



Indian
Institute of
Management
Kozhikode



Backwaters '11

18-20 Nov

Powering Our Future

First Prize: Rs 25000
Second Prize: Rs 15000

Last Date of Submission:
20th Oct 2011

Triple
BLitz

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EVENT DETAILS

**PRIZES UP FOR
GRAB!!**

1st Prize: Rs.25000

2nd Prize: Rs.15000

INTRODUCTION

What's the similarity between General Electric's revenue-boosting Ecomagination green technology, Toyota's fuel-efficient Prius and Unilever's Project Shakti?

- An increased focus on the Triple Bottom Line (TBL) – “People, Planet, Profit”

Commitment to corporate social responsibility and reducing carbon footprint have become new criteria for measuring success for most firms – a success that is not just economic but also ecological and social. Fortune 50 & now Fortune 100 companies are leading the way with such new reporting metrics where annual reports include what their organization is doing for sustainability.

Backwaters by IIM – Kozhikode offers you an opportunity to experience the challenges that arise from an organization's efforts to move towards sustainable development and design strategies for growth based on the concept of TBL.

“Any development, that is not sustainable is not development” – Dr. Manmohan Singh, Economist and Prime Minister of India

EVENT FORMAT

ROUND 1: CASE (REFER APPENDIX)

You are a TBL consultant appointed by **Cool-It**. It is expected that you will be able to relieve **Cool-it** out of this crisis. You are expected to answer the following questions:

1. Suggest in detail how **Cool-It** can incorporate the TBL philosophy in its true sense. Take into consideration the factors that are responsible for the current debacle and suggest ways to mitigate the defamation.
2. Suggest some innovative ways to incorporate the TBL philosophy at the corporate and operational level at **Cool-It**. What would be the cost implications of such steps?

All submissions should be in .ppt format with a maximum of 6 slides (upto 3 slides for each question)

ROUND 2: VIDEO MAKING

12 Teams will be shortlisted from Round 1 and will be asked to do the following:

- Create a 3min video explaining the Triple Bottom Line in your own innovative way.
- Mail us the video and the same will be uploaded on the Facebook page created for the event. Garner comments & likes for your video
- Based on the online response & an expert judging, 5 teams will be called on campus

ROUND 3: CAMPUS ROUND

5 shortlisted teams will be called on campus. Teams will be asked to come up with a 10 slide presentation on a promotional campaign for the company **Cool-It** (Round 1). The campaign will aim at promoting the company as a Triple Bottom Line oriented company.



IMPORTANT DATES

Round No.	Submission Deadline	Result Date (tentative)
Round 1	23:59 hrs (IST); 20-Oct-11	25-Oct-11
Round 2	23:59 hrs (IST); 30-Oct-11	03-Nov-11
Round 3	Campus round	

SUBMISSION GUIDELINES

- Mail us your entries at tripleblitz@iimklive.com in the below mentioned format. The subject line should be <TeamName>_<UserName>_TripleBLitz_<RoundNo.>

ROUND 1:

- **Power Point Format:** <TeamName>_<UserName>_TripleBLitz (User Name* of any one user)
- **Cover Page:** Team name, member details (Name, Institute, Phone No., Registration-id* & Email id)

ROUND 2:

- **Video:** <TeamName>_<UserName>_TripleBLitz (User Name* of any one user)

ROUND 3:

- **POWERPOINT PRESENTATION (10 SLIDES)** – (Presentation Time – 10mins; Q&A – 15mins)

***User Name** to be input by the user while registering for IIM K Backwaters at www.iimkbackwaters.com

***Registration Id** (any one member) should be the unique code generated during event registration

RULES AND REGULATIONS

1. Event is open to students from all B-Schools
2. Team size should be a **maximum of 3** members
3. Participants in a team can be from the same or different institutes
4. No participant should be a part of more than one team
5. Each team can submit **only one entry** for the competition
6. After registering for Backwaters'11 at www.iimkbackwaters.com; the participants have to **register** themselves through the online event registration portal on the site. Event registration will start on **23:59 hrs IST, 13th Oct'11**
7. There must be strictly no IPR infringements in the submissions. On discovery of such infringements, the respective team(s) will be disqualified with immediate effect
8. The selected participants would be reimbursed the 3rd AC fare up to a maximum of **Rs.3000** (2-way). They would be required to **submit original tickets**. In case of air travel, reimbursement will be provided only on producing original boarding pass and the cap remains the same as above
9. The Terms and Conditions of participation are subject to change at any time without specific notice. The amended Terms and Conditions of entry will be effective immediately upon being posted on the website. It is the sole responsibility of the teams to regularly visit the Website to read any changes
10. The decisions of the organizers of the contest and the panel of judges will be final and binding on all the participants



APPENDIX: CASE STUDY – “TBL integration at COOL-IT”

“Cool-It” is a global beverage manufacturer and marketer. It has multiple soft drink brands and enjoys the second highest market share in the Indian soft drink market. In its struggle to become the market leader in a highly competitive market, **Cool-It** has been trying to differentiate itself around intangible aspects. One such philosophy adopted in recent times has been the “**Triple Bottom Line**” (TBL).

The phrase “the triple bottom line” was first coined in 1994 by John Elkington, the founder of a British consultancy called SustainAbility. His argument was that companies should be preparing three different (and quite separate) bottom lines. One is the traditional measure of corporate profit—the “bottom line” of the profit and loss account. The second is the bottom line of a company’s “people account”—a measure in some shape or form of how socially responsible an organisation has been throughout its operations. The third is the bottom line of the company’s “planet” account—a measure of how environmentally responsible it has been. The triple bottom line (TBL) thus consists of three Ps: profit, people and planet. It aims to measure the financial, social and environmental performance of the corporation over a period of time. Only a company that produces a TBL is taking account of the full cost involved in doing business.

Source: <http://www.economist.com/node/14301663>

Company management believes that by portraying itself as an environmentally responsible organisation empathetic with the bottom of the pyramid people residing near to its bottling plants, it can strike an emotional chord with the target group and earn their loyalty. Toward this objective, the company has undertaken several steps in the past 6 months. Some of them are:

1. Plantation of nearly 2500 trees around its various bottling plants.
2. Rain water harvesting in 2 of its 10 bottling plants
3. Establishing a primary school at a village nearby one of its bottling plants

Contrary to its expectations, the company is facing wrath from various environmental and human rights organizations. They have blamed the **Cool-It** management for painting a rosy picture. Their rationale includes:

1. A large part of the soft drinks category was supplied in plastic bottles and tin cans. Both of these were responsible for environmental degradation.
2. The ground water level around its bottling facilities has been declining at an alarming rate. Families were migrating to other villages and nearby towns due to lack of water for fields & cattle.

In short, the TBL philosophy has backfired. Some media houses have published stories around this and the company is now seen in bad light by many customer groups.

