



**Dr. Bhimrao Ambedkar University Agra**

**Paliwal Park Agra -282004**

**[www.dbrau.ac.in](http://www.dbrau.ac.in)**



## **SDG – 12: Responsible Consumption and Production**

**(Ensure Sustainable Consumption and Production Patterns)**

# **12 RESPONSIBLE CONSUMPTION AND PRODUCTION**





**Dr. Bhimrao Ambedkar University, Agra** is firmly committed to the principles of Sustainable Development Goal-12: Responsible Consumption and Production. The University promotes sustainable resource use, waste minimization, reuse practices, recycling systems, and circular economy initiatives through structured institutional mechanisms and community outreach programmes. Responsible consumption is embedded into campus culture through awareness, participation, innovation, and social engagement.

University's thematic alignment with global sustainable development priorities and serves as the guiding framework for its environmental and social responsibility initiatives.

One of the University's flagship initiatives under SDG-12 is “**Bapu Bazar**” for Community Welfare and Empowerment, initiated in 2010 and strengthened under visionary leadership, this initiative promotes reuse of pre-owned but usable materials such as clothes, blankets, footwear, books and essential household items. The programme reduces waste generation while supporting economically weaker communities with dignified access to essential goods at nominal cost.

The students personally visit various localities to spread the word about the upcoming Bapu Bazar, ensuring that everyone is informed about the date, location, and the purpose behind organizing it. They achieve this by distributing informative pamphlets throughout the community.



Harshit Kishore and Abhishek Pachauri (MBA Students) distributing templates of Bapu Bazar at the nearby University area



Collection, Folding and segregation of clothes by the students for selling in Bapu Bazar



The operational model begins with awareness campaigns and outreach activities. Students and volunteers collect reusable items from households, faculty members, and the community.

Collected items are carefully segregated, folded, categorized, and tagged based on quality and usability. This systematic sorting ensures quality control and promotes responsible redistribution.



**Inauguration of Bapu Bazar by Prof. Ashu Rani (Honorable Vice Chancellor) with Two Young Girls (Palak and Shruti) Selling of clothes by a student (Anushka Kumari) of IHS**

During Bapu Bazar events, materials are made available at highly subsidized prices (Rs. 1–10), ensuring accessibility while maintaining dignity. Over the past five years, more than 63 such events have been organized across Agra and surrounding areas. The initiative not only reduces textile waste but also strengthens community bonding and social responsibility among students.

Through NSS units and affiliated colleges, the initiative extends to rural and semi-urban areas. Complementary activities such as health check-ups, diet counselling for women, and social awareness drives are integrated into Bapu Bazar events, linking environmental sustainability with social empowerment.

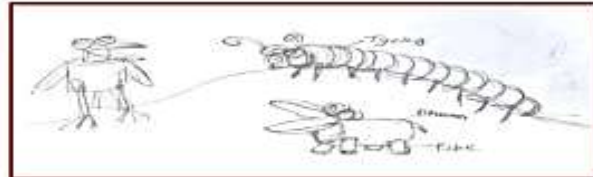
Another major initiative under SDG-12 is the “**Waste to Wealth**” programme. This initiative converts scrap metal and discarded materials into artistic installations, sculptures, and decorative artefacts, promoting circular economy principles and sustainable campus beautification.



The process begins with identification and aggregation of scrap materials generated from infrastructure works and other activities. Students and faculty members prepare design layouts and prototypes. The fabrication stage includes cutting, welding, assembling, and finishing of materials under expert supervision, transforming waste into artistic structures.



**Different types of Scraps in the university**



**Sanskriti, a student of BFA making drawing**



**Installations at Vivekanand Parisar, University Campus**



**Abstract, Deepak Paunikar, Worth Rs. 3 Lacs**



**Anahad, Kishor Thakur, Worth Rs. 5 Lacs**



**Apple, Prabhakar Singh, Worth Rs. 6 Lacs**



**Face, Dr. Ganesh Kushwah, Worth Rs. 6 Lacs**



Finished sculptures and installations are placed across the campus and in public spaces, significantly enhancing aesthetic appeal while promoting sustainability awareness.

The initiative has reportedly utilized approximately 4 tons of scrap material with an expenditure of around Rs. 10 lakhs, generating artefacts valued at nearly Rs. 2 crores. This reflects both environmental conservation and economic value creation through innovation.

### Certificates & Appriciation



**Poster for G20 scrap sculpture workshop**



**Students and Faculty with G20 scrap sculpture certificates**



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**Agra DM (Prabhu N Singh), ADA VC (Charchit Gaur) & Commissioner appreciating Dr. Ganesh Kushwah with certificate**



Collaborations with Agra Nagar Nigam and other civic bodies further demonstrate the University's contribution to city-level beautification and sustainability campaigns. Workshops, artist camps, and interdisciplinary participation reinforce skill development and environmental responsibility among students.

In addition to these flagship initiatives, the University promotes responsible consumption through waste segregation practices, recycling systems, composting, digital documentation to reduce paper usage, energy conservation measures, and sustainable procurement policies. These measures collectively strengthen institutional commitment to resource efficiency and long-term sustainability.

Dr. Bhimrao Ambedkar University, Agra continues to align its academic, administrative, and community engagement practices with SDG-12 by fostering innovation,



awareness, reuse culture, and circular resource management. The integrated model of social empowerment and environmental responsibility demonstrates the University's holistic approach to responsible consumption and production.

### Some Glimpses

#### Preparation of Maquettes



Sanskriti, Prachi, Charul and Mohit ( BFA) working on Maquettes



Straw Maquette for Melting Ice Cube sculpture

#### Fabrication and Welding



Priya and Abhishekh of MFA making 7 ft. diameter Globe Sculpture



Globe of 7 ft diameter and 8 ft height by Priya Bhadoria and team  
Cost Worth Rs. 4 Lacs



**Painting and finishing**



**Paras, MFA, painting on peacock**



**Dinesh, Charul and Priya, BFA, painting on Bull and Dog**

**Costing and Installation**



**Work in progress on Melting Ice Cube**



**Melting ice 7 ft cube waste pipes Cost Worth Rs.8 Laacs**

**Installation at Waste to wonder park, Fatehabad Road, Agra**

Scrap metal artifacts of prepared by students and faculty of university at waste to wonder park, Fatehabad road, Agra



**Tortoise 5 Ft length by Brijesh Chandel (BFA) Cost Worth Rs.80k**



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## **Painting without paint: Murals out of Domestic Waste**



**Art works by BFA First Year students through waste material under painting without paint concept each cost approximate Worth Rs. 10k**



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**Kawach, 4x3x2ft, Ravi Dube(MFA), Cardboards and Paper  
Worth Rs. 50k**



**Leaf painting through nailing by students on World Sparrow Day**