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Dr. Muhammad Khan (the Principal Investigator of the project) participated in **10th International Conference on Social sciences, Humanities and Education (ICSHE)”** which was held in London, the United Kingdom during 22 - 24 November 2024 and presented a paper, titled ***Nudges to Curb Disposable drinkware: A Cricket Game Experiment.***

This research is based on a gamified nudge experiment that involves placing two buckets next to the juice corner shop in the cafeteria of COMSATS University Islamabad, Lahore Campus. Participants were given the choice between using plastic glass or reusable glass. If they choose reusable glass, they were asked to place a green coin in a bucket labeled with the Pakistan cricket team. If they choose plastic, a blue coin is inserted in a bucket labeled with the Indian cricket team.

The number of green and blue coins collected in the two buckets was recorded on a daily basis for a period of four weeks. This activity served as a fun way to promote awareness and change behavior towards single use plastic.

<https://www.dpublication.com/proceeding/10th-icshe/>

