

Organisation: Sustainable Advancements, India

Sustainable Advancements broadly aims to promote the 5Ps of the Sustainable Development Goals (SDGs) or the Global Goals, viz. people, planet, prosperity, peace and partnerships. This is done through a two-pronged approach - Advocacy and Implementation that aids in bridging the gap between ideas and actions, communities and businesses, India and rest of the world, thus bringing about holistic development.

Alna.Store is the responsible products arm of Sustainable Advancements, that works hands on with vulnerable women who have been victims of human trafficking in Kolkata, West Bengal, India. Alna's community is encouraged to start the chain of change leading to synergetic effect of people, planet, prosperity, peace and partnerships through conscious consumption. It is a UN Women recognised venture.

Project title: Supporting women rescued from trafficking - ALNA.STORE, Kolkata, India

Project objectives: 'Alna.Store' is developing fashionable block and silk screen printed merchandise to help conscious consumers to create and share their own stories with products made by vulnerable and rescued women of trafficking. When one purchases an item from Alna.Store, they are supporting not just vulnerable women providing them with income, but also contributing to sustainable consumption. And to recognize the conscious consumers Alna.Store is sharing their stories to inspire change via Alna.Store website and social media.

The project objectives:

- a) Market expansion – analyses of Alna products being introduced globally;
- b) Branding concept - to re-position Alna.Store as a 'brand with attitude' that tells people's stories and encourages impactful change;
- c) Marketing campaign - develop marketing assets that tell Alna's story and sell the product;
- d) Recommendations on Social Media Strategy - increase the outreach of the social media handles, improve engagement, grow community, etc.;
- e) Product development suggestions – to expand from bags to other numerous items with minimal carbon footprint.

Expected Outcomes:

- 1. Collaborations with some of the international stores and online tie ups – geography to be defined by the economics of market entry;
- 2. Stories recorded that talks about customers' experiences – how one event has changed their lives to better and how, where and who they are now can be reflected through Alna bags.
- 3. Creative calendar made that helps market Alna.Store
- 4. Promotion of the existing social media handles

Powered by



In collaboration with:



5. Market analysis to research the various colour, dimensions, product line extension that people want;
6. Legal compliances required to go global (legal landscape, taxation, import requirements, etc. - recommendations by region);

Deliverables:

1. At least 5 Sign-ups with local physical stores and online tie ups
2. At least 20 stories recorded
3. Creative calendar with post content (eg. Creative content for Instagram to be posted – 3 times a week)
4. 100% increase in the penetration of the existing social media handle
5. 5. Market research report on product extension – what is the possible product line that the conscious consumers is likely to consume
6. 6. Legal compliance report for market entry in a foreign land where the products will be sold (will be guided by the students)

Is this project reoccurring?

Yes

Would you like for this project to be delivered by more than one team?

Yes

Which sector is this project focused on?

Retail/wholesale

Which skills might be required for the successful delivery of your project?

Business & Entrepreneurship / Business Development

Business & Entrepreneurship / Market Research

Marketing (both digital media and physical)

Marketing communication

Design

Soft skills / Sales

Soft skills / Storytelling

Powered by



In collaboration with:



FUTURE17

Sustainable Development Goals
Challenge Program



Can the project outcomes be shared with the public?

Restricted sharing is allowed; but has to be vetted by the Founder-Director before sharing

SDGs related to this project: SDG# 1,2,3,4,5,8,10, 11,12,13,17

Resources available to the team: Resources available to the team:

- www.alna.store
- Instagram handle: thealnastore
- Brief by the Founder-Director at the inception of the project

Contact person: Khushboo Mehta, khushboo@sustainableadvancements.com

Powered by



QS WORLD MERIT



In collaboration with:



香港中文大學
The Chinese University of Hong Kong



Universidade de São Paulo



UNIVERSITEIT
STELLENBOSCH
UNIVERSITY