



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



# SUSTAINABLE DEVELOPMENT GOALS

**Youth for Responsible Consumption-  
AYouth Led Dialogue on Shaping  
Sustainable Consumption in India**





# PRESIDENCY UNIVERSITY

## EVENT REPORT

### Youth for Responsible Consumption – A Youth Led Dialogue on Shaping Sustainable Consumption in India

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#### 1. About Event

*The Institutional Social Responsibility (ISR) Cell, Presidency University, in collaboration with Youth Ki Awaaz and the United Nations Development Programme (UNDP), successfully organized the event “**Youth for Responsible Consumption – A Youth Led Dialogue on Shaping Sustainable Consumption in India**” on **27 April 2026** at **Seminar Hall 1, F Block, School of Engineering, Presidency University.***

*The event was designed as an engaging platform to initiate meaningful dialogue among students on the importance of responsible consumption and sustainable living practices. It brought together students, sustainability advocates, and facilitators to discuss contemporary environmental challenges, consumer responsibility, and youth-led action toward building a sustainable future.*

*The event also featured an interactive storytelling workshop that encouraged students to critically reflect on their consumption habits and articulate sustainability narratives through collaborative activities.*

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#### 2. Event Details

- **Title:** Youth for Responsible Consumption – A Youth Led Dialogue on Shaping Sustainable Consumption in India
- **Date:** 27 April 2026
- **Time:** 11:00 AM – 4:10 PM
- **Venue:** Seminar Hall 1, F Block, School of Engineering, Presidency University

- **Organized by:** Institutional Social Responsibility (ISR) Cell, Presidency University
  - **In Collaboration with:** Youth Ki Awaaz and UNDP
  - **Resource Person:** Mr. Jeya Chandran, Ms. Malavika Rajkumar, Ms. Nalini Shekar, Ms. Sahar Mansoor, Ms. Sakshi Bhatt, Ms. Harshita Khaund
  - **Convenor:** Ms. Vanitha R – ISR Cell
  - **Coordinator:** Mr. Sumaanth M – ISR Cell
  - **Participants:** 70 First-Year MBA Students
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### 3. Objectives

- To create **awareness among youth regarding sustainable and responsible consumption practices**
  - To encourage **critical thinking on consumer choices and their environmental impact**
  - To promote **dialogue between students and sustainability practitioners**
  - To empower **students to become advocates of conscious consumption**
  - To develop **storytelling and communication skills around sustainability issues**
  - To inspire **student participation in sustainability-driven initiatives**
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### 4. Workshop Proceedings

The event commenced with a formal welcome address followed by contextual insights into the significance of responsible consumption in today's rapidly evolving social and environmental landscape.

The dialogue sessions focused on sustainable consumption practices, ethical consumerism, environmental accountability, and the role of youth in influencing market and societal change. Speakers and facilitators shared valuable perspectives on balancing development with sustainability and highlighted the importance of informed consumer decision-making.

The event witnessed enthusiastic participation from students, who actively engaged in discussions, asked thought-provoking questions, and contributed insightful perspectives during the interactive sessions.

The post-lunch storytelling workshop, conducted from **2:30 PM to 4:10 PM**, was highly interactive and activity based. It included:

- **Group-based sustainability reflection exercises**
- **Interactive discussions on responsible consumption patterns**

- **Storytelling and narrative-building activities**
- **Team engagement exercises**
- **Student-led idea sharing and presentations**
- **Facilitated question-and-answer sessions**

The workshop successfully encouraged students to connect sustainability concepts with real-life experiences and articulate their understanding creatively.

Students who successfully completed the workshop were awarded participation certificates in recognition of their active involvement.

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## 5. Outcomes & Impact

The event created significant awareness and engagement among participants regarding sustainability and conscious consumer behaviour.

