



PROGRESS REPORT



# PROJECT PALAASH

ENACTUS ARYABHATTA  
IS A FINALIST IN THE GLOBAL

1 RACE 4  
**OCEANS**  
2021



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# ACKNOWLEDGEMENTS

Team Enactus Aryabhata appreciates the guidance and support of our respected Principal sir and Teachers. This achievement would not have been possible without them.

**Prof. Manoj Sinha**  
PRINCIPAL

**Prof. Harish Dhawan**  
TEACHER IN-CHARGE

**Prof. Priya Chaudhary**  
TEACHER IN-CHARGE



# ABOUT ENACTUS

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Enactus is the largest experiential learning platform developing Next Gen Leaders with a head for business and a heart for the world.

Enactus is a global network of student innovators, social entrepreneurs and change-makers spanning 35 countries and over 1,800 colleges across the world. In India, 102 colleges have an Enactus chapter of their own with over 210 active social entrepreneurship ventures as of 2021. One such success story of changing lives through the power of entrepreneurial action and innovation is Enactus Aryabhata. Since its inception in 2016, a group of driven idealists with a knack for business have been working to promote the vision of a better and more sustainable tomorrow.

One such glorious journey towards building a community that is socially, economically and environmentally sustainable that we embarked upon is Project Palaash. Initiated in 2019, Palaash is an abstract that turned into an innovation by merging art with an environmental conscience, academic knowledge, and innovative ideas with the will to succeed.





# PROJECT PALAASH



**A coalescence of impeccable art and environmental conscience.**

Established in December 2019, Project Palaash is a one-stop solution to a multitude of ocean problems.

*Floral waste originating from Indian temples, after being discarded post adorning the temple deities end up in rivers and oceans, polluting them with harmful pesticides and insecticides which account for 16% of the total river pollutants.*

*Around 16 million women in India fall victim to human trafficking, and amongst those 40% are adolescents and children.*

*Causing cancer to its makers, wasting 2700 gallons of water, and contributing 17 to 20% to the industrial water pollution, the synthetic textile industry intoxicates the lives both below and above water. Adding on to this list, fast fashion emits 1.2 billion tons of CO2 per year, produces 20% of global wastewater, contaminates rivers, oceans, drinking water and soil and releases 0.6-1.7 million tons of micro-plastic fibres into water bodies every year.*

Taking into consideration these grave problems, a group of motivated students from Aryabhata College with a head for business and a heart for the world ventured on a mission to bring a sustainable revolution in the world of fashion.

Palaash aims to safeguard the life of water by collecting the floral waste generated in Indian temples and formulating organic dyes out of them. Our idea is to redefine the practices of fast fashion by bringing sustainability in fashion and reviving the traditional Indian art form of handloom. Our entire business model is based on the endeavour to install a zero-waste system.

Through Palaash, we not only tackle the problem of water pollution but also, provide a steady and secure source of income to people who were once trapped in the vicious circle of poverty, and to those who were the victims of human trafficking thus, impacting their lives in a positive and uplifting fashion by making them financially independent. Project Palaash has been effectively tackling various problems and fulfilling SDGs including Life below Water, Climate Action, Reduced Inequalities, Life on Land, Decent Work and Economic Growth and No Poverty.







Production Centre Visit by National Program Manager Mrs. Neha Saini, Enactus India



Beneficiary Training Session at STOP India, Chhatarpur



Training Session for Natural Dyeing at Dhuri, Our Business Mentor



Sales Campaign during Women's week 2021

To know more about Project Palaash, refer to the links below:



<https://youtu.be/xKHSaGQ3KE0>



<https://www.instagram.com/projectpalaash/>



# PRODUCTS



# BENEFICIARIES



# CAMPAIGNS



# 1 RACE 4 OCEANS

Every year, to encourage the spirit of innovation, Enactus Global organises four competitions—inviting innovative socio-entrepreneurial ideas from all over the world. These projects are evaluated by global business leaders and industry experts, and only the most prestigious teams generating profound social and environmental impact proceed to the **World Cup**. The aim of these competitions is to involve the *Next Gen Leaders* in tackling complex socio-economic problems in the world. One of these competitions is 1 Race 4 Oceans.

