

Vasundhara: A Practical Life-Oriented Unique Project for Sawana and Nearby Areas

The Vasundhara Project is a practical life-oriented and unique environmental initiative undertaken by the students of the Department of Commerce and Management for the benefit of Sawana and nearby areas. The project aims to create awareness about environmental protection and promote sustainable living practices by reducing the use of single-use plastic carry bags and encouraging eco-friendly alternatives.

During the academic session 2025–2026, students actively prepared nearly 1,000 cloth bags and distributed them through awareness stalls, community outreach campaigns, and personal visits. Through direct interaction with local residents, shopkeepers, and consumers, students highlighted the harmful effects of plastic pollution on the environment, public health, and stray animals.

The initiative encouraged people to adopt reusable cloth bags and develop responsible consumption habits. In addition to environmental conservation, the project provided students with valuable opportunities to enhance their communication, teamwork, leadership, and social responsibility skills.

The Vasundhara Project received an enthusiastic response from the community and successfully contributed to spreading awareness about plastic-free living in Sawana and surrounding areas. It reflects the department's strong commitment to environmental sustainability, community engagement, and the holistic development of students as responsible citizens.

Key Outcomes of the Project

1. Increased awareness about the harmful effects of plastic pollution.
2. Promotion of reusable cloth bags as an eco-friendly alternative.
3. Reduction in the use of single-use plastic carry bags.
4. Enhanced community participation in environmental conservation.
5. Development of communication, leadership, and teamwork skills among students.
6. Strengthened social responsibility and civic awareness.
7. Encouragement of sustainable and responsible consumer behavior.
8. Positive contribution to environmental protection and animal welfare.
9. Improved institution–community engagement through outreach activities.
10. Creation of a cleaner, greener, and more environmentally conscious society.

“Say No to Plastic – Choose Cloth Bags for a Greener Tomorrow.”