Key outcomes included:

- Increased **understanding of responsible consumption practices**
- Enhanced student **awareness of sustainability challenges**
- Active student participation through **questions and interactive activities**
- Improved **critical thinking and reflective learning on consumer choices**
- Development of **communication and storytelling skills related to sustainability**
- Recognition of **student participation through workshop completion certificates**
- Encouragement for students to **adopt sustainable practices in daily life**

The event successfully fostered a sense of responsibility among students toward becoming informed and conscious consumers.

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## 6. SDG Alignment

The event aligned with the following Sustainable Development Goals (SDGs):

- **SDG 4 – Quality Education:** Promoting experiential learning and awareness on sustainability issues
- **SDG 12 – Responsible Consumption and Production:** Encouraging sustainable consumption patterns and conscious decision-making

- **SDG 13 – Climate Action:** Building awareness on environmental impact and climate-conscious behaviour
- **SDG 17 – Partnerships for the Goals:** Strengthening collaboration between academia, Youth Ki Awaaz, and UNDP

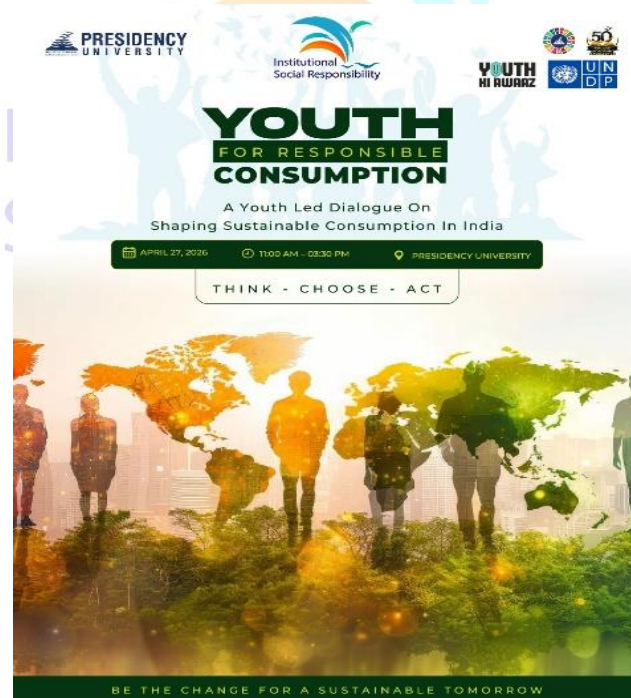
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## 7. Conclusion

The **Youth for Responsible Consumption** event was successfully conducted with active student participation and engagement. The initiative provided a valuable platform for students to explore sustainability issues through dialogue, reflection, and collaborative learning.

The combination of expert-led discussions and the interactive storytelling workshop made the event impactful and relevant for young learners. The program reinforced Presidency University's commitment to sustainability education, youth empowerment, and meaningful institutional collaborations that prepare students to become responsible global citizens.

