

PRECOL LIBRARY NEWSLETTER

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Masterclass on Personal Branding on 09th Feb 2024

The Department of Commerce and Management organised a “Masterclass on personal branding” seminar in the seminar hall on 9th Feb 2024 at 1:30 PM -3:30 PM. Coordinated by Ms. Inchara, Ms. Anuja .



Description: The seminar on Personal Branding, hosted in seminar hall, Presidency college, aimed to enlighten participants about the significance of personal branding and its impact on personal and professional growth. Renowned speaker R J Manasa, engaged attendees in an insightful discourse on developing and leveraging personal brands.

Speaker Insights: R J Manasa articulated the essence of personal branding, emphasizing its pivotal role in individual advancement. She delineated personal branding as a catalyst for visibility and recognition, underscoring its role in garnering due recognition and appreciation. Personal branding, constitutes the bedrock of one's professional reputation, fostering growth and opportunities.

Strategies for Personal Branding:

1. **Set Clear Goals:** Participants were urged to delineate clear objectives and chart a strategic path to accentuate their unique strengths.
2. **Authenticity:** It was stressed the importance of authenticity in building credibility and resonance with one's audience.
3. **Finding One's Voice:** Exploring unconventional perspectives and avenues to distinguish oneself from peers emerged as a key tenet of personal branding.

4. Self-advocacy: Participants were encouraged to articulate their views and aspirations proactively, reinforcing self-confidence and assertiveness.

5. Competitive Analysis: It was underscored the significance of analyzing peer landscapes to identify niches and capitalize on competitive advantages.

6. Consistency and Commitment: The imperative of sustained effort and unwavering commitment towards personal branding was underscored, emphasizing the role of diligence and perseverance in achieving professional ascendancy.

7. Perception Management: Participants were urged to proactively shape perceptions and exude confidence in their abilities.

Interactive Activities:

Engaging activities were conducted to foster self-awareness and strategic thinking among participants. Noteworthy exercises included:

- Identifying professional strengths and aspirations.
- Defining desired attributes for social recognition.
- Targeting specific industries or individuals for professional engagement.



Gratitude and Closure:

A closing note of gratitude was extended to the management, principal Ms. Suchitra Nair, HOD Mr. Srinivasan, faculty members, and attendees for their participation and engagement.

Conclusion:

The seminar on Personal Branding provided invaluable insights and practical strategies for participants to navigate the complexities of personal and professional growth. With an emphasis on authenticity, strategic planning, and self-advocacy, attendees departed equipped with actionable insights to cultivate and leverage their personal brands in the competitive landscape.

The seminar concluded with a sense of optimism and empowerment, underscoring the transformative potential of personal branding in shaping individual trajectories and fostering professional success.



Green Media - 2024 on 10th Feb



PRESIDENCY COLLEGE
(AUTONOMOUS)
AFFILIATED TO BANGALURU CITY UNIVERSITY APPROVED BY ACUTE, DELHI & RECOGNIZED BY THE GOVT. OF KARNATAKA
RE-ACCREDITED BY NAAC WITH 'A+' GRADE

Enviro Club
Presents
An Inter Departmental Event
A Short Film Competition

GREEN MEDIA

2024

Short film online submission date: 8th Feb 2024
Final review date: 10th Feb 2024
Venue : Seminar Hall
Time : 11:15 am Onwards

Scan QR to register >>>

Event Coordinators:
90199 78297 (Disha)
7975222177 (Chaaya)

Awards
1st, 2nd & 3rd Prize
for Best Videos .

