

SHRI AUROBINDO CHAUDHURI MEMORIAL IDEATION COMPETITION

What an innovative concept it had been! Talking about environment, with so much overuse by all concerned all over the world, has perhaps become a hackneyed experience. This is what people at IIPM Ahmedabad thought. They wanted to do something different. Thus was created the concepts of this competition. Instead of just another, perhaps one of a million debates on issues related to environment, we thought of doing something entirely new and thereby creating awareness about individual responsibilities about protecting, conserving, and sustaining our environment.

The ideation competition centered on the theme ‘Reversal of global warming – what can I do individually?’ Every participant had to speak on global warming, its effects on human life and offer at least two concrete ideas (suggestions) about how he could contribute in stemming global warming. There were ten participants. They were supposed to give suggestion in front of a jury and then defend their suggestions. The jury members were to ask question to test the feasibility of the ideas (suggestions) of the participants.

The jury members were drawn from some eminent people in the city. Among them were Prof. R. Gopichandran, Programme Director, Centre for Environment Education, Suneel Bandhu, COO, Gujarat, Tata Indicom and Mr. Badri Mahapatra, Executive Director, TiE Ahmedabad chapter.

The event was fantastic. Participants suggested all kinds of suggestions. Some of the suggestions were funny; some plain audacious; some feasible and some infeasible. There were ideas like “As chicken farming consumes huge energy, I will stop eating chicken!”, “I will start using bicycles to commute”, “I will do a campaign in my housing society urging people not to waste water”, “I will plant trees in my housing society”, and “I will start a business dealing with building materials made out of earthy materials which can absorb/ reflect heat thereby reducing the usage of air-conditioners.”

Winners were chosen based on their communication abilities, uniqueness of the ideas and feasibility of the ideas.

Snapshots of the Competition:



Panel of Judges:

Prof. R. Gopichandran, Mr.
Suneel Bandhu, Mr. Badri
Mahapatra, Prof. Arvind
Rajshekhar