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

Mahajana Education Society (R)  
SBRR Mahajana First Grade College (Autonomous)  
Pooja Bhagavat Memorial Mahajana Education Centre  
Department of Studies in Business Administration

JUL  
2024  
Volume 7



## FROM THE EDITOR'S DESK

As we bring you another edition of our Department Newsletter, we are delighted to focus on a theme that resonates deeply with our collective responsibility as global citizens. World Nature Conservation Day, celebrated annually on July 28th, serves as a powerful reminder of the urgent need to protect and preserve the natural world that sustains us all. World Nature Conservation Day emphasizes the critical importance of conserving our natural resources, protecting biodiversity, and ensuring a sustainable environment for future generations. The depletion of natural resources, loss of biodiversity, and environmental degradation are pressing challenges that demand our immediate attention and action. As future business leaders, we must recognize that economic growth and environmental stewardship are not mutually exclusive but rather intertwined in our pursuit of long-term success and sustainability. In this edition, we delve into the significance of nature conservation and explore the role that businesses can play in fostering environmental sustainability. You will find articles by students discussing innovative strategies for integrating sustainability into business practices, and insights into how embracing green initiatives can enhance brand value and drive growth. The edition also includes highlights of the union Budget 2024.

As MBA students, we are in a unique position to influence and shape the future. By championing sustainable practices, promoting ethical decision-making, and advocating for responsible use of resources, we can contribute to the preservation of our planet's natural wealth. Let us commit to making choices that reflect our dedication to a sustainable and balanced world. World Nature Conservation Day is a call to action for each of us to reflect on our impact on the environment and take meaningful steps towards positive change. Together, we can create a future where business and nature coexist harmoniously, ensuring a thriving planet for generations to come. We hope this edition inspires you to take part in this crucial journey of conservation and sustainability. Let's work together to safeguard the natural world that we depend on and cherish. Happy Reading!

Dr. Rajeshwari GM, Managing Editor  
Dr. Preethi. M & Dr. Chandrashekar. P – Content Editors

## THEME OF THE MONTH

WORLD NATURE CONSERVATION DAY 2024:  
CONNECTING PEOPLE AND PLANTS

World Nature Conservation Day observed on July 28th 2024 emphasizes the theme, "Connecting People and Plants: Exploring Digital Innovation in Wildlife Conservation." This day highlights the critical need to protect our natural environment and encourages sustainable practices for future generations. This year's focus on integrating digital innovation in conservation efforts underscores the role of technology in safeguarding wildlife and ecosystems. The day serves as a reminder of the intrinsic value of nature and the collective responsibility we share in preserving it.

To mark this day, embracing a zero-waste lifestyle is a powerful step towards sustainability. Zero-waste living minimizes waste, conserves resources, and reduces pollution. It involves practical steps by following the 4 Rs:

- **Reduce:** Buy only what is necessary and choose products with minimal packaging. Opt for digital alternatives to reduce paper waste.
- **Reuse:** Repurpose old items, borrow or rent instead of buying, and repair belongings to extend their life.
- **Recycle:** Understand local recycling guidelines, compost organic waste, and support recycling initiatives.
- **Refuse:** Avoid single-use plastics and bring reusable containers and bags.

We can take meaningful actions to conserve natural resources in our campus too through arranging:

- **Sustainable Food Festival:** which highlight local and organic food options.
- **Campus Clean-Up Drives:** To regularly organize clean-up activities.
- **Tree Plantation:** Planting and care for trees on campus.
- **Waste and Water Management:** Implement effective waste segregation, recycling, and water-saving practices.
- **Energy Conservation:** Using energy-efficient appliances and reduce power consumption.

Encouraging student involvement through eco-clubs, volunteer programs, and sustainability workshops further supports these efforts. Additionally, community outreach and collaboration with local NGOs can amplify our impact. Let's unite in celebrating World Nature Conservation Day by committing to sustainable practices and fostering a greener, healthier planet for all.

# FACTS AND FIGURES BUILDING ON INFO BRICKS

## PROTECTING OUR PLANET STARTS WITH YOU



### BIKE MORE DRIVE LESS



### reduce REUSE recycle

Cut down on what you throw away. Follow the three "R's" to conserve natural resources and landfill space.

### choose sustainable



seafood

Learn how to make smart seafood choices at [www.FishWatch.gov](http://www.FishWatch.gov).

Trees provide food and oxygen. They help save energy, clean the air, and help combat climate change.