Short Films, Big Impact: Greening the Screen for a Better Tomorrow.

enviropresidency enviropresidency enviropresidency enviropresidency

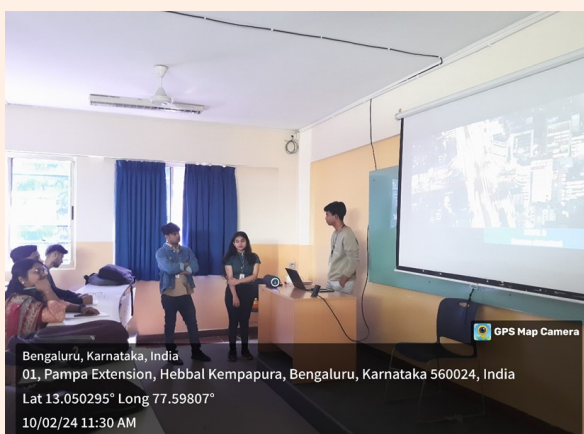
UG Department of Commerce and Management Enviro Club

Green Media 2024 is an interdepartmental short film making competition conducted for all the students at Presidency College to create awareness of various environmental issues and to know the possible solutions. The event was organized by Enviro Club of Presidency College (Autonomous), Bangalore on 10th February 2024 from 11 AM to 1 PM at gallery room 103, more

than 20 students were participated, this program was coordinated by Dr. Mani Ramakrishnan. The venue was abuzz with creative energy as participants gathered to showcase their film making skills while addressing crucial environmental concerns. Participants from diverse academic backgrounds showcased their creativity and passion for environmental conservation through their short films. The depth of research, creativity, and dedication displayed by each team was commendable.

The short films were scrutinized and evaluated by a distinguished panel of judges Dr. Honey Raj and Ms. Meera Ruxana from the Department of Humanities, Presidency College (Autonomous), Bangalore. Their expertise and keen insight added immense value to the event, providing participants with constructive feedback to enhance their film making capabilities.

Green Media 2024 proved to be a catalyst for fostering environmental consciousness among the student community. The short films created by the participants not only showcased their artistic talents but also conveyed powerful messages on the importance of environmental preservation.



Embracing the could journey ahead on 10th Feb 2024



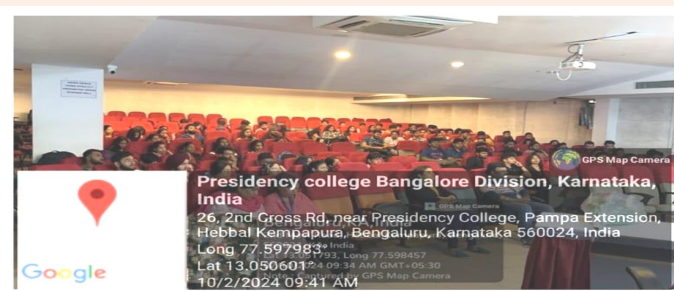
On 10th February 2024, Dept. of Computer Science organised the invited talk(Guest Lecture) by the resource person Ms. Vani Chakrabarty on the topic “Embracing the Cloud: Journey Ahead”. At seminar hall for the Students of BCA.

The resource person for the session was Ms. Vani Chakrabarty, is a Microsoft Certified Trainer and currently works as Vertical Head – Azure Architect at Cloud that. She has 19 years of experience in varied capacities in the industry and academia including 3 years in corporate training. She is involved in customized content preparation and evaluation procedures for training delivery for many fortune 500 clients. She has

knowledge and experience in working with many programming languages and multiple cloud technologies. She has published papers in international journals and presented papers at the National/ International conferences. She has earned multiple cloud certifications, badges and crossed commendable milestones as a Microsoft Certified Trainer.

The session aimed to provide insights into the current trends, challenges, and future prospects associated with cloud adoption. The importance of robust data centre infrastructure in supporting cloud services was emphasized. Discussions revolved around modernizing data centres to accommodate evolving demands for processing power, storage, and network bandwidth.

The expert session provided a comprehensive overview of the evolving landscape of cloud technologies, emphasizing the critical role of data centres, cloud storage, and cloud architectures in driving digital transformation. By addressing key challenges and embracing emerging trends, organizations can navigate their cloud journey with confidence, unlocking new opportunities for innovation and growth in the digital era.



