

MAY, 2021

# SIP NEWSLETTER

VOLUME II



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# Creativity in sustainability

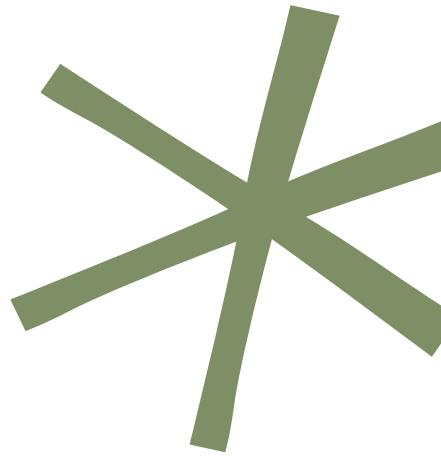
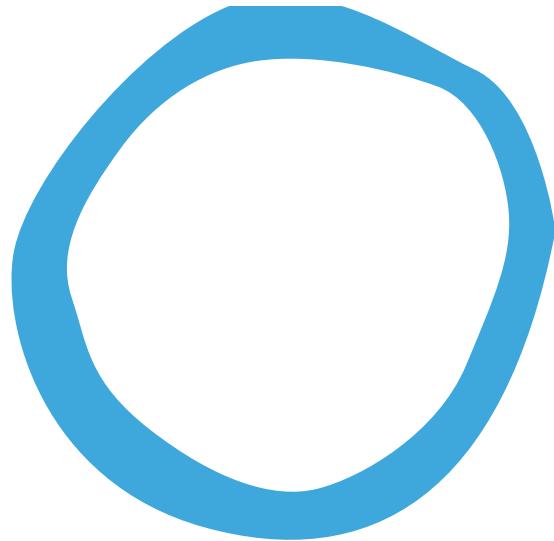
Creativity is at the heart of sustainability, rooted in sustainable social, economic, environmental and cultural practices. It is a special kind of renewable resource and human talent. Creativity and sustainability can be approached from different disciplinary and thematic perspectives as well as from trans-disciplinary and intercultural perspectives. The soft power elements of creativity, ingenuity, innovation and imagination are playing an important role in the development process at all levels. Creative intelligence has become a new form of cultural literacy which harnesses the power to create, connect and inspire. Creativity and artistic expressions provide energy and inspiration as well as empowerment. Design is a key dimension of creativity and a major component of culture. Increasingly, design has become a channel to achieve transformation and integration of scientific and technological achievements, including infrastructure development and digitised manufacturing and production.

ARTICLE | OCTOBER 12, 2019 | BY HANS D'ORVILLE

# Online



**As consumers we have so much power to change the world by just being careful in what we buy and use.**



# THE EVENT AIMED TO PROMOTE SUSTAINABLE LIVING HABITS.

HELD ON 4TH MAY, TUESDAY, 2021.

IN COLLABORATION WITH TEAM GENDER EQUALITY  
(NGO SARTHI)



The products for purchase were Natural deodorant, Lip Balm, Lip scrub, Body cleanser, Foot scrub, Paper Bags of different sizes.

All products were made by the team members.

Price varied from Rs.60 -Rs.100

The proceeds collected from the event ( Rs.1320) will be donated to NGO SARTHI which is working in the area of girl child welfare.



