

AMITY UNIVERSITY UTTAR PRADESH

Symposium on the Celebration of Earth Day 2025

Theme: *Our Power Our Planet: Unite for a Greener and Sustainable Planet*

Date: April 22, 2025

Time: 1:30 PM – 4:00 PM

Venue: F3 MDP, AUUP Noida



AMITY UNIVERSITY UTTAR PRADESH

“Our Power Our Planet: Unite for a Greener and Sustainable Planet”



Earth Day-2025

The Earth Day Celebration is envisioned as a platform to unite the campus community in honoring our planet and reaffirming our collective commitment to environmental sustainability. The primary objective is to raise awareness about critical environmental issues such as climate change, pollution, deforestation, and biodiversity loss, while fostering a culture of eco-consciousness.

among students, faculty, and staff. Through a series of engaging activities—including **expert talks, interactive awareness sessions, sapling distribution, and a campus-wide cleanliness drive** in collaboration with Bisleri International Pvt. Ltd.—the event aims to inspire active participation and long-term behavioral change. By celebrating Earth Day, we seek to empower individuals to take meaningful actions, adopt sustainable practices, and become stewards of the Earth, ensuring a healthier planet for future generations.

1. Distinguished Guest Speakers:

1. Mr. Gajanan Mali

Designation: Founder, TEN News Network; Former Research Officer, Government of India

Expertise: Public Communication, Government Research, Media and Environmental Advocacy

Honours/Awards: Veteran media professional; environmental commentator



2. Mr. Byju Kurian

Designation: Head, North CSR, Bisleri International Pvt. Ltd.

Expertise: Corporate Social Responsibility, Waste Management Initiatives, Sustainability Outreach



3. **Dr. Avinash Kumar**

Designation: President, ESG Division, Earthhood Pvt. Ltd.

Expertise: Environmental, Social, and Governance (ESG); Climate Change Strategy; Sustainability Startups



2. **Criteria for Inviting Guests:**

Speakers were selected based on:

- a. Professional contributions in the field of environmental sustainability.
- b. Institutional and industrial relevance (e.g., CSR, ESG, Environmental Policy).
- c. Prior associations with environmental events and educational outreach.
- d. Ability to inspire students and contribute tangible outcomes.

3. **Guest Invitations & Referrals:**

All guest speakers for the event were thoughtfully invited well in advance, ensuring a diverse and impactful panel. **Mr. Gajanan Mali** and **Dr. Avinash Kumar** were selected due to their prior affiliations with Amity University through previous environmental symposia, reflecting their ongoing commitment to sustainability discourse.

Mr. Byju Kurian's participation was facilitated through an active CSR partnership with Bisleri International Pvt. Ltd., which has been closely involved in campus sustainability initiatives.

This blend of established relationships and strategic collaborations ensured that the symposium benefited from both experienced voices and dynamic, ongoing industry engagement.

4. Event Attendance:

- Attendees:

Over 250+ students, faculty, and staff members participated.

Delegates from CSR and ESG sectors were also present.



5. Takeaways & Salient Points from Speakers:

Mr. Gajanan Mali:

Mr. Gajanan Mali, Founder of TEN News Network and Former Research Officer with the Government of India, commenced his address by engaging the audience with the acronym *ODOP* (One District One Product), drawing a parallel with the theme of the symposium- *Our Power Our Planet (OPOP)*- to aid in its retention and relevance. He emphasized that *Earth Day* should not be viewed as a one-time celebration akin to a birthday, but rather as a continual commitment to environmental stewardship.

He highlighted that while the primary responsibility for environmental protection lies with the government, citizens equally share the obligation to safeguard the planet. Acknowledging the multitude of challenges, including air and water pollution, he underscored the need for strategic action plans involving corporate entities, state governments, and civil society.



Mr. Mali identified two key functions intrinsically linked to environmental conservation:

- Initiatives related to sanitization.
- Protection and preservation of forests and natural ecosystems.

In conclusion, he encouraged students to undertake localized case studies—such as analyzing groundwater table fluctuations in the Noida region—not only as academic exercises but also as meaningful contributions toward environmental protection.

Mr. Byju Kurian:

Mr. Byju Kurian, Head, North CSR at Bisleri International Pvt. Ltd., shared insights from their institutional outreach initiatives, wherein they have organized short-duration cleanliness drives across various campuses. He described a typical 15-minute activity in which teams of students competed to collect the maximum amount of waste, with prizes awarded to the most effective group.