UDAAN - the Human Rights club on 13th Feb



UDAAN - The Human Rights Club
Presents a special lecture on Understanding Human Rights

DR Raghavendra S R
Engineer by education , Doctorate by Honour , Law reformer by profession and a TV panelist

13 Feb 2024
11:00 am
Seminar Hall

Ms Anita Rajendran
Dr. Vasantha Kumari
Club Coordinators

Dr Suchitra R
Principal

www.presidencycollege.ac.in

Udaan, the Human Rights Club of Presidency College had the privilege of hosting a guest lecture on promoting awareness of human rights for the students of BBA/BCOM/BCA and BA. The lecture aimed to raise knowledge and understanding of human rights issues and empower the audience to actively participate in protecting human rights. This event was held on 13/02/2024 at seminar hall, from 11:30 AM to 12:30 PM. HR club members and 60 students across various departments were participated.

The lecture was delivered by Dr.Raghavendra S R, a renowned human rights activist with vast experience in promoting social justice and equality. The speaker's credentials and achievements set the stage for an engaging and informative session.

The lecture began with an introduction to the concept of human rights. The speaker emphasized the universal nature of human rights and the importance of treating every individual with dignity and respect. He discussed various international human rights instruments and conventions, such as the Universal Declaration of Human Rights.



The speaker emphasized that every person can contribute to promoting human rights by raising awareness, and supporting human rights organizations. He also focused on raising awareness about pertinent human rights issues within our locality. The speaker highlighted the importance of understanding local contexts and encouraged students to become active advocates of human rights. The lecture concluded with an interactive question and answer session.



Anita Rajendran

Coordinator- Human Rights Club

Practical Approach towards IT filing on 14th Feb

PRESIDENCY COLLEGE
DEPARTMENT OF COMMERCE & MANAGEMENT
IN COLLABORATION WITH
Bizzlab
PRESENTS
"PRACTICAL APPROACH TOWARDS IT FILING"
14th FEBRUARY 2024
10:30 AM ONWARDS

CMA ARUN

Inchara P
Coordinator

Dr Srinivasan K
Head of the Department

www.presidencycollege.ac.in

Room no 309

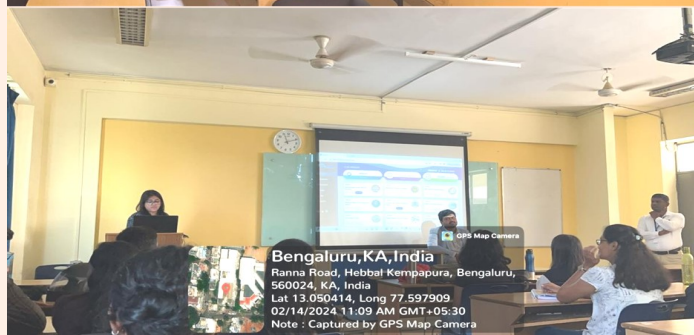
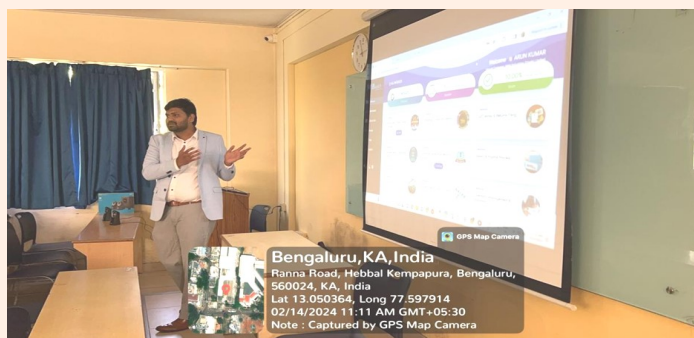
The resource person Mr. Arun Kumar- Bizzlab from them at room No. 309 on the date February 14th, 2024. from 11:00 AM to 12:40 PM Department of Commerce and Management Presidency college Bangalore was organised the seminar for the B.COM Students, on the topic of "Practical approach towards IT filling". Coordinated by Ms. Inchara.

