



SOCIAL RESPONSIBILITY FORUM

PRESENTS

SAMADHAAN'16 - CASE STUDY COMPETITION

in Association with WWF



*CASH PRIZES WORTH Rs 40,000/-
To be won!!!*

ROUND-1: Last Date of Submission

1st March 2016

ROUND-2: Campus presentation at NMIMS

13th March 2016

Our Partners:



For any further details contact:

Aditi Gupta

(+91-9873947145)

Abhilasha Jain

(+91-8378982268)



WWF-India, established in 1969 is one of the largest conservation organizations in the country engaged in wildlife and nature conservation. It is committed to the development of policies, actions and attitudes that will help India embrace an economy that has the conservation of biological diversity as its core.

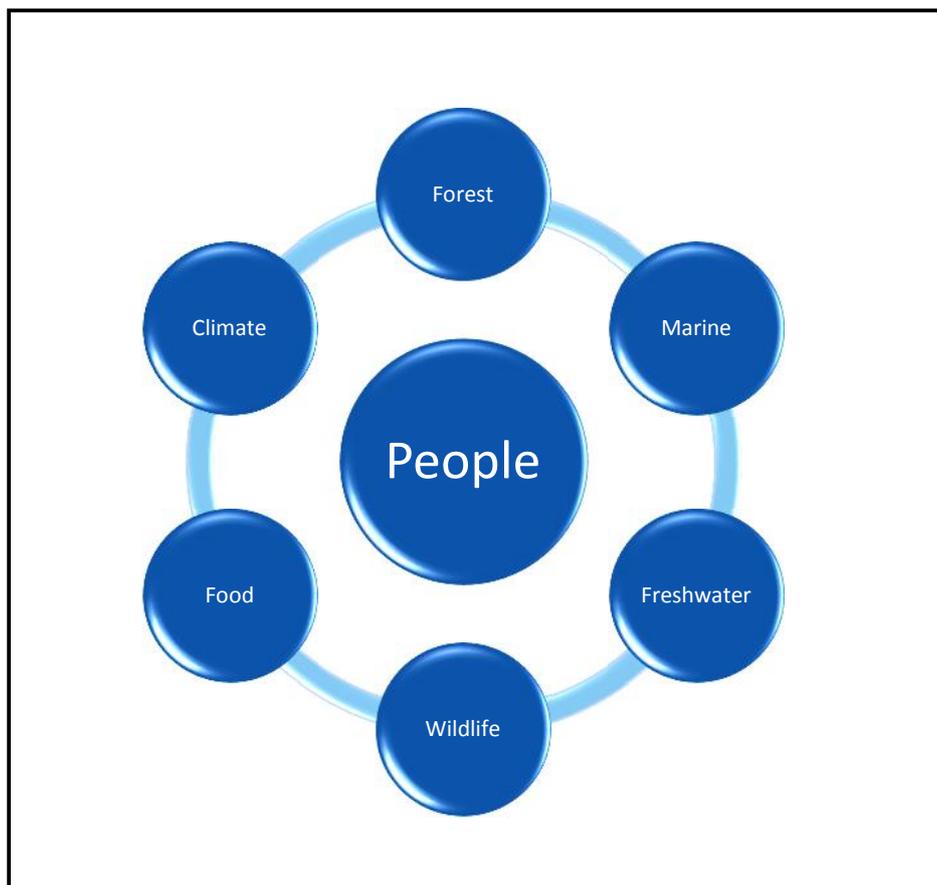
The sole mission of the organization has been

“To stop the degradation of the planet’s natural environment and build a future in which humans live in harmony with nature, by:

- *Conserving the world's biological diversity*
- *Ensuring that the use of renewable natural resources is sustainable*
- *Promoting the reduction of pollution and wasteful consumption”*

