

Rashtreeya Sikshana Samithi Trust
R V Institute of Management

Department of Marketing

A Brief Report on

“Green Marketing Exhibition”

15th November, 2017

Time : 4.00 pm -6.00 pm
Venue : Basement area

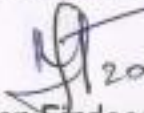
In today's business era, Green Marketing is considered to be an important aspect. The increasing customer preference towards eco-friendly products have made the companies to come out with various strategies pertaining to the protection of the environment and also providing customers with the products which are environmental friendly.

To make our students understand the importance of eco-friendly products and to provide them a platform to exhibit their models of eco-friendly products developed by them, the department of Marketing, R V Institute of management organized an exhibition on Green Marketing for all the students on November 15, 2017.

Sixteen teams consisting of eight students in each team participated in the exhibition and displayed the ecofriendly models developed by them. The models were judged by Mr. Roshan Ranganath, Entrepreneur and Alumni of our institute. The following students are the winners of the Green marketing Exhibition.

| PRIZE | TEAM | PRODUCT NAME |
|-----------|---------------------------|--|
| I Prize | Mr. C. Manu and Team | Green World |
| | Mr. Vikas Hebbal and Team | Bhajarangi Power |
| II Prize | Mr. Vedh Shaikh and Team | Vanya Krushi Mitee |
| | Mr. Manoj RK and Team | Green Heritage |
| III Prize | Mr. Pawan Kumar and Team | Vertical Garden from Waste Plastic Bottles |
| | Ms. Rachana S and Team | Nisarga Nilaya |

Report Submitted by:

 20/11/17

Dr. Noor Firdoos Jahan

Professor, Department of Marketing, Bangalore



PHOTO GALLERY



