

November 26, 2013

City Express > Page No.3

15 city colleges participate in enviro-campaign

Express News Service

Chennai: Students from colleges from across the city got together at the IDFC Environmental sustainability campaign 'In Our Hands,' which saw its Chennai finale on Saturday at the Stella Maris College. The campaign, which aims at getting the youth involved in the issues of sustainability through a variety of competitions, is being held in 15 cities across the country.

The event includes both online and offline events centered around the issue of

sustainability included quiz, debate and poster competitions at the off-line level. The online competitions include photography, short film making and blogging.

The ideas from all the blogs, debates and other competitions from all the 15 cities will be compiled together and put across in the form of a book which would be submitted to the Ministry of Environment and Forests. "When they are the future of this country, the viewpoint of the youth needs to be heard. This also requires awareness about the various



Students engrossed in poster-making during the Chennai leg of the campaign | P RAVIKUMAR

policy issues and bills. The competitions as against an awareness campaign try to do this," said Arun Raste, head of brand and corporate communications, IDFC Ltd.

Speaking about the response in various cities to the tournament, Raste pointed "It was a little surprising to us but the awareness level on various issues seemed to be on the higher side in students from smaller cities. But one trend we find is that the concern varies according to the local issues faced by the city. For instance, if it is Mumbai,

students are more concerned about pollution while in a place like Bhubaneswar, the focus is on natural disasters arising out of environmental destruction," he said.

Ramprakash B and M Manoj Shankar from IFMR B school won the quiz competition. Ambika Narayanan and Kavya Narayanan from Stella Maris College won the debate. Nishita Ravi from Stella Maris won the recycled art competition. The winners will go to Mumbai for the final leg of the competition.