



(Affiliated to MAKAUT, West Bengal, India)

Campus: 113], Matheshwartola Road, Kolkata 700 046, West Bengal, India, Ph: +91.33.4018 2000/02

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7.3.1 Portray the performance of the Institution in one area distinctive to its priority and thrust within 1000 words

Sustainable Practices

We practice and try to incorporate green and sustainable initiatives to give a healthy environment to our students. These initiatives were introduced to encourage them to implement the principles of 'reuse, recycle and reduce' within their own capacities outside the college. The objective is to create a larger community who are environmentally conscious and responsible. We aim our students to maintain a better balance between development and environment. We believe if 'sustainability' is an intrinsic part of higher studies, it will later deliver the country with citizens who can contribute to the country's sustainable development.

The Context

The world we live in today is challenging us every day environmentally. Development essentially now needs to be sustainable. We need to prepare our next generation in a way that they choose to develop sustainably. And we felt that imbibing the very principle of sustainability in the learning and living ways of students will help us achieve that objective.

While making the students corporate ready, they also need to be ready to face the environmental challenges and as responsible citizens contribute to the sustainable development of the country. We intend to make them understand the importance of 'reuse, recycle, reduce and rethink' by giving them an environment that would inspire them towards sustainability.

To meet our objectives, we have implemented sustainable practices generally and academically. Sustainability is consciously present in the curriculums that are proposed by us to the university.

Sustainable Academic Courses – We approached the Maulana Abul Kalam Azad University of Technology (MAKAUT) with some sustainable academic disciplines and successfully implemented them in our institute under the affiliation of the university.

These courses with a curriculum focusing on sustainability are only taught at our institute in the city at the moment. Our courses of Sustainable Fashion Design and Management and Interior Design are completely based on the principles of sustainability.

Hence, sustainability and ethical studies are intrinsic to the curriculum of fashion and interior design in almost every semester. From sustainable materials to sustainable technology, innovation and production process, the courses highlight and educate the students on how to drive the industry based on sustainable principles.

The courses make an individual responsible towards sourcing, production and labor rights. Through these courses we aim to create a workforce for the fashion design and interior design industry that will be innovative and creative towards sustainable development.



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Also the course of Entrepreneurship that is proposed to the university by us include elements of sustainability.

We have proposed and included subjects like 'New Business Ideas, Waste to Wealth Sustainability Based Business' in the Entrepreneurship degree program.

We are also constantly striving to come up with more such sustainability based courses in future.

Sustainable Practices – As said before, we have implemented sustainability both generally and academically. Students from the present generation have too many distractions. They may learn about sustainability but forget to implement the same while working. But if it is implemented practically during the tenure of their higher studies and is a part of their holistic development, there are higher chances of them implementing it in real industrial situations.

- **Restoration of Old Building**

Demolition and construction of a building cause adverse impact on the environment. We chose to do away with both. The building of iLEAD is originally almost 50 years old. After acquisition of the same, instead of going with the conventional way of reconstruction, we redesigned and restored the building in its present form. This also allowed us to preserve the heritage value of the building as it represents one of the oldest Chinese settlements in Kolkata.

- **Vertical Gardens**

We have come up with vertical gardening system within and around the campus by using plastic bottles as the containers. This initiative also helps to better the indoor air inside the campus. In this endeavor, the students also help us in planting the plants.

- **AC Blowers Upcycled as Air Curtains**


We have repurposed discarded blowers from old air conditioners. These blowers have been re-engineered with UV lights, which serve a dual function of filtering the air and keeping the indoor spaces of iLEAD mosquito and insect-free. These incredible AC blowers, now functioning as air filters and air curtains, have undergone quality testing and are currently in use throughout iLEAD. Additionally, we have taken steps to file patent for this innovative air curtain technology.

- **Using Discarded Toughened Glasses**

The discarded toughened glasses have been seamlessly installed on the walls of iLEAD using transparent vinyl sheets, blending harmoniously with the interior design of the space.

- **Using Disposed Covers of Chocolate Boxes**




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The glass covers typically found on boxes used to display chocolates in grocery or general stores are also upcycled. Currently, these covers grace the ceilings of iLEAD. We have incorporated new designs on transparent vinyl sheets and used them on the discarded covers of chocolate boxes. Additionally, LED lights have been added to create a vibrant and grand false ceiling. Discarded plywood are also repurposed by using canvas as false ceiling.

- **Old and Discarded Furniture**

Every piece of furniture at iLEAD is repurposed from old discarded furniture. Our entire auditorium is created out of dismantled parts of the Max Mueller Bhawan auditorium.

- **Waste Billionaire – An iLEAD Initiative**

‘Waste Billionaire’ is an iLEAD initiative that creates useful products out of waste materials. We have created shelves out of discarded refrigerator doors, wash basins out of tyres, sound boxes out of microwaves, vertical gardens out of plastic water bottles and more. These unique products are created from the discarded materials in the Sunderbans by the locals and are in process to be sold in urban areas. This initiative also generates employment and income in the remote areas of Sunderbans.

These products are exhibited in the corridor of the college in order to motivate and inspire students, staff and other visitors to take the route of recycling/upcycling in order to reduce carbon emissions.

