



# ST. TERESA'S COLLEGE

(AUTONOMOUS) ERNAKULAM, KERALA

Re- accredited by NAAC with A++, 41st rank in NIRF 2023



## **Teresian Initiative for a Plastic Free Campus and Green Entrepreneurship**

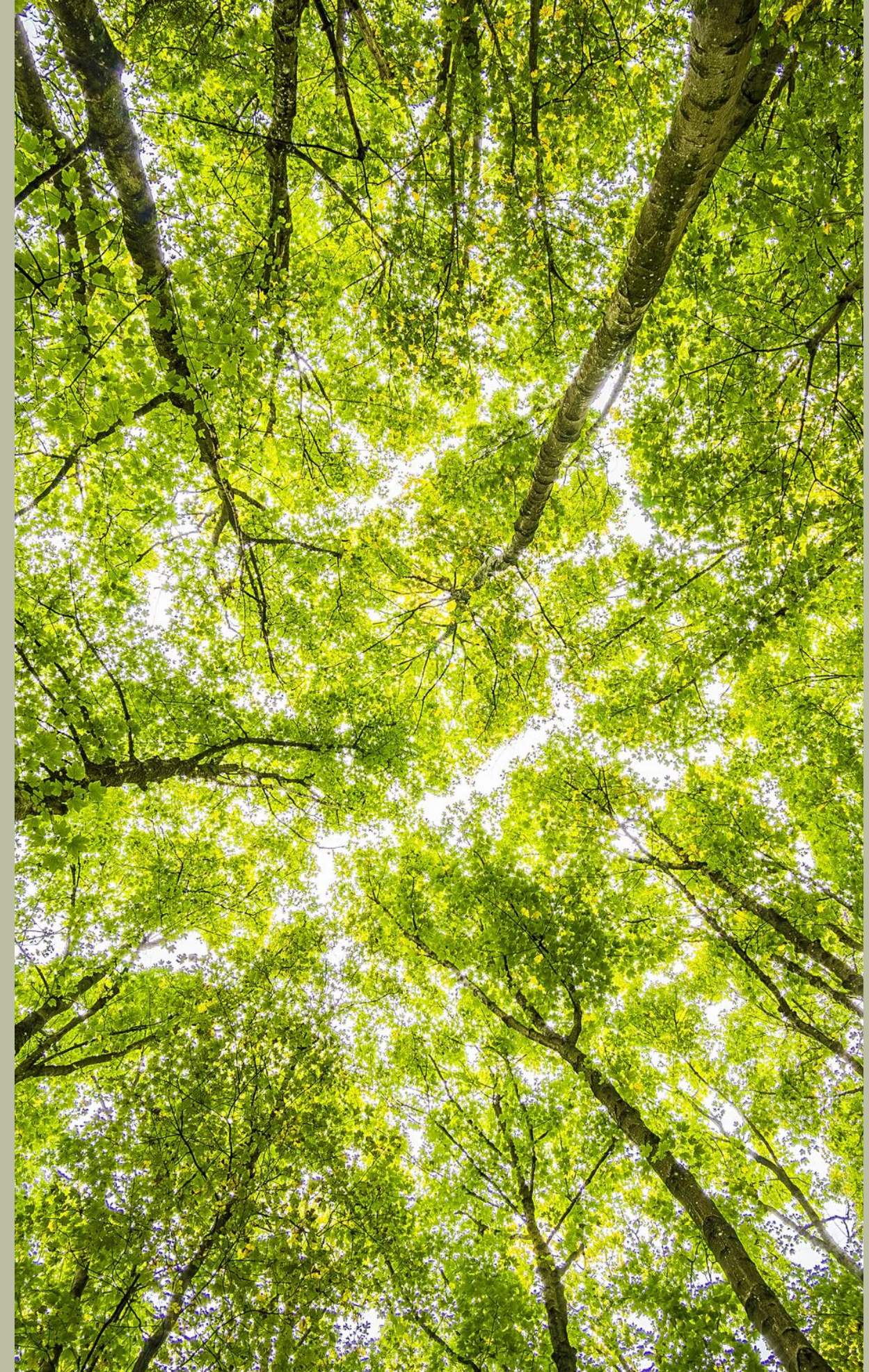
Presented at

Virtual Coffee, GlZ Knowledge Hub For Green Technologies,  
June 25<sup>th</sup> , 2024



