

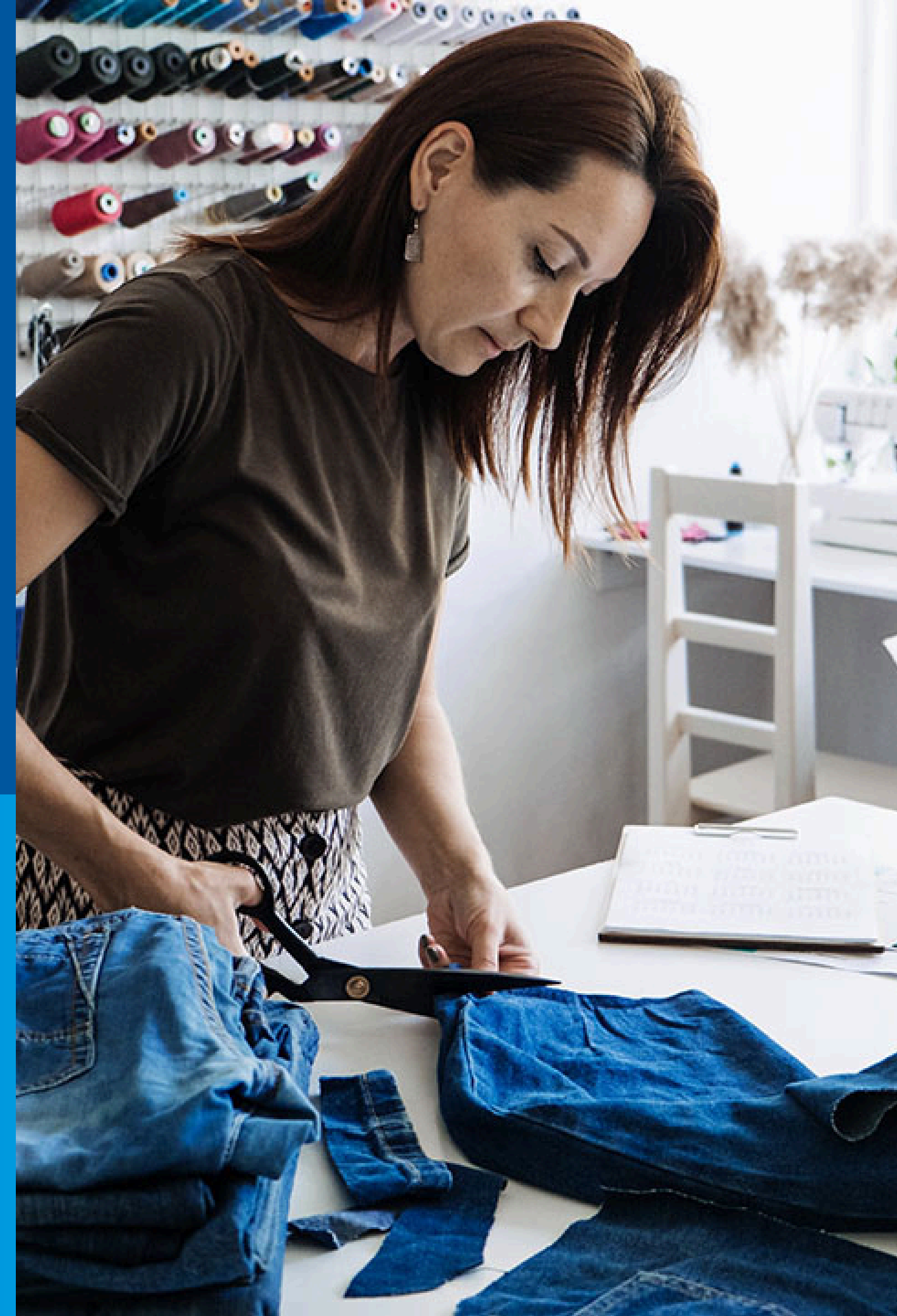
# PROJECT MANAGEMENT

Presented by Group 3

Abhishek Dubey | Angel Bhagwanani | Isha Goel  
Nehal Paul | Prachi Yash | Sananda Sharangi

# TEXTILE UPCYCLING INNOVATION PROJECT

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# INTRODUCTION

- Reliance Trends is the largest fashion retailer in India with over 300 stores.
- It offers trendy clothing, footwear and accessories at various price points.
- It follows a fast fashion model, quickly bringing new trends to stores.
- Its operations generate textile waste but it has resources for potential recycling.
- Reliance Industries' focus on sustainability could lead Reliance Trends to adopt eco-friendly practices.





