



**rrd**



**STELLA MARIS COLLEGE**  
(AUTONOMOUS), CHENNAI - 86

**STELLA MARIS SUSTAINABLE DEVELOPMENT  
STUDENTS' HUB**

A MEMBER OF THE  
UNITED NATIONS SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK YOUTH

IN COLLABORATION WITH  
**RR DONNELLEY**

**SUSTAIN  VATE**

Pitching for a Better Tomorrow !

**2024 - 2025**

[Click here for our website](#)

6 Events Across 3 months | 25 Teams |  
5 Partnering organisations



# SUSTAIN VATE

Pitching for a Better Tomorrow!





# SUSTAIN VATE

Pitching for a Better Tomorrow !

## INTRODUCTION:

Sustainable development envisions a world where communities thrive, resources are wisely managed, the stability, beauty, and integrity of essential ecosystems are preserved. Staying true to this vision, the SMSD Students' Hub in collaboration with RR Donnelley proudly introduced Sustainovate – a pitch competition dedicated to sustainable ideas and innovations.

This year, the Hub in collaboration with RR Donnelley took it a step further, transforming the platform into not just a space for presenting ideas but for bringing them to life. With the introduction of a prototype showcase, Sustainovate became a unique forum for knowledge exchange, teamwork, and hands-on innovation.

Other collaborators included IIT Madras Research Park and the Global Shapers Community, Chennai Hub. The five-day event, comprising three days of workshops and two days of the competition, began on November 26, 2024, transforming from a small and ambitious student-led idea to a youth-led movement for sustainable change.

---

## KEY FEATURES:

### **Prototyping in Action**

Participants brought their ideas to life by developing scalable prototypes, ranging from physical to digital models and research proposals to forward-thinking policy recommendations.

### **A Truly Innovative Approach**

Breaking traditional boundaries, the event fostered inclusivity by welcoming prototypes from all academic disciplines. From arts to sciences, students were given an unbiased platform to present solutions, highlighting the intersection of creativity and sustainability.



# SUSTAIN VATE

Pitching for a Better Tomorrow !

## Mentorship and Expert Guidance

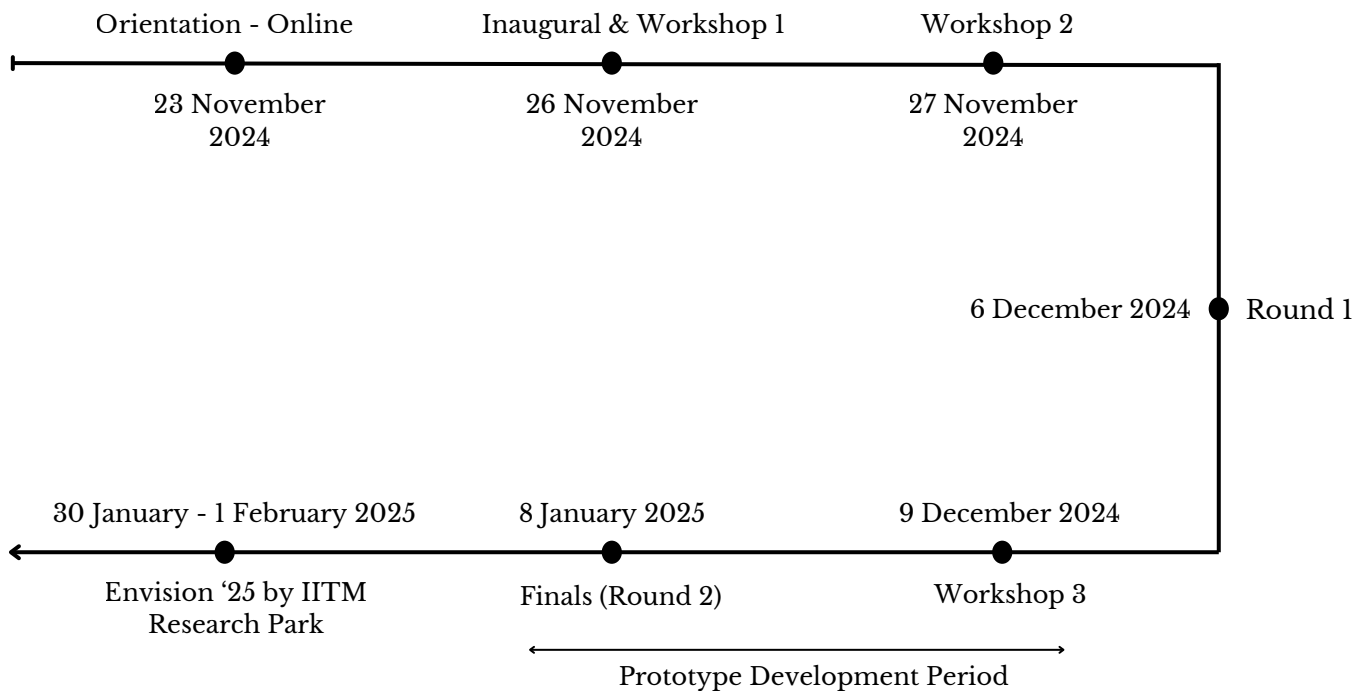
To empower participants, Sustainovate featured workshops on prototype development, mentorship resources, and access to technical experts on the judging panel. This holistic support system created a growth-driven environment, allowing ideas to evolve into impactful solutions.

