

Dayananda Sagar College of Arts, Science and Commerce
Kumaraswamy Layout, Bangalore-560078

Report of the Event Conducted

Department: MBA-BU

Date: 05.06.2024

Sl. No.	Particulars	Event related Details			
1.	Event*	Essay			
2.	Title of the Event	Eco cell –Essay Event			
3.	Date	05/06/2024			
4.	Time	1.00 to 2.0pm			
5.	Venue	MBA-class room			
6.	Resource Person 1	NIL			
7.					
8.	Topics Covered	Save water, soil & air, importance of solar energy, waste management, save trees & wild life, save earth, remedies for global warning etc			
9.	Resource Person 2	NIL			
10.	Topics covered	NIL			
11.	No. Faculty Participants	Internal:	NIL	External:	NIL
12.	No. Student Participants	Internal:	50	External:	NIL
13.	Faculty Coordinator/s	Full Name: Prof.Tejaswini L K Department: MBA-BU Designation: Asst. Professor			
14.	Student Coordinator/s	Full Name: Surya Markandeya Bagur Register No: 23PGASC0084 Course, Semester & Section:MBA,1 st C		Full Name: Sachin Raj Register No: 23PGASC0067 Course, Semester & Section:MBA,1 st C	
15.	Total Expenditure (Details to be enclosed)	NIL			
16.	Sponsors and Amount (if any)	NIL			
17.	Agenda of the Event (Attach a copy)	NIL			
18.	Report uploaded				

	on college website? If yes, give details:	YES
19.	Report sent to media? If yes, give details:	NO
20.	Report uploaded in Social Media? If yes, give details:	https://www.facebook.com/photo/?fbid=1069624864781830&set=pcb.1069624968115153
21.	Certificates Printed? (Attach a copy**)	No.
22.	Feedback Collected? (Attach a copy**)	NO.
23.	Attendance Sheet Attached?*	Yes. (Copy Attached)
24.	Summary of the Event (Minimum 100 words)	<p>World Environment Day (WED) is celebrated annually on 5 June and encourages awareness and action for the protection of the environment. It is supported by many non-governmental organizations, businesses, government entities, and represents the primary United Nations outreach day supporting the environment.</p> <p>World Environment Day is a global platform for public outreach, a platform for raising awareness on environmental issues as marine pollution, over population, global warming, sustainable development and wildlife crime etc.</p> <p>Topic chosen for competition is Green marketing. It is the practice of promoting products or services that are sustainable and eco-friendly. Companies that invest in green marketing benefit from increased customer loyalty and a positive brand reputation, while also helping protect the planet and contributing to a more sustainable future</p>
25.	Photographs of the Event	Yes.

Notes:

* Seminar / Workshop / Symposium / Conference / Cultural Fest / Quiz / Sports / Literature Fest, etc.

** Format Copy need to be attached and hard copy need to be filed

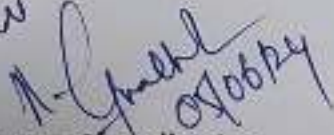
*Original sheet need to be filed and scanned copy should be attached


PS:

- ❖ Whichever column is not applicable, write as NA.
- ❖ If the nothing is done / gained / spent, write as No/Nil.


Event Coordinator


HOD/Director


IQAC-Coordinator


Principal

INVITATION (BROCHURE)