# LMTSM SPORTS

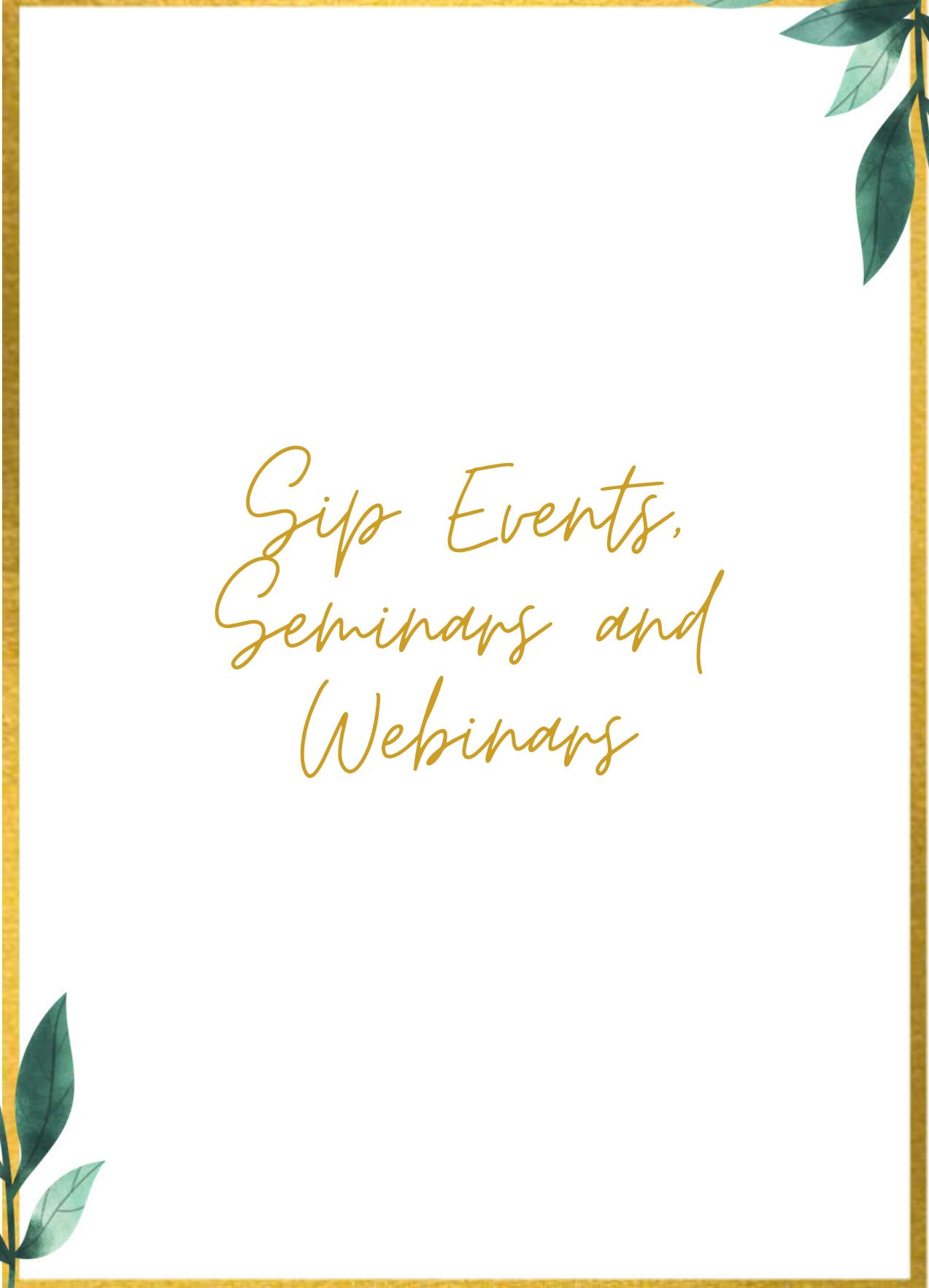


Cricket  
Football  
Tug of War





# LMTSM SPORTS



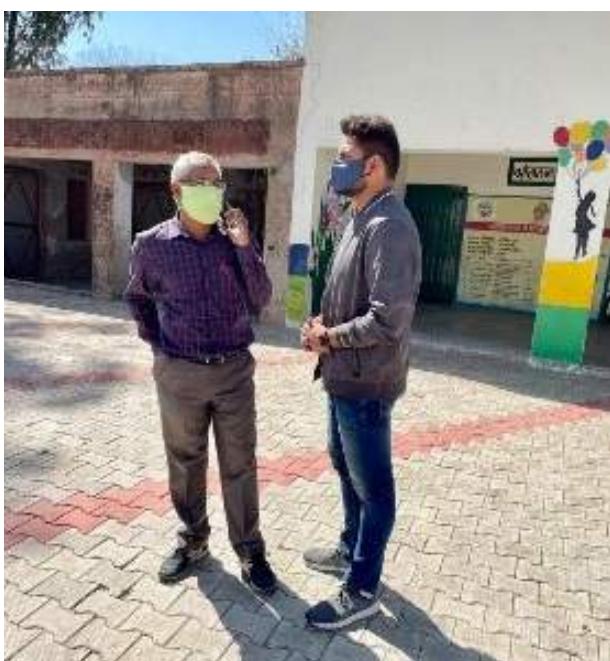
Sip Events,  
Seminars and  
Webinars

## TEAM ANKURAM

Team Ankuram conducted a field visit to Sarkari Primary Smart School, Fathepur (Behra). The main motive of their visit was to educate students about the COVID-19 and precautions that should be taken to deal with the virus.

Masks and sanitizers were distributed among 120 students who were present at the school premises. Members of the team made sure that they make the students comfortable so that they can share their views. They also conducted a few games such as Pictionary to keep the students engaged and attentive.

Right now when the whole world is dealing with uncertainty it was a commendable step from team Ankuram to come forward and start this initiative to educate students about covid precautions and providing them with a live demonstration on how to wear a mask in the right way.





**Team Vriksh has taken an initiative to perform cleanliness drive every week with Dhauladhar Cleaners in Himachal Pradesh with an aim to make the environment pollution free. Saplings were planted in waste dried coconuts and were distributed among people. These natural pots are nature friendly and renewable.**

**Diwali Plantation Competition was conducted to promote greenery and with a motto that if we plant more and more trees we can contribute in making a better world for future generations so that they can breathe clean air.**



# TEAM GREENFIELDERS

## RE-BIRTH OF MOTHER EARTH



Team Greenfielders organized an event from 15th February, 2021 to 24th February, 2021 with an objective to make people understand how one person's trash could be treasure for other people. They especially targeted kitchen waste because it is the most common waste and bio composting is the best way to repurpose it.





