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Insights...Influence...Impact...

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FROM THE EDITOR'S DESK

Welcome to the June edition of our MBA Department Newsletter, where we come together to celebrate the World Environment Day, a day dedicated to raising awareness and taking action to protect our planet. As future leaders and change-makers, understanding the importance of sustainability and environmental stewardship is essential in shaping a resilient and thriving future. World Environment Day serves as a global platform to reflect on our relationship with the environment and the urgent need to address the pressing challenges of climate change, biodiversity loss, and pollution. This year's theme, "Ecosystem Restoration" highlights the vital role we play in healing and nurturing our natural world, ensuring a sustainable and equitable future for generations to come.

As MBA students, we are uniquely positioned to drive positive change within the business world. Integrating sustainable practices into our strategies not only benefits the environment but also enhances long-term business success. From adopting green technologies and reducing carbon footprints to promoting ethical sourcing and fostering a culture of Corporate Social Responsibility, our actions can make a significant impact.

In this edition, we explore various facets of sustainability and environmental conservation through various segments. World Environment Day is a reminder that every small action counts. Whether it's reducing waste, conserving energy, or supporting eco-friendly initiatives, each step we take contributes to a healthier planet. Let us use this occasion to reaffirm our commitment to environmental sustainability and inspire others to join us in this crucial endeavour. We hope this edition inspires you to think critically about your impact on the environment and motivates you to take meaningful action. Together, we can create a sustainable future where business and nature thrive in harmony.

Happy Reading!

Dr. Rajeshwari GM
Managing Editor

THEME OF THE MONTH

WORLD ENVIRONMENT DAY

World Environment Day (WED), celebrated annually on June 5th, is the United Nations' principal vehicle for encouraging awareness and action for the protection of our environment. First held in 1974, it has become a global platform for public outreach that is widely celebrated in over 100 countries. Each year, WED has a new theme that major corporations, NGOs, Communities, Governments, and celebrities worldwide adopt to advocate environmental causes.

The theme of the month World Environment Day is a global event that embraces the awareness and encourage action for the protection of our environment by focusing on a specific that is crucial to addressing current environmental challenges. The key objectives of WED are to educate global population about pressing environmental issues, promote action through which governments, industries, communities, and individuals to implement sustainable practices. This could be successfully achieved by fostering partnerships among various stakeholders to enhance collective efforts towards environmental sustainability. Every year, World Environment Day also features an impactful slogan, tailored to the theme.

This year's World Environment Day campaign focused on land restoration, desertification and drought resilience under the slogan "Our land. Our future. We are #GenerationRestoration."

The theme for 2024, "Our Land, Our Future. We are #GenerationRestoration," emphasizes the importance of restoring land, combating desertification, and enhancing resilience to drought. The Kingdom of Saudi Arabia hosted the 2024 World Environment Day global celebrations.



Source: <https://www.aimsindia.com/blog/world-environment-day-protect-our-environment-and-protect-our-health/>

Contribution of Youth towards World Environment Day - 2024

Youth World Environment Day 2024 demonstrates the power of youth partnership with local Government and the private sector in advancing environmental sustainability. Today, we unite to increase awareness and spur action in defense of our planet. Our urban environments are critical focal points in the fight for sustainability, and it is essential to acknowledge the need for sustainable urban development and the role of youth.

The World Environment Day is a crucial reminder of the need for global cooperation and action to protect our environment. By understanding and addressing the significance of reducing carbon footprints, promoting biodiversity, and implementing sustainable practices, we can contribute to a healthier and more sustainable planet. Through continuous efforts and innovations, we can mitigate environmental challenges and ensure a thriving world for future generations.



