

PROJECT BASED LEARNING - Day 6 – Awareness and Responsibility

SEPTEMBER 27, 2025

Theme: Sustainability and Cyber Awareness for a Better Tomorrow

On the sixth day of the PBL at GNIMS continued its festive journey with a meaningful focus on **awareness, sustainability, and social responsibility**. The day's theme emphasized not only celebrating cultural vibrancy but also understanding our role in creating a conscious and responsible society.

Introduction and Felicitation:

The session began on an enthusiastic note with our confident anchor, **Mr. Tanmay Chaudhary**, an **MCA 1st-year student**, who welcomed the gathering with warmth and energy. He introduced the esteemed guest speaker, **Mr. Siddharth Nakai, Co-Founder of G.A.M.E (Greening Advertising Media Entertainment)** and invited **Mr. Siddharth**

to felicitate him as a gesture of appreciation and respect.

Session on Sustainability and E-Waste Awareness:

Mr. Siddharth Nakai, known for his innovative approach toward sustainability in the media and entertainment industry, addressed one of the most pressing global concerns — **E-Waste Management**. He began by drawing attention to the fact that **e-waste is one of the fastest-growing waste streams worldwide**, encompassing everything from discarded phones to chargers, and explained how it poses severe **environmental, human, and social challenges**.

He elaborated on **G.A.M.E's vision** of promoting **sustainability across media and entertainment**, showcasing how the industry can adopt responsible practices both **on set and on screen**, while also shaping **public perception** toward environmental consciousness.

Mr. Nakai shared a series of **practical and innovative sustainability solutions**, such as:

- Using the **Ryman Eco Font**, which saves up to **35% of ink** when printing.
- Switching to **bamboo tissues** as an eco-friendly substitute for paper tissues.
- Practicing **proper waste segregation** at home to enable recycling.
- Using **rechargeable batteries** instead of disposable ones to reduce plastic and chemical waste.

He also encouraged students to make **lifestyle choices** that reduce carbon footprints — adopting **mindful consumption**, considering **vegetarian diets**, and **donating or reusing items** to extend their lifecycle.

Purposeful Programming and Sustainable Mindsets:

One of the most engaging parts of Mr. Nakai's talk was his concept of "**purposeful programming**" — subtly embedding sustainability messages into popular media and entertainment content. He cited the example of *Kaun Banega Crorepati (KBC)*, which incorporates sustainability themes such as **saving water** and **planting trees** through its dialogue and presentation.

By combining environmental awareness with storytelling, he demonstrated how media can be a powerful tool to inspire behavioral change, bridging the **environmental, social, and economic** aspects of sustainability. His message was clear — **change begins with awareness**, and every individual has a role to play in building a greener and cleaner planet.

Cyber Awareness Session by the Cyber Security Cell:

The event further strengthened its focus on responsibility with an insightful session by **PSI Pravin Patil, Head of the Cyber Security Cell**, and **Constable Govind Shirgire**. Their discussion shed light on the **rising menace of cybercrime** and the importance of vigilance in the digital age.

Mr. Patil began by explaining **how online scams operate**, from **account cloning** to the misuse of personal data. He emphasized simple yet powerful safety measures such as:

Enabling **two-step verification** on all digital accounts.

Never sharing **OTPs or confidential information** online.

Recognizing fraudulent links and scam messages, especially those pretending to be **KYC updates, parcel delivery alerts, or fake job offers**.

The officers shared **real-life examples** of cyber frauds such as **parcel drug scams, investment traps, and discount phishing**, which resonated strongly with the audience.

They also highlighted the official channels to report cybercrime:

Helpline: 1930

Website: <https://cybercrime.gov.in>

The session ended with an interactive **Q&A**, where students discussed issues like **frozen bank accounts, safe password creation, and recovery of scammed funds**. The officers concluded with a powerful message — "*Don't think but take action!*" — emphasizing that immediate reporting and awareness can prevent greater harm.

Student Reflections and Closing Remarks:

Following the insightful sessions, **student representatives** shared their reflections.

Mr. Prashant, a **PGDM student**, highlighted the importance of adopting sustainability in everyday life.

Mr. Prathamesh Waydande, PGDM 1st year, emphasized how **cybersecurity** plays a crucial role in **risk management** within organizations and stressed the need for employee awareness and ethical responsibility.