## CLICK THE CRAFT

Team Kala Cave, came up with an interesting opportunity for enthusiastic photographers to show their photography skills. The main aim of the competition was to exhibit and showcase the artistic and handicrafts features of different regions of India through the lens of a photographer. Two students of LMTSM 1st year- Sampada Gupta and Nikita Thakur emerged as winners through the verdict of likes on Instagram.



# TEAM ALTRUISTS

WASTE MANAGEMENT AT HOME



## ABOUT US

Team altruists members took an initiative to create awareness about waste management among children and conducted an event where the children were motivated to showcase their drawing skills and share their perspective of waste management at home.

The event was conducted on 10th February, 2021. All covid-19 norms and regulations were followed while conducting the event.

Team Altruists is conducting many events with an aim of achieving their basic sustainable goal of education. The team has taken up various initiatives to fulfill their goals. They conducted a seminar on 'Fundamental Rights and duties of Indian Constitution' with the guest speaker Advocate Jasdeep Singh to impart a basic understanding of legal rights to students. Vocational training was also conducted by them to help the budding students develop a basic skill set .



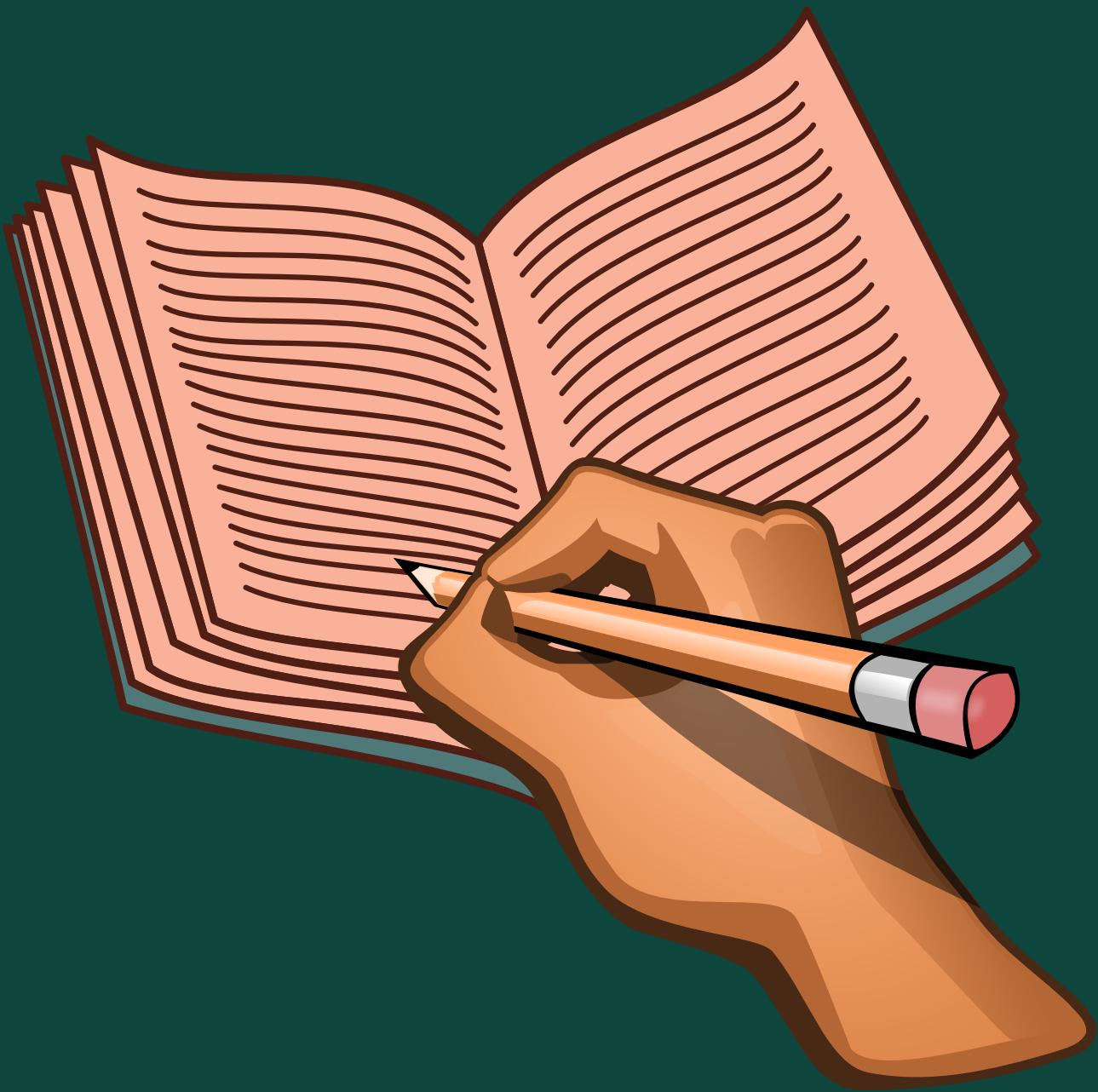
# 'LGBTQ COMMUNITY'

Team Pehchan conducted a webinar on 10th April, 2021 to open a floor for the discussion of the problems faced by the 'LGBTQ community' in our country and to spread awareness about the rights of the LGBTQ community. The main topic for the discussion in the webinar was Gender Neutral washrooms and how we all can come forward to help the LGBTQ community to raise voices for their basic Rights.



