



**STELLA MARIS COLLEGE (AUTONOMOUS)  
CHENNAI-600 086**

For Immediate Release

**Stella Maris College launches E-RACE Campaign  
- An initiative of the Department of Public Relations on E-Waste Management**

**Chennai, 18<sup>th</sup> February 2020:** The Department of Public Relations, Stella Maris College, inaugurated E-RACE (Responsibly Act to Change the Environment), a campaign on E-waste Management on campus today.

The campaign aims at spreading awareness about electronic waste. The students have been holding presentations at various college campuses in the city and have interacted with over 500 students.

The campaign is in partnership with **Virogreen India Pvt. Ltd** who is a certified E-waste recycler. The Chief Guest for the campaign inauguration was celebrated playback singer **Shweta Mohan** who is also an alumna of the college. She was joined by **Mr. Raj Mohan from Greenpeace India** who was the Key Note Speaker. The Guest of Honour of the event was **Mr. Navin from Virogreen India Pvt. Ltd.**

**Dr. S. Shrinidhi, Head of the Department of Public Relations, Stella Maris College** stated that, "PR campaigns have been conducted by our students ever since the inception of the Department in 2006. Our curriculum provides students a platform for experiential learning and has proven to be beneficial for their careers. This campaign also allows students to sensitise on e-waste management and contribute in becoming socially responsible citizens." She also thanked Dr. Sr. Rosy Joseph, Principal, Stella Maris College, Sr. Susan Matheikal, Secretary, Stella Maris College and the Vice Principals of the college for encouraging and supporting this initiative.

A public collection drive in will be undertaken by the students on 23<sup>rd</sup> February 2020 in collaboration Virogreen India Pvt. Ltd. The month long campaign will be ending with a collection drive at Stella Maris College Campus.

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**About Stella Maris College:**

Stella Maris College is an Arts and Science affiliated to University of Madras, Chennai a Catholic Minority College run and governed by the society of the Franciscan Missionaries of Mary. The college was founded in 1947 and it will soon be celebrating its Platinum Jubilee in 2022. The college

aims at empowering young women from all backgrounds through Education thereby also promoting social change and responsible citizenship. The institution also aims at fostering an inclusive community by bringing together different cultures and making the learning vibrant and nourishing.

**Website:** <http://stellamariscollege.edu.in/>

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