

# Maharaja Agrasen Institute of Management Studies

(A unit of Maharaja Agrasen Technical Education Society)

Affiliated to GGSIP University; Recognized u/s 2(f) of UGC

Recognized by Bar Council of India; ISO 9001:2015 Certified Institution

Sector- 22, Rohini, Delhi- 110086, India



## CRITERION 7



### 7.1 INSTITUTIONAL VALUES AND SOCIAL RESPONSIBILITIES

#### *Metric 7.1.3*

## **Criteria 7 – INSTITUTIONAL VALUES AND BEST PRACTICES**

### **Key Indicator – 7.1.3 :**

### **Quality Audits on Environment and Energy**

### **SUPPORTING DOCUMENT FOR 7.1.3**

### **REPORT ON ENVIRONMENTAL PROMOTIONAL ACTIVITIES**

### **CONDUCTED BEYOND THE CAMPUS**

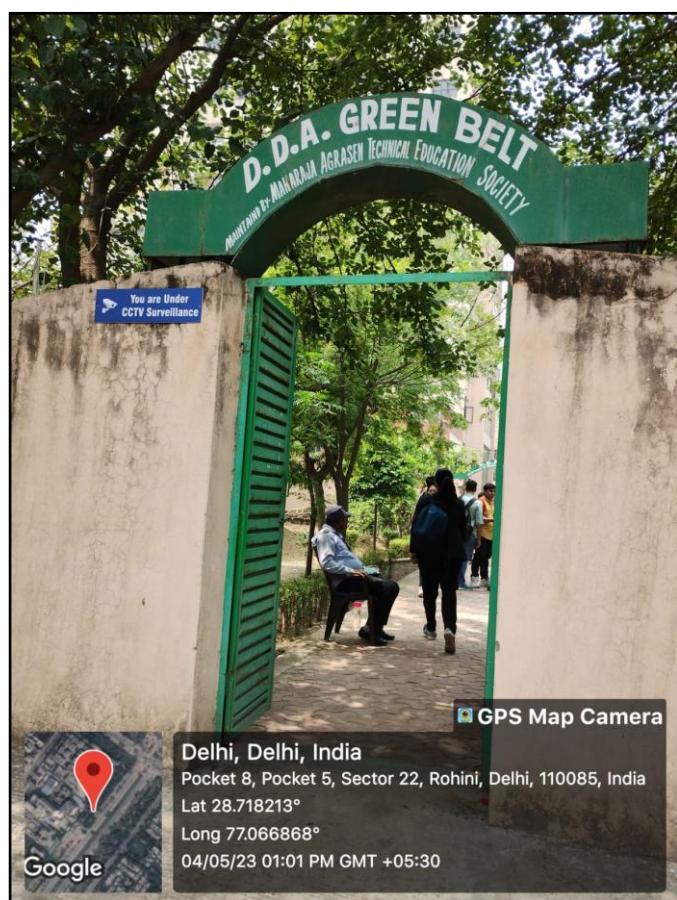
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## **Adoption and Maintenance of the DDA Green Belt**

### **DDA Green Belt adopted & maintained by Maharaja Agrasen Institute of Management Studies:**

Maharaja Agrasen Institute of Management Studies has adopted the DDA Green Belt and has been maintaining the same for over the years. The development of 11 thousand sq. mtrs. of unused land into a beautifully landscaped green belt by MAIMS is an impressive achievement. Over the years, over 8000 plants and trees, herbs and shrubs as well as a pedestrian walk area has been maintained by the students and staff. The area is extensively used by students, staff and local residents on a regular basis. The Green Initiatives are created to identify various environmental issues and take necessary steps to achieve the goal of Environment conservation. Planting trees and gardens at the green belt institutions helped to beautify the community.



**Entrance side of DDA Green Belt**



**Signage Board of the Institute at the Entrance side of DDA Green Belt**



### **Trees and Plants of Herbs and Shrubs with QR Code in the DDA Green Belt:**

In the institute, over the years, over 200 trees, 750 herbs and shrubs has been planted by the students, faculty and management team. The area is being maintained by the staff of the institute. The area is extensively used by students, staff and local residents on a regular basis. In order to create awareness about details of each plant, MAIMS has undertaken a unique initiative. A placard with a QR code has been fixed on each tree, which depicts its name and other important details such as its origin, uses, life, height, and growth pattern; to create awareness among the students and society about the importance and details of each tree. Anyone can scan the QR code and learn about the properties and importance of the plant.



