

Clarion Call for Green

11 July 2014

The students of **Jain University, Center for Design** strutted the streets of J.C Road hurling out slogans of green living on 11 July, in view of their annual '**Go Green**' campaign. Almost **350 students** took part in a walkathon promoting the green cause, which finally culminated at Town Hall. **Renowned architect and ex-chairman of Indian Institute of Architects, Karnataka Chapter, Krishnarao Jaisim was the chief guest for the day.**

Introduced in the year 2012, each year Jain University organizes a walkathon on the 11th of July to celebrate 'Go Green' day. This year the students even organized an **exhibition cum sale of organic and eco-friendly products**. The exhibition gave the aspiring student artists of Interior Design an opportunity to exhibit their art work. About 14 to 15 stalls were set up inside the J.C Road campus. There was a splash of colours everywhere with home décor products such as handmade merry-go-round photo frames, photo collage dangler, clay models, organic scented candles made using tree extracts, palm leaf lanterns, jute coaster plates, posters and paintings. "I try to do my bit for the environment by using organic paints in my poster and interior design work" said Gautam a first year student of Center for Design who put up some of his art work on display.

Students also exhibited some ecological style statements with trendy khadi kurtas, seed bead earrings, quilling earrings, recycled paper fashion accessories that were put on display at the Go Green exhibition. Joythirmayee, a third year student of Interior Design carefully explained how each product at the stall had been designed by her and her classmates. "I have realized with time that we can make the best use of what is available to us naturally, we don't even need materials like plastic. Some of the most glamorous accessories can be made using paper and jute", she says. Meghna another 3 year student shared her childhood passion of making paper artwork while explaining the beautiful handmade calendars, cards and personalized gifts at her stall. "The joy of working with paper is something that gives me true happiness, I love working with paper because I believe you can do wonders with paper" she added.

"We believe that the youth today understands their responsibility towards conserving resources and protecting the environment for the future generations. Every project taken up by our students is based on the use of natural resources and the reuse of used waste products" **opined Rekha Sinha, faculty coordinator of 'Go Green'**. An interesting street play focusing on the need to switch to more eco-friendly style of living to save earth was also enacted by the students. At the end of the play saplings were presented to the students and the chief guest Krishnarao Jaisim, promoting the cause of building a greener environment. The programme ended with the unfurling of a life size poster on protecting earth designed by the students of Center for Design.