

Redesigning The Advertising Methods in Digital Media to Curb Environmental Deterioration



Manish



Prashant



Sumer



Peeyush

*Lecture Series & Workshop on*

# Digital Advertising and Digital Carbon Emissions

## Speakers

### Dr. Manish Arora

*Raman Post Doc Fellow (JHU-USA)*

*Project PI (ICSSR\_IMPRESS)*

*Asst. Professor*

*Department of Applied Arts*

*Faculty of Visual Arts*

*Banaras Hindu University, Varanasi*

### Dr. Prashant K Srivastava

*Project Co-PI (ICSSR\_IMPRESS)*

*Asst. Professor*

*Institute of Environment and*

*Sustainable Development*

*Banaras Hindu University, Varanasi*

### Sumer Pankaj

*Assistant Manager*

*Environment Specialist,*

*Company- AB INbev, Hyderabad, India*

### Dr. Peeyush Kumar Gupta

*Research Associate (ICSSR\_IMPRESS)*

*Department of Applied Arts*

*Faculty of Visual Arts*

*Banaras Hindu University, Varanasi*

**For further information:**

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[youtube.com/manisharorabhu](https://www.youtube.com/manisharorabhu)

Scan to registration



**Deadline**

**Friday 9<sup>th</sup> July 2021**

**12:00 AM IST**

**Registration link**

<https://forms.gle/VnfyTyNa9BnyGMYa8>

*Lecture Series & Workshop on*  
**Digital Advertising and  
Digital Carbon Emissions**

**10<sup>th</sup> July - 29<sup>th</sup> August 2021**

## **Speakers :**

**Dr. Manish Arora**, *Raman Post Doc Fellow (JHU- USA)*

*Project Director (ICSSR\_IMPRESS) entitled "Redesigning the advertising Methods in Digital Media to Curb Environmental Deterioration".*

*Assistant Professor,*

*Department of Applied Arts,*

*Faculty of Visual Arts,*

*Banaras Hindu University, Varanasi*

**Dr. Prashant K Srivastava**

*Project Co-PI (ICSSR\_IMPRESS)*

*Assistant Professor,*

*Institute of Environment and Sustainable Development*

*Banaras Hindu University, Varanasi*

**Sumer Pankaj**

*Assistant Manager - Environment Specialist*

*Company - AB INbev, Hyderabad, India*

**Dr. Peeyush Kumar Gupta**

*Research Associate*

*ICSSR\_IMPRESS entitled "Redesigning the advertising Methods in Digital Media to Curb Environmental Deterioration".*

*Department of Applied Arts,*

*Faculty of Visual Arts,*

*Banaras Hindu University, Varanasi*

**Who can Participate :**

***Students, Designers, Professionals, Academician who believe design can make a difference.***

***E Certificates to all the active participants at end of the program.***

***E Certificate will not be provided to participants below 70% Attendance.***

***Event under ICSSR-IMPRESS Project***



## Tentative Event Plan under ICSSR-IMPRESS Project

<b>Date</b>	<b>Nature of Event</b>	<b>Speakers</b>	<b>Title and Description of Event</b>
<b>Saturday, 10<sup>th</sup> July 2021</b> 12:00- 02:00 PM IST	<b>Lecture</b>	<b>Dr. Manish Arora Dr. Peeyush Kr Gupta</b>	<b>Digital Carbon Footprint and Advertising</b>
<b>Saturday, 17<sup>th</sup> July 2021</b> 12:00- 02:00 PM IST	<b>Lecture</b>	<b>Dr. Manish Arora Dr. Peeyush Kr Gupta</b>	<b>Impact of Advertising on Environmental Decisions</b>
<b>Saturday, 24<sup>th</sup> July 2021</b> 12:00- 02:00 PM IST	<b>Lecture</b>	<b>Dr. Manish Arora Dr. Peeyush Kr Gupta</b>	<b>Revisiting the Advertising Design in the Context of Digital Carbon Emission</b>
<b>Saturday, 31<sup>st</sup> July 2021</b> 12:00- 02:00 PM IST	<b>Lecture</b>	<b>Dr. Manish Arora Dr. Peeyush Kr Gupta</b>	<b>Advertising: Digital Carbon Emissions during Digital Printing</b>
<b>Sunday, 8<sup>th</sup> August 2021</b> 12:00- 02:00 PM IST	<b>Lecture</b>	<b>Sumer Pankaj</b>	<b>Advertising of Sustainable supply chain management to reduce the carbon footprint</b>
<b>Saturday, 14<sup>th</sup> August 2021</b> 12:00- 02:00 PM IST	<b>Lecture</b>	<b>Dr. Prashant K Srivastava</b>	<b>Environmental deterioration and management</b>
<b>Friday-Sunday 27<sup>th</sup>-29<sup>th</sup> August 2021</b> 12:00- 02:00 PM IST	<b>Workshop (3 Days)</b>	<b>Dr. Manish Arora Dr. Peeyush Kr Gupta</b>	<b>Designing the Pro-environmental Graphics for Digital Advertising</b>



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**Contact**

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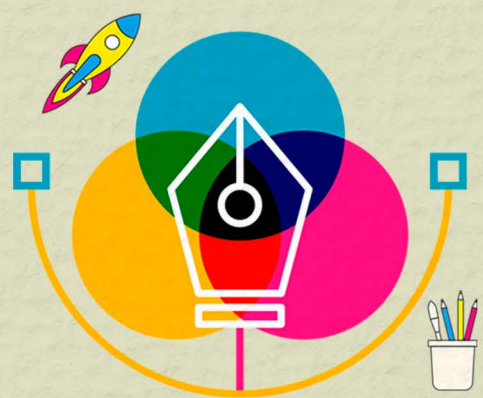
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