INSIGHT SPOTLIGHT

- Almost 60 per cent of all species live in soil, making our land the planet's most biodiverse habitat.
- Drylands generate 44 per cent of global crops, are the source of feed for half of the world's livestock and support the lives and livelihoods of more than 2 billion people.
- Despite its reputation for being lifeless, the Sahara Desert is home to 500 plant species, 70 mammalian species, 100 reptilian species, 90 avian species, and several arthropods, such as spiders and scorpions.
- More than 28,000 plant species are currently recorded as being of medicinal use and many of them are found in forest ecosystems.
- Lakes, rivers and wetlands hold 20–30 per cent of global carbon despite occupying only 5–8 per cent of its land surface.
- Every five seconds, the equivalent of one football ground of soil is eroded. Yet, it takes 1,000 years to generate 3 centimetres of topsoil.
- Trees in urban areas can cool the air by up to 5°C, reducing air conditioning needs by 25 per cent. Urban trees provide multiple health benefits such as cleaner water. They also clean the air and reduce flooding among many other benefits.
- Close to 75 per cent of the world's fruit and seed crops depend, at least in part, on pollinators like bees. Pollinators contribute to 35 per cent of the world's total crop production, pollinating 87 of 115 leading food crops worldwide.
- Cities account for 75 per cent of global resource and energy use and produce more than half of global waste and at least 60 per cent of greenhouse gas emissions.
- Soil microorganisms are important in producing antibiotics. Penicillin, for example, comes from a small fungus living in the soil.

Source: <https://www.worldenvironmentday.global/did-you-know/fun-facts>

FACTS AND FIGURES BUILDING ON INFO BRICKS

Initiatives by MNCs to reduce Carbon Footprints



Why is World Environment Day Important?

Caring for World Environment Day is paramount because it serves as a global reminder of our shared responsibility to protect and preserve the planet.

Help spread awareness about the environment by tagging in your social media:

#EnvironmentalAwareness
#EarthDay #EnvironmentDay



+8 million

tons of plastic enter the oceans each year, threatening marine ecosystems.



1.2°C

of global temperature has increased, leading to more frequent severe weather events.



2 billion

people worldwide lack access to safely managed drinking water causing health issues.

18.7 million

acres of forests are lost annually, equivalent to 27 soccer fields every minute.



72%

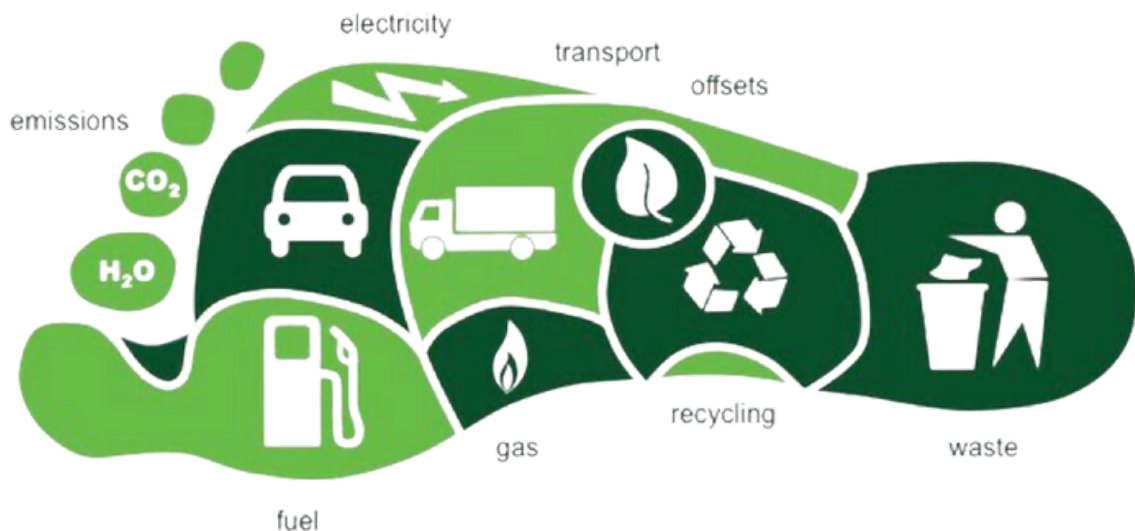
of new renewable energy sources (solar and wind power) were accounted for in 2020.



68%

of the world's population will live in urban areas by 2050, straining resources and ecosystems.