**Upcycle leader:** Become a top upcycler, diverting half of textile waste from landfills within 5 years.

**Zero waste goal:** Eliminate all textile waste through closed-loop recycling and upcycling.

**Empower local creators:** Support artisans and designers to create valuable upcycled products.

**Scale upcycling:** Build advanced facilities to handle large-scale textile waste diversion.

**Policy change:** Advocate for mandatory responsible textile recycling.

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# PROJECT IDEAS

## Project 1

### Textile Upcycling Innovation

Aim to explore innovative methods for upcycling textile waste generated within the company's operations.

## Project 2

### Packaging Material Reduction Initiative

To implement a sustainable packaging strategy by analyzing current use, exploring eco-friendly alternatives, and educating stakeholders.

## Project 3

### Fast Fashion Economy Research

Implement circular fashion: Research, pilot, and expand rental/repair/resale, sustainable design, and store programs.

## Project 4

### Launch of Green Store Initiatives

To improve Reliance Trends' store sustainability through energy efficiency, digital practices, in-store recycling, and green spaces.

## Project 5

### Sustainable Fashion Blogging Contest

To engage customers in sustainable fashion through a blog contest on reduce, reuse, recycle practices.

# CHECKLIST

Project Ideas	Aligns with Company Vision	Feasibility	Cost/Budget	ROI Potential	Environmental Impact	Scalability	Stakeholder Acceptance	Risks/Challenges	Social Impact
Textile Upcycling Innovation	✓	✓	✓	✓	✓	✓	✓	✓	✓
Packaging Material Reduction	✓	✓		✓	✓				✓
Fast Fashion Economy Research	✓		✓						
Green Store Initiatives	✓	✓			✓	✓	✓		✓
Sustainable Fashion Contest	✓		✓					✓	

**Parameters Used: Aligns with Company Vision, Feasibility, Timeline for Implementation, Costs and Budget Required, ROI Potential, Environmental Impact, Scalability Across Stores, Stakeholder Acceptance, Risks and Challenges and Social Impact.**



# PROJECT SELECTION

1. Textile Upcycling is Reliance Trends' top initiative, aligning strongly with sustainability, feasibility, scalability, stakeholder acceptance, and positive environmental impact.
2. The project promises high social impact by reducing textile waste, creating upcycled products, and supporting underprivileged craft groups.
3. Lower-risk projects, like Green Store Initiatives and Packaging Reduction, complement the core upcycling initiative for additional sustainability measures.
4. Priority decisions are guided by a comprehensive 10-parameter checklist, emphasizing alignment with sustainability goals and positive environmental impact.
5. Reliance Trends' integrated approach supports the 3R principles in corporate social responsibility, promoting sustainability and environmental stewardship.

# TEAM MEMBER ROLES



**Angel  
Bhagwanani**  
Project Sponsor  
(Owner)



**Isha Goel**  
Project Manager



**Sananda  
Sharangi**  
Market Analyst



**Nehal Paul**  
Tech & Research  
Specialist



**Abhishek Dubey**  
Customer  
Relationship  
Manager



**Prachi Yash**  
Design & Creative  
Head

# PROJECT GOALS

## Short Term Goals

1. Research textile upcycling and sustainable materials in 3 months.
2. Implement a pilot upcycling program in 2 stores within 6 months, transforming leftover fabric and clothes into new products.
3. Establish partnerships with 3 local NGOs in the first year to create community textile collection points.

## Mid Term Goals

1. Introduce 20% upcycled fashion line in 10 stores across 3 cities within 18 months.
2. Develop textile recycling in 5 facilities, targeting 50% fabric waste recycling in 2 years.
3. Create textile collection hubs in 25 stores within 2 years, aiming for 5 tonnes monthly material recycling.