DESCRIPTION

The seminar on Practical Method of Filing IT Returns, hosted in Presidency College. After providing a brief introduction, CMA Arun Kumar began by going over the fundamentals of income taxation. He also showed us around Bizzlab, a piece of software with numerous modules covering banking, accounting, GST, and other topics.

SPEAKER INSIGHTS

The speaker walks the audience through the many features and advantages of IT filing systems, showing how these platforms provide speed, accuracy, and ease of use for filing tax returns. They demonstrate to the students how to use e-filing portals step-by-step, stressing the value of correct data entry, document verification, and compliance with tax laws, and discussed TDS, TCS, and various sections of the Income Tax Act as well. The speaker engaged with the audience the entire time.



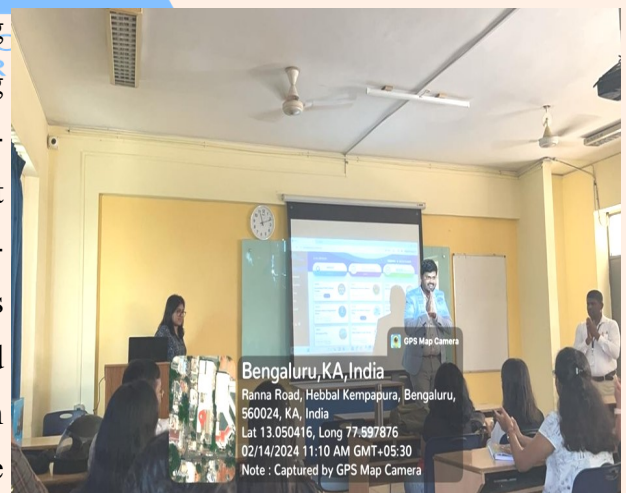
STRATEGIES FOR FILING INCOME TAX RETURNS

1. **Prepare Early:** Start gathering documents and information ahead of time.
2. **Maximize Deductions:** Take advantage of available deductions to reduce tax liability.
3. **Use Technology:** Utilize online platforms and software for easier filing.
4. **Review Thoroughly:** Check all details carefully before submission to avoid errors.
5. **Verify Electronically:** Verify your return electronically for faster processing.
6. **Track Refund:** Keep tabs on your refund status post-filing.
7. **Stay Informed:** Stay updated on tax law changes that could affect your filing.
8. **Seek Professional Help:** Consider consulting a tax professional for complex situations.
9. **Plan Ahead:** Use the filing process to review and adjust your financial strategies for the future.

GRATITUDE AND CLOSURE

A thank –you note was given to management, Ms. Inchara, Ms. Manish, Mr. Ayyappa and the attendees for their involvement and participation.

In conclusion, the process of filing income tax returns is a critical aspect of personal financial management. Through the guest lecture, the gained valuable insights and strategies to navigate this process effectively. By preparing early, choosing the correct form, maximizing deductions, leveraging technology, reviewing meticulously, verifying electronically, tracking refunds, staying informed about tax laws, seeking professional assistance when needed, and planning ahead for the future, the students learned to streamline their tax filing experience and ensure compliance with regulatory requirements. With these tools and knowledge at disposal, the students are better equipped to manage taxes efficiently and optimize financial well-being.



AAKAR 2024 on 19th & 20th February

AAKAR 2024

A Two-Day Interdepartmental Fest at Presidency College



The vibrant and diverse cultural fabric of Presidency College was showcased during a spectacular two-day event, aptly named "AAKAR 2024" held on 19th and 20th of February, this celebration brought together students, faculty, and staff to immerse themselves in a kaleidoscope of artistic performances, exhibitions, and interactive activities.

Day 1 Highlights:

Inauguration Ceremony:

The event commenced with a grand inauguration ceremony featuring traditional dances and a speech by the college principal, setting the tone for the festivities. Various Chief Guests Choreographer Mr. Raju honored us with their presence to make the inauguration a grand success.

