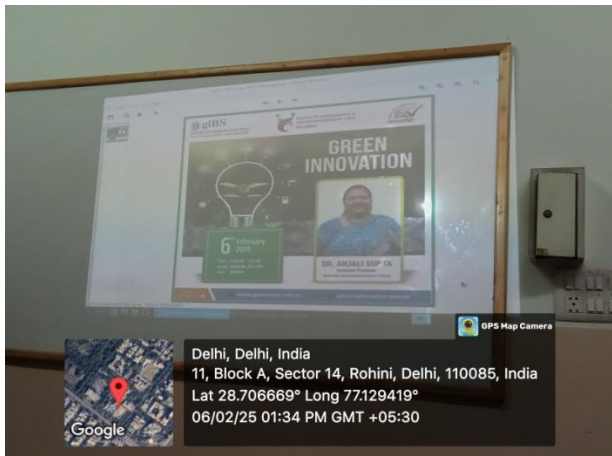


GREEN INNOVATION

6TH FEBRUARY 2025 (THURSDAY)



On November 6th, 2024, an insightful IICsession titled “Green Innovation” took place for BBA E6B students, featuring Dr. Anjali Gupta, as the resource person. Dr. Anjali is an Associate Professor for Centre of Management Studies in Gitarattan International Business School, Rohini.

The session was aimed at broadening students' understanding of the growing importance of sustainability in business and how businesses can adopt green innovations to not only address environmental challenges but also enhance their competitiveness in the market. Dr. Gupta began the session with a comprehensive keynote address that emphasized the urgency of addressing global environmental issues such as climate change, resource depletion, and waste management through innovative solutions. She explained the concept of green innovation, which involves the development and implementation of new technologies, practices, and products that are environmentally sustainable and economically viable. Dr. Gupta highlighted the potential of green innovation in various industries, including renewable energy (such as solar and wind power), eco-friendly manufacturing practices, and sustainable product design. She focused on how businesses, both large and small, can integrate these innovations to reduce their environmental footprint and gain a competitive advantage. Throughout the session, Dr. Gupta provided real-world examples of companies that have successfully embraced green innovation, demonstrating the potential benefits such as cost savings, enhanced brand reputation, and compliance with regulatory standards. The session also covered key topics such as Renewable Energy Solutions, Eco-friendly Materials, Circular Economy and Waste Management and Business Benefits of Green Innovation.

The session concluded with a lively Q&A segment, where students actively engaged with Dr. Gupta, asking questions on topics ranging from the challenges businesses face when implementing green technologies to how they can begin integrating these innovations into small-scale businesses. Dr. Gupta provided insightful answers, emphasizing the role of future business leaders in driving sustainable change within industries.

Overall, the session was a success, leaving students with a clearer understanding of the critical importance of green innovation in modern business practices. It encouraged them to consider how they can contribute to sustainable development and innovation in their future careers, aligning business success with environmental responsibility.

FLYER OF THE EVENT



TYPE OF EVENT	IIC
VENUE	Room – 302
TIME & DURATION	1:30 pm to 2:30 pm
CONDUCTED BY	IIC
ORGANISED FOR	BBA 6 th Sem–E6B
NAME OF THE COORDINATOR	Dr. Diksha Khaneja
ATTENDANCE	Students: 45
RESOURCE PERSON	Dr. Anjali Gupta Associate Professor, GIBS
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none"> 1. To raise awareness about the significance of green innovation in addressing environmental challenges. 2. To foster creativity and critical thinking in developing sustainable solutions.

	<ol style="list-style-type: none"> 3. To provide a platform for sharing ideas, projects, and best practices related to green innovation. 4. To promote collaboration between academia, industry, and government for sustainable development. 5. To empower participants with the knowledge and tools to implement green practices in their respective domains.
<p>LEARNING OUTCOME</p>	<ol style="list-style-type: none"> 1. Enhanced understanding of the principles and importance of green innovation. 2. Generation of innovative ideas and solutions for environmental challenges. 3. Increased engagement and collaboration among participants to promote sustainability. 4. Identification of actionable strategies to integrate green practices into academic, personal, and professional settings. 5. Strengthened ecosystem for green innovation within the IIC and beyond.
<p>SHORT FALL DURING EVENT</p>	<p>None</p>
<p>LINK TO ONLINE VIDEO</p>	<p>https://youtu.be/9We9_qRZ_Rs</p>

**PREPARED & SUBMITTED BY: DR. DIKSHA KHANEJA, ASSISTANT PROFESSOR,
GIBS**