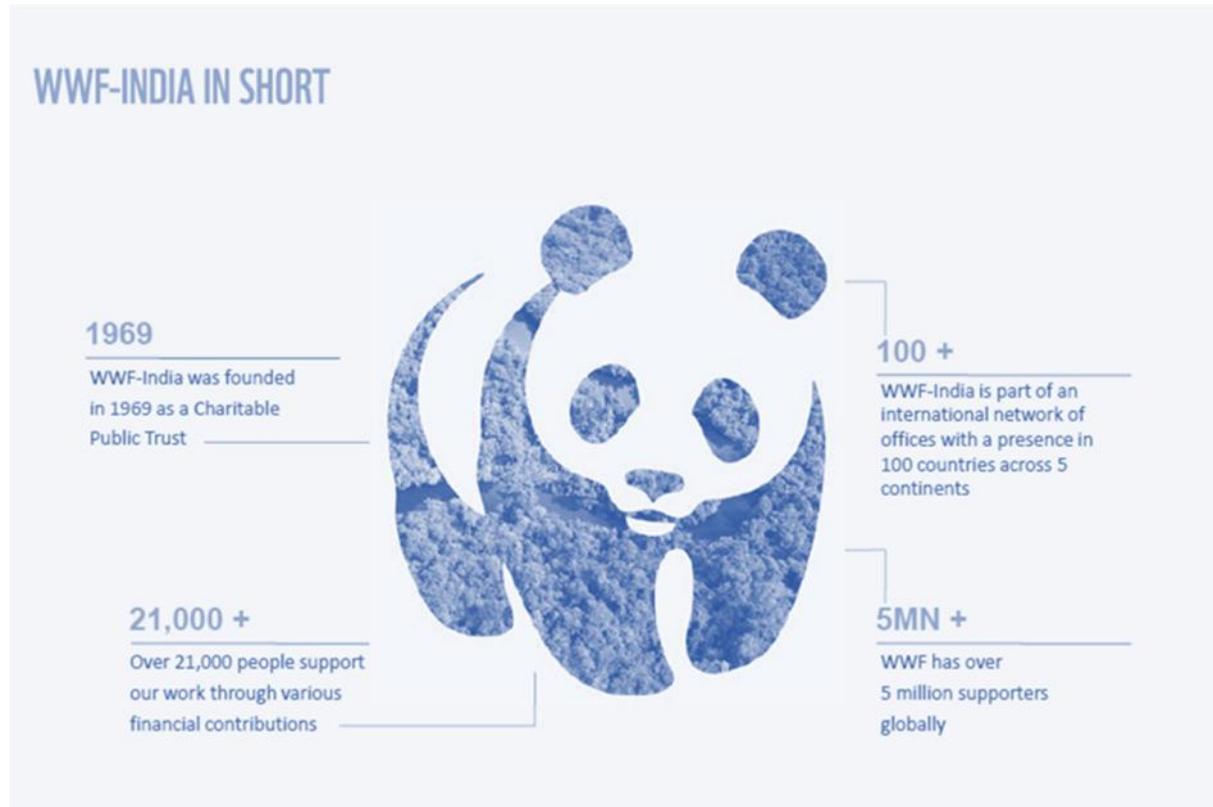
BACKGROUND

WWF, working in 100 countries and supported by more than 5 million members, is the largest non-governmental organization for conservation of nature. WWF's unique way of working combines global reach with a foundation in science, involves action at every level from local to global, and ensures the delivery of innovative solutions that meet the needs of both people and nature. For this they have developed a strategy to work in six key areas with people at the centre.



WWF - INDIA

World Wide Fund for Nature-India (WWF-India) was set up as a Charitable Public Trust on 27 November 1969 with the express objective of ensuring the conservation of the country's wildlife and natural habitats. Today it has a wide national presence with over 60 offices distributed in 20 states and with a staff of over 300.



AREAS OF WORK

- **Species and landscape conservation**
- **Promoting sustainable business**
- **Promoting sustainable livelihoods**
- **Climate change and energy**
- **Promoting better water stewardship**
- **Market transformation initiative**
- **TRAFFIC – India**
- **Campaigns and events**
- **Education for sustainable development**
- **Rivers for life, life for rivers**

