

Enactus Aryabhata

ANNUAL REPORT

2019-20

PROJECTS

Project Utkarsh

- Project Utkarsh (Utkarsh: to rise; awaken) was initiated in 2017, seeking to empower women by providing them a source to earn with their subsisting skillsets of cooking by further attaching an entrepreneurial approach to it.
- These women entrepreneurs under Project Utkarsh utilize the waste pulp of vegetables like Carrot and Beetroot from juice stalls or safal outlets. These discarded pulps contain high amounts of fibres, minerals, and antioxidant properties that are used to make healthy nachos called VEGGITOS which are manufactured with a well-defined hygiene module and eco-friendly packaging.



- Through our community assessment, we unraveled the predicaments faced by our community members. These members were subjugated to mere conjugal duties and erroneous social constructs of gender marginalization, familial confinement, and social segregation.
- Due to the archaic prejudice prevalent against women, they were not given an opportunity to educate themselves. They were deprived of their basic rights and became financially dependent on others. They were constantly torn between fulfilling their dreams and tending to their families.



- According to production patterns, under Project Utkarsh, over 3,200 KGs of unutilized food have been put to use, preventing nearly 1,21,000 litres of groundwater from being deteriorated, 56 Women entrepreneurs are employed and 241 people trained.
- With this project, we cover the SDGs of Zero Wastage, Gender Equality, Good Health, Reducing inequality, Industry Innovation and Infrastructure, and Responsible Consumption and Production.



- Project Utkarsh aims to tackle the gender biases, inequality, and empowerment of women through the provision of healthier to fried chips that are being marketed at a high scale which has evident health risks concerning high cholesterol, trans-fat, and obesity.
- Project Utkarsh by imparting the entrepreneurial skills to the women, has earned them the title of “THE WOMAN OF THE HOUSE”.
- Within a span of 3 years, this project expanded across Northern India to Chandigarh, Faridabad, Delhi, and Uttar Pradesh. Our project has potently employed more than 50 opportunity deprived women by transforming them into successful entrepreneurs. Now, being proactive members of their community, they take part in important decision-making affairs and reach out to form networks, wherein, both the societal interests and theirs can co-exist.



- The increase in the income of lady entrepreneurs’ families has allowed the children to gain access to better educational facilities





Project Palaash:

- Religious practices in India entail extensive use of flowers both in portrayal and worship of the divine as 'Pooja' in its entirety means an act of garlanding the deity with flowers.
- Although, what scarcely intrigues many is the fact that about 2 Million tonnes of floral waste in India are discarded every day after religious ceremonies which also accounts for 16% of river pollutants as the worn-out flowers contaminate the water quality and the residue of pesticides used on the flowers percolate into the waters, thereby, hampering the marine life.
- Project Palaash aims to utilize these flowers and formulate organic dyes which are purely non-synthetic in nature.
- These organic dyes are used on fabrics which endorse the trend of fashion by introducing a coalescence of impeccable art and environment conscience with its florid novelty.
- Project Palaash creates employment opportunities for underprivileged women. These women entrepreneurs formulate organic dyes and add colorant to fabrics.
- Following the pursuit of a detailed community assessment drew us close to the people from Israel Camp – a home to many destitute and impoverished families. A marginalized community that is crippled by a myriad of social issues such as extreme poverty, unemployment, social segregation, over-exploitation, and negation of basic human rights.
- The dupattas and scarves manufactured by the women entrepreneurs are sold directly to the customers through stalls set up at college fests, cultural fairs, and handicraft outlets.
- This facilitates the promotion of sustainable fashion taking into account both environmental and socio-economic aspects by improving all the stages of production and recycling for the sustainable management of resources.
- Under Project Palaash, we have successfully collaborated with multiple designers and boutiques who purchase bulks of our organically dyed fabrics and re-sell them to the customers.
- Our team also provides an additive property of customization, enabling the customers to get their fabrics dyed according to their modification.
- Project Palaash has potentially created employment opportunities while curbing the prospect of water and soil pollution.
- This project has also undertaken Skill Development Training of entrepreneurs in stitching and weaving.
- The model of this project ensures effective and steady waste management as the bio-waste generated from the dyeing process is used to create compost which can be re-utilized for growing flowers ensuring sustainability.
- Project Palaash aims to achieve the goals of Sustainable Cities and Communities, Decent Work and Economic Growth, Responsible Consumption and Production, Life on Land, and Life under Water.

Enactus Day –

Enactus Day is celebrated with tremendous enthusiasm for all the students eager to participate in various events and foster healthy competition against other students. The events of Enactus Day 2.0 and Enactus Day 3.0 were immensely successful.

Enactus Day 2.0:

- After experiencing a restless level of anticipation from the students across colleges, Enactus Aryabhata does justice to the long wait with 'Enactus Day 2.0', the event experienced a prodigious response and ended with an extremely contented list of guests.
- The event began with all the focus being directed towards the project 'UTKARSH' stall where the delectable wafers were sold out in no time, the customer's response at the event has indeed assured the group of students that their project is moving in a propitious direction.
- The next insight came to the game stalls, with the 'Lucky Uno', 'Magic Brick', 'Enigmas: The Treasure Hunt', these games were enjoyed duly by the students of the university.
- With 'Enactus Day 2.0' experiencing a glorious end, the group of social entrepreneurs now looks forward to reaping similar success with their projects and continue to put in their complete efforts towards making this world a better place to live in, to make this world a place where we all win.



Enactus Day 3.0:

- The 2018's annual event the Enactus Day 3.0 was a huge success in terms of the elegance, magnificence, and the experience which it promised to offer to the teams that became a part of it. The priceless smiles that we were able to bring on the faces of the team members and others motivated us to strive further towards organizing a far better event in the coming years.
- The event began with FIFA '19 and the lockdown events for different teams of Enactus that involved putting their best foot forward and using their minds to crack the ultimate mystery to break free. These events were followed by the Pop Quiz Culture that involved the knowledge of the various T.V. and web series.

- These events were followed by Relay Race, wherein, the participants had to cross several obstacles and answer tricky riddles to win the ultimate race and hence find their ultimate path to glory by timing themselves less than the others.
- The main attraction of the food stalls was the stall of our very own VEGGITOS that were finished within an hour and a half of its opening. The DIY stalls had the pinch of DIWALI in them as the items in the stall consisted of CD DIYAS, glowing orbs, and mason jars. The mini-games that we conducted were Uno game, Bollytamasha, Minute to win it, Electrikey, Jing jong, Lucky7.
- After savouring the best of events and making pleasant memories, the teams suited up for The Business Plan Competition, this event as stated by us as the main highlight of the Enactus Day 3.0 was attended by Tarun Jain and Neeraj Arora.
- The attending teams explained their projects, their impacts, and their limitations. The teams present there viewed each other as intellectuals who don't only represent a college but a dream, a dream to improve the society, a dream to bring about a change, a dream to chase a better tomorrow and revive hope in the crestfallen.



Achievements:

1. B-Plan Competition: Participated and secured the first position in the B-Plan competition held by the College of Vocational Studies.
2. B-Plan Competition: Participated and were the finalists in the B-Plan competition held by the Hansraj College.
3. B-Plan Competition: Participated and secured the first position in the B-Plan competition held by the Rajdhani College.
4. KPMG Mentorship Session: Conducted a mentorship session with the knowledge partners of Enactus India, i.e. KPMG, that provided us with valuable insights as to how we can improve our entrepreneurial ventures and increase our impact.