## Opportunities beyond the event

The winning teams walked away with not just exciting cash prizes worth ₹53,000 but also a prestigious opportunity to showcase their prototypes at EnVision '25, India's First Energy Festival, hosted by IITM Research Park in stalls worth ₹25,000.

---

## EVENTS TIMELINE:





# SUSTAIN VATE

Pitching for a Better Tomorrow !



## ONLINE ORIENTATION:

During the online orientation for Sustainovate on November 23, 2024, students were introduced to the event's objectives and proceedings. Jeevithaa Shree, the Student Coordinator for SMSD, and Sharun A., Manager at Villgro specializing in partnerships, social entrepreneurship, and impact investing conducted the briefing. They outlined the event timeline, workshops, and opportunities inspiring participants to contribute innovative solutions aligned with sustainable development goals.

---

## INAUGURAL & DESIGN THINKING AND MARKETING WITH AI WORKSHOP:

On November 26, 2024, Stella Maris College inaugurated Sustainovate 2024, a multi-day event organized by the SMSD Student's Hub in collaboration with RR Donnelley.



**The Inaugural Ceremony of the competition on November 26, 2024.**



**Mr. Natarajan Malupillai, CEO of IITM Research Park Incubation Cell addressing the gathering**

# SUSTAIN VATE

Pitching for a Better Tomorrow !

In the inaugural ceremony, Chief Guest, Mr. Natarajan Malupillai, the CEO of IITM Research Park & Incubation Cell stressed that climate change is an existential threat with far-reaching consequences for economic productivity, agricultural stability, and human settlement hence stating the importance of immediate actions and sustainable solutions. Keeping this in mind, two informative workshops were conducted to enhance participant skills thereby fostering more innovative ideas.

Part 1 of the first workshop, led by Ms. Monisha Miriam Ravikumar along with Ms. Mrudula Isaac from RR Donnelley, focused on Design Thinking, which she described as a human-centered approach to problem-solving that emphasizes empathy and practical innovation. Participants were challenged to develop solutions addressing various Sustainable Development Goals by creating detailed personas and exploring innovative approaches to complex challenges.

The second part of the workshop explored the intersection of artificial intelligence and marketing. Led by RR Donnelley specialists, Ms. Mrudula Issac, Mr. Prithiv Kumar and Mr. Venkata Krishnan, the session focused on pitch development and AI-assisted Marketing Techniques.