[WATCH VIDEO](#)



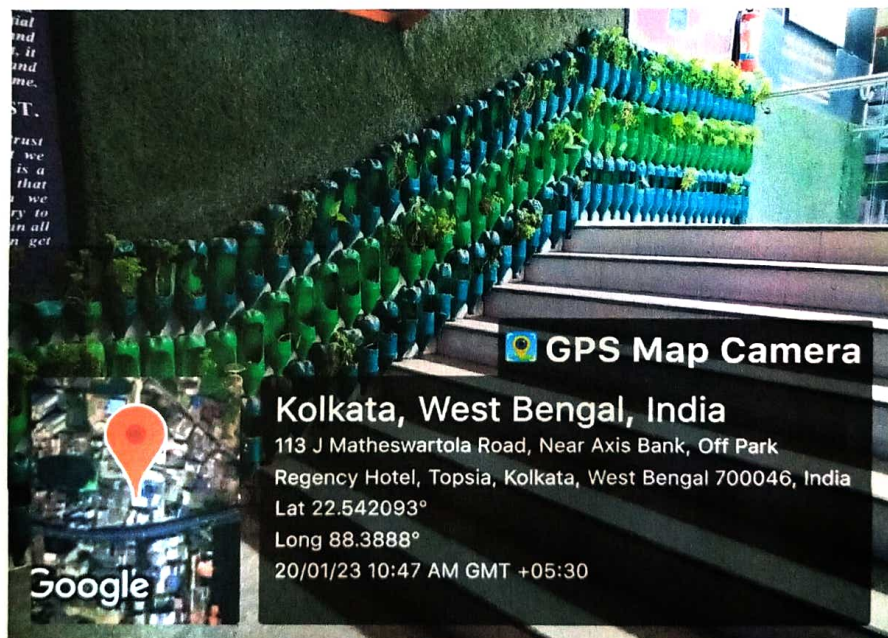
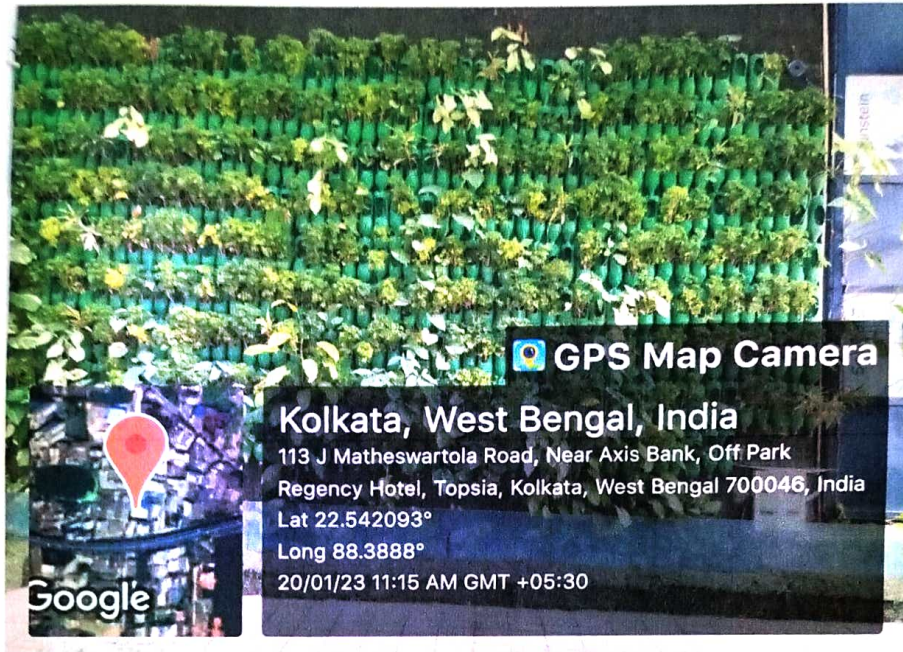

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Vertical Gardens with Plastic Bottles



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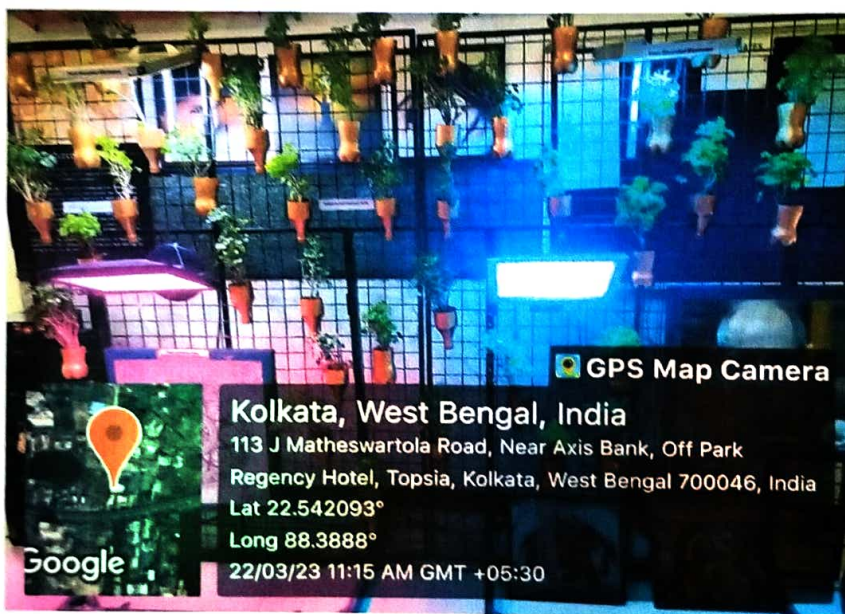
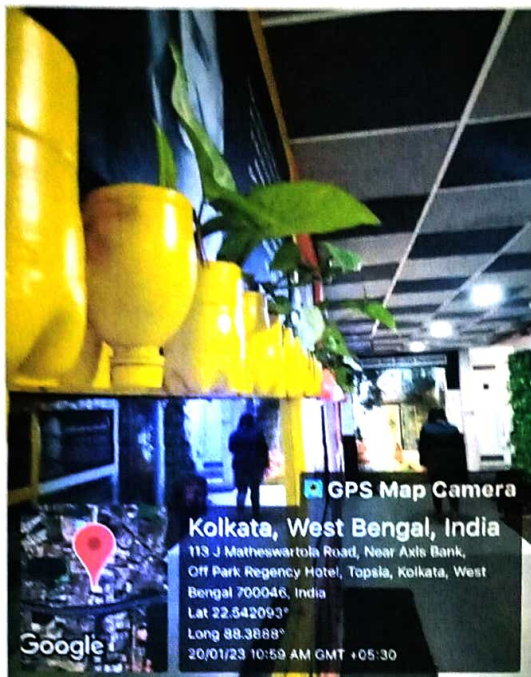


