



Report on the Wox Talk organized by Department of Business Administration

(September 14, 2024)

Department of Business Administration
Deen Dayal Upadhyaya Gorakhpur University



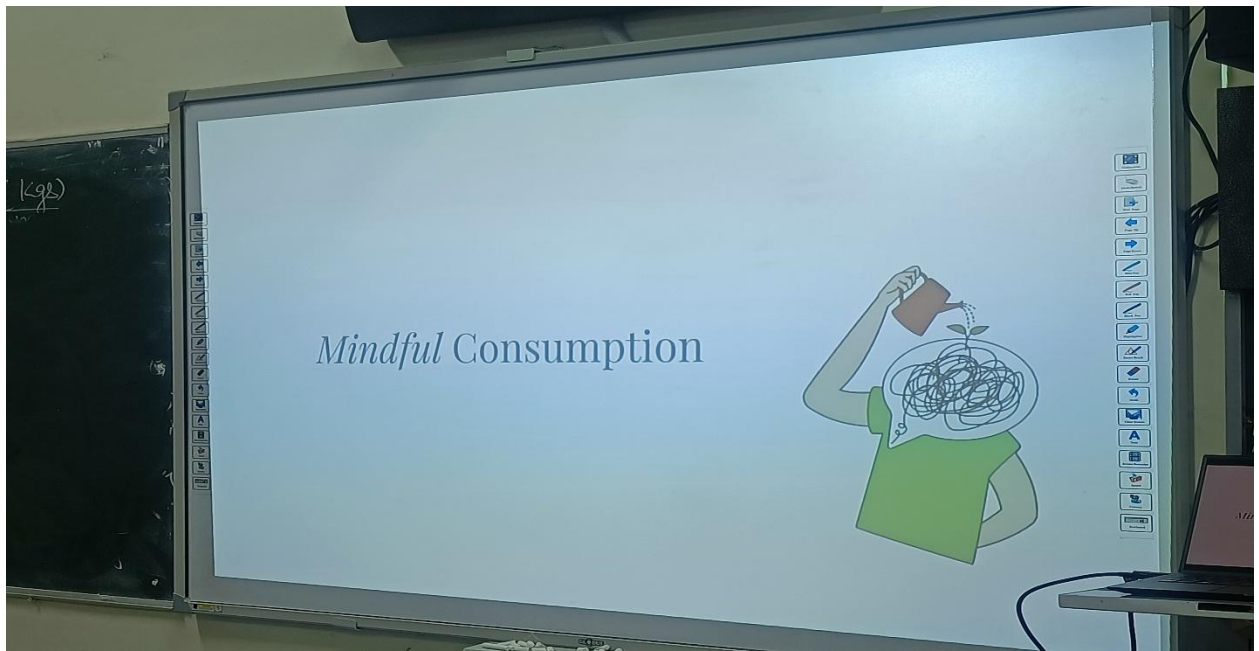
On September 14, 2024, an Interactive Talk on “Mindful Consumption for Sustainable Well-Being” was organized for students of the BBA Programme by Department of Business Administration, DDU Gorakhpur University in collaboration with “Medha”. The Keynote Speaker of the session was Mr. Ashish Agrawal, founder of Bridge4Change Foundation. The session was aimed at how

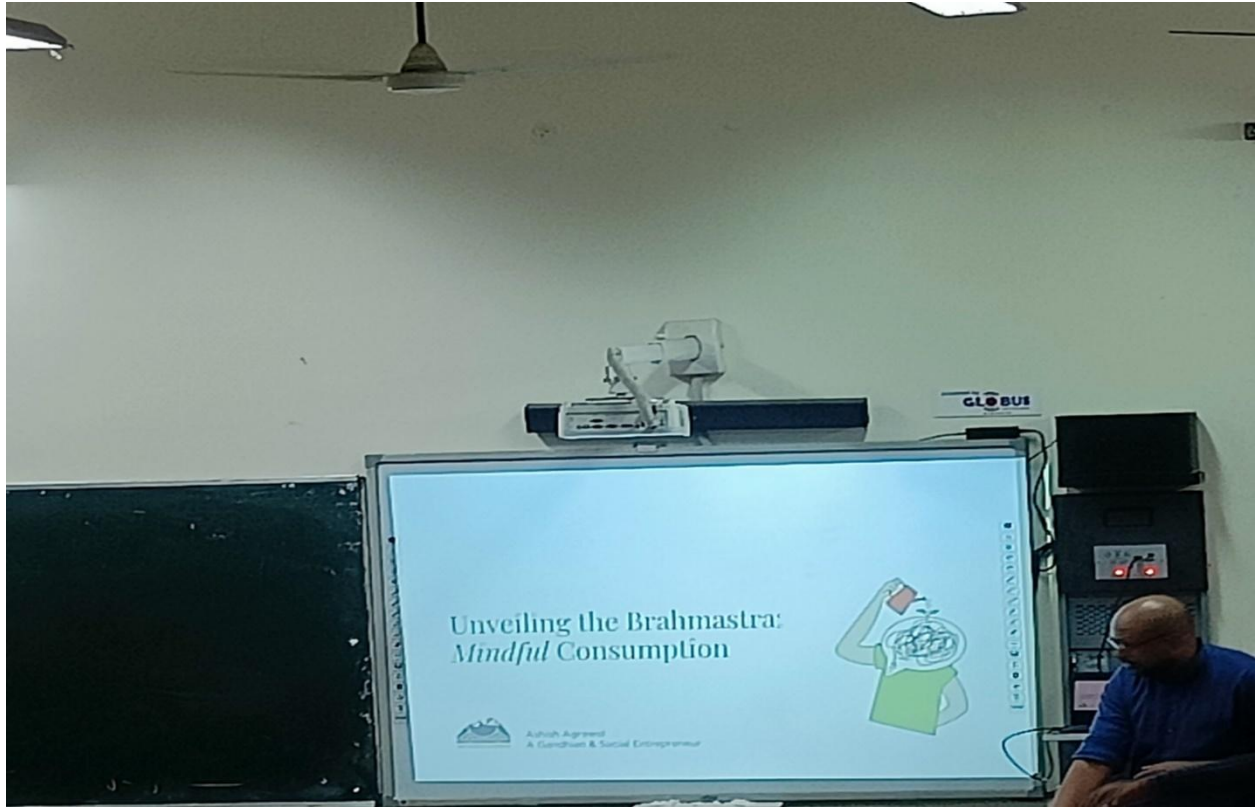
small, conscious choices can lead to significant positive changes for both individual and the environment. For conducting this talk, the necessary assistance and guidance was provided by Prof. Shrivardhan Pathak (Head) and Prof. Manish Kumar Srivastava (Coordinator) of the Department of Business Administration. The session started with the welcome address given by Prof. Manish Kumar Srivastava. Prof. M.K. Srivastava welcomed Mr. Ashish Agarwal in the Department of Business Administration.

