together experts from around the globe to discuss innovative approaches to address water scarcity and promote sustainable water management.

In collaboration with global initiatives, the Tide Turner's Challenge was implemented, inspiring participants to adopt sustainable habits and reduce their ecological footprint. Additionally, focused awareness campaigns on the environmental impact of cigarette butts educated the public on the detrimental effects of improper disposal of cigarette waste.

Another significant effort was the training of over 350 students on plastic pollution and Sustainable Development Goals (SDGs). This program equipped participants with knowledge and practical strategies to combat plastic waste and align their actions with global sustainability objectives.

These initiatives underline the commitment to fostering environmental responsibility and empowering individuals to be proactive in building a sustainable future.

## SUSTAINABLE INFRASTRUCTURE:



Sustainable infrastructure is pivotal to achieving environmental conservation and fostering sustainable development. In line with this vision, several innovative measures have been implemented to minimize the environmental impact of infrastructure projects.

Green mobility initiatives have emerged as a key focus, promoting the use of eco-friendly transportation systems that reduce carbon emissions. By encouraging the adoption of electric vehicles, public transport, and non-motorized transport options such as bicycles, these initiatives aim to create a cleaner and more sustainable urban environment.

The promotion of solar energy further enhances the sustainability quotient. By integrating solar panels into buildings and public spaces, renewable energy is harnessed, significantly reducing dependency on conventional fossil fuels. This not only decreases carbon footprints but also promotes energy self-reliance.

Another noteworthy practice is the use of eco-friendly paints, which are free from harmful chemicals and volatile organic compounds (VOCs). These paints contribute to improved air quality and ensure a healthier living environment.

Additionally, the installation of waterless urinals exemplifies water conservation efforts. These systems save thousands of liters of water annually, supporting the sustainable use of resources.

This initiative stands as a model for integrating academic learning with community service, focusing on pressing environmental challenges while developing students' practical skills and environmental consciousness.

Collectively, these initiatives demonstrate a strong commitment to sustainable infrastructure, ensuring development that respects and preserves the planet for future generations

## **THE YOUNG REPORTERS FOR THE ENVIRONMENT (YRE) PROGRAMME - ACHIEVEMENTS**

The Young Reporters for the Environment (YRE) Programme. YRE is an internationally acclaimed initiative aiming to engage and inspire the youth of today to care about environmental issues like Climate Change, Biodiversity Loss and Environmental Pollution and achieve it through various reporting formats like investigative reporting, videography and photography journalism in order to better express their thoughts and opinions on the current environmental issues.

YRE programmes : SDGs (Sustainable Development Goals) and YRE-LLC (Litter Less Campaign) are coordinated by the Foundation for Environment Education (FEE) based in Denmark and are spread over 45 countries. National coordination for India from Centre for Environment Education (CEE), Ahmedabad India

Young Reporters for the Environment (YRE) - with themes Litter Less Campaign (LLC) & Sustainable Development Goals (SDGs) National competition is for Young Reporters for the Environment (YRE) Programme an inspiring global initiative for youth aged between 11 to 25.

The students were mentored by Dr. Pisolkar Yogesh M. The winners of YRE for the year 2023-2024, the themes were based on Litter Less Campaign (LLC) & Sustainable Development Goals (SDGs) in Article, Video, Photography Category - as well as SCMS-P students work has been acclaimed internationally with special Honorable mention in Video, Photo and Article category.