Keio University (India Japan Laboratory) in collaboration with
Indian Institute of Science (Center for Society and Policy) calls for

SOCIAL INNOVATION CHALLENGE

(Phase 3: Proof-of-Concept or Prototype Submission)
LAST DATE FOR SUBMISSION: 1 JANUARY 2020

1. Basic Information

Theme Area	Urbanisation
Title	Prithvi
Name of Group Leader: Shikha Bhat (7057148967)	

2. Details of Group Members

S.No.	Name of Group member	University / Organization	Program (UG or PG) / Year	Discipline	Email
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3. Submission of Proof-of-Concept or Prototype for your Social Innovation Idea

Prithvi is a Google Chrome extension that performs a very simple task that has far reaching consequences. It shows you a list of sustainable options for what you just googled. Prithvi is designed to give you the best eco-friendly results for all your product searches. It makes finding numerous eco-friendly alternatives much easier and faster. Our team aims to help you make your life greener and make the planet healthier, with just one extra click. We have both a **proof of concept** and a **prototype** that we wish to demonstrate below.

We conducted a survey - A Greener Lifestyle (Responses) - in which we found that less availability, lack of options and low awareness about sustainable alternatives are three major reasons that people do not buy ecologically friendly products. Our extension is a one stop solution to all these problems. The response we received to our idea clearly **demonstrates the need for a product like ours**. We will now describe how our extension works using a flowchart and some screenshots of the prototype. **For video demonstration, see here.**