- Mx. Dhananjay Chauhan

# ARTICLE WRITING



TEAM SUSTAINABILITY COMMUNICATION  
SUPPORT SHE-ROES, TRANS-ROES & HE-ROES



# Love Our Differences

COLOR, GENDER, SIZE: DIFFERENT ON THE  
OUTSIDE BUT THE SAME ON THE INSIDE.

YOU CAN'T STATE  
DIFFERENCE

AND ALSO STATE  
EQUALITY.

WE HAVE TO STATE  
SAMENESS

TO UNDERSTAND  
EQUALITY.

## CUT THE TABOO

Whenever we hear about gender inequality we generally think about the injustices faced by women in the society. We planned to consider and talk about all the genders of the society, most of which are not assigned the attention they deserve. People fail to give them a chance and seldom hear their side of the story. As a corrective we decided to bring their stories to light.

We perceive that knowledge is something that is gender neutral, therefore we can use it as a springboard to bring a change in the society and hence, we decided to represent the stories of these marginalized communities on our Instagram handle.

Then, an Essay Writing Competition was conducted in our college to know the view points of the youth who are going to be the future leaders of the society. We received a good number of responses and this proved to be a good start to our project.

As seen in the conventional Indian culture, women are expected to eat last when all of the other family members have eaten. Most of them have to sustain themselves on leftovers which leads to malnutrition especially amongst lactating mothers and thus further effects their menstrual cycle.

Due to low nutrition their menstrual cycle is disturbed and since many women still use cloth which is unhygienic, we thought of spreading awareness about menstrual hygiene and distributing low cost sanitary napkins.

We were inspired by the recent example of Scotland which became the first country to make sanitary napkins and tampons free of cost for their citizens.

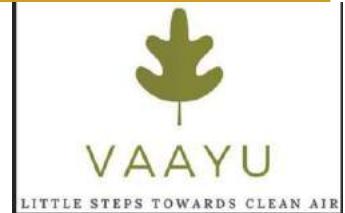
Moving further towards our goal, we decided to work on the third gender of our society, which consists of the Transgender. We have been working to learn, understand and hear from them about the Education System currently available for the Transgender in India. For which, individual level research was conducted by all the group mates which served as a catalyst towards our working on this issue.

Recently, a survey was circulated amongst our peers to understand their viewpoints about the Education System in India and we also took the next step of collecting their opinion on the matter, based on their past experiences. The responses we have received are extremely shocking and suggest that India is a far way from accepting the third gender as a reality and it is still being considered as a mental illness.

Based on the ideas we have collected so far, we are now in contact with 2-3 Transgender individuals who do not wish to disclose their identities. We are also trying to provide them with a platform where they can fearlessly articulate and represent their political interests.

# CREATIVE ENTREPRENEURSHIP

TAKING LITTLE STEPS TOWARDS CLEAN AIR



## PARIMUKH INNOVATIONS



The startup provides a major step towards reducing air pollution in cities. The project deals with cleaning atmospheric air by filtration through filters fitted on vehicles such as buses, bikes, and cars. As the vehicles move through the city, the polluted air passes through the filters and gets cleaned. There is also no additional energy expense involved. Moreover, the filters used in the making of this device are biodegradable thereby making the product environment friendly.

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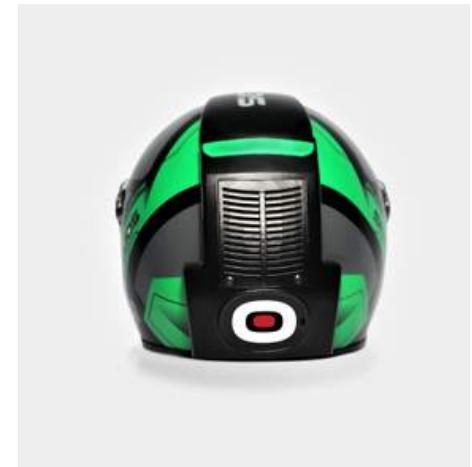
This Bus Can Clean Up To 250000 litres Of Dirty Air For Every Kilometer Of Travel.



