

Green Business Plan Competition

Reducing lube-oil pollution due to fishing vessels along Maharashtra Coast

Organized by:

**Centre for Sustainable Development (CSD)
at Gokhale Institute of Politics and Economics, Pune**

Centre for Sustainable Development (CSD) at Gokhale Institute of Politics and Economics, Pune is pleased to launch the Green B-Plan Competition 2024. This is open to students and research scholars currently enrolled with any department. Our goal is to stimulate the spirit of entrepreneurship that helps solve real-world environmental problems.

Background:

There are more than 10,000 mechanized fishing vessels operating along Maharashtra's coastal line. These vessels are driven by petrol or diesel engines that use oil for lubrication. This oil needs to be replaced at regular intervals. Some trawlers throw away the used oil into the sea, while some use the oil for other purposes. Thousands of liters of oil thus enter the marine ecosystem every month. This pollutes the marine environment and adversely affects the natural ecosystem, and the health of marine life. The infected fish are finally consumed by us, and this has health implications.

The Centre for Sustainable Development is working to solve this issue. We believe that local young innovators & leaders will play an important role in solving this issue effectively. A well-thought solution plan will be based on environmental, economic & social aspects of the issue. Any such solution should lead to a business-plan that ensures the implementation of a sustainable and long-term solution of the problem.

With this intent, we invite the youth of the Konkan region to participate in this Green B-Plan competition and contribute towards the solution.

Goal of this competition:

To promote sustainable practices and environmental consciousness by incentivizing innovative green businesses for the collection and recycling of used engine lubrication oil from fishing vessels.

About the Competition: This is a Team Competition, which will be held in 2 rounds.

Round I :

- Submission of business plan by each participant team
- Presentation to reviewers' team from organizers
- Shortlisting of top 10 teams

Round II :

- Presentation of Top 10 teams to the Jury
- Selection of 3 winning teams

What we are looking for:

We expect participants to make field visits and study the lube-oil pollution issue thoroughly and come up with a comprehensive, feasible and viable business plan justified with factual data & estimates. Participants will present their study & plan through creative presentations.

How to submit your B-Plan

Content of the Detailed B-Plan

- **What's the problem?**
 - Define the lube-oil pollution related problem, with factual data.
 - Stakeholders views: Reach out to various stakeholders (fishermen, recyclers, societies etc.), get their concerns, challenges and views about the lube-oil problem.
 - Identify all possible ways how the used oil creates pollution (directly/indirectly).
 - Expected data : type of oil used, replacement frequencies, amount of reused/recycled oil, number of fishing vessels at a landing center etc.
- **What's our solution?**
 - Describe which approach you will take to reduce the pollution due to the used lube oil.
 - Describe a business-plan considering the involvement of all necessary stakeholders.
 - Which technologies will you employ, why?
 - A good business plan could include the following.
 - Core business idea
 - Capital investment & initial resources needed
 - Operational expenses & dependencies (simple financial analysis)
 - How will you make money?
 - Marketing strategies
 - Your value to each stakeholder
 - Any compliance or regulations to be followed

What to submit:

- A detailed B-Plan Report with your findings, analysis and your solution (maximum 20 pages)
- A PowerPoint Presentation (10 slides)
- Excel sheet with quantitative field data (like amount of fresh oil used, number of fishing vessels, amount of used oil, etc,) and estimates (like various expenses expected, revenue estimates, etc.)

Program Schedule:

February 01, 2024 (Thursday)	Competition begins Registration starts
February 07, 2024 (Wednesday)	Registration closes
February 20, 2024 (Tuesday)	Submission of the business-plan (report)
February 22-23 (Thursday-Friday)	Presentation of business plans (zoom-call schedules will be announced)
February 26, 2024 (Monday)	Announcement of top 10 participant teams
March 04-06, 2024 <i>Exact date to be announced a week before the finale.</i>	Presentation to Jury and announcement of the top-3 winners

Virtual guidance & on-call clarification would be available during the registration period (Feb 01-07, 2024).

Competition Rules and Guidelines:

- Participant Eligibility:
 - The competition is open to all the students and research scholars presently enrolled in any department.
- Participation Fee: There is no participation fee.
- Registration and application:
 - Use this <https://forms.gle/yAsbw1PgSdQVuD8X8> link to register for the competition.
- Team Composition:
 - Minimum 3 (three) and maximum 5 (five) participants (multi-disciplinary team is encouraged)
 - Each participating student can be part of only one team.
 - Each team will have a leader who will apply on teams' behalf and represent the team in the competition
 - Once selected as one of the top 10 teams for the Final Presentation Round, none of the team members can be changed
- Final Presentation Round:
 - Each team will be given 10 minutes to pitch in front of the jury panel.

- Evaluation criteria for Qualifying and Final Presentation Round:
 - Significance of the identified problem and relevance/ viability/ feasibility of the proposed solution for business/ solution/ service idea
 - Target market and value proposition
 - Primary data generated
 - Secondary research and analysis carried out to support the business plan
- Reward
 - For winners - Certificates & cash-prize:
 - First Prize: Rs. 10000
 - Second Prize: Rs. 7000
 - Consolation Prize: Rs. 5000
 - For participants:
 - Participation certificates to members of all teams successfully qualifying to round-1 (successful submission of the business-plan report).
 - The Top 3 winning teams get to present their B-Plan to CSR Foundations for assistance if they wish to start the business.

Contact (for any queries):

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