



# Sostenibilità

-HOW FAR ARE WE FROM 2030

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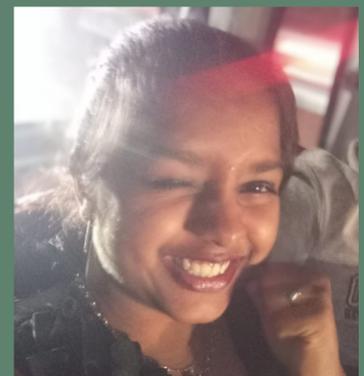
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# FOREWORD

## How far are we from 2030?

"A shared blueprint for peace and prosperity for people and the planet, now and into the future."

The term "Sustainable Development" means organising human development goals while also sustaining the ability of natural resources to meet those goals.

On 25 September 2015, the United Nations General Assembly unanimously adopted the Resolution 70/1, Transforming our World: the 2030 Agenda for Sustainable Development. This historic document lays out the 17 Sustainable Development Goals (SDG), which aim to mobilize global efforts to end poverty, foster peace, safeguard the rights and dignity of all people, and protect the planet. This Agenda is a plan of action for people, planet and prosperity. It also seeks to strengthen universal peace in larger freedom. All countries and all stakeholders, acting in collaborative partnership, will implement this plan.

This edition of Samvridhi provides the in-depth information on "Transforming the world: the 2030 Agenda for sustainability Development. This edition would elucidate on different ways in which SDGs were met across the globe—be it a business model, a social movement, or even those initiated by one person. Each goal strives to make this world a better place for mankind. Just as drop by drop makes an ocean, the present generation endeavours to improve every aspect of human life for future generations.

We hope the readers find our edition informative. Your views can be mailed to [samvridhibvc@gmail.com](mailto:samvridhibvc@gmail.com).

This edition is published to share our views with our readers and is not intended to offend anyone.

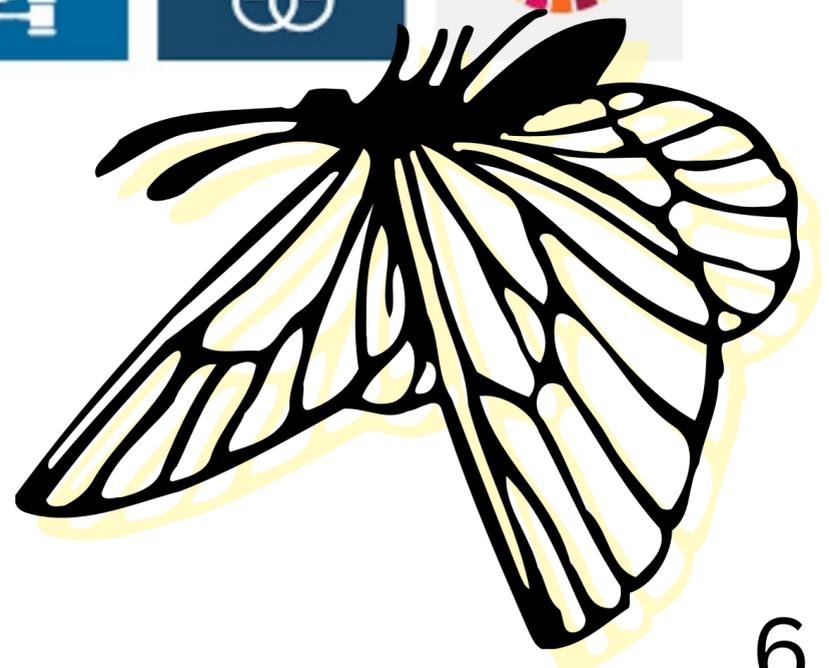


THE GLOBAL GOALS



# SUSTAINABLE DEVELOPMENT

# GOALS



# 1. Colorism in India, West and Asian countries

The word colorism roughly means prejudice or discrimination against individuals with a dark skin tone, typically among people of the same ethnic or racial group. The roots of colorism and one of the first forms of colorism was slave owners determined that only light-skinned enslaved individuals would work in the home, while the darker-skinned ones were forced to the hard conditions of the fields. Colorism didn't disappear after the institution of slavery ended in the U.S. In Black America, those with light skin received employment opportunities off-limits to darker-skinned Black Americans. Job advertising from the mid-twentieth century shows that Black persons with light skin believed that their skin color would make them better job candidates.

Colorism is hard to deny that many people not only see color, but they also use it as a way to judge or determine someone's character.

## COLORISM IN INDIA

Skin color discrimination was particularly obvious in British India, where skin color functioned as a mark of high rank for the foreign British who actively supported the idea. As a result, people with lighter skin had more privileges than the British, were thought to be more prosperous, and were given precedence in school and work. Individuals with darker skin were socially and economically disadvantaged.



In India, the caste system is also based on skin color. British historians remarked that because the upper castes did not engage in strenuous labor and were not as exposed to the sun as the lower castes, they tended to stay indoors and so had a light brown complexion. Lower castes, on the other hand, have increased melanin concentrations in their skin cells as a result of prolonged sun exposure from working in agricultural fields and outdoors.

There are stereotypes and controversies around this issue in India. For example, Hindustan Pencils, the makers of the popular Natraj and Apsara pencils, have launched the Colorama crayon range, which includes a peach-colored crayon described as skin, even though it is not the most common skin tone in India. In a country with as many skin tones as India, identifying one certain shade as skin color and then using that shade to represent skin in all human caricatures unwittingly strengthens the color prejudice against skin tone at a very young age. Skin tone preference in marriage, employment, and even in certain jobs has become a raising issue.

## COLORISM IN THE WEST AND ASIAN COUNTRIES



Colorism in the west severely affected India and other African countries. Colorism developed in the United States during a period when human enslavement was common. Enslaved people with fair complexions were often given preferential treatment by enslavers. While dark-skinned enslaved people toiled in the fields, light-skinned enslaved people mainly worked indoors at significantly less arduous domestic jobs. Outside the United States, colorism may be linked to class rather than white supremacy.

Although European colonialism has left its influence over the world, colorism in Asian countries is considered to predate interaction with Europeans. The belief that white skin is better than dark skin may have originated in China.

Unrealistic beauty expectations underpin the multibillion-dollar skin-whitening sector in China, Malaysia, the Philippines, and South Korea. However, there is a growing trend in the region to prefer darker complexion and more Asian-looking characteristics over Eurocentric beauty standards.

South Asians become conscious of skin color at a very young age. In many Asian countries, ads and billboards depict light-skinned models promoting things like whitening creams, tablets, sunscreens, and other such items. It's a huge industry. A World Health Organization survey found that nearly 40 percent of women polled in nations including China, Malaysia, the Philippines, and South Korea said they regularly used whitening products.



### NEW GENERATION - POSITIVE STEPS

There is a growing movement of people who have rejected Eurocentric beauty standards and are proud of their skin color. Cosmetic industries are also under pressure not to make skin-whitening products. In 2020, there was a growing discussion in South Asian groups regarding the harmful effects of these products on the skin, as well as how these firms marketed dark complexion as "ugly" when compared to lighter skin. Unilever, one of the world's top skin-whitening product manufacturers, has renamed its popular "Fair and Lovely" cream "Glow and Lovely."



"While this decision is a start in the right direction, the product remains a whitening product that reinforces colorism. Nonetheless, given how deeply ingrained this issue is in society, any form of change is expected to happen slowly and gradually over time. It is critical to encourage even seemingly insignificant gestures like this so that

they continue in the future. Others have also faced criticism for fostering colorism. "Shaadi.com," a prominent South Asian dating service, came under fire for requiring users to select their skin tone when creating their accounts, allowing other users to seek potential partners based on skin color.



