

# Eco Club – Fostering a Greener Tomorrow

## About Us

The **Eco Club** of Keshav Memorial Institute of Management (KMIM) is a dynamic student-driven initiative committed to promoting environmental sustainability, social responsibility, and eco-friendly practices. Our mission is to **inspire, educate, and empower** students to make a positive impact on the environment and the community through awareness campaigns, hands-on activities, and meaningful collaborations.



## Our Vision

We envision a campus where students actively contribute to environmental conservation while fostering a sense of responsibility toward society. By integrating **green practices with social engagement**, we aim to cultivate a generation of environmentally conscious leaders.

## Key Activities and Initiatives

The Eco Club organizes a range of **engaging and impactful events** throughout the year to inspire action and create awareness about sustainability. Some of our notable activities include:

### Eco-Friendly Festivals & Awareness Campaigns

- **Eco-Friendly Ganesh Chaturthi (Clay Idol Distribution)** – Encouraging sustainable celebrations by distributing clay Ganesh idols in collaboration with GHMC.
- **World Soil Day Awareness Program** – Educating students on soil health, sustainable farming, and conservation techniques.
- **Diya Making & Decoration Competition** – Promoting traditional craftsmanship while emphasizing the use of eco-friendly materials.
- **Ganesh Idol Making Competition** – A creative initiative where students craft clay Ganesha idols to reduce environmental pollution.

### Community Service & Social Responsibility

- **Food Donation Drive on Swami Vivekananda Jayanti** – A heartwarming visit to Radhe Shyam Old Age Home, distributing essential provisions and spending time with the elderly.
- **Sukritya – A Good Action** – Organizing fun-filled competitions and activities for children from orphanages across Hyderabad, making a meaningful difference in their lives.
- **Sukritya Sattva – Spreading Diwali Cheer** – Celebrating Diwali with the elderly at an old age home, donating provisions and electric appliances, and creating a festive atmosphere.