

Geethanjali College of Engineering and Technology
Department of Management Studies

2023-25 Batch

List of Students Participated in Street Cause

S. No.	Roll Number	Full Name	Contact Number	Activities participated in Street Cause	What Motivates you to be A Member in Street Cause?
1	23R11E0013	Chindam Bhargavi	9347499198	None	Fields work
2	23R11E0052	Shaik Shashavalli	7287869506	Awareness on water conservation	Desire to protect Environment and Health
3	23R11E0004	Barre Shadrach	9550677458	Awareness on water conservation	Serve to the people
4	23R11E0021	Guduru Srujana	9346820299	None	I wanted to be a social worker down the line
5	23R11E0047	Rahul Naik	9398279040	None	CSR activities
6	23R11E0016	Dhandampalli Mahesh	9502740100	None	Volunteering is a means of learning for me
7	23R11E0036	Mamidala Shiva	8074254753	None	Real time work interests me
8	23R11E0018	G Sai Naga Sindhu	9392054895	None	Servicing the people



Cause-Related Marketing in the context of Higher Education Institutions in India

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Cause-Related Marketing (CrM) in the realm of Higher Education Institutions (HEIs) in India serves as a strategic instrument within the broader framework of Corporate Social Responsibility (CSR). It operates as a tool that not only advances philanthropic initiatives but also aligns with the marketing objectives of educational institutions. The focal points of the articles are to comprehensively examine the dynamics of CrM initiatives in Indian HEIs, encompassing the nature of campaigns, student awareness levels (on Cause related marketing activities), the efficacy of CrM in mitigating negative publicity, and its impact on student/ participant satisfaction. This research seeks to provide a nuanced understanding of CrM's role and influence within the educational landscape of India.

The articles emphasize the potential outcomes of CrM beyond immediate objectives. They underscore CrM's transformative capacity to facilitate visible engagement with stakeholders, positioning HEIs as responsive agents addressing societal concerns and reinforcing their commitment to broader social responsibilities. This narrative extends to the cultivation of volunteerism within the academic community, with effective CrM initiatives inspiring a sense of social responsibility among students, faculty, and staff. Furthermore, the research underscores CrM's potential to serve as a catalyst for enhancing the social responsibility reputation of institutions. The case study of the University of Nicosia, Cyprus, provides a concrete illustration of how a CrM campaign was strategically designed to instill a 'volunteerism' spirit and elevate the institution's standing in terms of social responsibility.

In essence, the article collectively advocates for the transformative power of Cause related marketing in shaping the culture of Higher Education Institutions in India. By seamlessly integrating marketing strategies with philanthropic endeavours, CrM emerges as a strategic lever capable of not only addressing immediate goals but also fostering a deeper sense of social responsibility within the academic fabric. As the discussion on CrM within HEIs evolves, these findings offer valuable insights, paving the way for future research and managerial implications that can refine and enhance the strategic deployment of CrM within the educational landscape.

Keywords: Cause-Related Marketing, Corporate Social Responsibility



G Vijaya Lakshmi GCET <gvijayalakshmi.mba@gcet.edu.in>

Students list- THUB SET-MBA Student List

1 message

Dr. A Sita Madhavi GCET <sitamadhavi.mba@gcet.edu.in>
To: G Vijaya Lakshmi GCET <gvijayalakshmi.mba@gcet.edu.in>

Tue, Nov 19, 2024 at 2:14 PM

----- Forwarded message -----

From: **PREETI PRASADA GCET** <preetiprasada.cse@gcet.edu.in>
Date: Tue, Nov 19, 2024, 14:08
Subject: THUB SET-MBA Student List
To: <sitamadhavi.mba@gcet.edu.in>
Cc: Dr.B.NAGAMANI GCET <nagamani.english@gcet.edu.in>

Respected Madam,
Kindly find THUB SET-MBA Student List below.

MBA

SNO	NAME	ROLL NO	BRANCH
1	MangalpallySravani	23R11E0037	MBA
2	VemulaSowjanya	23R11E0059	MBA
3	R SAGAR	23R11E0049	MBA
4	B POOJITHA	23R11E0003	MBA
5	K ANIRIDH SAIRAJ	23R11E0029	MBA

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Preeti Prasada
Assistant Professor
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