**Every Carbon Tile is handcrafted right from the start. The process begins with cutting, shaping, joining, filling and lastly, forming the tile. The captured pollution is initially processed to remove harmful heavy metal impurities, and fused with a mixture of cement and natural materials like marble derivatives, to craft Carbon Tiles. The whole process consumes extremely less amount of energy compared to the conventional tiles.**



**Shellios**, a Delhi-based startup, provides a biker-friendly solution to beat air pollution. The company has designed a helmet with an in-built air purifier. The helmet comes with a Bluetooth-enabled app that lets the rider know when the helmet requires cleaning. It has an air purifier on its back, and picks up all smoke coming from outside. The purifier's mechanism cleans the air that enters the helmet so that the biker can breathe fresh air. It helps in reducing the exposure to toxic pollutants by more than 80%.

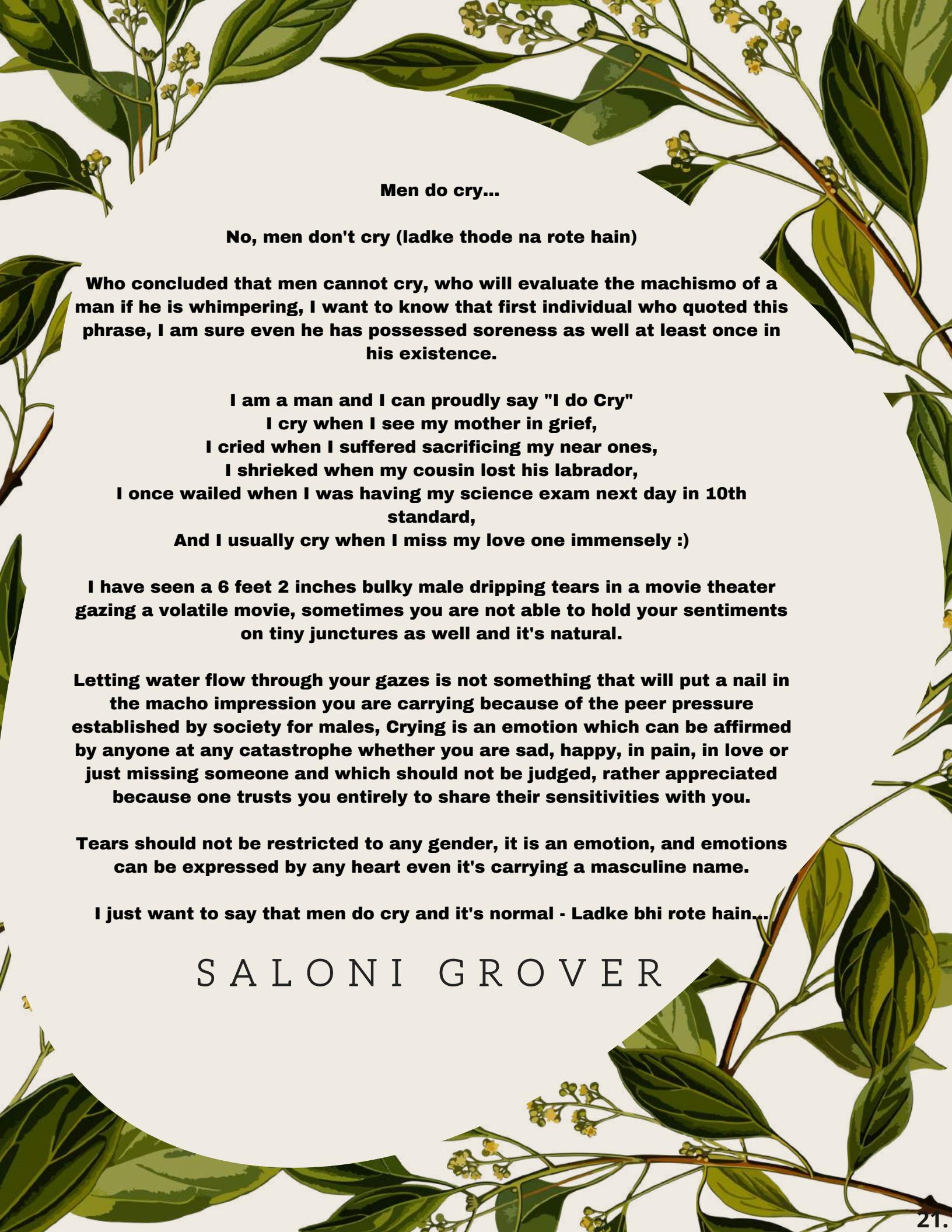


**SHELLIOS**



# Poems





**Men do cry...**

**No, men don't cry (ladke thode na rote hain)**

**Who concluded that men cannot cry, who will evaluate the machismo of a man if he is whimpering, I want to know that first individual who quoted this phrase, I am sure even he has possessed soreness as well at least once in his existence.**

**I am a man and I can proudly say "I do Cry"  
I cry when I see my mother in grief,  
I cried when I suffered sacrificing my near ones,  
I shrieked when my cousin lost his labrador,  
I once wailed when I was having my science exam next day in 10th  
standard,  
And I usually cry when I miss my love one immensely :)**

