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In an era where our planet is grappling with unprecedented climate changes at an alarming pace, it has become imperative for businesses to prioritize sustainability as a core objective. Recognizing this pressing need, I embarked on the course "Marketing for a Sustainable Planet" under the guidance of Professor DVR Seshadri at the Indian School of Business (ISB). The primary objective of this course was to foster awareness of global issues impacting businesses.

What truly set this course apart from others I have taken at ISB was Professor Seshadri's unique pedagogical approach. Rather than solely relying on internationally renowned case studies, the professor strategically incorporated case studies from Indian companies, enabling us to gain invaluable insights into the domestic market dynamics and the unique challenges faced by homegrown enterprises. Furthermore, the course incorporated an engaging and innovative learning methodology through a theatre session. In this session, we had the opportunity to present skits on sustainability, which not only fostered a deeper understanding of the subject matter but also facilitated collaborative learning in a fun and interactive manner.

Through its holistic approach, this course instilled a profound sense of responsibility and motivation to embrace sustainability as a way of life.