DAYANANDA SAGAR COLLEGE OF ARTS, SCIENCE & COMMERCE

Department of MBA-BU. In Association with



WORLD
ENVIRONMENT
DAY



ECO-CELL

Organizes

ESSAY COMPETITION

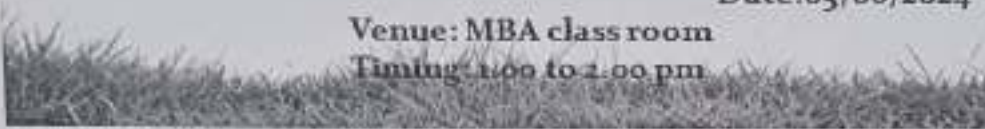
On

Green Marketing

Date: 05/06/2024

Venue: MBA class room

Timing: 1.00 to 2.00 pm



PHOTOGRAPHS



Bengaluru, Karnataka, India

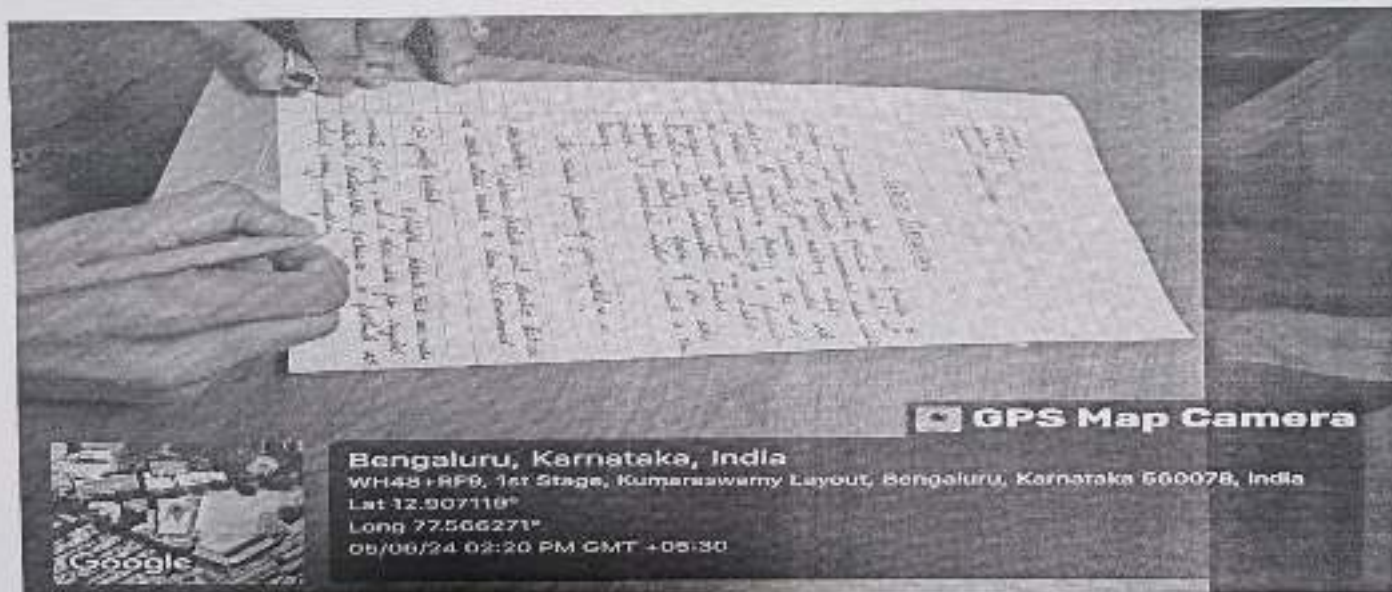
WH48+RF9, 1st Stage, Kumaraswamy Layout, Bengaluru, Karnataka 560078, India

Lat 12.907028°

Long 77.566206°

05/06/24 02:19 PM GMT +05:30

Students writing the essay



Bengaluru, Karnataka, India

WH48+RF9, 1st Stage, Kumaraswamy Layout, Bengaluru, Karnataka 560078, India

Lat 12.907118°

Long 77.566271°

05/06/24 02:20 PM GMT +05:30

Student's write up



Bengaluru, Karnataka, India
 WH48+RF9, 1st Stage, Kumaraswamy Layout, Bengaluru, Karnataka 560078, India
 Lat 12.907119°
 Long 77.666271°
 05/06/24 02:20 PM GMT +05:30

Students representing theme by their write ups.

Name: Adhira
 class: 7th sem

Green Marketing

Green marketing refers to the practice of developing & advertising products based on their need & or promote environmental sustainability.

Green marketing describes a company's effort to describe the environmental sustainability of its products or practices. The emergence of consumer population that is becoming increasingly concerned with environmental and social factors has led to green marketing becoming an important component of corporate public relations.

Features of Green marketing

- Green marketing helps to promote eco-friendly products
- Green products focus on savings, innovation and proper resource planning
- Green marketing helps in sustainability of customers
- Green marketing also contributes for realization of various green based goals in the environment.
- It helps in reducing the environmental damage.
- Improves company image and value of the product.

Green product

These are the products which are vegetable, fruits and biodegradable in nature with natural ingredients. It contains vegetable, cereals, non-toxic chemicals. Products which do not harm or pollute the environment and can not be tested on animals.

4 Pillars of Green marketing

(1) Product

• Products should offer ecological benefits which not harm the environment but could protect or improve it.

• Price for such products are little higher because of its value.