Despite this development, South Asian society and industry still have a long way to go in terms of eliminating colorism. However, the younger generation is beginning to take great pride in their skin and is actively fighting to eliminate discrimination in their cultures.

-Hansika  
MBA 2

## 2. MSME Development Through Green Initiatives

The environmental sustainability revolves around making environmentally friendly decisions and taking relevant actions that protect the nature, emphasizing on preserving the capability of the environment to further support our existence.

In recent years, the concern of sustainability has taken a centre stage of development globally and the Government of India has made several commitments at national and international platforms to save our environment with the help of various initiatives.

To help such MSMEs to adopt new and green technologies, the government has been advocating numerous schemes and policies, which can help these businesses to adopt and up-scale their businesses without damaging the environment.

Making MSMEs eco-conscious and eco-friendly not only helps in saving the environment but also assists businesses to grab consumers' interests in the market, as more and more people are now moving toward green and organic products. Sustainable up gradations give a boom to the businesses as well as tends to have a lot of growth potential because people are becoming aware of the need for sustainable development and nature-friendly goods.

**Goal 1. End poverty in all its forms everywhere-** MSMEs contribute significantly to the employment creation process of the private sector. In emerging markets, 4 out of 5 new positions in the formal sector were created by MSMEs, which is about 90 percent of total employment.



MSMEs can also recruit, train, and employ local community members, including those living in poverty, and integrate them into the MSME value chain. This ambitious push for eliminating poverty through the SDGs offers a new range of business models and opportunities that are being tapped by the private sector, including MSMEs.



***Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture*** - MSMEs directly link to SDG Target 2.3 and promote interventions to develop capacity of small-scale farmers and agriculture-focused MSMEs. MSMEs tend to be labour-intensive, improved nutrition status can help produce a healthy workforce and contribute to the improved productivity of MSMEs. Climate-smart agricultural approaches can help to achieve several aspects of the goal, including the sustainability of the agricultural value chain, and at the same time increasing productivity of farmers.

***Goal 3. Ensure healthy lives and promote well-being for all at all ages***- In a survey conducted by the AXA Group and the United Nations Environment Programme (UNEP) Finance Initiative's Principles for Sustainable Insurance on the impacts of climate change on MSMEs, 9 percent of the 1,104 MSMEs surveyed were involved in the healthcare sector, showing a relatively high number in this area. MSMEs are bridging the healthcare gap through better-quality healthcare services and the provision of a wider range of basic laboratory and imaging services. Further, MSMEs are progressively taking the leading role as innovators of low-cost, high-volume delivery models, driven by increased competition for the same customer base.

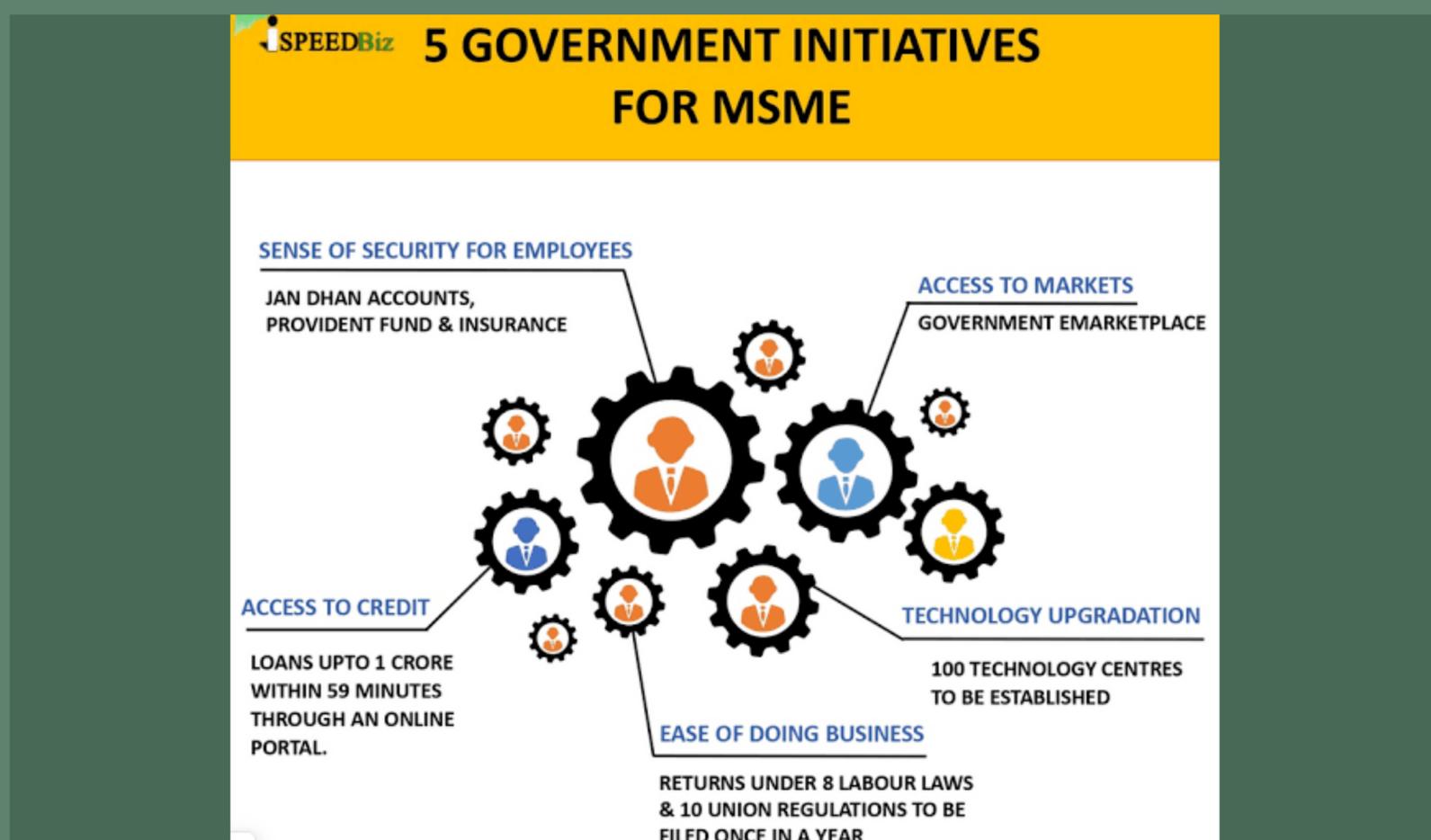
**Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all -** MSMEs, through work-based learning programmes could become informal educational service providers, and share technical and competency skills required by employers. Contributions of MSMEs to Technical and Vocational Education and Training (TVET) programmes have been noted in different countries in addressing the skill gaps and promoting lifelong learning. In many countries, MSMEs conducting business in the education sector could provide complementary education services, expanding the access to educational services to the general public.



**Goal 5. Achieve gender equality and empower all women and girls -** Based on the findings from the International Finance Corporation (IFC)'s Enterprise Finance Gap Assessment Database, it is estimated that globally there are roughly 9.34 million formal women-owned MSMEs in over 140 assessed countries, which is approximately one third of all formal MSMEs. Formal women-owned MSMEs are well engaged in all sectors. They have close to equal footing in the tourist, transport, hotels and restaurants, services, and trade sectors, and a slightly lower presence in the manufacturing, agriculture, and construction sectors. A study by IFC shows that women constitute a fifth of the total workforce in the MSME sector. Similar to large companies, MSMEs can be encouraged to adopt gender inclusive policies within their business practice and in their value chains.

