

“EARTH DAY CELEBRATION”

22ND APRIL 2026 (WEDNESDAY)



The NSS Unit of Gitarattan International Business School (GIBS) successfully organized an Earth Day awareness drive on 22nd April 2026 in collaboration with the Why Waste Wednesdays Foundation at Navjeevan Vihar. The initiative was thoughtfully designed to emphasize the critical importance of environmental conservation, with a special focus on effective waste segregation practices among the public, students, and youth.

As part of this social responsibility initiative, the volunteers conducted an engaging and informative session on waste management, highlighting the pressing need to adopt sustainable habits in daily life. The activity centered on spreading awareness about the segregation of waste at the source, encouraging individuals to distinguish between biodegradable, non-biodegradable, and hazardous waste. Participants were educated on how proper segregation not only reduces the burden on landfills but also facilitates recycling, composting, and safe disposal, thereby minimizing environmental degradation.

A key highlight of the event was the awareness campaign on electronic waste (e-waste), which is one of the fastest-growing environmental concerns globally. Volunteers demonstrated how e-waste differs from regular household waste and emphasized the dangers of improper disposal, such as soil contamination and health hazards. The community members were guided on identifying e-waste materials like old batteries, mobile phones, chargers, and other electronic items, and were encouraged to dispose of them responsibly through authorized recycling channels instead of mixing them with general waste.

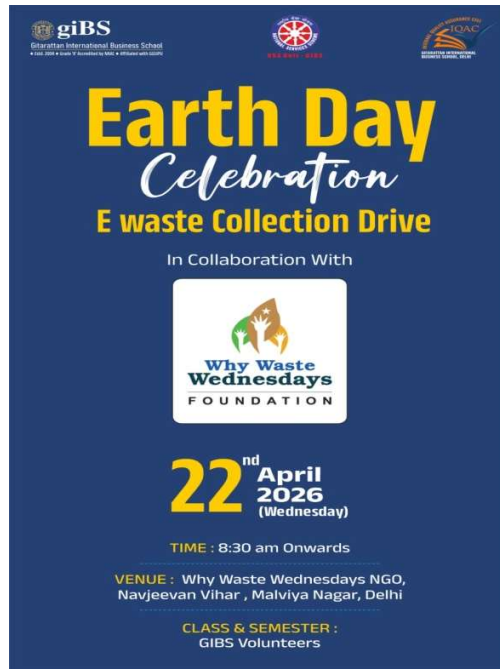
The NSS volunteers also conducted interactive demonstrations on the use of separate bins for wet and dry waste, explaining how biodegradable waste can be composted to create organic manure, while recyclable dry waste can be processed and reused. This practical approach helped participants understand how small behavioral changes at the household level can collectively lead to a significant positive environmental impact.

The activity not only contributed to raising environmental awareness but also fostered a sense of responsibility and active participation among the local community. The experience proved to be deeply enriching for the volunteers, instilling values of empathy, sustainability, and civic

responsibility. It highlighted that Earth Day is not merely a symbolic celebration, but a call to action for adopting environmentally conscious practices in everyday life.

Overall, the initiative reinforced the importance of waste segregation as a foundational step towards sustainable development and environmental protection. The NSS Unit remains committed to organizing such impactful programs in the future and continues to encourage individuals and communities to take proactive steps toward a cleaner, greener, and more sustainable society.

FLYER OF THE EVENT



TYPE OF EVENT

Extra- Curricular

VENUE	Why Waste Wednesdays Foundation 70, Navjeevan Vihar, Malviya Nagar, New Delhi, Delhi 110017
TIME & DURATION	8:30AM Onwards
CONDUCTED BY	NSS
ORGANISED FOR	NSS VOLUNTEERS
NAME OF THE COORDINATOR	Ms. Muskan Grover, Dr Prerna Jain
ATTENDANCE	18 volunteers
RESOURCE PERSON	Dr Ruby Makhija, Founder, Why Waste Wednesdays Foundation
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To promote responsible disposal and recycling of electronic waste instead of improper methods like composting. 2. To encourage segregation of waste at the source (separating e-waste from household waste). 3. To highlight the environmental and health risks caused by improper e-waste handling.
LEARNING OUTCOME	<ol style="list-style-type: none"> 1. Participants understand what e-waste is and can identify common electronic waste items. 2. Participants gain knowledge about safe and responsible e-waste recycling practices. 3. Participants build a sense of responsibility towards protecting the environment.
SHORTFALL DURING EVENT	NA

**PREPARED & SUBMITTED BY: MS MUSKAN GROVER, ASSISTANT PROFESSOR,
GIBS**