SBSI 2023 FINAL PROJECT REPORT

Submitted by

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Under the guidance of

Prof. Pranab Mukhopadhyay

Professor of Economics

Vice Dean, Research

2022-23

ACKNOWLEDGMENT

We would like to express our gratitude to everyone whose support was essential in the completion of this internship. First and foremost, we would like to express our heartfelt gratitude to our Mentor, Dr. Pranab Mukhopadhyay, Vice Dean of Research at Goa Business School for his guidance and efforts. We really appreciate his trust in us.

Secondly, we would like to thank Mrs. Jyoti Pawar, Dean at Goa Business School for her support and motivation. We are also grateful to our co-ordinator Ms. Avina Kavthankar, Assistant Professor of Economics for her help throughout.

We also express our gratitude towards Dr. Nitin Sawant, Assistant Professor of Zoology, for providing us the guidance on the ways and means of cultivation.

We are grateful to all the faculty members, non-teaching staff and our classmate, students of MA ECONOMICS PART II for making this journey a memorable one.

SBSI INTERNS 2023

MA ECONOMICS PART II

QUOTES ON SWACHHTA

- "It's now or never lets take the oath we will keep our country clean forever."
- "Heaven could be on earth, Cleanness is something which has priceless worth."
- "Effort your best to clean India."
- " Come! And Pledge to keep India clean."
- "Ek kadam swacchata ki ore."

DECLARATION

We have carried out the SBSI 2023 Internship under the guidance of :-

Prof. Pranab Mukhopadhyay,

Professor of Economics,

Goa Business School,

Goa University.

The content of this report are original and are reporting the 100 hours of work carried out by us during this internship

Roll No., Name and Signatures of SBSI 2023 interns:

Roll.No	Names	Signature
21P010023	Yogini D. Malvankar	
21P010033	Annisha B. Polshet	
21P010021	Gauravi G. Khandeparkar	
21P010016	Mahima A. Gaunkar	

21P010015 Manisha J. Gaonkar

21P010042 Shradha A. Pagi

21P010070 Vishaka V. Gavde

CERTIFICATE

This is to certify that the following SBSI 2023 Intern/Interns -

1.Gaonkar Manisha Jaiwant –(21P010015)

2.Gaunkar Mahima Anand – (21P010016)

3.Khandeparkar Gauravi Govind -(21P010021)

4.Malvankar Yogini Dharma –(21P010023)

5.Polshet Annisha Bapu – (21P010033)

6.Shradha Ashok Pagi –(21P010042)

7.Gavde Vishaka Vithal –(21P010070)

have satisfactorily completed 100 hours of activities related to Swachhata.

During this internship period, it was noticed that the interns acquired and enhanced the following skills:

a. **As part of this project we learned about organic / kitchen farming**

b. **Co-operation**

d. **Realized the duty towards the environment and protection of environment**

f. **Problem solving skills**

g. **Contributed to group with ideas and suggestions.**

h. **Planning skills.**

This report is being submitted to SBSI 2023 University Nodal Officer, in partial fulfilment for the completion of the SBSI course during the academic year 2022 - 2023

(Dr Pranab Mukhopadhyay)

SBSI mentor

(Mrs. Avina Kavthankar)

SBSI co-ordinator

(Ms. Heena Gaude)

Programme Director.

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INTRODUCTION

The campus is a place for agents of change. It is necessary that the development of campuses should be of the view of sustainable development. Many attempts are being made by the campuses to achieve sustainability in recent years. Many campuses have begun to implement various models in preserving nature, including the green campus.

Green campus can be defined as a program that integrates environmental management and protection into tertiary institutions. Green campus is a combination of the environment and the campus world in its management. The concept of the environment which includes 3R (reduce, reuse, recycle), greening, in front of office, CSR and so on are combined with the campus concept which consists of the physical condition of the campus, campus location and the behaviour of campus residents.

Understanding the term Eco Campus or green campus in the context of environmental preservation is not just a campus environment filled with green trees or a campus filled with green paint, or because the campus's alma mater jacket is green, further than that the meaning contained in the eco campus is the extent to which campus residents can utilize the resources available in the campus environment effectively and efficiently, for example in the use of paper, writing stationery, the use of electricity, water, land, waste management, and others.