This includes ensuring equal pay and benefits for work of equal value, zero-tolerance towards all forms of violence at work, supporting women with flexible work arrangements, providing child and dependent care support, promoting women in management positions and increasing gender balance in the teams. This could be achieved by adopting the Women's Empowerment Principles, which are being promoted by UN Women and UN Global Compact for firms of all sizes in all sectors.

***Goal 6. Ensure availability and sustainable management of water and sanitation for all*** - MSMEs provide, in various innovative ways, safe water in cans or affordable water filtration systems; similarly, they provide household latrines with onsite waste treatment or transportation and treatment/recycling of the waste. The agriculture sector is by far the largest user of freshwater, accounting for nearly 70 percent of global water withdrawals. Saving just a fraction of this would significantly alleviate water stress in other sectors MSMEs active in the agricultural value chain can contribute to water savings by increasing productivity of food crops, improving water management practices and technologies, implementing sustainable agricultural practices, and growing fewer water-intensive crops.





***Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all*** - MSMEs may produce more pollution than big businesses because of their informal nature and the resulting lack of regulations and supervision. Encouraging MSMEs to adopt green technology and other environmentally friendly strategies are therefore essential to the progress on Goal. The Green Climate Fund (GCF) recognizes the importance of including MSMEs for climate action and dedicated an MSME programme for US \$200 million under the Private Sector Facility. GCF is supporting MSME projects on energy efficient approaches. Other initiatives include the Renewable Energy and Energy Efficiency Partnership (REEEP), an NGO that invests funds in MSMEs and ventures that have strong potential to generate clean energy market growth. The Responsibility Energy Access Fund is a revolving fund that provides working capital loans and longer-term debt to MSMEs producing and distributing modern energy products.

***Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all*** - Among Organisation for Economic Co-operation and Development (OECD) countries, MSMEs are the predominant form of enterprise and are major contributors to economic growth, generating between 50 percent and 60 percent of value added, on average. In emerging economies, MSMEs contribute up to 33 percent of GDP. When taking the contribution of informal businesses into account, MSMEs contribute to more than half of GDP in most countries irrespective of income levels. MSMEs contribute up to 45 percent of total employment in emerging market economies. In recent decades, employment generated by MSMEs has steadily increased at the global level. Over 2003-16, across 132 countries, the number of total full-time employees in MSMEs has nearly doubled, from 79 million to 156 million.

There is evidence to suggest that MSMEs contribute up to 90 percent of employment in thirteen Sub-Sahara African countries. The presence of MSMEs is typically concentrated in low-skilled and labour-intensive sectors, such as light manufacturing and the service sector.

***Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation-*** In OECD countries, MSMEs account for about 60 percent of jobs in the manufacturing sector and 75 percent in services, generating between 50 percent and 60 percent of value added, on average. Although small-scale enterprises have a key role in industrial development in developing countries, one of the biggest challenges they face is access to financial services. Financial access is crucial for small-scale industries to grow as it allows entrepreneurs to innovate, improve efficiency, expand to new markets and create new job opportunities. MSME finance for small scale industrial enterprises will contribute to the goal. While not all MSMEs are innovative, new and small firms are often the driving force behind the innovations that are important for economic growth, since they can work outside of dominant paradigms, exploit technological or commercial opportunities that have been neglected by more established companies or enable the commercialisation of knowledge that would otherwise remain uncommercialised. MSMEs also contribute to value creation by adopting innovation generated elsewhere, and adapting it to different contexts through incremental changes, and by distributing new or niche products. MSMEs are well-suited to replicate and commercialise technology and add value in a range of areas, such as software, nanotechnology, biotechnology and clean technologies.



***Goal 10. Reduce inequality within and among countries-*** Small businesses serve geographic locations, populations and markets that do not have enough scale to attract larger firms. MSMEs tend to be labour-intensive; they employ many segments of the population, including low-skilled and less educated people, as well as rural and urban poor.

MSMEs also offer employment and entrepreneurship opportunities for young people, women and other disadvantaged groups, including migrants, ethnic minorities and the disabled.



***Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable-*** MSMEs in professional services, digital and the creative industries are becoming increasingly important – both in terms of employment and in terms of output for cities. Fostering innovation and MSMEs is the key to the inclusive growth of cities and in creating employment for urban dwellers, including marginalized groups such as migrants from poor rural areas, young people and women.

***Goal 12. Ensure sustainable consumption and production patterns-*** MSMEs form the backbone of national economies and the global supply chains of large companies. Individually, MSMEs have relatively small environmental and social impacts, but as a group, the impacts are much larger. MSMEs comprise a major share of total private sector entities in both developed and developing countries; in developing countries such as Peru, 98 percent of private enterprises are MSMEs. Reducing the environmental impact of MSMEs is core to the successful performance of this goal. This is particularly urgent for MSMEs in the manufacturing sector, which accounts for a large part of the world's consumption of resources, air and water pollution and generation of waste. In India, there is a significant number of MSMEs that belong to categories recognized as highly polluting industries: chemical and allied industries, leather industries, textile processing, drugs and pharmaceuticals, agro-chemicals and food processing industries.

Currently, a small percentage of MSMEs carry out sustainability reporting. In 2015, MSMEs accounted for just 10 percent of the total number of sustainability reports captured in the Global Reporting Initiative (GRI) Sustainability Disclosure Database, with 90 percent coming from large and multinational organizations. Promotion of sustainable practice will offer new or competitive business opportunities for MSMEs in a range of areas: public procurement, consumer information sustainable tourism, lifestyle education, retrofitting buildings and construction, and food systems. MSMEs can play a critical role in the logistics of circular businesses and recycling processes. Start-ups and existing MSMEs need to be equipped with skills, matched with investors and markets to exploit these opportunities, which in turn will contribute to the progress of this goal.

***Goal 13. Take urgent action to combat climate change and its impacts-*** Many MSMEs operate in energy-intensive sectors and have the potential to contribute to mitigation. An estimate of climate impact of MSMEs shows that the sectors with the largest volumes of greenhouse gas (GHG) emissions were found in three sectors for which data were available - agriculture, hunting, forestry and fishing; manufacturing and electricity; gas and water supply. The number of MSMEs active in these sectors were 88 million, 49 million and 1 million, respectively. If informal enterprises were added, the numbers were even higher. This demonstrates the scale of MSMEs and the role MSMEs can play in GHG mitigation. Mitigation activities of MSMEs include reducing energy use by supporting a switch to energy efficient approaches for lighting, buildings, and refrigeration; reducing emissions by supporting a switch to renewable energy sources; or improving water conservation by supporting behavioural change towards pollution and water use.



**Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development-** Sustainable practices, such as ecolabelling, and traceability systems for wild catch will help MSMEs become more competitive, considering the increased demands of consumers for fair trade, organic and BioTrade products. There has already been evidence showing seafood production certified under global sustainability initiatives grew 40-fold from 2003 to 2015 and now represents more than 14 percent of global production.

As indicated under Goal 12, MSMEs face challenges in adopting certifications and eco-labelling due to the resources and costs involved. Technical assistance and financing to cover costs of certification can help small-scale marine-based enterprises to become more competitive for their business operations, contributing to the progress of this goal.

**Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss-** Existing MSMEs and start- UNDESA – Report on MSMEs and the Sustainable Development Goals 34 ups need to be supported with capacity building to tap the new business opportunities stemming from contributing to the SDGs.



**Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels** - Adopting ethical business practices and standards and promoting integration of these standards within value chains of MSMEs can be beneficial for their growth and profitability. MSMEs which often take up a large share of the business community have the potential for adopting governance principles if they are provided with the necessary support and resources. MSMEs provide incomes to poor families, women and youth through employment and entrepreneurship opportunities. Supporting women and youth-led enterprises is therefore considered an effective strategy for violence prevention as incomes from entrepreneurship can motivate young people not to take up arms or to participate in crime. Supporting youth and women-led businesses, particularly those who are marginalized, can contribute to a more inclusive society which in turn promotes peace. The SDG Fund demonstrates several such initiatives that support farmer's groups in Colombia following the long-term conflict, support women's cooperatives in the Occupied Territory of Palestine and target unemployed ex-combatants with youth entrepreneurship development in Sierra Leone. These MSME promotion strategies were mainly targeted to prevent violence and promote peace as part of post-conflict recovery.



**Goal 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development**- Small businesses address societal needs through market solutions as demonstrated by social enterprises. MSMEs also play a role in public-private partnerships (PPP) to provide services to address various developmental challenges.

They can participate in dialogues with governments and communities to find solutions to development problems as they work closely with communities. They can contribute to society through Corporate Social Responsibility (CSR) practices. The former Secretary-General of the United Nations Ban Ki-moon called for a 'data revolution' for the SDGs.

-Nithya  
MBA 2

# 3. Hypocrisy of Western Countries on Human Rights and Environment



## 1. Human Rights

In theory, the West condemns hypocrisy. In practice, sadly, it indulges in hypocrisy massively.

Western countries have been criticized for their hypocrisy on human rights and using it as a geopolitical tool to attack countries they don't like. One crucial question posed by world countries to Western Countries: How can champions of liberalism tell other states what to do when they are practicing exactly what they preach against?

A few major contemporary examples will illustrate this.

For several decades, after the US Congress passed legislation instructing the US State Department to publish annual reports on the human rights performance of all states in the world (except the US), the US State Department would painstakingly record the cases of torture practiced in other countries. For example, the State Department condemned “near drowning” and “submersion of the head in water” as torture in reports on Sri Lanka and Tunisia. By the logic of moral reasoning, the US was declaring that it did not practice torture.

In 2001, after 9/11 happened, the US went on a global campaign against the radical Islamist terrorists that had attacked it. Under international law, this campaign was justified, especially since it was legitimized by a UN Security Council resolution. However, after the US captured some terrorist suspects, it took them to Guantanamo and tortured them. By so doing, the US was clearly declaring that it had shifted its moral stance from

“Thou shalt not torture human beings” to “Thou shalt torture human beings”. The US never said this verbally, but by the logic of moral reasoning, it had made this statement even more loudly with its actual behavior.

Ultimately, the more powerful the country – with the US and European countries being the most extreme examples – the less likely it is actively or tacitly to uphold human rights that don't match its worldview.

We scarcely bat an eyelid when the likes of Australia and Canada systematically violate the rights of their indigenous populations, despite requirements to eliminate racial discrimination and not to discriminate against minorities. And we shrug our shoulders at the subjugation of women and homosexuals across much of the Arab world – even though those same countries have ratified the treaty on eliminating discrimination against women.

America is the self-proclaimed “leader of the free world”, but we might ask what that world is free from. From oppression? From dictatorship? From injustice? From arbitrary interference in citizens' personal affairs? Yes to all those things – unless you're a suspected enemy of that hegemonic state.

If you are suspected of having information that would save the life of an American citizen, you are no longer sufficiently human to retain your fundamental rights and freedoms.



The US is one of the world's greatest advocates of civil and political rights. It views those rights as a crucial part of liberal democracy. But this week it has been shown to be as hypocritical as its enemies. If it cannot practice what it preaches, why should any other country listen to it?

Racism, in all of its forms, is the under acknowledged human rights problem of our day. Various defined, racism threatens the lives and rights of millions of people around the world. Despite outlawing racial discrimination through a multilateral treaty in 1965, governments continue to perpetuate and permit racism with impunity and individual acts of racism are commonplace.' Its elimination remains an unrealized promise of universal human rights.

More than a year after the murder of George Floyd and the national protests, debate and political promises that ensued, 65% of Black Americans say the increased national attention on racial inequality has not led to changes that improved their lives and 44% say equality for Black people in the United States is not likely to be achieved.

The West exploited and deepened fractures in the Middle East, leveraging historical tensions whether its intensions were "peacekeeping," "fighting terrorism," "promoting democracy," or everyone's favorite, "defending human rights". Islamophobia against Muslims persists across racial groups. Reports on racism in Europe have provided evidence of discrimination and stigmatization of Muslims and in particular as the result of hate crime, racial profiling, counter-terrorism policies, discriminatory laws preventing access in some areas of life like education and employment, and populist discourses by politicians and in the media.

A European Union Agency for Fundamental Rights' survey indicates that on average 1 in 3 Muslim respondents stated that they had experienced discrimination in the past 12 months. Those Muslim respondents who had been discriminated against stated that they had experienced, on average, 8 incidents of discrimination over a 12-month period. In year ending March 2022, there were 155,841 hate crimes recorded by the police in England and Wales, a 26 per cent increase compared with the previous year.



**Coronavirus Disease 2019 (COVID-19) is believed to have emerged in Wuhan, China in late December 2019 and began rapidly spreading around the globe throughout the spring months of 2020. As COVID-19 proliferated across the United States, Asian Americans reported a surge in racially motivated hate crimes involving physical violence and harassment.**

**The US and other Western countries often unduly emphasize civil and political rights while ignoring the right to life, and development, economic, social and cultural rights.**

**Worse, despite being the sole superpower, the United States has not been party to six of the nine core human rights conventions. And judging by the UN's standards, human rights problems abound in the US and other Western countries. For example, more than 30 million people (out of the US' total population of about 330 million) don't have any medical insurance, and none of the Western countries guarantees equal pay for equal work for men and women. Both are violations of the UN International Covenant on Economic, Social and Cultural Rights.**

**The West doesn't recognize the intricate relationship between individual rights and collective rights. The West tends to believe that human rights are individual rights, and contends that collective rights can be abused, without acknowledging that individual rights, too, could be abused and cause huge damage to collective rights.**

**The West has on the whole failed to properly handle the relationship between cultural traditions and human rights. By promoting Western values as "universal values" and regarding other people's culture as backward compared with Western culture, this approach is an attempt to replace the world's rich and diverse cultures with the Western culture. Indeed, the international human rights cause should be more inclusive of different cultures and wisdom.**



## 2. Environment

Every year, global climate summits feature a parade of hypocrisy, as the world's elite arrive on private jets to lecture humanity on cutting carbon emissions.

The last report of the World Meteorological Organization (WMO) pointed out that during the last year recorded (2020), the concentration of CO<sub>2</sub> in the atmosphere broke another record, despite a drop in fossil fuel emissions during the Covid-19 pandemic. Specifically, the concentration reached 413 parts per million (ppm) in 2020, 149% more than pre-industrial levels (before 1750). However, most of this pollution comes from just a few countries: United States for example is responsible for generating almost 14% of Global Emission.



At the climate summit in Egypt in November, the leaders of many rich countries came together and lectured poor countries regarding the dangers of fossil fuel—after devouring massive amount of oil, coal, gas.

Since Russia's invasion of Ukraine pushed up energy prices even further, wealthy countries have been scouring the world for new sources of energy especially the western countries like United States. At the climate summit in Egypt, the leaders from these countries will all somehow declare with straight faces that poor countries must avoid fossil fuel exploitation, for fear of worsening climate change. The hypocrisy is simply breathtaking. These same rich countries today became wealthy thanks to exploitation of fossil fuels that includes US, UK, Norway etc. They keep talking about the dangers of using fossil fuel while exploiting it; however they want for their own gain. Each year more than 30 giga-tons of CO<sub>2</sub> are released into the Earth's atmosphere: this is the main source of the greenhouse gases that contribute to climate change. The largest part of these gases comes from the use of fossil fuels and the western countries have quite a bit of contribution in it.

