

Experiments
& Learning



Evidence
& Ideas



People &
Partners



SUSTAINABILITY@TAPMI

PRME
CHAMPIONS
2018-2019



TAPMI CENTRE FOR ENTREPRENEURSHIP,
INCLUSIVE GROWTH & COMPETITIVENESS



SEVA AS APPLIED RESEARCH

SEVA project teams actively explore opportunities to connect small-scale producers to mainstream value chains, to apply modern management principles in different functional areas to decrease operational inefficiencies, improve top-lines, introduce the use of information and communication technologies (digitalisation) and thus improve overall business health of the beneficiary.

While 41 projects were carried out in total in the academic year 2018-19, a smaller sub-set were research projects, i.e., those were meant to understand, describe or evaluate a phenomenon / scheme/ program etc. SEVA research is by design applied, i.e., strives to answer a management question that is currently being faced on the ground. SEVA Research projects for the year 2018-19 were carried out in three broad areas - (a) E-Governance, meaning the application especially of Information and Communication Technologies in delivering government services (b) Connecting small and medium sized producers (especially female and rural producers or other marginalised populations) to mainstream markets in sustainable ways, and (c) waste management of various kinds - solid, wet and paper.

In each of the three categories of projects a qualitative approach is employed to first understand the context of the

research, the key stakeholders are mapped and first hand accounts of the issue at hand are recorded from the relevant stakeholders and/ or expert respondents. Further, data collection is done from primary as well as secondary sources. Following which, analysis is carried out combining qualitative and quantitative techniques. Finally, few normative recommendations are made in terms of suggested interventions. In some cases, TAPMI assists with implementation and in others the study ends with the presentation of the results achieved from the analysis to the key stakeholders.

The majority of the recommendations result in changes in programmatic level interventions and in some cases inform broader policy level changes / adjustments as well based on evidence collected and analysis carried out. TAPMI also carried out analysis on issues of general public interest. For example, the study carried out this year to create a cost effective solution for commissioning a drainage and sewage treatment system for Manipal, identifies issues, provides possible solutions, keeps sustainability imperatives in mind and identifies possible partners (public and private) who can take up such a project.

TAPMI Research Projects carried out in support of Nation Building / Sustainable Development Goals

Project Title	SDG Affected	Scope	Recommendations / Application
BMI - MIS solution to monitor Programme Delivery Efficacy	Gender Equality, Decent Work and Economic Growth	Assessing the efficacy of nutritional support programme for expecting and nursing mothers and recommending information technology based MIS solution	Hardware (tablet) and software has been tested and training has been provided to community healthcare workers in a pilot and recommendations of further replication have been provided
Kumbhashi Weavers / Koraga tribal artisans Access to Markets Initiative	No Poverty, Decent Work and Economic Growth, Life Below Water	Identifying scope of existing livelihood initiatives of the Koraga tribals - including `butti` making/ basket weaving - access to markets, product diversification, better marketing etc	A demand led analysis of the types of weed weaving (the raw material used by the Koragas) products that are in demand by mainstream home improvement retailers has been carried out and skilling interventions have been recommended on that basis