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Vertical Gardens with Plastic Bottles



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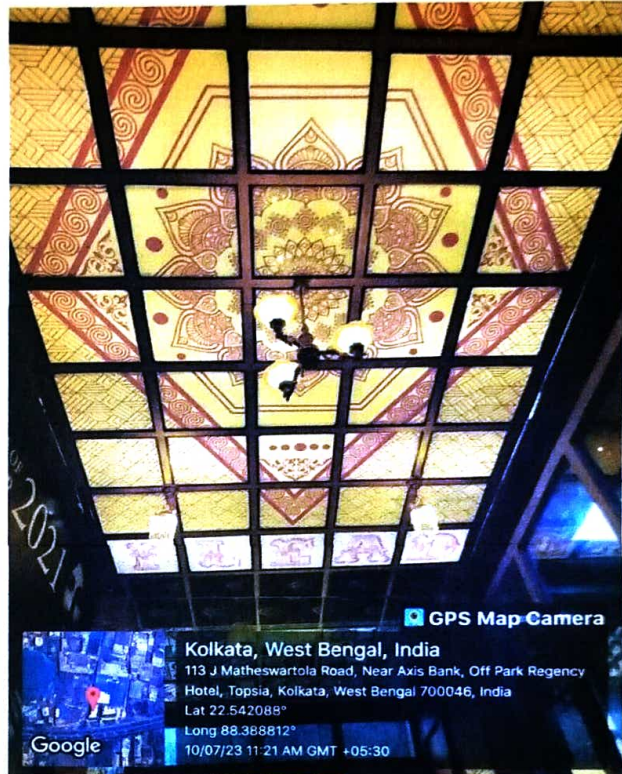
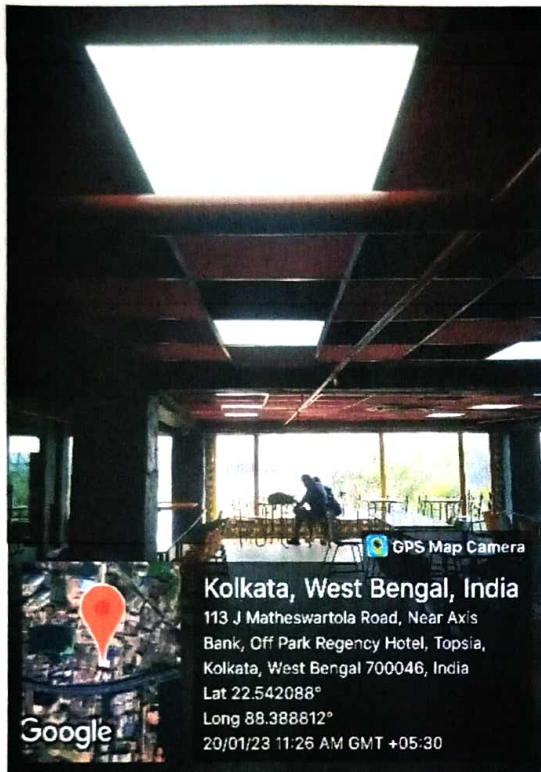


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False ceilings made by using canvas on discarded plywood. Discarded covers of chocolate boxes are also upcycled using new designs on transparent vinyl sheets and used as a part of false ceiling.



