

**A**  
**REPORT ON**  
**BEST OUT OF WASTE**



**HELD ON**  
**5<sup>th</sup> JULY 2024**  
**ORGANIZED**

**BY**

**DEPARTMENT OF MBA**

**K.S. SCHOOL OF ENGINEERING AND MANAGEMENT**

**#15, Near Vajarahalli, Mallasandra,  
Kanakapura Road, Bengaluru-560109**



KAMMAVARI SANGHAM (R) 1952,  
**K. S. SCHOOL OF ENGINEERING AND MANAGEMENT**  
APPROVED BY AICTE-5279601, NEW DELHI  
AFFILIATED TO VTU, BELAGAVI ACCREDITED BY NAAC

# Department of MBA

## MARKETING CLUB

*presents*

# BEST

# OUT OF

# WASTE



**05-07-2024**



**11.40 TO 1.40**



**NSS ROOM - A 501**

**Prof. Meghana.C**  
Coordinator

**Prof. Manjunatha S**  
HOD-MBA

**Dr. Rama Narasimha K**  
Principal & Director

## **Title of the Event : “Best Out Of Waste” – Marketing Club Activity**

### **Introduction:**

The Department of MBA, KS School of Engineering and Management organized “Best Out Of Waste” – Marketing Club Activity on 5<sup>th</sup> July 2024 for 4<sup>th</sup> semester MBA students.

The "Best Out of Waste" activity was organized to foster creativity, environmental awareness, and resourcefulness among participants. The event aimed to encourage individuals to think innovatively about waste materials and explore sustainable practices through hands-on creativity.

### **Round 1: Waste Collection**

**Time Allotted:** 45 minutes

Participants were divided into teams and sent out to collect waste materials within the college surroundings. Each team gathered items like plastic bottles, old newspapers, and cardboard. This round not only emphasized the importance of recycling but also helped participants understand the volume of waste produced daily.

### **Round 2: Product Creation**

**Time Allotted:** 1 hour

After collecting the waste, teams had one hour to create new, marketable products from the materials they had gathered. Participants brainstormed ideas and worked collaboratively to design items such as Umbrella , Electric Bullock cart, and unique art pieces. This round encouraged creativity and problem-solving as teams focused on making their products appealing and functional.

### **Round 3: Presentation**

In the final round, each team presented their innovative products to the audience. They explained their design process, the materials used, and the potential market for their creations. Presentations highlighted the creativity and practicality of their products, inspiring others to consider sustainable alternatives.

### **Objectives of the Activity:**

- To raise awareness about waste management and recycling.
- To promote creativity by transforming waste materials into useful or decorative items.
- To foster teamwork and collaboration among participants.

### **Expected Outcomes of the Activity:**

- 🎬 Students will understand more about waste management and its impact on the environment.
- 🎬 Teams will come up with new ideas for using waste materials to create useful products.

- 🎬 Students will learn how to make things from waste, like crafting and upcycling.
- 🎬 Everyone will feel more motivated to reduce waste in their everyday lives.
- 🎬 The event will bring people together and spark conversations about being more eco-friendly.
- 🎬 Students may be encouraged to keep creating and even start small businesses with their new products.



Each team brainstorming ideas and working collaboratively to design the product



Student presenting and explaining their innovative product to Audience



Group photo with all the teams along with their designed product

Social Media Links	
Instagram	<a href="https://www.instagram.com/p/C9BzMifSUGF/?igsh=MTk3cnV6bGpnMmFqbw==">https://www.instagram.com/p/C9BzMifSUGF/?igsh=MTk3cnV6bGpnMmFqbw==</a>

S. No	Particulars	Details
1	Name of the resource person	Ms. Meghana C
2	Designation	Assistant Professor
3	Contact Details - Mobile	9620170260
4	Contact Details – e-mail id	Meghanac@kssem.edu.in
5	Date of event(If more than 1 day, mention from and to date)	5-7-2024
6	Duration in mins	11:40 Am – 1:40 Pm ( 120 mins)
7	Number of student participations	59
8	Number of faculty participations	7

*Meghana C*  
Signature of Co-Ordinator

*M. Srinivas*  
Signature of Department Head

*K. Rama Narasimha*  
Signature of Principal  
Dr. K. RAMA NARASIMHA  
Principal/Director  
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