

"WASTE TO WEALTH CHALLENGE: INNOVATIONS IN MANAGING & RECYCLING WASTE"



Institute of Productivity & Management
| Powered by Green DNA |

WHY PARTICIPATE?

- SHOWCASE YOUR CREATIVITY—NO PRIOR BUSINESS KNOWLEDGE IS NEEDED! BRING FRESH IDEAS TO LIFE.
- LEARN THROUGH FUN: ENGAGE IN REAL-WORLD MARKETING & SUSTAINABILITY CHALLENGES.
- BOOST YOUR RESUME: GAIN HANDS-ON EXPERIENCE IN SUSTAINABLE BUSINESS IDEATION.



HOW TO REGISTER?

- REGISTER VIA YOUR COLLEGE COORDINATOR / SCAN THE QR CODE BELOW TO SIGN UP!
- FOR INQUIRIES, CONTACT THE EVENT COORDINATOR, PROF. RANA RIZVI, AT 📞 7317315895
- LET'S MARKET SUSTAINABILITY TOGETHER! 🌱 SPREAD THE WORD & JOIN THE SUSTAINABLE BUSINESS REVOLUTION!

REWARDS & RECOGNITION

🏆 *WIN PRIZES, CERTIFICATES, & NETWORKING OPPORTUNITIES.*

- **CERTIFICATES:** ALL PARTICIPANTS RECEIVE CERTIFICATES TO BOOST THEIR RESUMES.
- **EXCLUSIVE REWARDS:** INTERNSHIP OPPORTUNITIES AND SOCIAL MEDIA RECOGNITION. 🎓



WHATSAPP / CALL:

7317315895
0522-2301525

ENGAGE | INNOVATE | WIN

- VENUE: IPM CAMPUS
- DATE: 22ND MARCH 2025
- TIME : 9 AM



LUCKY DRAW “GO GREEN & WIN

 LOCATION: EVENT VENUE

 DURATION: THROUGHOUT THE EVENT

 CONCEPT: A FUN SUSTAINABILITY-THEMED

LUCKY DRAW WHERE PARTICIPANTS
COMPLETE ECO-FRIENDLY ACTIONS TO EARN
TICKETS AND WIN EXCITING PRIZES!

How It Works?

- ✓ Every participant gets one lucky draw ticket when they register.
- ✓ They can earn more tickets by:
 - Participating in **at least two activities.**
 - Sharing about the event on social media with a **hashtag (#GoGreenWithIPM)** and tag **@ipm.lucknow**
- ✓ At the end of the event, winners are drawn randomly and receive eco-friendly prizes!



ACTIVITY 1:

THEME: WASTE TO WEALTH: INNOVATIONS IN MANAGING AND RECYCLING WASTE.

RULES:

- **Eligibility:** Open to undergraduate students.
- **Team Size:** Solo or teams of up to three.
- **Product Guidelines:**
 - Made primarily from waste materials.
 - Must have functional, aesthetic, or innovative value.
 - Submit a 200–300 word description on showcase day.
- **Originality:** Only original work; no plagiarism or pre-made items.
- **Presentation:**
 - Display and explain the product to the jury on the showcase day i.e. **22nd March 2025**
 - Optional visual aids (charts, models, digital presentations).
- **Judging Criteria:**
 - Innovation (30%)
 - Practicality & Functionality (30%)
 - Sustainability Impact (20%)
 - Aesthetic Appeal (20%)



**THIS ACTIVITY HAS
CASH PRIZE: 🏆
UPTO ₹10000/-**

ACTIVITY 2:

NATURE PHOTOGRAPHY CONTEST

📌 **What to Do:** Take a photo of an act of sustainability in daily life. (SOLO)

📌 **Examples:**

- A bird is drinking from a clay pot.
- A local vegetable vendor is using paper bags.
- Rainwater harvesting setup at home.

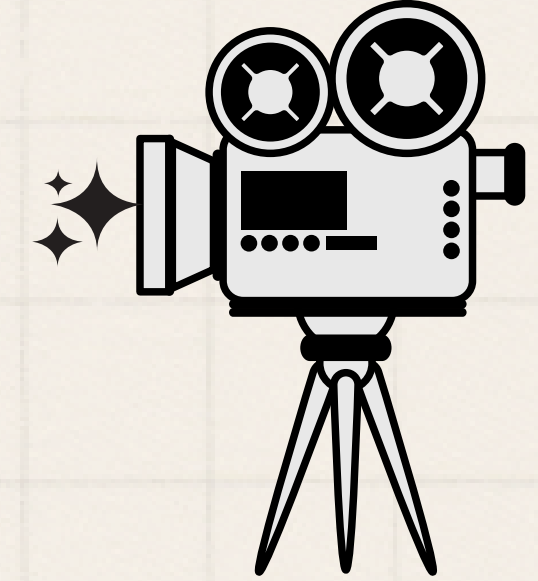
📌 **What to Bring:** A printed or digital copy of the best photo with a short caption.