Flow of events
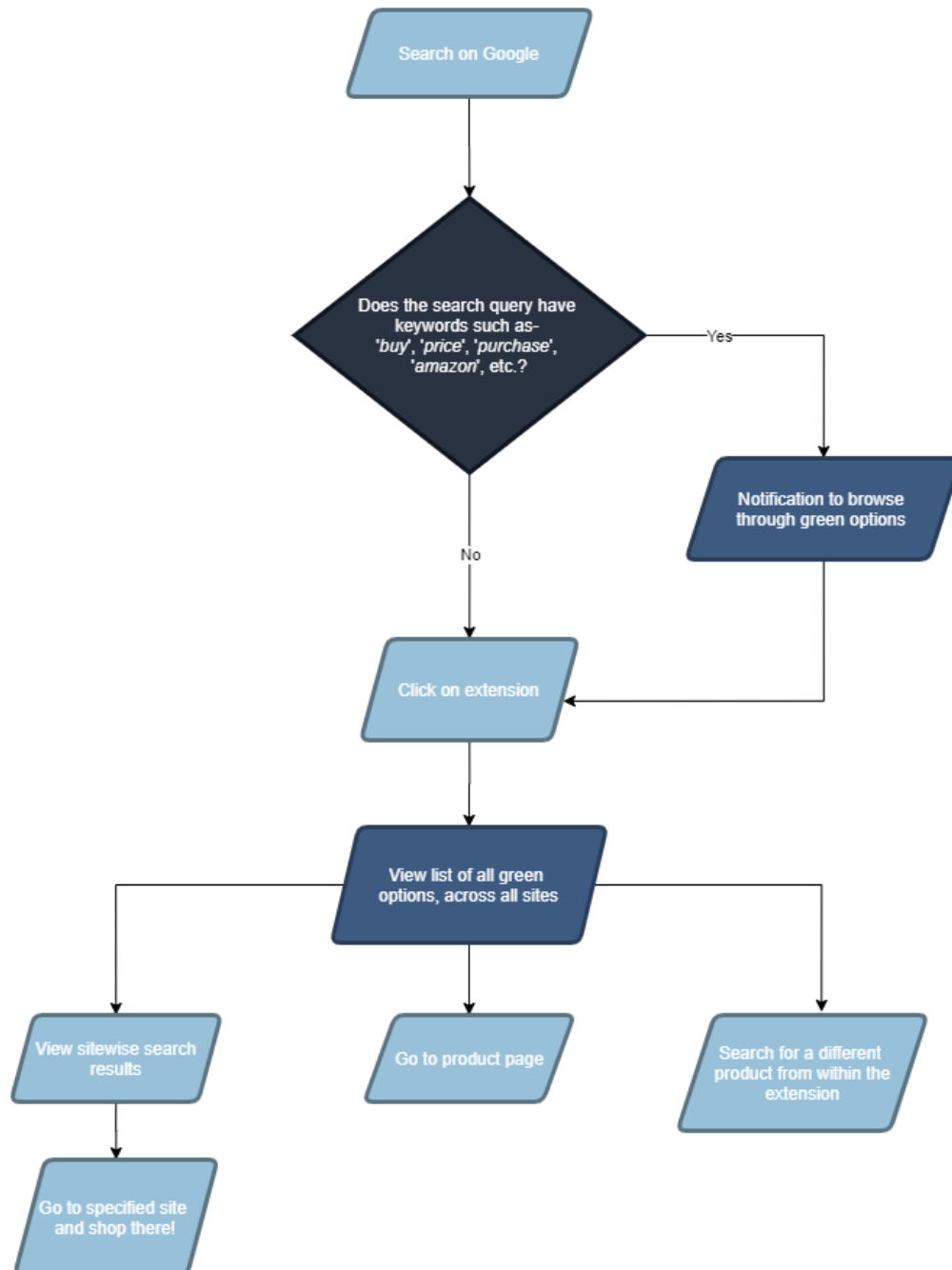
Key Features and Design

We have created this extension using Javascript and HTML. **The prototype and instructions on how to use it can be found here - https://github.com/Prithvi-Extension/prithvi**
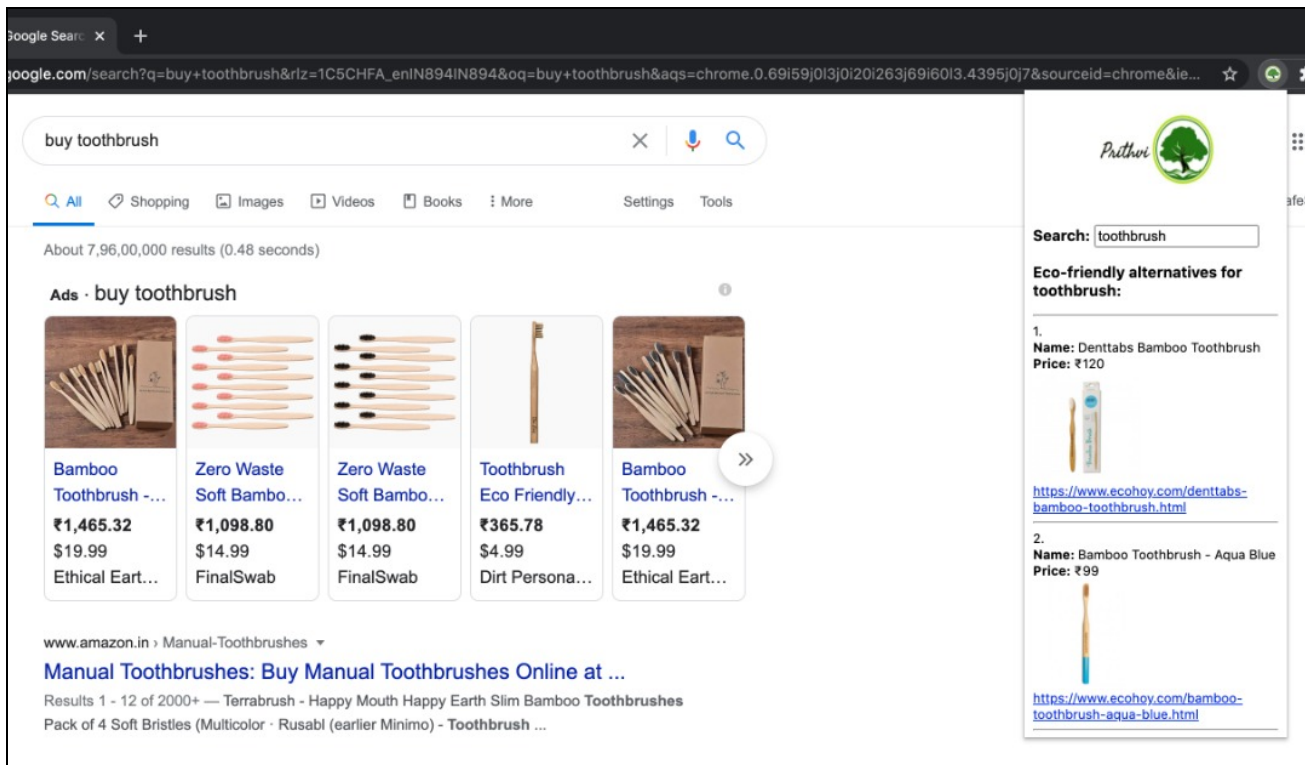
1. Whenever a user searches for something to buy using keywords such as "buy", "price", "amazon" or something similar, Prithvi sends a notification reminding the user that they can buy eco-friendly alternatives.
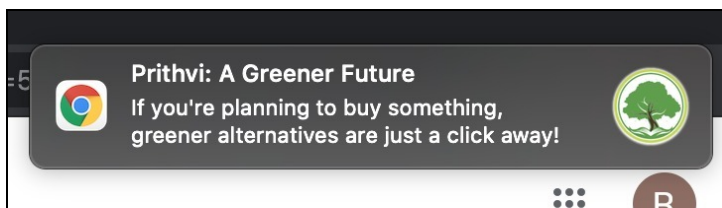
2. Our design consists of a pop-up dialog box. It displays a scrollable list of eco-friendly alternatives from various sites. The name of the product (1), price (2), image (3) and a link to the product (4) is displayed.

3. There is also an option to search by a specific site. In our MVP, we have displayed four such websites, namely Ecohoy, Wudbox, Geosmin and SaveGlobe.

4. There is a search box (5) embedded in the pop up window itself, in which the user can search for any other product too.