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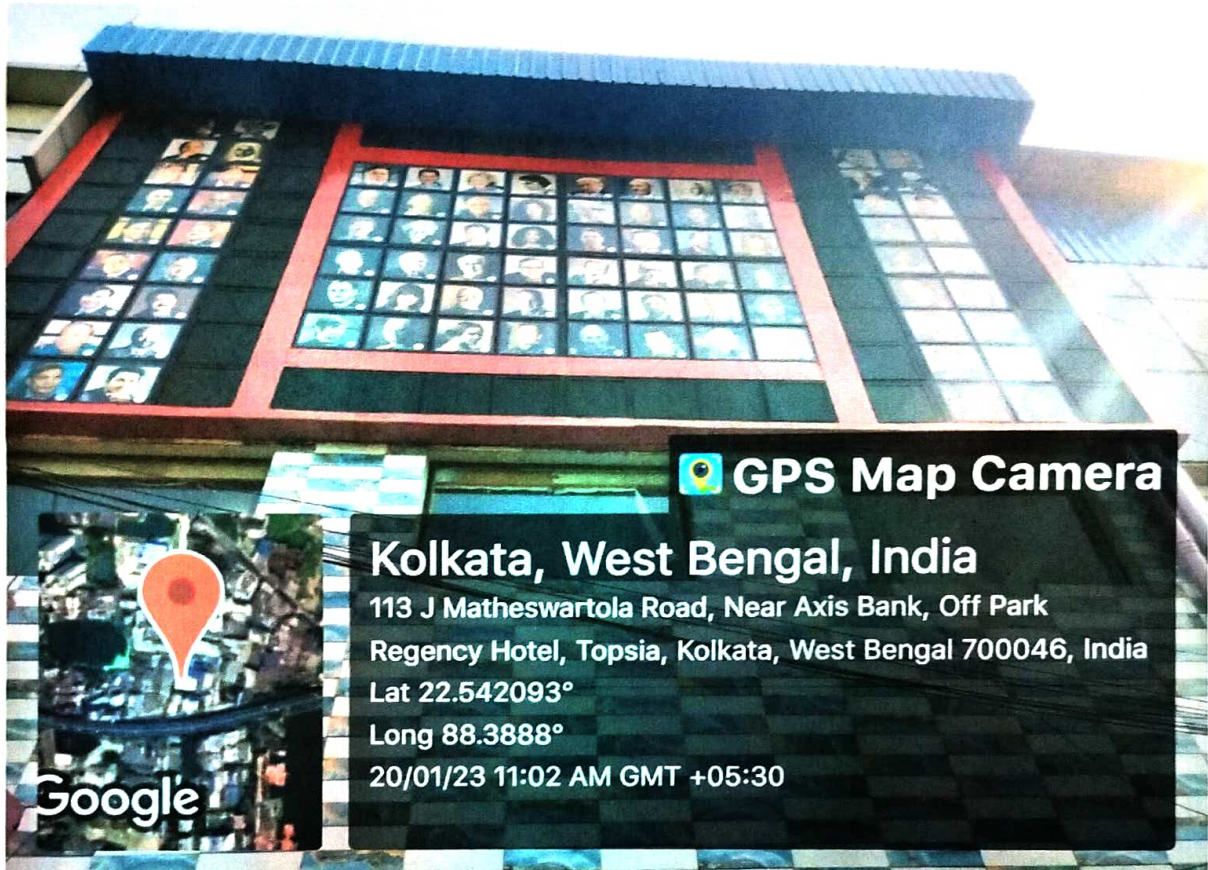


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Exterior of iLEAD created with discarded and repurposed covers of chocolate boxes



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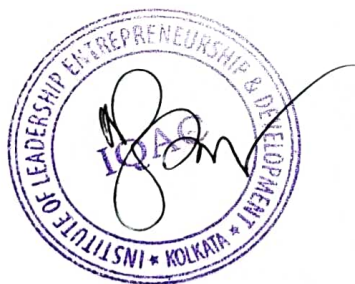
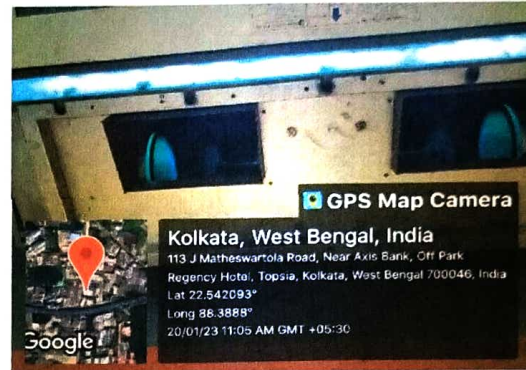


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Air Curtain cum Air Filter Created Out of AC Blowers



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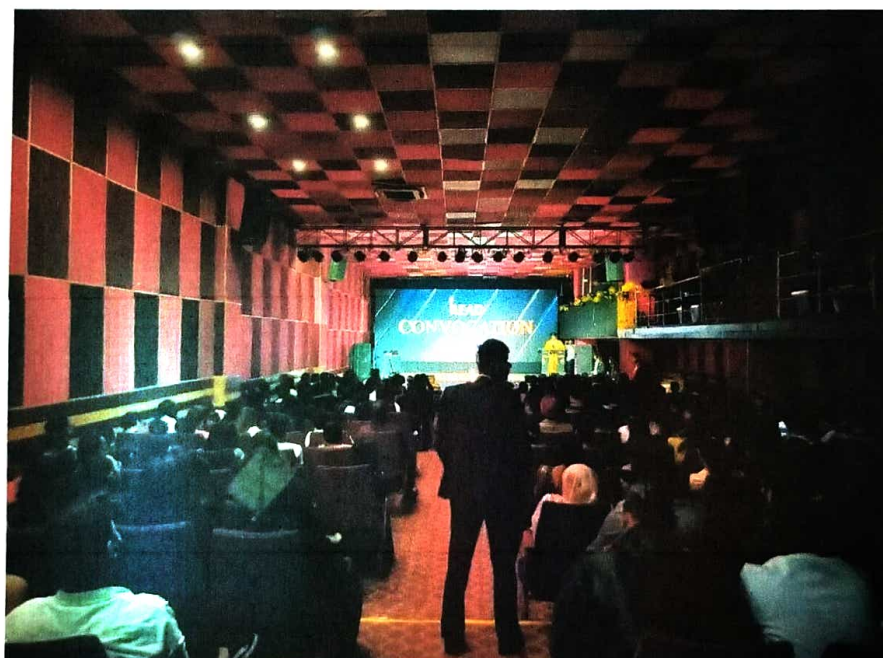
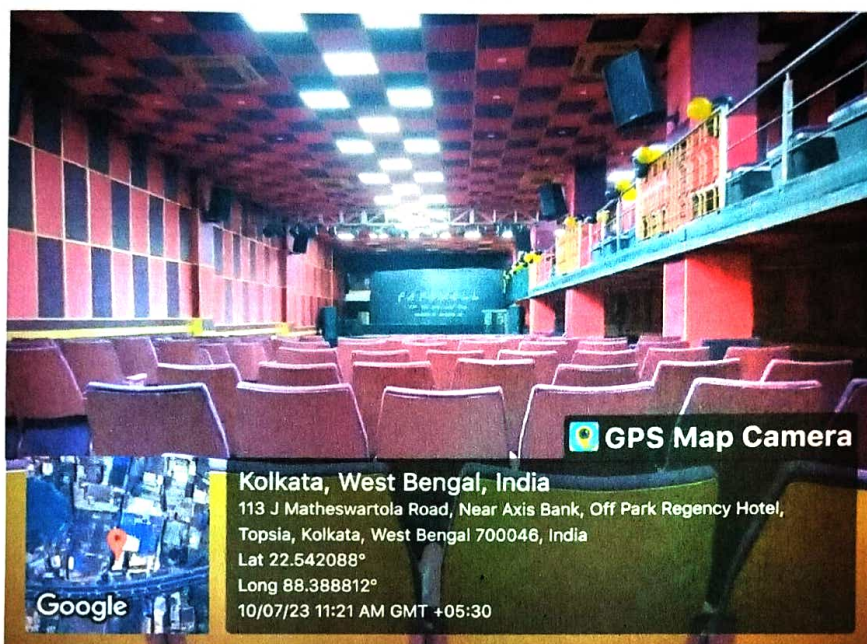


