

1 RACE 4 OCEANS



REAL ACTION
BY NEXTGEN
LEADERS



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1 Race 4 Oceans is a global challenge hosted by Enactus Global which recognizes and mobilizes Enactus teams and their projects that tackle the ocean crisis. 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 kilometer of water. With these facts in mind, Enactus Global encourages Enactuses around the world to come up with unique solutions to fight these issues. 1 Race 4 Oceans, is a platform where Enactuses from all over the globe can showcase their solutions to help create a better life below the ocean.





PROJECT PALAASH

This year we sent our trademark project, Project Palaash, for the competition. Project Palaash tackles the problem of water pollution caused by the floral waste generated by places of worship. We use this floral waste and create natural dyes which are subsequently used to dye dupattas, scarves, and stoles in a 100% sustainable way. In this process, we aim to provide a steady and secure source of income to the people in our country who are trapped within the vicious circle of poverty, including those who were victims of human trafficking and thus, impacting their lives in a positive and uplifting fashion. Project Palaash covers various SDGs including life below water, climate action, reduced inequalities, life on land, decent work and economic growth and no poverty.



PROGRESS

All projects were critically analysed by experts on the basis of the progress report that was presented. This progress report accounted for parameters such as the impact matrix, the sustainable impact on oceans, the business and innovation methodology, the beneficiaries impacted, and the achievements that the project has made.

Project Palaash has garnered resounding success in the 2 years that it has been functioning. It proved the kind of impact and proficiency that it has had in creating a sustainable environment for life below water and proved its mettle by qualifying for the Top 12 in this competition.