

**Message from Faculty Mentor:**

"Dear Reader,

The sixth issue of UDYOGPATRA has been released. The members of UDDYOMI, E-Cell of Calcutta Business School are thankful to all the readers for their valued support.

I welcome the new batch of 2019-2021, and congratulate the new members for getting selected in team UDDYOMI.

As a part of the ongoing process and initiative, we had organised our QUIZ SERIES 5 on July 13, 2019. **Ms. Shreya Malakar from Batch 2019-21 and Mr. Raj Paul from batch 2018-20**, jointly shared the winning position. On behalf of UDDYOMI, E-Cell of Calcutta Business School, I congratulate both of them.

Looking forward to more participation in making the Quiz and UDYOGPATRA a great success

Happy reading."

**Dr. Pinaki Ranjan Bhattacharyya**  
Associate Professor - Marketing and  
Faculty in-Charge, E-Cell

**PLASTIC BOTTLES TURNING TO LIGHT WEIGHT T-SHIRTS**

Cloths that are of fine quality and of affordable price, are also environmental friendly as because they are made of plastic bottles which are in favour of nature.



When Roshan Baid, 46, and Ravish Nanda, 45, decided to build a sports apparel company two years ago, they made sure to do it the right way and for the right reasons. Their company, *alcis* sports, not only produces clothes that are of fine quality and affordable, but are also made of recycled plastic pet bottles, therefore, doing a huge favor to both society and the environment.



The shirts are mainly sportswear categories like running, yoga, gyming, training etc. as Indians are becoming health and fitness conscious. So the price of these t-shirts will be in range of 399 to 3999.



T-shirts are made of polyester - a man made fiber, production of which involves huge quantities of water, chemicals and use of fossil fuels. This is why the co-founders thought of using *r-pet* (recycled polyethylene terephthalate), which is a strong, durable and recyclable material used for soda bottles, water bottles, food jars etc. For now, their two hot selling products - wonder tee and wonder polo are made from recycled polyester out of r-pet bottles, where about eight plastic bottles are used to make one t-shirt.

The initial investments in *alcis* were made by the promoters. Later, it secured a \$4 million investment from singapore-based venture capital firm *rb investments*, which has a strong portfolio of indian startups, including the beer cafe, swiggy, bluestone.com, fab hotels, and faasos.

Baid said that they are planning to produce 50% of their garments from recycled polyester within the next few months. Generally, t-shirts are made of polyester - a man-made fiber, production of which involves huge quantities of water, chemicals, and use of fossil fuels. The raw materials and by-products are toxic and pollute water and air, causing several health hazards.

### INTRODUCING AQUASIGHT - THE 'CLEAN WATER AI'

According to the United Nations World Water Assessment Program, every day, 2 million tons of sewage and industrial and agricultural waste are discharged into the world's water.

In order to address this pervasive issue of increasing water pollution, while ensuring that the global population has



an efficient, accurate, and low cost method to assess whether the water they drink is contaminated OR NOT.

Ankit Gupta at the Thomas Jefferson High School for Science and Technology and Elliott Ruebush at the university of Maryland, to develop an AI-powered Android app capable of detecting water impurity. The work builds on efforts like 'CLEAN WATER AI', an open source IOT(Internet of Things) device that classifies and detects dangerous bacteria and harmful particles in real time. They claim their approach can determine if potential drinking water is contaminated with 96% accuracy in preliminary tests.



It is a novel mobile application that utilizes deep learning methods, specifically Convolutional Neural Networks, for automated water impurity detection. After comprehensive training with a dataset of 105 images representing varying magnitudes of contamination, the deep learning algorithm achieved a 96 percent accuracy and loss of 0.108. Furthermore, the machine learning model uses efficient analysis of the

turbidity and transparency levels of water to estimate a particular sample of waters level of contamination.

## **“GO GREEN” IS WHAT THESE YOUNG ENTREPRENEURS BELIEVE IN**

*Go Green*, is what India is saying to the world!

With multiple innovative business ideas, Indian entrepreneurs are fast moving to the green revolution in their businesses. From organic farming to e-cigarettes, and hemp and cannabis industries, they are all out to experiment their ideas into the startup ecosystem.

Not just startups, but the country is witnessing a strong growth in the established businesses accepting the need to go green. Several companies are now more aware of the ways in which their working often affect the ecosystem, and therefore, have taken a greener path to success.

Here we take a look the entrepreneurs who are making people believe in their right execution by the simple business green ideas:

- **Reusing Waste Flowers from Local Temples**

Ankit Agarwal and Karan Rastogi are using waste flowers from local temples into the making of organic incense, vermicompost and, most importantly, the world's first non-toxic thermocol called Florafoam. Hailed from Kanpur, Agarwala and Rastogi are childhood friends who rejoined their paths to

carve out this venture. The duo is selling Florafoam under the brand name "Phool". Both Agarwal and Rastogi will be presenting their idea to UN Assembly as they have been nominated for a UNICEF award this month by the Bill and Melina Gates Foundation.



- **Curbing Air Pollution in a Recyclable way**



When the three IITians Arpit Dhupar, Kushagra and Prateek Sachan left their corporate jobs to launch the Chakra Innovation, they had no idea how far it would go. But in just a few years, the duo marked success with their innovative idea. Launched in 2016, Chakra Innovation aims to curb air pollution in a recyclable way with its patented technology Chakra Shield. The technology takes diesel soot from generators and converts it into inks and paints.