Finally, **Ms. Pranjali** delivered a heartfelt **vote of thanks**, expressing deep appreciation to the guest speakers and attendees for making the event both informative and inspiring.

Conclusion:

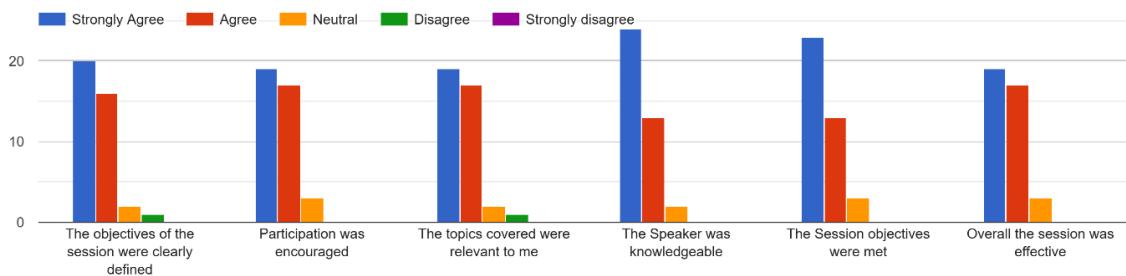
The sixth day of PBL at GNIMS successfully merged the themes of **environmental consciousness** and **digital safety**, reminding everyone that progress must be both **sustainable and secure**. The event encouraged students to act responsibly — whether by reducing waste or protecting digital identities — to build a smarter, safer, and greener tomorrow.

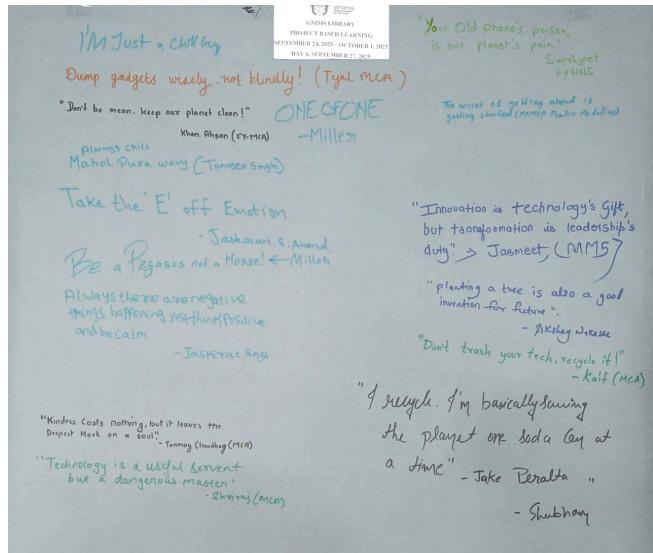
Key Takeaways from the Session:

- **E-Waste Awareness:** Understand and reduce electronic waste through reuse, recycling, and responsible disposal.
- **Sustainable Choices:** Adopt small, mindful habits — use Ryman Eco Font, bamboo tissues, and rechargeable batteries.
- **Purposeful Programming:** Integrate sustainability messages subtly into media and everyday communication.
- **Mindful Living:** Reduce carbon footprint through vegetarian diets, donations, and minimal consumption.
- **Cyber Safety:** Enable two-step verification, avoid sharing OTPs, and report suspicious activity immediately.
- **Report Cybercrime:** Use the national helpline **1930** or the portal cybercrime.gov.in for assistance.
- **Act, Don't Hesitate:** Awareness must translate into timely action for both environmental and digital safety.
- **Collective Responsibility:** True growth lies in balancing technology, sustainability, and ethics for a better world.

Feedback from Students:

Session 7 : E-waste Recycling Campaign (E-waste ki Paathshala) Speaker Mr. Siddharth Nakai CEO Greening Advertising Media Entertainment (GAME)





PBL WEEK 2025

DAY 6: SEPTEMBER 27

Theme- Gray

SESSION ON- E WASTE DRIVE

Speaker -
Mr. Shigenobu Nakai ,
CEO, G.A.M.E.

SAT
4:30
PM

VENUE: GNIMS Library,
First Floor, GNIMS Campus