Fighting global warming is not just providing a path to net-zero carbon emissions for all countries. It is also about how to meet the energy needs of the people while doing so.

If fossil fuels are to be given up—as they must be—countries in Africa and a significant part of Asia, including India, need an alternate path to provide electricity to their people. This discussion was completely absent from the COP26 agenda. The financing of a low carbon emission path was conveniently delinked from commitments to cut carbon emissions.

The leaders of developing and poor countries are confronting the western countries.

Nigeria's President Muhammadu Buhari has called out western countries for hypocrisy and failure to take responsibility in tackling climate change.

The Nigerian leader noted that western governments have repeatedly failed to meet their commitments to the \$100 billion fund for climate adaptation and mitigation in the developing world “for the mess their own industries caused.”

“Don't tell Africa that the world cannot afford the climate cost of its hydrocarbons and then fire up coal stations whenever Europe feels an energy pinch. Don't tell the poorest in the world that their marginal energy use will break the carbon budget only to sign off on new domestic permits for oil and gas exploration,” Mr. Buhari said.

Additionally, even as countries stopped funding fossil fuel projects in Africa, “they pursue new oil and gas projects within their own borders.” Western development has unleashed climate catastrophe on Africa. Now, the rich countries' green policies dictate that Africans should remain poor for the greater good. To compound the injustice, Africa's hydrocarbons will be exploited after all, just not for Africans.

Muhammed Magassy calls out western hypocrisy in the climate crisis. Though many powerful and wealthy countries, such as the UK, Norway and the US, have shown some commitments to addressing climate change, they are failing to do enough and frequently shift the blame to developing countries. Change is possible, but we must cooperate together.

It is called climate hypocrisy – and it is a real problem. It actively prevents European powers from engaging with the Global South to realize real progress towards stopping climate change.

Unfortunately, many of these Western countries are not allocating sufficient resources to combat the problem, fail to address the role their demand plays in driving climate change, and blame developing countries for climactic outcomes that, again, their economies profit from.

The same European Union that has focused so intently on a Green Deal makes \$100 billion investments into fossil fuels, including African fossil fuels. Britain, in turn, promises net zero emissions by 2050. However, Britain's own proposed emissions reductions will not meet the country's emissions goals.

That means Western countries haven't fully committed to the goal of addressing climate change, insofar as, like Norway, they continue to invest into fossil fuels or, like Britain, fail to make the necessary financial contributions. This has not, however, prevented many Western countries from hectoring the Global South.

Muhammad Magassy has proposed an alternative to separate national and regional Green Deals and in its stead something far more ambitious. Specifically, the



**West must work with the Global South to bring about a true industrial revolution, a ‘Global Green Deal,’ a plan to fight climate change.**

**The last word on hypocrisy is Norway’s. While it is expanding its own oil and gas production, Norway, along with seven other Nordic and Baltic countries, has been lobbying the World Bank to stop all financing of natural gas projects in Africa and elsewhere.**

**While Norway may have been the most blatant, twenty countries moved similar resolutions in COP26. For them, climate change negotiations are about maintaining their dominant energy positions while denying not only climate reparations but even finances to the poorest of countries that are trying to provide their people with subsistence-level energy.**

**It is clear we have no future if we do not stop the continued emission of greenhouse gases. But if we do not also find a path for the poorer countries to meet their minimum energy needs, we will also see the collapse of vast swathes of these countries. Do we think we can live with countries in sub-Saharan Africa living on 1/90th the energy consumption of the United States without consequences for all of us?**

**We Indians, may believe we are on the way to becoming a developed country, maybe even a superpower. But let’s just ponder on reality. In energy terms, we are closer to Africa than to the club of rich. The World believes Western countries are up to new version of colonialism. Pursuing climate ambitions on the backs of the poorest people in the world is not just hypocritical—it is immoral, unjust, and green colonialism at its worst.**



**-Sriharshitha  
MBA 2**

# 4. Innovative Companies

## a) Phool Co:-



Phool.co is an Indian biomaterials startup co-founded by Ankit Agarwal and Prateek Kumar in 2017 to collect temple flower waste dumped in rivers in Kanpur. It uses flowers from temples across India and creates useful products such as rose incense cone, Phool vermicompost. Phool is a brand owned by Kanpur Flowercycling Pvt. Ltd founded in 2017, till now 11,060 metric tonnes of temple waste is recycled.

Phool is the world's first profitable and lean solution to the monumental 'temple-waste' problem. They collect 8.4 tons of floral-waste from temples in Uttar Pradesh, India on a daily basis. These sacred flowers are handcrafted into charcoal-free incense, organic and biodegradable packaging material through our 'Flowercycling' technology.

They are the genesis of the new circular economy model, a stream of waste that was unimagined, pointing to systems change. Today, orthodox temple & religious authorities want to be a part of their mission, pointing to a change against a century old harmful religious practice of dumping temple-waste in the Indian river.

Phool.co tapped the centuries-old incense industry by bringing innovation and using a digital-first approach. It is India's first direct-to-consumer wellness brand to obtain the coveted Fair for Life-Fairtrade, and Ecocert Organic & Natural certifications. A clear shift to natural and sustainable alternatives is creating a strong demand for Phool's products, plus the under-penetrated home fragrances industry presents a large, white space to be exploited, explains Nikhil Vohra, founder and CEO of Sixth Sense Ventures.

“The brand's premium and international appeal can be easily leveraged across the globe, presenting a huge untapped opportunity for Phool's certified, Indian-origin products. Its moonshot, Fleather, is a game-changing innovation, and presents a massive opportunity.”



Earlier in a pre-Series A round, the company had raised \$2.5 million (Rs19 crore) from IAN Fund, Tata's Social Alpha (FISE), Draper Richards Kaplan Foundation, IIT-Kanpur and Alia Bhatt. Targeting white spaces in the unorganized, unbranded fragrance market in India, Phool has grown 130 percent year-over-year and built the untapped online incense category. Bhatt, an actor, who is known for her environmental initiatives, says, "Phool incense is now my chosen gift for the most special occasions. The natural fragrances and packaging are exquisite. Less chemical and floral waste mean cleaner rivers, so these products are also a gift to our planet. I believe Phool will be an important global aromatherapy story to emerge from India. And the company's plant-based leather will also be a more humane choice for the world's top luxury brands. As a Phool customer and as an investor, I'm putting my money where my belief is."

The company had also developed Fleather®, a breakthrough material that performs and feels exactly like leather,



**Alia Bhatt and Ankit Agarwal**  
Investor, and Founder Phool.Co

but is non-animal and non-plastic. With this indigenous home-grown alternative, Phool plans to transform the \$550B global leather goods industry. With a solid IP portfolio in its kitty, Phool has signed pilots with some of the world's largest fashion houses. Awarded the Best Innovation in Vegan Fashion by PETA, Fleather® is the answer to one of the world's highest polluting industries.



With this fundraising, Phool plans to scale operations, explore the untapped domestic and global growth opportunities and build India's largest fragrance brand. Furthermore, it will also be rapidly scaling the R&D efforts to make animal leather obsolete with Fleather®, the revolutionary vegan alternative to animal leather. For its endeavors to make innovative and sustainable products, Phool.co has received several international recognitions including the prestigious United Nations Young Leaders Award for Sustainable Development Goals, United Nations Momentum of Change Award at COP, Asia Sustainability Award Hong Kong, Alquity Transforming Lives Awards, London and Breaking the Wall of Science, Berlin Award.

