



POWERING PROGRESS THROUGH PLASTICS

ISO 9001:2008 Certified

‘ENVIRONMENT AWARENESS WEEK’

Theme - ‘Plastic: Bane or Boon’

The All India Plastic Manufacturers’ Association (AIPMA) CSR policy is aimed to bring a positive impact on the environment and focuses on promoting environmental sustainability by spreading awareness about plastic waste management. AIPMA also works towards bridging the gap between the industry and the youth by bringing them on the same platform and providing clarity on plastics.

AIPMA got associated with Smt. M. M. P. Shah Women’s College of Arts and Commerce and supported their event. Smt. M. M. P. Shah Women's College of Arts & Commerce, Shri M. D. Shah Mahila College of Arts & Commerce & Maharshi Dayanand College of Arts, Science & Commerce organised an event ‘ENVIRONMENT AWARENESS WEEK’ in collaboration with AIPMA. The event was observed from 18th January 2019 to 24th January 2019 with the theme of ‘Plastic: Bane or Boon’. The objectives of the event were to make students understand the roots to the problem our environment is facing and to take corrective steps to save the environment and spread the right message.

All India Plastic Manufacturers’ Association fully supported this event and gifted 250 plastic documents saving folders to the students as a token of appreciation. Shri Hiten Bheda was invited as a key note speaker for the pre-valedictory and prize distribution function. Shri Hiten Bheda gave a presentation on ‘Misconception about the use of plastics and the benefits of plastics’. He aptly clarified on misconception about the use of plastic and emphasized on proper disposal of waste. He rightly stressed on the importance of students to learn from facts and not just learn from ‘What’s App’.

As per theme "Plastic: Bane or Boon", various activities were organised during the week to spread the message: ‘either reuse plastic more efficiently or learn to dispose it off better ways’. Several activities were carried out such as poster and

quiz competition, environment-related documentary was screened, a demonstration on 'Waste decomposition and solar panel', was given, skits were performed, students conducted electricity and water audits in their college premises, a rally was organized to the slum area near the King's Circle station to spread the message on better use of plastic and on the waste management, the college students also visited Maharashtra Nature Park. The event has been an outreach programme which involved students in a unique way.

AIPMA promotes such events which highly contribute in spreading awareness about plastic waste management and which ultimately helps in dealing with the existing environmental issues. AIPMA believes in joining hands together to beat plastic pollution and bring a positive change in the environment while making this planet a better place to live.