BACKGROUND AND RATIONALE

Green campus initiatives are becoming integral part of the modern-day education system and the institutions can act as pioneers in promoting these principles within society. Goa Business School being a new building and is still a construction site has less landscaping around it. The main aim of this initiative is to turn the current uncultivable land into a one which can be cultivated. The part of the motivation to carry out this idea was from the same practise which was successfully carried out by the staff members of the International Guest House Goa University. As an institution of higher learning, the seeds of change that we sow today on our campus will grow and ultimately disperse far afield. By implementing the concept of green campus we can create an opportunity for our institution to take the lead in rethinking its environmental culture and taking a small step to contribute towards nature.

PLANTATION

As per our project titled "Think Green Grow Green", we started with the aim to revitalize the barren land into Anandvan also known as forest of happiness, at Goa Business School, Goa University. We were thr team of 7 students and we carried out the internship under the guidance of Professor Pranab Mukhopadhyay. Initially we planned to cultivate different types of local vegetables and then plant trees such as neem, tulsi, basil, lemon grass ,etc that are beneficial for avian life and make our campus greener and spread positive effects on the surroundings.

The first step that we took was to conduct a meeting among ourself wherein we discussed the plan of the project which is briefly discussed below:

✓ Select a plot of land around the campus and clean the soil (remove unwanted things like creepers, plastics, construction waste, etc).

✓ It would have take a plenty of water to make the soil suitable for cultivation since the soil had hardened due to the construction process. Thus we decided to purchase the garden soil and dump it on the allotted piece of land for plantation to flourish.

✓ Dig and prepare the soil to cultivate healthy vegetation.

✓ Divide the entire area into different zones to cultivate different local vegetable crops and encourage biodiversity.

✓ Buy and sow the seeds of at least 6 different types of vegetables preferably which are easy to grow and can be cultivated in summer season.

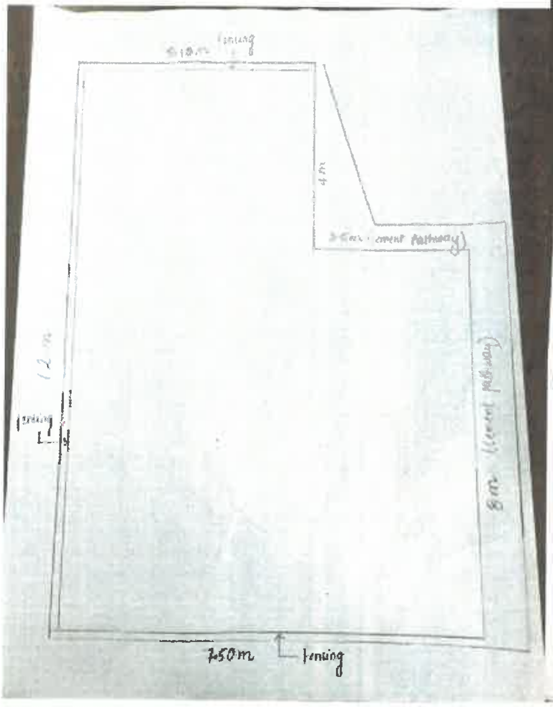
✓ Use compost and other organic ways to increase the fertility of the soil.

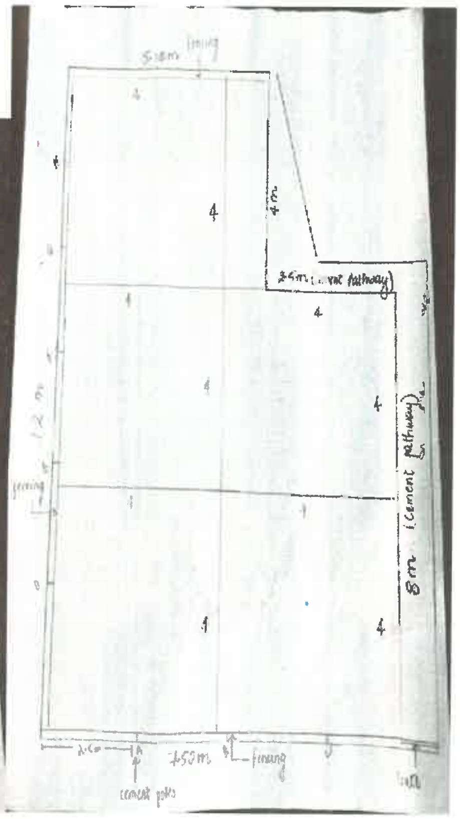
✓ Irrigate the plants regularly.