**Students engaging in the Design Thinking & Marketing with AI workshop conducted by RR Donnelley on November 26, 2024.**

# SUSTAIN VATE

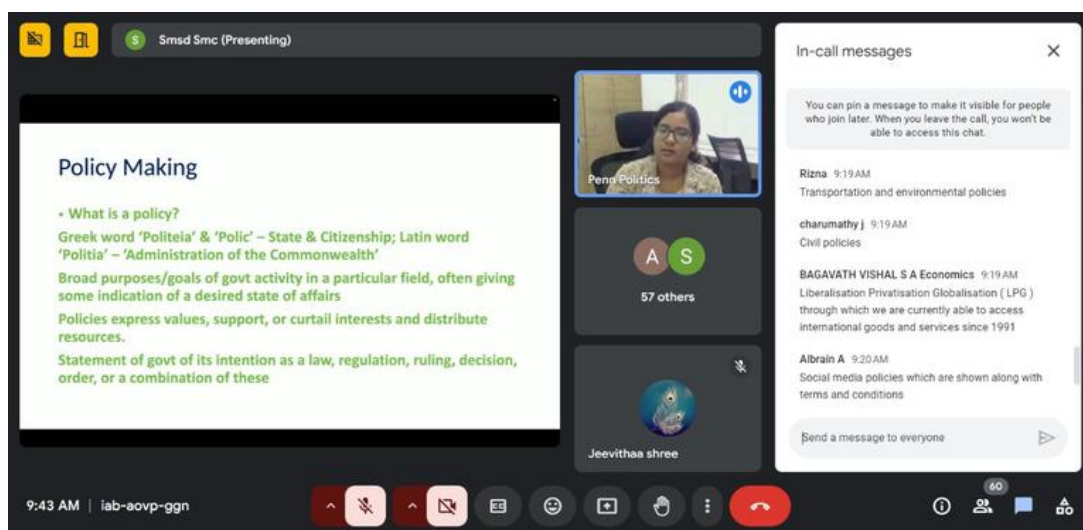
Pitching for a Better Tomorrow !

## POLICY MAKING WORKSHOP:

The second workshop of Sustainovate on "Building Inclusive Policies for a Sustainable Future," held on November 27, 2024, was conducted by Ms. Poorani Chandrasekar, Founder of The Penn Collective.

The session began with an interactive discussion on what policies mean in everyday life, emphasizing that they are not just governmental decisions but also shape individual and community actions. Participants explored the Sustainable Development Goals (SDGs) and their interconnected impact, reinforcing the idea that no policy exists in isolation. The workshop also introduced various policy-making frameworks, such as the Rational Model, Incremental Model, Group Theory, and Elite Theory.

A key focus of the workshop was evaluating successful and failed policies, with case studies like Swachh Bharat Mission and demonetization illustrating real-world policy outcomes. The concept of forward and backward mapping was introduced to help participants analyze policy challenges and plan for long-term success. The workshop concluded with an engaging Q&A session where participants shared innovative policy ideas.



**Online workshop on “Building inclusive Policies for a Sustainable Future” conducted by Ms. Poorani Chandrasekar on November 27, 2024.**



# SUSTAIN VATE

Pitching for a Better Tomorrow !



## ROUND 1:

The first round of Sustainovate, a platform for innovative sustainable solutions was held at the SS Block Lecture Hall, Stella Maris College, on December 6, 2024. The event brought together 15 teams from various colleges and 9 teams from schools, each with three participants.

The panel of judges for the College level round included Ms Ann Anra -Founder, 'WastED 360 Solutions' and, Ms Auna Sando - 'Founder of Elements Energy' and for the School level, the distinguished panel of judges included Ms Faheera Shayam, a Renewable Energy Analyst from IIT Madras Research Park, and Dr Vidya, Assistant Professor of Zoology at Stella Maris College.

---

## SCHOOL PRESENTATIONS:

The various teams presented unique projects, each addressing to specific SDGs—**Trash Tech** by Team Everest introduced AI-integrated solid waste management; **Re-Usifi** by Team Dhaulagiri focused on water conservation through washing machine water purification; **Kampus Konnect** by Team Rainier created a skill-building platform for students; **Oxypod** by Team Manaslu An algal oxygen generating device; and **Electrash** by Team Kangchenjunga developed an AI-powered, solar-operated zero-waste solution.