During one such drive, the participating teams collectively gathered approximately 20 kilograms of trash. When queried about how such a large quantity of waste was collected despite the institute undergoing regular cleaning, students revealed that much of the litter was found hidden behind plant beds and shrubs. This observation highlighted a gap in routine maintenance and underscored the importance of individual accountability in maintaining campus cleanliness.

Mr. Kurian concluded by noting that the primary contributors to campus waste are the campus community members themselves, as there is minimal external footfall. He emphasized that while managing one's own waste is a straightforward responsibility, it becomes significantly more burdensome when others are left to address the accumulated trash. His remarks served as a reminder of the need for personal accountability in maintaining a clean and sustainable environment.



Dr. Avinash Kumar:

Dr. Avinash Kumar, President of ESG at Earthhood Pvt. Ltd., encouraged the attendees to view their education not merely as a pathway to employment, but as a foundation for entrepreneurial ventures—particularly in the domain of sustainability. He urged students to consider establishing their own start-ups that contribute meaningfully to environmental protection and innovation.

He acknowledged that the causes of global warming—such as the excessive use of fossil fuels and the unsustainable management of waste—are widely recognized. Equally well-known, however, are the solutions, which include the promotion of circular economy practices, good governance, and the advancement of a green economy.



Dr. Kumar advised students to gain a comprehensive understanding of Environmental, Social, and Governance (ESG) principles. He emphasized that applying these concepts in their future professional endeavors would be essential for fostering sustainable and responsible development.





6. Tangible Gains for Amity:

Strengthened campus-industry partnerships in sustainability, such as collaborations with Bisleri and Earthhood Pvt Ltd., have significantly contributed to enhancing environmental consciousness among students. These partnerships have provided opportunities for students to engage in interactive participation, deepening their understanding of sustainability challenges and solutions. Furthermore, these initiatives have led to the initiation of case study ideas focused on local environmental challenges, fostering a practical approach to research. The dissemination of ESG (Environmental, Social, and Governance) knowledge has been pivotal in preparing students for career development in sustainability sectors, equipping them with the necessary tools and insights to navigate the growing demand for sustainable practices in various industries

7. Progressive Outcomes / Way Forward:

1. Short-Term (Within 2 months)

- Formation of student-led environmental clubs to carry forward Earth Day commitments.

- Responsible: Dr. Renu Dhupper

2. Medium-Term (6 months)

- Initiation of ESG certificate training programs for students.
- Responsible: Amity Institute of Environmental Sciences, Earthhood Pvt Ltd.

3. Long-Term (1 year)

- Collaboration with Bisleri for ongoing campus waste audits and awareness campaigns.
- Responsible: CSR Outreach Cell, AUUP

8. Collaboration Follow-ups:

With **Earthhood Pvt Ltd**, discussions are underway for faculty-student research on ESG (Environmental, Social, and Governance) indicators. This collaboration focuses on understanding and analyzing key ESG metrics, offering valuable insights into sustainable business practices and environmental impacts.

In partnership with **Bisleri International**, a cleanliness drive and awareness model has been initiated, with plans to expand the initiative to nearby communities. This project aims to instill a sense of responsibility towards environmental conservation and promote sustainable waste management practices at the grassroots level.

Through collaboration with **TEN News Network**, an outreach program has been established to publish student blogs and environmental case studies. This initiative provides a platform for students to share their research and findings, contributing to broader discussions on sustainability and raising awareness about local environmental issues.

9. Future Utilization under ‘Mission: Connect’ and ‘Mission: Synergy of Brains’:

Amity University will launch the Green Amity Ambassadors Program, empowering selected student leaders to drive campus-wide sustainability initiatives and foster eco-consciousness. This will be complemented by the creation of a dynamic database to facilitate ongoing academic-industry collaboration, streamlining joint research, internships, and project opportunities with partners like Bisleri International Pvt. Ltd. and Leads Connect Services Pvt. Ltd. Additionally, a

joint annual sustainability summit is proposed for 2026, bringing together academic experts, industry leaders, and students to share innovations and best practices. These initiatives will be structured with quarterly engagement milestones, ensuring regular progress reviews and measurable outcomes-all coordinated by **Dr. Renu Dhupper**, Assistant Director, Amity Institute of Environmental Sciences (AIES)

Additional Activities Conducted:

- Quiz on Alternate Energy Resources



- Cleanliness Drive at Raipur Village (with Bisleri)



Group Photographs