# Structure

- Our Mission
  
- Major initiatives
- Initiative 1 - STEP
- Initiative 2 - Green protocol.
- Initiative 3 - Youkan heal
- Initiative 4 - BhuMe
  
- Recognition
  
- Challenges
- Challenges



## Our Mission

**EMPOWER WOMEN TO  
TRANSFORM SOCIETY**

## Our Story

How a higher educational institute can motivate girls to strive for mitigation of a major issue facing Kerala- environment degradation due to improper waste management

# Major Initiatives

## Reduction, Recycling and Upcycling of Waste

01



**Initiative 01**

STEP (Society of  
Teresians for  
Entrepreneurship:  
2014- 2016

02



**Initiative 02**

CAMPUS GREEN  
PROTOCOL 2017  
BY BMC

03



**Initiative 03**

YOU KAN HEAL  
KOCHI 2022:  
BY BMC  
Support GIZ

04

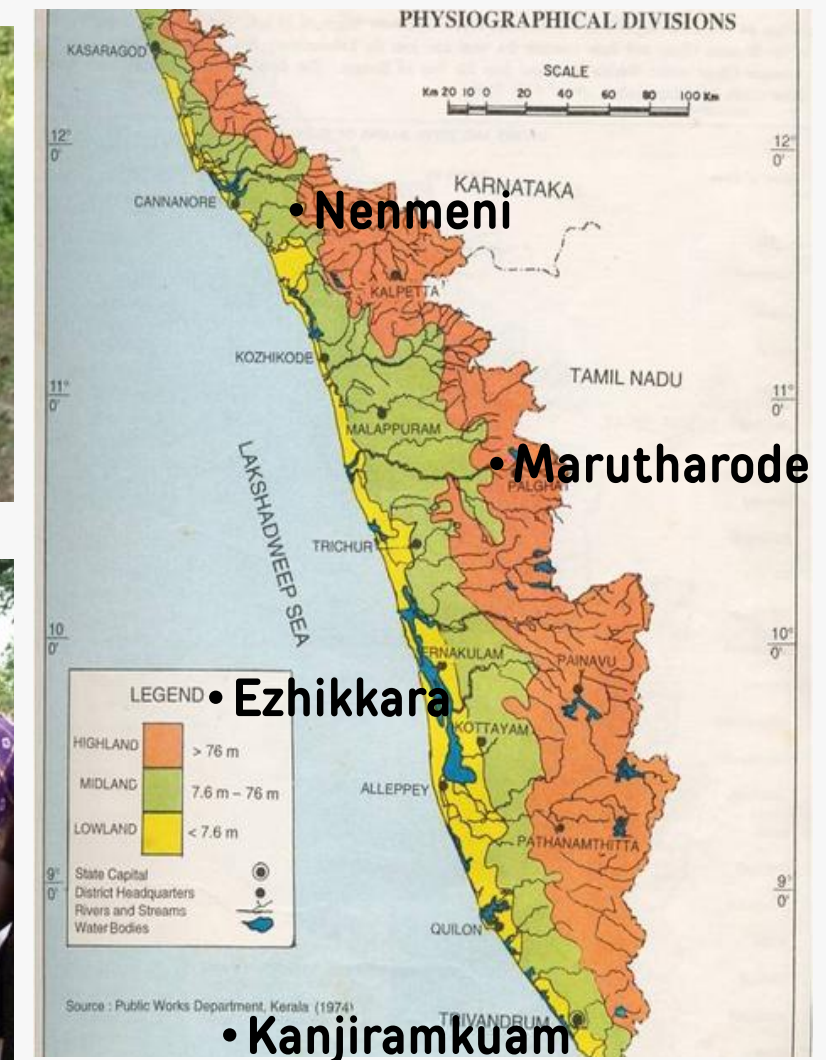


**Initiative 04**

BhuME Women's  
Collective Pvt Ltd  
2021

# 01. STEP – SOCIETY OF TERESIANS FOR ENTREPRENEURSHIP

## GENESIS – WASTE AUDIT OF 4 SAMPLE RURAL VILLAGES 2014 – 2016



# SOCIAL ENTREPRENEURSHIP UNIT

## Issue

- High quantum of plastic waste
- Tailoring waste burnt/ dumped in landfill
- Gender Unfreedom

