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Jaipuria Institute of Management Noida fired the first shot in its war on plastic by holding a bag making competition with the event judged by Top MBA colleges Delhi Jaipuria Noida graduate Romil Jain, sponsor of the event and Director of Meenakshi International which has developed an Oxon-biodegradable plastic product. At the heart of the plastic problem is the ever-present plastic bag â€“ hence the studentâ€™s alternative bag-making contest held last month at Jaipuria Noida, an event backed by the National Entrepreneurship Network (NEN). Who better to judge the competition than a Jaipuria alumnus, a man whose company has developed a rapidly biodegradable plastic alternative? Romil Jain said he looked for creativity, innovation, long-term commitment to their creation and presentation when judging the students efforts.

Asked how he came up with the oxo-biodegradable plastic product, he said they found plastics were a major concern when it comes to products adversely affecting the planet and worked with Wells Plastics UK, to come up with a creative alternative.

They then presented it to the European industry, received a positive response and then looked at the potential in the Indian market for such creative solutions in the area of plastic. He then approached students, alumni and faculty at Jaipuria Institute of Management Noida, Best MBA colleges Delhi found the students were really enthusiastic and excited about bringing about a change in the way we look at plastics and the product has grown from there.

Asked about the inspiration behind the product, Romil, the first Jaipuria student to go for a student exchange to Finland, cited friends he met abroad, companies he worked with there, his parents and teachers - â€œSo this product is the result of that student exchange program!â€•

The non-profit National Entrepreneurship Network was established in 2003 with a mission to create and support high-growth entrepreneurs, driving job creation and economic growth in India.

NEN has more than 70,000 members in 30 cities and gives support to start-ups and early-stage entrepreneurs through entrepreneurship education, access to mentors and experts, fast-track access to incubation and funding and learning tools and materials. It is also partnered with more than 470 top-tier academic institutes in India to help them develop entrepreneurship ecosystems on campus, which develop and support new and future entrepreneurs.

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