



MARATHAKA

THE GREEN WAY

## **MARATHAKA-THE GREEN WAYS**

Earth, sustainability and survival has been configured as the planet mantra to practice and protect the green globe from its perilously demanding, depleting state of existence. Lead to its present cataclysmic calamities through the practices of human beings, the reversibility of the planet can be effectively channelized only through re framing and reshaping the practices of an individual, a society, a culture and the nation. Growing from the seed of a dutiful thought, Holy Cross Institute of Management and Technology, Calicut initiated an individual based practice that can spread to the larger student community. The college has been using its infrastructure and policy structures oriented towards molding an Eco friendly campus and an Eco stabilized environment.

## REINCARNATION

“One Man’s trash is another man’s treasure”. The college has the system of saving and reusing the academic and non-academic belongings, usually discarded by the students after their courses or classes. “Reincarnation” focuses on channelising the availability of the required material to help the students by giving the available, collected materials at a minimal rate. Needy students get a boon out of this and the practice reduces the waste of material properties to a large extent. Students contribute their notebooks, textbooks, pen, bag or any other academically relevant materials which would otherwise add to the trash and will result in a demand for more prospective wastes.



## PAPER BAG MAKING

Female residents from Kunnamangalam Panchayat were taught the art of designing and manufacturing as an attempt to initiate an anti-plastic campaign and paper bag making classes, especially for women, who can directly influence and change the household practices. There was an awareness class by the students before the classes and the programme was organized with the support of the authorities of Kunnamangalam Grama Panchayat.



## PAPER PENS MAKING

The students undertook an innovative thought to facilitate a plastic free campus by venturing the manufacture and distribution of paper pens instead of plastic pens. An online training was organised to train the students in the art of manufacturing paper pens. With the acquired skills the students started working on the project and successfully produced and distributed the same. The venture attracted and instructed the buyers and the users of the pen and the general student community about the possibility of discarding the plastic products one by one and thus creating a zero plastic campus.



## PARENTING A TREE

Following the ecological duties, students initiated a “Go Green” project wherein they planted fruit trees in their private properties and each of them took the pledge to look after the trees thereafter. Students could identify that the returns of maintaining a tree are productive and have an added increase in the positive attitude towards planting, maintaining, and understanding the process of bringing up vegetative life. The act created an ecologically activated sense of responsibility in the members of the project and their influence helped other students also to try their journey with a plant of their choice at their own properties.



## AYURVASTHRA

The students of the Department of Fashion Designing productively innovated the garment construction unit by introducing the concept of medicinal clothes and fabrics. The materials used were from nature and the products had healing capacity. There were dress materials for bedridden patients, patients with body pain, pregnant ladies, psoriasis patients, cancer patients and for general well being like diabetic arthritis.



**Therapeutic dress for psoriasis patients**



**Fabric for hair growth**



# Curable ayurvedic medicinal fabric (Kashaym fabric) for the infant eczema



**Antimicrobial aloe Vera Fabric with antibacterial quality Fabric for children**  
**diabetic arthritis fabric for children**



**Certificates of validation**



## ECO FRIENDLY MICRO SENSITIVE ENVIRONMENT BASED CAMPUS

The campus is maintained in an eco-friendly discipline and promotes the existence of a natural habitat to species other than human beings by supplementing the campus with modes of existence and survival. A fish pond is

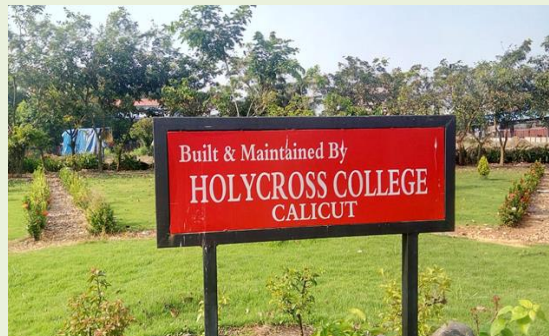


located in the campus as a place of positive existence, to support and accommodate fauna and flora of local presence. Animals like pigeon, fox, crane, mynah, white-breasted water hen etc. are regular visits to the campus and this invites a positive environmental inclusion, deepening the sense of belonging and the sense of understanding towards a cohesive, cooperative planet survival.

The college allows a space and incorporates the natural existence too by maintaining a poultry collection, especially trying to protect the rare varieties of the same. The management takes care of the initiative and the effort helps in reminding the importance of maintaining a symbiotic atmosphere and also serves to create awareness about the need to exist in a state of harmony with the occupants of the planet.