**Plants of Herbs and Shrubs with QR Code in the DDA Green Belt**



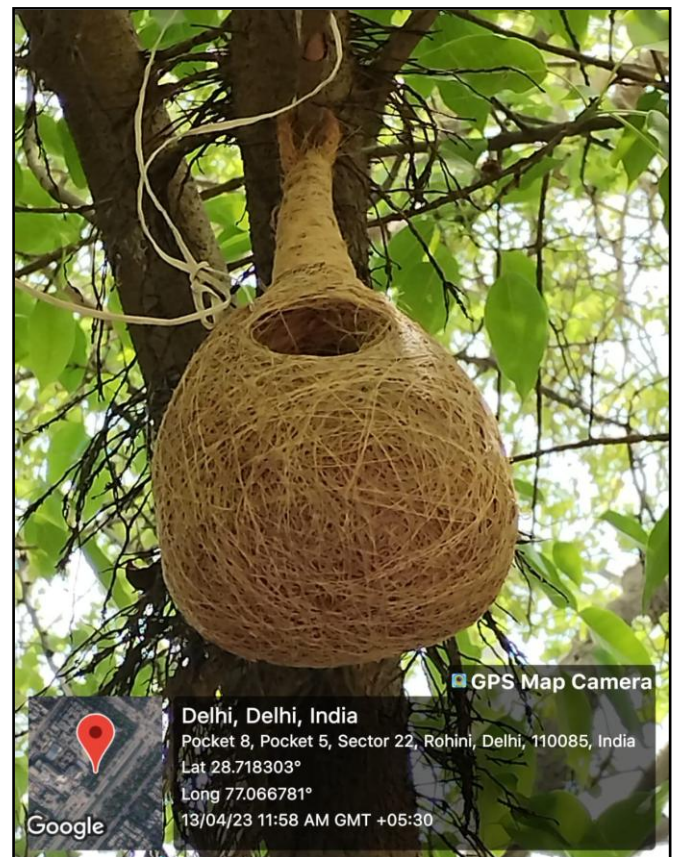
**Trees with QR Code in the DDA Green Belt**



## **Bird Nests on Trees in the DDA Green Belt**

### ***Bird Nests on Trees in the DDA Green Belt to Provide Habitat for Birds:***

For providing a suitable habitat for birds the bird nests were planted on the trees in the DDA Green Belt. The green belt has become vibrant with different species of birds.




**Bird's Nests on Trees in the DDA Green Belt to provide habitat for birds**

**Bird's Nests on Trees in the DDA Green Belt to provide habitat for birds**

**Permission Letter of the adoption of the DDA Green Belt:**

The biggest challenge was obtaining permission from DDA to adopt the land as there was no provision for adoption in their by-laws. Overcoming this challenge required a lot of persuasion and efforts from the Institute. Eventually, DDA granted permission for the adoption of the land for the development and maintenance of the green belt.

  
**DELHI DEVELOPMENT AUTHORITY**  
Landscape & Environmental Planning Department  
11<sup>th</sup> floor, Vikas Minar, New Delhi - 110002

No. PA/Dir/LS.2008/512 | 1<sup>st</sup>, 2<sup>nd</sup> | Dated **6 June, 2018**

✓  
General Secretary,  
Maharaja Agrasen Technical Education Society (Regd.),  
Sec-22, Rohini  
New Delhi-110086

**Subject: Extension of the period of adoption of DDA Green Belt**


**Ref:** Letter from Maharaja Agrasen Technical Education Society, No. MAIT/Greenbelt/2018 dated 08.05.2018

May please refer to the above mentioned letter from your goodself, addressed to Director (Landscape) regarding renewal of adoption period for the park under reference. Your request was examined and approved by Pr. Commissioner (Landscape), DDA on 30.05.2018, in file no. PA/Dir/LS.2008/512. As per the Adoption of Park policy, a time extension for three years w.e.f. 09.04.2018 to 08.04.2021 in principal is granted, which will be reviewed after one year to be extended based on the maintenance status of the adopted park.

(Neelima Soni)  
Additional Charge of Director/LS

Copy to:

1. PS to Pr. Commissioner (Landscape) – for kind information of the latter please.
2. Director (Hort.) N.W – for information and necessary action.