## Solution

- Address one feasible component - Plastic carry bags- replace with eco friendly alternatives  
Manufacturing, promoting
- Up-Cycle tailoring waste
- Livelihood to marginalised women



# Products — attractive eco friendly alternatives

## 1. Ball bag – Outer cover – tailoring excess



## 2. Strawberry bag – Outer pouch – tailoring excess





### 3. Zip bag



# Master Trainers to Suchitwa Mission– Govt of Kerala Training to Women's self Help Groups– all Over Kerala



# 2. Green protocol– 2017

## Widened scope to SUPs

### by Bhoomithra Sena Club

( Dept of Environment and Climate Change, Govt. of Kerala)

Encourages green practices in the daily events/ functions of the college

01

Use of eco-friendly decorative items and banners (No balloons, thermocols, ribbons)

02

Use only eco-friendly packaging for wrapping gifts

03

Promote reusable plates and glasses. Avoid Single use cutlery.



# 3. YOU KAN HEAL KOCHI 2022

## Genesis–Previous Experience & PK3, 2019

- Experience that mere provision of alternatives not sufficient.
- **PK3 Action project measuring -Environmental Attitudes and Behaviors Among Adolescents in Kerala**
- Sample of 3,054 students, age group of 12-14 years in Ernakulam district in Kerala.
- High Environment awareness but does not translate into action
- A potential solution -.Avenues for engaging in pro-environment behaviors consistently over larger periods of time - essential in developing green habits



**A part of HEAL project of Kochi Municipal Corporation  
Coordinated by Bhoomithra Sena Club,  
St. Teresa's College  
Supported by GIZ**

**Mobilizing youth collective for  
Behavioral change to reduce SUPs in Kochi**

**Motivate, Monitor, Document, Measure Impact**

# PROJECT OVERVIEW

- **Part of HEAL Project of Kochi Municipal Corporation**
- **Supported by : GIZ**
- **Patron : Hon. Mayor**
- **Chairman : Education Standing Committee**
- **Monitored by : Advisory Council**
- **Coordinated by : St. Teresa's College  
The Cochin College  
Ernakulam Law College**

