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**PSG Institute of Management**  
**WMSE-INVITED TALK-2025**

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**“E-Waste Management: A New Frontier for Green Business Models”**

**08<sup>th</sup> September, 2025**

<b>Event Organized Mode</b>	<b>: Offline</b>
<b>Organized For</b>	<b>: Students of WMSE.</b>
<b>Guest Name and Designation</b>	<b>: Mr. Swarajit Alakananda, Founder &amp; First Employee of FIX YOUR GADGETS</b>
<b>Coordinators/Conveners</b>	<b>: Dr. Vijaya Vardhan Manchala</b>
<b>No. of Participants</b>	<b>: 30 Students</b>
<b>Event Poster:</b>	



**About the event:**

A guest talk on “E-Waste Management: A New Frontier for Green Business Models” was organized for the 1st year MBA- WMSE students with the objective of sensitizing them towards the pressing issue of electronic waste and the opportunities it presents for sustainable business practices. The session began with the speaker introducing the magnitude of the

e-waste problem, its environmental hazards, and the urgent need for innovative solutions. He drew from his rich professional experience, sharing real-life insights into how unregulated disposal practices harm both ecosystems and human health, while also emphasizing that this challenge opens up new avenues for green business models.



The speaker particularly highlighted this organization “Fix Your Gadgets,” urging students to look at repair, reuse, and recycling not just as environmental duties but as viable entrepreneurial ventures. His impactful storytelling and problem-focused approach helped the students connect with the subject deeply. Several students raised thoughtful questions about practical solutions, government policies, and startup opportunities in this space. The speaker addressed each query patiently and with clarity, motivating them to explore e-waste management as a field of innovation and social responsibility.



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**“Reinventing Resource Flows: Innovations Driving the Shift to Circularity”**

**29<sup>th</sup> August, 2025**

**Event Organized Mode**

**: Offline**

**Organized For**

**: Students of WMSE.**

**Guest Name and Designation :**

**Karthikkeyan N, Designated Partner, Iyal organic formers market**

**Coordinators/Conveners**

**: Dr. Vijaya Vardhan Manchala**

**No. of Participants**

**: 30 Students**

**Event Poster:**



**About the event:**

PSG Institute of Management's flagship program "Waste Management and Social Entrepreneurship" has organised a session titled "Reinventing Resource Flows: Innovations Driving the Shift to Circularity" for MBA students specializing in waste management and social entrepreneurship. Delivered by an esteemed alumnus of the same course Mr.

Karthikkeyan, the program focused on innovative techniques to transition from linear to circular economic models. The speaker highlighted the critical role of local startups actively involved in sustainable waste management practices, showcasing real-world examples of circular economy principles in action. This engaging session not only deepened students' understanding of circularity but also inspired them to explore entrepreneurial solutions that promote environmental sustainability and resource efficiency.