Musical Performances:

There were musical events conducted by the college for various musical categories. Students showed their musical talents in a magical way and conquered all hearts present.

Theatrical Performances:

Students showcased their dramatic talents through captivating theatrical performances, ranging from classic plays to contemporary pieces, drawing applause and admiration from the audience.

Art and Craft Competitions:

Students featured paintings, sculptures, and handcrafted talents. The exhibition provided a visual feast and insight into the artistic skills nurtured within the college community.

Cooking Competition:

A culinary delight awaited attendees with a food festival featuring a variety of regional and international cuisines. The festival not only satisfied taste buds but also served as a cultural exchange through gastronomy.



Day 2 Highlights:

Musical Extravaganza:

The second day was dominated by a musical extravaganza featuring a mix of genres, including classical, folk, and contemporary music. Student bands and solo performers showcased their musical talents, creating an electric atmosphere.

Fashion Show:

A glamorous fashion show displayed the fusion of traditional and modern attire, reflecting the diverse fashion sensibilities within the college. Students walked the ramp, showcasing their style and creativity on the theme “Ocean Wonders”

Cultural Competitions:

The event hosted competitions such as dance-offs, poetry slams, fostering healthy competition and showcasing the prowess of the students in various cultural domains.



"AAKAR 2024" at Presidency College was a resounding success, fostering a sense of unity and appreciation for diversity within the college community. The event not only celebrated the rich cultural tapestry of the institution but also provided a platform for students to express their talents and learn from each other. This two-day celebration will undoubtedly be remembered as a highlight of the academic year, promoting cultural harmony and creativity within the college campus.

Research Boot Camp on 22nd and 23rd Feb



PRESIDENCY COLLEGE
AUTONOMOUS

DEPARTMENT OF LANGUAGES PRESENTS

RESEARCH BOOT CAMP

Time : 2PM to 4PM

DAY-1 / 22-2-24	DAY-2 / 23-2-24
<p>RESOURCE PERSON</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  Ms. Neethu Abraham </div> <div style="text-align: center;"> <p>Topic</p> <p>IMPORTANCE OF RESEARCH</p> </div> </div> <div style="text-align: center; margin-top: 10px;">  Ms. Yogini Mandavgane </div> <div style="text-align: center; margin-top: 10px;"> <p>Topic</p> <p>SCOPE OF RESEARCH IN FRENCH</p> </div> <div style="text-align: center; margin-top: 10px;">  Ms. Pramoda Hegde </div>	<p>RESOURCE PERSON</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  Dr. Gayatree Mishra </div> <div style="text-align: center;"> <p>Topic</p> <p>WRITING RESEARCH PAPER</p> </div> </div> <div style="text-align: center; margin-top: 10px;">  Mr. Prabhudeva </div> <div style="text-align: center; margin-top: 10px;"> <p>Topic</p> <p>RELEVANCE OF RESEARCH IN KANNADA</p> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="text-align: center;">  HOD LANGUAGE DEPARTMENT </div> <div style="text-align: center;">  Dr. Suchithra.R Principal </div> </div>

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DEPARTMENT OF LANGUAGES

The Department of Languages organised a Research Boot camp in the seminar hall on 22nd and 23rd March 2024 at 2 PM to 4 PM. This is events included more than 70 students.

PURPOSE: To help students understand the scope of research in various field, its importance and the structure to follow while writing a paper
SPEAKERS: Dr. Gayatree Mishra, Dr. Pramoda Hedge, Ms Yogini Mandavgane, Ms. Neethu Mary Abraham

The Department of Languages organised a Research Boot camp to ease the anxiety of students who are struggling to write a research paper by giving them a proper structure to follow. The two-day boot camp was organised by Dr. Gayatree Mishra, supported by the HOD Dr. Lalitha BN.



The boot camp was divided into five sessions: three sessions on day 1 and two sessions on day 2. **The first session, 'Importance of Research',** was handled by Ms. Neethu Mary Abraham. She took them through what research is and how we enjoy the benefits of research to enforce the idea that research doesn't end on paper but evolves and improves everyday life and the world around us, emphasising the importance of ethics and principles a researcher must possess.