PLANT  
A TREE

### EDUCATE

When you further your own education, you can help others understand the importance and value of our natural resources.

### CONSERVE WATER



The less water you use, the less runoff and wastewater that eventually end up in the ocean.



Buy less plastic and bring a reusable shopping bag.



### Don't send chemicals into our waterways.

Choose nontoxic chemicals in the home and office.

### Volunteer!



Volunteer for cleanups in your community. You can get involved in protecting your watershed too!



### Long-lasting light bulbs - ARE A - BRIGHT IDEA

Energy efficient light bulbs reduce greenhouse gas emissions. Also flip the light switch off when you leave the room!



Source: [www. https://oceanservice.noaa.gov/ocean/earthday.html](https://oceanservice.noaa.gov/ocean/earthday.html)

[oceanservice.noaa.gov](https://oceanservice.noaa.gov)

## Union Budget 2024

### Nine Priorities of Budget

Productivity  
and resilience in  
agriculture



Manufacturing and  
services



Infrastructure



Employment and  
skilling



Urban development



Innovation,  
research and  
development



Inclusive human  
resource development  
and social justice

Energy security



Next gen reforms



Source: <https://www.news18.com/business/economy/budget-2024-sitharaman-nine-priorities-viksith-bharat-modi-govt-vision-all-you-need-to-know-8975259.htm>

# DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

## Hands-on Workshop on Utilizing Prowess Database Management for Research Projects



Mysuru, Karnataka, India

Mysuru, Karnataka, India

The hands-on workshop on utilizing Prowess Database Management for research projects was successfully conducted on the 18th of July, 2024. The session was facilitated by Mr. Debarshi Kumar Deb, the Business Relationship Manager from CMIE, Bengaluru. The workshop commenced with an introduction to the Prowess database, covering its features, capabilities, and the vast array of data available for research. Mr. Deb led the participants through a series of practical exercises, demonstrating how to efficiently navigate the database, extract relevant data, and analyse it for various research purposes. Participants were encouraged to actively engage in the exercises, fostering a collaborative and interactive learning environment. Throughout the workshop, Mr. Deb emphasized the importance of utilizing accurate and comprehensive data in research and how Prowess can significantly enhance the quality of research outputs. The session concluded with a Q&A segment, where participants sought clarifications and further insights into advanced database functionalities.

## Participation of students in Confederation of Indian Industry (CII) Event



On 18th July 2024, MBA students attended an event organized by the Confederation of Indian Industry (CII). The event aimed to foster collaboration between Industry, Government, and Civil society to support India's development. Gunjan Krishna, IAS was the Chief Guest and highlighted on current Government policies and expressed a need for greater support for MSMEs.

The first session featured managers from leading companies such as Meritor, Automotive Axles, JK Tyres, and L&T, who discussed industry expectations, particularly the need for MSMEs to meet specific standards before partnering with these firms. The second session focused on sustainability, highlighting the importance of ethical practices in business and their long-term impact. The third session addressed talent acquisition and retrenchment, covering various HR aspects crucial to business operations. In the fourth session, finance-related topics, including fund-raising, cash flows, and loan procedures for MSMEs, were discussed by an SBI manager. The final session explored current market opportunities, with start-up founders sharing their success stories and emphasizing the importance of rapid technology adoption for business success.

Reported by Soujanya. A  
Final Year MBA

# DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

## Orientation on Project Report Guidelines-19/7/2024



On July 19th 2024, Dr. Savitha. M, Assistant Professor, MBA Department led an insightful session for final year MBA students. The session provided critical guidance on preparing and executing project reports effectively. The session began by stressing the importance of a well-structured project report, explaining that it serves as a comprehensive document detailing the objectives, methodology, findings, and conclusions of a project. Key guidelines were provided on the fundamental structure of a project report. She demonstrated how

software tools like Microsoft Excel, and Google Sheets can be used for data analysis and visualization, while platforms like Microsoft Word and Google Docs can assist in drafting and formatting the report. Additionally, she highlighted the benefits of project management tools such as Trello and Asana for tracking progress and meeting deadlines. The session included practical advice on overcoming common challenges in project reporting, such as maintaining clarity and coherence, avoiding data overload, and ensuring accuracy in data representation.