**I have seen a 6 feet 2 inches bulky male dripping tears in a movie theater gazing a volatile movie, sometimes you are not able to hold your sentiments on tiny junctures as well and it's natural.**

**Letting water flow through your gazes is not something that will put a nail in the macho impression you are carrying because of the peer pressure established by society for males, Crying is an emotion which can be affirmed by anyone at any catastrophe whether you are sad, happy, in pain, in love or just missing someone and which should not be judged, rather appreciated because one trusts you entirely to share their sensitivities with you.**

**Tears should not be restricted to any gender, it is an emotion, and emotions can be expressed by any heart even it's carrying a masculine name.**

**I just want to say that men do cry and it's normal - Ladke bhi rote hain...**

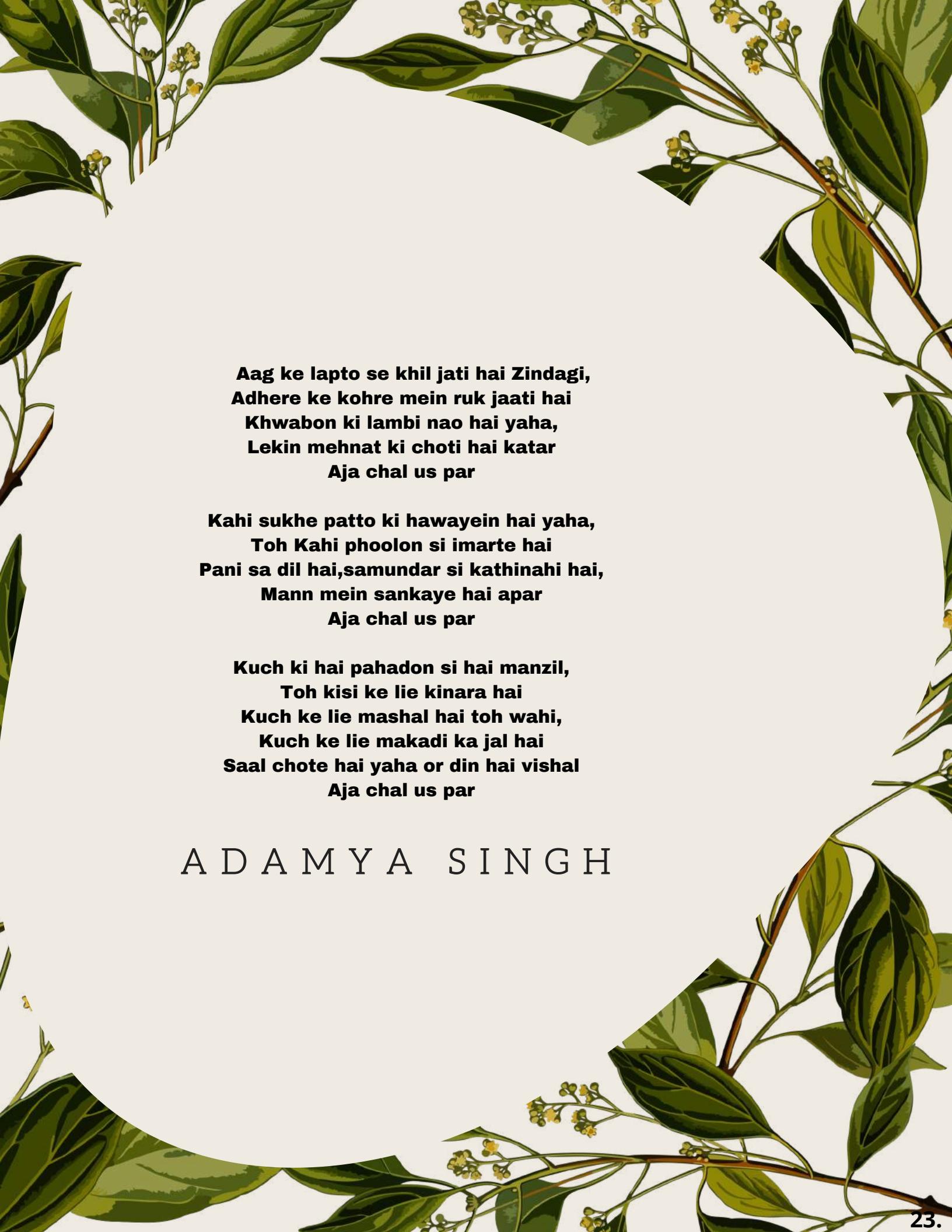
**S A L O N I   G R O V E R**

**"Run Away"**

**Life is a matter of choices. To choose to run away is the worst one can make.**

**Only if we could run away  
Avoiding all the daggers of life  
Skipping challenges that could bite  
Only if the road was cleared  
Of all obstacles, far and near  
If the thorns were blunted to half  
Never ever be so sharp  
If ambition was achievable  
Without being scorched from heat  
With no one grasping our feet  
Without all the perils beneath  
If we could just fly home  
Without feeling the wrath  
Of the ghastly tides of the sea storm  
No worries as our spouse  
No enemies to foul mouth  
If we could just run away  
Would it be better? I say no!  
It would be worse than dying all alone  
For when they set my grave all right  
I want to be remembered for all the might  
I showed in the voyage of life  
To not have let the holes in the boat  
To keep it from reaching the shore.**