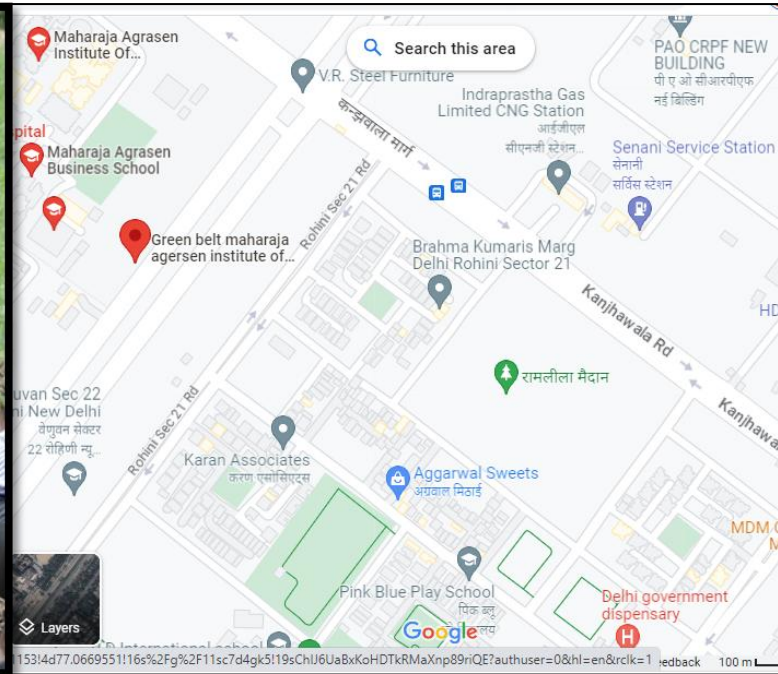


**Permission Letter of the adoption of the DDA Green Belt**



### **Plantation Drive in DDA Green Belt**

Green Environment practices are promoted by the institute. This can be reflected by the lush green scenery around the campus. As Part of Environmental Promotional Activities Maharaja Agrasen Institute of Management Studies adopted DDA Green Belt to develop and maintain it as the Green area. Students contribute their time and effort to rope plants in the adopted green area time to time and take care of it .



**As Part of Environmental Promotional Activities on occasion of Paryavaran Raksha Parv students planting trees in the adopted DDA Green Belt**

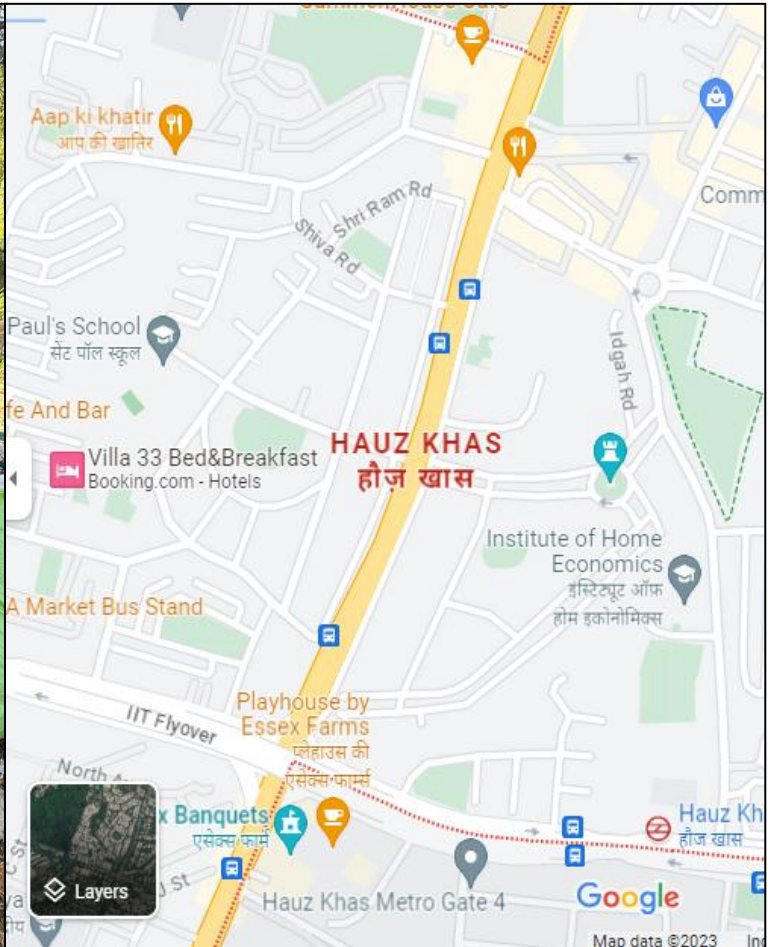


### **Cleanliness Drive organized as Environmental Promotional Activity**

As an environmental promotional activities, Team Enactus of Maharaja Agrasen Institute of Management Studies (MAIMS) visited haуз khas area of Delhi for a cleanliness drive. This drive was organized in collaboration with Malba Project, wherein all students of the institute and volunteers of Malba Project along with the local people from different backgrounds and age groups gathered to contribute in the cause of cleanliness.