Source: venngage.com



Source: Quora.com

FACTS AND FIGURES BUILDING ON INFO BRICKS

The Purpose of World Environment Day



Promote global awareness of significant environmental issues



Highlight environmental problems resulting from human activity



Focus attention on urgent environmental crises through annual themes



Raise awareness to encourage responsible stewardship of the planet



Inspire action towards environmental sustainability and protection



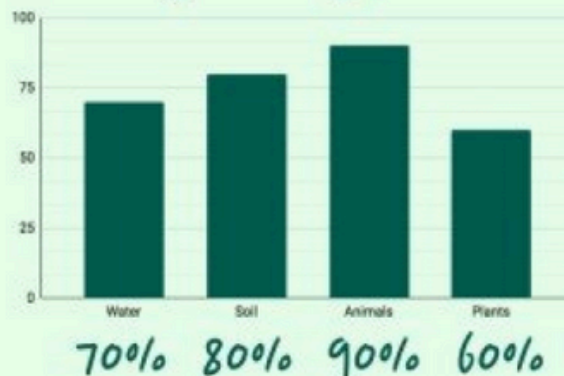
Foster global cooperation and commitment to solving environmental challenges

Source: www.8billiontrees.com

World Environment Day infographics

Endangered environments

Mercury is the closest planet to the Sun and the smallest one in the entire Solar System



Source: Slidesgo.com

DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT



The Department of Business Administration periodically conducts mentor – mentee sessions for the holistic development of MBA students. These sessions aim at identifying academic and personal challenges encountered by students during their stay in the campus and the mentors provide suitable assistance to overcome the challenges.

DID YOU KNOW?

According to the WWF report, the rate at which the population is growing, it is estimated that humankind will need three planets to sustain life by the year 2050.

DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

Student & Faculty Development Program



The Department of Business Administration had organized a Student & Faculty Development Programs on June 26th, 2024 and July 01st, 2024 on AI in academic assignments and research publications. The program was ably Managed by Dr. Sunil M V, Assistant Professor, Systems and General Management, SDMIMD, Mysuru. The session provided valuable insights into the structure of research articles/papers, enhancing participants' understanding of effective academic writing. Dr. Sunil's

expertise was instrumental in delivering hands-on learning experiences, particularly in utilizing AI tools to craft impactful research papers and project reports.

CELEBRATIONS AS BONDING AND BINDING PRACTICES



The Department of Business Administration has a unique best practice of celebrating the success stories of its team mates. Recently, the team bid adieu to Dr. Aniruddha and Dr. Srinivas who found places of their choice to continue with their endeavor of higher Learning and Research.

STUDENTS' GALLERY

"ENCHANTING EARTH'S AFFAIR"

Beneath the big blue sky so high,
Where birds zoom and rivers sigh,
On this special day, let's all wow,
To shield our Earth, here and now.

Mountains high, rivers flow,
Nature's beauty, a grand show,
Birds soaring, flowers bloom,
In this world, there's no room for gloom.

Let's hold nature close, keep it near,
On this day, let's make it clear,
Our Earth, our home, we must defend,
For nature's love, we'll always extend.

Birds in flight, a dance so free,
Their wings a symbol of harmony,
flowers bloom, a vibrant hue,
In nature's garden, lives new.

In the embrace of nature's art,
Let's heal and soothe each broken part,
World Environment Day, a time to say,
we'll protect our Earth in every way.

MAYRAJ FATHIMA
Final Year MBA

"PRESERVING PARADISE: A TRIBUTE TO WORLD ENVIRONMENT DAY"

Imagine a world without the green trees, colorful flowers, and chirping birds – it would be so dull and sad. Our environment, with all its beauty, makes our world a wonderful place to live in. The fresh air we breathe, the clear water we drink, and the vibrant landscapes we see all around us are gifts from nature that bring joy to our hearts. As we traverse the intricate web of ecosystems, from lush forests to vibrant coral reefs, we witness the intricate beauty and resilience of our Earth. World Environment Day invites us to pause, reflect, and take action to protect these invaluable treasures for generations to come. It calls upon us to be custodians of biodiversity, champions of sustainability, and advocates for a greener, cleaner world.

When we walk through a forest or sit by a flowing river, we feel a sense of peace and happiness. Nature has this magical power to calm our minds and lift our spirits. The beauty of the environment not only pleases our eyes but also soothes our souls. It reminds us of the wonders of life and the importance of taking care of our planet. Amidst the challenges of climate change, deforestation, and pollution, World Environment Day ignites a spark of awareness and activism in hearts across the globe. It inspires individuals, communities, and nations to unite in a shared commitment to preserve our planet's natural wonders. Through tree plantings, clean-up drives, educational campaigns, and policy advocacy, we sow the seeds of change and cultivate a future where nature thrives and humanity flourishes.

