

J.D. BIRLA INSTITUTE
A UNIT OF VIDYA MANDIR SOCIETY
(Affiliated to Jadavpur University)
Departments of Science, Commerce & Management

J.D. BIRLA INSTITUTE
DEPARTMENT OF MANAGEMENT
Unit of Vidya Mandir Society
(Affiliated to Jadavpur University)

WORLD EARTH DAY' 22
22nd April, 2022

Two marks shall be given to those students who tie a protection band around a tree and submit a photograph on 22.04.22. This will be considered as a part of internal assessment under the following subjects of the current semesters:

1st Year : **Ethics & CSR**
2nd Year : **Human Resource Management**
3rd Year : **Business Policy & Strategy**

Lets pledge to protect one plant and make the **EARTH** a better **PLACE TO LIVE**

Students must take a geo-tagged picture and send to studentwelfare@jdbimangement.in by 6:00 pm on 22.04.2022

Protection bands are available with Mrs. Soma Sinha Roy

Title of the Event: World Earth Day
Event Category: Social
Organizing Department: Management
Date: 22nd April, 2022
Time: All Day till 6pm
Venue: Kolkata and surrounding areas

About the Event (in 150 words): India celebrates World Earth Day on 22nd April every year. Earth Day is an annual event celebrated to demonstrate support for environmental protection. First held on April 22nd, 1970, it now includes a wide range of events celebrated globally. The main objective of celebrating World Earth Day is to “build the world's largest environmental movement to drive transformative change for people and the planet.” The movement's mission is “to diversify, educate and activate the environmental movement worldwide. NSS wing of the Department of Management, JDBI observed this day by students taking a pledge to take care of trees in the neighbourhood.

Objective/s (intended outcomes in 100 words): The main objective of hosting the event was to generate awareness amongst the students and instil the feeling of responsiveness towards the environment, syncing the theme, “Invest In our Planet”. The event aimed to make the students environment friendly and dedicated to the cause of protecting the environment. The intended outcome was to make them responsible citizens looking after the planet. The students adopted a plant in their neighbourhood and pledged to nurture it.

Content (contextual features and challenging issues in 150 words): Department of Management, JDBI celebrated World Earth Day on 22nd April, 2022. The students of the department celebrated this day by tying a protection band around a tree in their home or neighbourhood and pledging to take care of it. Backed by 98 participants, each participant sent pictures with the protection band tied around individual trees. The event was instrumental in motivating every individual to be that responsible citizen of the nation who will take care of their surroundings.

Details of Resource Persons, if any:

Name	NONE
Designation	
Organization	
Country & City	
Mobile	
Email	

Highlights of the Event: Students tied protection band around trees in their locality and sent pictures of the same. Each participant who undertook this initiative was awarded 2 marks in each of the following subjects: Ethics & Corporate Social Responsibilities (MAN 203) for the 1st year students; Human Resource Management (MAN 402) for the 2nd year students and Business Policy & Strategy (Man 601) for the 3rd year students. The protection bands were provided by the college.

Number of Participating Students/Faculty & Staff:

CLASS	FSNM	TCFS	ID	HD	COM	MANG
Students						
1 st year UG	--	--	--	--	--	36
2 nd year UG	--	--	--	--	--	44
3 rd year UG	--	--	--	--	--	18
1 st year PG	--	--	--	--	--	
2 nd year PG	--	--	--	--	--	
TOTAL	--	--	--	--	--	98
Faculty	--	--	--	--	--	00
Administrative Staff	--	--	--	--	--	00
Group-D Staff	--	--	--	--	--	00
GRAND TOTAL	98					

Feedback Summary of Participants:

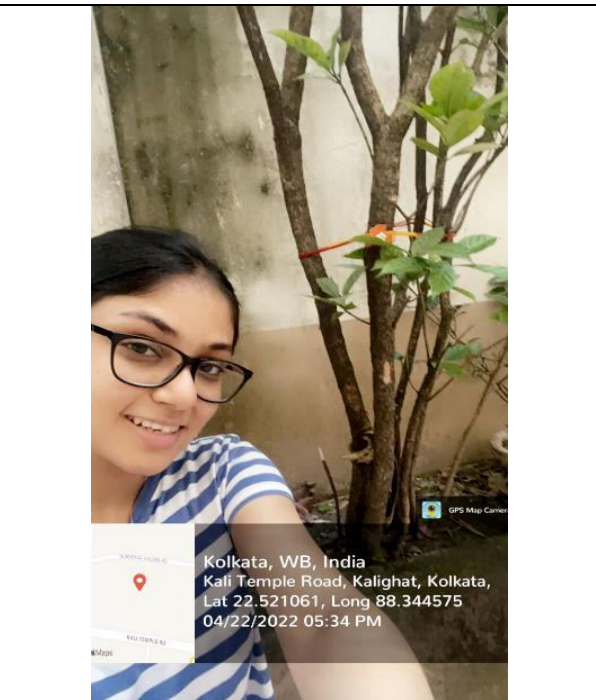
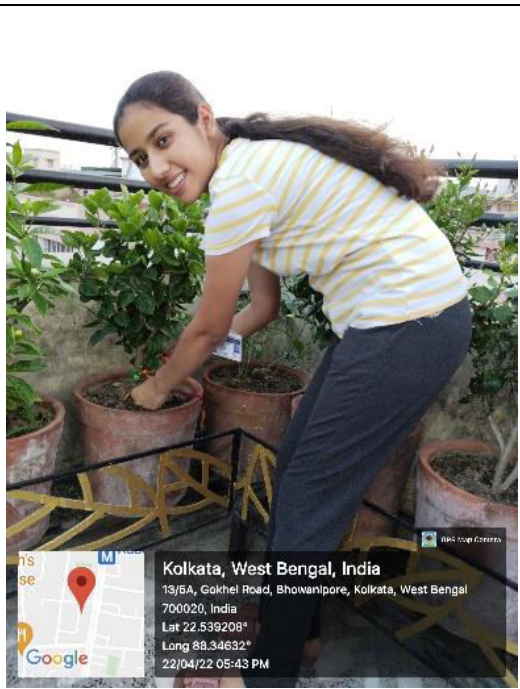
Quality Parameter	Total Numbers			
	Excellent	Good	Average	Bad
Organization of the event	80	15	08	00
Quality of resource persons	NA	NA	NA	NA
Relevance to course of study	90	08	00	00
Excellent take back	YES - 90		NO - 08	
Can be repeated	YES - 90		NO - 08	

Evidence of Success (in 200 words): There were 98 participants in this event. The program was immensely relevant in the times of global warming resulting from increased carbon footprints. The program was successful to make the students aware on how to bring a change in the society. Students promptly sent a photo of themselves with the protected tree within 6 p.m of the same day. There has been a “repeat” request from majority of the students. This implies their magnitude of involvement. The active participation of the students was praiseworthy.

Resources Used and Amount spent, if any: NIL

Problems Encountered, if any: NIL

Note (any other information that is relevant in 150 words): The students participated in the event with a lot of zeal. The volunteers of the NSS wing coordinated the event and motivated the students to participate. The students worked in close coordination with each other thus ensuring the theme of the program was adhered to. Students made sure that the awareness about protecting the environment was spread across the city in their homes and neighbourhoods and was not just restricted within the college campus.



In-charges/Coordinators

<p><i>Signature with date</i></p>	
<p>Name: Dr. Soma Sinha Roy Designation: Assistant Professor & Program Officer</p>	