SPECIES AND LANDSCAPE CONSERVATION



Protecting the tigers in Ranthambore

Project Location: Ranthambore Tiger Reserve, Rajasthan

Time period: 3 year

Funding amount: INR 60 lacs per year

EDUCATION FOR SUSTAINABLE DEVELOPMENT

Education for children

Project Location: Assam, Madhya Pradesh, Chhattisgarh, West Bengal

Time period: 3 year

Funding amount: INR 40 lacs per state per year



PROMOTING SUSTAINABLE LIVELIHOODS

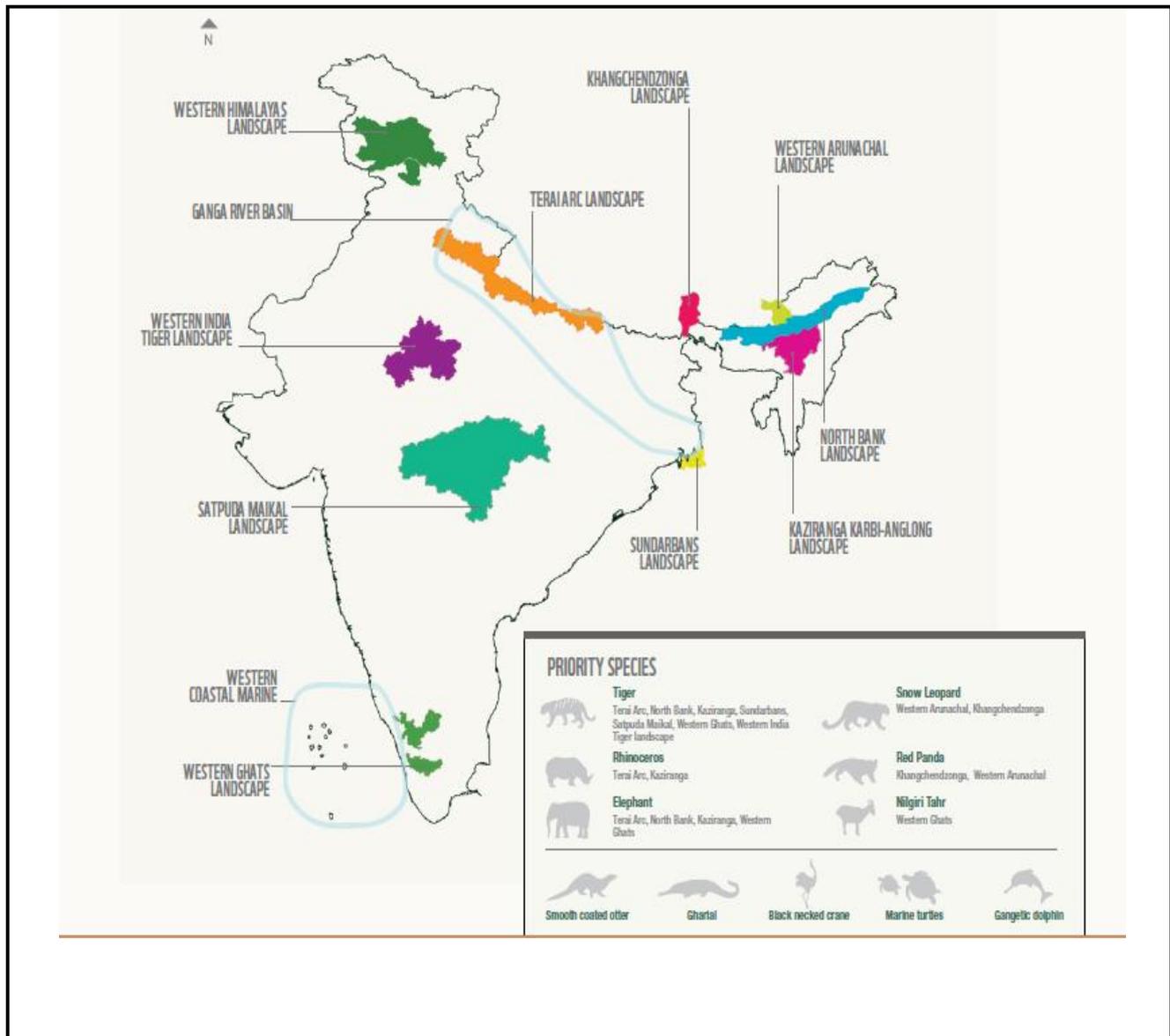


Sustainable livelihood opportunities for tribes around protected areas

Time period: 2 year

Funding amount: INR 1 crore per year

WWF – INDIA PRIORITY LANDSCAPE AND SPECIES



WWF's current strategy for achieving its mission specifically focuses on restoring populations of 36 species (species or species groups that are important for their ecosystem or to people, including elephants, tunas, whales and dolphins), and ecological footprint in 6 areas (carbon emission, cropland, grazing land, fishing, forestry and water). WWF - India is supporting around 1,300 conservation and environmental projects. It generates revenue from the following sources:

- Funds received from WWF International
- Corporates and Industries
- Individual donations and fundraising

PREVIOUS CAMPAIGNS

1. **Earth Hour:** WWF's Earth Hour is an annual global celebration where people switch off their lights for one hour to show they care about the future of the planet. It's a symbolic and spectacular lights out display with a big message- we want to protect the future of our planet.