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Auditorium made out of dismantled furniture from Max Mueller Bhavan



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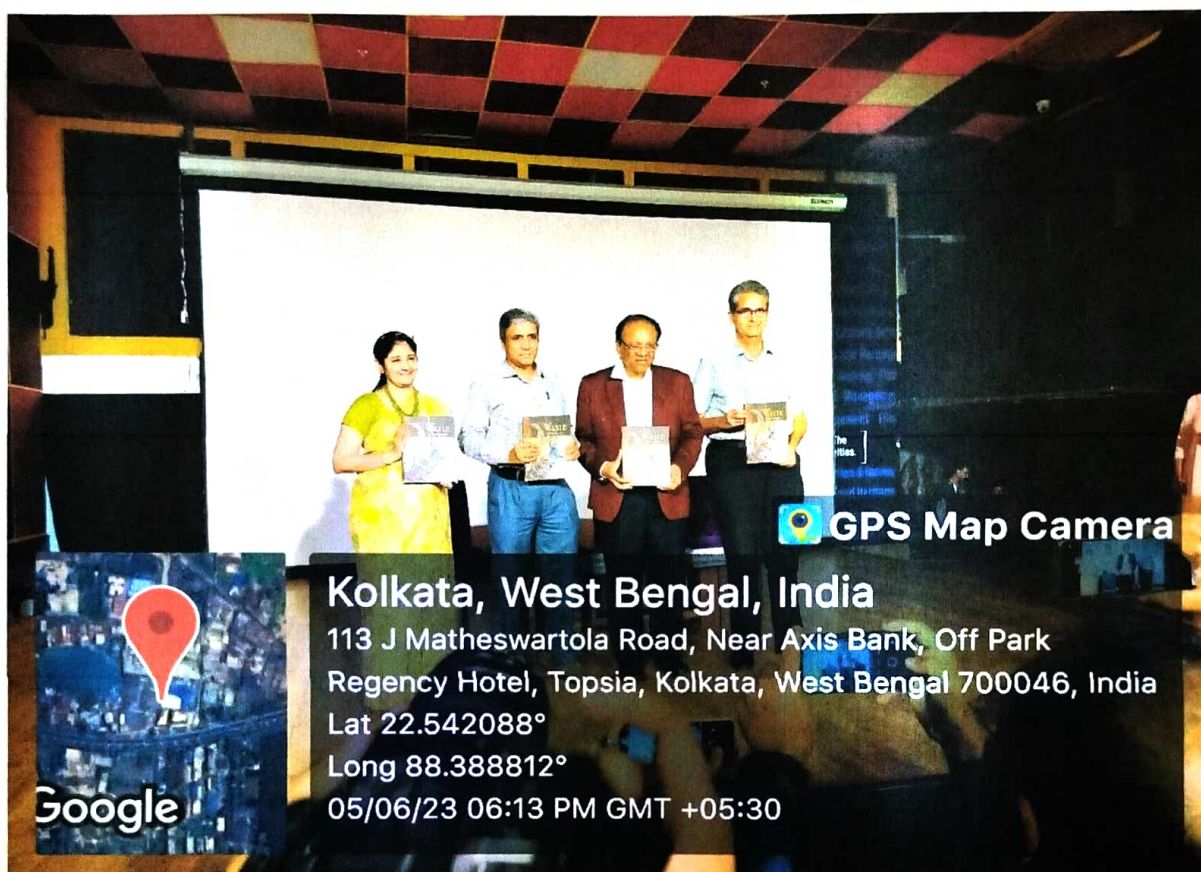


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Book on Waste Recycling/Upcycling



(Book Launch of 'Waste -A Great Untapped Business Opportunity' in presence of Dr. Saikat Maitra, Former Vice Chancellor, MAKAUT and Mr. Shahanshah Mirza, Executive Officer at Customs and Central Excise Department, Govt. of India and Dr. Dipali Singhee, Principal, J.D.Birla Institute at iLEAD Campus)