## GARDEN AT CALICUT RAILWAY STATION

The nature club of the college maintains a garden at the Railway station compound, Calicut. The identified area was a hub of anti-social elements and the garden construction has drastically changed the situation. The garden is a tool of awareness for the large number of people who witness the act of maintaining the green gifts offered by nature. The students of the club take turns and visit the location at regular intervals to maintain and enhance the garden. This garden of hope has triggered a sense of responsibility in the student community as they could get closer to the practice of protecting the surroundings.



## REJUVENATING AND CONSTRUCTING WELLS

Starting from the college premises the institution has taken up the task of cleaning and rejuvenating abandoned wells. 13 wells of the Vettilappara tribal settlement which were in a bad condition due to the flood and landslide that occurred in Kerala were converted to fully functional state. The wells now serve the needs of 60 settlements. The symbiotic survival of the inhabitants of Vettilappara, tribal settlement, was under crisis due to the lack of properly constructed wells. The students of the college planned to construct wells at selected locations to give ready access to drinking water. The task was risky and needed skills at rendering the action. The project took a successful turn and the wells are promisingly serving the settlements today.



## **BUND CONSTRUCTION AT THE ADOPTED VILLAGE**

Students constructed a bund across Cherupuzha River at Vettilappara, Areekode. People residing near the river bank had various difficulties due to the level of water in the river. Students planned and designed the bund with the available materials. The project was completed in an associated move with the local inhabitants of the area. The water level of the river increased remarkably after the bund construction thereby creating a solution for the water scarcity problem during the summer season in that area.



## CONSTRUCTION OF CHECK DAMS

Students took up the project of constructing a check dam across the streams of Kabani River, Mananthavady, Wayanad. Students successfully accomplished the task with the aid and guidance of some of the local inhabitants too. This has enhanced the level of water in the river and boosted the availability of water during the summer season unlike the previous year's thereby reducing the water scarcity.



## ECO FRIENDLY CAMPUS GARDEN AND IRRIGATION

The campus grounds are maintained by landscaping with drought tolerant plants and Buffalo grass. The institution has identified the plants which don't require an abundance of water. The plants needed only a minimal level of fertilization and the trees in the campus also help to conserve groundwater. The institution has also implemented smart irrigation systems that water during evening or early morning hours, saving evaporation as well as over spraying.



## **RAIN PIT CONSTRUCTION**

Students constructed a rain pit at Mananthavady, Wayanad. A lot of people in the hilly areas of Wayanad face water scarcity. The rain pits help the water to be retained in the soil and to be used by the people living above the basic water level areas. The project could assure a guaranteed availability of water even during the water scarce summer season.



## **LEAK DETECTION TECHNOLOGY**

Wise and cautious use of resources leads to smart saving. The institution has implemented a leak detection technology to avoid any wastage of water from any of the water outsourcing units. Large amounts of water is wasted all over the nation through unattended leakages and when calculated approximately will lead to shocking figures. Dripping faucets can waste more than 600 gallons a year and a leaking flush toilet can waste over 200 liters of water a day. The institution is, through this system, immune to such leakage.



### **ECO-CONSCIOUS WASTE DISPOSAL**

The institution relies on a scientific disposal and recycling scheme when it comes to bio and non-biodegradable wastes. The campus is equipped with different waste bins for collecting food and plastic waste separately. The same was then forwarded for processing to the related sections in and out of the institution.

### **MINIMAL ENERGY CONSUMPTION CONSTRUCTION**

The topmost layer of the institution has been specially designed and constructed so as to allow a 65% ventilation and lighting from the natural sources. This facilitates a minimal use of energy and allows a healing natural atmosphere. The plan was executed as a result of the decision to enable a segment of the infrastructure largely



directed by the natural resources. The construction parallels an open air settlement in its own specific ways.



### **AGRICULTURE - A PATH TO SUSTAINABILITY**

The students spearheaded organic farming and bio farming, focusing on the use of nontoxic methods and ensuring zero contamination of groundwater. The efforts also aim at spreading a message of the benefits and importance of the use of natural, non-toxic methods of agriculture and to primarily create a series of eco-friendly zones with high quality results. The methods also help in preserving the purity of ground water. An agricultural programme was organized at Pilassery village of Kunnamangalam Panchayath, as part of the Rural Village Adoption Programme conducted by the college. A selected area of land was prepared by tilling and plowing .The land was also made fit for Bio Farming. The members of the ward and the residents cooperated with the programme.



