

# IIM Raipur organises plastic free campaign

■ Staff Reporter

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IN LINE with the initiative of Ministry of Urban Development (MoUD), Indian Institute of Management (IIM) Raipur organised plastic free campaign from its new Campus October 2 to commemorate the 150th birth anniversary of Mahatma Gandhi. The event 'Swachhata hi Seva' was flagged off by Director, Professor Bharat Bhasker in the presence of Professor PRS Sarma, Chairman Student Affairs and faculty members.

The institute held 'Plogging' as part of this campaign which was a unique form of exercise combining jogging with collection of garbage from the roads. Students 'Plogged' around the campus to collect plastic waste, taking a step towards making the campus plastic free. Following which they took forward this initiative into the near-



IIM Raipur students and staff carrying out a cleanliness drive.

est village, Cheriya.

Considering the disastrous effects of plastic wastes, this campaign aims to create awareness among the masses about the need for proper plastic waste disposal, reducing the use of single use plastics, and holistic cleanliness of our surroundings.

The Campaign saw a huge turnout from the faculty, student fraternity and the cleaning and supporting staff. Everyone took part in this with diligence and with a strong conviction to adopt the plastic free lifestyle taking inspiration from 'Swachhata hi Seva' campaign.