## Placement & Internship Drive - Online Interview by Hitachi Energy

On 22nd July from 2:15 pm, an online interview was conducted by Hitachi Energy for the MBA HR students, PBMMEC. The event commenced with a welcome note by Dr. P Chandrashekar, Placement and Training Officer followed by introduction by Mr Pavan Kumar S H, HR Business Partner at Hitachi Energy India Limited. He provided a comprehensive overview of the organization, detailing its operations, various branches, and the plethora of opportunities available for students in



terms of internships and potential job placements. The interview process saw the participation of around 15 students, out of which eight students were successfully selected for the internship program at Hitachi Energy, Thandavapura. This selection marks a significant achievement for the students and the institution, showcasing the calibre and preparedness of the students for the corporate world. The Placement & Internship Activity by Hitachi Energy was a resounding success, providing MBA HR students with invaluable exposure and opportunities. The event not only highlighted the preparedness of the students but also reinforced the strong academic and professional foundation laid by Pooja Bhagavat Memorial Mahajana Education Centre. The selected students are poised to gain hands-on experience, contributing to their professional growth and enhancing their employability in the competitive job market.

# DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

## MBA HRM students selected for Internship at Larsen and Toubro Ltd., Mysuru



## Graduation Ceremony



On 20th July 2024, The Graduation Ceremony began with a procession of the academic staff and dignitaries, followed by the singing of the State anthem. Dr. Jayakumari, Principal of SBRR Mahajana First Grade College, Mysuru, welcomed the attendees and introduced the esteemed guests. The Graduation Address was given by Dr. Thimmegowda, Former Vice Chairman of Bangalore

University, who shared his wisdom and experiences, emphasizing the importance of lifelong learning and ethical conduct. The Chief Guest, Honourable Professor N. K. Lokanath, Vice Chancellor of Mysuru University, delivered an inspiring speech, congratulating the graduates on their achievements and encouraging them to pursue their future endeavours with passion and integrity. yours with passion and integrity.

The ceremony continued with the distribution of degrees and awards, recognizing the academic excellence and outstanding contributions of the students. The graduates, filled with pride and joy, received their certificates amidst applause from the audience. Dr. Vijaylakshmi Muralidhar highlighted the students' remarkable achievements and congratulated them on their success. Dr. Ravi Kumar also addressed the graduates, emphasizing the importance of perseverance and dedication in their future endeavours. The ceremony concluded with a vote of thanks rendered by Dr. Sreedhar. The national anthem was sung, marking the end of the memorable event. The Graduation Ceremony was a momentous occasion that celebrated the culmination of the students' academic journey and set the stage for their future aspirations



# DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

## Graduation Ceremony -Felicitation to Academic Toppers 2023-2024

Rank	Student's Name	Student's Photograph
<b>I Rank : Brigade Foundation Medal &amp; and Sri V. Ramanna Endowment Prize</b>	<b>PRITHVI SINGH</b>	
<b>II Rank: Brigade Foundation Medal &amp; Sri V. Ramanna Endowment Cash Prize</b>	<b>NACHIKETHA D.N.</b>	
<b>III Rank: Sri V. Ramanna Endowment Prize</b>	<b>V. SHREYAS</b>	
<b>IV Rank: Cash Prize Awarded by Prof. Harish Machia Kodandera</b>	<b>POOJA J.</b>	
<b>IV Rank: Cash Prize Awarded by Dr. C. K. Renukarya</b>	<b>RAHUL FELIX R.</b>	

# DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

## Alumni Meet



The SBRR Mahajana Alumni Meet, held on July 20th 2024, was a vibrant event featuring interactive games and engaging activities. The gathering successfully fostered community spirit and strengthened alumni connections. Joint Secretary Ms. Smitha Grace S.R briefed the activities of 2022-23. The event highlighted the association's commitment to ongoing alumni engagement and provided an opportunity for networking, raising fund for social cause and placement.



## Live Streaming of Union Budget 2024-25

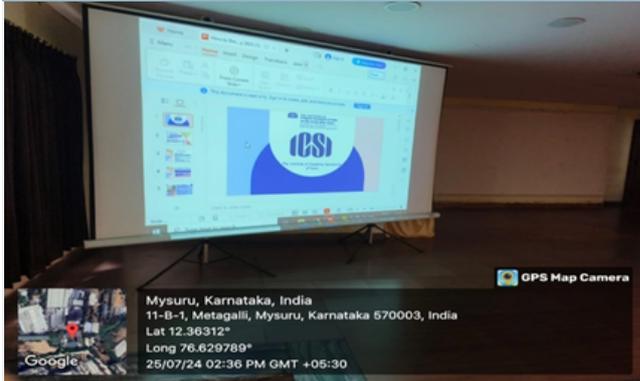


On July 23rd 2024, the MBA Department organized a live streaming session of the Union Budget 2024-25 for final year students. The event commenced at 11:00 am in Classrooms equipped with interactive panels to ensure an immersive learning experience. Following the live stream, students engaged in group discussions to consolidate their notes and prepare comprehensive reports capturing the highlights of the budget. By the end of the session, students gained a deeper understanding of the presentation of the budgetary process and its implications on the economy.



# DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT

## Interactive Session: Career Opportunities as Company Secretary & Legal Advisor



The interactive session on "Career Opportunities for Company Secretary & Legal Advisor" was held on 25th July 2024, at the MTA Auditorium, PBMMEC, Mysuru. The session was well-attended by final-year MBA students who were eager to gain insights into the corporate legal world. The event commenced at 2:30 pm, with a welcome address by Mr Srinivas Thimmaiah, Course Coordinator, MBA Department. Ms. Keerthana, a distinguished Company Secretary and Legal Advisor at Mysore Steels, Mysuru, was the resource person for the session. She began with an engaging introduction to her professional journey, outlining her experiences and the challenges she faced in her career. Ms. Keerthana's dynamic

presentation covered a wide array of topics, including roles and responsibilities of CS, career pathways, required educational qualifications, essential skills needed such as strong analytical abilities, excellent communication skills, and a thorough understanding of corporate laws and regulations along with industry insights. The interactive segment allowed students to ask questions and seek advice on career planning, professional growth, and industry expectations. Ms. Keerthana's responses were insightful and encouraged students to pursue their career goals with confidence and determination.

**Reported by Mounashree M.P**  
**Final Year MBA**



## Celebration of World Nature Conservation Day- Presentation on Assessing Public Awareness and Attitudes Towards Nature Conservation

On July 31st 2024, a presentation on "Assessing Public Awareness and Attitudes Towards Nature Conservation" was delivered by Prathima M P and Bhoomika H S, final year MBA students. The event was organized in observance of World Nature Conservation Day, aiming to explore and assess the current level of public awareness and attitudes toward nature conservation. To provide a robust assessment of public awareness and attitudes, Prathima and Bhoomika employed a mixed-methods research approach. They conducted surveys, interviews, and focus groups, ensuring a diverse and representative sample. The survey was meticulously designed, incorporating multiple choice, Likert scale, and open-ended questions. These questions covered key aspects such as the level of awareness, prevailing attitudes, and the public's willingness to actively engage in conservation initiatives. One of the critical findings presented was the general awareness of the need for environmental protection and sustainable development among the public. The presentation also uncovered significant gaps in knowledge and a lack of proactive engagement in conservation efforts and concluded with a call to action, urging attendees to not only become more aware of conservation issues but also to take an active role in promoting and participating in efforts to protect the environment. The event was well-received, with engaging discussions following the presentation, highlighting the relevance and timeliness of the topic.

# DEPARTMENT WORKING TOWARDS HOLISTIC DEVELOPMENT



Reported by Balaji. N  
Final Year MBA

## OBITUARY



With profound sorrow and a heavy heart, we announce the untimely passing of Mr. Balachandra, a beloved MBA student who left an indelible mark on our hearts and minds. Balachandra was not only a bright and active student but also a humble individual whose presence was a source of inspiration to all who knew him. His enthusiasm for learning and his unwavering dedication to his academic pursuits were evident in everything he did. His resilience and commitment to his studies were truly inspiring. Even in the face of adversity, he chose to keep his struggles private, focusing instead on his academic and personal growth with a grace that was admired by his peers and professors alike.

Mr. Balachandra V C  
(25/03/2002- 23/7/2024)

# STUDENTS' GALLERY

## Celebrating July: A Month of Global Awareness and Dedication

July is a vibrant month filled with significant observances and themes that highlight various aspects of human and environmental welfare. Here's a look at some of the notable days celebrated around the world this month:

- **National Doctors Day (July 1st):** This day, themed "Healing Hands, Caring Hearts," honours the dedication, compassion, and empathy of doctors. It's a moment to appreciate their crucial role in improving and saving lives.
- **World UFO Day (July 2nd):** A day dedicated to the exploration of Unidentified Flying Objects and raising awareness about UFO sightings and phenomena.
- **International Plastic Bag Free Day (July 3rd):** This observance aims to reduce the environmental impact of plastic bags by encouraging the adoption of reusable alternatives.
- **International Day of the World's Indigenous Peoples (July 9th):** Focuses on the rights and challenges faced by indigenous communities worldwide, promoting their recognition and support.
- **World Population Day (July 11th):** Addresses global population issues, emphasizing reproductive health, family planning, and sustainable development.
- **World Youth Skills Day (July 15th):** Highlights the importance of equipping young people with skills for employment, entrepreneurship, and decent work opportunities.
- **World Emoji Day (July 17th):** Celebrates emojis and their transformative role in digital communication, reflecting on how they have enriched our online interactions.
- **Nelson Mandela International Day (July 18th):** Commemorates Nelson Mandela's legacy by promoting community service and continuing his work towards social justice.
- **International Chess Day (July 20th):** Acknowledges the global appeal of chess and its role in intellectual development and strategic thinking.
- **Kargil Vijay Divas (July 26th):** Marks India's victory in the Kargil War against Pakistan in 1999, honouring the bravery and sacrifice of soldiers.
- **World Hepatitis Day (July 28th):** Raises awareness about hepatitis, advocating for prevention strategies and better treatment options.
- **World Nature Conservation Day (July 28th):** The theme for 2024, "Living Sustainably in Harmony with Nature," focuses on promoting sustainable living practices and fostering a balanced relationship with the environment.
- **International Tiger Day (July 29th):** Aims to protect tigers and their habitats, raising awareness about their endangered status and the importance of conservation efforts.
- **International Day of Friendship (July 30th):** Encourages building friendships and understanding across cultures and nations, fostering global harmony and cooperation.

This July, let us embrace these observances and contribute to making a positive impact in our world through awareness, action, and solidarity.

Nagarathna Jain and Priyanka T.N  
Final Year MBA

## Connecting People and Plants, Exploring Digital Innovation in Wildlife Conservation

World Nature Conservation Day, is a global awareness day dedicated to conserving the natural environment and promoting sustainable development. This day highlights the importance of protecting our planet's precious resources, including water, air, land, forests, and wildlife, for future generations. The day aims to raise awareness about the impact of human activities on the environment and encourage individuals, organizations, and governments to take action to mitigate climate change, reduce pollution, and preserve biodiversity.

The day emphasizes the need for collective action to address environmental challenges, such as deforestation, habitat destruction, and species extinction. By promoting sustainable practices, reducing waste, and conserving natural resources, we can help protect the environment and ensure a healthy and thriving planet. World Nature Conservation Day is an opportunity to reflect on our relationship with the natural world and take steps towards a more sustainable future. Overall, World Nature Conservation Day is a call to action to protect the environment, preserve natural resources, and promote sustainable development. By working together, we can make a positive impact on the planet and ensure a healthy and sustainable environment for generations to come.

Abhilasha M P and Chandan S  
Final Year MBA

# STUDENTS' GALLERY

## The Sustainable Future of Education: How AI is Revolutionizing Learning

As we move further into the digital age, Artificial Intelligence (AI) is transforming various sectors, and education is no exception. AI is playing an increasingly significant role in reshaping the way we learn, teach, and manage educational institutions. This article explores the impact of AI on education, highlighting the benefits, challenges, and future prospects with a focus on sustainability.

**Personalized Learning:** One of the most exciting developments in AI-driven education is personalized learning. AI algorithms analyse individual students' learning styles, strengths, and weaknesses to tailor educational content and strategies to their specific needs. This personalized approach helps students learn at their own pace, improving their understanding and retention of material. By addressing individual needs, AI fosters a more inclusive and effective learning environment, reducing educational disparities and promoting sustainable educational practices.

**Virtual Classrooms and AI Tutors:** Virtual classrooms have become more sophisticated with the integration of AI. AI tutors provide real-time assistance to students, answering questions and offering explanations on complex topics. These AI-driven tools are particularly beneficial for remote learning, making education more accessible to students around the world. This accessibility ensures that quality education reaches underserved and remote areas, contributing to educational equity and sustainability.

**Enhanced Administrative Efficiency:** AI is streamlining administrative tasks in educational institutions. From automating grading and attendance to managing enrolment and scheduling, AI reduces the administrative burden on educators, allowing them to focus more on teaching and interacting with students. This increased efficiency enhances the quality of education and reduces the operational costs of educational institutions, making them more sustainable.

**Ethical Considerations:** While the benefits of AI in education are immense, it is crucial to address ethical considerations. Issues such as data privacy, algorithmic bias, and the digital divide must be carefully managed to ensure that AI tools are used responsibly and equitably. Educational institutions need to implement robust policies and practices to safeguard student information and promote fairness. Addressing these ethical challenges is essential for building trust and ensuring the long-term sustainability of AI in education.