## **ORGANIC GARDEN MAKING**

Students from the institution organized a farming programme where the students were directly involved in farming. Students selected a prospective area within the campus and initiated planting of seeds and saplings of various varieties of organic crops like spinach, ladies' finger, tomato, bitter gourd etc. The farmland was maintained by the students and the project was meant for a long run. The practice enables the students to build an affinity to the habit of growing and maintaining a sustainable and healthy habitat around them.



## **BIODIVERSITY GARDEN**

On the occasion of Gandhi Jayanthi, the students of the college initiated a biodiversity garden in the premises of the campus. Prior to the making of the garden students initiated the work to identify and equip the bio garden and soil. The programme was inaugurated by College Principal Dr. Sr. Shiny George and supported by the NSS team.



## **CARE AND RESPONSIBILITY TOWARDS AQUATIC SOURCES**

### **RIVER CLEANING**

The river Cherupuzha, which flows through the Pilassery village, Kunnamangalam which is also the main source of the village for drinking and other uses, has been on the verge of getting contaminated and destroyed. This urgency called for action and the students of the college along with the NSS volunteers of the college reflected over the subject and decided to take up the cleaning of the river. The

main aim of the work was to retain and rejuvenate the major water source of the villagers and to facilitate a safer and healthier living condition.



## PROTECTING KALLAI RIVER

Students of the college organized cleaning of the Kallai River as the river was turning into a public waste bin. The act of preserving and cleaning the river attracted much appreciation from the government and also set an example for the inhabitants of the area as the combined effort of the students could bring good results.





## **HARITHA KERALAM**

The students of the college actively participated in the 'Haritha Keralam' project initiated by the Government of Kerala as part of the green Kerala Movement. The programme was conducted at Sarovaram Bio Park in association with Calicut Corporation. The programme was inaugurated by Shri T P.Ramakrishnan, Hon'ble Minister of Excise & Labour, Kerala Govt, famous personalities like M.T.Vasudevan Nair, Kozhikode city Mayor Thottathil Raveendran participated in the programme. Our Students involved themselves in cleaning the park and the premises of Chaliyar River. The volunteers picked up plastic and non-plastic wastes from the surroundings and also from the river.



## PANNIYANKARA CLEANING PROGRAMME

The students of the college participated in the cleaning process headed by the district administration. The programme was channelized to encourage the concept of a clean city. Students could directly see and understand the aftermaths of unscientific and less eco conscious behavior in the society. The programme accommodated the idea of preserving premises clean as an agenda so that mass cleaning at a worse stage can be checked.



## RESCUING THE CANOLI CANAL

Canoli Canal, one of the oldest constructions, dating back to the British rule, in the present city of Calicut has been a crucial channel in supporting the irrigational necessities of the vicinities. The canal was constantly exposed to waste disposal and the lack of maintenance has made the same affected with weed infestation, waste dumping and discharge of effluents and waste water. The students of the college responded to the call of the Kozhikode District Collector, and they took part in the Canoli Canal Cleaning Drive for 6 days.



## KOZHIKODE BEACH CLEANING DRIVE

The students of the college associated with the Ministry of Environment, Forests and Climate Change and Centre for Water Resources Development and Management and conducted a mass cleanliness – cum awareness drive at Kozhikode Beach and surroundings. The initiative was duly supported by the district administration. Shri. Sanjay Dhotre, Hon'ble Minister for State for Human Resource Development, Govt. of India also visited and guided the students on the first day.





## RIVERSIDE CLEANING DRIVE

The students of the college took up the charge of cleaning around 10km of the Kabini river. The river was badly affected due to the lack of proper maintenance. The river side was cleaned by picking solid wastes, trimming and cutting weeds. This resulted in a long term cleansing of the surroundings of the river and the river bank.



## GROW BAG FILLING AND MAINTAINING

More than 800 grow bags were made and distributed in relation to the competition conducted by the Nature Club of Holy Cross College. The club conducted a competition -filling Grow bags for planting Tree saplings and Flower saplings. The plants were thereafter monitored at an interval of three months and one year and the best one maintained was to be awarded the prize.