✓ Harvest the vegetables once they are ready.

Thereafter, we visited the plot of land which was allotted to us, situated behind the canteen of Goa Business School, Goa University. The first thing we did was to measure the area which came up to 100 square metre. We prepared a draft in the form of sketch that described how we would ago about our plan. The following sketch was our initial and final draft.

Thereafter, we visited the plot of land which was allotted to us, situated behind the canteen of Goa Business School, Goa University. The first thing we did was to measure the area which came up to 100 square metre. We prepared a draft in the form of sketch that described how we would ago about our plan. The following sketch was our initial and final draft.





Amidst this process we noticed that due to the various programs organised in the Goa Business School auditorium, the AC's are usually on throughout. The residual water of AC is reusable so we decided to use it to irrigate the plants, thereby maintaining sustainability. Thus accordingly we measured the amount of water released for a day which came up to around 6 litres.

We also put forth the proposal of the requirement of the compost, soil and the barbed wire with GI fencing to protect the plants.

After planning all the necessary and mandatory aspects of the project the team members listed down the requirements and the estimated cost of the project which was as the following.

- A load of top soil (preferably garden soil) of around 2 trucks (Rs. 6000 per truck for 5 metres of soil) = R12,000
- A truck of compost. This was provided to us free of cost.
- 8 medium size cement poles (Rs 150 per pole) = Rs 1,200
- 24 meter (2 bundles of 15 meters each) of GI mesh fencing wire (Rs 2500 per bundle). = Rs 5,000
- 3 medium size water buckets (Rs 250 per bucket). = Rs750
- Equipment for cultivation. These equipment were already available in the campus.
- Seeds of the selected type of vegetation. = Rs 300.

The first step was to order the garden soil which we ordered from the soil dealer Mr. Somu Naik. The amount of soil ordered were two trucks, each of 5 metres. After dumping the soil, we got the help of the labourers who were working on the construction of the part of Goa Business School, to take the soil and dump it of the allotted plot.

After receiving the compost manure, the preparation of the soil was carried out which included digging the soil, removing the waste and unwanted plants, levelling of the soil including the division of the plot for sowing different seeds as per their quantity. We took a full day toiling at the plot and then once the soil was ready we irritated the entire plot so as to loosen the soil. Finally, we sowed the seeds as per the planned structure. The seeds sowed were Radish, Spinach, Muskmelon, Red Amaranthus and Cluster beans.

Thereafter, utmost care was taken of the plantation area and plants. We irrigated the plants and removed the weeds, nourished them with the compost manure. After a long wait of around 15 to 20 days we were delighted to see the hard work showing up their presence from the soil above giving success to our hard work. As the saying goes, "hard work always get paid". It was a wonderful experience working on this project and witnessing the success we got in the form of small plants growing up day by day adding happiness and smiles on our faces.

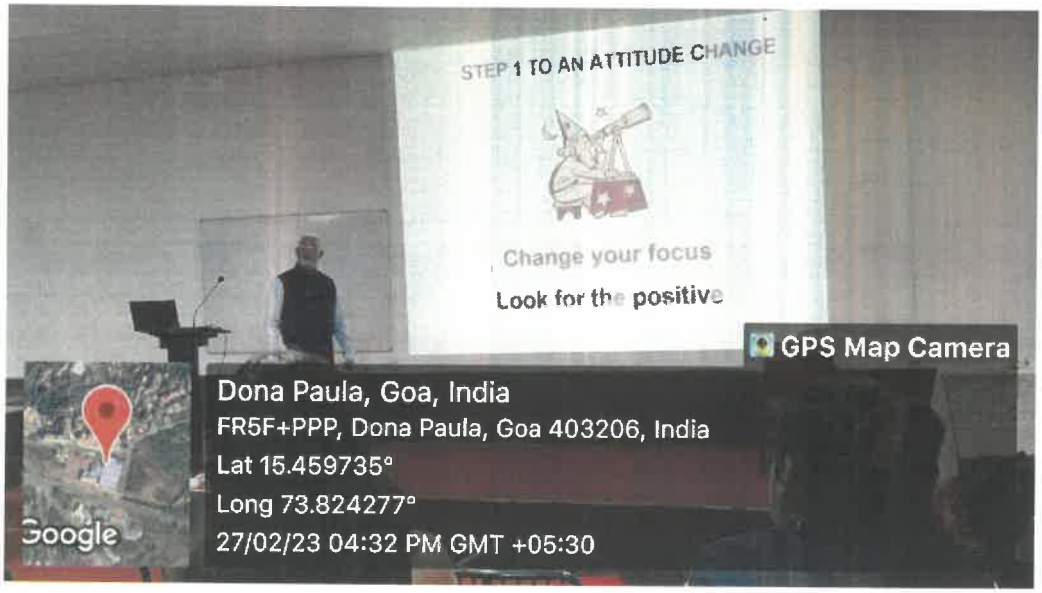
SEMINARS ATTENDED

Under our SBSI internship we have attended many programmes related to environment and sustainability.

