



DEPARTMENT OF BUSINESS MANAGEMENT
SCHOOL OF COMMERCE AND MANAGEMENT
Dr. Hari Singh Gour Central University, Sagar – 470 003 (M.P.)



New Building, Near Nepal Palace, Sagar – 470 003 (M.P.) INDIA
Ph. : +91-7582 [O] 264504, [R] 222174, Visit us at : www.fmssu.com, email: journal.fms@gmail.com

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All Teachers and Research Scholars

Prof. Peeush Ranjan Agrawal Vice-Chancellor Purvanchal University, Jaunpur (U.P.) will be delivering a lecture on E-Commerce And Sustainability on 19.07.2016 at 11:00 AM on the Department of Business Management. All are requested to attend.


Prof. Y. S. Thakur

Head

Department of Business Management


विभागप्रमुख
व्यवसाय प्रबंध विभाग
डॉ. हरीसिंह गौर विश्वविद्यालय, सागर (म.प्र.)



A Report on one day Seminar on the topic E-Commerce and Sustainability

A one-day seminar on the topic E-Commerce and Sustainability was organised by department of business management, Dr. Harisingh Gour Vishwavidyalaya Sagar on dated 19th July, 2016 at 11:00 AM in the Department Seminar Hall. Seminar Participants who attended the session were in house participants of all the 98 students of UG, PG, Research Scholars and Respected faculty members.

The key note speaker of the day was Honourable Prof. Peeyush Ranjan Agrawal, Vice-Chancellor of Purvanchal University Jodhpur UP. The whole event was Scheduled into Three Session -

First Session –

Opening Session Started with Welcoming the Guest by the HOD sir. After this our key note speaker address the gathering on the theme introductory session in which he shares his knowledge and throw light on the topic which were as follows:

Sustainability in all its aspects is one of the most crucial issues of our time. The importance we give to our collective and individual impact on our planet, and on the people around us has never been greater and it has never been so needed. As part of a complex social, environmental, and economic ecosystem, businesses from all sectors have rethought the way they produce, the way they exchange, and how and what they sell to consumers. Businesses and consumers have become more and more aware of the role they play and their responsibility in fighting climate change and the rarefaction of resources.

Second Session –

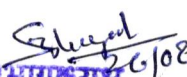
Role of E-Commerce was the main theme for the second session in which Mr. Agrawal draw the attention on the growth of e-commerce should be considered an Opportunity to structurally shift to more sustainable retail And consumption practices, as well as an opportunity to Use the digitalisation of our society to make the transition To a more sustainable economy. Retail businesses are Constantly exploring which channels, geographies, Services to invest in. With a clear and global trend Toward omnichannel commerce and experiences, Businesses have the possibility to explore the best Mix of solutions to deliver accessible, affordable and Sustainable models.

- The role of e-commerce in promoting circularity and prolonging the life of products
- Role and attitude of consumers: how to empower sustainable behaviour.
- The way forward for efficient and Sustainable e-commerce packaging
- Leveraging omnichannel commerce and sustainable e-logistics solutions.

Concluding Session-

The last session was Concluding session in which all the participants take the interest towards deep understanding and clearing their doubts, whole session come to great success with delivering vote




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डॉ. हरीसिंह गौर विश्वविद्यालय, सागर (म.प्र.)

of thanks to all for attending the session. Sustainability and digitalisation have been put at the heart Of the European Union's policy agenda, with a renewed, Holistic approach through the European Green Deal. With initiatives spanning from sustainable transport to Product policy, sharing of data and information, European Policymakers have a unique opportunity to keep the Continent at the forefront of the transition to a sustainable economy and a digitalised and inclusive society, as these Evolutions cannot and should not be treated as separate Challenges. An important element of this transition will be to break the Preconception of "online versus offline" when developing Policies. Businesses have gone beyond this divide and rely on the best of both worlds to provide the most sustainable and accessible solutions to consumers. Ecommerce Europe will continue sharing and advocating for ambitious and innovative policies to further unlock the European economy's potential and keep Europe at the Forefront of the twin digital and sustainable transition.




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व्यवसाय प्रबंध विभाग
मै हरीसिंह गौर विश्वविद्यालय, सागर (म.प्र.)