-TARUNI  
BBA 3

## **b) PLANTISH – plant-based fish:-**



The business "Plantish" creates whole-cut fish fillets made of plants that sustainably feed the planet. Salmon from Plantish is reportedly created from algae extracts and proteins from legumes. It is produced using 3D printing, often known as additive manufacturing technology. Several plant-based protein sources, including pea proteins, form the fillet's foundation. Plant oils and algae extracts are additional ingredients. Similar to wild-caught salmon, the fillet has a high protein and omega-3 fatty acid content. Tuna, salmon, caviar, scallops, squid, crab, and shrimp are all examples of plant-based seafood that have already made it onto the market.

These goods typically contain soy, seaweed, yeast, legumes, a variety of vegetable oils, and carbohydrates. The business has created a salmon fillet made entirely of plants that is identical to traditional fish in every way. The success of the development is due to proprietary manufacturing technology that is still pending a patent. There will someday be products that are produced in vast quantities at a low cost to the consumer. Rehovot, Israel's HaMerkaz region, is home to Plantish's corporate headquarters.

### **1. Who funded Plantish?**

-There are 14 investors in Plantish, including Pitango Venture Capital and FoodHack.

### **2. How much money has Plantish raised?**

-Plantish has raised \$14.5 million.

### **3. When was Plantish's most recent round of funding?**

-On November 1, 2021, Plantish closed their final round of investment in a Seed round.

### **4. Who are Plantish's competitors?**

-Plantish's alternatives and potential rivals include Aqua Cultured Foods, Perfect Day, and Air Protein.

-VARNIKA  
BBA 2

## c) PLANTCIL (PEPAA) : plantable stationery and consumables :-



Pepaa (formerly Plantcil) is an award-winning social enterprise that develops sustainable stationery and packaging solutions for brands from 100% landfill-bound waste.

It was founded by Divya Shetty and Vishnu Vardhaan when they found out that for making every Sunday edition of a newspaper, 75000 trees needed to be cut. they wanted to do something about it, which is why they started Plantcil – to make 100% recycled and handmade paper from discarded newspapers, cotton shreds and other post-consumer landfill waste.

In late 2017, they started Plantcil as their reference to their first product – Plant in a pencil. They made plantable seed pencils made from 100% recycled paper and newspapers that will sprout after use. With incredible reception to their initiative, they started making other pencil variants, including newspaper pencils, rainbow pencils and even fruit pencils from recycled and handmade paper.

During the course of this journey, they felt the need to have a brand name that encapsulates everything they do currently – and Plantcil (plantable pencil) didn't quite begin to tell the story. People associated them with the plantable pencils (which was great!), but started thinking they make only pencils (not so great!). They also had a bigger problem to solve – that all of 37% of landfill waste is paper based. Making stationery plantable is a part of the solution – making stationery sustainable goes a long way in solving the problem. And that meant, they needed to metamorph to a brand name that was closely associated with paper-based stationery they were making. Which is why they renamed their brand to Pepaa.

Pepaa (pronounced Paepaa) is paper in multiple languages and also a colloquial reference to kabadiwalas who cycle through the glut of city lanes, calling out “Pepaa, Pepaa...”. That is how they came up with the unique name.

From their responsible paper, they started making pencils, pens (everything non-plastic sans the refill), coasters, notebooks, bookmarks, cloth tags, and even event invitation cards.



The best part – each of their stationery is plantable – that’s right, it will sprout into flowers and vegetables and even trees after you use it! It’s their tiny effort to close the loop of sustainability – to enable stationery to be zero waste like never before.

Some of their claims to fame include being able to make sustainable stationery from cow dung, elephant dung, rhino dung and even shredded currency notes! They also launched India’s 1st plantable newspaper on World Environment Day. Oh yes, a newspaper that you can read and plant after use!

Amongst other things, they export recycled paper pencils and pens to over 8 countries, made plantable Rakhis for Raksha Bandhan, plantable wristbands for hundreds of marathons, handmade carry bags for a plethora of events, visiting cards, political pamphlets, Republic Day flags, hang tags

for clothing brands, plantable packaging for diapers and takeaway food, and even Plantable Calendars for New Year! They also host zero waste, sustainable events for brands and weddings on demand.



And also, they are South India's only stationery company that is EN-713 Certified (Safety Standards of Europe) and Sedex Certified (Ethical Company). Everything from the food-grade, non-toxic colors they procure from their farmers (to make colorful pencils), natural glue they apply (for pencils, pens and notebooks), to natural inks they use for printing (on plantable seed paper) is all chosen with deep research and immense care for the environment.

At Pepaa, their intention is to make sustainability accessible to all. To become zero waste, to be environmentally conscious, they need to start from implementing changes in their lifestyle – and what better than to make a tiny change in procuring stationery?

By procuring their products, you are not just making their company sustainable, you are helping them empower 800+ organic farmers and hundreds of rural women (they call them homepreneurs) from rural South India as part of their Village Empowerment Initiative. Every sustainable, plantable stationery you procure, will, in essence, enable the homepreneurs and farmers to self-sustain their livelihood, and bloom, just like their seeds will.

Pepaa (formerly Plantcil) manufactures exquisite ecofriendly products that are used by companies and organisations all over the country (and now in various parts of the world) to spread their sustainability message, and to drive home the concept of 3Rs: Reduce, Reuse, Recycle. Pepaa has worked with hundreds of corporates like Aditya Birla, RBI, Mondelez International (the Cadbury guys), Raymond, Ashok Leyland, Exide, WRI, IFAT, TCS and many more to create amazing customized products that have been used for: Product launches · Conferences · Trade fairs · Kick-off events · Teambuilding sessions · Seminars · End of year gifts · Offline Customer Lead Generation Campaigns



- SHARVARI  
BBA 3

## 5.NITI Aayog's SDG India Index



India played a prominent role in the formulation of the United Nations Sustainable Development Agenda 2030. The world majorly depends on India

for the global success of the SDPs. At the UN Sustainable Development Summit in 2015, Prime Minister Narendra Modi noted, “Sustainable development of one-sixth of humanity will be of great consequence to the world and our beautiful planet. It will be a world of fewer challenges and greater hope; and, more confident of its success.”

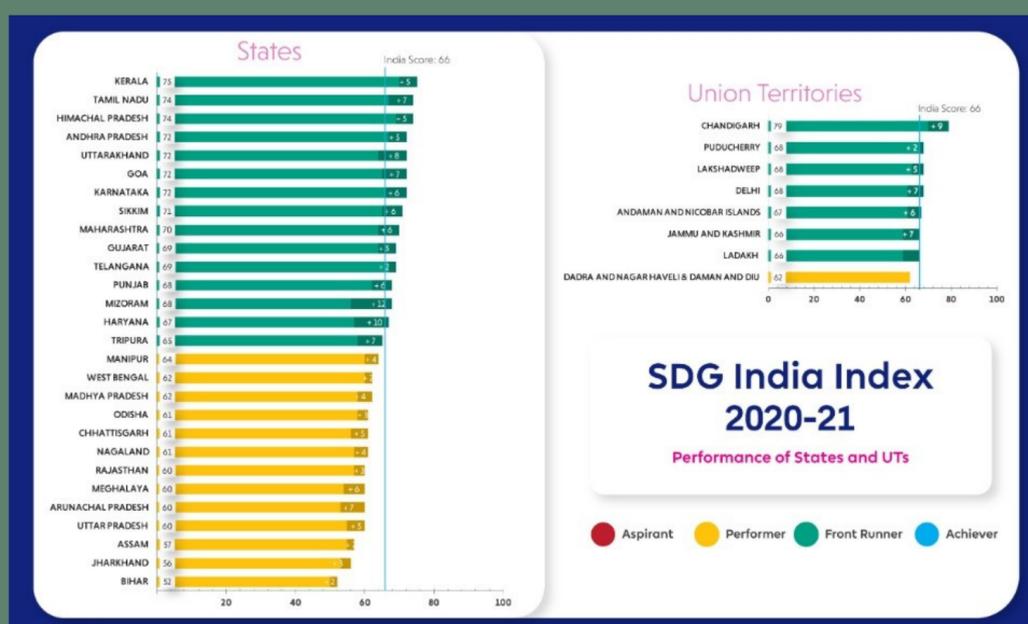
The SDGs comprise 17 Goals, 169 Targets and 306 National indicators that are not only very difficult to grasp and understand, but also to define and measure. This posed a challenge to all the countries around the world. And while they were still contemplating how to implement and measure the SDGs, NITI Aayog, the Government of India's premier think tank, has taken the lead by bringing out the SDG India Index – Baseline Report 2018, and showed how SDGs will be measured in India. The NITI Aayog released the Baseline Report of the Sustainable Development Goals (SDG) India Index, which comprehensively documents the progress made by India's States and Union Territories towards implementing the 2030 SDG targets.



