



NEW HORIZON COLLEGE MARATHALLI

Permanently Affiliated to Bangalore North University, Recognized by the Govt. of Karnataka
Recognized under section 2 (f) of the UGC Act, 1956
Accredited by NAAC with 'A' Grade



Date: 14/08/2026

Timings: 9.00 AM to 3.00 PM

Title of the Event: Faculty and Student Enrichment Programme

Target audience: Students of ED, RED cell, and Fifth Semester BBA and B.Com

No of Students and Faculties :

Course/Cell	No of students
Final year B.com	13
Final year BBA	19
ED cell & RED cell	17
Total	49
Total No of Faculties	10

Venue: Geosmin Manufacturing Unit, Doddakallasandra, Bengaluru

Organised by: Faculty Development Programme Committee (FDP)

Faculty Coordinator: Ms. Poornima H.K and Ms. Pallavi N

About the Session / Event : Field Visit

Founder of the Start-Up: Raghuveer K Panaghanti

Founder and Director, Indisutras Natural Products Pvt. Ltd.

India Head, New Origins Group (USA)

Consultant, Green Wheelz.

The Objective of the Programme:

- Creating awareness about sustainable development and reducing plastic wastage.
- Understanding how waste and bio-waste can be converted into useful and eco-friendly products.
- Introducing students to social entrepreneurship and sustainable business practices.
- Encouraging students to support local businesses, cottage industries, and traditional craftsmanship.
- Creating awareness about the Sustainable Development Goals (SDGs) and the concept of "Vocal for Local."

The Faculty and Students were introduced to various sustainable practices and innovative products developed using natural and biodegradable materials. They learned about the concept of “Waste as a Resource” and how materials such as banana fibre, jute, cotton cellulose, sponge gourd, and other bio-waste can be converted into useful products.

Examples included indoor slippers made from banana, jute and cotton cellulose, and scrubbers made from sponge gourd. The session also highlighted how such biodegradable products can reduce plastic wastage and eventually blend with the soil. Faculty and Students were also introduced to social entrepreneurship and how entrepreneurs can work at the grassroots level to create products that benefit both people and nature. The units in Kanakapura and Sathanur demonstrated the importance of local production and community-based entrepreneurship.

The session also emphasised the Sustainable Development Goals (SDGs) and encouraged students to follow the principle of “Vocal for Local.” Faculty and Students were encouraged to appreciate locally produced clothes and products, while understanding the importance of cottage industries, Khadi, and the traditional charkha. The students were also introduced to lac, a natural resin obtained from insects, which is used in handcrafted products such as amplifiers and other decorative items.

The students participated in an environmental awareness quiz, with questions focusing on environmental goals and practical measures that can be adopted to protect and improve the environment. At the conclusion of the activity, all faculty and students were presented with a bamboo toothbrush as an eco-friendly gift, highlighting the importance of sustainable practices in daily life. The event concluded with a formal vote of thanks extended to the dignitary on behalf of all the students.

Outcome of the Session:

The session helped students understand the importance of sustainability, social entrepreneurship, waste management, and supporting local communities. Students gained awareness about converting waste into resources, appreciating traditional craftsmanship, and developing business ideas that can benefit both society and the environment. The faculty were given insight of bringing out the entrepreneurial skills and help students on how to establish a Start-Up with the available resources and the challenges that might be faced.

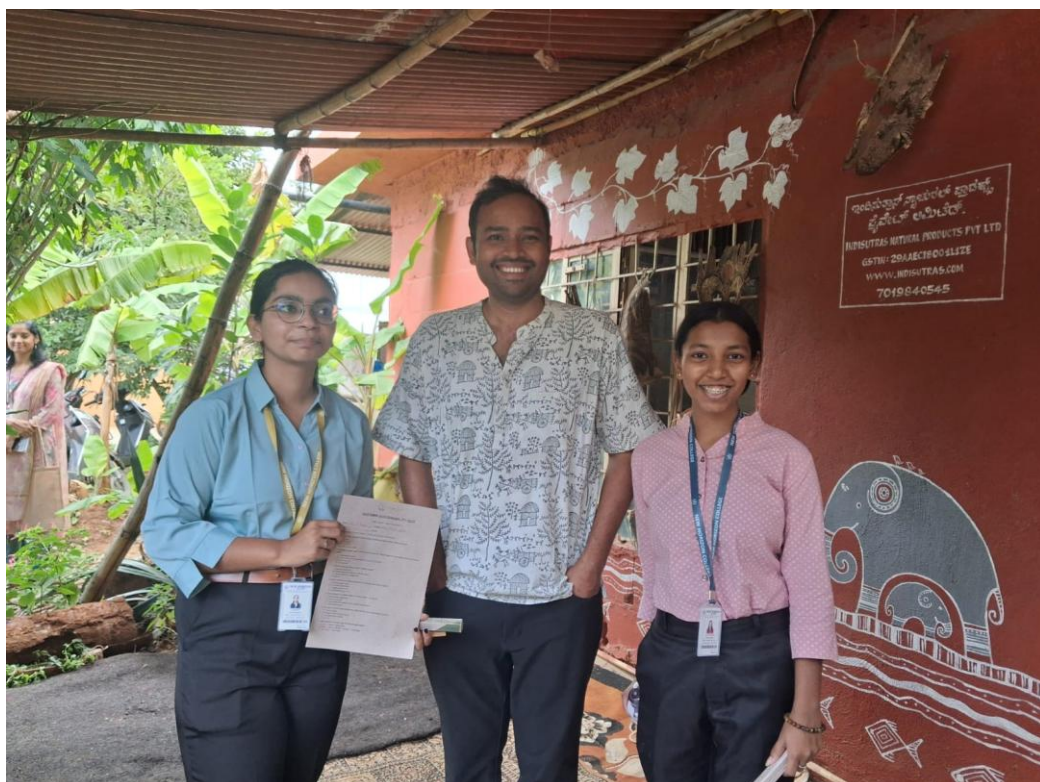
Introduction to Geosmin and Founder Journey



Demonstration of the Products



Token of Appreciation handed over to the Founder and Entrepreneur



Interactive Discussion and Q & A





FDP Committee Head

Event Coordinator

IQAC

Principal