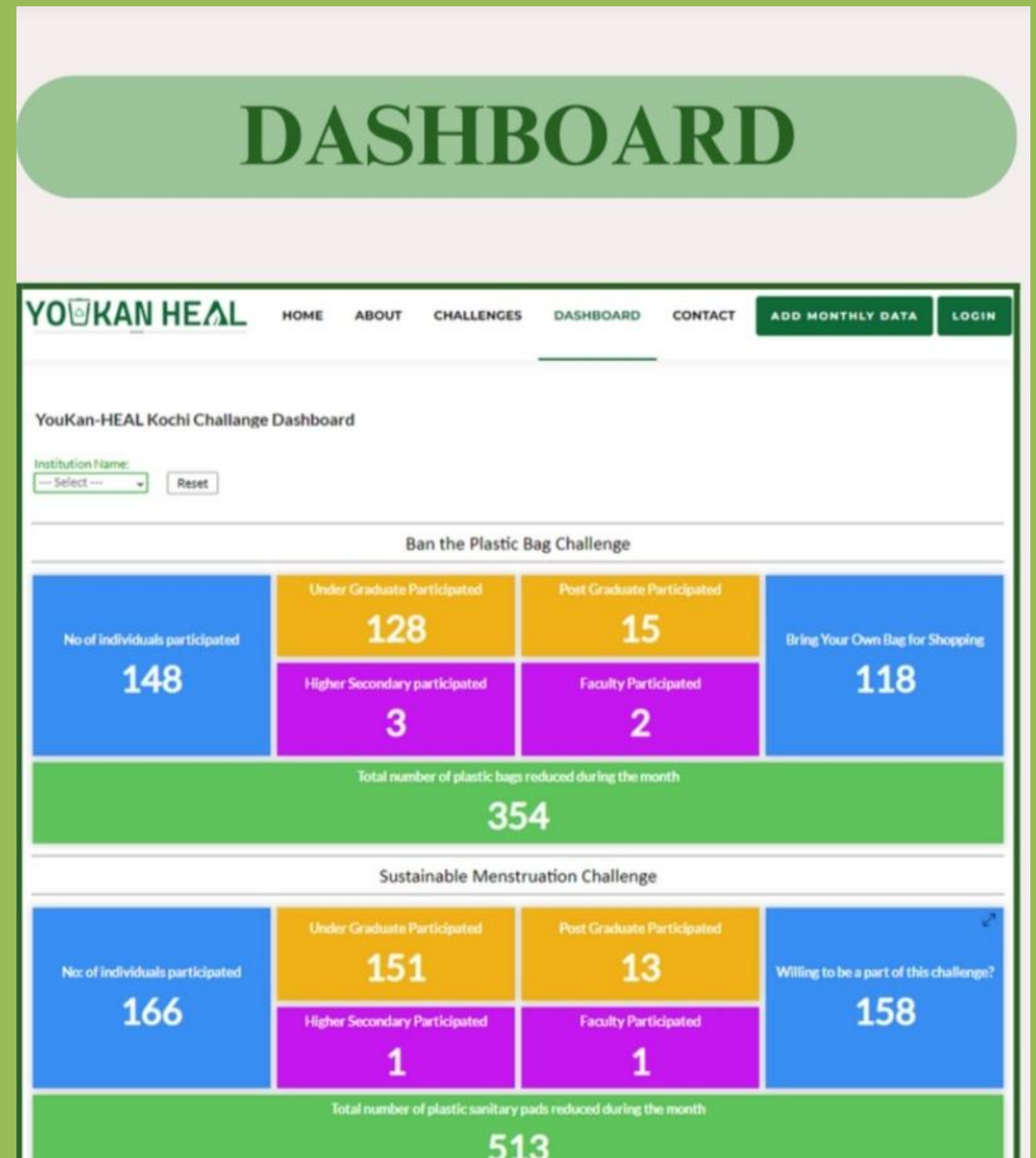
# 3 Challenges/ Strategies

- Ban the Bag
- Green Protocol
- Sustainable Menstrual Practices

PHASE 1  
Nov 2022-  
May 31 2023



# Dashboard





## GREEN FUNCTION

Institutions adopted green functions

- By bringing their own cups/using steel cups
  - Avoiding plastic decorations
  - Avoiding the usage of paper table runners
  - Using Eco-friendly banners
- Total Number of SUPs reduced: **49943**  
Number of SUP cups reduced (approx): **23901**  
Number of SUP plates reduced (approx): **20892**



# Quantification of Reduction through Green Functions

<i>Date</i>	<i>Name of the Function</i>	<i>Number of cups reduced</i>	<i>Number of plates reduced</i>	<i>Soup Bowl Reduced</i>	<i>Soup Spoon Reduced</i>	<i>Dessert Spoon Reduced</i>
29/02/2023	Founder's Day celebration		4000			
19/03/2023	St.Joseph Day	10,000	10,000			
10/07/2023	Induction Program UG	3000				
10/07/2023	Induction Program PG	2000				
25/08/2023	Onam Celeb at LMCC HSS	800	800			
25/08/2023	Onam Celeb at Govt VHSS Edapally	130	130			
25/08/2023	Onam Celeb at Govt Girls HSS	1000				
25/08/2023	Onam Celeb at Bhavans Vidya Mandir	2500	2500			
25/08/2023	Onam Celeb at St.joseph HS	310	310			
13/07/2023	Green Fresher's Party - St.Teresa's College	1107	207			
16/08/2023	Graduation Cermony	700	995			
15/08/2023	Independence day Celebration - Our Lady	62				
23/08/2023	Onam Celebration - Our Lady	70	70			
13/09/2023	Farewell Celebration - Our Lady	70				
21/09/2023	Fresher's Day Celebration - Our Lady	70				
1/10/2023	Talents Day Celebration - Our Lady	70				
3/10/2023	Gandhi Jayanthi Celebration - Our Lady	62				
7/10/2023	Election- Our Lady	70				
17/03/2024	Model Wedding - Green Function	1880	1880	940	940	
	Total Number Reduced	23901	20892	940	940	
	Grand Total	49493				

# Way Forward in promoting Green Functions Continuous Mentoring of Public Auditoriums, Social Engineering, Estimation of Carbon Footprint



## 5268 Kg dry waste (plastic and paper) Recycled through 'Plan@Earth' in 2023-24.

<b>Sl. No</b>	<b>Date</b>	<b>Weight</b>
1.	27-07-23	582 kg
2.	22-07-23	326.5 kg
3.	04-08-23	187 kg
4.	09-10-23	203.15 kg
5.	20-10-23	113.7 kg
6.	21-11-23	701.05 kg
7.	25-11-23	2775 kg
8.	12-12-23	196.7 kg
9.	12-01-24	117.75 kg
10.	19-02-24	65.25 kg
	<b>TOTAL</b>	<b>5268.1 kg</b>

# 4. BhuME– Incubatee of Teresian Business Incubation Centre

Addresses small pieces of tailoring waste-sanitises, shreds, upcycles into vibrant plushies

Love for nature and exposure to her creations



# Recognitions– STEP, BhuMe

- Recognition for STEP in Prime Ministers Mann Ki Baat, March 28, 2021
- BhuME identified as a notable Initiative in Swachh Toycathon by Ministry of Housing and Urban Affairs, Govt of India, 2022



# Recognition– STEP

Finalist in International Green Gown Awards 2023 Endorsed by UNEP under the category:  
Benefitting Society



in association with



## BENEFITTING SOCIETY

American International University, Bangladesh (x5)	Muhammad Nawaz Shareef University of Agriculture Multan, Pakistan (x2)
✓ St.Teresa's College, India	Centro Universitário Facens, Brazil
Universiti Malaysia Perlis, Malaysia	King Faisal University, Saudi Arabia (x2)
Siam University, Thailand	Management and Science University, Malaysia (x3)
Facens University Center, Brazil	University of Tasmania, Australia
Royal Roads University, Canada	Burgundy School of Business, France
International Islamic University, Malaysia (x5)	University of Wales Trinity Saint David, United Kingdom

in partnership with



# Recognitions –Bhoomithra Sena Club

- Best Bhoomithrasena Club award amongst the colleges in Central Kerala from the Department of Environment and Climate Change, Government of Kerala for the years 2020-21, 2016-17 and 2011-2012.
- Paristhithi Mithra Award instituted by CEERD, St. Stephen's College, Uzhavoor (2016 and 2021).
- Global Environment Project Award instituted by World Malayalee Council in 2018.
- Suchitwa Haritha award instituted by Mithradham and Rajagiri, Rajagiri College of Social Sciences, Sahrudaya Services and Charities and Cochin Shipyard in 2015-16.





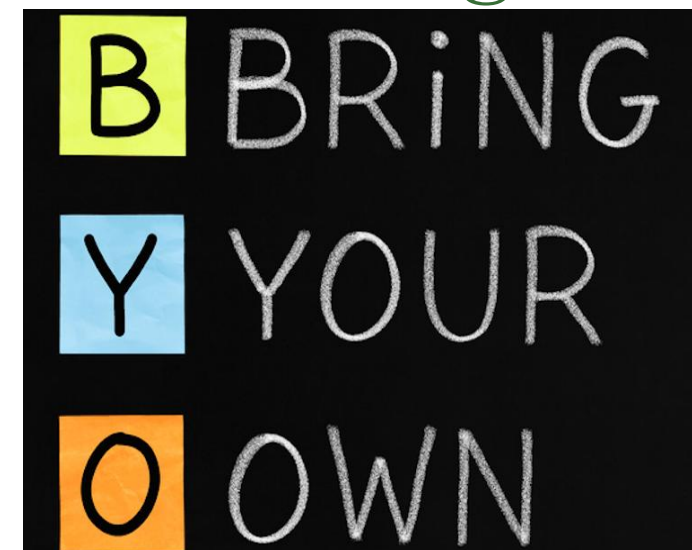
# Challenges to Implement Plastic Free Campus

## Challenges

- Ignorance about significance of and opportunities for Reduction
- Lack of knowledge on alternatives
- Apathy and Resistance

## Strategies to overcome

- Awareness
- Identification of alternatives and sharing of details
- Other strategies - Bring your own challenge
- Policy
- Nudges – Permanent, Periodic
- Monitoring
- Peer pressure through social media
  - Reinforcement for affirmative action
  - Reminders for deterrence



# Challenges while Promoting Green Entrepreneurship

## Challenges

- 2016- Absence of entrepreneurial culture on Campus
- No established Process of Collection
- Upcycling labor intensive process- products expensive- Viability
- legal regulations

## Strategies to overcome

- Started as a charitable society- using support of TIE Kerala
- Support from Bhoomithra Sena Club St. Teresa's College, Kochi Municipal Corporation
- Targeting of specific market segments – Anganwadis
- Support from various agencies due to start up culture in India

**THANK YOU**

Think Green. Live Green.