



CRAFTING CAMPUS AWARENESS – STRATEGIES TOWARDS CREATION OF CAMPUS SUSTAINABILITY

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Abstract

These days campus has become a breeding place for sustainability development. A college campus can generate receptiveness of sustainability goals by engaging the campus community in sustainability awareness programs. Students can be made attentive towards rendering individual efforts in reducing the ecological stress in the campus. All the Staff, faculty and students should exert together to reduce energy consumption, promote waste reduction strategies, alternative transportation options, and other sustainability initiatives in offices, classrooms, labs, libraries, buildings, residences and in personal lives. This paper spotlights the campus initiatives to bring about sustainability. The campus sustainability should become a participatory movement involving all with a belief that the purpose of higher education is to provide opportunities for all through learning to practice sustainability of a healthy environment and creating just and fair eco system inside the campus.

KEY WORDS: Sustainability , Individual, Initiatives , Institutional Movement

"First challenge in the design of a new campus is not to create new buildings, but to create a shared vision towards campus sustainability".

INTRODUCTION:

In a College campus each student has a unique role to play in making the campus a sustainable place. One can incorporate values of environmental responsibility in the campus. Students can be made to be involved directly by joining a sustainability action team or form their own club or forum and become a sustainability leader through adoption of innovative sustainability goals. (Leal Filho, Walter (ed.) (2012) Sustainable Development at Universities).

1. Identifying the in-campus behavior for each student.
2. Determining group behavior.
3. Identifying the student's present level of conceptualization of sustainability
4. Listing the steps to make them aware of the concept of sustainability
5. Finalizing the skills towards orienting the campus behavior towards sustainability with an action plan

INITIAL CAMPUS ACTION PLAN- The following can be the initial methodology adopted

After these steps can be initialized as an Institution moves to take steps to strategize the concept (Leal Filho, Walter (ed.) (2012) Sustainable Development at Universities).



THE STRATEGIES OF ACHIEVING CAMPUS SUSTAINABILITY

To engage the campus community in the implementation of sustainability goals and actions, certain strategies were required which could be achieved through .

1. Providing peer support to sustainability programs in each department.
2. Provision for environmental education & programs that promote sustainability
3. Introducing Environmental studies as a topic by the Affiliating University.
4. Motivation through creativity activities to identify new procedures of campus sustainability
5. initiatives to promote sustainability through orientation programs to fresher students where they will be offered opportunities to exchange ideas, experiences and plans.
6. Recognizing and rewarding successes through Award of Excellency to departments and Student volunteers can be mooted through innovative sustainability activities
7. To Reduce energy consumption, all students can be made to turn off the lights when they leave their class rooms.
8. To reduce Greenhouse gas emissions local students can be advised to take cycles to college instead of bikes.
9. A beautiful in house campus garden can be developed .It also

served as demonstration gardens to showcase the beauty and diversity of edible landscaping in a campus setting.

10. Additionally, the gardens provide service opportunities for student volunteers to serve in the garden in their free time.
11. The flowers of the rose garden can be used in functions to welcome the dignitaries & for decorative purposes inside campus activities.
12. The flowers can also be used to worship the goddess Saraswathi idol inside the campus garden.
13. The herbal plants such as hibiscus & tulsi can help the environs with healthy & fresh air.
14. The Trees of Teak , sandalwood , Neem, Gulmohar , Acacia , Eucalyptus ,Asoka along with fruit trees mango, papaya , jack fruit ,plums , chikkoos , etc can help the campus with fresh air & water sustainability.(Leal Filho, Walter (ed.)(2012)Sustainable Development at Universities).

PROCESS PHASES OF PROGRAMME

A formalized process for advancing sustainability in a college campus can be done in phases .

1. Phase one- It has had targeted outreach. -This includes identifying and providing support for students, volunteer student leaders, building student capacity and communicating with all stakeholders. The Stake holders such as Parents, Alumni ,& college development Council members were convinced of the concept of campus sustainability.