### Poster



## Event Picture:





Institutional  
Social Responsibility

## Attendees List:

2MBA09			
Sl No	UNIVERSITY REGNO	NAME	SIGNATURE
1	20252MBL0035	CHILIMANTHA PRAVEEN	
2	20252MBL0038	SUHEL PATHAN	
3	20252MBL0041	DEEKSHITH T M	
4	20252MBL0045	JANAVI	
5	20252MBL0046	MEGHANA M	
6	20252MBL0047	SACHIN BYADAGI	
7	20252MBL0048	GIRISH BAGEWADI D	
8	20252MBL0049	GANAVI S	
9	20252MBL0050	GANESH L N	
10	20252MBL0051	RAVIKUMAR V	
11	20252MBL0052	CHARAN B	
12	20252MBL0053	MADHU C N	
13	20252MBL0054	MITHUN D	
14	20252MBL0055	MANOJ K	
15	20252MBL0056	SNEHA C R	
16	20252MBL0057	SANOOP P NAMBIAR	
17	20252MBL0058	KIRAN KUMAR V	
18	20252MBL0059	HIMABINDU JAKE	
19	20252MBL0060	HEMANTH N	
20	20252MBL0061	SHARATH P	
21	20252MBL0062	ANANYA C S	
22	20252MBL0063	ABHISHEK M	
23	20252MBL0065	MANAL S	
24	20252MBL0066	RAVI TEJU S	
25	20252MBL0067	PRIYANKA JADHAV	
26	20252MBL0068	MANJUNATHA GOWDA E V	
27	20252MBL0069	SAGAR A P	
28	20252MBL0072	GAYATHRI P K	
29	20252MBL0074	MOHAMMED ADNAN MUJASSIM	
30	20252MBL0075	MEGHANA S G	
31	20252MBL0076	KISHOR HB	
32	20252MBL0077	KIRAN KUMAR S	
33	20252MBL0078	VARUN S	
34	20252MBL0079	AVINASH T B	
35	20252MBL0080	PHELIMON ROEL	
36	20252MBL0081	VINAY N V	
37	20252MBL0082	SANJAY R	
38	20252MBL0083	CHINTHAKAYALA NITHIN KRISHNA	
39	20252MBL0085	PIDIKITI YASWANTH SUBHASH CHOWDARY	
40	20252MBL0086	DONTHI NITHIN KUMAR	

## 2MBA14

Sl No	UNIVERSITY REGNO	NAME	SIGNATURE
1	20252MDM0002	JEEVAN P	Jeevan
2	20252MDM0003	POOVITHA C	C Poov
3	20252MDM0004	SHAIK ABIDULLA	Shai Abidulla
4	20252MDM0005	BALAJI V A	Balaji V A
5	20252MDM0007	G NAVEEN KUMAR	G Naveen
6	20252MDM0008	ANNAMALAI C T M	Annamal
7	20252MDM0010	PONMADHAN K	Ponmadhan
8	20252MDM0011	RAMEES MOHAMED E	Ramees
9	20252MDM0012	JAGAN K T	Jagan
10	20252MDM0013	ABINAV T B	Abinav
11	20252MDM0016	PRAJWAL M	Prajwal M
12	20252MDM0017	AFRAN PASHA C	Afran
13	20252MDM0018	NISAMUDHEEN V R	Nisamudheen
14	20252MDM0019	KARTHIK D C	Karthik
15	20252MDM0020	KUDUMULA VIVEKANANDA REDDY	Kudumula
16	20252MDM0021	SHARAB VAISHNAVI	S. Vasavi
17	20252MDM0022	SYED SAADADDIN HUSSAINI	
18	20252MDM0023	SUKESH P	
19	20252MDM0024	PUSHPARAJ SINGH	Pushparaj
20	20252MDM0025	PRAJWAL	Prajwal
21	20252MDM0026	NAVEEN S	
22	20252MDM0027	VASANTH S	Vasanth
23	20252MDM0028	SHUBHADA R PRAKASH	Shubhada
24	20252MDM0029	BHUVAN M	Bhuvan
25	20252MDM0030	ROHAN M UMADI	Rohan
26	20252MDM0032	RITHU SHREE K S	Rithu
27	20252MDM0033	SANJAY KUMAR S	Sanjay
28	20252MDM0034	KRISHNA SAI P	Krishna
29	20252MDM0035	LAKSHMI PRIYA	Lakshmi
30	20252MDM0036	SACHIN K REDDY	Sachin
31	20252MDM0037	SHARANAGOUDA BIRADAR	Sharan

32	20252MDM0038	ALIYABEGUM SHAIKH	Aliyabegum
33	20252MDM0039	MELINAMANI ABHISHEK	Melinamani
34	20252MDM0040	RAKSHITH B	Rakshith
35	20252MDM0041	VEERESH	Veeresh
36	20252MDM0042	ALTAB ISLAM	Altan
37	20252MDM0043	NOEL JESHURUN	Noel