(2) Pack

• Distribution logistics plays an important role. Here, the main focus is on ecological packaging. Green products should be marketed in local as well as national markets.

(3) Promotion

• Communication with the market should put focus on environmental aspects and promotion of the products should also be done in a green way.

Examples in green marketing

- Tata group of companies, Tata motor ltd has developed their slogan as being green. Tata motor - is in it's design which shows it's friendly towards atleast people towards earth.
- ITCN - "Use mobile, save paper". ITCN campaign is in it's mission to plant the tree green & also to spread awareness about the green initiative "Use mobile, save paper".

Conclusion

Marketing is wider term & vast concept to understand. Green marketing is a part of marketing which is very important from the social, economical & ethical point of view as it has motive of spreading awareness among people about environmental issues which helps to maintain environment clean & green by producing eco-friendly products.

Dayanandasagar college of Arts, Science & commerce

MBA Department

ECO CELL Event - Essay

MBA 1st sem C-section attendance sheet

Date:05/06/2024

timings-1.00 to 2.00pm

SL.NO	Name	signature
1	LAKASH T	T. Deshu
2	AKSHAY V NAYAK	AK
3	ARJUN A	Ar
4	ATHMIKA BT	Athika
5	BARSA DEBBARMA	Barsa Debbarma
6	CHAITRA R GOUDAR	AR
7	CHANDRU GANESH R	CR
8	DEEKSHITH AK	Deekshith
9	DEEPAK	De
10	DHANUSH S	Dhanush S
11	DHEERAJ KC	Dheeraj
12	GOUTHAMI RAJU JOGLEKAR	Goutami
13	KARTHIK BV	Karthik
14	LARISSA MARY J	AR
15	MAHANANDA MV	Mahananda MV
16	MAITREIBEN ASHOKGIRI GOSAI	Maitreben
17	MANOJ JB	Manoj JB
18	MOHAMMED RAASHID HUSSAIN	Mohammed
19	NANDITA PATIL	Nandita
20	NEHA A BALLARY	Neha A Ballary
21	NEYAZ AHMED	Neyaz Ahmed
22	NIKITA BANIK	Nikita
23	PREETHAM MERVIN CONSALVES	Preetham
24	RAGHANA	Raghana
25	RADHIKA P NAYAK	AR
26	RAHUL KUMAR	AR
27	RAKESH KS	AR

28	RANJANA BISWAS	<i>Ranjana Biswas</i>
29	REKHA CH	<i>Rekha Ch</i>
30	SAGAR HM	<i>Sagar</i>
31	SAI CHARAN SUBRAMANYAM M	<i>Saicharan</i>
32	SAMANTHA SHANTHARAJ MANCHALA	<i>Samanta</i>
33	SHAIK MUKTAR BASHA	<i>Shaik</i>
34	SHREE HARSHAN REDDY M	<i>Shree Harshan</i>
35	SINCHANA BR	<i>Sinchana</i>
36	SNEHA A	<i>Sneha</i>
37	SONIYA K	<i>Soniya</i>
38	SUNANDA S	<i>Sunanda</i>
39	TEJAS GOWDA P	<i>Tejas</i>
40	VARSHITHA K	<i>Varshitha</i>
41	VIGNESH SAH G	<i>Vignesh</i>
42	VISHRUTHI SM	<i>Vishruthi</i>
43	VIVEK	<i>Vivek</i>
44	AAIN ULLA KHAN MD	<i>Aain</i>
45	CHANDRAPPAYYA V KENDATHMATH	<i>Chandrapa</i>
46	DEEPTI KAVALKAI	<i>Deepthi</i>
47	LEKSHANA	<i>Lekshana</i>
48	ROHINI	<i>Rohini</i>
49	SRIHARI R	<i>Srihari</i>
50	SUHAS DAS S	<i>Suhas Das</i>
51	KIRAN KUMAR C	<i>Kiran</i>
52	NAGARAJA L PATTIL	<i>Nagaraja</i>
53	SRRAM S	<i>Srram</i>
54	KASHINATH SWAMY	<i>Kashinath</i>
55	RENUKACHARYA KALAHASTESHWARMATH	<i>Renuka</i>
56	SINCHANA HT	<i>Sinchana HT</i>
57	LAVANYA	<i>Lavanya</i>
58	DEEKSHITH KG	<i>Deekshith</i>
59	CHEETHAN M	<i>Cheethan</i>