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CAREERS

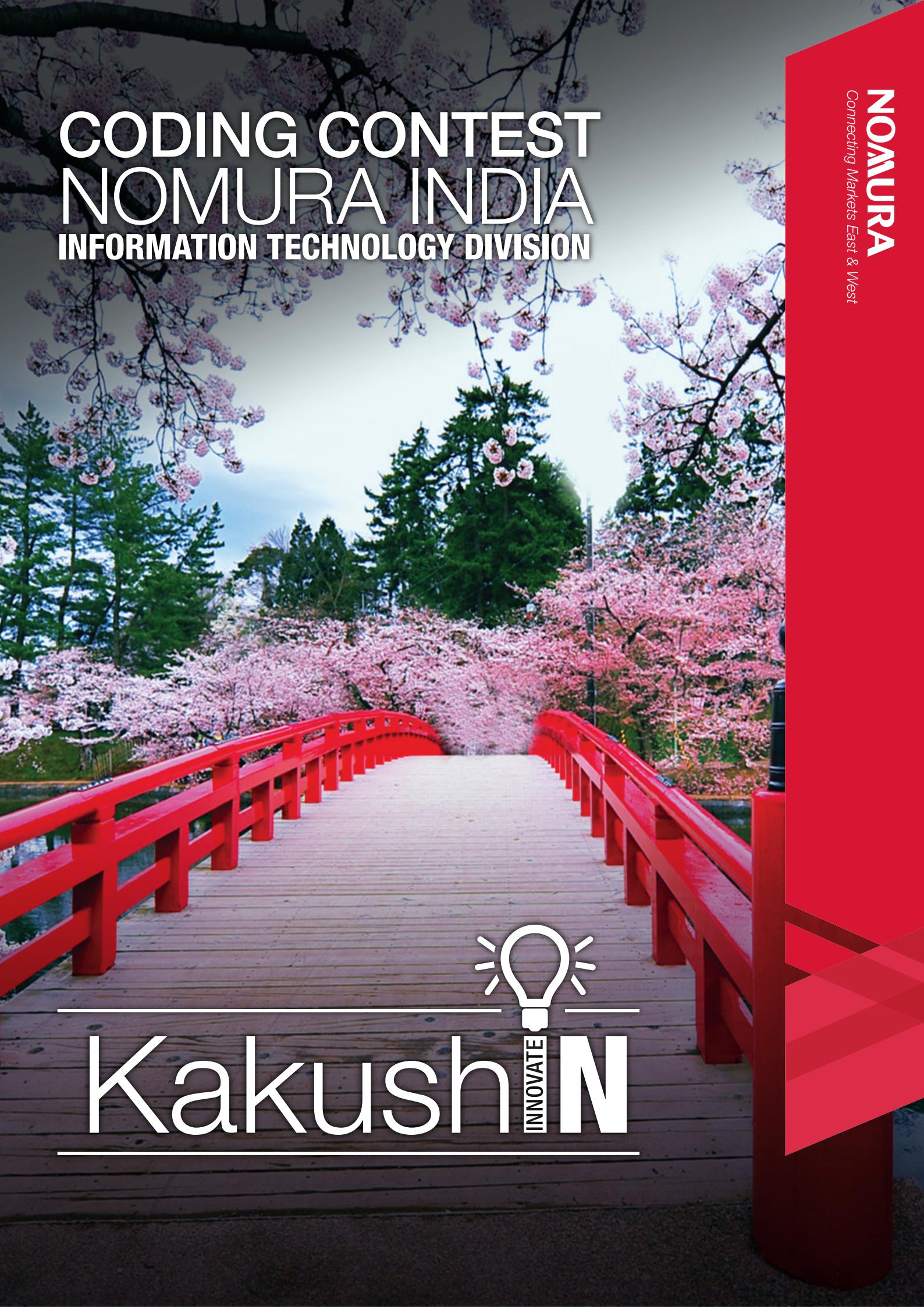
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Beach Warriors - Tech for CSR

