



SEVA 3.0

AN OVERVIEW

SOCIETY, ENVIRONMENT, VALUES AND
ATTITUDES (SEVA) 2020-2021

Inside

Concept Note

Overview of projects of the year

SEVA Jatre



CONCEPT NOTE

November 2020 to March 2021 saw the culmination of the SEVA Course and the efforts of students, FAS mentors and stakeholders come to a fitting conclusion. Every year, through the SEVA Course, TAPMI celebrates local entrepreneurs, arts, crafts and culture with business solutions and inputs and this year is the third consecutive year of the SEVA course. The entire TAPMI post graduate diploma in management batch of almost 400 students worked with organisations such as Nammaangadi, Kadike Trust, Anti-Pollution Drive Mangalore, Navodaya, CraftsMantra, Namma Shyli and other local entrepreneurs to help solve their management hurdles. SEVA this year spanned from August 2020 to April 2021 and culminated in the annual celebration called SEVA Jatre on March 13th, 2021.

Society, Environment, Values and Attitudes (SEVA) is a 2-credit course where students spend between 75-100 hours, to devise solutions to management issues faced by small and micro-entrepreneurs, NGOs, the District Administration, Corporates and other relevant actors. Each SEVA group have a Faculty Guide whose role is to provide academic input to the entire learning process.

SEVA was initiated as an outcome of the work done by TAPMI over the past many years with stakeholders across various spectrums including government, non-governmental organisations, educational institutions, corporate entities and entrepreneurs. TAPMI's commitment is partnership in the process of sustainable development of the local community. TAPMI's model of partnership and handholding comes from aiming to fill the information/ skill/ technology and linkage gaps that our partners in the local communities may face. In this process, TAPMI has also immensely benefitted from these partnerships and has gained knowledge and experience across verticals.

SEVA 2020 was also a hallmark year since, this year, TAPMI joined hands with the prestigious SLOAN School of Business, Massachusetts Institute of Technology (MIT SLOAN) Boston, USA. Through the SEVA process, all first-year students of TAPMI were given an opportunity to study a five week long integrated course titled 'Business and Impact Planning for Social Enterprises'. This course enabled students to get the best inputs from pioneers in the field and to implement the same at the local field level. Student will then be handheld to take the solutions/ innovations further by presenting their solutions in the MIT SOLVE competitions in 2021.

A collaborative effort by the students and faculty of TAPMI with NGOs, enterprises and individuals to create societal economic and environmental value through the field application of management concepts

Mission

To develop sustainable managerial solutions for Small and Medium Enterprises and social enterprises and to resolve systemic bottlenecks to enable inclusive growth, job creation and economic prosperity

Vision

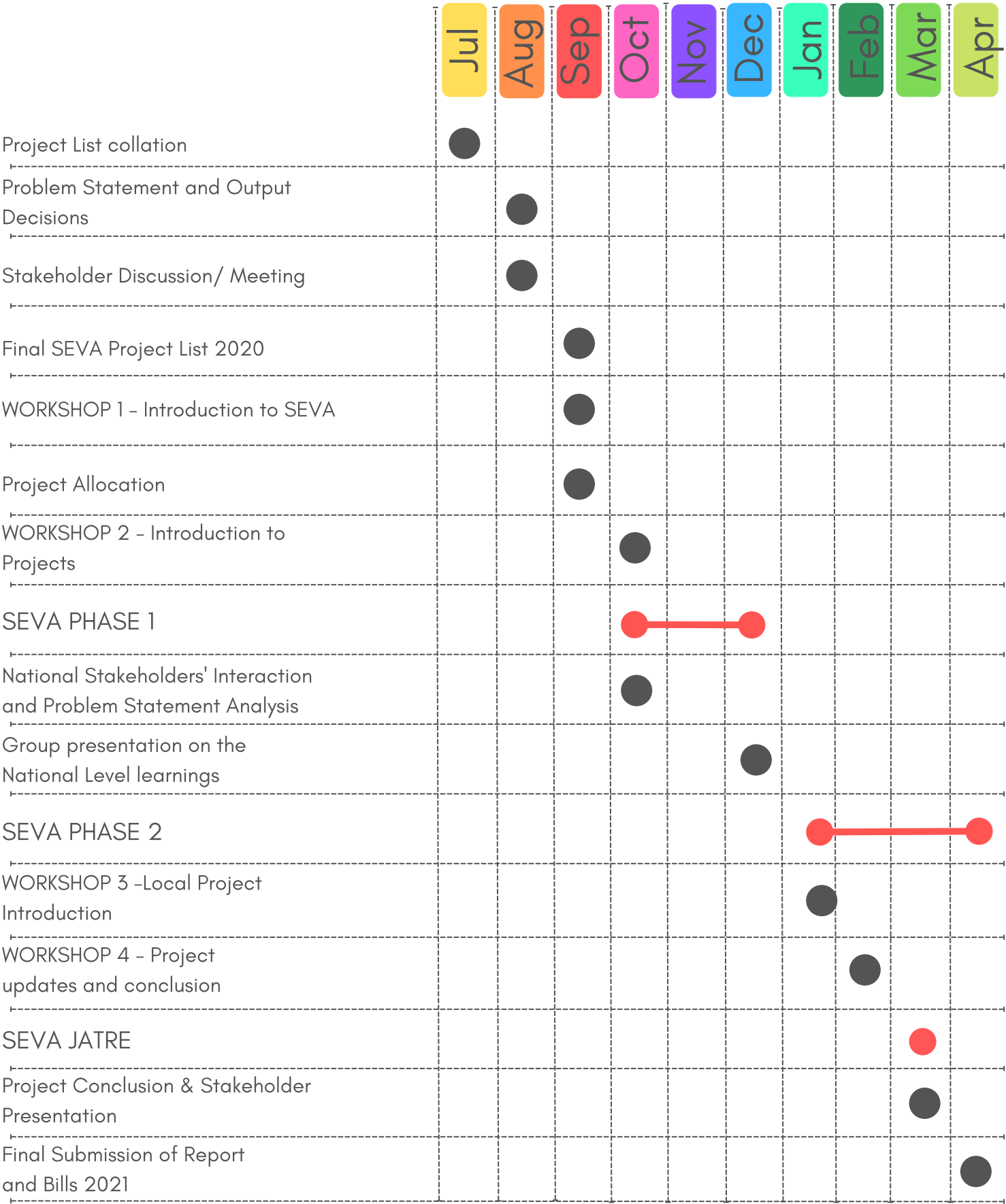
Transformation of SEVA Projects to consultancy projects to ensure long-term solution development and deployment, and to build close involvement with local governments for a more impactful engagement

