

## **E Week India**

For one week i.e from 7<sup>th</sup> feb to 14<sup>th</sup> feb, lakhs of young students across the country came together to take part in a week-long awareness campaign to focus public attention on opportunities in today's India. Initiated by the non-profit National Entrepreneurship Network of the Wadhvani Foundation, E Week India 2009 was designed to embrace innovation, engage communities and inspire young people to think BIG. To think DIFFERENT. To break new frontiers.

E Week India 2009 connected young people across the country through a range of activities and programs to harness their potential as innovators and problem-solvers.

E Week India 2009 theme: Go Green! The world is our business.

The main aim of E Week India's theme this year was, "Go Green! The world is our business", was to focus attention on sustainable development, green business opportunities, and innovative solutions to environmental problems. Students mobilized to take part in a wide range of activities and programs - both online and face-to-face. These included expert panel discussions on alternative forms of energy, competitions to identify and debate on green opportunities, educational movie screenings exhibitions to showcase ideas and ventures of students, and much more!

### **E-week in Indira School of Business Studies.**

Indira school of Business Studies celebrated the Entrepreneurship Week from 7<sup>th</sup> feb to 14<sup>th</sup> feb. Organizing for the first time Indira School of Business Studies started off the e-week in a grand way inaugurating the E-Week on 7th of feb. The inauguration was done by planting the saplings in the campus by Mr. Chetan Wakalkar, Group Director, Indira and Dr Renu Bargava, Director ,ISBS. The day was celebrated as green day where not only the student but also the faculty were dressed up in green. The day was followed by the talk show by Mr. Adnan Jariwala followed by the presentations given by the students on the topic go green.

The day 2 event of E-Week was “**GO GREEN DRIVE” (Public Awareness Drive)** that took place in various areas of the Pimpri, Chinchwad and Nigdi. The drive was conducted in two ways:

Keep your surrounding CLEAN Drive

The Housewife Campaign (Public Awareness Drive)

### **Keep your surrounding CLEAN Drive**

This was conducted by a batch of 40 students. We selected a slum area where there were garbage dumps on the road. The students cleaned the area and the litter lying on the road. Also we talked to the people living there and made them aware of the diseases that can spread due to the dirt and garbage around. The young children there were also told of the ways they should resort to. We interacted with about 50 families residing in the slums. We were lucky enough to catch hold of the prominent people from the slums. A lot of people were witnessing while we undertook the cleaning. This made them aware of how even they can do it and the wrong practices of dumping garbage that they were involved in.

### **Public Awareness Drive**

This was conducted by the batch 120 students, where they covered various societies and visited over 500 households. Also close to 200 small and big shops were covered and these people were told of the types of wastages and the ways to prevent them.

The students went and talked to the people about the following ways in which they can conserve the scarce resources:-

Electricity wastage

Water wastage

Usage of plastic

Our media partner Radio Marche were constantly announcing about this drive and helped us cover the audience that we could not physically cover thereby increasing the impact of the drive MULTI-FOLDS.

Another event celebrated during the e-week was green bazaar. The event was held on two days i.e 9<sup>th</sup> & 10<sup>th</sup> feb. Various stalls were put at green bazaar where various colleges had participated and were selling eco friendly products. A lot of crowd was seen at green bazaar which was a motivating factor for all the NEN members. Various stalls were put like the games stall, food stall, accessories and clothing, coffee made out of soya beans, health drinks etc. The fun would have been incomplete if there would have been no music. The green bazaar event was not only an event for fun but had a sole purpose of spreading the awareness of go green by encouraging people to buy and sell ecofriendly.

Apart from these three events we had also other events we were carried on throughout the week. The events were poster competition, quiz competition, bigi(bad ideas to green

ideas). Students in large numbers participated for this event and showed their enthusiasm towards the celebration of e-week.

Finally the e-week ended with the closing ceremony on 14<sup>th</sup> February.

The learning experience from the NEN E-Week was immense. Not only the students but also the faculty showed their participation in E-Week. All the NEN members had great experiences from the NEN E-Week activity.

Indira School of Business Studies is looking forward to such grand e-week every year.