Project Title	SDG Affected	Scope	Recommendations / Application
Manipal Drainage / Sewage System Business Case	Sustainable Cities and Communities	Scope of the problem / need, current situation, possible solutions, potential investors, and business case for the same	Study carried out to create a cost effective solution for commissioning a drainage and sewage treatment system for Manipal, identifies issues, provides possible solutions, keeps sustainability imperatives in mind and identifies possible partners (public and private) who can take up such a project.
Municipal Waste Management (Plastic)	Sustainable Cities and Communities	Project of plastic waste management in Udupi Municipality - from streamlined collection, possible utilization, better awareness and upcycling for products	A cost benefit analysis has been carried out for reuse of plastic waste as an input into asphalt mixes used to pave roads
BHOOMI - Government of Karnataka e-Governance Initiative Review			A study has identified various elements in the BHOOMI, digitized property records system of the Government of Karnataka that can be enhanced / improved
Waste Management at the proximate beaches (Malpe / Delta / Mattu / Kapu)	Sustainable Cities and Communities	Present problem, identify waste, possible uses for the waste, ways to curb the waste - business case for the solution	The study sought to understand behaviour of users of public spaces such as beaches and recommended ways to incentivize or encourage users to act in more sustainable ways by (a) reducing the amount of waste generated, and (b) by properly disposing waste using the amenities provided in such spaces
Green Campus Initiative	Life on Land	Campus 'Green Spaces' beautification with artefacts made from recycled waste, phase out of single use plastics over 1-2 year period	Various behavioural experiments were carried out on campus to find effective ways to shift towards more sustainable consumption, for instance by reducing the use of single-use plastics and replacement by more sustainably produced articles.
Municipal Waste Management (Wet - Bio)	Sustainable Cities and Communities	Project on wet waste management in Udupi Municipality - from streamlined collection, possible utilization, better awareness and upcycling for end-product such as bio-gas/fertilizer etc	Study carried out in cooperation with Solid Liquid Resource Management (NGO) to better map the specific logistical challenges in managing the entire cycle of waste segregation at source, transport to hubs, supply to recycling units, production of recycled products (compost for example from wet waste), distribution and marketing challenges and closing the loop elements.
Stree Shakti Yojane (Connecting female micro entrepreneurs to markets)	Gender Equality; Decent Work and Economic Growth	Empowering Women Micro Entrepreneurs through better product planning, product diversification, marketing solutions, better pricing strategies etc	Various effective marketing techniques were tested to suggest ways best suited to appeal to specific target segments for the improved products produced under the scheme

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District Commissioner / Zilla Parishad Service Delivery (Service Quality & Perception Management)	Industry, Innovation and Infrastructure	Perception & Quality of services provided by the Zilla Parishad Office, customer feedback, goodwill and understanding the impact of the above on client servicing, service utilization by citizens - especially those in need of support	The study used the established GAPS model to understand the quality of services offered, the variance in terms of perceptions held by beneficiaries of the services and specific improvements to the actual service delivery processes and ways to better manage communication and thereby perception.
Conservation at TAPMI	Life on Land	Inventory of Species / Habitats in & around campus.	An inventory was created for the first time of the various bird species in and around the TAPMI Campus, with active guidance of the Manipal Bird Watcher's Club. Over 50 species were identified and documented. Recommendations to incorporate the findings within the daily life of all campus users have been made.
Female Auto-rickshaw driver Project	Gender Equality; Decent Work and Economic Growth	To create business case for 3-4 female auto drivers based out of the TAPMI autostand. Also to identify 3-4 candidates willing to take up the opportunity	A cost benefit analysis has been carried out and recommendations have been made to the local Auto Drivers Collective to induct the first female driver, keeping in mind not just the financials but also the social implications in terms of acceptability.
Business Case for Renewable Energy Solution for Manipal	Affordable and Clean Energy	Large scale proposal for common space lighting across Manipal	The study made an analysis of the current energy mix being used in Manipal and suggested ways of making it more energy efficient
Municipal Waste Management (Dry - Paper etc.)	Sustainable Cities and Communities	Project of paper waste management in Udupi Municipality - from streamlined collection, possible utilization, better awareness and upcycling for products	The study estimated the amount and types of paper waste generated and experimented by creating reusable products with waste paper
Mudra Yojana - Basic review of federal micro loan Scheme	Decent Work and Economic Growth	Understanding utilization of the current scheme, profile of clients, loan purposes, repayment levels and patterns and possible future steps	The study created the first such evidence base for the loan sizes and various other demographic attributes of borrowers, offered possible reasons for various borrower behaviours including default and recommended some preemptive actions that could reduce the incidence of such behaviour.
Mannapalla (Lake) Sustainable Monetisation	Sustainable Cities and Communities	Designing a monetizing strategy, services and products offered, collection points and legal status of Manapalla Lake Project	The study made an assessment of the use of this public resource / space after the several new initiatives including boating services / refreshment stalls etc., and offered ways to further improve the service quality keeping in mind the carrying capacity of the space and the sustainability requirement of the lake including flora and fauna that make up this unique eco-system.



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