## Long Term Goals

1. Achieve 50% sustainable material sourcing and integrate circular design in 5 years.
2. Scale up upcycling facilities for an 80% textile waste recycling rate by 2035.
3. Convert 15 facilities to textile waste-based renewable energy in 10 years.
4. Educate 50,000+ consumers on sustainability by 2040 through campaigns and programs.

# RACI CHART

Task	Responsible (R)	Accountable (A)	Consulted (C)	Informed (I)
<b>Donating clothes:</b>	Customer (brings clothes)	Customer (ensures clothes are appropriate)	Store Staff (provides guidance)	-
<b>Receiving clothes at store:</b>	Store Staff (receives clothes)	Store Staff (processes donation)	-	Customer (receives voucher)
<b>Sorting donated clothes:</b>	Recycling Partner (sorts items)	Recycling Partner (ensures proper sorting)	-	Store Staff (tracks quantities)
<b>Reselling clothes (<u>Rewear</u>):</b>	Recycling Partner (markets clothes)	Recycling Partner (finds buyers)	-	Store Staff (may track sales)
<b>Repurposing clothes (Reuse):</b>	Recycling Partner (turns clothes into new products)	Recycling Partner (ensures quality of new products)	-	Store Staff (may be informed of new products)
<b>Recycling clothes (Recycle):</b>	Recycling Partner (shreds and utilizes fibres)	Recycling Partner (ensures responsible recycling)	-	Store Staff (may track recycling data)

# PROJECT CHARTER

## General Information

Project Name	Textile Upcycling Innovation
Organisation	Reliance Trends
Project Type	Corporate Social Responsibility
Project Sponsor / Manager	Angel Bhagwanani
Project Leader	Isha Goel

## Project Scope and Objectives

Background	<p>This project aims to increase customer engagement in our existing garment recycling program, "Don't Want It? Recycle." We will achieve this by:</p> <ul style="list-style-type: none"><li><b>Raising awareness:</b> Promoting the program through various channels like social media, in-store signage, and customer interactions.</li><li><b>Enhancing convenience:</b> Streamlining the donation process, making it easier for customers to participate.</li><li><b>Providing incentives:</b> Offering additional rewards or benefits for participating customers.</li></ul>
Objective	<ul style="list-style-type: none"><li>Increase the number of customers donating clothes by 20% within 6 months.</li><li>Achieve a 15% increase in the amount of clothing collected compared to the previous year.</li><li>Increase customer satisfaction with the program by 10% based on feedback surveys</li></ul>

Scope	<b>In Scope:</b> <ul style="list-style-type: none"><li>Developing and implementing awareness campaigns across various channels.</li><li>Optimizing the in-store donation process (signage, staff training).</li><li>Piloting new incentive programs for customer participation.</li><li>Collecting and <u>analyzing</u> data on program performance and customer feedback.</li></ul>	
	<b>Out of Scope:</b> <ul style="list-style-type: none"><li>Expanding the program to include new types of textiles or materials beyond clothing.</li><li>Developing new infrastructure for collection or processing recycled materials.</li></ul>	
Major Milestones	Project Duration	6 months
	Awareness campaign launch	April 5 <sup>th</sup> , 2024
	Staff training completion	May 10 <sup>th</sup> , 2024
	Pilot incentive program launch	By June, 2024
	First data report available	July 15 <sup>th</sup> , 2024
	Project evaluation and recommendations	Sep 15 <sup>th</sup> , 2024
Key issues / risks	<ul style="list-style-type: none"><li><b>Low customer engagement:</b> Customers may be unaware or unmotivated to participate, hindering donation targets.</li></ul>	