# SUSTAIN VATE

Pitching for a Better Tomorrow !



Other remarkable projects included **Kipo Academy** by Team Kamet, advocating for gender-inclusive digital learning; **Waterix** by Team MontBlanc, tackling polluted water monitoring; **Structura** by Team Lhotse, revolutionizing eco-friendly construction materials; and **EcoThread** by Team Fuji, using fungi-based bioremediation to recycle textile waste.



Teams from various schools pitch their ideas in 5 minutes through presentations



# SUSTAIN VATE

Pitching for a Better Tomorrow !

## *COLLEGE PRESENTATIONS:*

The Sustainovate Round 1 for Colleges showcased an array of innovative and sustainable solutions, with 15 teams presenting ideas that addressed crucial environmental and social challenges. Projects ranged from **National Mental Health Policy (NMHP)**, aimed at fostering a healthier learning environment, to **Eco-Probe**, which explored toxin-free environmental solutions. Waste management was a major theme, with **Kuppai Connect** focusing on resource recovery and circular economy principles, while **Food Aid and Distribution** introduced an app-based model called **NutriPack** that catered to equitable food distribution using biodegradable packaging. **Skill Connect App** sought to bridge the gap between job workers and service seekers, whereas **Empowrr** aimed at employment training and job placement for unskilled workers.

Clean energy and sustainable materials were also widely explored, with **Oxypod**, an algal oxygen-generating device to combat air pollution, and **Green Cement**, which introduced moss cement as an eco-friendly building material. **Sustaindry** proposed a solar-powered greenhouse dryer for food preservation, and **Eco-Eats - Clax Coffee Powder** integrated sustainability into food production with eco-conscious packaging. **I Support Farmer** focused on agricultural support through expert resources, while **Bonding Over Green** advocated for green bonds to finance sustainability projects. Career development was addressed through **Career Compass**, a career guidance platform, and **Selvita Linasphere**, which introduced a smart lens for women's safety. Lastly, **Sattava** emphasized sustainability in personal care with herbal-based eco-friendly products.

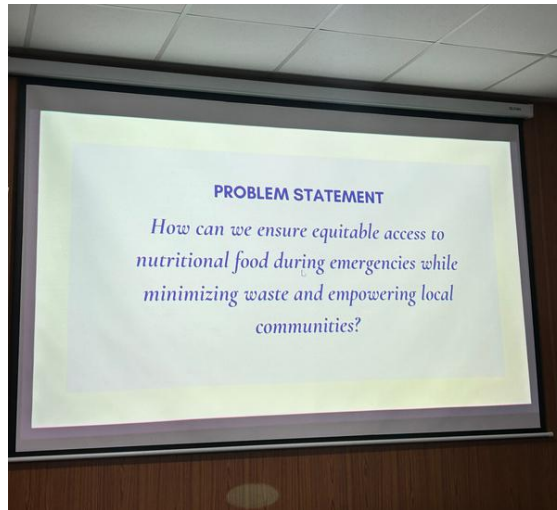
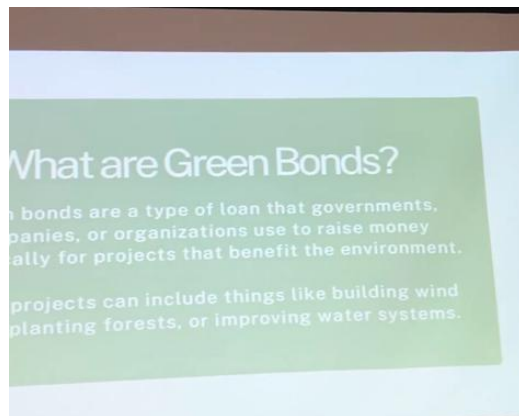


# SUSTAIN VATE

Pitching for a Better Tomorrow !



## COLLEGE PRESENTATIONS:



Teams from various colleges pitch their ideas in 5 minutes

# SUSTAIN VATE

Pitching for a Better Tomorrow !