The second session was handled by Ms. Yogini Mandavgane, who took the students on a journey through the various aspects of French language, literature, and culture they could explore and convert into a research paper. The third session was handled by Dr. Pramoda Hegde. She explored the various areas in Sanskrit that students can explore and turn into research possibilities. Dr. Pramoda connected the language to the latest research conducted in Sanskrit that explored its benefit in understanding and developing computer languages.



On Day 2, the first session was handled by Dr. Gayatree Mishra. Dr. Gayatree explained the various parts essential to organising a standardised research paper. As the parts were explained, the various areas that need research and the manner in which information can be collated and synthesised were explained. That last session of Day 2, session 5, was conducted by Mr. Prabhudeva. He enlightened the students on the scope of research in the Kannada language and literature. The event was conducted within the guidelines provided by Principal Dr. Suchitra Nair.

Organizer

Dr. Gayatree Mishra

IA in Education on 23rd Feb

DEPARTMENT OF COMMERCE AND MANAGEMENT
PRESENTS
AI IN EDUCATION
23rd FEB 2024
Timings: 11am to 12pm
Venue: Seminar Hall
www.presidencycollege.ac.in

Speakers: Ms. Klara, Mr. Fran, Mr. Shankar

Topic: Pros and Cons of AI in Education

Date and Time: Friday, February 23, 2024, 11:00 AM

Location: Seminar Hall, Presidency College

Format: Interactive session with Kahoot! and free materials distribution.

DESCRIPTION

This seminar explored the potential of Artificial Intelligence (AI) in education, examining its both advantages and disadvantages. Ms. Klara, Mr. Fran, and Mr. Shankar, passionate about sharing their knowledge about AI, led the session, fostering an interactive atmosphere through the use of Kahoot! quizzes and by providing free educational materials.

Discussion Points:

Pros of AI in Education:

Personalized learning: AI can tailor learning experiences to individual student needs, strengths, and weaknesses.

Improved engagement: Interactive AI tools can make learning more engaging and enjoyable.

Automated grading and feedback: AI can save teachers time by automating grading tasks and providing immediate feedback to students.

Accessibility: AI-powered tools can assist students with disabilities and language barriers.

Data-driven insights: AI can analyse student data to provide teachers with valuable insights into their progress and identify areas needing improvement.

Cons of AI in Education:

Teacher replacement concerns: Some worry that AI could replace teachers, leading to job losses.

Bias and discrimination: AI algorithms can perpetuate existing biases, leading to unfair outcomes for certain groups of students.

Data privacy concerns: Collecting and using student data raises privacy concerns.

Lack of human interaction: Overreliance on AI could reduce human interaction in the classroom, potentially harming social and emotional development.

Technical limitations: AI technology is still evolving and may not be suitable for all learning tasks.

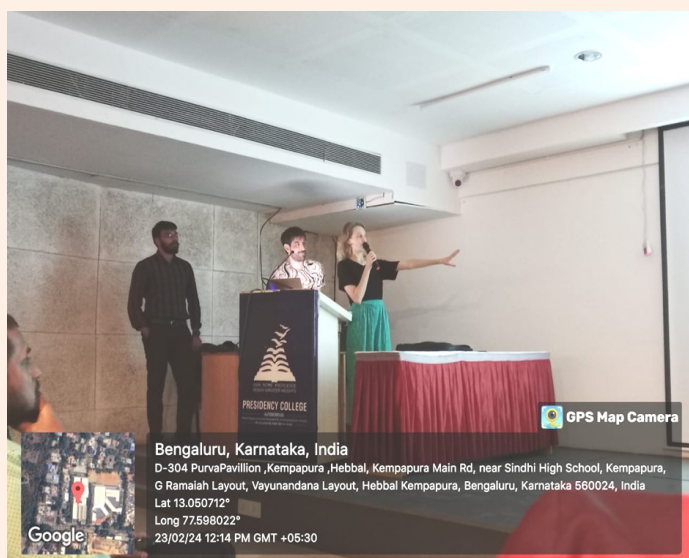
Interactive Session with Kahoot!:

The speakers used Kahoot!, an online quiz platform, to engage the audience and test their understanding of the topic. This interactive approach helped to keep the audience engaged and made the learning process more enjoyable.