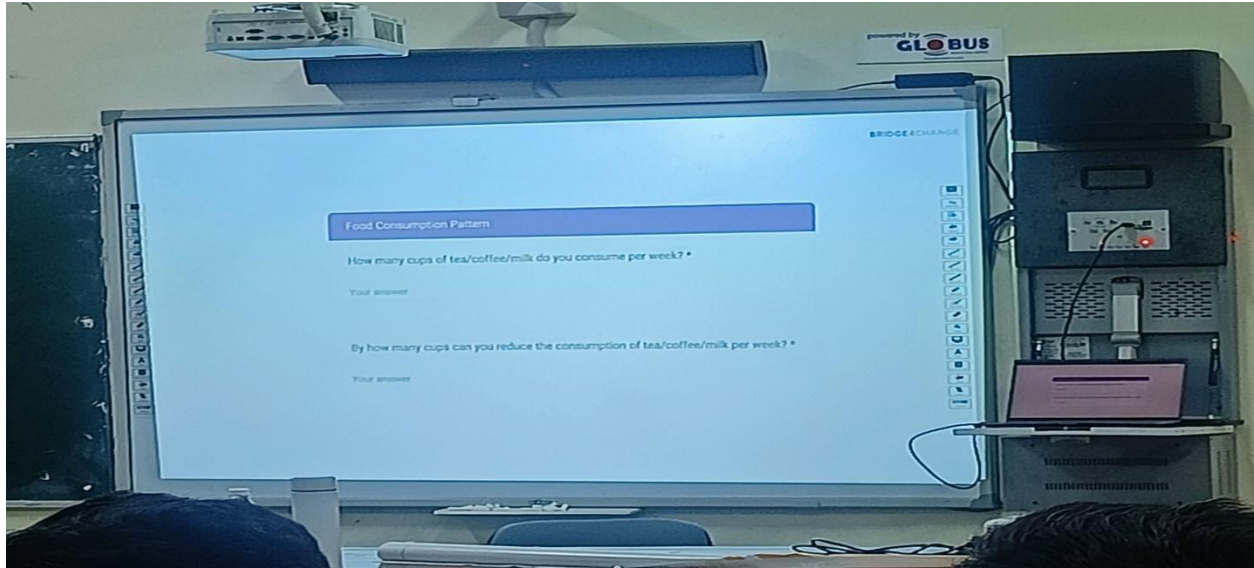
Mr. Ashish Agrawal acquainted the students how mindful consumption of daily products give us true joy and how we can regulate their consumption to keep the joy alive.

To make the session engaging, Mr. Ashish Agrawal circulated a questionnaire among the students, asking them to reflect on their weekly tea/coffee consumption and consider how reducing the number of cups could impact carbon emissions, linking it to mindful consumption for sustainable well-being. He then emphasized key sustainable practices such as carbon emission savings, promoting personal well-being and healthy lifestyles, conserving water, reducing plastic use, incorporating sustainable food habits, avoiding fast fashion, and minimizing waste and e-waste through the 3Rs in our daily lives.

At the end of the discussion, Mr. Ashish emphasized that ‘Mindful Consumption for Sustainable Well-Being’ benefits management by promoting better decision-making, reducing ecological footprints through resource efficiency, and enhancing corporate social responsibility. He highlighted how it improves brand image, fosters innovation, boosts employee well-being, and aligns business goals with long-term sustainability, giving companies a competitive edge while minimizing environmental impact.







Prof. Manish Kumar Srivastava
(Coordinator)

Prof. Shrivardhan Pathak
(Head & Dean of the Department)