**Environmental Impact:** AI can also contribute to environmental sustainability in education. By optimizing resource use, such as energy and materials, AI can help institutions reduce their carbon footprint. For example, AI-driven systems can manage lighting and heating in schools more efficiently, and virtual learning can reduce the need for physical resources like paper and textbooks. This shift towards digital resources not only conserves natural resources but also prepares students for a future where environmental consciousness is paramount.

**Future Prospects:** Looking ahead, the future of AI in education is promising. Innovations such as AI-powered career counselling, immersive Virtual Reality (VR) learning experiences, and advanced predictive analytics will continue to enhance educational outcomes. As AI technology evolves, it will be essential for educators, policymakers, and students to adapt and embrace these changes to maximize the potential of AI in education. By focusing on sustainable practices and ethical implementation, the educational sector can harness AI to create a more resilient and inclusive future.

To conclude, AI is undeniably transforming the educational landscape, offering new opportunities for personalized learning, improved efficiency, and enhanced accessibility. As we navigate this exciting frontier, it is vital to address the associated challenges and ensure that AI is leveraged to benefit all students. By embracing AI, we can create a more dynamic, inclusive, and effective educational system for the future. Ensuring that AI-driven education is sustainable and equitable will be key to its success in revolutionizing learning for generations to come.

Kanika Raj AB  
Final Year MBA

# STUDENTS' GALLERY

## Union Budget 2024: Key Highlights

On July 23, 2024, Finance Minister Nirmala Sitharaman presented the first budget of the Narendra Modi Government's third term. Marking her seventh consecutive budget presentation, Sitharaman allocated a significant ₹11.11 lakh crore for capital expenditure (Capex) for FY25, aiming to foster growth and development.

### Key Highlights:

**Focus Areas:** The budget prioritizes the poor, women, youth, and farmers, with nine core areas for employment generation including productivity, jobs, and infrastructure.

**Allocations:** ₹1.52 lakh crore is allocated for agriculture and allied sectors, while ₹26,000 crore is set aside for road connectivity projects. The budget also earmarks ₹10 lakh crore to provide 1 crore houses to urban poor and middle-class families.

**Youth and Employment:** The government plans to incentivize 30 lakh youths entering the job market with one month's provident fund contribution and offer internships for 1 crore youths in top companies with an allowance of ₹5,000 per month.

**Education and Support:** Financial support for up to ₹10 lakh loans for higher education and increased Mudra loan limits for successful repayers are key highlights. Working women's hostels and enhanced tax deductions for family pensions are also introduced.

**Tax Reforms:** New tax slabs offer relief with rates starting from 5% for income between ₹3 lakh and ₹7 lakh. However, short-term capital gains tax is increased to 20%, and the Securities Transaction Tax (STT) on Futures and Options is doubled.

### Sector Allocations:

Defence: ₹4.54 lakh crore

Rural Development: ₹2.65 lakh crore

Agriculture: ₹1.51 lakh crore

Education: ₹1.25 lakh crore

To conclude, the 2024 budget is seen as balanced, promoting growth, welfare, and fiscal responsibility. It includes robust infrastructure and digitalization initiatives but falls short in addressing the needs of the economically disadvantaged. Effective implementation will be crucial to achieving its goals.

