

DECCAN Chronicle

A GREEN MESSAGE TO STUDENTS



■ **Dr Vaidy Jayaraman on the eco-friendly measures taken to make Great Lakes Institute of Management LEED Platinum-certified**



'Go Green' is the catchphrase is buzzing all over the world considering the threats caused by deterioration of our natural environment. Today, both private and public organisations have realized importance of environmental sustainability as a crucial part of Corporate Social Responsibility. These kind of CSR practices are not only restricted to corporates - in fact, educational institutes are also taking onus of contributing largely towards the environment sustainability.

Great Lakes Institute of Management, Chennai is one of the few institutes of the country that has taken initiatives in the environmental management space. The institute in fact, has become, South Asia's first LEED Platinum certified education institution, spread across 27 acres.

Says Dr. Vaidy Jayaraman, Associate Dean, Faculty Affairs and Academic Programs, "We wanted to stand out globally; and

instead of keep talking about it - bring about an initiative. Of course, there were concerns like budgeting and the amount of work to be put in, but we also realised that we'd be contributing immensely to the local economy as well! There are so many people who live here and work here, to keep bringing the green campus to life each day."

The 100 per cent eco-friendly campus boasts of various environmentally-friendly measures like 100 per cent waste water management, efficient HVAC systems, sufficient daylights, facility to reduce artificial lights, low flow water fixtures etc. Further, the campus has also adopted solar energy for its power consumption.

"The first thing that pops into the mind on entering our campus - 'Am I in India?' Such care has been taken to maintain the neem trees all around and the herbal garden; maximise the daylight-saving and air flow, and con-

tribute to the indoor environment. In fact, even motorised vehicles are not allowed inside," he explains.

As an extension to making the campus greener and to reduce carbon emission inside the campus, Great Lakes uses electrically operated buggies to be more pedestrian friendly for transporting luggage within the campus - this restricts the vehicular movement in the campus, making it pollution free. The area is planned and arranged around legible axes for clarity in circulation and encourages people to walk and cycle by layout and design. Fresh air, natural lighting and campus design helps students focus on their studies by reducing their stress levels.

Dr. Vaidy adds, "We also keep monitoring and measuring the work we do, to assess our impact. This way, the energy conservation also sends out a message to our students."

