



PROJECT PALAASH

by Enactus Aryabhatta

MIT | SOLVE

Resilient Ecosystems Challenge

Community Award Winner



Enactus is the world's largest experiential learning platform dedicated to creating a better world while developing the next generation of entrepreneurial leaders and social innovators. Our mission is to engage the next generation of entrepreneurial leaders to use innovation and business principles to make a change. We at Enactus have a vision to make this world a better place, one sustainable step at a time. The Enactus network of global business, academic and student leaders are unified by this vision. With a total of more than 72,000 members across 1730 campuses, Enactus as a value driven organisation positively impacts around 1.3 million lives each year.

Enactus Aryabhata came into existence in 2016, when a group of young ingenious minds decided to take entrepreneurial action to help their community and become a part of the global network. Students at Enactus Aryabhata have been demonstrating that business has the power to inspire hope, create opportunity where little existed and ultimately improve lives and strengthen communities.

Enactus Aryabhata in its term of less than 5 years established 5 projects, and has one in the making. Our active projects include **Project Utkarsh, Palaash, and Ibtida**.

Project Palaash is a venture to create an opportunity out of the floral waste by extracting the natural dyes, promoting slow and sustainable fashion and to save the deteriorating water bodies and Project Utkarsh simultaneously tackles the problems of gender bias, food wastage and fast food consumption by employing underprivileged women to make baked nachos out of the unused portions of vegetables thereby generating a healthier snacking alternative. Our latest project, Project Ibtida is still in the works and aims to tackle climate change by producing carbon negative materials and clean technology.



Established in 2019, **Project Palaash** is committed to solve the problem of water pollution by managing floral waste and creating vegan dyes which are purely non-synthetic in nature. Various fabrics are organically dyed using these, creating employment opportunities for destitute community members.

By turning **floral waste into natural dyes**, we not only tackle floral waste but also simultaneously replace synthetic dyes and polyester fabric. The utilisation of floral waste along with the promotion of natural dyes helps make oceans cleaner and enhances the quality of life underwater. It also helps make ocean and river banks cleaner and increases the fertility of the land around and drastically helps reduce the pollutant runoff. With our new initiative to promote and revive the handloom industry, we are taking the relevant steps for minimising water pollution by substituting power looms containing microplastic which pollutes the water.

The problem of water pollution by textile industries and floral waste isn't just limited to India, Project Palaash aims to help in **promoting sustainable fashion** on a larger scale and create a positive impact across the globe.



MIT | SOLVE

Solve is an initiative of the Massachusetts Institute of Technology with a mission to solve world problems and come up with unique solutions of the same. It's a marketplace for social impact innovation. Solve is a collaboration between MIT's innovation ecosystem and a community of Members to fund and support entrepreneurs to help them achieve long-term, transformative effects.

There are multiple challenges under Solve, one of them being Resilient Ecosystems. **Resilient Ecosystems** is dedicated to developing technology-based solutions that assist communities in restoring, maintaining, and benefiting from their ecosystems.

All the projects submitted in this competition were critically analyzed by a panel of 15 judges on various criterias. The competition sought solutions that preserved and restored carbon-rich ecosystems and biodiversity hotspots, aggregated local projects to enable access to financial capital for ecosystem services, and created scaleable economic opportunities for local communities. The competition consisted of two rounds of interview, after which community votes were taken into consideration.

This year, over **1500 projects** participated globally in this challenge. We are delighted to announce that **Project Palaash won the community award** through its perseverance, innovation, and hard work! As a reward, Project Palaash will receive a funding of **\$2,000**.



15
FINALISTS
128
COUNTRIES
1,800
ENTRIES



We proudly announce that Project Palaash has won

MIT SOLVE 2021 GLOBAL CHALLENGES

RESILIENT ECOSYSTEMS COMMUNITY AWARD

Community Award

Equitable Classrooms | Health Security & Pandemics | Resilient Ecosystems | Digital Inclusion | Antiracist technology

Project Palaash for Resilient Ecosystems

Utilization of floral waste generated from places of worship to naturally dye fabrics and preserving the heritage of handlooms in India.

CORE TEAM



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Khushi Joshi
VICE PRESIDENT



Mohit Rohilla
PROJECT HEAD
PALAASH



Romaana Aamir
PROJECT HEAD
UTKARSH



Aditi Verma
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HEAD



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Smriti Bhutani
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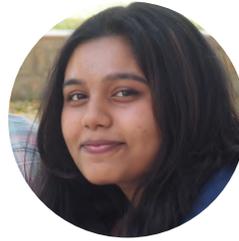
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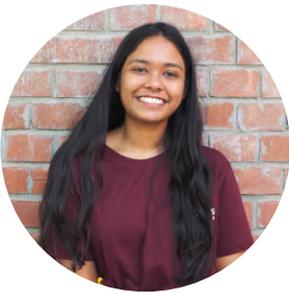
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