## PHYSICAL & DIGITAL PROTOTYPING WORKSHOP:

The workshop 3 of Sustainovate was conducted on December 9, 2024, the session was about digital and physical prototyping. The shortlisted teams of Sustainovate round 1 had an opportunity to attend the workshop. The first session, Physical Prototyping, was undertaken by Mr. Adithya Venkata Narayanan and Mr. Ashish Jebin from Thryv Mobility which focused on the electrical aspects of rapid prototyping, covering topics such as passive and active components, communication protocols like USB and CAN, and the use of hand-crafted circuit boards. This session underscored the importance of technical skills in the prototyping process.



**Mr. Adithya Venkata Narayanan and Mr. Ashish Jebin from Thryv Mobility engaging with students in the Physical Prototype Workshop held on December 9, 2024**

# SUSTAIN VATE

Pitching for a Better Tomorrow !

The second session, conducted by a team led by Mr. Patrick Anand from RR Donnelley, emphasized digital rapid prototyping. Participants were introduced to UI/UX design, brainstorming techniques, and goal setting for innovation. Using the Figma platform, attendees engaged in an interactive activity to create wireframes for their ideas, with expert guidance provided throughout.

The participants showcased a variety of innovative ideas, including OS-operated trash cans, Green Bonds, a student-centric skill upliftment platform, and a sustainable composition of cement. These projects highlighted the participants diverse approaches to addressing sustainability challenges, reflecting the success of the workshop's objectives.



**Mr. Patrick Anand and his team engaging with the students in the Digital Prototyping Workshop held on December 9, 2024**

# SUSTAIN VATE

Pitching for a Better Tomorrow !

## MENTORSHIP PROGRAM:

For students advancing to Round 2 of Sustainovate, a mentorship program was introduced in collaboration with the Global Shapers Community, Chennai Hub's "*See. Believe. Become.*" project. Each team was paired with a mentor who provided guidance in refining their ideas and developing prototypes. This initiative empowered participants with industry insights, strategic thinking, and hands-on support, enhancing the quality and impact of their sustainability-driven solutions.



Ms. Suhasini, a mentor from the "*See. Believe. Become.*" receiving a memento from Dr. A. Punitha, Head, Department of Economics, Stella Maris College.

Ms. Suhasini and her mentees, Team Kipo Academy from Velammal Bodhi Campus Kolapakkam





# SUSTAIN VATE

Pitching for a Better Tomorrow !



## FINALS AT IIT MADRAS RESEARCH PARK:

On January 8, 2025, Stella Maris College, in collaboration with RR Donnelley, hosted the final round of Sustainovate 2024 at IIT Madras Research Park. The event was inaugurated by Ms. Madhavi Yadav, IFS, Assistant Mission Director of Tamil Nadu Climate Change Mission. The event showcased innovative sustainable solutions developed by student teams, judged by industry experts. The college and schools from the city teams presenting projects focused on agriculture, construction, and air quality.



Principal, Dr. Sr. Stella Mary fmm felicitating the Inaugural Chief Guest, Ms. Madhavi Yadav IFS, for the inaugurating the Finals of Sustainovate held at IIT Madras Research Park on 8th January, 2025



The audience awaits in anticipation as the final round of Sustainovate commences at IIT Madras Research Park on 8th January, 2025

The finals of Sustainovate buzzed with energy as students showcased their innovative ideas, ranging from cutting-edge digital solutions to tangible prototypes, each designed to address real-world sustainability challenges with creativity and impact.

# SUSTAIN VATE

Pitching for a Better Tomorrow !

For the College level competition, Team **EcoProbe** from **Stella Maris College**, won **first place** with a soil health probe designed to combat erosion and infertility, priced at ₹180-280 per unit. The first runner-up, **Green Cement** from **Loyola College** presented a sustainable alternative with 50% lower CO<sub>2</sub> emissions, while **second runner-up** was secured by **Oxypod** from **Stella Maris College**, an algae-based air purification system.