NITI Aayog has constructed the SDG India Index spanning 13 out of 17 SDGs (leaving out Goals 12, 13, 14 and 17). The Index tracks the progress of all the States and Union Territories (UTs) on a set of 62 National Indicators, measuring their progress on the outcomes of the interventions and schemes of the Government of India.

UTs are classified into four categories, namely Achiever (=100), Front Runner (65-100), Performer (50-65) and Aspirant (<50).

The country’s overall SDG score improved by 6 points - from 60 in 2019 to 66 in 2020–21. Currently, there are no states in the aspirant and achiever category; 15 states/UTs are in the performer category and 22 states/UTs in the front runner category. India saw significant improvement in the SDGs related to clean energy, urban development and health in 2020. However, a major decline has been observed in the areas of industry, innovation and infrastructure as well as decent work and economic growth



Telangana, which ranked 11th in Niti Aayog’s sustainable development goals (SDG) India index for 2020-21. It secured 100 points in affordable and clean energy, out of 16 goals.

Telangana, stood first in safe drinking water and affordable, clean energy. The state was ranked second and third in clean water and sanitation, and providing decent work and economic growth, respectively. The 'Mission Bhagiratha' scheme helped Telangana achieve the second position in the clean water department. Last year, Telangana ranked sixth, whereas this year it slipped to the 11th rank.

The key feature of the SDG India Index is that it is an aggregate measure which can be understood and used by everyone—policymakers, businesses, civil society and the general public. It has also been designed for the help-leaders and change-makers to evaluate their performance on social, economic and environmental parameters.

Guided by MoSPI’s National Indicator Framework and based on consultations with Central Ministries/Departments and States/UTs, NITI Aayog has constructed a list of sixty-two priority indicators for computation of the SDG India Index after extensive discussions with 38 Central Ministries and Departments, States and UTs.

-ANDREA  
BBA 2

# 6. What's up with the world?

## #Will India survive recession?

A recession can be defined as a sustained period of weak or negative growth in real GDP (output) that is accompanied by a significant rise in the unemployment rate. Many other indicators of economic activity are also weak during a recession. During a recession, there is less money circulating in the economy and the stock market is down. Inexperienced investors will sell off stocks due to uncertainty caused by rising inflation. People want more cash and safety, so they start pulling out of the stock market, causing share prices to plummet further. According to the former Niti-Aayog Vice-Chairman Rajiv Kumar, India will still grow at 6%-7% in the next 2023-24 fiscal even as the economy may be affected by uncertain global conditions and growing fears of the world slipping into a recession. But if recession hits India, will it be able to survive it? The Covid-19 pandemic hit the global economy hard. The Russia-Ukraine war arrived as another great setback. These two factors combined are expected to push the global economy into recession next year and India is not immune. Let us look into the factors that would be affecting India.



### 1. Major output loss in 2023:

The global output would have risen 23 per cent since 2016 had the pandemic not happened. Now, however, it is projected to grow only 17 per cent. The global slowdown will leave real GDP still below its pre-pandemic trend and is expected to cost the world more than \$17 trillion, which is nearly 20 per cent of the world's income. India may bear an output loss of 7.8 per cent in 2023.

### 2. Rising interest rates:

A new World Bank study shows that central banks across the globe raising interest rates to curb inflation may not be a good idea. This can likely lead to various financial crises along with the recession. "Global growth is slowing sharply, with further slowing likely as more countries fall into recession. My deep concern is that these trends will persist, with long-lasting consequences that are devastating for people in emerging markets and developing economies," said World Bank Group President David Malpass.

### 3. Costly food and fuel:

Food and energy are two factors that directly affect the lives of common people. The year 2022 has seen a dramatic rise in food and fuel prices. While the food price index rose to a lifetime high of \$125.7 in 2021 and further to \$146.94 by September 2022, the Indian basket of crude oil prices averaged \$102.14 a barrel from April-October 2022. The price of the Indian basket of crude oil was \$79.18 a barrel in 2021-22 and \$44.82 a barrel in the previous financial year.

### 4. Exports:

Exports, which hit an all-time high of \$422 billion in the last financial year, are now slowing down due to "many economies entering recession while some advanced ones (are) already in one," according to A. Sakthivel, President of the Federation of Indian Exporters' Organizations.

### 5. Pressure on input cost:

"These have been challenging times for the industry. The falling value of the rupee against the dollar is adding continued pressure on input cost by at least 1.5 per cent," said Satish N.S., President of the consumer appliance company Haier India. "This may result in slight price adjustment in the coming months."

-VISHESH  
BBA 2

# #Global Demand for Indian Labour



Being the people living in this modern world, we get to witness many trends and changes. From the psychological behaviour of an individual to the different types of skills in demand, all form a crucial part of our lives. Out of all these changes, some of the most important changes we find is in the corporate sector. Ranging from the no of softwares used to the different modes available for working are all a few examples of how a silent revolution due of introduction of new tech is dominating this sphere. The requirement to constantly update is caused due to the growing number of businesses.

According to the data compiled by the corporate affairs ministry, as many as 1,67,076 companies were setup in the financial year of 2022 which is not just a 7.5% increase from the 1,55,377 companies created in the previous year but also the highest number in 3 years. A major aspect in which these businesses help are :

- (I) Improving the economy of the country
- (II) Creating job opportunities for the residents of that country

The employees and their work ethic play an important role in setting the quality/landmark of the product/service offered by the respective company. Good employees can be termed as assets every company is keen to acquire. After all the benefits the employment aspect of a business can provide, the demand for good employees (specifically labour) can be witnessed as the newest trend.

India is particularly a country which is reaping the fruits of this growing demand. Surging demand for Indian labour can be seen because of many reasons in which some of them are as follows:-

- Their Immunity to extreme conditions:

India is a country which geographically lies on the equator. In India, a person can experience both extremely hot and extremely cold conditions (in different parts of the country). Due to this factor, people belonging to Indian origin have immune genetics to such conditions which can be useful as they are immune to such work atmosphere.

- The belief of 'Work is Worship':

Work is always something that's revered in India. The respect that Indians give to an individual is not just dependent on their character but also on the work they do and how good they are at doing it. The aspect of work has a huge part to play in the history of India where in an era, the people belonging to different castes were identified with respect to the work they contributed in a society. Due to these points, Indian labourers are considered more trustworthy and reliable as escaping work according to them can be disrespectful.

- Witty nature:

After analyzing the aspects of Indian workforce, one can say that they are not only physically strong but also smart. The nature of taking initiative and responsibilities, problem-solving skills, and natural instinct in finding a better alternative can be helpful as they can either reduce the time taken to complete the assigned work or discover new and better techniques to do the existing work.