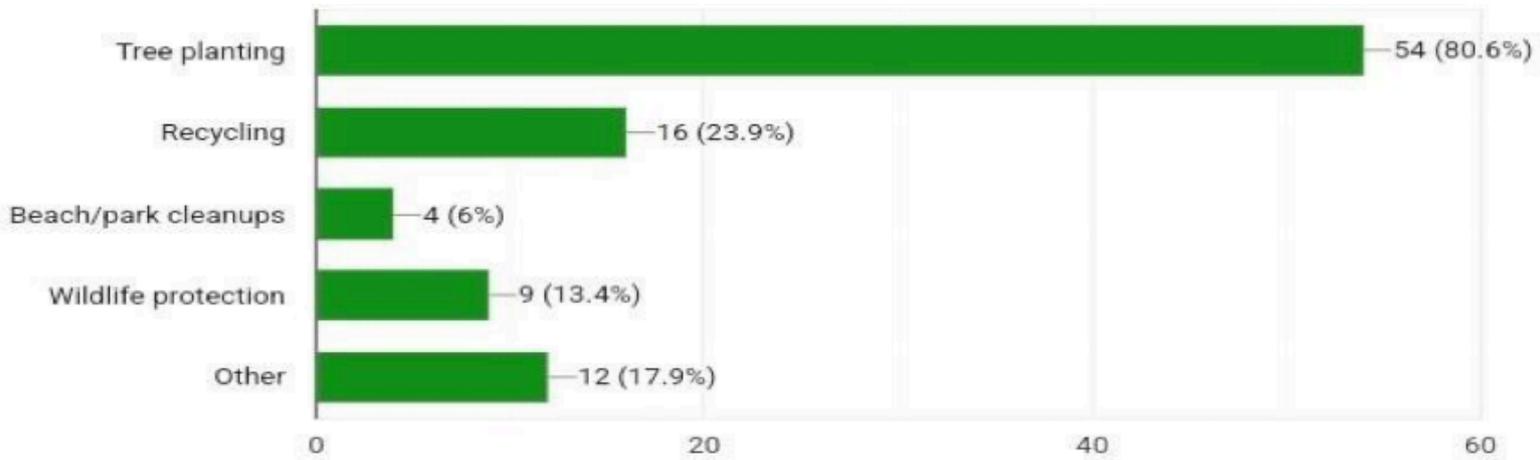
Gowtham J  
Final Year MBA

## Assessing Public Awareness and Attitudes Towards Nature Conservation

A study on public awareness and attitudes towards nature conservation was conducted to understand the community's knowledge of environmental issues, their attitudes towards conservation, and their willingness to protect nature. The survey included 70 respondents, who were MBA students aged between 21 to 25. The findings indicated that most respondents were aware of World Nature Conservation Day, with 42.9% learning about it while in schools and colleges, 34.3% from social media, and the rest from news, friends, and other sources. Additionally, 78.6% emphasized the importance of raising awareness about protecting natural resources and promoting sustainable living to combat environmental degradation.

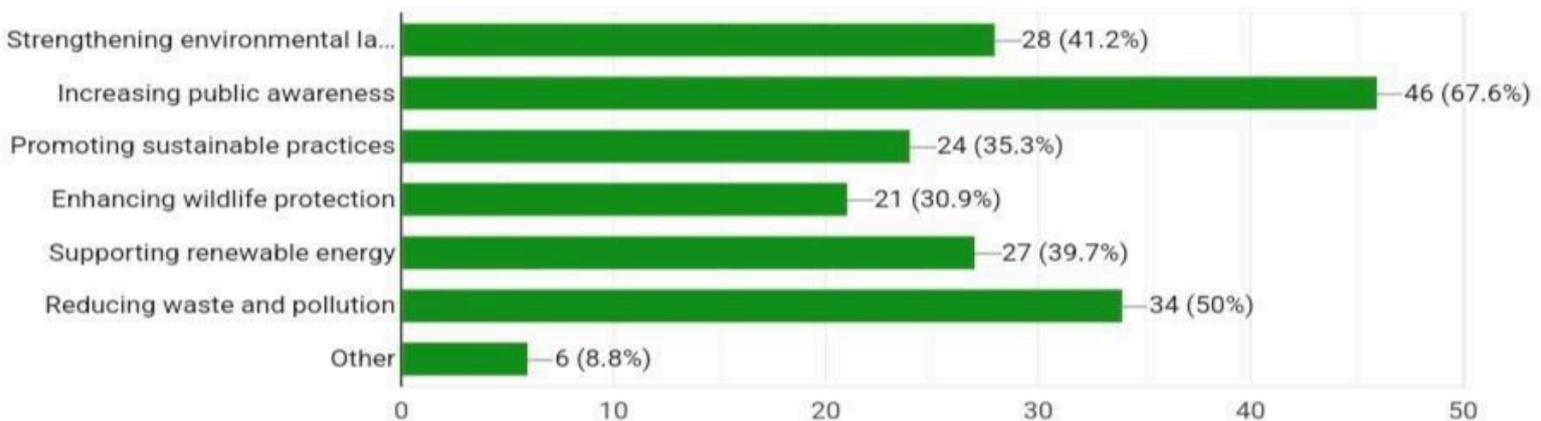
# STUDENTS' GALLERY

## Involvement in Conservation activities



Regarding personal conservation activities, 45.7% of respondents actively participated, with 80.6% engaging in tree planting, 23.9% in recycling, and others involved in wildlife protection and beach clean-ups. The primary motivations were personal beliefs in environmental protection, influence from friends and family, and educational campaigns.