Values

SEVA Projects are governed by a strong sense of ethics and focus on social and environmental sustainability, with a 'grassroots level engagement' approach

SEVA TIMELINE

A depiction of the SEVA timeline to understand the various process, client interactions, handholding to students, project monitoring and final evaluations and client meetings that SEVA entails



PROJECTS OVERVIEW



36

PROJECTS

22

STAKEHOLDERS

5

SDGs

PROJECTS OVERVIEW



NGO COMMUNICATION

STAKEHOLDER:



TIP NGO

PROJECT SCOPE:

Working on a local NGO's fundraising and communication strategy, designing communication material and devising a communication plan

RESULTS:

Information on various fundraising means were gathered. A common proposal to apply to grants were created. A template to track the grants applied to was created and information on potential donors were sourced

ORGANIC STORE MANAGEMENT

STAKEHOLDER:



GoMatha Organics

PROJECT SCOPE:

Working with GoMatha Organics on better supply chain management and increased market reach

RESULTS:

The team conducted Social Media marketing campaigns via Facebook and digital posters for the same, WhatsApp campaigns targeted towards an existing segment of customers and new local communities, Setting up a Seller account in Amazon to facilitate online purchase of store's products, An 8-minute video was made in collaboration with a Udupi based YouTube channel called Karavali People. The video gives a glimpse of 'GoMatha Organics' and showcases all their products to create awareness about the store and its products

PROJECTS OVERVIEW



NATURAL FIBRE GARMENTS/ KHADI RETAIL MANAGEMENT

STAKEHOLDER:



Namma Shyli

PROJECT SCOPE:

Working with the Namma Shyli brand on better market penetration and marketing of products

RESULTS:

To increase visibility, the team proposed to increase the product line to target students. Other solutions included digital marketing where they created social media pages on both Instagram and Facebook, created a website-Namma Shyli and activated a google Map link. They also suggested relationship marketing to enhance customers' shopping experience and paid advertising to increase market presence. According to customers suggestions the students also created a website.

SHG/NGO HANDLOOM SMALL SCALE BUSINESS: DIGITAL MARKETING

STAKEHOLDER:



Namma Angadi

PROJECT SCOPE:

Working with NammaAngadi textile producers to achieve better market reach and penetration

RESULTS:

The problem of lack of digital presence and product diversification was addressed and sustainable packaging issue was looked at as well.

PROJECTS OVERVIEW



CONSERVATION OF HERITAGE AND BUILDINGS AND STRUCTURES

STAKEHOLDER:



Heritage Village

PROJECT SCOPE:

Understanding the impact of the COVID pandemic on the Manipal Heritage Village, its future marketing strategy, means to attract new faces and retaining staff in the near future.

RESULTS:

The project is conducted to address these problems faced by heritage sites. The main outcome is Redesigning the entrance was the need of the hour and had to be done as soon as possible. Offline and online promotions must be implemented to increase the awareness of the site and attract crowds. A future roadmap like creating a virtual tour of the site was also outlined. Finally, these recommendations and solutions to the issues were communicated to the stakeholders of Heritage Village

LOCAL DAIRY CO-OPERATIVE

STAKEHOLDER:



DKMUL

PROJECT SCOPE:

Working with the DKMUL group on product packaging, better market penetration and marketing strategies

RESULTS:

The Dairy packaging industry generates tons of plastic waste. Working with the local dairy cooperative on better product packaging of milk and dairy products (paneer, curd), conducting quality checks of sustainable packaging material and proposing a value proposition. Some of the solutions are Glass Bottles are good option for milk packaging, For paneer packaging Cellulose Paper boxes, Ecoware (Crop Fibre) for curd packaging

PROJECTS OVERVIEW



ECO-FRIENDLY GIFTING OPTIONS

STAKEHOLDER:



Crafts Mantra

PROJECT SCOPE:

Communications project on promotion of Crafts Mantra store and eco-friendly gifting ideas as well as supply chain management

RESULTS:

The project is meant to emphasize eco-friendly gifting as an innovative and sustainable gifting option and promotion of a company named "Crafts Mantra", an eco-friendly gifting company through its online and offline presence. The students narrowed down on creating a product catalogue for Crafts Mantra. This catalogue can be shared with the customers by sharing just the barcode. The customer on scanning the bar code can browse through all the products from the comfort of their home. Additionally, they also, increased the Instagram followers for Crafts Mantra by 100 on Instagram. The catalogue showcase products like handicrafts, pottery, décor, cloth bags etc. The e-catalogue provides address, contact details, and Facebook handles for any inquiries and product updates. It describes the purpose of the Crafts Mantra. It also features details of the founder, photographs of products, and a brief description of the meet with the ex-CM of Karnataka.

