



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

FACULTY OF MANAGEMENT

FOM—GO GREENCLUB- TALK SHOW REPORT

The Faculty of Management, SRMIST, Go Green club successfully hosted talk show on 'Sustainable Business Management-Green Business Opportunities and Challenges,' focusing on both Indian and international markets. The session kindled the interest among students invoking thoughts and discussion on Green Business strategies, challenges and benefits in going green for businesses and individuals, possible solutions for it and role of government for moving towards sustainable business management.

Title: Sustainable Business Management-Green Business Opportunities and Challenges

Date: Tuesday, March 18, 2025

Venue: MBA Block, M-203

Host: Dr. K.D. Balaji, Dr. U. MadhanRajan

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

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

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

The talk show on Sustainable Business Management and Green Business Practices hosted by Dr. K.D. Balaji on 18 March was an insightful and competitive experience where participants provided their points with proper thought and clarity, the points and opinions shared by participants were also accompanied with the expert opinions of panelists like Dr.S. Senthil Kumar, Dr.C. Senthil Nathan, Dr. Lakshmi Narasimhan, Dr. Sarangapani, Dr. Ganesh Kumar, Dr.S.Subhadra. These panelists share their thoughts and facts on topics discussed based on their expertise area.

Key Aspects Covered in the Talk show

1. Challenges & Opportunities in Green Business

- Participants spoke about Opportunities such as increase in Innovation and R&D and Adoption of Advanced Sustainability tools available for Sustainable business Startups to grow.
- The growth of EV and many aspects of the EV industry such as its challenges in India and other markets and the progress it had made in the Chinese and Indian markets were also discussed.

2. Role of Government Regulations in Implementing Green Business Practices.

- The role of Regulations and Laws are the other Significant area discussed in the Show which provided some insightful and vast number of opinions and standings of the participants and the experts.
- The implementation of Regulations to practice Sustainability among people in the society was discussed in depth and it provided the participants to showcase their personal opinion and suggestions for the lawmakers

Throughout the session, the participants and the panelists used real-life examples from their experience to illustrate key concepts, making them more relatable and practical for others and made room for other points and opinions from other participants to enter into the Talk Show.

Key Takeaways

- Challenges faced by individuals and business in adaptation of green behavior and finding ways to enhance adaptation of green behavior in future
- The growing role of Technology in Green Business and Sustainable Startups.
- How Indian Society require customized Green Practices for People.
- Future of EV Industry in India and in the Global Market.
- The Implementation of Regulations and Laws on practicing Sustainable and green behavior.

The session was highly interactive, with students actively participating in discussions and engaging with the Panelist's and Expert real-world insights, Personal experience, and practical examples helped students connect theoretical concepts with practical applications. It aided the participants to enhance their ability to think and communicate with clarity on the discussion topics.

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