2. **Endangered Emoji:** For Endangered Species Day (yes, there is such a day and it is on May 15), the World Wildlife Foundation launched #EndangeredEmoji, a collection of emojis which represent endangered species. The WWF is asking people to show their support for efforts to save endangered species by encouraging them to retweet the Endangered Emojis either from the WWF Twitter account or the campaign's dedicated campaign page, EndangeredEmoji.com. Each time an Endangered Emoji is retweeted, a 0.10 euro donation is added to the individual's account. Each month, the WWF will send a summary of emojis retweeted and the individual can then decide how much to donate to the effort.



3. **Save The Tiger:** Save Tigers Now is a global campaign by WWF. The goal is to build political, financial and public support to double the number of wild tigers by 2022



THE BIG AMBITION

- How to build public perception on the issue of nature conservation and make the general population crusaders of change
- &
- How to develop an individual fundraising model / increase outreach to generate resources from metros

With liberalization in 1991, a savage attack was launched on the environment and its limited resources. Factories and construction cropped up everywhere and were given full reign under the pretext of development. Environmentalists asked the difficult questions like where the land would come from for a particular project or how many trees would be chopped off, what would be the consequences for the quality of air, water, land and the livelihoods of local communities and inequality between the rich and the poor. They asked for assessments of social and environmental costs and benefits analysis. Such questions were difficult to answer and thus started to get avoided or escaped from.

As economic growth takes precedence over environmental sustainability, the environment continues to deteriorate at a steady pace. The level of air and water pollution is shockingly high and everyone knows about the endangered biodiversity and the indigenous communities are being pushed off their lands.

In such a world where the ultimate aim of all initiatives ultimately boil down to economic profits and people are in a kind of passive state, serious action needs to be taken to make the population equally sensitive towards the environmental concerns that are threatening the very survival of human race in the coming years.

REQUIREMENTS

- Devise a compelling marketing campaign for supporting the cause related to any one of the areas of work of WWF-India as given on page 3. Refer to the examples of projects given in the case study to have a brief idea about the areas of work. Do necessary research for a broader view.
- Uphold the brand's strong association with the public by suggesting engaging campaign options.
- Keeping in mind the current funds generation model, suggest suitable and feasible options for generating funds from individuals.
- Give feasible forecasts to measure efficiency of the campaign in terms of funds raised, number of new donors generated, reach multipliers achieved, and increase in participation and subscription. Do necessary research on different campaigns of WWF- India. A few examples are provided in the case study for reference.
- Please perform an appropriate competitor analysis if you feel that it might help you designing the campaign.
- Suggest suitable marketing strategies and promotional events (both offline and online) for the campaign.

FORMAT AND DELIVERABLES

1st Round

- Based on your understanding of the issue and market research findings summarize your solution for the problem statement
- The submission should consist of
 - A report to be submitted in Microsoft Word with font 'Times New Roman', font size-12, line spacing - 1.0 and margins - 2.5 cm on each side
 - A PowerPoint presentation not exceeding 10 slides (including the cover slide and 'Thank you' slide)
- The PPT (In .ppt or .pptx form) should be labelled in the format "Teamname_Universityname". The starting slide of the PPT should contain the team name and member details
- Submissions will have to be mailed to srf@nmims.edu.in, with the subject line "Samadhaan16_Teamname_Round1"

Final Round

Based on your submissions, the top 6 teams will be shortlisted and invited to NMIMS, Mumbai campus to make a detailed presentation to delegates from WWF during "Sadbhavna'16" (11th – 13th March, 2016). The presentation in the final round should not exceed 10 slides (including the cover slide and 'Thank you' slide). Exact date and other details of the final round will be communicated to the finalists in due course.

EVALUATION CRITERIA

- Your understanding of the sensitivity of the issue
- Insights from the research conducted
- Innovation and creativity seen in your recommendation
- The structure and feasibility of the recommended action
- Practicality of the expenses and revenue depicted

Wish you all the best!!!