# PROJECT CHARTER

	<ul style="list-style-type: none"><li>• <b>Ineffective incentives:</b> Chosen incentives might not be attractive enough, leading to wasted resources and missed goals.</li><li>• <b>Inconvenient donation process:</b> Customers may find the process unclear or difficult, decreasing participation.</li><li>• <b>Inaccurate data collection:</b> Poor data quality hinders program evaluation and adaptation, jeopardizing future success.</li><li>• <b>External market changes:</b> Unforeseen economic conditions or competitor actions could negatively impact program performance.</li></ul>	
Project Team	<b>Team Members</b>	<b>Time Commitment</b>
	Market Analyst ( <b>Sananda Sharangi</b> )	Full Time during Project evaluation
	Technology and research Specialist ( <b>Nehal Paul</b> )	Full Time on project
	Customer Relationship Manager ( <b>Abhishek Dubey</b> )	Full Time on project
	Design and Creative head ( <b>Prachi Yash</b> )	Full Time on project
Other Key Stakeholders	<ul style="list-style-type: none"><li>• <b>Customers:</b> Target audience to be engaged in the program and encouraged to donate clothes.</li><li>• <b>Store Staff:</b> Responsible for receiving donations, providing information to customers, and ensuring the smooth operation of the program in stores.</li><li>• <b>Recycling Partner:</b> External company responsible for sorting, reusing, and recycling donated clothes according to the program guidelines.</li><li>• <b>Media:</b> Can be engaged for broader program awareness through coverage and partnerships.</li><li>• <b>Industry Associations:</b> Can offer collaboration opportunities and industry best practices.</li><li>• <b>Non-profit Organizations:</b> Can partner for educational outreach or joint initiatives related to textile sustainability.</li></ul>	

Project Cost (INR)	<ul style="list-style-type: none"><li>• <b>Internal costs:</b><ul style="list-style-type: none"><li>○ Staff time for project management, campaign development, and training: Estimated range: ₹10 lakh to ₹20 lakh.</li><li>○ Internal design and content creation: Estimated range: ₹5 lakh to ₹10 lakh.</li></ul></li><li>• <b>External costs:</b><ul style="list-style-type: none"><li>○ Social media advertising: Estimated range: ₹5 lakh to ₹20 lakh per month.</li><li>○ Influencer marketing: Estimated range: ₹10 lakh to ₹50 lakh per campaign.</li><li>○ Public relations and media outreach: Estimated range: ₹5 lakh to ₹15 lakh.</li></ul></li></ul> <p><b>Total estimated project cost range (excluding external campaigns): ₹20 lakh to ₹40 lakh.</b></p>
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# PROJECT CHARTER

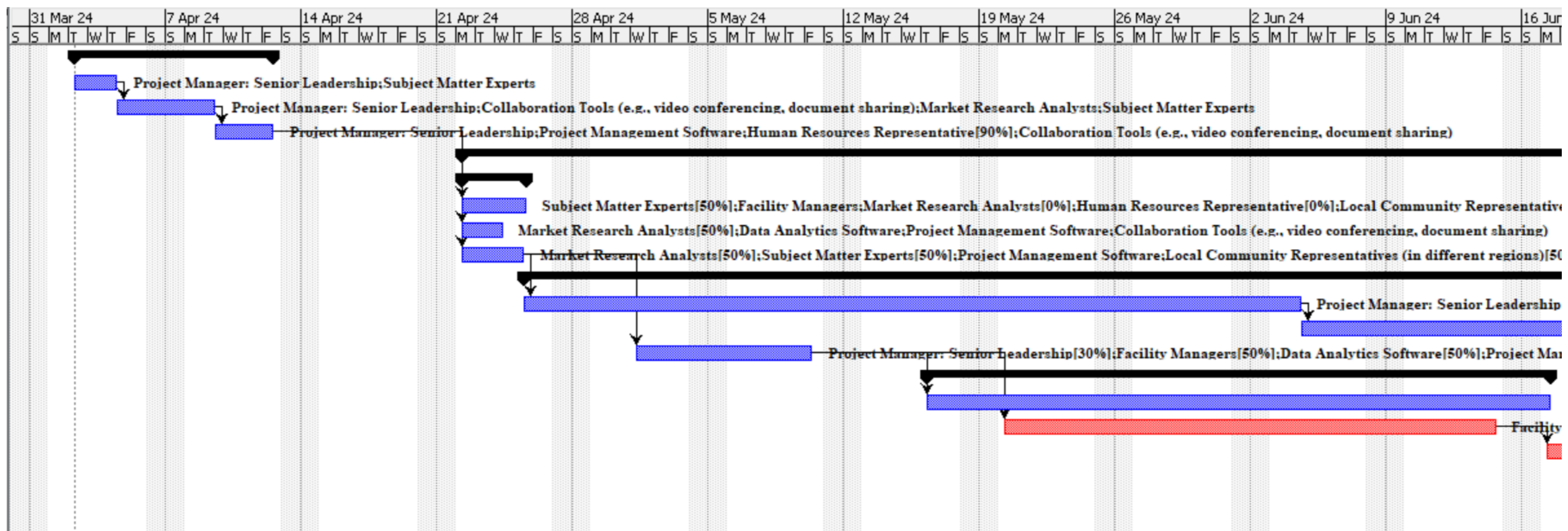
## Other Information:

<b>Cost / Benefit Analysis</b>	<ul style="list-style-type: none"><li>• <b>Increased brand reputation and customer loyalty:</b> Demonstrating commitment to sustainability can attract environmentally conscious consumers and enhance brand image.</li><li>• <b>Improved customer engagement:</b> A well-designed program can foster positive customer interactions and build brand loyalty.</li><li>• <b>Potential cost savings:</b> Increased clothing recycling could reduce the need for virgin materials, leading to long-term cost savings in the supply chain.</li><li>• <b>Reduced environmental impact:</b> By diverting clothing from landfills and extending product lifespan, the program contributes to environmental sustainability goals.</li></ul>
<b>Other relevant Information</b>	<ul style="list-style-type: none"><li>• <b>Long-term commitment:</b> Sustainability initiatives often require sustained effort for long-term impact.</li><li>• <b>Scalability:</b> Consider the program's potential for expansion to other stores or regions in the future.</li><li>• <b>Measurement and evaluation:</b> Develop clear metrics to track program performance, assess impact, and adjust as needed.</li><li>• <b>Collaboration:</b> Explore partnerships with environmental organizations, fashion brands, or recycling companies to leverage expertise and resources.</li></ul>

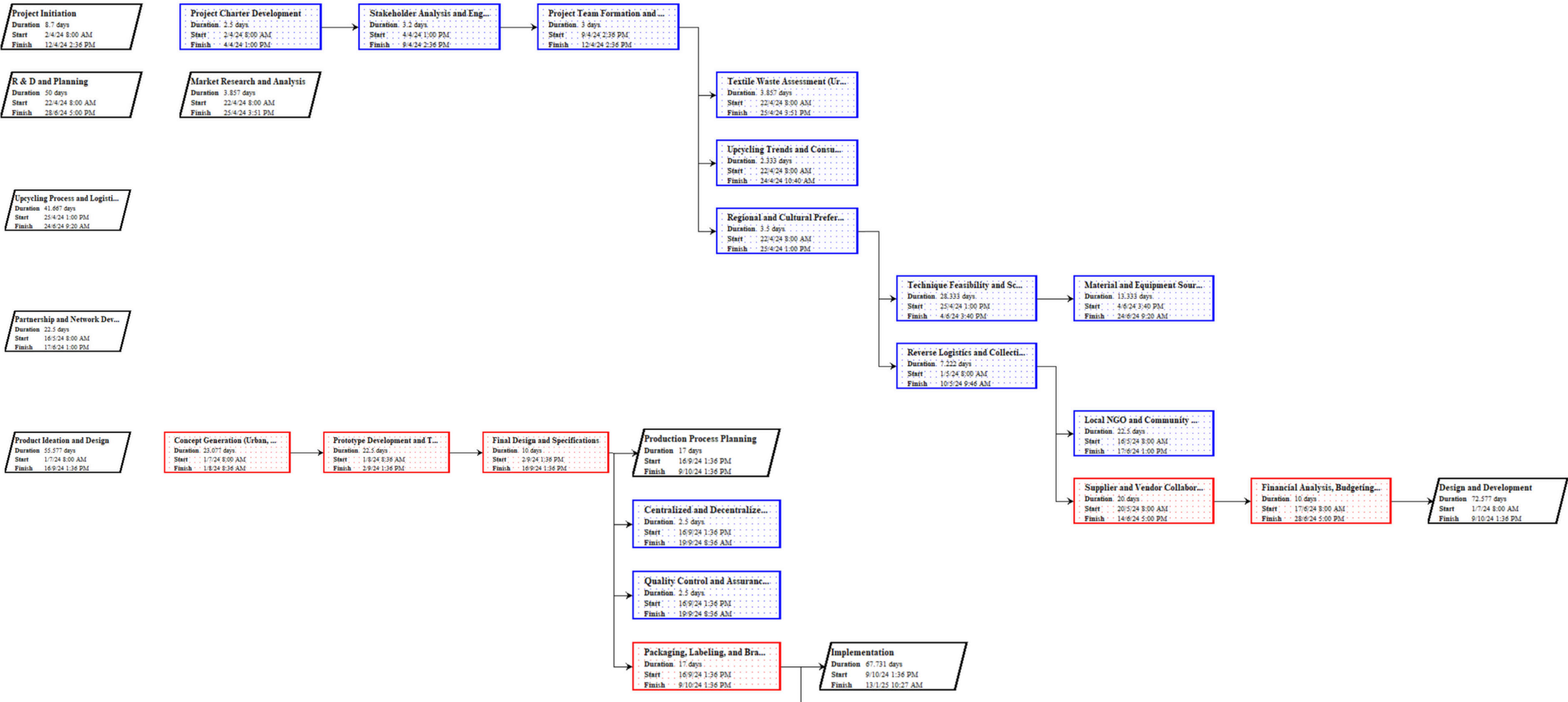
# PROJECT DETAIL

<b>Project Name:</b>	Textile Upcycling Innovation Pilot
<b>Locations:</b>	2 Reliance Trends stores - 1 in Gurgaon, 1 in Delhi
<b>Month 1:</b>	<ul style="list-style-type: none"><li>• To set up project team of 5 members</li><li>• Research budget: \$10,000</li><li>• To start outreach to 3 NGOs in Delhi/Gurgaon</li><li>• Estimated textile waste generation: 2000 kg/month per store</li></ul>
