

## **A Detailed report on SDG 12 - Initiatives for Responsible Consumption and Production**

### **Introduction**

SRM Institute of Science and Technology (SRM IST) has consistently demonstrated a profound commitment to Sustainable Development Goal 12 (SDG 12): Responsible Consumption and Production. In alignment with this objective, the institute recently orchestrated a series of impactful events designed to cultivate awareness and instill sustainable practices among its community members. These initiatives encompassed a Clothing Donation Drive, an 'Eco Quiz with a Twist,' and an Eco Trip to Nagalapuram, each contributing uniquely to the promotion of environmental stewardship and responsible resource utilization.

#### **1. Clothing Donation Drive: Fostering a Culture of Reuse and Empathy**

The Clothing Donation Drive was a testament to the institute's dedication to reducing consumption through the promotion of reuse and extending the lifecycle of products. Faculty members actively participated by donating gently used clothing and household items, which were then distributed to the diligent labor and maintenance staff of SRM IST. This initiative not only exemplified the principles of a circular economy but also underscored the institute's commitment to social responsibility and community support.

#### **Objectives and Execution**

The primary objective of the drive was to minimize waste and encourage the repurposing of items, thereby reducing the demand for new products and the environmental impact associated with their production. Faculty members were invited to contribute items in good condition, which were collected over a designated period. The distribution event was organized with the utmost respect and appreciation for the recipients, ensuring a dignified and supportive atmosphere.

#### **Impact and Reception**

The initiative received an overwhelmingly positive response from both donors and recipients. Faculty members expressed fulfillment in contributing to a cause that directly benefited their colleagues, while the labor and maintenance staff appreciated the gesture, which acknowledged their invaluable contributions to the institute. This drive not only facilitated the redistribution of resources but also strengthened the sense of community and mutual respect within SRM IST.

#### **2. 'Eco Quiz with a Twist': Engaging Minds in Environmental Awareness**

The 'Eco Quiz with a Twist' was an innovative and interactive event aimed at enhancing environmental awareness among students, particularly those pursuing B.Tech degrees. By incorporating unconventional formats and thought-provoking questions, the quiz sought to challenge participants'

understanding of sustainability concepts and encourage critical thinking regarding environmental issues.

### **Structure and Content**

The quiz comprised multiple rounds, each designed to test different facets of environmental knowledge, including current environmental challenges, sustainable practices, and recent advancements in green technology. The 'twist' involved real-time problem-solving scenarios and role-playing exercises, where participants had to devise sustainable solutions to hypothetical situations, fostering practical application of theoretical knowledge.

### **Participation and Outcomes**

The event witnessed enthusiastic participation from a large number of B.Tech students, reflecting a growing interest in environmental issues among the student body. Participants reported that the quiz not only broadened their understanding of sustainability but also inspired them to incorporate eco-friendly practices into their daily lives. The winners were recognized with certificates and eco-friendly prizes, further incentivizing sustainable behavior.

### **3. Eco Trip to Nagalapuram: Immersive Learning in Nature's Lap**

An integral component of SRM IST's sustainability initiatives was the Eco Trip to Nagalapuram, involving 80 students in an experiential learning journey. This excursion was designed to provide students with firsthand exposure to natural ecosystems, emphasizing the importance of biodiversity and the need for its preservation.

### **Itinerary and Activities**

The day-long trip encompassed guided treks through diverse terrains, educational sessions on local flora and fauna, and discussions on the ecological significance of the region. Students engaged in activities such as bird watching, plant identification, and water quality assessments of local streams, providing practical insights into environmental science concepts.

### **Educational Impact**

The immersive nature of the trip allowed students to connect theoretical knowledge with real-world ecosystems, deepening their appreciation for environmental conservation. Many participants expressed a heightened sense of responsibility towards nature and a commitment to adopting more sustainable lifestyles. The trip also facilitated interdisciplinary learning, as students from various engineering and science backgrounds could relate their fields of study to environmental sustainability.

## **Integration with Broader Sustainability Efforts at SRM IST**

These events are part of SRM IST's broader strategy to integrate sustainability into its educational framework and campus operations. The institute has been proactive in adopting initiatives that align with various SDGs. For instance, the SRM Institute of Hotel Management has incorporated plant-based cooking into its curriculum through the Green Tuesday Initiative, aiming to reduce the carbon footprint associated with food production. Additionally, the Solar Ambassador Workshop held on Gandhi Jayanti focused on promoting solar energy and sustainability, empowering participants to become ambassadors of renewable energy.

### **4. Conclusion**

Through the successful execution of the Clothing Donation Drive, the 'Eco Quiz with a Twist,' and the Eco Trip to Nagalapuram, SRM Institute of Science and Technology has reinforced its commitment to Sustainable Development Goal 12. These initiatives have not only promoted responsible consumption and production within the campus community but have also fostered a culture of environmental consciousness and active participation. By integrating such programs into its educational and operational ethos, SRM IST continues to serve as a model institution for sustainability in higher education.