**HIMANKSHI SINGHAL**



**Aag ke lapto se khil jati hai Zindagi,  
Adhere ke kohre mein ruk jaati hai  
Khwabon ki lambi nao hai yaha,  
Lekin mehnat ki choti hai katar  
Aja chal us par**

**Kahi sukhe patto ki hawayein hai yaha,  
Toh Kahi phoolon si imarte hai  
Pani sa dil hai,samundar si kathinahi hai,  
Mann mein sankaye hai apar  
Aja chal us par**

**Kuch ki hai pahadon si hai manzil,  
Toh kisi ke lie kinara hai  
Kuch ke lie mashal hai toh wahi,  
Kuch ke lie makadi ka jal hai  
Saal chote hai yaha or din hai vishal  
Aja chal us par**

**A D A M Y A   S I N G H**

बात हम हमेशा नारी और पुरुष की करते हैं  
तीसरे लिंग को हम हमेशा भूल क्यों जाते हैं  
क्या वो इंसान नहीं  
क्या नहीं है हक्र उन्हें जीने का  
खुदा ने खुद उन्हें अपने हाथों से तराशा है  
तो कौन होते हैं हम इन पर ऊँगली उठाने वाले

भगवान शिव और माता पार्वती जी ने भी तो अर्धनारीश्वर का अवतार लिया था  
तो कौन है हम उन पर कीचड़ उछालने वाले  
खुशियों के माहौल मे तो खूब उन्हें पैसे बांटते हैं  
पर जब बात इज्जत देने की आये क्यों हम पीछे क्यों हट जाते हैं

क्यों हैं नारी के अलग हक्र  
क्यों हैं पुरुष के अलग हक्र  
क्यों हैं तीसरे लिंग के अलग हक्र  
क्यों नहीं देखा जाता सबको एक ही आँखों से  
क्यों नहीं नापा जाता सबको एक ही तराजू से  
क्यों होता है भेद भाव हर आँगन में  
क्यों होता है शर्म सार कोई इन गली मोहोलो के किनारों में

चलो आओ हम सब साथ मिलकर कदम बढ़ाते हैं  
एक प्रतिज्ञा करते हैं और  
सबका साथ सबका विकास की चेष्टा जगाते हैं

SANKALP AGRAWAL



**We are alone at the time we are born,  
We are along someone for the time they love us,  
We are happy for the time spent together,  
We cry at the moment of separation.**

**It is "we"...**

**It is with me, with you, with all, with each one of us...in this barren world.**

**And it is that I am talking about!**

**Don't know how and why it started but all this at last is making**

**My world a place to 'live'**

**A place to breathe,**

**And opening a space to plumb my own depths.**

**It is just a hope not to give up such a place to someone I love  
or someone I know...**

**and so being a human, it reminds me...**

**We are alone at the time we are born,  
Along someone for the time they love us,  
Happy for the time spent together,  
and cry at the moment of separation.**

SONIYAKAUR GILL



## Whomping Willow

A few days back, I saw an image on the internet. It was of a willow tree and was taken near the hills of Pahalgam. When I looked at it, I was reminded of the very famous Harry Potter's Whomping Willow Tree.

For all those who are stumped about what it is, a whomping willow is a very valuable magical plant and you must have seen it planted on the grounds of Hogwarts. It is a plant that will attack anyone and anything that comes within the reach of its branches.

In our lives, we all have had some good days, some okay kind of days and some really bad ones. On a good day, we prefer to smile and look forward to share our happiness and excitement with others. But on the other hand, on a bad day, we start getting edgy and we even find ourselves snapping at those who might just want to say an innocent "Hi". On such occasions, we may feel like a whomping willow that is attacking anyone who is concerned about our situation.

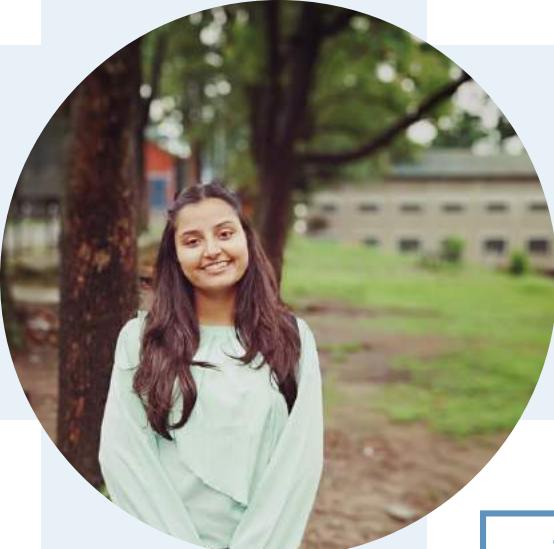
The problem is on both sides. One who is reaching out is concerned but is unaware of the other person's actual state of mind. The other one who is tense needs some alone time but is ignoring the care and love the person is showing towards him and hence, attacks him like the willow does. This adds insult to the injury and the relationship between the two is further disrupted.