Free Materials Distribution:

Ms. Klara, Mr. Fran, and Mr. Shankar generously provided free educational materials about basic AI concepts to all attendees. These materials included handouts, articles, and links to online resources.

The seminar provided a comprehensive overview of the potential benefits and risks of AI in education. The interactive format and free materials distribution made the session engaging and informative. The speakers' passion for sharing their knowledge was evident throughout the workshop, leaving the audience with a deeper understanding of AI and its potential impact on education.



TWO DAY NATIONAL SEMINAR ON
Corporate Sustainability Greenwash and Its Impact on Environ-
ment Society and Governance (CSG-ESG 2024)
28th & 29th February 2024

Presidency College, Presidency Business School successfully conducted a Two Day National Seminar on “Corporate Sustainability Greenwash and Its Impact on Environment Society and Governance (CSG-ESG 2024)” on 28th & 29th February, 2024. With distinguished academicians, researchers, industry delegates, and students from throughout the nation, the seminar proceeded successfully. Followed by the welcome speech by Dr. Julie Sunil, Associate Professor at the Presidency Business School, Bengaluru, all the notable dignitaries participated in lighting the lamp ceremony, marking the inauguration of the seminar.

In his inaugural remarks, Dr. Chandan Chavadi, Dean of Presidency Business School, Bengaluru, emphasized on the significance and applicability of the seminar's theme to the current era and how Corporate Sustainability Greenwash jeopardizes environmental integrity and societal trust. He stressed that true sustainability hinges on transparency, accountability, and multi-stakeholder commitment, not mere token gestures. It requires holistic approaches, integrating environmental, social, and governance (ESG) principles into corporate practices. Transparency in reporting and genuine engagement with stakeholders foster credibility and long-term sustainability.



The **First Technical Session** started at 11.30 am and was chaired by Ms. Aishwarya J, Project Lead, Cividep India. Dr. M. Sendhil Kumar, Assistant Professor, Presidency Business School, Bengaluru acted as a Rapporteur for this Technical Session. The session was marked by a diverse range of presentations, encompassing PG students, research scholars, and faculty members. The papers presented delved into crucial aspects aligned with the seminar's theme. Papers on Corporate Sustainability Greenwash dissected its impact on Environment, Society, and Governance. They exposed deceptive practices, emphasizing transparency and accountability. Discussions underscored the need for stringent regulations to counter greenwashing effectively, advancing understanding of corporate responsibility and sustainability. Ms. Aishwarya J, also contributed valuable insights, encouraging presenters to provide more in-depth analyses for a comprehensive understanding of the topics presented. At 1:00 PM, the first technical session came to a conclusion, followed with a lunch break.

At 2 P.M the **Second Technical Session** started with the Session Chair Dr. S. Gopalakrishnan, Head – Department of Commerce, East Point College of Higher Education, Bengaluru and Dr. Rajitha, Associate Professor, Presidency Business School, Bengaluru as Rapporteur. The session was marked by a diverse range of presentations from a total of seven contributors, encompassing PG students, research scholars, and faculty members. The papers presented delved into crucial aspects of Corporate sustainability, showcasing the impact on Consumer perception, Financial ramifications, Carbon accounting , Agricultural sector and employee morale. The session chair provided constructive feedback, emphasizing the need for participants to provide in-depth analysis of their research papers. The session was interactive with lots of queries and observations by the audience and the paper presenters. The session concluded at 3.30 PAt 2 P.M the Second Technical Session started with the Session Chair Dr. S. Gopala Krishanan, Head – Department of Commerce, East Point College of Higher Education, Bengaluru and Dr. Rajitha, Associate Professor, Presidency Business School, Bengaluru as Rapporteur. The session was marked by a diverse range of presentations from a total of seven contributors, encompassing PG students, research scholars, and faculty members. The papers presented delved into crucial aspects of Corporate sustainability, showcasing the impact on Consumer perception, Financial ramifications, Carbon accounting , Agricultural sector and employee morale. The session chair provided constructive feedback, emphasizing the need for participants to provide in-depth analysis of their research papers. The session concluded at 3.30 P.M.