HANDLOOM SARI SOLUTIONS

STAKEHOLDER:



Kadike Trust

PROJECT SCOPE:

Running a media campaign for Udupi Sari and working on the HR issues, understanding policy level implications and available schemes for the same

RESULTS:

The aim of the project is to revive the art of Udupi sarees and increase the customer base through improved trade channels and marketing activities. The main outcomes are as follows - 1. Creating an e-commerce website using GoDaddy.com. 2. Draping the sarees on mannequins for a better portrayal of design. 3. Integrating multiple social media handles on the website for increasing traffic. 4. Adding blogs and YouTube videos to create a brand value of Udupi sarees and promoting the handloom industry too. 5. SEO for increasing organic searches.

PROJECTS OVERVIEW



FRUIT AGRI PRODUCE VALUE CHAIN OPTIMIZATION

STAKEHOLDER:



Soans Farm

PROJECT SCOPE:

Working with the pineapple growers' association to understand the current issues, supply chain problems and next steps for better market penetration

RESULTS:

Soans Farm, located in Moodbidri, Karnataka, is a leading producer of pineapples and its by-products in that area. They are the sole producer of Kew pineapples in Udupi, a variety with high juice content. During the stint of our project. Through research data, the students could see that consumers are heavily dependent on the internet for information. So, the group suggested the client make a website of Soans Farm, for the customers to get to learn more about the products and services. Also, by acquiring legitimate food licenses and other accreditations along with devising a solution for a lean supply chain, Soans Farm has the potential to venture into Online Grocery and Food Delivery services.

PRODUCT AWARENESS CATALOGUE-MAKERS CATALOGUE

STAKEHOLDER:



TCIGC

PROJECT SCOPE:

Working with the local producers at the Udupi/ Manipal region for corporate connects for makers, quality control, supply chain management etc.

RESULTS:

Handicrafts and handlooms are an important part of the unorganized sector of our country's economy. This sector has been suffering due to constraints like poor exposure to the latest technologies, being unorganized, having low capital investments, and poor institutional frameworks. The best way to uplift the artisans is to come up with a solution wherein the individual artisans can help each other and work towards achieving a common goal. A cooperative society is one of the best ways. Another solution is marketing and promotion by word of mouth and by online promotion. These suggestions were discussed and debated with the client

PROJECTS OVERVIEW



DAIRY PRODUCE SMALL SCALE INDUSTRY

STAKEHOLDER:



Selco Dairy producers

PROJECT SCOPE:

Working with Selco dairy farmers to understand specific issues, product diversification possibilities and working on the milking machine solution

RESULTS:

There was a great need to develop customer sentiment among farmers for SELCO's solar milking machine as there wasn't enough visibility for the product in the milking machine market. The main recommendations given by us are Segmentation, Targeting and Positioning to help the marketing team refine their final selection of a potential pool of customers. This can increase their efficiency by targeting customers based on their needs and benefits. Actively approaching customers for feedback using the feedback form to help understand consumer behaviour and acceptability towards the product. Customers will be more likely to recommend SELCO's solar milking machine to other customers if they feel more valued and thus the company can increase its brand visibility as well through word-of-mouth marketing also.

VEGETABLE AGRI PRODUCE VALUE CHAIN OPTIMIZATION

STAKEHOLDER:



Mattu Gulla

PROJECT SCOPE:

Working with the Mattu Gulla Group on product diversification, increasing market reach, finding larger markets and better storage for produce

RESULTS:

Mattugulla is a variety of green brinjal grown in and around the village of Mattu in Udupi. The students came to know that there is a mismatch between the supply and demand of Mattu Gulla. Among many alternatives to counter this issue, they chose to go ahead with the cold storage facility for extending the shelf life of Mattu Gulla. This would have multiple positive effects on the Association and the farmers –supply of Mattu Gulla can be stabilized, Average prices will increase, and will also incentivize the growth of Mattu Gulla. They also investigated more effective ways of sun-drying Mattu Gulla and found that using the right equipment, it can be done within 7-8 hours.