The growing demand for Indian labour can benefit not only existing labourers, but also people who aspire to pursue that field.

-KRISHNAPRASAD  
BBA 3

Written By :- Reetuparna  
Edited By :- Krishnaprasad

Comic :-

# Oil Wars

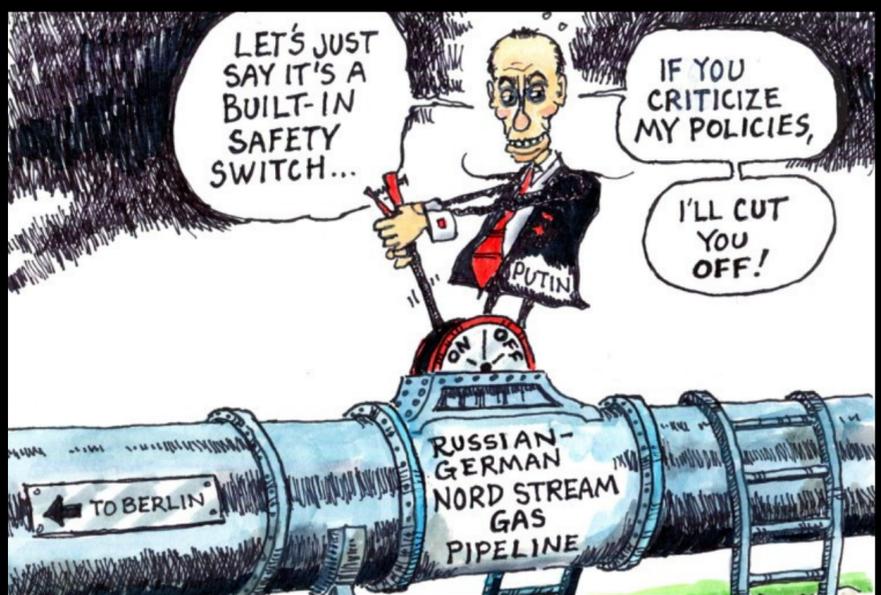
**War for resources starts between Russia and Ukraine**



**In response,  
G-7 countries  
collectively  
propose to put  
a price cap on  
Russian oil**

**In Retaliation:**

**Russia cuts of  
Nordstream 1 pipeline  
which supplies LNG to  
Europe**



## Creates energy problems in Europe



France and Germany feel the pinch—long power cuts, especially during winters when energy consumption is usually high

Europe deals with crisis by trying to divert LNG supplies which were shipped for developing countries (mostly Asian countries)



Bangladesh had to suffer a 7 hour long power cut in National Grid



India began to rely on coal to meet its energy needs, other Asian countries to join suite  
Overall LNG\* prices came down, since Asian countries reduce dependence on LNG

\*Liquified Natural Gas

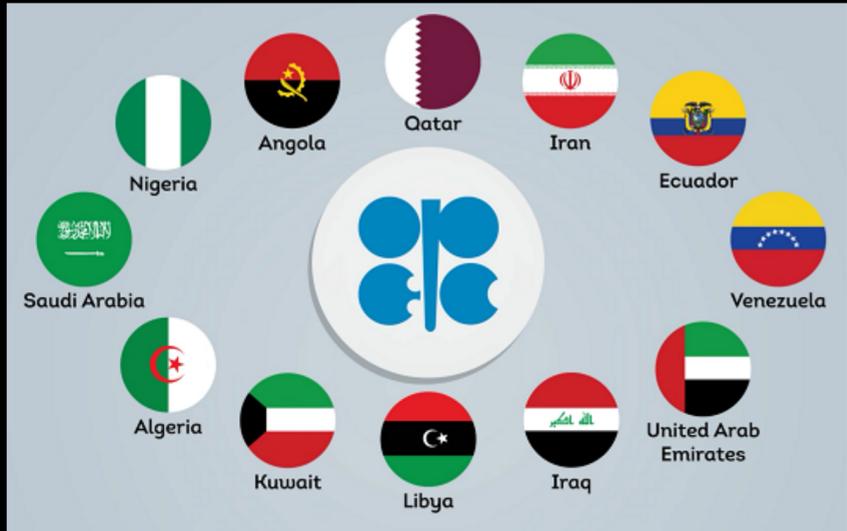
Habibi I refuse to divert oil supplies meant for Asian countries.

Europe !!! Only Russia can meet your energy needs



Energy Minister of Qatar

After seeing that recession is eminent, the OPEC+\*\* countries fear they may have to sell oil at very low prices and hence cuts oil production to 2 million barrels per day



The OPEC countries

This move fumes the US as they already grapple with high inflation

They threaten to pass the NOPEC bill, this time alongwith the support of European countries



European Union retaliates to OPEC+ decision by using the price cap strategy\*

\*The price cap was designed to limit Russian oil revenues while keeping the oil itself flowing to avoid a global price shock.

\*\*Organization of the Petroleum Exporting Countries

**After seeing that both USA and Europe are going after Saudi Arabia, Saudi Arabia now decides to join BRICS\***



**This cat and mouse game will continue though ultimately , this war will have a dramatic effect on all economies across the world.....**

\*Brazil, Russia, India, China, and South Africa

# “CARNIVALORA”

Event organized by Samvridhi and  
Abhyas Club (2022-2023)

## REPORT

The event was conducted by 2nd and 3rd year students of Samvridhi in association with Abhyas on 28th December, 2022 in room no.205 and room no 106, MBA Block at 3pm. There were 46 participants in total and they got divided into groups of 2 or 3. There were two main events that were happening simultaneously.

- POSTER PRESENTATION
- BEST OUT OF WASTE

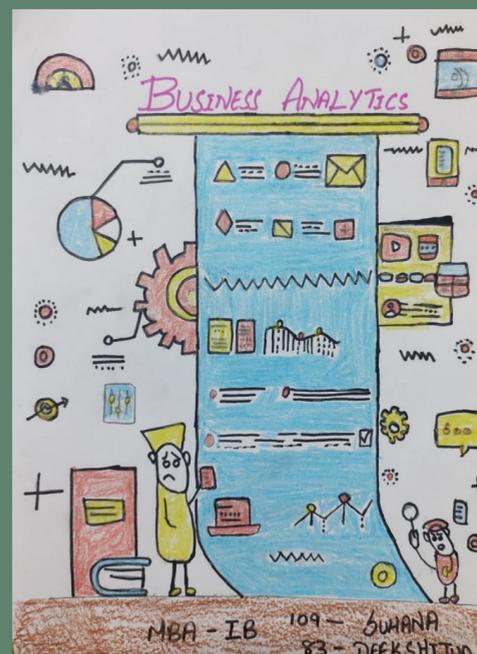


### POSTER PRESENTATION

In the Poster Presentation event, the participants were given 5 main topics to choose from to make a poster on and present it. They were given 1 hour to decide and present their topics in front of the judges.

Winners: 1st prize -V. Ashita , E. Meghana (MBA-1A)

2nd prize - Suhana, Deekshitha (MBA - 1B)





### BEST OUT OF WASTE

In the Best out of Waste event, the participants were given 1 hour to make something useful out of the waste material they bought. The participants worked in groups of two and had to present their work to the judges after completion.

Winners: 1st prize DhanyaSri and Ramya Sri (BBA 1A)

2nd prize Abhilash and Nitin (BBA 1B)



# Organizers:

## SAMVRIDHI

- Taruni
- Sharvari
- Ayesha
- Teesha
- Gaurav
- Krishnaprasad



## ABHYAS

- Kalyan
- Ranjeeth
- Akshay
- Smrithi
- Halona
- Sethulakshmi