2. Phase Two- This phase involves helping campus sustainability activists to create general awareness and broaden outreach programs . NSS /NCC /Scouts & guides , red cross , Eco club , Garden club , campus club student volunteers can be involved in campus cleaning activities. Faculty can join hands with peer support. Parents & old alumni can also be involved.
3. Phase Three- This phase involves consultation with all departments in developing into a coherent campus action Plan. On this basis the campus can be made greener every year. This action plan helps in evolving an annual plan which can be initiated with certain outreach extension each year.

CAMPUS SUSTAINABILITY OUTCOMES- When an institution supports itself with sustainability activities the outcomes can be measured in actions such as

1. All students strive to turn off the lights when they leave their class rooms.
2. All students voluntary themselves to deposit waste in specific areas only. .
3. In the computer lab students shut down their PCs completely at the end of the day.
4. The Office has set all printers and copiers to default double-sided mode.
5. Using Cycle inside campus - Toward promoting sustainability on campus, on the model of Hyderabad campus can be launched the "cycles on campus"
6. Most of the students come from far off places they are supported by Public transportations facility thus reliant on pool transportation facility in campus.
7. An institution can moot the intention of ordering high efficiency multi-purpose machines to consolidate printers, faxes, scanners and copiers.
8. All faculty & administrative staff carry a reusable water bottle with them.
9. All faculty can set their PC & computer screen to go into standby mode after 15 minutes of inactivity
10. Several of the Faculty can leave the car at home & take a walk in the second session of the College.
11. Use natural light to light office instead of Tube lights LEDs & CFLs.
12. Using 100% post-consumer recycled paper for use in the office
13. All faculty can carry their own bags for shopping outside the campus.
14. Students can be advised to avoid wasting food inside the campus.
15. Reducing the wastage of stationery inside the campus can be gradually motivated to pick up
16. Watering the plants through channels with waste water recycling can be a reality .



THE OUTREACH METHODOLOGY

An Institution can strive towards enhancing the concept of campus sustainability further more through

1. Engaging the faculty and students in research and creative projects in campus Sustainability.(Bantanurshaila& others - Sustainability issues in Indian universities of Higher education 2012).
2. Such as conducting environmental art exhibitions, energy saving demonstration projects such as solar street lighting, solar hot water for hostels, solar thermal cooking, institutional biogas plants , electrical mobility, etc , adopting a water Harvesting System etc. (Leal Filho, Walter (ed.)(2012)Sustainable Development at Universities).
3. All these initiatives will lead to outcome such as reducing the negative environmental impact of the college or university (Bantanurshaila& others - Sustainability issues in Indian universities of Higher education 2012).Saving the college money, educating and empowering students thereby creating a sustainable generation for future.

CONCLUSION

Campus sustainability is the need of the hour and is one of key focus areas for sustainability initiatives.These initiatives will make a sustainable difference in campus communities and will assist students to focus on building capacity at individual level and institutions at large . These strategies will help to drive inclusive growth and enable institutions and individuals to

work towards achieving their full potential.These initiative will also aim to increase awareness among the student community on the issue of sustainability, to keep the campus clean and green while improving the overall health of the student community. A holistic approach, more commonly including social, economic and traditional environmental considerations in sustainability goals has to become a part of the syllabi in the campus. Colleges and universities across the globe are making the concept of campus sustainability a reality. These initiatives are influencing curriculum decisions, operational budgets, facility plans, and campus culture. Students, faculty, & staff are leading these earnest efforts. Certainly bringing about a campus culture is a difficult work, requiring coordination and cooperation yet a common motivation towards achieving sustainability will follow.

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Dr. Vidya is working as an Associate Professor and Head of the Department of History Government Arts College Hassan. She has 18 years of teaching experience and more than 10 years of research experience. She has been guiding M. Phil & Ph. D Research Scholars of various universities. She is pursuing a major research project funding by University Grants Commission. She has published more than 50 articles on a variety of issues in newspapers & published two books & published research articles in various national and international journals. She is also one of the editorial members of the International journal of Academic Research. She has been conducting exhibitions in Historical artifacts & rare coins. She has delivered lectures on different topics.