



Sardar Patel Institute Of Technology  
Institution's Innovation Council  
Bhavans Campus, Old D N Nagar, Munshi Nagar, Andheri West, Mumbai, Maharashtra

### 400058 Event Summary Report

Program driven by: IIC Calendar Activity

Program /Activity Name: A Social Entrepreneurship-oriented event for students and entrepreneurs to pitch their sustainable business/product ideas for a green startup.

Event Name: EPIC ( Enactus Pitching Competition)

Venue: Gmeet - Online

Date: 2nd October 2021.

#### **It happened in two phases-**

- Idea presentation submission round:

Participants had to submit a presentation on their business/product idea by 1st October 2021 5 pm IST. Out of all the presentations, 10 of the most innovative and practical ideas were selected by the judges for the next round.

- Virtual Pitching Round:

The main round wherein the participants were supposed to pitch their ideas for about 8 minutes along with the ppt in front of the judges followed by a QnA session.

#### **Objectives of the competition-**

- To create an atmosphere for social entrepreneurship among students to give back to society.
- To inculcate a culture for startups and innovation.
- To encourage a business mindset.

#### **Venue:**

The event was hosted on Google meet from on the 2nd of October 2021, Sunday.

#### **Audience:**

The occasion was graced upon by three judges and an audience of participants selected for the second round along with three hosts and the Enactus SPIT team.

The judges were experienced professionals and were as follows:

**Mr. Priyank Ahuja** - He has 14 years of experience in domains like Product Management, Consulting, and Marketing Strategy. He has completed his MBA from ISB, Hyderabad & NUS

B-School, Singapore. He has trained a large number of industrialists & future leaders. He is also associated as a mentor with 180 Degree Consulting, The Bridge Project, and InsideIIM.

**Mr. Yogesh Shinde** - He is the founder of Bamboo India, a Pune-based startup to enhance the perception of bamboo products. His company is appreciated by the United Nations and PM Narendra Modi. He was invited to participate in the Start-up Innovation Exhibition and SAARC Conference to showcase the success story of bamboo.

**Mr. Saurabh Jambure** -He is a Group Product Manager at Nearby Technologies which aims to build valuable products for retailers across the country. He has worked with many start-ups since his college days & has gained invaluable experience from it. Saurabh is also a certified mindset coach & content creator at Beyond The Belief.

#### **Event flow:**

The event commenced with a basic introduction. A brief about all the judges were given and it was followed by reading out the rules for the event. The competition started with the first team's presentation and so on. After the fifth team's pitch, a short break of 20 minutes was taken. The competition was resumed and all the teams completed their pitch and QnA sessions. The judges then gave general feedback about the business competition. Finally, a vote of thanks was given. The results were announced by Enactus' SPITs President on the basis of marks given by the judges. Lastly, the event was concluded.

#### **EPIC Winners:**

Out of all the amazing and innovative entries, the judges zeroed in on finalists on the basis of standard judging criteria and the participants with the highest marks were the winners.

#### Winner-

Team Aditi Verma & Sakshi Yadav for Aquacrops: Development of an efficient water-conserving farming model which ensures affordability, accessibility, and employment opportunities keeping in India's socio-economic dimensions.

#### First Runner Up-

Team Ishivita Garg & Saba Parveen for Project Pravaah: A project that aims to provide holistic indoor air purification solutions at affordable prices while reducing the harmful effects

of stubble burning by using innovative methods and sensitizing the committee for a better world for all.

#### Second Runner Up-

Team Pranav Kalra & Ishita Garg for Pranada: A project for plastic urinals and eco brick toilets, upcycling discarded single-use plastics into useful products using a plastic waste pickup van.

The winners received a cash prize pool of 3000 Rs and a certificate. All participants also got a participation certificate for the event.

The students participated with enthusiasm and passion and the judges were extremely talented and understanding and gave the decision of the winner accordingly. All in all, the event was a huge success and gave a deeper insight into what pitching is about.

**Attendance:**

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**Some snapshots of the event:**

**Problems**

The education industry in India remains open to significant opportunities for improvement

- Wide Digital Divide among Students**  
 40% of students do not have access to digital infrastructure  
 Smartphones and Laptops are not affordable for many
- Lack of digital literacy**  
 Educators and parents are not equipped enough to handle modern digital equipment
- Lack of accessible content**  
 Education content is not customized  
 Medium of delivery, poor engagement levels are key hindrances

Video inset: Akash

REC Aditi Verma is presenting

## PRICING:

To ensure affordability and accessibility, we have three plans for the customer depending upon his/her need.

**STANDARD PLAN**

Price: 950 INR for 1 pipe

Features:

- 1) Nutrient Bottles (2)
- 2) Seeds (1)

**QUALITY PLAN**

Price: 1700 INR for 1 pipe

Features:

- 1) Seeds (2 pkt)
- 2) Nutrient Bottles (5)
- 3) Ph paper
- 4) Vermiculite (1 pack, 900gm)

**PREMIUM PLAN**

Price: 3000 INR for 1 pipe

Features:

- 1) Seeds
- 2) Ph paper
- 3) Nutrients Bottle (10)
- 4) Air Pump
- 5) Vermiculite (2 packs, 900 gm each)

## FINANCING:

**ANGEL INVESTORS & INCUBATORS**

Considering the cause that we are working on and the massive scale of innovation involved, we plan to pitch our social entrepreneurship venture to various angel investors and incubators.