1. Waste Management and Motivational Talk

This program was organised for SBSI interns and their guides, held on 27 February 2023 in GBS Auditorium, Faculty block F. The program had two sessions, first was on the waste management. The resource person was Ms. Sumita Ghosh, Founder of Village Recyclers Foundation. She talked about waste management and her personal experiences. She also shared her experience about how she and her team collected waste from village Chorao during Covid-19. She converts collected plastic waste into beautiful items like floor mats, water bottle covers, decorative pieces etc.

The speaker of the second session was Mr. Allan Pinto, motivational speaker and guide. He gave a nice motivational speech and also shared his personal experiences. He told how we can change our attitude by adopting some good changes in our life.



2. Mushroom Cultivation

This talk was organised on 1 April 2023 in lecture hall 1,school of chemical sciences. The speaker of the talk was Dr. Milind Naik, Assistant Professor, SBSB. This session was an introductory session for Mushroom Cultivation where the speaker explained how to grow mushrooms, different varieties of mushroom challenges faced during cultivation of mushroom and also past year experience of mushroom cultivation.

3. CHILLY PLUCKING

Area of activity: The area we selected for the chilly activity was the Voldev Kalay Sanguem. We decided to go because we were aware about the cropping over there and also the people were familiar. This helped us a lot to successfully conduct this activity .

Chilly Plucking

We the SBSI intern conducted the outreach activity of chilly plucking .For this activity firstly we went to the Voldev Kalay Sanguem, Goa to ask the farmers over there to help them in their farms at the starting many of them denied our request to work in their field as they already have done with many of their works in field and some of them also mistaken our initiatives as they thought we are like people politician who just come to help them.

After many efforts we got permission from one lady farmer namely Madhavi, she permitted us to work with her in their field and we also gained knowledge about farming. . She also has won many farmers' awards and twice she has visited Delhi to attend the programs conducted by the agriculture department.

The work we did in her farm was for two days and we spent a total of 10 hours. working these two days.

1.we have plucked around 10 kg of red chilies

2. pluck the unwanted (weeds) plants in the field

3.watering of green chilies plants.

Chilly Plucking as Part of Rural Outreach in Agriculture Assistance and Entrepreneurship at Voldev Kalay, Sanguem on 24-03-2023

This is the picture of the field where we have worked. This is our interns plucking the red chilies in the field.


GPS Map Camera
South Goa, Goa, India
Voldev kalay sanguem, Goa 403704, India
Lat 15.340469°
Long 74.16769°
24/03/23 04:42 PM GMT +05:30
Google

4. TOTE BAGS

A. Introduction

Ecology has been greatly disturbed due to the indiscriminate use of plastics that do not decompose for a long period of time. Environmentalists are involved in massive campaigns all over the world trying to reduce the impact of plastic products to the environment. Environmental problems and the effects of climate change are faced, in developed and developing countries, and hence consumers are developing eco-friendly products and business firms are adopting green marketing strategies. There's been a radical shift in consumer behaviour towards a green lifestyle. Cotton bags are an eco-friendly alternative to plastic bags, providing a reusable and sustainable option for carrying groceries, books, and other items.

The first tote bag was introduced in 1944 when L.L. Bean debuted a canvas bag that was built to carry ice. It became a commercial success when it was re-introduced to the market in the 1960s. Now, eco-friendly tote bags have become an alternative to single-use plastic bags. The material that's used in production, the guaranteed durability, and the affordability of eco-friendly tote bags make them products having the potential to improve the environment.

The current environmental issues are caused by plastic bags being used by hypermarkets and supermarkets. And we as a part of the SBSI programme organised a small tote bag sale activity in the University campus, wherein everything from material used to stitching was done by the group members. This was a drive to support green marketing, green consumerism and waste management.