<b>Month 2:</b>	<ul style="list-style-type: none"><li>• Select stores at Gurgaon Metro Mall and Delhi Broadway Mall</li><li>• Work with designers to create 2 upcycled product lines - pillows, totes, accessories</li><li>• Projected sales from upcycled line: \$5000 per month per store</li><li>• Estimated investment for upcycling production: \$20,000 per store</li></ul>
<b>Month 3:</b>	<ul style="list-style-type: none"><li>• Partner with 2 NGOs (Sakhi, Goonj) for collection drives</li><li>• Install 10 textile collection bins across NGO <u>centers</u></li><li>• Target to collect 1000 kg textile waste through NGO partners</li><li>• Conduct 2 employee training workshops on sustainability</li></ul>
<b>Month 4:</b>	<ul style="list-style-type: none"><li>• Create 5 product prototypes from textile waste</li><li>• Conduct 2 focus group surveys, target 20 customers per store</li><li>• Develop social media and email campaign with email list of 50,000</li><li>• Install textile sorting equipment at 2 stores, \$15,000 per store</li></ul>
<b>Month 5:</b>	<ul style="list-style-type: none"><li>• Start production trials of 2 upcycled products lines</li><li>• Design store front visuals and floor plans for display</li><li>• Send email and social media teasers to build launch hype</li></ul>
<b>Month 6:</b>	<ul style="list-style-type: none"><li>• Launch upcycled line at 2 pilot stores</li><li>• Target sales of \$10,000 per month per store</li><li>• Gather customer feedback through surveys and social media</li><li>• Analyse results and plan for scale up</li></ul>