Second Runner-up, Team OxyPod from Stella Maris College presenting their idea of an algae-based purification system

Judges, Mr. Vishweshwaran, Founder, WATTXPRO and Mr. Anson Sando, Head - Energy Programs, IITMRP evaluating the prototypes



# SUSTAIN VATE

Pitching for a Better Tomorrow !

The school category showcased impressive innovations. **Team Re-usifi** from **PSBB K.K. Nagar** won **first place** with a water reuse system. **Team Kipo Academy** from **Velammal Bodhi Campus Kolapakkam** secured **second place** for their transgender education initiative, combining social media advocacy, school outreach, and an educational website. **Team Kampus Konnect** from **PSBB K.K. Nagar** took **third place** with a peer-to-peer skill development platform promoting personalized learning and community engagement. Other notable projects included **Elec-trash**, a solar-powered smart waste segregation system, and **Structura**, a CO<sub>2</sub>-absorbing cement coating for underwater bridges.



Teams from Schools presenting their Physical Prototype in the Finals of Sustainovate

# SUSTAIN VATE

Pitching for a Better Tomorrow !

The valedictory ceremony was presided over by chief guest, Mr. Amardeep Devadason, Senior Vice President and Head of Global Brand Solutions at RRD Go Creative and Guest of Honour, Mr. Natarajan Malupillai, the CEO of IITM Research Park & Incubation Cell at IIT Madras Research Park. The event concluded as the esteemed guests shared their valuable insights with the audience. Sustainovate 2024 - 2025 wrapped up as a grand success with numerous collaborating stakeholders coming together to create one platform for green innovation paving the way for a sustainable, youth led future.



Valedictory Ceremony, with Chief guest, Mr. Amardeep Devadason, Senior Vice President and Head of Global Brand Solutions at RRD Go Creative, of the Finals at Sustainovate January 8, 2025 at IIT Madras Research Park

Valedictory Ceremony with Guest of Honour, Mr. Natarajan Malupillai, the CEO of IITM Research Park & Incubation Cell, of the Finals at Sustainovate January 8, 2025 at IIT Madras Research Park





# SUSTAIN VATE

Pitching for a Better Tomorrow !



**Faculty Advisors and Lead Coordinators of SMSD Students' Hub and Faculties from the Department of Economics along with Winners of College-Level Competition of Sustainovate 2024**



**Faculty Advisors and Lead Coordinators of SMSD Students' Hub and Faculties from the Department of Economics along with Winners of School-Level Competition of Sustainovate 2024**

---

# SUSTAINOVATE

Pitching for a Better Tomorrow !

## ENVISION 2025 - INDIA'S FIRST ENERGY FESTIVAL:

The winners of SUSTAINOVATE 2024, earned the prestigious opportunity to present their groundbreaking prototypes at EnVision 2025. EnVision 2025, held at IIT Madras Research Park from January 30th to February 1st, was a dynamic event bringing together industry leaders, researchers, and policymakers to discuss key advancements in sustainable energy, infrastructure, and mobility.

The event commenced with an inaugural ceremony, followed by a keynote address on renewable energy generation by Sujoy Ghosh from First Solar India.

The first day featured insightful panel discussions on renewable energy, energy storage, and transport and mobility, with notable speakers from institutions like IIT Bombay, Exide, Ashok Leyland, and Siemens Gamesa. Key highlights included a plenary address on mobility trends by Prof. Ashok Jhunjhunwala and discussions on green hydrogen and infrastructure, concluding with a climate change short film screening and a gala dinner.



EnVision 2025 by IIT Madras Research Park



# SUSTAIN VATE

Pitching for a Better Tomorrow !



Members of SMSD Students' Hub and Winners of Sustainovate at EnVision' 25

Day 2 delved into carbon capture, heating and cooling solutions, and nuclear power challenges, with keynotes from experts at IIT Madras, UNEP, and the Homi Bhabha National Institute. The "Pitch to Win Finale" showcased innovative ideas, followed by discussions on circular economy, climate finance, and startup growth in climate action. **Sonam Wangchuk** from SECMOL delivered a special address, adding valuable insights on sustainability. The day wrapped up with an international policy discussion featuring diplomats from Germany and Australia, culminating in the closing ceremony.