B. Review of literature

Environmentalism has fast emerged as a worldwide phenomenon, business firms have started responding to environmental challenges by practising green marketing strategies. Green consumerism has played an important role in corporate environmentalism. [Jain & Kaur, 'Green Marketing: An Attitudinal and Behavioural Analysis of Indian consumers']

Eighty percent of Indian consumers prefer eco-friendly brands for they believe that these products are less harmful to the environment. The highly negative environmental effects of plastics, the demand for eco-friendly products created necessary pressure to guarantee a cleaner ecosystem. Thus, consumers showed great interest in green products since its performance was significantly affected by environmental beliefs (Radesh, Ndia & Maheshwari 2014).

By lessening the pollution, the palm tote bags will assist educators, parents, teenagers, business owners, and the future environment. ['Eco tote palm bag' by Chrishell, Khristhya, Kristel, Aldrich, Jaylord, Darlene, Kian, Arjay.]

Global tote bag market is expected to grow at a significant pace over the forecast period 2017-2024 [Anil Kumar & Ipsheeta Dash].

In an article by Noah Dillon, Tote bags are green in principle, but not in the way people use them. In 2008, the UK Environment Agency (UKEA) published a study of resource expenditures for various bags which found out that - Cotton tote bags, by contrast, exhibited the highest and most severe global-warming potential by far since they require more resources to produce and distribute.

C. Details of the work done

In a meeting held on 25th February 2023 by the group members in the college campus, the idea extended to making tote bags. Since most of the people prefer cotton bags and it's in fashion and also because they are eco-friendly, the idea was supported by everyone and the proposal for tote bag activity was approved by the mentor and we began with the planning of our activity. Firstly, we forwarded a message of an old clothes collection in the Whatsapp group of our class. We accumulated enough used clothes from not only our classmates but also from others like our neighbours, relatives etc. Then we planned to convert used clothes collected through the students of GBS into a variety of tote bags and then sell them. We could stich around 13 bags, the bags were priced based on the material used and the stitching method, all the members of the group participated in this activity equally. The profit we made from this activity was Rs.710, the price of the bags ranged from rs30 to rs80 and the cost incurred was zero as we used reused clothes. The money was used to finance the seed required for the Plantation activity. The main idea was to manage waste by collecting the used clothes that are in a good condition, and make them reusable. This served the purpose of waste management, sustainability and to switch from plastic usage to tote bags at a micro level. To summarise, the plan followed the steps mentioned below:

- Collection of old clothes.
- Conversion of the same to tote bags.
- Setting up a stall to sell the tote bags in the GBS campus.

Following are some of the pictures depicting the cloth collection and stitching activities undertaken by the group members.

D. Outcome

The tote bag sale was conducted on 20th of April in the GBS campus. The group members received a lot of help and support from the students and staff members of the University. Total bags stitched were 13 and were able to sell all the bags in no time. The snaps of the Tote Bag Sale Day are as follows:


GPS Map Camera
Taleigao, Goa, India
Goa business school, Goa university Goa 403206, India
Lat 15.464176°
Long 73.824752°
20/04/23 12:21 PM GMT +05:30
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GPS Map Camera
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Goa business school, Goa university Goa 403206, India
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GPS Map Camera
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GPS Map Camera
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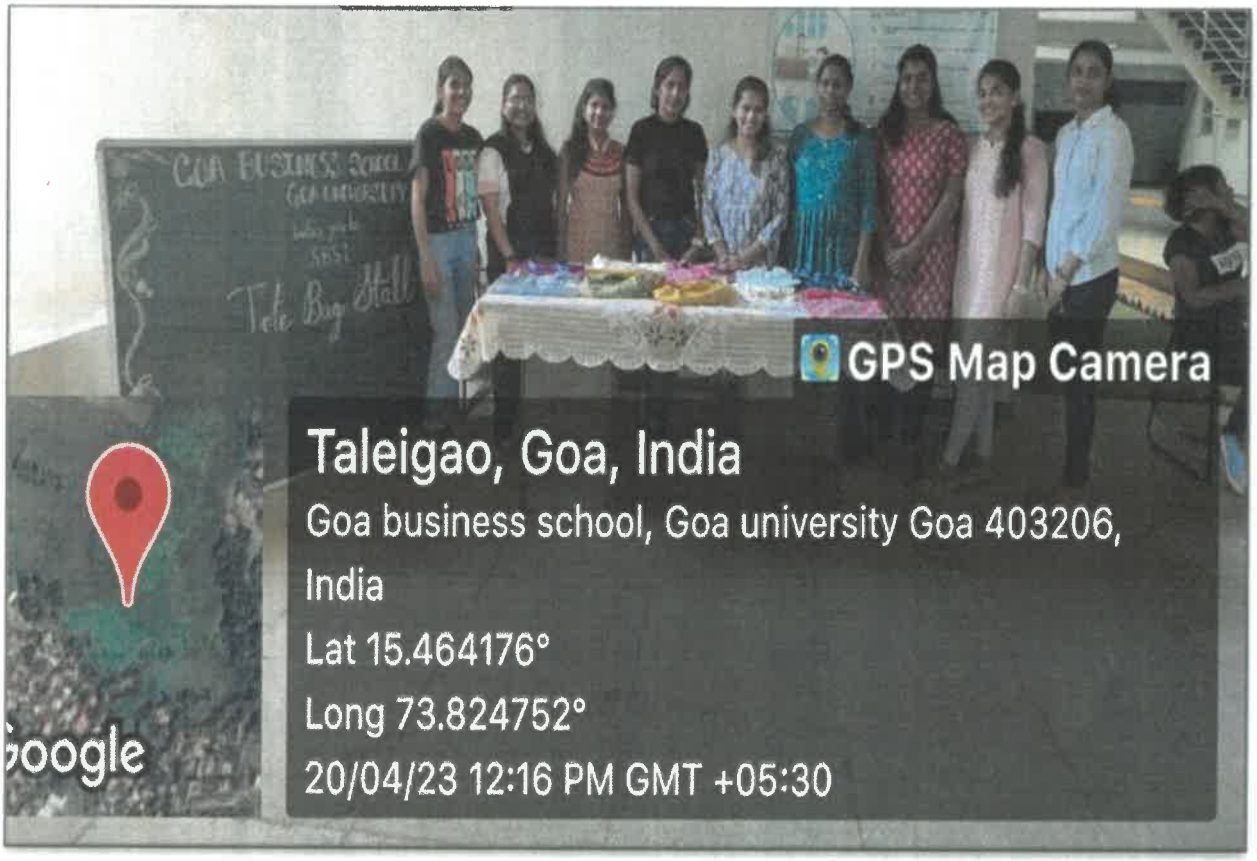
GPS Map Camera
Taleigao, Goa, India
Goa business school, Goa university Goa 403206, India
Lat 15.464176°
Long 73.824752°
20/04/23 12:16 PM GMT +05:30
Google

E. Takeaways

Now, eco-friendly tote bags have become an alternative to single-use plastic bags. The material that is used in production, the guaranteed durability, and the affordability of eco-friendly tote bags make them products that have the potential to improve the environment. The bags are made of recycled materials that are tough, flexible; and by using recycled materials, harmful materials (like single-use plastic) are kept out of landfills and oceans. The true power of these bags is the impact they have on society. Each time an eco-friendly tote bag is used, a single-use plastic bag is kept out of circulation.

CONCLUSION

"Think Green, Go Green" is a simple yet powerful phrase that explains the importance of adopting environment friendly practice and making sustainable choices in our daily life. College campus being a second home we interns decided to bring a green initiative in it.The project on greenery has a significant impact that raised awareness and implemented practical solutions for promoting green space and sustainability within our campus. Through collaborative efforts we have achieved our objective and made a positive impact.

First and foremost, the project focused on enhancing the campus environment by increasing green cover. We successfully planted vegetables, developed garden, and created green space that not only beautifies the campus but also provides various benefits. We tried to incorporate sustainable practices into aur project. We used a water efficient irrigation system, and adopted eco-friendly agricultural practices. These measures have helped conserve water and also reduce the use of harmful chemicals that contribute to long-term sustainability of our campus ecosystem.

The project also emphasized the importance of recycling and reuse. Through the idea of using cloth bags and paper vases, we tried to inspire students and faculty to adopt sustainable habits and support green initiatives in their own life. Furthermore we also collaborated with local farmers helping them in their farms which facilitated the exchange of ideas and best practices, allowing us to learn from each other. Through our efforts, we have transformed a once barren land of campus into a greener and more vibrant space, while also raising awareness about sustainability. We hope this SBSI internship project on greenery serves as a model for other educational institutions, communities and future generations of students to take similar steps and contribute to a greener and more sustainable future.

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