The **Third Technical Session** started at 2pm with the Session Chair Dr. Thirupathi M, Christ University, Bengaluru and Dr. Satarupa Misra, Assistant Professor, Presidency Business School, Bengaluru as Rapporteur. The session underscored the profound impact of Corporate Sustainability Greenwash on Environment, Society, and Governance. It highlighted deceptive practices and the importance of transparency and accountability in fostering genuine sustainability efforts. There were a number of questions posed by the participants and audience, making the session participatory. Dr. Thirupathi M, and Dr. Satarupa Misra concluded the session at 3.30 pm.

The second day (29.02.2024) seminar started at 09.30 am with commencement of **Fourth Technical Session**, Chaired by Dr. Thangraja Arumugam, Associate Professor Department of Management Studies, VIT University, Chennai. He started the Technical Session along with session Rapporteur Dr. Radhika Arora, Associate Professor, Presidency Business School, Bengaluru.

The Session Chair offered insights into the seminar's theme, "Corporate Sustainability Greenwash and Its Impact on Environment, Society, and Governance." Subsequently, researchers presented their work, prompting discussions that delved into the complexities of sustainability practices and their repercussions on various sectors. Both the Session Chair and Rapporteur gave their valuable comments and insights on each paper and concluded the session at 11.15 am, followed by a 15 mints tea break, till 11.30am.

The **Fifth Technical Session** started at 11.30am by Dr. Shaila K, Department of Commerce (PG), Acharya Institute of Graduate Studies , Bengaluru. The technical session highlighted the impact of Corporate Sustainability Greenwash, addressing environmental degradation, societal distrust, and compromised governance integrity. Attendees emphasized the need for transparency and accountability in sustainability efforts, stressing the importance of robust regulations to counter greenwashing effectively. Prof. Rema, Assistant Professor, Presidency Business School, Bengaluru, participated as a Rapporteur for the session. The session concluded at 1.00 pm followed by a lunch break till 2:00 pm.

Dr. Anil Sharma, Faculty of Management Studies, Parul University, Gujrat, initiated the last session (**Sixth Technical Session**) of the seminar along with Session Rapporteur Dr. Indumathi R, Assistant Professor, Presidency Business School, Bengaluru at 2pm. The Session Chair presented his thoughts and experiences on the theme of the seminar, followed by paper presentation. Session Chair and Rapporteur concluded the session at 3.00pm, it was followed by 15 minutes tea break.

The Valedictory session started at 3.15 pm and went for an hour till about 4.15 pm Dr. Kiran Hiremath, Associate Professor, Presidency Business School, Bengaluru welcomed the Chief Guest Mr. Anand Kulkarni, Technical Director - ESG from KPMG and other delegates for the valedictory session. She elaborated on how the seminar comprehensively addressed the significant facets of Corporate Sustainability Greenwash, particularly its impact on Environment, Society, and Governance. Discussions encompassed the intricate relationships between corporate actions, environmental integrity, societal trust, and governance accountability, highlighting the urgency of combating greenwashing practices for sustainable progress.

Finally, Co- Convener of the Seminar, Dr. K. Ravindran, Assistant Professor, Presidency Business School, Bengaluru, delivered the vote of thanks and announced the closure of Two Day National Seminar on “Corporate Sustainability Greenwash and Its Impact on Environment Society and Governance (CSG-ESG 2024)” - sponsored by ICSSR - New Delhi.



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GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS