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DEPARTMENT OF MANAGEMENT STUDIES

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Importance of Raksha Bandhan among various religions in India

Raksha Bandhan (Rakhi):



This is a special Hindu festival which is celebrated in India and countries like Nepal to symbolize the love between a brother and a sister. The occasion of Raksha Bandhan is celebrated on the full moon day of the Hindu luni-solar calendar in the month of Shrawana which typically falls in the August month of Gregorian calendar.

Meaning of Raksha Bandhan

The festival is made up of two words, namely "Raksha" and "Bandhan." As per the Sanskrit terminology, the occasion means "the tie or knot of protection" where "Raksha" stands for the protection and "Bandhan" signifies the verb to tie. Together, the festival symbolizes the eternal love of brother-sister relationship which does not mean just blood relationships only. It is also celebrated among cousins, sister and sister-in-law (Bhabhi), fraternal aunt (Bua) and nephew (Bhatija) and other such relations.

Hinduism- The festival is mainly celebrated by the Hindus in the northern and western parts of India along with countries like Nepal, Pakistan and Mauritius.

Jainism- The occasion is also revered by the Jain community where Jain priests give ceremonial threads to the devotees.

Sikhism- This festival devoted to the brother-sister love is observed by the Sikhs as "Rakhardi" or Rakhari.

Origin of Raksha Bandhan Festival

The festival of Raksha Bandhan is known to have originated centuries before and there are several stories related to the celebration of this special festival. Some of the various accounts related to the Hindu mythology are described below:

Indra Dev and Sachi- According to the ancient legend of Bhavishya Purana, once there was a fierce battle between Gods and demons. Lord

Indra- the principle deity of sky, rains and thunderbolts who was fighting the battle on the side of Gods was having a tough resistance from the powerful demon King, Bali. The war continued for a long time and did not come to a decisive end. Seeing this, Indra's wife Sachi went to the Lord Vishnu who gave her a holy bracelet made up of cotton thread. Sachi tied the holy thread around the wrist of her husband,

Lord Indra who ultimately defeated the demons

and recovered the Amaravati. The earlier account of the festival described these holy threads to be amulets which were used by women for prayers and were tied to their husband when they were leaving for a war. Unlike, the present times, those holy threads were not limited to brother-sister relationships.

King Bali and Goddess Lakshmi- As per an account of Bhagavata Purana and Vishnu Purana, when Lord Vishnu won the three worlds from the demon King Bali, he asked by the demon king to stay beside him in the palace. The Lord accepted the request and started living with the demon king. However, Goddess Lakshmi, wife of Lord Vishnu wanted to return to his native place of Vaikuntha. So, she tied the rakhi around the wrist of demon king, Bali and made him a brother. On asking about the return gift, Goddess Lakshmi asked Bali to free her husband from the vow and let him return to Vaikuntha. Bali agreed to the

request and Lord Vishnu returned to his place with his wife, Goddess Lakshmi.

Santoshi Maa- It is said that the two sons of Lord Ganesha namely, Shubh and Labh were frustrated that they had no sister. They asked

for a sister from their father who finally obliged to their sister on the intervention of saint Narada. This is how Lord Ganesha created Santoshi Maa through the divine flames and the two sons of Lord Ganesha got their sister for the occasion of Raksha Bandhan.

Krishna and Draupadi- Based on an account of Mahabharat, Draupadi, wife of Pandavas tied a rakhi to Lord Krishna while Kunti tied the rakhi to grandson Abhimanyu before the epic war.

Yama and the Yamuna- Another legend says that the death God, Yama did not visit his sister Yamuna for a period of 12 years who ultimately became very sad. On the advice of Ganga, Yama went to meet his sister Yamuna who has very happy and performed hospitality of her brother, Yama. This made the Yama delighted who asked Yamuna for a gift. She expressed her desire to see her brother again and again. Hearing this, Yama made his sister, Yamuna immortal so that he could see her again and again. This mythological account forms the basis of festival called "Bhai Dooj" which is also based on the brother-sister relationship.

Reason for the celebration of this festival



The festival of Raksha Bandhan is observed as a symbol of duty between brothers and sisters. The occasion is meant to celebrate any type of

brother-sister relationship between men and women who may not be biologically related.

On this day, a sister ties a rakhi around the wrist of her brother in order to pray for his prosperity, health and well-being. The brother in return offers a gifts and promises to protect his sister from any harm and under every circumstance. The festival is also celebrated

between brother-sister belonging to distant family members, relatives or cousins.

Independence Day:



Independence Day 2022: Every year, 15th August is celebrated as Independence Day. It was on this day that India received freedom from the British Empire in 1947 and the Indian national flag was hoisted by the first prime Minister of India, Pt. Jawaharlal Nehru above the Lahori Gate of Red Fort in Delhi. This year marks the 75th Independence Day. This day is celebrated across the nation with much ardour and pride, with people coming together to remember the sacrifices of our freedom fighters and leaders who dedicated their lives to free our nation.

The Indian freedom fighters started many movements that in some way or the other helped broke the chains of slavery. The credit goes to our valiant freedom fighters who didn't hesitate for once to give up their lives to free us from the British rule.

As we commemorate the occasion, let us take a look at the history and significance of this important day.

History of Independence Day



The British ruled over India for almost two centuries, starting from 1757. The British Empire first set foot in India through its trading company called The East India Company in Surat, Gujarat, in 1619. Their rule became oppressive and sowed the seeds of rebellion in the minds of Indians. Leaders and freedom

fighters like Mahatma Gandhi, Sardar Vallabhbhai Patel, Netaji Subhash Chandra Bose, and Bhagat Singh heralded the freedom struggle across the nation.

We all know well that the Britishers ruled over India for almost two centuries. It was somewhere around the 1600s that the Britishers came into India as traders and set up their East India Company in Surat. Soon, they wanted to rule all over India. In the span of the next 200 years, many wars were waged against Britishers.

Renowned freedom fighters like Bhagat Singh, Netaji Subhash Chandra Bose, Chandrashekhar Azad, and a few others had a significant impact on the plan of the Britishers. During the 1940s, the revolt of Indians became quite violent and aggressive toward the Britishers and they had no option but to leave India.

Significance of Independence Day 2022

The Indian Independence Bill was introduced in the British House of Commons on 4 July 1947, and was passed within 15 days. On 15 August 1947, the British rule over India ended and marked history. Prime Minister Jawaharlal Nehru unfurled the tricolour from the Red Fort in Delhi for the very first time. Thereafter, every year on Independence Day, the national flag is hoisted at the Red Fort by the Prime Minister followed by an address to the nation.

Azadi ka Mohotsav

It is an initiative by the government of India to mark the 75 years of independence and to celebrate its history, significance, and importance. It is an honor to all those people who have helped India to realize its potential and further strengthen the vision of India which is the *Atmnirbhar Bharat* (self-reliant India). The program *Aazaadi Ka Amrit Mahotsav* started on 12th March 2021 and shall end on 15th August 2023.

Har Ghar Tiranga

This year with the efforts of the government we as citizens of India need to strengthen the Har Ghar Tiranga Movement. All of us need to hoist the tricolor and display it in our homes between the 13th to 15th of August. This will develop our connection with the National Flag.

THE HEADLINES

• **Russia blocks adoption of joint**

declaration on nuclear disarmament at the United Nations.

• **Argentina expresses interest in Made in India TEJAS fighter aircraft.**

• **Taiwan says, China continues military drill near its Island.**

• **Finance Minister Nirmala Sitharaman says, Indian economy will grow at the rate of 7.4 percent in current fiscal.**

• **India's export of pharmaceutical products increased by 146 per cent from April to July 2022.**

• **Prime Minister to share his thoughts in 'Mann Ki Baat' program on All India Radio tomorrow.**

• **And, In Cricket, Afgthe Asiastan beat Sri Lanka by 8 wickets in Asia Cup tournament.**

WORLD HAPPINESS REPORT (2022)



By India Today Web Desk:

International Youth Day is observed on August 12 every year. The day marks an awareness day and draws attention to a given set of cultural and legal issues surrounding youth. This day is celebrated to throw light on the participation of youngsters, which carries the potential to form better and more sustainable

policies.

The UN defines the world's youth as between 15 and 24 years old. International Youth Day showcases how the engagement of the younger generation in formal political mechanisms has the potential to enhance the transparency of political processes by decreasing democratic deficiencies.

INTERNATIONAL YOUTH DAY.



HISTORY

The idea for International Youth Day was proposed in the 1991 session of the World Youth Forum of the United Nations System.

In 1999, in its resolution 54/120, the General Assembly endorsed the recommendation made by the World Conference of Ministers Responsible for Youth (Lisbon, 8-12 August 1998) that 12 August be declared International Youth Day.

INTERNATIONAL YOUTH DAY 2022: THEME

The theme of International Youth Day 2022 is "Intergenerational Solidarity: Creating a World for All Ages". To achieve the Sustainable Development Goals (SDGs), the world needs to leverage the full potential of all generations. Solidarity across generations is key to sustainable development.