PROJECTS OVERVIEW



CLEAN ENERGY LIVELIHOODS SOLUTIONS

STAKEHOLDER:



SELCO

PROJECT SCOPE:

Working with SELCO sugarcane juicers and saloon trimmers to take the clean energy livelihood initiatives' forward - better business plans, better marketing and training

RESULTS:

SELCO is a social enterprise providing sustainable solutions and services to underserved households and businesses. The students found out the problem; marketing strategy for more penetration of solar sugarcane juicer and integrated solar salon in rural market and also find a way to educate the rural people about the product. They targeted customers, Banks and vendors and tried to achieve the solution for the problem. They came up with ideas for solutions like the distribution of pamphlets to rural people in the local language, making short testimonial clips of the customer feedback to more publicity of the product, and highlighting the financial help point so that more customers are attracted. They also created pamphlets and promotional videos to increase customer reach and thereby helping in the optimization of business plan

VEGETABLE AGRI PRODUCE VALUE CHAIN OPTIMIZATION

STAKEHOLDER:



Mahalasa

PROJECT SCOPE:

Working with a start up/ entrepreneur to set up the Handloom sari sale business strategy, creation of business plan, communication material etc

RESULTS:

The project brought to the students' notice that the section of the society that preserves the rich culture and heritage of our country is highly neglected and undermined in the era of capitalism and mass production. After conducting research they came with some constructive solutions, like Including more and more geographical locations in the supply chain by creating more sales channels so that authentic handloom sarees can have a broader reach. Awareness needs to be created among the youngsters by using social media platforms extensively regarding the importance of handloom products and the need for their revival. The challenges faced due to low production capacity can be tackled by tying up with weaver communities and including them in the supply chain. Intervention by young entrepreneurs by attempting to modernize the techniques of production and also the industry as a whole, while keeping its authenticity intact.

PROJECTS OVERVIEW



FLOWER AGRI PRODUCE VALUE CHAIN OPTIMIZATION

STAKEHOLDER:



Udupi Mallige

PROJECT SCOPE:

Working with the Udupi Mallige & Shevanthigge growers' associations, focus on further market reach and better price for the product, focus also on the GI tagging procedures

RESULTS:

The project provides recommendations in optimizing the Floriculture value chain among specific farming communities. Primary research included interactions with farmers, stakeholders and clients to understand the ground reality of the floriculture community at Udupi. The secondary research focused more on the existing Government policies, identifying the pertinent issues and their impact on this industry. Bottlenecks such as low shelf life of the flowers, seasonality of demand and inadequate awareness about the Government schemes and subsidies were identified. Solutions such as easier access to information regarding government policies and the latest farming techniques would focus on the volume of the produce. Similarly, exploring new geographical markets and finding out non-conventional uses of flowers would increase its value to a large extent. The challenges faced were in the form of a lack of timely information and supply chain transparency.

SHG PRODUCTS - HOME BASED PRODUCTS EDIBLE

STAKEHOLDER:



Power Entrepreneur
Hemalatha & BVT

PROJECT SCOPE:

Working with 3 different institutions (one group each) to understand quality control issues, better market reach and possible branding for the same

RESULTS:

The Seva project was to work with an SHG based on home-based edible products. The students studied SHGs and government initiatives to understand the steps taken to improve the business and livelihoods of members associated with SHGs. They used social media marketing to assist 2 entrepreneurs who had limited reach. Social media marketing combined with word of mouth would help generate leads, more queries about the product offerings, and increased awareness about said offerings.

PROJECTS OVERVIEW



ARTISANAL TRAINING SCHOOLS

STAKEHOLDER:



CEKIA

PROJECT SCOPE:

Working with the C E Kamath on revamping of training material to include business training in course material and identifying future markets in post-COVID Era

RESULTS:

The project set out to address the barriers faced by the organization in creating brand awareness and targeting markets. The institute despite being in the business for several years struggles with outreach and brand visibility. In-depth data collection from different sources and surveys were conducted to identify the cause of low visibility and outreach. Additionally, a national-level study about different artisanal institutes such as Vadodara Central Jail, Tailor Tutor School across India was conducted to understand how training institutes function and apply those learnings to the Manipal level project. Technological adaptations such as ERP systems will help the organization in better operational functioning. Better engagement on social media platforms such as Facebook and Instagram will leverage in creating awareness about the institute. Cross-selling through tie-ups and improving distribution networks are few other steps in the direction.

PROJECTS OVERVIEW



SUSTAINABLE PACKAGING PROJECT

STAKEHOLDER:



Nammaangadi

PROJECT SCOPE:

Applying sustainable packaging solutions with end-to-end processes for Nammaangadi

RESULTS:

Nammaangadi, provides a platform to display the skills of local artisans and children from Kundapura. They focus on a wide variety of products including apparel with the latest designs, hand-made jewellery, home decor, and local food items. The purpose of this SEVA project was to help Namma Angadi identify better, economical, and more sustainable packaging solutions for their honey bottles than they currently deploy. After conducting research at the national level, potential sustainable packaging suppliers were identified and contacted to identify which among them could provide Namma Angadi with economical, effective, and sustainable solutions. Packaging solutions for single and multiple bottle shipping was designed with the proper cushioning to handle the fragile items

PROJECTS OVERVIEW



CAREER COUNSELLING FOR VULNERABLE CHILDREN

STAKEHOLDER:



Makkala Mane

PROJECT SCOPE:

Working with local tribal communities on career counselling, finding blue collar job management systems, system for daily wage jobs, suggesting means to make these systems more optimized, identifying necessary career counselling sessions, conducting/ facilitating sessions with youth etc

RESULTS:

In this project, the students successfully reached 110+ families and influenced them towards skill development by making them understand the importance of upliftment. As a part of the awareness drive, they have conducted career counselling and skill development sessions with the help of BVT and RUDSET. The people who attended the session were enthusiastic and filled with motivation to upskill themselves. Finding new stakeholders and other related upliftment activities enabled us to reach out to a wide range of communities and motivate them. These initiatives allowed effective engagement with a community, who previously were reluctant to even respond to basic queries. Their donation of the sewing machines has rejuvenated the girls of Makkala Mane to pursue their liking for Sewing and stitching in addition to being a source of income.

BASKET WEAVERS' PROJECTS

STAKEHOLDER:



Makkala Mane

PROJECT SCOPE:

Working with local basket weavers for better addressing market issues and labour problems as well as training issues.

RESULTS:

The basket weaving industry is an unorganized sector. This leads to the obstacle of not earning high revenues in this industry. Around 15%-20% of the people in the Kundapura region are basket weavers. Among them is the Koraga community, which resides in the Manipal region. They are facing problems like lack of motivation, limited market visibility, lack of raw material available. The solutions which have been considered are Business tie-up with Annamayil Koodai, Chennai, With the help of Cooperative society increase market penetration, structured financial entry, Encouraging the basket weavers to take this as a full-time profession.

PROJECTS OVERVIEW



MANAGEMENT OF E-WASTE

STAKEHOLDER:



SLRM

PROJECT SCOPE:

Applying national sector level learnings to the e-waste management needs of Udupi district

RESULTS:

To address the issue of awareness in the E-waste sector, the students created informational videos, storyline videos, and posters to engage the audience. In addition to videos and posters, they created a quiz competition on the Basics of E-waste Management. All these will be launched by SLRM and SAAHAS on their social media handles.

PET SALES MANAGEMENT

STAKEHOLDER:



TCIGC

PROJECT SCOPE:

Working on creating a DPR about the pet culture/ industry in Udupi/ Manipal - their business strategy, ethics and issues

RESULTS:

To first understand the Pet Care Industry on a national level, a national level study was conducted, the primary sources of data collection included the cities, Bangalore and Delhi. In these cities, Pet Store Owners and Pet Parents were directly contacted. Questions related to Documentation/licensing of pet animals for sale. Through this primary research, we were able to identify key issues that are present in the pet sales industry. This included the selling of undocumented pets at lower prices, sometimes at 50% the rate of documented pets. To overcome this issue, Students created a toolkit consisting of a guide to adopt stray animals, vaccination schedules, how to report animal cruelty along with several other topics. Along with this 'Save the Strays' was an awareness campaign that was conducted on 7th March to help raise awareness

PROJECTS OVERVIEW



DATA MANAGEMENT OF WASTE

STAKEHOLDER:



APDM

PROJECT SCOPE:

Working on creation of an updated toolkit with information about bulk generators, their schemes and regulations and innovations in management of waste - bulk generators include - schools, apartments, wedding venues etc

RESULTS:

Managing the Data that is associated with the collection and processing of waste is an important step in the identification of methods that can be implemented to incrementally improve the waste management process across the country. After analysing the types of waste generated in apartment complexes, the students proposed the following for the treatment for wet waste - the floating-drum biogas plant, which is easy to install, operate and is less prone to leakages. They also proposed creating a composting plant that is easy and cost-effective to set up and helps generate a small income to the apartment through the sale of the resulting compost to nurseries. They have also proposed making green apartments by using compost to create and maintain green areas.

ORGANIC NURSERY BUSINESS OPTIMIZATION

STAKEHOLDER:



Udupi Organic Nursery

PROJECT SCOPE:

Working with local organic nurseries on better sales, marketing and supply chain issues along with certification

RESULTS:

The project is dedicated to the development of organic nursery business in the current pandemic scenario. Some of the actions which has been taken is Routing traffic to her existing Facebook pages from all the additional social media platforms possible, Circulated Video in the Kannada Language for awareness regarding organic produce, and gaining traffic by posting that video on all social media tapping her Facebook page. Hereby routing traffic ultimately to that page, Circulated posters of Udupi Organic Nursery (English) through LinkedIn and again used it to route traffic of local people to her page (geography limited up to Udupi Only), Circulation of 4000 pamphlets in Udayavani Newspaper within Udupi local area. The purpose is to increase the footfalls in the nursery. The students have taken permission from their client specifically to ask her whether she is comfortable seeing her number on these pamphlets.

PROJECTS OVERVIEW



WASTE UPCYCLING PRODUCE

STAKEHOLDER:



TIP NGO

PROJECT SCOPE:

Working on product identification from waste, identification of training material and trainers as well as the creation of business strategy

RESULTS:

This SEVA project pertains to helping an NGO called “TIPS Session” on issues concerning “Waste Upcycling”, specifically Circular Economy and Climate Action. To alleviate issues related to waste management in Udupi, the students researched Indore model to gather pointers on the reasons of its immense success. They also worked parallelly to create campaigns like “Trash Talk”, “Worshipping Waste”, “The Red Carpet”, “Lights, Camera, Action”, “Paryavaran Protected”, “Parting Gift –A bag of waste”, “Pancha Bhoota” among others to attract locals to make them understand the importance of waste segregation. They also created an SOP which lays down step wise guidelines on waste segregation and collection.

SEWAGE WATER TREATMENT FOR SMALL SCALE EATERIES

STAKEHOLDER:



TCIGC/ ZP CEO

PROJECT SCOPE:

Continuing the study at the Manipal level, identifying the impact on the environment and preparing a DPR for submission to the ZP CEO

RESULTS:

Water scarcity is a major concern for most parts of the world and government. Two-third of the world population faces severe shortage for at least one month every year. The primary objective was to offer affordable and feasible solutions for the problem of wastewater management for small-scale eateries and analyse factors for the adoption of solutions. Septic Tanks to mitigate the risks surrounding groundwater contamination and environmental degradation is the right way forward. Another solution is educating the mass about sustainable practices to reduce wastewater generation at the source must be an integral part of the change process. Training the workforce about methods for segregated disposal of wastes and proper disposal of the same at municipal corporation designated dumpsites. On-spot training to vendors on best practices for waste disposal and steps to reduce oil spillage and solid particle contamination.

PROJECTS OVERVIEW

11

SUSTAINABLE CITIES
AND COMMUNITIES



RURAL TOURISM PROJECT

STAKEHOLDER:



Tourism
Department

PROJECT SCOPE:

Working with the Udupi Tourism circuits on promotion of sustainable rural tourism practices

RESULTS:

The following solutions were suggested to the client at the end of the project. These included - 1. market the project to the general public for awareness. 2. strengthen the packages devised based on the large-scale data 3. Create Instagram and Facebook pages for Udupi tourism to collaborate with other rural tourism players in the market and as well as with the customers and spread awareness about the same. 4. Create a website that can help convey the idea better in a pictorial way along with a presentation

AGRI-TOURISM PROJECT

STAKEHOLDER:



Tourism
Department

PROJECT SCOPE:

Working with the Udupi Tourism circuits on the promotion of sustainable agri-tourism practices

RESULTS:

The Government of Karnataka wanted to introduce agritourism in a phased manner over the course of the five years, with the goal of encouraging sustainable tourism and skill development and training. Students started off with studying the Agritourism model in the four states – Tamil Nādu, Kerala, Maharashtra, and West Bengal and later on extended to finding the issues faced in Karnataka in terms of the agritourism model. Research and meetings with various founders of Agritourism farms concluded solutions like: 1. Creating a brochure or video to increase awareness about Agritourism. The content we believe will encourage more people to set up agritourism centres with the state and view it as a profitable prospect 2. As the Karnataka State Tourism doesn't have a fixed model in place we customized successful agritourism from Maharashtra to certain regions of Karnataka and mapped out the eligibility, benefits and possible challenges of setting up that model in that area

PROJECTS OVERVIEW



WET WASTE MANAGEMENT

STAKEHOLDER:



SLRM

PROJECT SCOPE:

Working on the wet waste/ resource management issue in the Udupi/ Manipal area, focus on replicability of innovations and business plans for the same and on creating a plan to promote home composting

RESULTS:

In a bid to figure out an efficient, cost-effective, and sustainable way to process wet waste and promote the usage of compost within the Manipal, Udupi region; the group carried out an extensive research pan-India with the help of all the stakeholders involved to identify similar models that have been successfully implemented. The main problem which was facing was, reluctance from farmers to purchase and use the compost, Lesser consumption compared to the production of compost, and high maintenance cost for storage of compost. The main ideas for marketing the organic compost given to farmers and domestic buyers are Distribution of pamphlets and user manuals, Digital sensitization as well as door-to-door awareness drive, Information sessions from field experts, Appropriate packaging and distribution solutions.

BEACH TOURISM PROJECT

STAKEHOLDER:



Tourism
Department

PROJECT SCOPE:

Working on Udupi beachline with sustainable choices, better temporary structures, increasing footfalls but the management of waste etc

RESULTS:

The main objective of this project is to increase tourism at Malpe Beach. The students identified problems such as waste littering which includes glass bottles, worn-out fishing nets, plastic waste, and high sewage contamination from local communities. The street vendors and hawkers use non-biodegradable cutleries. There is also an inadequate number of changing rooms available on the beach. They have proposed the use of semi-portable polyester tents and bamboo-based permanent changing rooms to address this issue at Malpe Beach. The students have looked for biodegradable cutlery made from easily available and inexpensive materials such as Sal leaves, recycled paper, banana leaves, and edible cutlery made from rice, wheat and millet, to replace plastic cutlery. For effective waste management, glass bottle recycling techniques and the use of IoT-based smart bins and upcycling fishnets to grocery tote bags is proposed.

PROJECTS OVERVIEW



DOMESTIC HAZARDOUS WASTE MANAGEMENT

STAKEHOLDER:



SLRM

PROJECT SCOPE:

Working on the domestic hazardous waste/resource management issue in the Udupi/ Manipal area, focus on replicability of innovations and business plans for the same

RESULTS:

The students started off with research into domestic hazardous waste management, in other regions of the country. The issues were – Lack of awareness among the residents regarding segregation of hazardous waste and High prices charged by the existing incinerator companies. Saahas the non-government organization has taken many initiatives before in regards to waste management. And this project gave them an opportunity to work in collaboration with Saahas and come up with solutions for the existing problems, They conducted a webinar for the Udupi locals where 2 schools also joined and helped in spreading the message across. The students also prepared posters, instruction manuals etc. and circulated them via social media

For the incinerator cost problem, they proposed that the company should either set up its own incinerator, looking from a long-term perspective or outsource the incineration process.

PROJECTS OVERVIEW



GREEN CAMPUS

STAKEHOLDER:



TAPMI

PROJECT SCOPE:

Working on making the TAPMI campus more sustainable from waste management, reduction of plastic usage and promoting more green practices

RESULTS:

The project worked well from a learning mode since the students were yet not in campus at the time of the project. Through dialogue and discussions, the students identified that the sanitary napkin disposal machine was not installed in the campus, and also learnt the presence of a large number of plastic bags and newspapers in campus needed to be addressed. After talking to the faculty, the students were also able to learn the safety hazards at night-time due to snakes in the campus and accommodated changes to their earth hour solutions accordingly.