The team of students, volunteers and local people collected over 15 sacks (big bags) of plastic waste. These plastic will be recycled to create things like benches, tables and other products. These kind of initiatives helps to take a step towards a better future.

Maharaja Agrasen Institute of Management Studies (MAIMS) is committed to its policies and regularly organizes beyond the campus environmental promotional activities through its different societies and clubs.



**Cleanliness Drive at Hauz Khas Area of Delhi as part of beyond the campus Environmental Promotional Activity of the Maharaja Agrasen Institute of Management Studies (MAIMS)**



## **Plastic Collection Drive at Feroz Shah Tomb, Delhi**

As part of beyond the campus environmental promotional activity, a cleanliness drive was conducted by the team Enactus of Maharaja Agrasen Institute of Management Studies (MAIMS) at Feroz Shah Tomb near Hauz Khas, Delhi. Volunteers collected plastic from the park with the help of local people. In this drive children also participated.



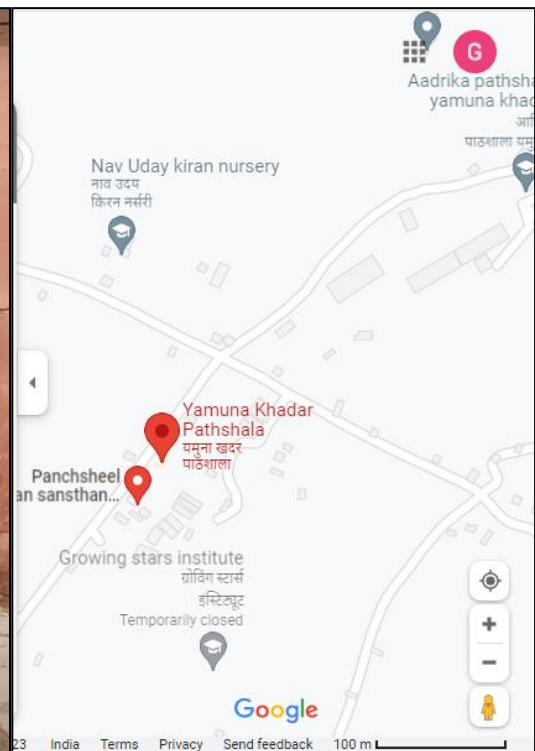
**As Part of Environmental Promotional Activities Students collected Plastic from the Park near Feroz Shah Tomb, Hauz Khas, Delhi**



### **Project PRANADA, 2021**

Enactus Society of Maharaja Agrasen Institute of Management Studies started Project PRANADA in 2021 to tackle the menace of Plastic Pollution. As environmental promotional activity, the institute has organized several awareness programs and activities. The team Enactus identified Yamuna Khadar, an undeveloped slum area near Mayur Vihar in Delhi and conducted a cleanliness drive as part of Swachh Bharat Abhiyan.

The Team came to know the menace of plastic near the area. The team with the help of local people collected several bags of plastic for recycle purpose. The team Enactus with the help of local people, build a urinal using waste water bottle of 20 liters.