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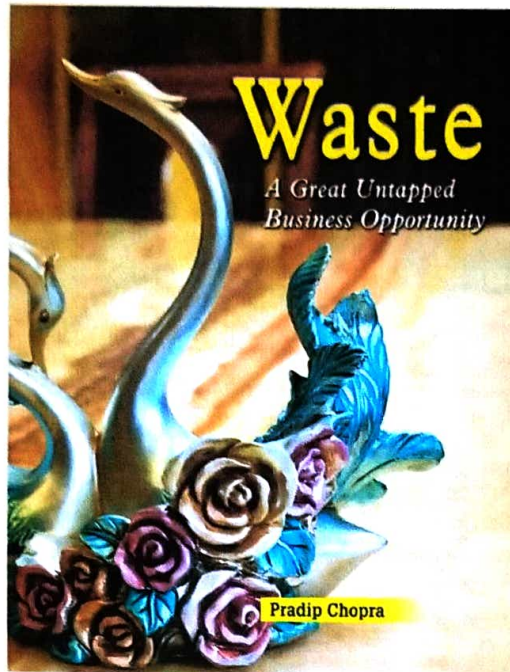


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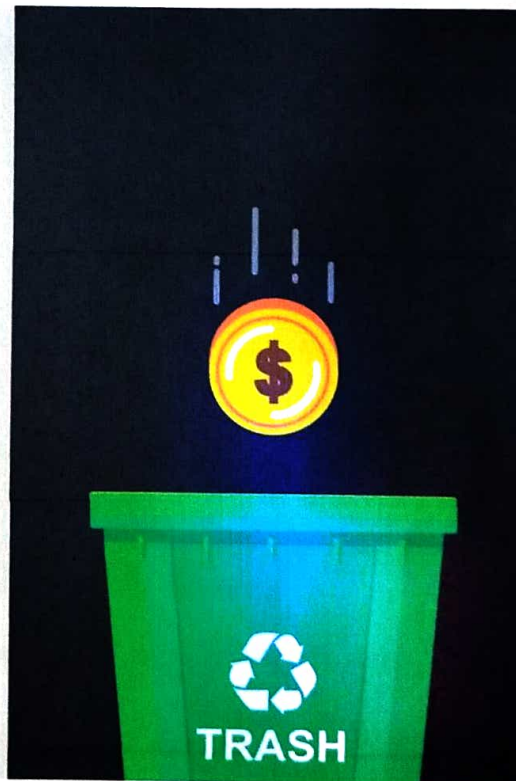
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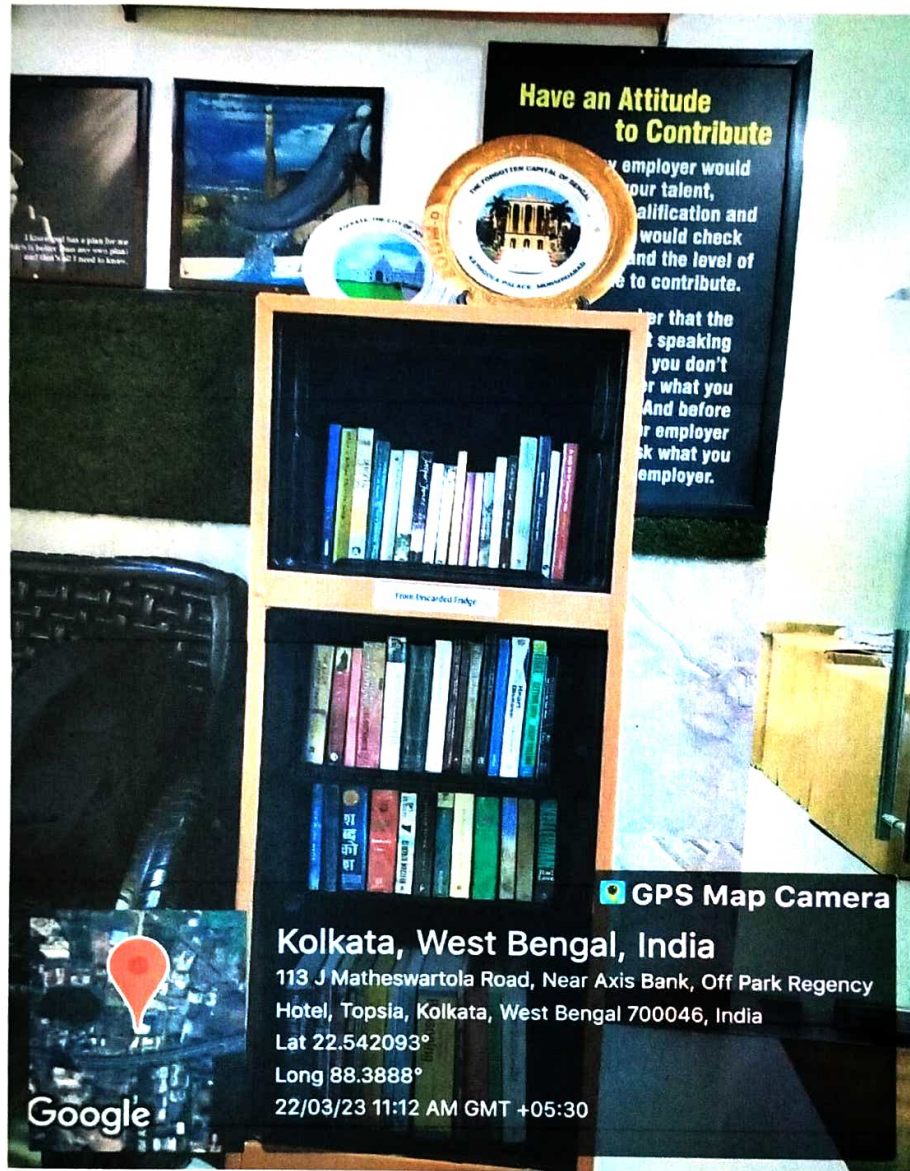
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Useful Products Created Out of Discarded Waste Kept for Exhibition at iLEAD at the Entrance Corridor