## **CONSTRUCTION OF GARDEN AND PARK IN GOVERNMENT AFTERCARE HOME FOR GIRLS AS PART OF HAPPY HILL PROGRAMME**

The students of the college successfully constructed a garden at the Gender Park, Calicut. The space was identified and cleaned by the students and the available material resources were used to beautify the garden and premises. It was taken care that the focus was on the reuse of the materials and minimum waste was produced for the mak



## **ORGANIC GARDEN AT ADOPTED VILLAGE IN PILASSERY**

An organic garden was formed at the Pilassery village, Calicut by the student volunteers of the college. The garden included mostly vegetables and was helpful in daily use and a better



production and also channelised an option to sell and earn a small amount as a reward for their efforts.

## GREEN CLASSROOMS

The environmental obligations were developed in students through the practice of maintaining classroom gardens. Flower plants in clay pots are maintained by students in each classroom and the students are reminded of their duty to take care of the plants. The practice helped in developing the student's awareness towards sustainable development practices.



## WALL PAINTING ACTION CAMPAIGN

Students of Holy Cross College, Calicut organized an awareness program through an innovative mode, by painting the walls of a school. Paintings will stay as a longer reminder of the seed of thought carried by the students. The effort enabled the students to educate and enlighten the school children on the adverse impact caused by plastic and the long lasting hazards awaiting the doers of these actions. The programme also focused on giving awareness with regard to the need of conserving the water resources and to value and respect all the natural resources.



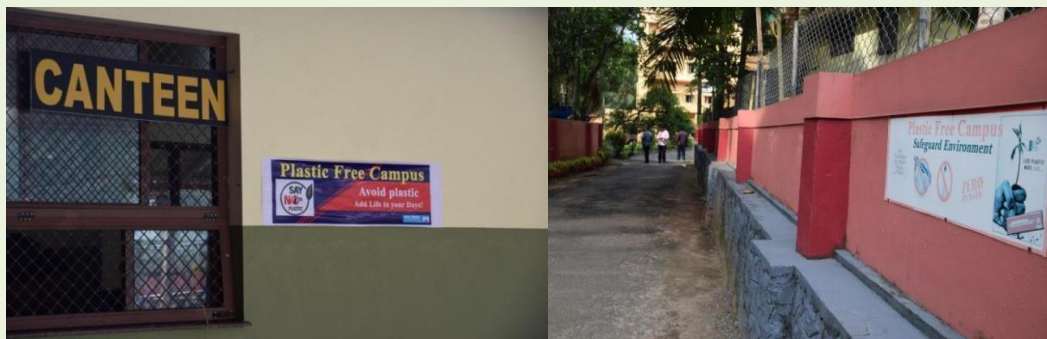
## REINTRODUCING CHELAV

Tradition has always existed in congruence with nature and reinventing such obsolete creations with an added tinge of fashionable remake undoubtedly triggers an innovative move. A new makeover was given to Chelav, a traditional carry bag, which is made as a square piece of fabric used to gather produce. In collaboration with Malayala Manorama, one of the leading newspapers in India, the Department of Fashion Designing took up the task of redesigning Chelav and producing a space for the product in the market and in the cultural realm to relaunch Chelav, in Affiliation with Saptasara Cultural Meet, New Delhi. A team of faculty and students designed and executed the project and materialized the idea with a priority on maintaining the simplicity and ethnicity of the product. A production team was formed and the college was able to deliver more than 1000 pieces of Chelav.



## SIMPLE REMINDERS

The campus also displays reminders for creating a continual sense of alertness and responsibility in the students regarding the usage and saving of water. The posters are placed adjacent to the most water mobilized areas of the college. Use of stickers, signs and other awareness tools at various parts of the campus proved to be a positive move to reduce and regulate the use of these natural resources.



## **SWACHH BHARATH ABHIYAN: CLEAN THE CAMPUS**

Students of the college responded to The Swachh Bharath Abhiyan: ‘Clean the Campus’ programme and practiced the campus cleaning with the help of 40 volunteers by adapting eco-friendly methods. The plastic waste was collected and properly disposed of. The participants also took an oath to preserve a green campus by avoiding the use of plastic in any form, starting from bottles to banners or flex. The attempt aimed at making a silent, yet effective change in the attitude and habits of the students in their daily life. Giving time to the campus cleaning and maintenance students learned to accomplish a range of actions leading to the creation of a green campus.





## **CLEANING DRIVE AT S M STREET**

Collaborating with IIM and Niravan approved agency of Haritha Mission, a cleaning drive was organized in the SM street Calicut. The event was named Blue Collar and all the volunteers were given a blue collared shirt to wear during the cleaning. Around 10 WDC Volunteers & teachers participated in the cleaning drive. The program began at 6:30 am and continued till 8 am.