On this World Environment Day, let us embrace the call to action with unwavering determination and unwavering dedication. Let us stand as guardians of the Earth, protectors of its beauty, and architects of a sustainable future. Together, let us write a new chapter in the story of our planet, one of conservation, restoration, and reverence for the precious gift of life that surrounds us.

MAYRAJ FATHIMA
Final Year MBA

The Entrepreneurial Ascent – 2024



Department of Business Administration, Vidyavardhaka College of Engineering, Mysuru had organized a Business Plan & Poster Presentation on 29th June 2024. This event

gave a platform to the students aspiring to take up entrepreneurial ventures to propose their business plans. Four of our MBA students Aishwarya, Chethan, Anushree and Mario Stalin participated in the event.



In the same event two of our HR students Ms. Aishwarya and Mr. Chethan emerged and clinched the runner up prize for their Innovative and Novel Poster Presentation. Their Poster Presentation was Lauded by the panel judges and other participants.

GLOSSARY

- **Biodegradable:** Given the right conditions, temperature and presence of microorganisms, fungal or bacterial biodegradable items eventually break down to their basic components.
- **Biophilia:** An approach many people incorporated into their urbanised households and offices as a way to improve well-being, expedite healing, and enhance creativity and cognitive thinking.
- **Drought resilience:** Capacity of the farming community to resist the impacts of drought by effective management of land and water resources and maintain as far as possible the status quo before the transition to a period of normal rainfall.
- **Land restoration:** The process of halting degradation or rehabilitating degraded land, typically through activities like reforestation, soil conservation, and the protection of natural processes.
- **Desertification:** Process by which vegetation in drylands that is arid and semi-arid lands, such as grasslands or shrublands, decreases and eventually disappears.
- **Environmental sustainability:** Responsible ways through which management of natural resources to fulfil current needs without compromising the ability of future generations to meet theirs.
- **Carbon footprint:** The total amount of greenhouse gases (including carbon dioxide and methane) that are generated by our actions. The average carbon footprint for a person in the United States is 16 tons, one of the highest rates in the world.
- **Biodiversity:** All the different kinds of life you'll find in one area the variety of animals, plants, fungi, and even microorganisms like bacteria that make up our natural world. Each of these species and organisms work together in ecosystems, like an intricate web, to maintain balance and support life.
- **Carbon offset:** An action intended to compensate for the emission of carbon dioxide into the atmosphere as a result of industrial or other human activity, especially when quantified and traded as part of a commercial scheme. Purchasing the carbon offsets would contribute to the airline's commitment to reducing its environmental impact.
- **Sustainable practices:** are things we can do to help our environment develop in all the ways that our future generations have with all the resources provided by nature to fulfil their needs.
- **HVAC:** Stands for Heating, Ventilation, and Air Conditioning. A residential HVAC system is a complete home comfort system that can heat and cool your home, as well as provide improved indoor air quality and humidity control.
- **Generation Restoration:** Guiding light for cities as they endeavour to harmonize with nature, constructing resilient and thriving communities that coexist harmoniously with the environment.
- **Air Quality Index (AQI):** An index for reporting daily air quality. It determines how clean or polluted air is and what associated health effects might be of concern.
- **Ecosystem:** The interacting system of a biological community and its non-living environmental surroundings.
- **Landfill:** A location on land where wastes are dumped for permanent disposal.
- **Greenhouse Gas (GHG):** Any gas that absorbs infrared radiation in the atmosphere. Greenhouse gases include water vapor, carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), chlorofluorocarbons (CFCs), hydrochlorofluorocarbons (HCFCs), ozone (O₃), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), and sulfur hexafluoride (SF₆).
- **Aeration:** The process of adding air to water. Air can be added to water by either passing air through water or passing water through air.
- **Fish Consumption:** The use of surface water by humans for harvesting aquatic organisms for consumption. Harvestable aquatic organisms include fish, clams, turtles, crayfish, and frogs.
- **Environmental Assessment (EA):** An environmental analysis prepared pursuant to the National Environmental Policy Act to determine whether a federal action would significantly affect the environment and thus require a more detailed environmental impact statement.
- **Blackwater:** Water that contains animal, human, or food waste.



Accreditation and Affiliations



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