



**PUBLIC RELATIONS OFFICE  
JAMIA HAMDARD  
(Deemed to be University)  
Hamdard Nagar, New Delhi-110062**

Dated: 24.04.2024

**PRESS RELEASE**

**Jamia Hamdard Celebrates Earth Day 2024 with a Strategic Partnership with Bisleri International Pvt. Ltd.**

New Delhi, April 24, 2024: Jamia Hamdard marked Earth Day 2024 with a significant event that underscored the importance of environmental sustainability and announced a new strategic partnership with Bisleri International Pvt. Ltd. The partnership, part of Bisleri's "Bottles for Change" program, aims to encourage responsible disposal and recycling of plastics on campus, reinforcing Jamia Hamdard's commitment to achieving zero plastic waste to landfill.

Organized by the Centre for Environment and Sustainable Development (CESD), School of Interdisciplinary Sciences and Technology (SIST), the event focused on the theme "Planet vs. Plastic," addressing the challenge of plastic pollution. The gathering included the Hon'ble Vice Chancellor, Prof. (Dr.) M. Afshar Alam; Chief Guest, Mr. K. Ganesh, Director, Corporate Affairs and CSR at Bisleri International Pvt. Ltd.; Prof. Suhel Parvez, Dean, SIST; Prof. M.Z. Abdin, Director, CESD; and Dr. M. Iqbal R. Khan, Deputy Director, CESD; Dr. Sapna Jain, President, Eco-Club along with faculty members, research scholars, and students.

A key moment in the event was the signing of a Letter of Association (LOA) between Jamia Hamdard and Bisleri International Pvt. Ltd. This LOA signifies a collaborative effort to inculcate civic sense among students and educate them on responsible plastic disposal for recycling. Both parties will work to ensure that clean plastic is collected and sent for recycling, contributing to a circular economy.

The programme commenced with the welcome address by Professor (Dr.) Suhel Parvez, Dean, SIST, highlighting the importance of interdisciplinary approaches to solving environmental challenges. He remarked, "By integrating sustainability into our educational programs, we prepare the next generation to be stewards of the environment."

Professor (Dr.) M.Z. Abdin, Director, CESD, and Organizing Chairman of the event, introduced the audience with the theme of "World Earth Day, 2024" that is Planet vs.

Plastic. He also reiterated the university's dedication to creating a sustainable campus. He stated, "Our collaboration with Bisleri is a milestone in our journey to transform Jamia Hamdard into an eco-friendly campus."

The Chief Guest, Mr. K. Ganesh, Director of Corporate Affairs and CSR at Bisleri International Pvt. Ltd., shared insights on the importance of recycling and the role of education in promoting sustainability. He highlighted Bisleri's commitment to supporting universities like Jamia Hamdard in their efforts to reduce plastic waste. The LOA includes provisions for training, internships, and rewards for successful plastic collection and recycling efforts.

The Hon'ble Vice Chancellor, Professor (Dr.) M. Afshar Alam, spoke passionately about the importance of environmental sustainability, emphasizing "every small step towards reducing plastic waste is a step towards a healthier planet." He commended Bisleri's Bottles for Change program for its innovative approach to addressing the plastic waste issue and stressed the importance of educating the younger generation about sustainable practices.

Dr. M. Iqbal R. Khan, the Deputy Director, CESD and Organizing Secretary of the event, played crucial roles in coordinating the event and driving the sustainability initiative forward. Known for his organizational skills and leadership, Dr. Khan ensured the seamless execution of the event, guiding all aspects of the program with precision and efficiency.

Dr. Monica Saifi, the Program Convener, shared her vision for the collaboration. "Through this partnership, we aim to create a culture of sustainability on campus and beyond," she said. Dr. Javed Ahmad, who coordinated the program, played a key role in ensuring the smooth execution of the event.

The Earth Day event concluded with a vote of thanks delivered by Dr. Sapna Jain, President of the Eco-club and convener of the event, expressing gratitude to everyone involved in the event's success.

The event served as a powerful reminder of the impact educational institutions and corporations can have when they join forces to tackle environmental challenges. Through this partnership, Jamia Hamdard and Bisleri International Pvt. Ltd. are setting a precedent for sustainability and responsible plastic disposal.

**Md. Tauhid Alam**