## **WATER MANAGEMENT & GREEN PROTOCOL**

A Slogan Writing & Poster Designing Competition was conducted, with regard to the District level campaigning of, the Water Management & Application of Green protocol in life, organized by Kozhikode District Administration. The students from Holy Cross Institute of Management and Technology participated in the competitions actively.



## **AWARENESS CLASSES**

An awareness class was organized for the students of the institution as an added boost towards understanding and practicing the essential measures to empower the new generation to think and act green. The class engaged in a quick survey of how human interaction has defaced the whole atmosphere and has led to irreversible damage to biodiversity. The harm to nature is in effect self-harm and any action on that side will have long lasting adversities showered on the living beings.

## WORLD ENVIRONMENT DAY

On the occasion of World Environment Day, the Nature Club of the college conducted a Panel discussion on the topic “River Conservation and The Third World War will be about Water - An Evaluation”. Students from various departments took part in the discussion. The discussion aimed at the emancipation of nature from man-made atrocities and to set a goal towards retaining and reclaiming the oxygen sources of the world.

## SWACHH CAMPUS WORKING MODEL COMPETITION

A Swachh campus project was conducted with a working model competition responding to the call of the Prime Minister to devote the year for a clean India. The competition demanded presentations based on the need to procure a green environment through various action plans. The best model selected was **SLRM** suggested by the students of the English Department.



## **SCREENING SHORT MOVIE & DISCUSSION**

A short film was screened for the students titled, “Save Water Save Yourself”, to give awareness and to spread a positive message on the wise usage of water and the mediums through which water can be saved. The movie was followed by a discussion about the need for saving water and other natural elements and the role of the young generation in turning the world around from a consumerist society towards a sustainable society.



## **POSTER AND COLLAGE MAKING COMPETITION**

Department wise poster and collage making was also conducted as part of observing the Environment day. A general awareness was devised through the combined effort of the students. The day was observed by the poster



making of each department, with the aim of creating awareness among the students

that we are the caretakers of our earth and to prompt the responsibility to protect it for future.

## **WORLD FORESTRY DAY & WATER PRESERVATION DAY**

The college associated with the OISCA International and a seminar was conducted on the occasion. The central concern of the programme was to address the increasing urgency of the hour as water, in both forms, either scarcity or even flood, needed a proper management system to regulate and accommodate the nature friendly, protective attitude and tendencies of the students.



## **GROUP DISCUSSION ON RIVER POLLUTION**

A group discussion was conducted by the Nature Club Volunteers of Holy Cross College on the topic 'River Pollution: Causes, Actions & Revival'. All the



volunteers and non-volunteers also participated in the group discussion. This topic was selected as the youth are becoming very inactive in taking part in public issues and taking up leadership in many areas. All the students presented their ideas on the topic and made the speech fruitful

### **COLLAGE MAKING**

On behalf of National Youth Day, a Collage Making was organized by the volunteers in the college Campus to craft the youth with transparent and vivid knowledge and awareness about Nature and Nature conservation. They also exhibited their work in the campus to make everyone aware about this.



### **ESSAY WRITING COMPETITION**

An Inter departmental Essay Competition was conducted by Nature Club on the topic “Save Water for Future”. The aim of the competition was to drill the young brains, to churn the ideas and in the process provide a space for the innovative thoughts to save and care the natural water resources, beyond the present day awareness.



## **SEMINAR ON SUSTAINABLE DEVELOPMENT**

A one day seminar on sustainable development was organized by the college in association with Regional Science Center and Planetarium Calicut on 5th June 2017. The Seminar was inaugurated by Mr. Pradeep Kumar MLA and tree saplings were distributed to students who participated in the programme.



## **TALK ON PROMOTING COMMUNITY AND ENVIRONMENTAL SUSTAINABILITY**



The Department of Social work, organized a talk on the theme of the social work day 2018 “promoting community and environmental sustainability” for the students of Social Work on 20 March 2018 as part of Social Work Day.

### **FASHION SHOWS AS A TOOL OF AWARENESS**

The Department of Fashion Designing, Holy Cross College, provides a path for our students with creative works and ideas. With an innate respect for nature and her resources, our students, with the help of departmental teachers have designed numerous products and participated in various State level & National Level Fashion Shows, where they showcased their talents in addition to making the public aware about protecting our Natural resources and restoring it and thereby promoting sustainable development.