CAMPUS/ APARTMENT WATER HARVESTING SOLUTIONS

STAKEHOLDER:



TAPMI

PROJECT SCOPE:

Working on TAPMI campus water harvesting plans, follow up on existing plans, next steps and hurdles.

RESULTS:

Students investigated and recommended the most feasible solution for rainwater harvesting. Primary investigation revolved around the existing methods of water harvesting and saving, including the rooftop channelization, condition of borewells, groundwater recharge by soak pits and sewage treatment plants. Students come up with 3 techniques that can be implemented to enhance the rainwater harvesting capacity of TAPMI. 1. Reducing Rooftop clogging. 2. Rainwater Harvesting through a collection of Rooftop water. 3. Barrage Technique. Data analysis showed that one could increase water savings by 75%. Students also performed conservative calculations to arrive at the estimated cost that would be incurred to construct such a setup in the institute

PROJECTS OVERVIEW



THERMOCOL WASTE

STAKEHOLDER:



APDM

PROJECT SCOPE:

Understanding the unsustainable beach practices in Udupi area and looking at solutions for ocean plastic waste especially thermocol for fishing purposes.

RESULTS:

Three possible ways to recycle old thermocol and the availability of substitutes were identified. 1. Usage of Acetone: Thermocol collapses when exposed to acetone solution, with optimum use 97% volume reduction is achievable. 2. Terminator: Reduces thermocol to 80% of its volume using heat, pressure & gravity. 3. Usage of Flora Foam: Flora foam is a 100% Biodegradable substitute for EPS and these solutions were provided to the client.

COASTAL PRESERVATION PROJECTS

STAKEHOLDER:



TIP NGO

PROJECT SCOPE:

Study on current practices with regard to conservation in coastal areas in Udupi/Kundapura region.

RESULTS:

The purpose of the project is to study the current pollution and conservational practices along the coastline of India and utilize this to empirically map out the ecological issues in specific zones of the coastline in Karnataka, specifically the Udupi district. There are various sources of pollution- the most common of them being municipal and industrial wastes. Due to the lack of proper treatment facilities and improper pollution control systems, industrial pollution has been increasing. Some solutions which have been introduced are 1. Creating more marine protected areas, 2. Stopping trawling, 3. Avoiding juvenile fishing, 4. Reducing ocean plastic pollution, etc. and these details were provided to the client.

PROJECTS OVERVIEW



WATER BODY MANAGEMENT AND OPTIMIZATION

STAKEHOLDER:



Nirmithi Kendra

PROJECT SCOPE:

Working on the Mannapalla lake project on sustainable development, and involvement of civil society

RESULTS:

The SEVA project was aimed at water body management and optimization of the Mannapalla Lake (Manipal Lake). The quality of the water due to the large area of the lake as well as frequent visits by the locals has led it to deteriorate. Currently, the lake also faces a security concern because of the lack of an external boundary outside its perimeter. This creates an issue for the management for effective management of the lake and leaves no source of revenue generation. The main outcomes are Stabilization of ecosystem, Commercialization by beautification, Attract more migratory birds ,Heaven for fauna, Groundwater recharge.

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TESTIMONIALS

"This year SEVA was different and challenging as the project was online. Our team visited local water harvesting sites to understand methods of rainwater harvesting. Our instructor and client were enthusiastic and knowledgeable about the subject matter. The proposed solution was based on statistics and mathematical models, and was appreciated by stakeholders. I thank my institute, TAPMI for providing us this amazing opportunity to conserve environment through SEVA."

- Adithi Jain

Student

*T A Pai Management Institute
Batch of 2020-2022*

"Providing innovative solutions to business problems is one of the core management skillset and sustainability is at the heart of it. I feel SEVA project gave us hands-on experience to solve many such issues that too in difficult situations. Applying our own frameworks, controlling the costs, innovations, and modeling a business on paper along with independent decision-making as a team gave us good exposure. It is one of the best offerings at TAPMI to do our part in this world and realize the power of utilizing money properly. The best part is that every decision you take, change will be immediately visible at the client's end and there will be continuous feedback and mentorship by faculty."

- Charchit Sharma

Student

*T A Pai Management Institute
Batch of 2020-2022*

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TESTIMONIALS

"Through SEVA, I also got an opportunity to understand the work in TAPMI as a part of the wonderful campaign run "Sustainability at TAPMI". There were two aspects of learnings that I imbibed: Firstly, knowledge about event management as a whole (promotions, setting up). And secondly was what I call "SEVA Bhavana", which was my definition of the awareness of the project and helping a social entrepreneur."

- Priyanka Menon

Student

T A Pai Management Institute

Batch of 2020-2022

"We started off our SEVA project by trying to reach out to maximum places across India, be it institutions, organisations or companies through online means. We wanted to know the diverse scope present for water management practices. Through the help of our stakeholder, we received all the details regarding the required area - the amount of rainfall, soil type and terrain. This helped us in providing a feasible and economical solution to our customer. I am grateful to my institute, TAPMI for letting me be a part of this solution"

- Prateek Raj

Student

T A Pai Management Institute

Batch of 2020-2022

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TESTIMONIALS

"I found that students relish that their findings are actually implemented by the grassroots level setup. A satisfaction their work is benefiting someone."