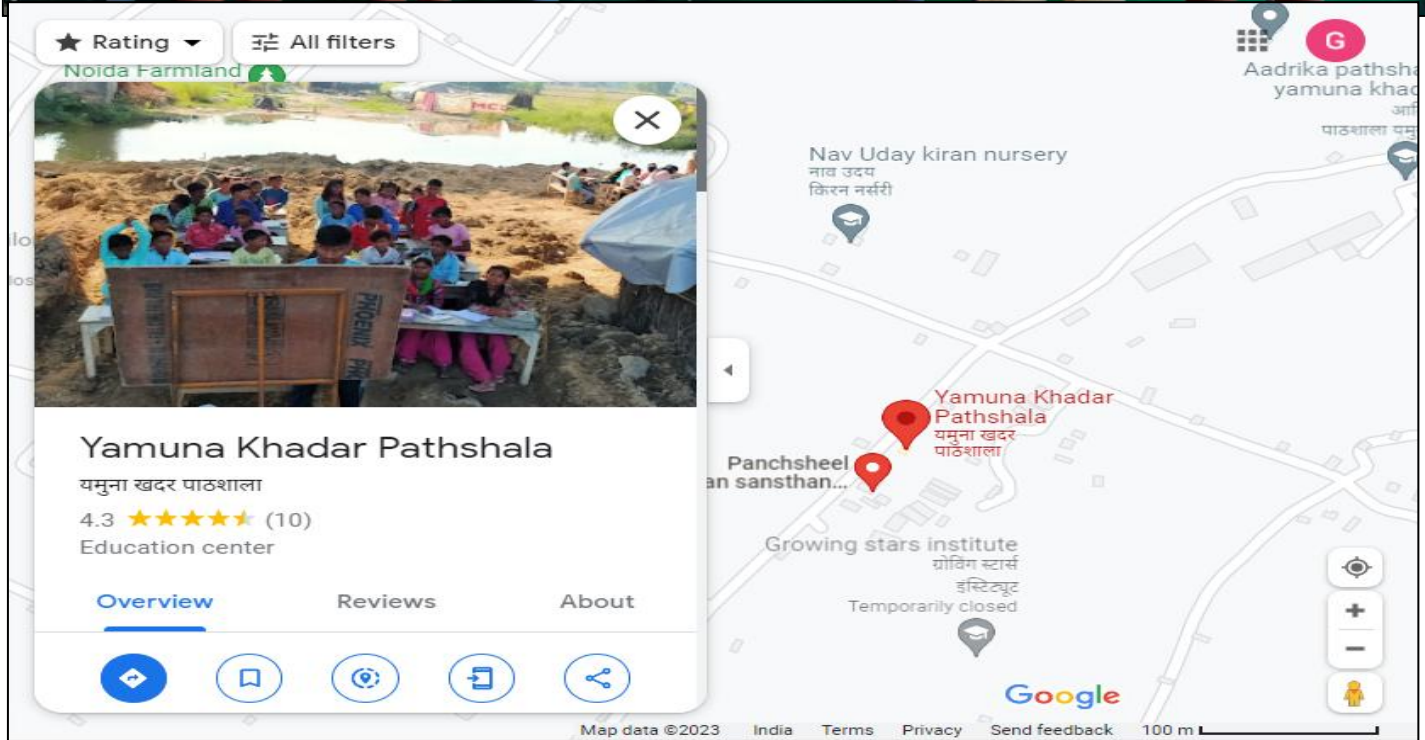


**Plastic Collection Drive at Yamuna Khadar, Slum Area in Delhi by the Team Enactus under Project PRANADA, 2021.**



## **Build Urinal by using Plastic in Yamuna Khadar Slum Area**

As their first initiative under the Project PRANADA 2021, the Team Enactus of Maharaja Agrasen Institute of Management Studies build urinals in the Yamuna Khadar slum area of Delhi.

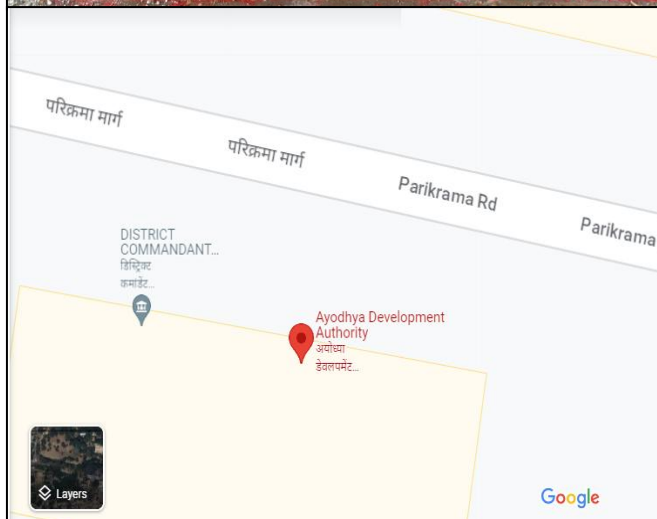


**Urinal Build by using waste plastic bottles at Yamuna Khadar Slum area in Delhi by Maharaja Agrasen Institute of Management Studies**



## **Toilets and Urinals made out of eco Bricks in Ayodhya**

Enactus Society of Maharaja Agrasen Institute of Management collaborated with Ayodhya Development Authority (ADA) with the objective to create sustainable world by reusing plastic. The team Enactus established six urinals in a set of two's at three different locations provided by the Ayodhya Development Authority (ADA). The urinals were made through eco-friendly bricks and discarded 20 liter plastic bottles. This initiative as environmental promotional activity improved the cleanliness of the area and also provided the employment opportunities to the local workers.



**Toilets and Urinal build at Ayodhya by using discarded plastic bottles by the Enactus Team of Maharaja Agrasen Institute of Management Studies.**