## **FASHION SHOW ON THE THEME OF SAVING THE RIVER**

While a large number of artists, activists, environmentalists and citizens have been drawing people's attention towards the sad state of the river, the show illuminates the theme in a unique way. Inspired by the Sadhguru's wordings "Our Rivers are important for us to flourish; let our rivers flow", The Kalamkari based collection of garments are a tribute to its eternal flow, its longevity—a reminder to all of us that the river has been around nurturing the environment longer than we were. The art tries to convey to us the need to respect the river and stop all irresponsible actions that pollute it. Garments collection by using pure Kalamkari, eco-friendly fabrics won **First Prize in National level Fashion Show Competition - Genesis 2018** conducted at **Nehru College of Management and Technology, Coimbatore,**





### **ECO-FRIENDLY PRACTICES R3- REDUCE, REUSE AND RECYCLE**

The Department of Fashion Designing participated in the Fashion show with the theme of planet earth. Our planet is now undergoing a severe crisis. Every day the human population produces a seemingly endless amount of garbage. We have been extracting resources and abusing materials from our mother earth for a long time. People can hardly find enough places for disposing of composite. If we continuously ignore it, we would soon be living in a 'world of trash'!

**First Prize in State Level Fashion Show competition conducted at Rajagiri College, Ernankulam**

**Second Prize in National level Fashion Show competition conducted at NIT RAGAM 2019**



## **KALPAKOODI**

The Kalpakodi offered a blissful Joining of Nature & Human world, the earthy Coir combined with Odapoovu, a symbol of purity & prosperity was mostly used in the crafts. It takes an endless amount of history to make even a little tradition and such traditions are re knitted to relive, rebuild and renew the undercurrents of tradition.

**First Prize Inter collegiate Fashion Show Competition conducted at CUSAT, KOCHI**

## First Prize Inter collegiate Fashion Show competition conducted at IIM, CALICUT



### THEYYAM

The great stories and legends of Kerala are often retold through art forms. It is here that our legends truly come to life. Theyyam is a famous ritual art form that originated in North Kerala which brings to life the great stories of our State. Eco Friendly Fabrics and Accessories were utilized in the making of the fabric.

**First Prize in National Level Fashion Show conducted at NIT RAGAM 2018**

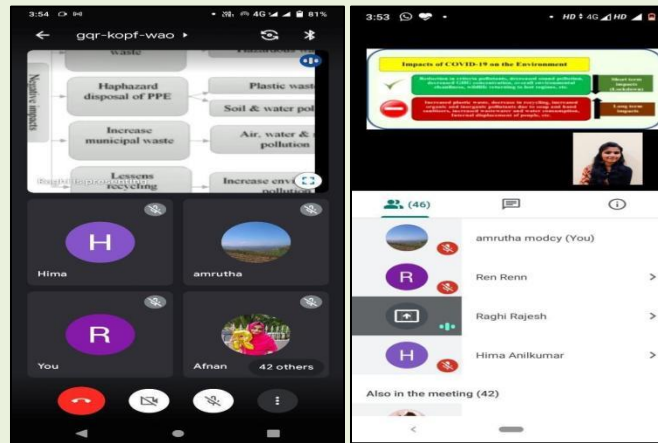
**First Prize in Intercollegiate Fashion Show conducted at Vimala College,  
Thrissur**



**WEBINAR AND DISCUSSION ON THE PLANET SAFETY CONDUCTED  
ON THE ENVIRONMENT DAY**

The Department of English conducted a webinar and discussion on the Environment Day on June 5, 2021. The Department organized the short event on the occasion of the

Environment Day and the students of the department, Students from 2nd semester MA English presented topics on selected environmental concerns.



## **ETHNIC FOOD FESTS - DEPARTMENT OF HOTEL MANAGEMENT**

Eco-friendly food fests based on the ethnic themes were conducted with an aim to reintroduce and reclaim the traditional food items and the cuisines were cooked and served by the students under the guidance of the teachers. Food and health being directly connected, the programme also served as awareness towards the need to incorporate green and ecologically balanced food for a better and healthy existence. It also encouraged the movement towards including more green and pure ingredients to daily life. Theme lunches were introduced as a part of this and ethnic food habits were highlighted in this context.



“Punnamada”, a theme lunch based on the Kuttanadu region, known as ‘The Rice Bowl of Kerala’.



“Moopans”, an ethnic theme based food show driving inspiration from tribal food and culinary practices.