As we navigate the third year of the COVID-19 pandemic, it is especially important to recognize and address these age-related

barriers to "build back better" in a manner that leverages all generations' strengths and knowledge.

INTERNATIONAL YOUTH DAY 2022: CELEBRATION

The Focal Point on Youth selects a theme for the day, often with input from youth organizations and members of the UN Inter-Agency Network in Youth development. It also organizes a virtual commemoration of the day. The Programme encourages youth around the world to organize activities to raise awareness about the situation of youth in their country.

For International Youth Day 2022, DESA worked with the Major Group on Children and Youth (MGCY) to organize a global webinar for its official commemoration. The webinar features an exchange of views on the topic of intergenerational solidarity, intergenerational equity, future generations, and ageism.

INTERNATIONAL YOUTH DAY QUOTES:

- "A few heart-whole, sincere, and energetic men and women can do more in a year than a mob in a century." - Swami Vivekananda
- "Sometimes, it falls upon a generation to be great. You can be that great generation. Let your greatness blossom." - Nelson Mandela
- "Youth offers the promise of happiness, but life offers the realities of grief." - Nicholas Sparks
- "Youth is happy because it has the capacity to see beauty. Anyone who keeps the ability to see beauty never grows old." - Franz Kafka

- "Youth is in a grand flush, like the hot days of the ending summer; and pleasant dreams thrall your spirit, like the smoky atmosphere that bathes the landscape of an August day"-Donald G.Mitchell
 - "Older men declare war. But it is the youth that must fight and die." - Herbert Hoover
 - "The duty of the youth is to change corruption."-Aristotle
 - "Good habits formed in youth make all the difference."-Aristotle"
- "Youth is the hope of our future."- Jose Rizal

What is Green Marketing



Green Marketing refers to the marketing of environmentally safe products. It is not just limited to the products but also incorporates all the activities carried out to make the product from sourcing to manufacturing, packaging, delivery, consumption, and finally disposal. These are carried out in a manner that is less detrimental to the environment. As more and more people are becoming aware and experiencing the harmful effects of Global warming, waste disposal, and pollutants, the call for eco-friendly products and processes is growing in demand. Green marketing efforts show the commitment of a brand towards social responsibility and sustainability.

Interestingly many companies seeing the growing demand for eco-friendly products create false narratives and provide the wrong impressions about the products to gain an advantage in the market. This process is called **Green Washing**. Customers are deceived or misled by the companies to believe

that their products are environmentally sound and/or have energy-saving benefits.

Global Scenario

Globally, Green Marketing has been an established practice, especially in developed countries like the US. This is due to the higher consumer willingness to adopt sustainable products. As per [Hubspot](#), globally about 49% of consumers are ready to pay a premium for green products. The sustainability market in the US is worth \$150 million. More and more companies are coming forward in adopting green practices due to the big market potential and regulatory pressures as well.

In more recent news 70 business entities, some of whom are accused of being the biggest plastic polluters of the world called up the UN to implement a global pact to reduce plastic pollution and also to promote and increase recycling. These entities include Unilever, P&G, Nestle, Pepsi-Co, Coca-Cola, Mondelez, Walmart, and L'oreal among many others who have advocated for such a treaty and signed an [open letter](#).

Green Marketing in India



Green Marketing as a concept has been present in India for some time now and has been on the rise in recent years. The enhanced internet connectivity, increase in overall education level, consumer maturity, and regulatory push have contributed significantly towards this movement. The recent pandemic has made people more inclined towards opting for natural and eco-friendly products and the revival of Ayurvedic products has also given it a fillip.

The **Indian Government's** commitment to Sustainable Development Goals is reflected through various Govt. schemes that aim at promoting Renewable Energy, Control Plastic Pollution, and restoring degraded lands. India

is already well on its track and would achieve the Paris commitment targets well ahead of 2030. The recent Union budget has also laid more emphasis on climate action and a green future.

The Government of India through a [notification](#) has put a ban on single-use plastic from July 2022 onwards. This includes the manufacture, import, stocking, distribution, sale, and use of single-use plastic, including.

polystyrene and expanded polystyrene commodities such as earbuds with plastic.

sticks, plastic flags, ice-cream sticks, polystyrene for decoration, plates, cups, glasses, cutlery such as forks, spoons, knives, straw, trays, wrapping or packing films around sweet boxes, invitation cards, and cigarette packets, plastic or PVC banners less than 100 micron, stirrers, etc.

Many Indian companies have been playing an instrumental role in promoting eco-friendly practices and have been leveraging green marketing. Appliance brands like LG, Samsung, Haier, etc. have been coming up with eco-friendly products with energy-saving technologies. IT Majors Wipro, Infosys, HCL, and TCS have been at the forefront of eco-sustainability through various practices. In the energy sector Tata power, Suzlon, Adani Power, and Renew Power have been leading the renewable energy plans.