# SUSTAIN VATE

Pitching for a Better Tomorrow !



The final day focused on a deep-dive workshop on renewable energy and storage, fostering interactive learning and collaboration among participants. EnVision 2025 successfully provided a platform for groundbreaking discussions and networking opportunities, reinforcing the commitment to a greener and more sustainable future.

Each team set up dedicated stalls to present their innovations, engaging in insightful discussions with students, academicians, and industry professionals. Their participation at EnVision 2025 underscored the significance of youth-led sustainable initiatives in shaping the future of energy, environment, and inclusivity.



Team Reusifi from PSBB KK Nagar at EnVision 2025 by IIT Madras Research Park



Team Ecoprobe from Stella Maris College at EnVision 2025 by IIT Madras Research Park



# SUSTAIN VATE

Pitching for a Better Tomorrow !



## PARTICIPANT FEEDBACK:

“Sustainovate was an incredibly enriching and well-organized competition by the SMSD Students’ Hub. It provided us with a unique platform to present our innovative ideas and receive insightful feedback from experienced judges, helping us refine and improve our projects. The competition not only fostered creativity and problem-solving but also encouraged collaboration and critical thinking. One of the most exciting outcomes was the opportunity to showcase our projects at EnVision 2025, which further validated the relevance and impact of our ideas. We sincerely appreciate the efforts of the Sustainovate organizing team for their hard work and dedication in creating such a meaningful and inspiring experience. Their commitment to fostering sustainable innovation has truly motivated us to continue developing solutions that contribute to a better future.”

**Team Reusifi, PSBB KK Nagar**

“The workshops, organized by the SMSD Students’ Hub, was an incredible platform that allowed us to showcase and refine our ideas while receiving valuable feedback from esteemed judges. We are extremely grateful for the opportunity to take our project forward, and we sincerely appreciate the support and encouragement provided by the organizers. One of the most exciting outcomes of this competition was the chance to present our idea at IIT Madras Research Park and Envision 2025, which is a significant step toward turning our vision into reality. Throughout the event, we gained immense knowledge, learned about critical aspects of sustainable innovation, and received insightful suggestions that helped us better understand how to develop and implement our solutions effectively. Engaging with experts and like-minded peers not only broadened our perspectives but also inspired us to push the boundaries of our creativity and problem-solving skills. The entire experience was truly enriching, and we extend our heartfelt thanks to SMSD and the Sustainovate organizing team for providing such a remarkable platform for young innovators.”

**Team Green Cement, Loyola College**

---



# SUSTAIN VATE

Pitching for a Better Tomorrow !



## OUR ADVISORY BOARD:



**MR. AMARDEEP DEVADASON**

Senior Vice President and Head of Global  
Brand Solutions at RRD Go Creative



**MS. MRUDULA ISAAC**

Generative AI specialist at RRD Go  
Creative



**MS. FAHEERA SHAYAN**

Renewable Energy Analyst at IIT Madras  
Research Park



**MR. SHARUN A**

Manager at Villgro, Partnerships &  
Ecosystem Building, Impact Investing, Social  
Entrepreneurship, Social Impact-CSR-ESG.

---



# SUSTAIN VATE

Pitching for a Better Tomorrow !

## OUR PARTNERING ORGANISATIONS:



**RRD GO CREATIVE**



**IIT MADRAS RESEARCH PARK**



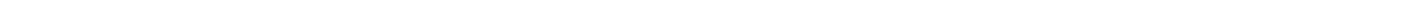
**GLOBAL SHAPERS COMMUNITY  
(CHENNAI HUB)**



**THE PENN COLLECTIVE**



**THRYV MOBILITY**





# SUSTAIN VATE

Pitching for a Better Tomorrow !