(Shelf Made Out of Discarded Fridge)



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(Wash Basin Made Out of Old Tyre and Sewing Machine)



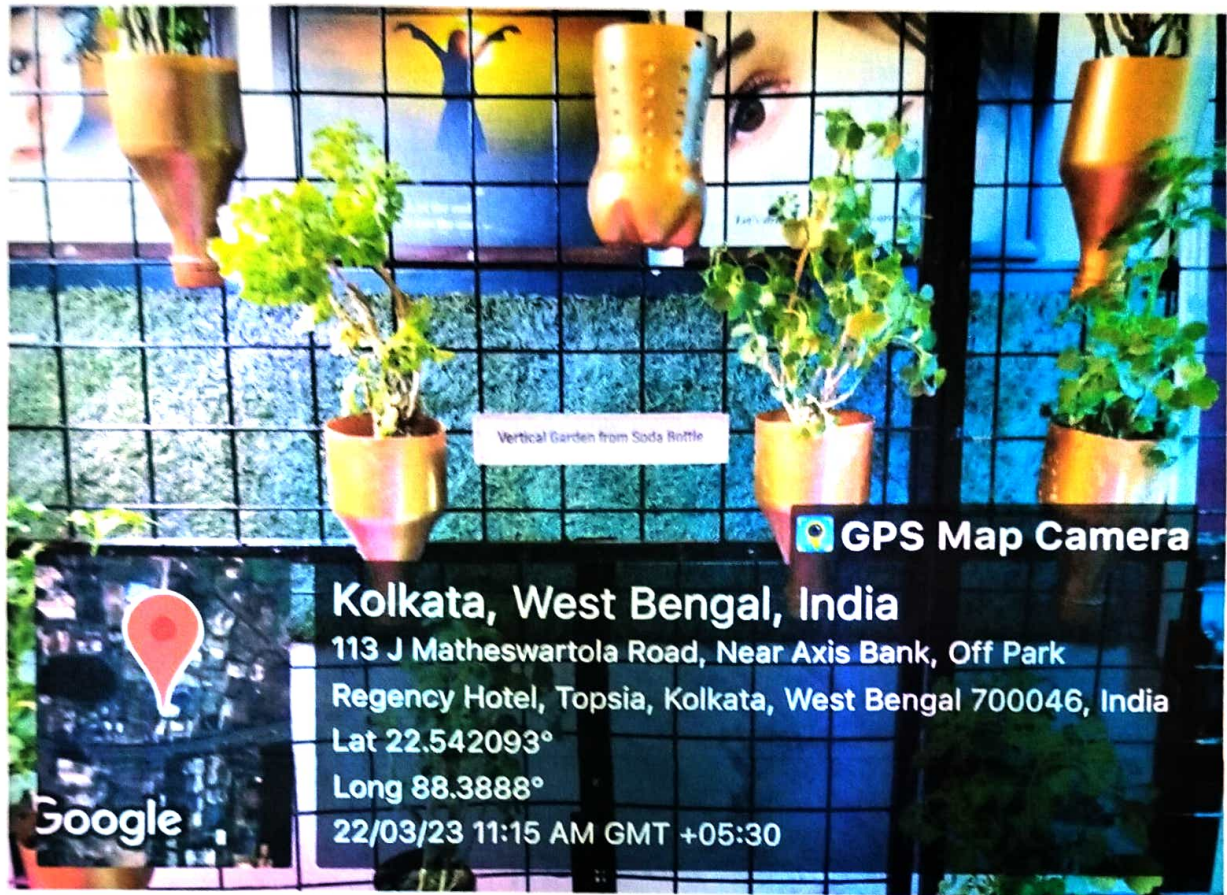
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(Vertical Garden Created with Discarded Plastic Water Bottles)



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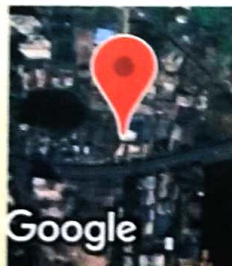


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GPS Map Camera



Google

Kolkata, West Bengal, India

113 J Matheswartola Road, Near Axis Bank, Off Park Regency
Hotel, Topsia, Kolkata, West Bengal 700046, India

Lat 22.542093°

Long 88.3888°

22/03/23 11:12 AM GMT +05:30

(Created Out of Bicycle Tyres)