Let's look at some of the recent efforts by Indian FMCG companies and retailers:

[Colgate-Palmolive](#), the oral care giant has launched recyclable toothpaste tubes in India as a part of its commitment to sustainability. Colgate, which is the market leader in the oral care segment with a 53% share and a market cap of Rs 15000 Cr is the first to take such initiative at such a large scale. They have partnered with EPL for this initiative and are open to sharing this technology with other companies. Their primary competitor **HUL** has also laid out plans for use of recyclable tubes for toothpaste by 2025.

[Dabur India](#) has also planned to do away with cartons for their Dabur Red Toothpaste. They have partnered with Reliance Retail for the sale of these products without carton packaging in some of its stores. The paper thus saved would be redirected towards creating notebooks for unprivileged children

supported by Child rights and CRY. Dabur expects to save approx. 150 tons of paper and eliminate waste from the environment.

[P & G](#) India had announced the launch of INR 200 Cr Environmental Sustainability Fund in 2021. P&G said that this fund is in line with its global sustainability goals 'Ambition 2030' aimed at creating a positive impact on the environment and society. The company will be

using the fund to collaborate with external partners on environmentally sustainable solutions.

[HUL](#) has collaborated with [Banyan Nation](#) to make recyclable packaging for its liquid detergent brand Surf Excel Matic. As a result, HUL's Surf Excel has transitioned to using 50% recycled plastic in their bottles since Aug 2019. With the help of Banyan Nation, HUL has recovered and recycled more than 1,000 tonnes of plastic waste into packaging by manufacturing over 100 million bottles. Riding on this success, HUL now aims to reduce their plastic footprint by at least 50% through the eradication of 1,00,000 tonnes of plastic and using at least 25% recycled plastic by 2025.

In July 2021, HUL launched the 'Smart Fill' vending machine for its range of Home Care products to reuse, reduce and recycle plastic. In the pilot phase, the vending machine has been installed at Reliance Smart Acme Mall in Mumbai. Consumers can bring empty bottles to fill or buy the bottles at a minimal price.

Green Marketing Strategies

Some of the **Green marketing strategies** that can be adopted by established as well as new brands are:

1. **Opportunities:** Look out for opportunities in the entire system from sourcing to disposal to incorporate eco-friendly materials, processes and services.
2. **Green Certifications:** Certification from regulatory authorities put a stamp of authenticity on the brand
3. **Green Culture:** The culture within the organisation should promote sustainability. For instance, going paperless for day-today activities could be a practice within the organisation.
4. **Communication:** Creating awareness about green practices and eco-friendly

efforts are essential to get noticed by the environment conscious consumers

5. **Green initiatives and events:** The brands should take part in green initiatives which align with their corporate goals. They should attempt to make their events also Green.
6. **Strict No to Greenwashing :** False promises to mislead customers could cause irreversible harm to the brand image.

Life Story of Pele :



कहते हैं की बिना कठिन परिश्रम के कभी बड़ी सफलता नहीं मिलती। जो भी इंसान जिंदगी में एक ऊंचे मुकाम पर पहुंचता है, उसने वहां तक पहुंचने के लिए बहुत संघर्ष किया होता है। बिना संघर्ष के हम सफल तो हो सकते हैं लेकिन कभी महान नहीं बन सकते और ना ही दूसरों के लिए प्रेरणा बन सकते हैं। बिना मेहनत के मिलने वाली सफलता से ना ही हम खुद कुछ सीख पाते हैं और ना ही दूसरों को कुछ सीखा पाते हैं।

Pele अपने समय के सबसे सफल और महान फुटबॉल प्लेयर में जाने जाते हैं। **FIFA ने पेले को 'The Greatest' की उपाधि भी दी है।** पेले बीसवीं सदी के सबसे महान और सफल Sports Personalities में से एक थे। हालांकि आज Pele इस दुनिया को छोड़ कर जा चुके हैं, लेकिन उनकी महानता और उनकी सफलता आज भी **Motivation** के रूप में हमारे साथ है। **Inspirational life Story of Pele** के जरिए आप जानेंगे की उनकी सफलता जितनी बड़ी थी उतना ही बड़ा उनका संघर्ष भी था। Pele का जन्म 23 अक्टूबर 1940 को Minas Gerais, Brazil में हुआ था। **पेले का असली नाम "Edson Arantes do Nascimento" है।** पेले के माता पिता ने उनका नाम "Edson" अमेरिका के महान Inventor "Thomas Edison" के नाम पर रखा था। **पेले की पिता का नाम "Dondinho" था,** जो की खुद एक ब्राजीलियन फुटबॉलर थे।

