

ASCM MONTHLY NEWSLETTER



Dr. S. N. Jagadeesh
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PRINCIPAL'S MESSAGE

In fact the month of April 2023 began with a day that makes people laugh each other. This the 1st of April 2023 was traced back to 1852 when France moved from the Julian to the Gregorian calendar. Since 1950, we observed 7th April 2023 as the World Health Day which raises awareness about the importance of investing in your health. In fact the same day was observed as the Christ's Crucifixion, being a Good Friday. It is also called Black Friday, Holy Friday and Great Friday. In fact 14th April 2023 is the most important day to commemorate the date of birth of the great Indian social reformer and jurist Dr. Bhimrao Ambedkar's birthday.

To protect the environment we observed 22nd April 2023 as the world Earth Day, to raise awareness about the need to conserve the earth's natural resources for the upcoming generations. Hence for conservation we need Environmental Conservation, Animal Conservation. With the semester examination approaching in May 2023, I wish all my students a prosperous career for their holistic development.

AHALIA



SCHOOL OF COMMERCE & MATHEMATICS

Affiliated to University of Calicut



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VISION

To be the centre of excellence imparting value based business management Education to mould the leaders of tomorrow, having commitment and integrity

MISSION

- To promote high quality teaching, research and consultancy.
- To empower the students to apply acquired knowledge to think critically while solving problems.
- To groom students to communicate and make decisions in an ethical and professional manner.



INTERNSHIP AT SREERAMA SCAFFOLD SYSTEMS

Few students of 6th semester BBA undertook a three day internship at Sreerama Scaffold systems, Palakkad on 12.04.2023, 13.04. 2023 and 17.04.2023 in the internship the students were explained about the manufacturing of scaffolding equipments and its auxiliary items. Also the process of inventory management and the selling strategies were explained to the students.



GREEN MARKETING

Marketing is both a discipline and a set of practices to appeal to consumers and entails the operations organized around a product or service, from concept to sales and through the design, price setting, promotion and availability.

Green marketing refers to the process of selling products and/or services based on their environmental benefits. Such a product or service may be environmentally friendly in it or produced or packaged in an environmentally friendly way. The obvious assumption of green marketing is that potential consumers will view a product or service's "greenness" as a benefit and base their buying decision accordingly. Companies that develop new and improved products and services with environment inputs in mind give themselves access to new markets, increase their profit sustainability, and enjoy a competitive advantage over the companies which are not concerned for the environment.

The objective of this marketing is to improve brand perception. It ensures that the brand is perceived to have a positive environmental impact. Some of the strategies employed are as follows:

- Making eco-friendly products
- Using packaging that isn't harmful to the environment or is recyclable
- Reducing the environmental impact of production processes
- Investing in environmentally beneficial initiatives that align with the principles of corporate social responsibility (CSR)

Green Marketing Practices

It involves a wide spectrum of activities, to create an eco-friendly image of the company, to its target audience, such as:

1. Using recycled and renewable material for production.
2. Use of green energy to produce products, such as solar energy, geothermal energy and wind energy.
3. Reduce product packaging or use eco-friendly packaging.
4. Not using toxic materials, which are harmful to the environment.
5. Making products which are reusable as well as recyclable.

So, basically, green marketing is all about developing and promoting products and services that fulfil customer requirements, in terms of quality, performance, affordability, availability and safety, but without causing any damage to the environment.

Basically, green marketing refers to the process of buying and selling of products and services based on their environmental and social benefits. Such a product or service may be environmentally friendly in it or produced and/or packaged in an environmentally friendly way. Thus, this domain of marketing incorporates a broad range of activities, including:

- Product Modification
- Changes to the production process
- Packaging Changes
- Modifying Advertisings
- Manufactured in a sustainable fashion
- Not containing toxic materials or ozone-depleting substances
- Produced from recycled materials or able to be recycled
- Made from renewable materials
- Not making use of excessive packaging
- Designed to be repairable and not thrown away

One limitation that lies beneath all of the marketing stuff is that green marketing is typically done by companies that really are working around the notion of sustainable development and corporate social responsibility. Because of this reason more and more industries and corporates are making an effort to implement sustainable and green marketing practices.

The interesting part comes here when customers are becoming socially and environmentally aware about the red alarm that nature gives us every year. It's high time when people at large levels should realize that every time rules and laws are not going to make situations easy and okay. Businesses are now implementing to demonstrate a high level of social responsibility can increase brand loyalty among socially conscious consumers.

Example

1. Whole Foods: An American supermarket chain, owned by Amazon, known for selling organic products, which does not contain hydrogenated fats, flavours, preservatives, sweeteners, flavours and artificial colours.
2. Starbucks: Starbucks is the largest coffeehouse chain in the world with a presence in more than 70 countries. It promotes sustainable practices to grow coffee.
3. The Body Shop: A British cosmetic and skincare giant, which offers products which are cruelty-free, and use natural ingredients.
4. Patagonia: Patagonia is a well-known contributor to climate change initiatives and works on developing more sustainable production processes. It donates huge amounts to initiatives involving sustainable agriculture practices, conservation of endangered species, and reforestation.



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