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February 20, 2020

Students of Stella Maris launch E-waste management campaign



E-waste is something that baffles both environmentalists and citizens alike. What do we do about electronic waste? You'll find an answer to that in the campaign carried out by the students of the department of Public Relations, [Stella Maris College](#). A few days ago, the students inaugurated E-RACE (Responsibly Act to Change the Environment), a campaign

on [E-Waste management](#), on campus. The chief guest of the event was playback singer Shweta Mohan, who's also an alumna of the college. The keynote address was given by Raj Mohan from Greenpeace India. Whereas, the guest of honour for the event was Navin from Viogreen India, an E-waste recycler, with whom the college has partnered for this campaign.

According to a press release sent out by the college, the students had already done presentations on E-waste management in various colleges in the city and had interacted with more than 500 students. Dr S Shrinidhi, the head of the department of Public Relations, said, "PR campaigns have been conducted by our students ever since the inception of the Department in 2006. This campaign allows students to sensitise on e-waste management and contribute in becoming socially responsible citizens." It is informed that the students will undertake a public E-waste collection drive on February 23.