## OUR MENTORS:

**FAHEERA SHAYAN**  
RENEWABLE  
ENERGY ANALYST,  
IITMRP

**JOEL GEORGE ALEX**  
SENIOR ASSOCIATES -  
ASSISTIVE  
TECHNOLOGY, IITMRP

**S. A. VIDHYA**  
ASSISTANT  
PROFESSOR,  
STELLA MARIS  
COLLEGE

**ARUN KUMAR**  
PROJECT  
ASSOCIATE,  
IITMRP

**ALOK**  
SENIOR ASSOCIATES -  
ASSISTIVE  
TECHNOLOGY, IITMRP

**SHANTANU  
BHATTACHERJEE**  
CO FOUNDER AND  
DIRECTOR, SATIQ

**THARANI**  
ENTREPRENEUR,  
SOUTH STREET  
TEXTILES

**SHRUSTI VICHARE**  
CONTROLS  
ENGINEER, WES TECH  
AUTOMATION  
SOLUTIONS

**MAHALAKSHMI  
RAJKUMAR**  
INNOVATION  
MANAGER, IITMRP

**SURENDHAR T**  
SENIOR  
ASSOCIATES -  
ASSISTIVE  
TECHNOLOGY,  
IITMRP

**SRIVIBHAV  
LAKSHMAN**  
STAFF APPLICATIONS  
ENGINEER, PHYSICAL  
DESIGN, SYNOPSIS  
INC

**VIVEK M**  
SENIOR  
ASSOCIATE -  
RURAL & AGRI  
INITIATIVES,  
IITMRP

**SUHASINI**  
ENTREPRENEUR,  
PARENTING AND KIDS  
LIFE COACH  
MERA VIGLIA EQ  
ACADEMY

**AGRAJA MAGESH**  
AGM , LSI- MECH  
ENGINEERS PVT  
LTD



# SUSTAIN VATE

Pitching for a Better Tomorrow !

## THE FACULTY ADVISORS:

DR. A. PUNITHA

Head & Associate Professor, Department of Economics

DR. REBECCA DEVAPRASAD

Assistant Professor, Department of Economics  
IQAC Coordinator, Stella Maris College

S/LT. SWATI SESHADRI

Assistant Professor, Department of Economics  
Associate NCC Officer (Navy), Stella Maris College

## THE ORGANISING TEAM:

MS. KEERTHANA ANAND

Lead Coordinator of SMSD Students' Hub  
& Lead Organiser of Sustainovate

MS. DIKSHITHA K

Lead Coordinator of SMSD Students' Hub  
& Sub-Organiser of Sustainovate

MS. JEAN MARIA FRANCIS

Treasurer of SMSD Students' Hub  
& Sub-Organiser of Sustainovate

MS. A. JEEVITHAA SHREE

Student Coordinator of SMSD Students' Hub  
& Sub-Organiser of Sustainovate

MS. APARNA K

Core Team Member of SMSD Students' Hub  
& Sub-Organiser of Sustainovate

MS. POOJA SHREE. B

Student Coordinator of SMSD Students' Hub  
& Core Team Member of Sustainovate

MS. RUJITHA. T

Core Team Member of  
SMSD Students' Hub & Sustainovate

MS. P. HARSHITHA

Core Team Member of  
SMSD Students' Hub & Sustainovate

MS. KAMATCHI DEVI. S

Core Team Member of  
SMSD Students' Hub  
& Sustainovate

MS. DISHA AGARWAL

Core Team Member of  
SMSD Students' Hub &  
Sustainovate

MS. MITHRACHAYA. U

Core Team Member of  
SMSD Students' Hub &  
Sustainovate

---



**rpd**



**STELLA MARIS COLLEGE**  
(AUTONOMOUS), CHENNAI - 86

**STELLA MARIS SUSTAINABLE DEVELOPMENT  
STUDENTS' HUB**

A MEMBER OF THE  
UNITED NATIONS SUSTAINABLE DEVELOPMENT SOLUTIONS NETWORK YOUTH

IN COLLABORATION WITH  
**RR DONNELLEY &  
IIT MADRAS RESEARCH PARK**

**SUSTAIN  VATE**

Pitching for a Better Tomorrow !

**2024 - 2025**

6 Events Across 3 months | 25 Teams |  
5 Partnering organisations