1 Race 4 Oceans is a global challenge that mobilises projects that tackle the ocean crisis. Enactus teams around the world are recognised and rewarded for taking action to generate sustainable, positive impact on ocean challenges. Human activities such as pollution and indiscriminate use of resources have resulted in diminished fisheries, loss of coastal habitat and have adversely affected 40% of marine life. The majority of marine pollution comes from land-based sources, with an average of 13,000 pieces of plastic waste discovered in every square kilometre of water.

With these grim statistics in mind, Enactus teams around the world devise strategic intervention plans to tackle these problems. 1 Race 4 Oceans is a platform where Enactus teams from all over the globe can showcase their solutions working towards the United Nations Sustainable Development Goal 14—Life Below Water.

# TOP 4 PROJECTS

This year, Enactus Aryabhata presented its flagship project, Project Palaash, for the global competition. Project Palaash was founded with an endeavour to strategically tackle the ocean crisis by installing a zero waste system.

Project Palaash has been effectively fulfilling various SDGs including Life below Water, Climate Action, Reduced Inequalities, Life on Land, Decent Work and Economic Growth and No Poverty.

All projects were critically analysed by experts on the basis of the progress report that was prepared and presented by their respective teams. This progress report accounted for parameters such as the impact metrics including the positive impact on water quality and marine life as well as employment opportunities generated, the business and innovation methodology employed, and the achievements that the project has made.

The Project underwent three stages of evaluation before advancing to the 'Impact Stage' along with the three other finalists—Enactus SRCC, CUCSur, Enactus Mexico and Wilfrid Laurier University, Enactus Canada. All the finalists are set to receive a portion of \$25,000 USD as project scaling funding.

This year, over 100 international teams participated in this competition.

We are elated to announce that Project Palaash, through its hard work, perseverance and commitment to innovation and sustainability, and after rigorous rounds of audit and judgement, is a part of the top 4 teams globally.



# OUR PARTNERS

## BUSINESS PARTNERS



## MEDIA PARTNERS



# CORE TEAM



**Sahej Kapoor**  
PRESIDENT



**Khushi Joshi**  
VICE PRESIDENT



**Mohit Rohilla**  
PROJECT HEAD  
PALAASH



**Romaana Aamir**  
PROJECT HEAD  
UTKARSH



**Aditi Verma**  
DESIGN AND TECH  
HEAD



**Tanushree Arora**  
HR AND WEB  
DEVELOPMENT HEAD



**Smriti Bhutani**  
R&D HEAD



**Mehak Ramdev**  
BUSINESS DIRECTOR

# EXECUTIVE MEMBERS



Abhishek Dhillon



Anisha Kalita



Apoorva Prasad



Prachetus  
Mahapatra



Tanya Dhingra



Vrinda Sachdev



Yash Lohia

# ASSOCIATE MEMBERS



Abhishek Banerjee



Ansh Mahendru



Anshika Jain



Arunima Marwaha



Aryan Jaiswal



Ashwin Kalra



Ayush Soni



Bhanu Aggarwal





Bhavya Jagadishwar



Chetna Premjani



Gautam Chandra



Harsh Rawat



Harsh Singh



Harshita Dhamija



Jyotiraditya  
Chauhan



Kartikey Duseja



Kritika Adhikari



Manav Jain



Manya Monga



Muskan Kathuria



Muskan Rana



Nupur Gulati



Nupur Joshi



Parth Jaiswal



Priyanka Patel



Sajal Khandelwal



Sarthak Aggarwal



Tanishq Madan



Tanya Srivastava



Udhav Aggarwal



Udhav Singhal



Udisha Maurya



Urja Dewan



Urja Khandhediya



Vamani Gupta



Vanshika Sabharwal



Vishakha Kumar



Yash Aggarwal