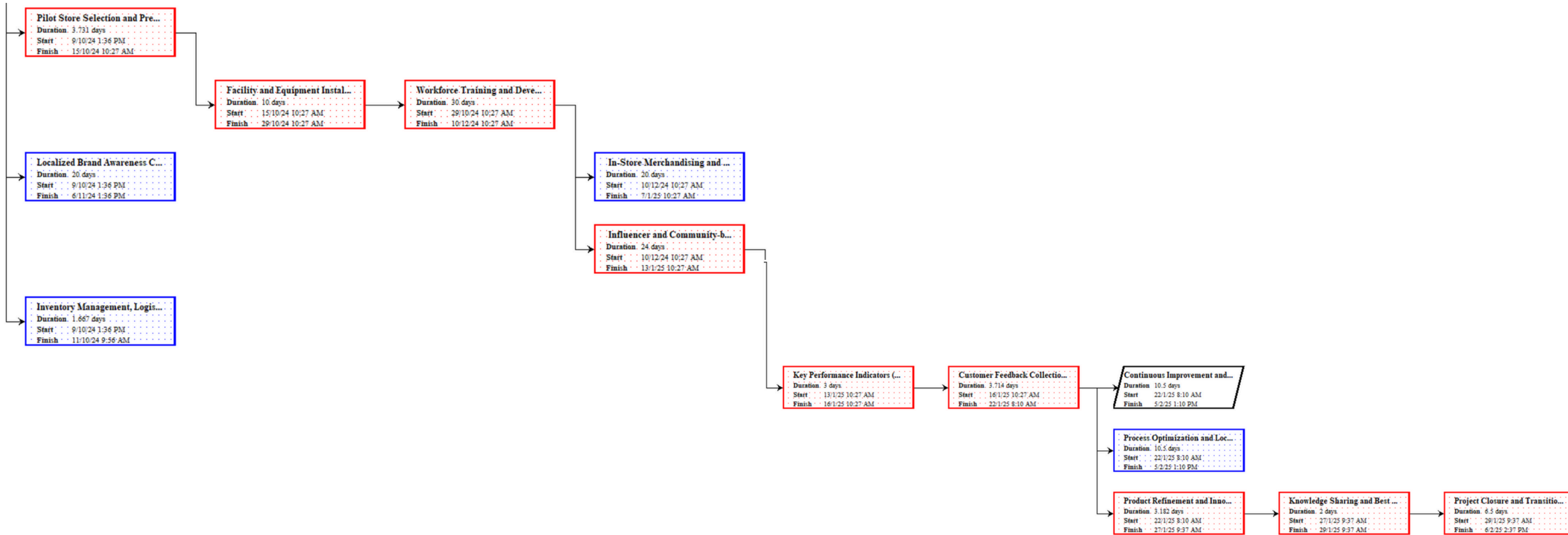
# GANTT CHART



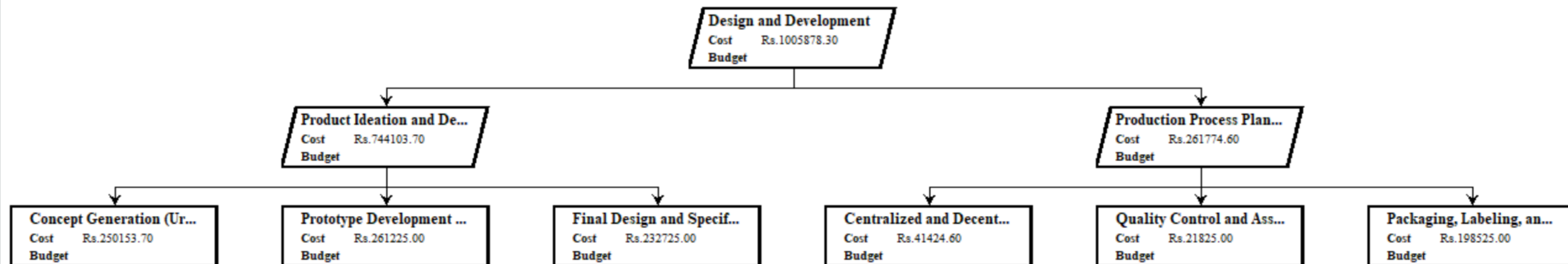
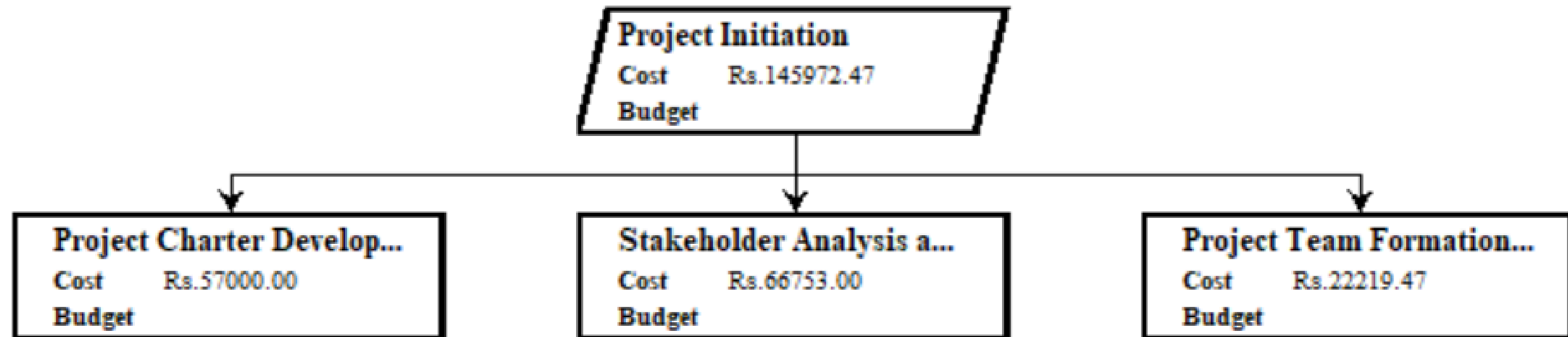
# NETWORK BREAKDOWN