पेले की मां का नाम "Celeste Arantes" था। **बचपन में उनके माता पिता ने उन्हें 'Dico' उपनाम दिया था।** स्कूल के दौरान उन्हें **Pelé** उपनाम उनके दोस्तों ने दिया। एक इंटरव्यू में पेले ने बताया था की, "बचपन में उन्हें पेले शब्द का मतलब तक नहीं पता था और ना ही उनके दोस्तों को." पेले का बचपन बेहद गरीबी में बीता और हमेशा उनके परिवार के पास पैसों कमी रहती।

छोटी उमर में ही पैसों की जरूरत को पूरी करने के लिए पेले ने चाय की दुकानों पर काम करना शुरू कर दिया था। पेले को फुटबॉल खेलना उनके पिता ने ही सिखाया। पेले के पास प्रैक्टिस करने के लिए एक असली फुटबॉल भी नहीं थी और ना ही इतने पैसे थे की वो एक फुटबाल खरीद सकें। पेले एक मोजे के अंदर ढेर सारे अखबार भर कर उसकी फुटबाल बनाते थे और उसी से प्रैक्टिस करते।

शुरुवात में पेले ने कई सारी Amateur Teams के लिए फुटबाल खेला। **14 साल की उम्र में, रेडियम नाम की एक टीम के साथ जुड़कर पेले ने Indoor Football भी खेला।** पेले के Indoor Football खेलने से Bauru में

इसकी लोकप्रियता बड़ गई। पेले ने अपनी टीम के साथ पहली Indoor Football Championship भी जीती।

पेले का फुटबॉल करियर (Pele Football Career)

1956 में Brazilian Footballer 'de Brito,' Pele को Santos FC के ट्रायल के लिए ले गये। उस वक्त पेले की उम्र महज 15 साल थी। De Brito को पेले पर इतना भरोसा था की उन्होंने Santos FC के Directos को कहा की, '15 साल का ये लड़का एक दिन फुटबाल का सबसे महान खिलाड़ी बनेगा.' अपने Trial के दौरान पेले ने अपनी Skills दिखाकर Santos FC के Coach को काफी Impress कर दिया और जून 1956 में ही उन्होंने उस क्लब के साथ प्रोफेशन फुटबाल का कॉन्ट्रैक्ट साइन किया।

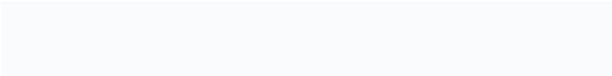
उस दौरान लोकल मीडिया भी उन्हें भविष्य का सुपरस्टार बताने लगी थी। **15 साल की उम्र में उन्होंने Senior Football Team के साथ अपना पहला मैच खेला और इस मैच में उनकी टीम 7-1 जीती, जिसमे पेले ने अपने करियर का पहला गोल किया।** 16 साल की उम्र में Pele अपनी टीम के लिए लीग मैच में Top Scorer रहे। उसके बाद उनका चयन Brazil National Team में हो गया। **1957 में पेले ने अपना पहला International Football Match Argentina के खिलाफ खेला।** हालांकि इस मैच में ब्राजील 2-1 से हार गई।



इस मैच में पेले ने अपना पहला International Goal किया। अपने पहले गोल के साथ ही वो कम उम्र में International Goal करने वाले पहले खिलाड़ी भी थे। **1958 में पेले ने ब्राजील की तरफ से अपना पहला FIFA World Cup Tournament खेला।** उस वक्त उनकी उम्र महज 17 साल थी। 1958 का वर्ल्ड कप ब्राजील ने जीता और पेले सबसे कम उम्र में वर्ल्ड कप जीतने वाले पहले खिलाड़ी बने। इसके बाद 1962 और 1970 में भी ब्राजील ने

फुटबाल वर्ल्ड कप ट्रॉफी अपने नाम करी।

ब्राजील की जीत में पेले की भूमिका हर बार सबसे एहम रही। एक प्लेयर के रूप में तीन वर्ल्ड कप जीतने वाले पेले एकमात्र खिलाड़ी भी हैं। **पेले ने ब्राजील की तरफ से 92 International Football Match खेले, जिनमें उन्होंने कुल मिलाकर 77 गोल किए।** पेले ब्राजील के लिए सबसे ज्यादा इंटरनेशनल गोल करने वाले खिलाड़ी भी हैं।



Our gracious thanks to all for valuable contributions in the Department of Management Studies. We look forward to your continued support to take EIT to new heights.

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