



## **SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**

### **FACULTY OF MANAGEMENT**

#### **FOM—GO GREEN CLUB GUEST LECTURE**

#### **REPORT**

The Faculty of Management, SRMIST, Go Green club successfully hosted a guest lecture on 'Sustainable Business Management-Green Business Opportunities and Challenges'. The session provided students with an in-depth understanding of evolving Green Business strategies and the challenges faced in moving towards sustainable business management.

Title: Sustainable Business Management-Green Business Opportunities and Challenges

Date: Tuesday, March 18, 2025

Venue: MBA Block, M-202

Guest Speaker: Mr. Karthik Sekar, Business Incubation Manager

GO- Green Faculty Team: Dr. J. Dinesh. Dr. KD. Balaji, Dr. U.Madhanrajan

Faculty In-Charge & Go- Green club coordinator: Dr. C. Senthilnathan

Student Coordinators : Mohan Kumar G ( I MBA DM), Megavamshi B T( I MBA DM), Mohammed Abuthahir( I MBA DM), Vaibhav Kumar( I MBA DM), Anand S ( I MBA GEN-D), Raghav Santhosh M( I MBA GEN-D), Rajamuthurangane R( I MBA GEN-E), Sweta Laxmi ( I MBA GEN-E), Deepakkiran C( I MBA BFS-AA2).

## About the Event

Mr. Karthik Sekar, a highly experienced Business Incubation Manager, delivered an engaging and insightful talk, addressing key aspects of Green Businesses and opportunities. His discussion revolved around how businesses today are adapting to going green, environment-centric approaches, and the integration of technology into green business strategies.

## Key Aspects Covered in the Lecture

### 1. Challenges & Opportunities in Green Business

- Opportunities such as increase Market Demand, Competitive Advantage, Innovation and R&D. Government supporting and facilitating entrepreneurship and startups.
- Cost Savings, Access to Funding and Incentives and Improved Brand image are other significant Opportunities.
- Challenges include High initial Investments, Limited Consumer Awareness, Competition and Finding Skilled Workforce.

### 2. Role of Technology, Financing and Investment in Green Business

- Smart Grids Optimizing energy distribution and AI and Machine learning.
- Internet of Things (IoT), Sustainable Materials are some of the areas where he emphasized on role of Technology

Throughout the session, Mr. Karthik Sekar used real-life examples from his professional experience to illustrate key concepts, making them more relatable and practical for students. His anecdotes from the industrial sector and various business scenarios helped clarify the importance of adaptability in green business and benefits of it for society and business.

One of the most impactful parts of the lecture was his emphasis on how effective is Financing and Investment is Growing in Green Businesses and Sustainable Startups:

- Green Bonds, ESG Investing (Environmental, Social, Governance).
- Impact Investing to generate positive Environmental and Social impact.
- Venture Capital and Private Equity, Government Grants and Subsidies support Research and Development.

### 3. TN Agro- Industrial Corridor and MSME Schemes for Agripreneurs.

- Development of Industrial Estate in Districts, Major Food Park in the Thanjavur District
- Seaweed Park by Fisheries Department by (TNAICP) AND infrastructure requirements in the Delta districts.
- Marketing Research and information network, establishment of Agri-Clinics and Agri Business Centers
- Development of Commercial Horticulture, National Mission on Food Processing, Gender Budgeting and Modernization of Abattoirs are some schemes he proposed for agriculture industry.

### Key Takeaways

- Business opportunities and benefits in moving towards sustainable business management.
- The growing role of Technology in Green Business and Sustainable Startups.
- How Indian markets require customized green marketing strategies for Consumers.
- Future of Investments and Financial stability of green startups.
- The Trajectory of Tamil Nadu Agricultural and Green business Growth.

The session was highly interactive, with students actively participating in discussions and engaging with the speaker. Mr. Karthik Sakar's real-world insights, industry experience, and practical examples helped students connect theoretical concepts with practical applications.

A big thank you to our esteemed guest and all the organizers for making this event a grand success! Shaping Future Marketers for a Dynamic World!

### **Awareness Campaign for management students**

As per usual practice before the GO-GREEN Guest Lecture was organized by GO-GREEN Team, all the management students were given awareness about following green behavior that they could adopt on regular basis to moderate climate change effects of excessive heat and inconsistent rain.

- Planting trees, protecting and maintaining trees, financial contribution for tree plantation.
- Saving power and installing solar power plants in home
- Reducing automobile emissions
- Recycling of plastics and electronic waste

### **Administering an Oath at the end of the program**

At the end of the program, all participants were administered oath for adaptation of green behavior in everyday life with commitment.

## PHOTOS CORNER







# **GO-GREEN Awareness Campaign in Management**

## **department video links**

### **Link 1:**

<https://drive.google.com/file/d/1u8lugCDIaDq5XPClaG50SN-HCGVfz4Gf/view?usp=drivesdk>

### **Link 2:**

[https://drive.google.com/file/d/1Jwl3bjrjXBglWagZ\\_LoC\\_8nDipAd3iUQ/view?usp=drivesdk](https://drive.google.com/file/d/1Jwl3bjrjXBglWagZ_LoC_8nDipAd3iUQ/view?usp=drivesdk)

### **Link 3:**

<https://drive.google.com/file/d/1oB2OZvIYdNEwR-33JeJepKAwPO-9LsBs/view?usp=drivesdk>