## Public Awareness as Top Priority



Diversity, overpopulation, lack of awareness, and inadequate Government policies. To address these issues, respondents suggested increasing public awareness, strengthening environmental laws, promoting sustainable practices, enhancing wildlife protection, supporting renewable energy, and reducing waste and pollution. Overall, the survey revealed a high level of awareness and positive attitudes towards nature conservation. Respondents expressed a willingness to make lifestyle changes, such as using eco-friendly products, to support conservation efforts. Recommendations for increasing public participation included creating awareness, using renewable energy, and implementing education and awareness campaigns. The survey concluded that fostering a deeper understanding and commitment to nature conservation can ensure a healthier and more sustainable environment for future generations.

Bhoomika H.S and Prathima M.P,  
Final Year MBA

# GLOSSARY

- **Conservation:** The sustainable management and protection of natural resources to prevent depletion and ensure future availability.
- **Biodiversity:** The variety of life forms, including plants, animals, fungi, and microorganisms, within a particular habitat or on the entire Earth.
- **Ecosystem:** A community of living organisms interacting with each other and their physical environment, such as forests, wetlands, or oceans.
- **Sustainability:** The ability to maintain ecological balance by avoiding the depletion of natural resources to ensure long-term environmental health.
- **Habitat:** The natural environment where a particular species lives, grows, and thrives.
- **Endangered Species:** Species at risk of extinction due to various factors like habitat loss, poaching, or environmental changes.
- **Deforestation:** The large-scale removal of forests, often for agricultural or urban development, leading to loss of habitat and biodiversity.
- **Climate Change:** Long-term alterations in temperature and weather patterns, primarily caused by human activities, affecting ecosystems and biodiversity.
- **Protected Areas:** Designated regions, such as national parks or wildlife reserves, where human activities are regulated to preserve natural environments and species.
- **Restoration:** The process of returning degraded or damaged ecosystems to a natural or functional state.
- **Sustainable Practices:** Methods of resource use and management that do not deplete resources or cause long-term damage to the environment.
- **Ecotourism:** Responsible travel to natural areas that conserves the environment, respects local cultures, and promotes sustainability.
- **Pollution:** Contamination of air, water, or soil by harmful substances, which can negatively impact ecosystems and health.
- **Overexploitation:** Excessive use of natural resources beyond their capacity to regenerate, leading to depletion and environmental damage.
- **Invasive Species:** Non-native species that, when introduced to new environments, outcompete native species and disrupt ecological balance.
- **Advocacy:** Efforts to promote and support environmental conservation policies and practices through education, lobbying, and public awareness.
- **Budget:** A financial plan outlining the Government's expected revenues and expenditures for a specific fiscal year.
- **Union Budget:** The annual budget presented by the Finance Minister of India to the Parliament, covering all aspects of Government finances.
- **Interim Budget:** A temporary budget presented when a new government is formed or before general elections, which provides a brief overview of the financial situation until a full budget can be presented.
- **Direct Taxes:** Taxes levied directly on individuals and businesses, such as Income Tax and Corporate Tax. They are paid directly to the Government by the taxpayer.
- **Indirect Taxes:** Taxes levied on goods and services, which are collected by intermediaries, such as the Goods and Services Tax (GST) and customs duties.
- **Wildlife Trafficking:** The illegal trade of animals and plants, often driven by demand for exotic pets, traditional medicines, or luxury goods, which threatens endangered species and ecosystems.
- **Community Engagement:** Involving local communities in conservation efforts to promote environmental stewardship and ensure that conservation strategies are effective and culturally appropriate.
- **Environmental Education:** Programs and initiatives aimed at increasing awareness and understanding of environmental issues, encouraging sustainable behaviors, and fostering a connection with nature.
- **Carbon Footprint:** The total amount of greenhouse gases emitted into the atmosphere as a result of human activities, measured in terms of carbon dioxide equivalent. Reducing one's carbon footprint helps mitigate climate change.
- **Erosion:** The process by which soil, rock, or other surface materials are worn away, typically by wind, water, or human activity, leading to the degradation of landscapes and loss of fertile land.



## Accreditation and Affiliations



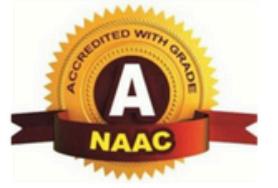
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UNIVERSITY OF MYSORE



अखिल भारतीय तकनीकी शिक्षा परिषद्  
All India Council for Technical Education



विश्वविद्यालय अनुदान आयोग  
University Grants Commission  
Quality higher education for all



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