

PUDUCHERRY

Spotlight on green business ideas

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Boot camp hosted in Pondicherry University; winners to participate in national round this month



Imagine a robot that tends to the garden and disposes of sullage or a grid of ceramic tubes that generate electricity and power up gadgets? These were just a couple among the slew of innovative ideas pitched at the recent “Green Business Ideas Pitch & Boot Camp – Puducherry Chapter, 2019” at the Pondicherry University.

EU initiative

The boot camp was hosted by Pondicherry University Step-up Hub (PUSH), Climate Collective Foundation, Climate-KIC (Europe) and the Association for Promoting Sustainability in Campuses and Communities (APSCC) as part of the ‘Climate Launchpad South Asia’, a European Union international programme.

The final field featured 17 start-up ideas from among the 25 registered by the University and various other institutions. Among the four smash ideas that topped the contest were ‘Smart Garden’ that envisaged updating multiple plants’ location and collection of kitchen waste in a specific area by a robot precisely controlled by a smart phone and ‘Green Voltz-Cera Tech System’, which uses ceramic composite tubes for generating electricity to power gadgets. TRUEARTH (textiles using recycled and renewable energy) and Innovators Pro (a smart way of waste management) were the other top ideas.

“Selected participants will compete in the national round to be held in Chennai later this month,” said M. Nandhivarman, regional coordinator of ‘Climate Launchpad’. The shortlisted candidates from Chennai will get a shot to participate in the international finals at Amsterdam in November.

The overall winner of the finals will get € 10,000, the runner-up will get € 5,000 and third place will receive € 2,500.

To stimulate green business ideas among students and faculty, similar workshops were being planned in the near future, Mr. Nandhivarman said.

‘More than a trend’

He pointed out that going green was beyond a trend among entrepreneurs as it entailed massive benefits. Green business provides bottomline cost savings, as well as a competitive advantage in the market and allows the company to act proactively to address new environmental requirements from vendors, suppliers and customers.

Earlier, Gurmeet Singh, Vice-Chancellor of Pondicherry University kickstarted the event in

Golda A. Edwin, executive director, APSCC. Hanna Rachel Vasanthi, director, PUSH and Md. Shazib Siddique, Climate Launchpad instructor also participated.

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