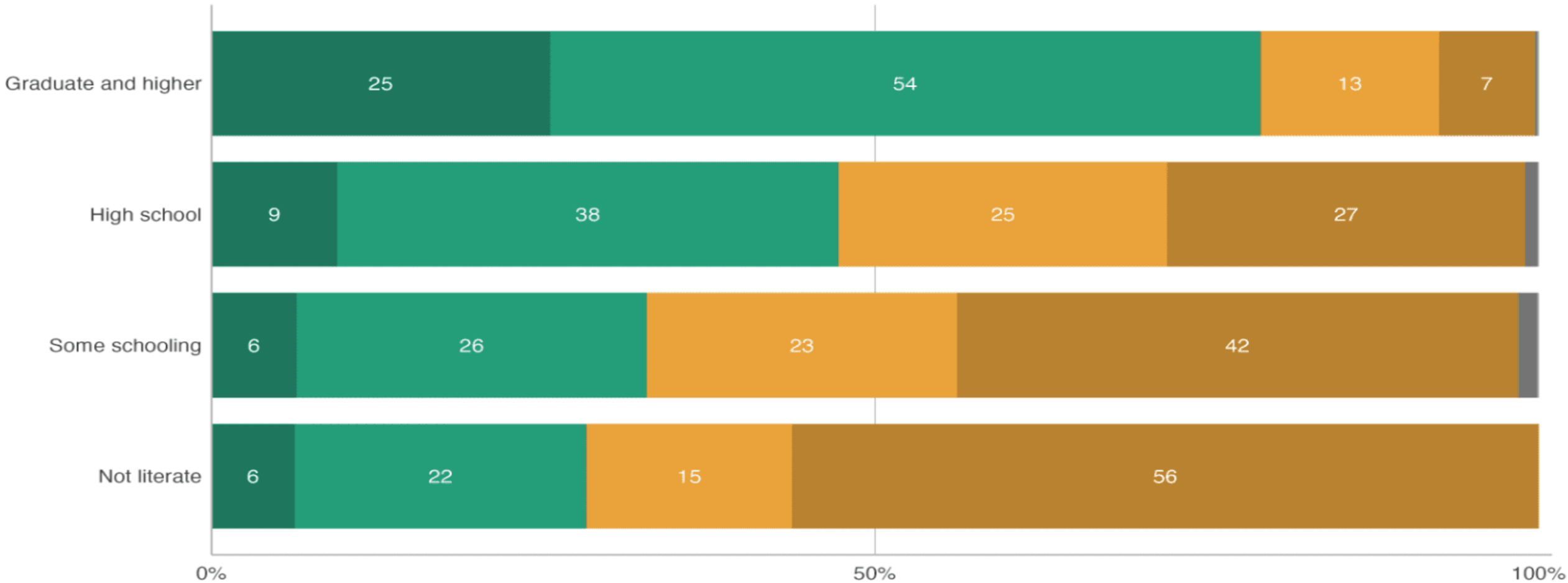# Ecosphere

Presenter Dev Singh

Problem Statement

We all learn about global warming, **climate change**, and **carbon footprints** in schools and colleges, and most of us genuinely want to contribute towards **sustainability**. However, there is no single platform where we can track our **personal impact**, get **personalized suggestions**, build **sustainable habits**, connect with **like-minded people** to share **views** and **learn** from each other, learn sustainable skills and most importantly monetization of skills.

Awareness about global warming differs significantly across education levels in India

Legend:
- I know a lot about it
- I know something about it
- I know just a little about it
- I have never heard of it
- Don't know
- No response

Education level	I know a lot about it	I know something about it	I know just a little about it	I have never heard of it
Graduate and higher	25	54	13	7
High school	9	38	25	27
Some schooling	6	26	23	42
Not literate	6	22	15	56

How much do you know about global warming? Do you know a lot about it, something about it, just a little about it, or have you never heard of it?

Sept. 2023 - Nov. 2023

Source: Yale Program on Climate Change Communication

Awareness

Graduate and Above (college degree or higher)

1. **Awareness:** Only **7%** have never heard of global warming, and **25.5%** say they know "a lot" about it.

2. **Belief: 92%** believe global warming is happening, and **72%** believe it is primarily caused by human activities.

High School Graduates

1. **Awareness:** 27% have never heard of global warming (significantly better than less educated groups).

2. **Belief:** 75–80% believe global warming is happening, and 53% think it is mainly human-caused.

Source:

[https://climatecommunication.yale.edu/publications/how-global-warming-beliefs-differ-by-education-levels-in-india/]

Solution

Here comes, **EcoSphere** is an **all-in-one sustainability platform** that brings everything under one umbrella:

- **AI-powered carbon footprint tracker** with personalized reduction tips.
- **AI sustainability chatbot** for Q&A, eco-advice, and habit-building.
- **Eco-communities** to share, discuss, inspire, and collaborate.
- Ability to **start initiatives**, let others join, and even **raise funds for causes.**
- An **eco-marketplace** to learn, create, and monetize sustainable products.
- **Gamified rewards & badges** with a personalized dashboard to track growth.

EcoSphere transforms sustainability into a **connected, engaging, and rewarding journey** for individuals and communities.

Willing to take action

- According to the "Climate Change in the Indian Mind 2023" study, 53% of college graduates (those with "graduate and higher" education) in India report that they are "already making big changes in their daily lives to protect the environment", which directly relates to taking steps to reduce their carbon footprint.

- An additional 36% in this group say they are "definitely willing" to do so, showing very high potential for climate action among India's most educated population segment.

Source:

[https://climatecommunication.yale.edu/wp-content/uploads/2014/05/climate-change-indian-mind-2023.pdf]

Target Audience

1. B2C

Graduates & Higher Studies

- Students enrolled in higher education (college and above): Approximately 43.3 million (4.33 crore) students are enrolled in higher education institutions across India, which includes undergraduate, postgraduate, and above.

2. B2B

Communities & NGOs

- looking for outreach and collaboration.

Institutions & colleges

- wanting to encourage sustainability on campus.

Secondary& Higher Secondary

- The school education system serves 248 million (24.8 crore) students, with a secondary Gross Enrolment Ratio (GER) of 77.4% and a higher secondary GER of 56.2%. There are approximately 88.5 million children aged 14–18 (secondary and higher secondary levels).

Government

- initiatives on climate awareness.

Growth in market

Sector	2014-15	2021-22/2024-25	Growth Rate (avg.)	Digitalisation Progress
Higher Education	3.42cr	4.33cr	~3.3%/year	Online platforms, virtual classes
School (Secondary)	~7.4cr	~8.85cr	~2.7%/year	Computers: 57%, Internet: 54%

Source:
- [Press Information Bureau] PRID 2097864
- [Times of India]
- [DD News]
- [Press Information Bureau] PRID 2101363

Revenue Model

1. Subscription Plans

To remove the ads and experience, smooth experience

2. Green Marketplace

Take a share on each item sold on our platform from seller, sponsored products.

3. Advertisements

Advertisements in learning section i.e.. Article and videos and products suggestion

Thank You