In every corner of the world, 'environmental sustainability' echoes through conference halls and community meetings. As we embrace greener solutions and work towards our Sustainable Development Goals, we're not just chasing targets – we're safeguarding our planet's future. Our city, Mumbai, stands as a testament to human potential and progress. Yet with this progress comes responsibility. Every day brings a new opportunity to be better stewards of our environment, to give back to the community that has given us so much. Look around – dedicated volunteers are already making waves of change. From beach cleanups to neighborhood initiatives, these environmental warriors face challenges head-on. But they shouldn't stand alone.



Imagine if each one of us took just one small step. One cleanup drive. One conscious choice. One commitment to change. These individual actions, when united, create an unstoppable force for good. Let's make it happen – for our communities, for our planet, for our tomorrow!" The time is now. The place is here. The force is you!

Background

Meet Anjali, a passionate environmental activist coordinating beach clean-up drives in Mumbai. Every weekend, she struggles to organize hundreds of enthusiastic volunteers across different beaches. Using multiple WhatsApp groups and spreadsheets, she faces constant challenges: volunteers not showing up or arriving at wrong locations, insufficient cleaning equipment, and most importantly there's no way to track types of waste found and the impact of their efforts. Without an engaging onboarding experience or clear incentive structure, volunteer retention remains a persistent challenge.

Beyond these operational hurdles, Anjali spends valuable time creating social media posts, event flyers, and impact reports. She needs each piece of content to align with environmental guidelines while maintaining scientific accuracy - a time-consuming process that diverts her from ground operations. Despite collecting rich data about waste patterns and volunteer impact, she lacks the tools to transform this information into compelling stories that could inspire more community participation and support. The absence of a reward system or recognition program makes it harder to keep volunteers motivated and committed to the cause.

What's missing is a hook factor - something that transforms one-time participants into dedicated environmental warriors. Whether it's gamification elements, achievement badges, impact scorecards, or community recognition programs, Anjali knows that incentivizing consistent participation could revolutionize their environmental efforts. The potential for corporate partnerships, educational certificates, and skill development opportunities remains untapped, limiting both volunteer engagement and program sustainability.

Meanwhile, Rohan, a college student who regularly visits Juhu Beach, wants to contribute to beach conservation but feels overwhelmed. He doesn't know which clean-up drives are legitimate, what

equipment to bring, or how his individual effort makes a difference. Without timely reminders, he often misses cleanup events, and when he has questions about waste segregation or safety protocols, there's no immediate guidance available. He wishes he had a personal guide that could send him relevant updates based on his interests, answer his questions instantly, and help him stay connected with the beach cleanup community.

Problem Statement

Your challenge is to develop an AI / GenAI - powered platform that revolutionizes how beach clean-up drives are organized and executed, while fostering a sustainable community of engaged environmental stewards through data-driven insights and personalized experiences.

- How can we help volunteers easily discover, participate in, and measure their contribution to beach conservation?
- How might we enable organizers to optimize volunteer deployment, track waste collection, and create compelling impact stories?
- How might we incorporate environmental education into the cleanup experience and metrics to showcase long-term impact?
- How do I assess the available data to measure impact?



Possible Expected Outcomes

A user-friendly platform progressive website or mobile application which is cross-platform for users and NGO admin (device and OS agnostic) that ensures inclusive access across diverse user groups and technological constraints:

- Interactive beach clean-up event management
- Volunteer registration, smart mapping and attendance tracking
- Basic waste collection data capture and analytics
- NGO Mission drive content co-pilot
- Impact metrics dashboard and report generation

Your platform has the potential to transform Mumbai's beaches and create a model for coastal conservation worldwide. Make waves with your innovation!

Image sources:

- <https://c4scourses.in/wp-content/uploads/2025/01/image-139.png>
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