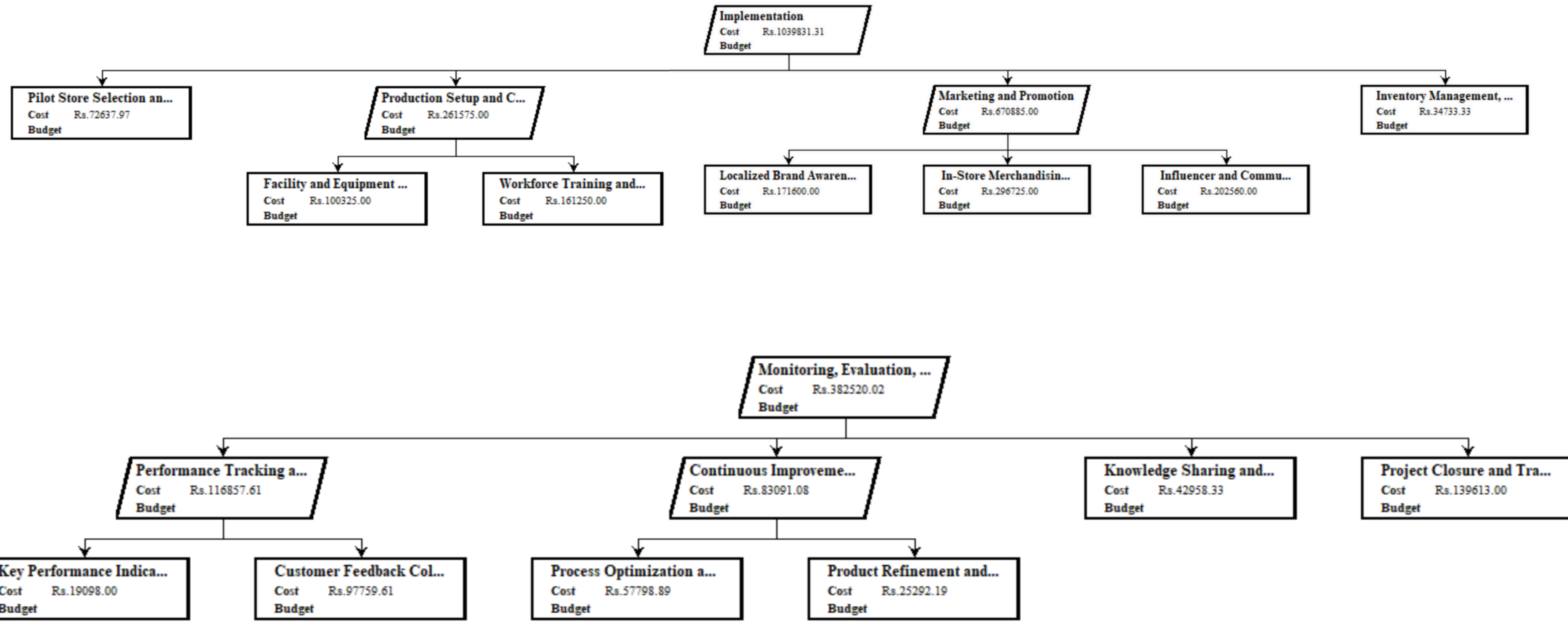
# NETWORK BREAKDOWN



# WBS



# WBS



**THANKYOU!**