🏆 **Prize:** Certificates for all participants, and the best team gets a gift hamper.



ACTIVITY 3:

GREEN ADVERTISING CHALLENGE



📌 **What to Do:** Create a 30-second video ad to promote an eco-friendly product or service. (SOLO or TEAM OF 2 to 3)

📌 **How it works?**

- Each team picks a sustainability topic (e.g., saving water, reducing plastic, etc.).
- They create and act out a fun, engaging commercial.

📌 **What to Bring:** The final creation in a pen drive and a short introduction of each team member.



ACTIVITY 4: SUSTAINABLE FASHION DIY



📌 **What to Do:** Make accessories or clothes using upcycled fabric. (SOLO)

📌 **Examples:**

- **DIY Jewellery:** Earrings from fabric scraps
- **DIY Eco Bags:** Convert an old T-shirt into a reusable shopping bag.
- **DIY accessories:** Hair scrunchies from old T-shirts

📌 **What to Bring:** The finished fashion item with a short write-up on its impact.

🏆 **Prize:** Certificates for all participants, and the best team gets a gift hamper.

ACTIVITY 5: MINI SKIT OR POEM ON SUSTAINABILITY



📌 **What to Do:** Prepare a 2-minute skit or poem promoting sustainability.

(SOLO or TEAM OF 2-3)

📌 **Examples:**

- A fun role-play where plastic waste talks about its journey.
- A poem on "The Journey of a Plastic Bottle."

📌 **What to Bring:** A printed copy of the script or poem.



ACTIVITY 6:

DIY ECO-FRIENDLY CANDLES



📌 **What to Do:** Make candles using leftover wax from old candles or crayons. (SOLO)

📌 **How to Do It:**

- Melt old wax pieces.
- Pour into small containers like coconut shells or used candle jars.
- Use a cotton thread as a wick.

📌 **What to Bring:** The handmade candle and a note on how it was made.

🏆 **Prize:** Certificates for all participants, and the best team gets a gift hamper.

ACTIVITY 7:

RECYCLED PAPER MAKING



📌 **What to Do:** Make handmade paper using old paper scraps. (SOLO)

📌 **How to Do It:**

- Blend shredded paper + water into a pulp.
- Spread the pulp thinly on a mesh or cloth and let it dry.
- Decorate it with dried flowers, seeds, or leaves.

📌 **What to Bring:** A sheet of handmade paper and a short explanation of the process.



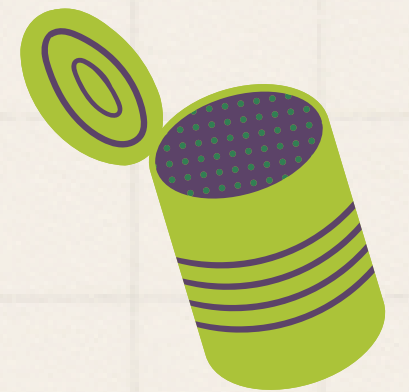
RECYCLING WASTE IS A VITAL ASPECT OF SUSTAINABLE LIVING

Waste to Wealth: Innovations in Managing & Recycling Waste

At IPM Lucknow, we're making sustainability fun and impactful! 🌱💡 The "Waste to Wealth" Competition challenges students to turn waste into valuable innovations through recycling and upcycling. Plus, we've packed the event with exciting activities to boost creativity, teamwork, and eco-consciousness! ♻️🚀 Join us and be the change!

🌱 Why Sustainability Matters?

Sustainability isn't just a trend—it's essential! With rising pollution and resource depletion, smart waste management and recycling are crucial. Innovating green solutions protects our planet while creating new opportunities. This event is more than a competition—it's a step toward a greener future. Let's innovate and make sustainability a habit! 🚀♻️



THANK YOU FOR CELEBRATING SUSTAINABILITY WITH US

PLEASE CONTACT US
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