

# Criterion VI Governance, Leadership and Management



**RCMAS**  
RAJAGIRI COLLEGE OF MANAGEMENT &  
APPLIED SCIENCES

## RAJAGIRI COLLEGE OF MANAGEMENT AND APPLIED SCIENCES

RAJAGIRI VALLEY P.O, KAKKANAD, KERALA 682039

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam and Approved by AICTE

6.5

## Internal Quality Assurance System

6.5.1

RAJEEVANI

Submitted to



NATIONAL ASSESSMENT AND  
ACCREDITATION COUNCIL

## RAJEEVANI: GREEN CAMPUS INITIATIVES

**RAJEEVANI** the green campus initiative of Rajagiri College of Management and Applied Sciences is focused on sustainability and conservation. IQAC the Internal Quality Assurance Cell at Rajagiri College of Management and Applied Sciences recognizes and emphasizes the importance of Rajeevani, the college's green campus initiative. Rajeevani embodies a commitment to sustainability and environmental stewardship through its multifaceted approach. Rajeevani reflects the college's dedication to creating a sustainable and environmentally conscious campus while also serving as a model for community engagement and education on ecological practices. It encompasses many elements under which the students and staff of Rajagiri move forward to bring about a greener and eco-friendly planet.

1. **Sustainability and Conservation:** The garden and green spaces in Rajagiri called Rajeevanam includes Shalabhodyan (butterfly garden), Nakshatravanam (tree garden of birth stars), Mazhakkuzhi (water conservation project) Pachakkarithottam (vegetable garden), Oushadodhyan (herbal garden), cultivation of fruit and spice gardens and RUHE (Rajagiri Urban Habitat for Environment) promotes biodiversity, reduces the carbon footprint and support environment conservation. Rajeevani's comprehensive approach to creating an eco-friendly campus includes waste reduction, recycling efforts, restricted use of plastic on the campus, energy efficiency measures with solar power and the development of green spaces enhance the overall environment of the college.
2. **Educational Integration and Community Engagement:** Rajeevani fosters a collaborative approach to environmental conservation and encourages collective action towards sustainable practices by incorporating various green initiatives under Rajagiri Sparsh, Haritham organic farming, millet farming and many other environment friendly initiatives. Rajeevani highlights important environmental issues and promotes awareness among students, faculty, and the community. Workshops and seminars offer practical, hands-

on experiences and educational insights into various aspects of environmental conservation, such as waste management, energy efficiency and biodiversity. There have been many green campus initiatives of Rajagiri College of Management and Applied Sciences conducted under Rajeevani.

**A. Eco-Friendly Neighbourhood (Rajagiri Valley) Plastic Bottle Collection Initiative**



**Creative recycling: 'The Throb of Life' art installation at GCC ground marine drive, Ernakulam creating an art installation from plastic bottles was awarded at Cochin Flower Show**

## B. Environmental Stewardship: Cleaning And Greening the Devi Vilasam School Premises



Devi Vilasam School, Nayarambalam

### C. Eco-Conscious Survey: Assessing Plastic Use in Local Neighbourhoods



**Raised awareness about plastic use, encouraging eco-friendly practices and reducing plastic waste in the community**

## D. Sustainable Living Campaign: Jute Bag Distribution to Neighbourhood Community



Promoted sustainable living by encouraging the use of jute bags, reducing reliance on plastic bags

### E. Distribution of Cloth and Jute Bags



Encouraged eco-friendly practices by distributing reusable bags, reducing plastic waste and promoting sustainability

## F. Campus Environmental Initiative: Waste Bin Donation for Cleanliness



## G. Green Community Initiative: Distribution Of Plant Saplings And Grow Bags to Nearby Community





## H. Thalir - Environmental Day Celebration at LPS Irumpanam



## I. Talk On Biodiversity, Conservation and Challenges By P O Appachan



## J. Millet Farming



## K. Go Green Initiative Haritham - Inauguration of Campus Orchard Bloom



## L. Haritham - Sneharamam At Parepeedika, Kavumkulam, Kadayirippu



Rajeevani helps students to develop a mindset that prioritizes ecological balance and sustainable living. All the unique initiatives of Rajagiri College of Management and Applied Sciences like Pokkali (Paddy Farming), Five Varieties of Millet Farming as part of the International Year of Millets (2023), Haritha Karma Sena - Nature Club, Biodiversity Register distinguishing 284 varieties of flora and fauna, MOOC Course in Organic Farming, Green Audit, Energy and Environment audits and garden library named Canopy all promotes a Biophilic way of living amidst the urban space, among the students. This holistic approach ensures that students not only learn about environmental issues but also adopt environmentally friendly behaviours and attitudes.