

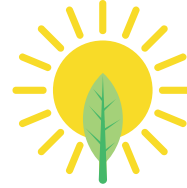


T. A. PAI MANAGEMENT INSTITUTE

ॐ सर्वे भवन्तु सुखिनः
सर्वे सन्तु निरामयाः ।
सर्वे भद्राणि पश्यन्तु
मा कश्चिद्दुःखभाग्भवेत् ।
ॐ शान्तिः शान्तिः शान्तिः ॥

"May all beings experience wellness, at all times, everywhere, under all conditions" is an ancient Indian aphorism that encapsulates in a few words the deepest and all encompassing sense of the term 'sustainable.' It designates rights and responsibilities, includes in one sweep all beings, society and our natural environment, ensures inter-generational justice by bestowing equal opportunity to all, distributing wealth equitably and granting to each of us, the freedom to pursue our individual destinies.

TAPMI is fortunate to be situated in the lap of nature. TAPMIANS share space on a daily basis with flora, fauna and communities at the edge of a forest barely 50 kilometres from one the planet's richest biosphere – the Western Ghats. The sun powers more and more of our buildings and appliances, our water is increasingly recycled, our food shared and our host communities partners in progress. As a PRME advanced signatory, our commitment to the SDGs is deep and a core value driven by innovative curricula, original research, comprehensive projects, continuous student engagement, global collaborations and symbiotic industry connect, centred around the role of business in creating an inclusive, equitable and sustainable world and the role of future managers in achieving that end.



TAPMI Vision 2020



JANUARY
2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
19	20	21	22	23	24	25	26	27	28	29	30	31								

Horticulture Value Chain

The results of the project include value addition and generation of a solution to optimize the value chain by analysing primary and secondary data



REDUCED
INEQUALITIES



NO
POVERTY



Mattugulla

Positive response from local restaurants. Interest from online retail chains for future business opportunities. Feasible packaging options for export



Organic Dairy

Development of Action Plan for Implementation, Results Conveyed – SELCO (Under Consideration) and Established a Network for Promotion & Subsidy



DECENT WORK AND
ECONOMIC GROWTH



2020

January

White throated Kingfisher

The White- throated Kingfisher is presumably breeding, resident species in Manipal region. It is a bird that is found in forest edges, along paddies and other farmlands and along all wetlands including small ponds, lakes, rivers, marshes etc. it feeds on a variety of creatures and is extremely vocal. It is also bold, often allowing very close approach.



Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17 TAPMI Founder's Day	18
19	20	21	22	23	24 International Day of Education	25
26 Indian Republic Day	27	28	29	30	31	



FEBRUARY
2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29							

Kumbashi Weavers

Found new products designs. Found many hotels in and around Manipal which were interested in buying baskets, tissue boxes, gift boxes etc. from the Koraga tribe. Got order for boxes from CraftsMantra



REDUCED
INEQUALITIES



NO
POVERTY



Navodaya Entrepreneurship Programme Optimization

We provided ways to continue or enhance the working of current projects, ways to market products and a better way to impart trainings to SHGs through Animators or individuals.



DECENT WORK AND
ECONOMIC GROWTH



SKDRDP

Financial Feasibility Analysis.

IRR = 31.4% and NPV = ₹1,57,952 for a 5 year period.

Average Operating Profit Margin 26.9% for every year.

CPM analysis for the activities required to kick-start the project

2020 February

Loten's Sunbird (Cinnyris lotenius)

The Loten's Sunbird is a common breeding resident in Manipal. It is a bird that favours well wooded areas, particularly moist forests, forest edges, dense woodland and evergreen vegetation. This sunbird also has variable plumages. All birds can be differentiated from other sunbirds of the region by their very long, heavily curved beaks that looks visibly disproportionate.



Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20 World Day of Social Justice	21	22
23	24	25	26	27	28	29



MARCH
2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30	31											



REDUCED
INEQUALITIES



Mudra Yojana

Understanding utilization of the current scheme, profile of clients, loan purposes, repayment levels & patterns and possible future steps.

NO
POVERTY



Stree Shakti

Shakti Snacks were bought by various students, faculty and consumers outside the campus. The consumers liked the products and confirmed the intention to buy it again.



DECENT WORK AND
ECONOMIC GROWTH



2020

March

Yellow footed Green Pigeon (*Treron phoenicopterus*)

The yellow footed Green Pigeon is a fairly common bird in Manipal area. It is found in a variety of wooded habitats such as dense forest, dry open woodlands, gardens and also in open fields with scattered trees. The yellow footed Green pigeon is a large pigeon, sporting a grey head and appearing much "brighter" green than the other likely green pigeons of the area.



Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8 International Women's Day	9	10	11	12	13	14
15	16	17	18	19	20	21 International Day of Forests
22 World Water Day	23	24	25	26	27	28
29	30	31				



APRIL
2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
19	20	21	22	23	24	25	26	27	28	29	30									

Waste Management Beach

Able to convince vendor to collaborate with the initiatives. Funding secured for LED screen display for showing educational videos from the Municipality. Succeeded in increasing the number of dustbins for waste disposal at Malpe.



Community Fridge

The Social Endeavour Group of TAPMI in collaboration with Lions Club of Manipal has successfully installed 'Santrupti Community Fridge' near the Auto Stand, Tiger Circle on 27th Oct, 2018. The inauguration was done by the Municipal Commissioner Anand Kallollikar. The initiative has been taken to enable people facing hardships to have easy access to fresh and nutritious food. The concept of Community Fridge aligns with the 2nd Sustainable Development Goal of 'Zero Hunger' and helps in reduction of food wastage.



RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Café Biosphere

Setting up and launching Café Biosphere was one of the biggest highlights of the year 2018-19. A team of 50 students, faculty and members of the Manipal Community, supported by an Upcycling Specialist, set up the space in a 72 hour 'Upcyclothon'. The Café Biosphere space has been designed to conduct various sustainability centric events which allow students to gain more insights regarding sustainability not just as a mere concept, but also its practical implications in today's world and way of doing business. The space has been used to host exchange students and carry out workshops for dissemination of sustainability related information.



ZERO
HUNGER



2020

April

Asian Openbill (*Anastomus oscitans*)

The Asian Openbill is a fairly common resident in Manipal region, and is restricted to area that are well watered and open, such as paddy fields and around river banks. The Asian Openbill is a relatively small stork, with an overall whitish to pale greyish colouration and black flight feathers and tail.



Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7 World Health Day	8	9	10	11
12	13	14	15	16	17	18
19	20	21 World Creativity and Innovation Day	22	23	24 International Day of Education	25
26 World Intellectual Property Day	27	28 World Day for Safety and Health at Work	29	30		



MAY
2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						

Green Campus

30% reduction in single-use plastics was achieved in form of elimination of plastic laminated badges, plastic pens and cutlery with eco-friendly options. Also, reuse of single-use plastic was achieved in form of re-purposed mementos to the guests of Winter School.

Around 30% students initially switched to sustainable alternatives to plastic straws and spoons. Also, 70% of them voluntarily paid the switching cost.

The proposal of renovation of the Night Canteen with eco-friendly and waste materials was welcomed by Director and college administration showed interest to implement the same in near future.



RESPONSIBLE
CONSUMPTION
AND PRODUCTION



Bucket Distribution Drive

Team SEG's Green Initiative of adopting Reusable Plastic has got massive participation from the students of TAPMI. The event was conducted from 20th June – 23rd June 2019. A total of 350 buckets, 150 mugs and 250 dustbins were offered, of which, 213 Buckets, 123 mugs and 171 dustbins were collected by the students.



ZERO
HUNGER



2020

May

Gold fronted leafbird (*Chloropsis aurifrons*)

The Gold fronted leafbird is a common breeding resident in Manipal. It is regularly found in all forms of dense forests, but is equally common in well wooded gardens, groves, and parks.



Sun	Mon	Tue	Wed	Thu	Fri	Sat
31 World No-Tobacco Day					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21 World Day for Cultural Diversity for Dialogue and Development	22	23
24	25	26	27	28	29	30



JUNE
2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30											



INDUSTRY, INNOVATION AND INFRASTRUCTURE



Low Cost Housing

The project mainly focuses on getting an understanding of low cost-housing and a low-cost Housing Model created by SELCO Foundation, Udupi Nirmiti Kendra and various stakeholders involved in the housing problem. The project also looks at existing financing options available and applying this knowledge to the real-world scenario. In order to implement this, we approached the urban migrant populations in Udupi and Manipal region to get insights into their lifestyles, needs and requirements in terms of housing measures as they are the major stakeholders in this project and suggested several recommendations that are now under consideration.



Udupi Nirmiti Kendra



Municipal Waste Management

Route optimization with fuel cost saving was achieved. Cost benefit analysis of pilot biogas plant was carried out and a comprehensive Marketing plan was presented.