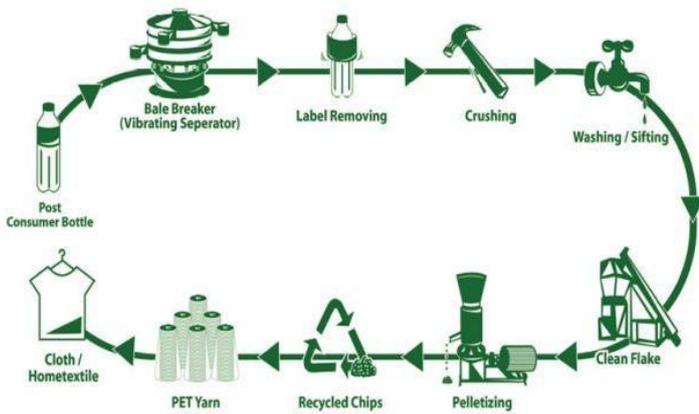
- **Recycling Packaging Waste into Wearables**

Founded in 2013 by Dinesh Parikh, Sachin Sharma, and Aditya Parikh, GEM ENVIRO collects pre- and post-consumer packaging waste from factories, offices, hotels, motels, and institutes. The waste is then recycled into products such as T-shirts, caps, and bags, selling the products under its brand 'Being Responsible'. The company also organizes various programmes to raise awareness about environmental sustainability and the importance of recycling incorporates, universities, and institutes.



## GEM Enviro Management

### RECYCLED PRODUCTS MANUFACTURING PROCESS



### HIMACHAL STARTUP NOTONMAP GETS 250,000 EURO GRANT FROM BOOKING.COM



Chamba, Himachal Pradesh-based startup *Notonmap*, which seeks to create livelihood for people in rural areas by connecting them to offbeat travellers, has bagged a Euro €2,50,000 grant (US \$2,80,887) from travel portal Booking.com.

The grant of € 2,50,000 to NotoOnMap is the highest grant received by any startup and the Indian startup has received the money for its proposed expansion plans in the future.

The grant was announced Friday after ten shortlisted startups completed a 3-week accelerator programme called Booster accelerator program, which culminates with pitches for the grants.

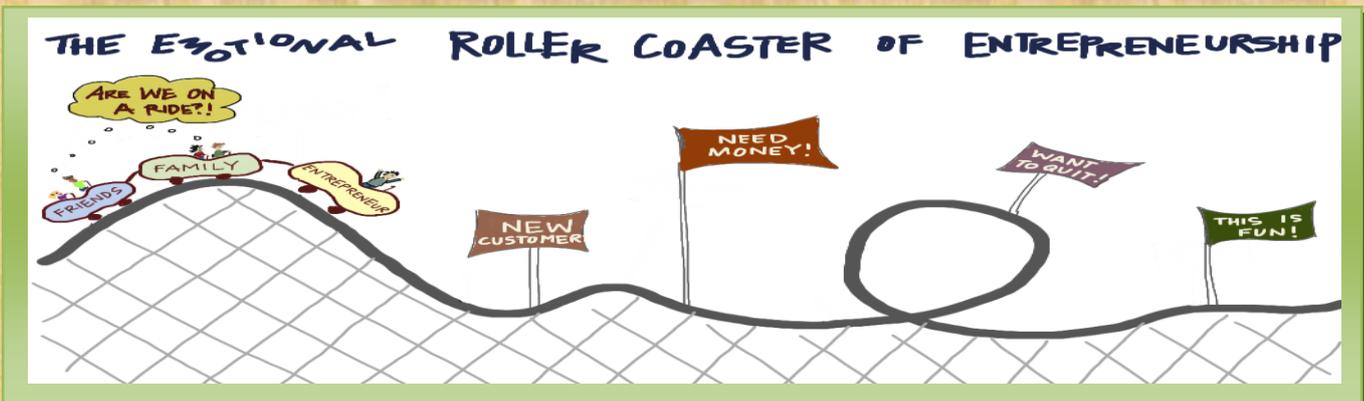
Fuounded in 2014, by Kumar Anubhav, NotOnMap empowers communities and creates a livelihood for marginalized, vulnerable people in rural areas through the preservation of culture and heritage, connecting travelers with unique, differentiated experiences.

Besides offering accommodation in rural areas, the startup also offers deep rooted cultural exchanges which give equally rewarding for travellers and also for the host house/family/village.

"The commercial validation of our model built around social enterprise from an industry leader like Booking Booster gives us immense confidence to pursue our mission more vigorously and passionately." Kumar Anubhav, Founder.



NotOnMap is currently working across 60 villages, covering some 20 communities. Among other states they have presence are Himachal Pradesh, Nagaland, Rajasthan, Uttarakhand and Karnataka.



### TEAM UDDYOMI

Ayushi Pani, Ahana Barh, Vishal Aaditya Kundu, Sanidul Islam, Avik Ghosh, Quamar Azam, Tupsy Dey, Sumeet Agarwal, Vijaylakshmi Agarwal, Nikita Ranjan, Souvik Roy Chowdhury, Subhalaxmi Nath, Oindrila Dasgupta, Anshu Kumar, Homa Firdaus, Sourodeep Rudra



Contact Address:  
E-Cell Team - UDDYOMI  
Calcutta Business School  
Diamond Harbour Road, Kolkata, West Bengal 743503  
Phone: (033)24205200  
Email: e-cellcbs2018-2021@calcuttabusinessschool.org