**So, have you ever felt like you were a whomping willow to someone OR have you ever been attacked by someone being a whomping willow?**

**If yes, try giving that bond a chance, today!**

# WHAT OUR STUDENTS SPEAK





# NIKITA THAKUR

It was the beginning of a new journey. The journey of what I was before and what I am becoming now after being a part of LMTSM. I still remember how excited I was to start my journey as an MBA student. Now when the excitement hits, there's that inevitable feeling that accompanies it and that is NERVOUSNESS. There were many questions that were going on in my mind like; Whom am I going to talk to? Who's going to be my roommate? Days were passing and I was excited for the beginning of my new journey. The faculty at LMTSM has been so supportive not only in academics but in other cultural activities too. I am thankful to all the passionate professors who never hesitated in answering our queries and giving us honest feedback to help us improve our skills and for making our virtual classes challenging. LMTSM helped me prepare for future challenges. We have been regularly updated with new and interesting assignments, group projects, individual projects for different subjects which have helped me in growing and preparing myself for future challenges and I am looking forward to being on campus.



# ARUJ JAIN

An MBA is not merely a degree and neither it is a course that allows us to gain an entry ticket into the corporate world. Instead, it is a pool of experience that we dip into time and again to gain valuable pearls of wisdom and insight. Considering this, I decided to join the LM Thapar School of Management. My journey until now has been a rollercoaster of memories and experiences. Another thing that is liked and is eagerly anticipated by every student is the "Freshers" which is the only thing that runs through our minds when we take admission into any new college or institution. Our seniors suggested that an online alternative was also possible. This sent a wave of excitement running through our minds. For me, this online event was like an opportunity to dig in and become part of the never-thought-before-E-freshers. I put in all my efforts and skills to really showcase myself and was awarded the title of Mr. Talented. I am sure I will never feel disappointed at any point in such a prestigious B-school and I hope to end up with a tag of a manager and a significant job eventually. LMTSM is not just a school to study but it's like a second home where everyone is like a family.

**Earth is slipping away from our hands due to our mistakes so let's take a step and start working on saving our mother earth.**



**Let's save our mother earth before  
it's too late**

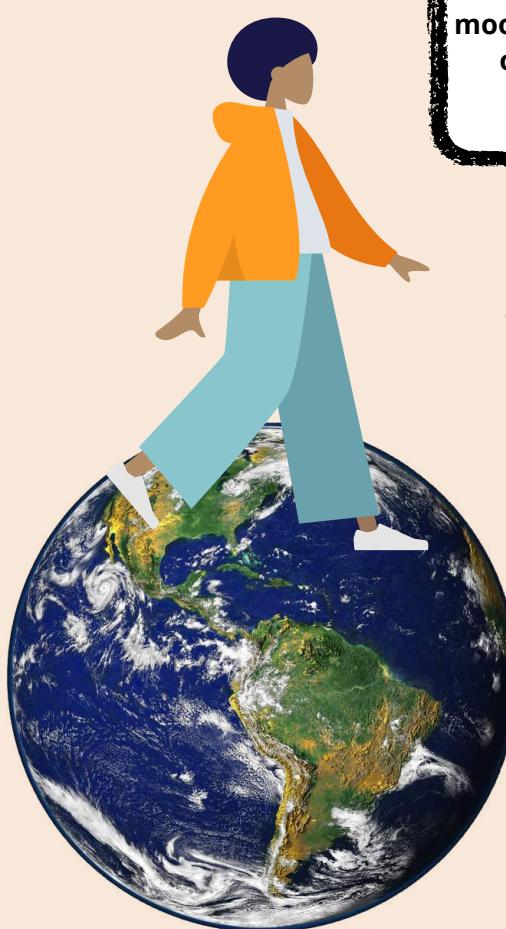




Peace out!

I am not sure if we guys want you on our planet or any other planet. We are not ready to accept you because of the way you guys have destroyed a beautiful world which was yours. We don't want that to happen here.

Sorry but not sorry!  
Application Rejected.



Earth is full of pollution, and problems.  
We humans should start shifting to  
moon. I hope scientists find water soon  
on moon so that we can live in a  
cleaner environment.

# THE EDITORIAL TEAM

*Say hello to our team of Sustainable Communication!*

***Editor:Soniyakaur Gill***

***Editor:Riya Singla***

***Editor:Ruchi Singh***