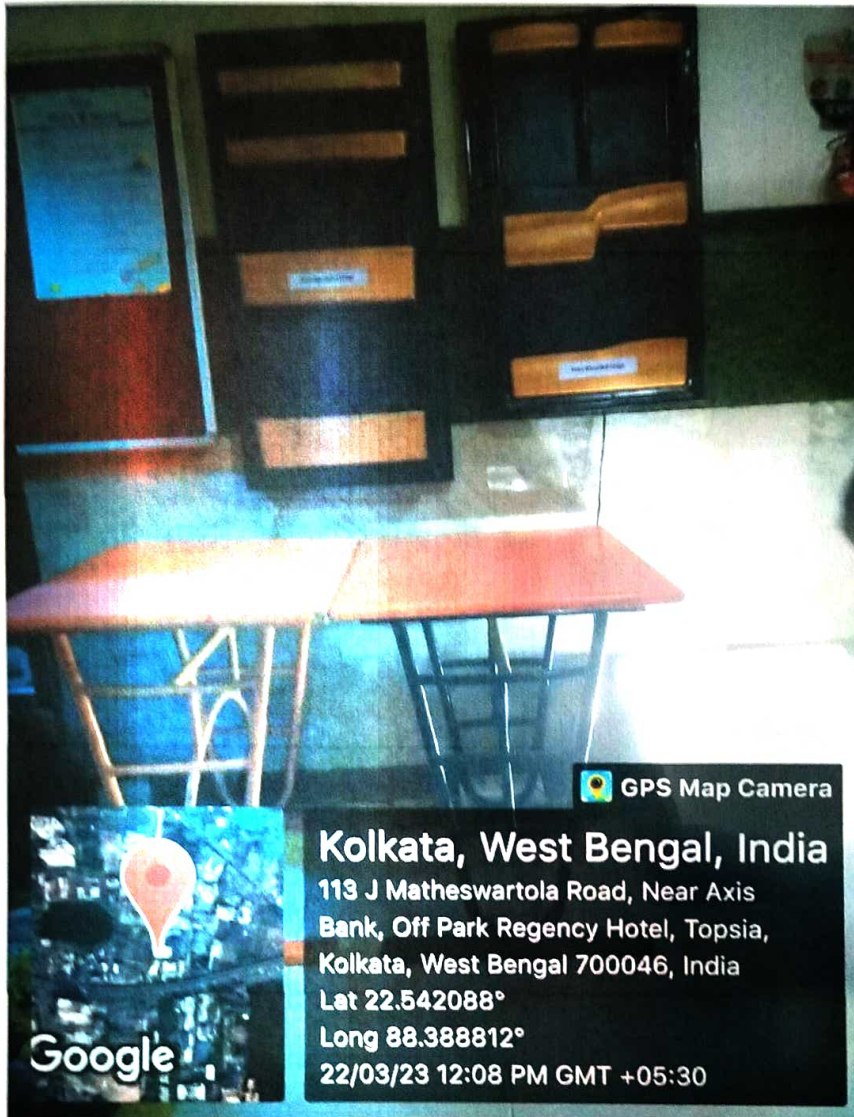
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(Shelf Created Out of Discarded Fridge Door)



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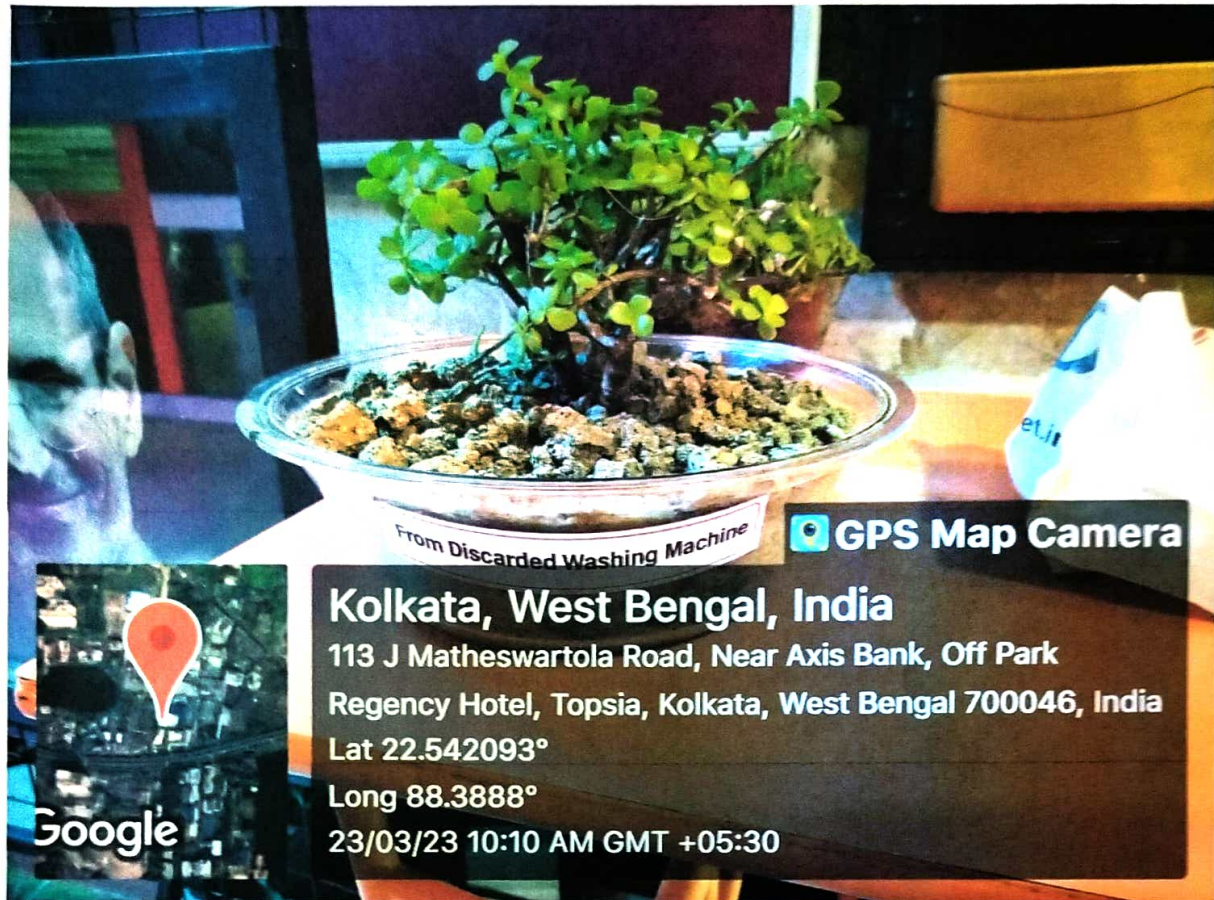
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(Created out of Discarded Washing Machine)




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