



Kshetij 2014

the techno-management fest

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INNOVISION

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Problem Statement:

What is wrong with leather? In India leather is referred to as a by product of the meat industry by the Indian Council of Agricultural Research and is actually valued more as an export than meat is.

Almost all animals that end up as shoes, belts or bags suffer confinement and cruel treatment during transportation and slaughter. Many also suffer unanaesthetised castration, tail docking and dehorning. Calves are poisoned or starved to death for expensive calves' skin. Many animals are so sick and injured by the time they arrive at the abattoir that they must be dragged inside. Others have hot chilli peppers and tobacco rubbed into their eyes and tails broken to make them stand up and keep moving. Inside they are killed using dull knives on bloody floors in full views of each other. Many have their legs hacked off or are skinned alive while they are still conscious.

The environmental devastation caused by tanneries is not easily reversible. The chemicals used for leather production are highly toxic. Those working or living near tanneries have high incidences of menstrual disorders, still births, cancer, nervous disorders, asthma, other illnesses and premature death. Tanneries are ranked as being one of the top 10 polluting industries. Water wastage and drinking water contamination caused due to tanneries can be easily curbed by moving to environment friendly options.

Task at hand: To encourage people to choose environment friendly and cruelty free options for shoes, belts, bags and other accessories.

It is easy to find good quality and fashionable accessories that are environmentally friendly and free of animal cruelty.

The team's task is to build a campaign around this.

The Participants have to submit a pdf file containing the following:

1. Overview of the issue
2. Branding plan along with the expected outreach and target audience
3. Cruelty free logo design
4. Goals and desired accomplishments of the campaign
5. Selection of channels of communication
6. Impact analysis: how the campaign desires to produce impact?

Along with that three of the following should be submitted:

1. Avenues of income generation: how to attract the sponsors?
2. A web banner
3. Email advertisement
4. A street banner
5. Tagline (One that is not currently used by Peta)
6. Plan for collaborating with vegan companies

Reference Video.

<http://www.youtube.com/watch?v=3hCpz89WIUY&list=UUolwB1mTB6HKZXE8hop-0vQ&index=21>

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