

ONE STOP EVENT ORGANIZER



ENERJIVA



HULT
PRIZE



United Nations
Office for Partnerships



Problem Statement

Market Fragmentation

The Indian live events market, valued at 88 billion INR in 2023, suffers from severe fragmentation. Event organizers and clients navigate a complex landscape without a unified platform, struggling with multiple uncoordinated vendors. This disjointed approach leads to inefficiencies, increased costs, and a lack of standardized service quality across different event types.

Quality Inconsistency

A staggering 40% of event clients report unsatisfactory experiences, highlighting the industry's quality challenges. The absence of standardized benchmarks results in unpredictable event outcomes across wedding, corporate, and social event segments. Clients are left uncertain about the final delivery, risking significant financial and emotional investments.

Sustainability Gaps

Events in India generate approximately 1.5 tons of waste per 100 attendees, with less than 10% implementing sustainable practices. Despite growing environmental consciousness, the event industry remains largely disconnected from eco-friendly approaches. This represents a significant opportunity for sustainable intervention and responsible event management.

What EnerJiva offers

Comprehensive Platform

A one-stop solution for all event types, from political rallies to weddings, streamlining the planning process. Our integrated platform handles everything from vendor coordination and budget management to timeline planning and guest management, eliminating the need for multiple service providers and reducing planning complexity.

Quality Assurance

Standardized processes and vetted vendors ensure consistent, high-quality outcomes across all events. Our rigorous vendor selection process, regular performance monitoring, and client feedback system maintain service excellence. We implement detailed checklists and quality control measures at every stage of event planning and execution.

Brand Recognition

Building a trusted name in event management, making it easy for clients to find and rely on our services. Through consistent delivery, transparent communication, and professional excellence, we're establishing ourselves as India's premier event management brand. Our portfolio includes successful events across multiple cities, demonstrating our capability to deliver memorable experiences.

Sustainable Practices

Integrating eco-friendly approaches in all events, reducing environmental impact without compromising quality. We utilize biodegradable materials, implement waste segregation systems, and partner with sustainable vendors. Our innovative solutions include water refill stations, energy-efficient lighting, and locally sourced decorative elements, setting new industry standards for environmental responsibility.

Innovative Energy Solutions at EnerJiva

Piezoelectric Floor Technology

- Converts footsteps into usable electricity
- Powers event lighting and small electronics
- Generates approximately 5-8 watts per step
- Ideal for high-traffic areas and dance floors
- Showcases real-time energy generation to guests

Strategic Partnerships

- Solar panel installations for outdoor events
- Portable solar generators for backup power
- LED lighting systems with motion sensors
- Energy monitoring and optimization tools
- Smart power distribution systems

Benefits

- Reduces event carbon footprint by up to 40%
- Creates interactive guest experience
- Demonstrates innovative sustainability
- Lowers operational energy costs
- Sets new industry standards

Implementation

- Modular design for easy installation
- Scalable based on event size
- Real-time energy generation displays
- Integration with existing venue systems
- Backup power solutions

How we contribute to the sustainable practices

EnerJiva will implement comprehensive waste management strategies at all events. This includes replacing single-use plastics with eco-friendly alternatives, setting up efficient waste segregation systems, and partnering with local recycling facilities. We will install water refill stations to eliminate plastic bottle waste, provide sustainable food packaging options, and ensure proper disposal mechanisms are in place throughout the event duration. By adopting these proactive measures, Ener-Jiva aims to significantly reduce the environmental footprint of events while maintaining the quality of attendee experience. Our commitment to sustainability extends beyond mere waste management to creating a new standard for environmentally responsible event planning in India.



Our Alignment with UN SDGs

SDG 11: Sustainable Cities and Communities

EnerJiva contributes to this goal by engaging with local communities for event planning, supporting local businesses and suppliers, and promoting cultural sustainability in event designs.

SDG 12: Responsible Consumption and Production

The company address this goal through implementing waste reduction strategies, promoting recycling and composting at events, and using eco-friendly materials and products.

SDG 13: Climate Action

EnerJiva aligns with this goal by minimizing carbon footprints through energy efficient practices, promoting sustainable transportation options for events, and offsetting unavoidable emissions.

11 SUSTAINABLE CITIES AND COMMUNITIES



13 CLIMATE ACTION



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Timeline-Strategy

Phase 1: Launch in Key Metropolitan Areas

- Target high-value clients in major cities
- Establish partnerships with premium venues and suppliers
- Intensive digital marketing campaigns to build brand awareness

Phase 2: Expand to Tier 2 Cities

- Leverage success stories from Phase 1 to enter new markets
- Adapt offerings to cater to regional preferences and needs
- Implement aggressive referral programs to drive organic growth

Throughout Both Phases

- Utilize data-driven marketing to target specific event segments
- Continuously refine our AI algorithms to improve service quality and efficiency
- Foster strategic partnerships with industry influencers

Marketing Strategy

Digital Presence

- Premium social media content managed by skilled freelancers and interns
- Targeted campaigns positioning eco-friendly events as luxury experiences
- Influencer partnerships showcasing sustainable event designs

Community Building

- Partnerships with high-end eco-friendly vendors
- Collaboration with environmental organizations
- Engagement with luxury venues offering sustainable options

Brand Positioning

- Sustainability as the new status symbol
- Eco-conscious events reflecting social responsibility
- Premium pricing justifying exclusive sustainable solutions

Client Education

- Showcase success stories and impact metrics
- Exclusive content for eco-conscious clients
- Regular updates on sustainable event trends

Sustainable Items Cost (Per Event)

Infrastructure	
Waste management system	₹10,000
Energy-efficient lighting	₹8000
Water refill stations	₹5000 per station

Tableware & Packaging	
Biodegradable plates/cups	₹15 per piece
Bagasse-Based Items	Premium Pricing due to 6% CAGR Growth
Eco-Friendly decorations	₹5000

(The expenses are in Approx. Amount)

Event Type Pricing

Corporate Event (100 Guests)	
Basic sustainable items	₹18,000
Labour Costs	₹20,000
Venue Charges	₹50,000

Wedding Package (50 Guests)	
Basic sustainable items	₹15,800
Labour Costs	₹10,000
Venue Charges	₹20,000

Birthday Package (50 Guests)	
Basic sustainable items	₹15,800
Labour Costs	₹10,000
Venue Charges	₹20,000

Additionally ₹9000 to ₹50000 are added for sustainable material costs

Team Members



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