SUSTAINABLE CITIES AND COMMUNITIES



2020

June

Common Kingfisher (Alcedo Atthis)

The Common Kingfisher is a local uncommon resident in Manipal. It is a bird that is found commonly at any wetland and is equally at home at small ponds as well as in bigger rivers and water bodies. It usually takes up a visible vantage point next to where it hunts and makes short and direct flights as it plunges for fish. This kingfisher is amongst the most well known birds across the globe. It is a blue bird showing various hues of blues: pale blue underparts, darker wings and an even dark blue stripe on the face on its body, as well as orange ear coverts.



Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5 World Environment Day	6
7	8 World Oceans Day	9	10	11	12 World Day Against Child Labour	13
14	15	16	17	18	19	20
21 International Day of Yoga	22	23	24	25	26 International Day against Drug Abuse and Illicit Trafficking	27 Micro-, Small and Medium-sized Enterprises Day
28	29	30				



JULY
2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
19	20	21	22	23	24	25	26	27	28	29	30	31								



QUALITY EDUCATION



Schools

SEG has designed a computer certification program for students of class 4th and 5th at the Academy Primary School, Manipal. The sole objective is to demystify technology and inculcate problem solving skills amongst primary school learners.

Gift-A-Smile aims to celebrate the spirit of Christmas and New Year with the children of Academy Primary School. The wishes of all the children are collected by volunteers and hung on the Christmas Tree in the TAPMI student centre. Students pick the wishes and contribute gifts, which is then gift wrapped by the same students and presented to the learners of Academy Primary School.



INDUSTRY, INNOVATION AND INFRASTRUCTURE



SUSTAINABLE CITIES AND COMMUNITIES



2020

July

Ashy Drongo (*Dicrurus leucophaeus*)

The Ashy Drongo is a common winter migrant to Manipal and one that is often heard and seen due to its aggressive nature and tendency to take up visible perches that offer a good lookout.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6 International Day of Cooperatives	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	



AUGUST
2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31					



Conservation at Tapmi

By showing the diversity of the campus in the form of a 3D model, infographics, calendar and notepad, we were able to generate awareness about the surroundings and got recommendations from the Director of TAPMI and appreciation from the faculty. We share our campus with over 50 species of local and migratory birds.



LIFE
ON LAND



Eco Ganesha

The Sustainability Committee of TAPMI (SCOT) conducted a 'Clay Statuette Competition' on the auspicious occasion of Ganesh Chaturthi. The beautiful festival of Ganesh Chaturthi is celebrated every year with a lot of festivity and enthusiasm in the TAPMI campus.



CLIMATE
ACTION



AFFORDABLE AND
CLEAN ENERGY



Fostering Renewable Energy adoption

We have done the cost benefit analysis of solar electric powered gym and it is implementable. After increasing the capacity of photovoltaic systems, total savings amounts to ₹ 180,000 per month are achievable and has scored well on feasibility and desirability factors.

2020

August

Green Sandpiper (Tringa ochropus)

The Green Sandpiper is a common winter migrant to Manipal. It is a sandpiper that is more familiar with freshwater bodies and seems to prefer vegetation in the vicinity.



Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	31					1
2	3	4	5	6	7	8
9	10	11	12 International Youth Day	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29



SEPTEMBER
2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29	30										

Flood Relief Drive

SEG successfully conducted the Kerala Flood Relief Fundraising Drive and with the help of TAPMI fraternity raised a generous amount of INR 153,500 which was used to procure various items of immediate necessity. The Rotary Club of Manipal and the District Commissioner of Udupi helped us in transporting all the procured items to the Mangalore Coastguard from where it was airlifted in order to reach the rehabilitation centres.



CLIMATE
ACTION



LIFE
ON LAND



Tree Plantation

On 15th August 2019, India's Independence Day Social Endeavour Group (SEG) of TAPMI in collaboration with the Karnataka Forest Department successfully completed the Tree Plantation Drive. The event was conducted as a contribution to the 'One Student, One Tree' Initiative of Human Resource Development Ministry of India.



AFFORDABLE AND
CLEAN ENERGY



2020 September

Jerdon's Bush Lark (Mirafra affinis)

The Jerdon's Bush Lark is a highly localized but common resident bird in Manipal. It is extremely partial to exposed laterite patches in Manipal and exclusive to a few locations. It is similar to other bush larks, creeping across on the ground in slow and deliberate movements, and flying off on close approach.



Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5
6	7	8	9	10	11	12 United Nations Day for South-South Cooperation
13	14	15 International Day of Democracy	16	17	18	19
20	21	22	23	24	25	26
27 World Tourism Day	28	29	30			



OCTOBER
2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
18	19	20	21	22	23	24	25	26	27	28	29	30	31							



LIFE
ON LAND

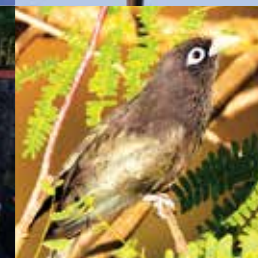


CLIMATE
ACTION

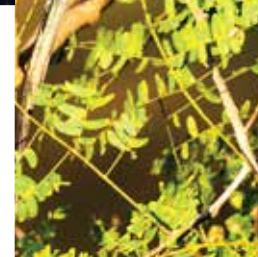


Inventory of Species

By showing the diversity of the campus in the form of 3D model, infographics, calendar and notepad, we were able to generate awareness about the surroundings and got recommendations from the Director of TAPMI and appreciations from the faculties.



AFFORDABLE AND
CLEAN ENERGY



2020 October

Malabar Pied Hornbill (*Anthracoceros coronatus*)

The Malabar Pied Hornbill is an uncommon bird in Manipal that seems to be declined over the years, mostly due to loss of habitat. They travel far and wide over the forest of the region in search of fruits and they particularly favour the fruits of the poison nut tree and the fishtail palm. The bird is unmistakable in itself. Their braying and barking sounds can be heard from far and flight of these large birds sounds like a helicopter flying above.



Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2 Gandhi Jayanti International Day of Non-Violence	3
4	5 World Teachers' Day	6	7	8	9	10
11	12	13	14	15 International Day of Rural Women	16 World Food Day	17 International Day for the Eradication of Poverty
18	19	20 World Statistics Day	21	22	23	24
25	26	27	28	29	30	31



NOVEMBER
2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
22	23	24	25	26	27	28	29	30												

Hasthashilpa- Heritage Village



INDUSTRY, INNOVATION
AND INFRASTRUCTURE



Mannapalla Lake

With the initial contribution towards the basic cleanliness and maintenance of the surrounding area of the Mannapalla Lake, we shifted our focus of providing new ideas and follow-up on the existing ideas with the Nirmithi Kendra representative. We made several recommendations for the improvement of the Food Stalls, Boating Services, Jogging Track, Cycling Services and Amphitheatre.



SUSTAINABLE CITIES
AND COMMUNITIES



2020

November

Baya weaver (*Ploceus philippinus*)

Baya weaver is a common breeding resident in Manipal. A widespread weaver that is known for its nest – a long hanging nest with a bulbous chamber and a narrow tubular entrance.



Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19 <small>World Toilet Day</small>	20	21
22	23	24	25	26	27	28
29	30					



DECEMBER
2020

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19
20	21	22	23	24	25	26	27	28	29	30	31									



BLOOD DONATION DRIVE 2019



GOOD HEALTH
AND WELL-BEING



On 12th August 2019, the Social Endeavor Group (SEG) of TAPMI collaborated with the Kasturba Medical College, Manipal to conduct a blood donation camp at TAPMI. The event was a marked success with 134 enthusiastic donors volunteering for this noble cause. Donors felt contented after donating 450 mL of blood each. They were happy to be a part of this wonderful cause and were looking forward to the next time. The SEG and the KMC staff took care of the donors, ensuring their energy was replenished after donating blood.

GENDER
EQUALITY



CLEAN WATER
AND SANITATION



2020 December

White browed Wagtail (*Motacilla maderaspatensis*)

The White browed Wagtail is the world's largest wagtail in size. It is a bird of wet regions, inhabiting wet fields, moist grasslands, wetlands and puddles but also drier lands at times especially in the non breeding season. This bird might resemble some of the several plumages of the White Wagtail, but the distinctive white eyebrow, underparts on an otherwise blackbody are good differentiating features.



Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5 International Volunteer Day for Economic and Social Development
6	7	8	9 International Anti- Corruption Day	10 Human Rights Day	11	12 International Universal Health Coverage Day
13	14	15	16	17	18	19
20 International Human Solidarity Day	21	22	23	24	25	26
27	28	29	30	31		



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Competitiveness & Industry Future-scaping Assessments & Strategy Design
Economic & Inclusive Growth Strategy Design, Implementation & Monitoring
Shared Economy & Circular Economy Strategy Development
Emerging Markets & Global Value Chains Strategies

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Image Courtesy: Prof. Sudheer Reddy, Associate Professor, TAPMI.

Prof. Reddy is an expert in International Finance and Governance, an entrepreneur and an avid birder.