- Dr. Jayanthi Thanigan

*Associate Professor (Marketing)
T A Pai Management Institute*

"SEVA from a strategy Professors point of view is an extension of the case method pedagogy. An opportunity to present business management issues in a non-traditional setting with atypical clients and contexts. The UDUPI Mallige (Jasmine) is a traditional cash crop from the UDUPI district, grown by farmer families in small gardens and sold locally and in places as far as the Middle East via a network of agents and exporters. Our SEVA project group worked to find ways to further develop the product via value addition and market development for new uses."

- Prof. Ishwar Haritas

*Head and Coordinator: TCIG&C
Associate Professor: Strategic Management
& International Business
T A Pai Management Institute*

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TESTIMONIALS

"Students came and helped us from TAPMI. We are hoping to put the suggestions to use and make some change"

-Ganesh,
*Founder,
Makkala Mane,
Kumbashi*

"I have been greatly helped by the student team. I thank TAPMI students so much for their help."

-Abida Banu,
*Proprietor
Udupi Nursery*

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SEVA JATRE 2021

On 13th March, Saturday 2021, SEVA Jatre was celebrated with students bringing forward their experiences, their learnings and the solutions that they have given to these various clients and stakeholders. The day started with students making presentations to TAPMI faculty members and receiving feedback and inputs to make their projects more valuable for the client. In the coming days, students will be making these presentations to the clients and handing over their projects so that clients are able to take this work forward. Ten out of the total 36 teams were selected to be in the SEVA final rounds and three teams won the SEVA Awards. These awards include a cash prize, certificates and a chance to take the projects to further rounds of funding and project development for the benefit of the client. Special commendation to three more projects whose work promised outcomes for the client and tremendous learning opportunities for the students were also awarded. The details of the winning teams have been detailed here.

WINNING TEAMS

1 LOCAL DAIRY CO-OPERATIVE PROJECT

FAS Group 14

Mentor: Prof. Vidya Pratap

Client: DKMUL

2 ORGANIC NURSERY BUSINESS OPTIMIZATION PROJECT

FAS Group 10

Mentor: Prof. Jayanthi Thanigan

Client: Udupi Organic Nursery

3 SUSTAINABLE PACKAGING PROJECT

FAS Group 28

Mentor: Prof. Krishna Prasad

Client: Nammaangadi

SPECIAL COMMENDATION

WATER BODY MANAGEMENT AND OPTIMIZATION PROJECT

FAS Group 22

Mentor: Prof. Ritu Gupta

Client: Nirmithi Kendra

PET SALES MANAGEMENT

FAS Group 5

Mentor: Prof. Kavitha Ranganathan

Client: TCIGC

CAMPUS/ APARTMENT WATER HARVESTING SOLUTIONS

FAS Group 3

Mentor: Prof. Raghunath Rudran

Client: TAPMI

SEVA JATRE 2021

The award ceremonies were followed by two panel discussions with eminent speakers putting forward their ideas about sustainability and impact. The speakers included practitioners from the field, innovators, teachers, professors, as well as student representatives and social entrepreneurs. With these discussions, the students were able to hear from leaders in various sectors about the importance and practical applications of sustainability which is a reality for the business world today.

The panel discussion, moderated by Dr. Archana Pilai, Director of Social Impact Advisory, Social Audit network India, revolved around the topic of 'Understanding Sustainability and Impact - A Multi-Perspective Discussion.' The panel brought together eminent panelists working in the spheres of Sustainability, Gender, Community engagement, Social impact and more. The details of the panelists has been elaborated below.

The SEVA Course in general and SEVA Jatre, in particular, is aimed at enabling TAPMI students to understand the issues of the future, be familiar with the UN Sustainable Development Goals and to understand that sustainability is front and centre to all business and development dialogues. This year, TAPMI has also partnered with the Massachusetts Institute of Technology to help students learn more about sustainability and impact. TAPMI's commitment to sustainability is an expression of its commitment to help build better leaders for a better future for the country and the world in general.

'UNDERSTANDING SUSTAINABILITY AND IMPACT - A MULTI-PERSPECTIVE DISCUSSION' - PANELISTS

DR. JOY DESHMUKH-RANADIVE

CSR Consultant & Gender Specialist

VINOD SHREEDHAR

Founder, Journeys with Meaning

HEETA MISHRA

Student, TAPMI

SRIDHAR PAI

ISpark Innovations

DIVYA RAVINDRANATH

Consultant, IIHS, India

URS JAGER

Professor, INCAE Business School Costa Rica



SEVA SNAPSHOTS

2020 - 2021





SEVA SNAPSHOTS

2020 - 2021



SEVA TEAM

Prof. Ishwar Haritas

Head and Coordinator: TAPMI Centre for Inclusive
Growth and Competitiveness

Head: Strategy, Innovation & Entrepreneurship Cluster

Associate Professor: Strategic Management & International Business

T A Pai Management Institute, Manipal

ishwar.haritas@manipal.edu

Prof Purnima Venkat

Assistant Professor, Strategy & General Management

Chair, Gender Harassment

Co-Chair, TAPMI Centre for Inclusive Growth & Competitiveness

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Manipal, Karnataka

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Prof Muneza Kagzi

Assistant Professor

Strategy and General Management Area

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Ms Latha Takur

Executive

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Email: cigc@tapmi.edu.in

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