**CORPORATE SOCIAL RESPONSIBILITY INITIATIVES**

We aim to have a positive influence on the farming population. Since all corporations are required to uphold some funds for CSR, we intend to apply for the same.

**CROWDFUNDING**

Most Indian farmers are unhappy with the current technology used for farming because of its cost and many are unemployed. Hence, we are confident that they will join hands with AquaCrops thereby helping us to radically transform the agriculture system through crowdfunding.

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2:21 PM | Enactus Pitching Competition 2021

REC Ishvita Garg is presenting

## Scale and Impact

### Why STUBBLE POT and MANURE are the best stubble management technique?

More than 11 million (88% of stubble) was burned last year in Haryana and Punjab. Government and various companies have stepped in and tried to stop the mass stubble burning. The in-situ management promoted by the government ensures the nutrients of the stubble are sent back to the soil but the machines used in this process only saves stubble in the top layer of land and also the stubble takes time to decompose, causing problems in the next season of crop production as the roots of the crops will find it difficult to grow.

Most companies practice ex-situ management where the stubble is taken from the field which removes essential nutrients from the soil, hence, its fertility and their processes cause various forms of pollution.

Stubble pot and Manure is a unique blend of both the methods. In our partnership with Deutec, the stubble is extracted and then made into pot forms which ensures that the nutrients go back to the soil and the problem of field burning gets discouraged as farmers get a decent return for their stubble which was earlier deemed useless. This method has been coined as "pot-in-situ method" of stubble management.

Customers Catered: 5,178

Revenue Generated: ₹55,57,025

Increase in Income: 99.56%

Stubble Burning Prevented: 53,580 Kg

1,87,653 People Impacted.

As of July 2021

Reduction in Toxicants Released:

- PM 160.74 Kg
- CO 3,214.8 Kg
- SO<sub>2</sub> 107.16 Kg
- Ash 10,716 Kg

101 Demonstration Sessions

2:32 PM | Enactus Pitching Competition 2021

REC

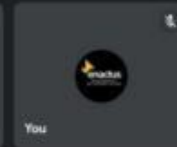
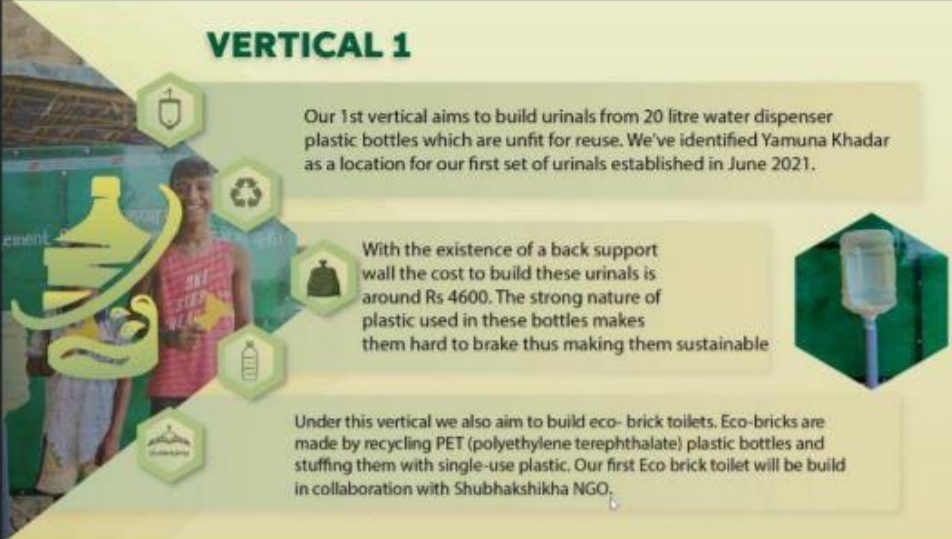
Pranav Kalra is presenting

## VERTICAL 1

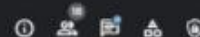
Our 1st vertical aims to build urinals from 20 litre water dispenser plastic bottles which are unfit for reuse. We've identified Yamuna Khadar as a location for our first set of urinals established in June 2021.

With the existence of a back support wall the cost to build these urinals is around Rs 4600. The strong nature of plastic used in these bottles makes them hard to brake thus making them sustainable.

Under this vertical we also aim to build eco- brick toilets. Eco-bricks are made by recycling PET (polyethylene terephthalate) plastic bottles and stuffing them with single-use plastic. Our first Eco brick toilet will be build in collaboration with Shubhakshikha NGO.



3:23 PM | Enactus Pitching Competition 2021



### Market Research

- Avg Costs of existing upcycled plastic bag sellers is ₹1200-1300 per bag.
- The usual sales cut that a seller takes is minimum of 15%.
- Females are the key customer demographic for an upcycled plastic bag.

### Sales Plan

#### Offline

- Contacting various offline shops primarily handicraft and bag shops.
- Participation in exhibitions to generate awareness.
- Flea Markets to be targeted given our unique product.

#### Online

- Shilpkaar's own website is already developed. It will be the primary medium for online sales.
- Listing on various E-commerce platforms like Amazon and handicraft online stores.
- Social Media shops will also be setup to increase sales and reach.

