

# Enactus Aryabhata

## ANNUAL REPORT

2020-21

### PROJECTS

#### Project Utkarsh

- Initiated in 2017, Project Utkarsh seeks to empower women by providing them with a source to earn with their existing skill set of cooking and further attaching an entrepreneurial approach to it.
- We noticed the harmful effects of modern snacking habits and their role in compromising the health of our population.
- The consumption of snacks has increased in this dynamic world which leads to problems like high cholesterol, blood pressure and dehydration.
- Adding to the pile of issues is the problem of food wastage. While 19 crore people go to bed hungry every day, a whopping 50kg of food is wasted per person per year in Indian households.
- According to the Food and Agriculture Organization (FAO), 33 per cent of the food produced worldwide never actually reaches the plates of those who need it.
- After thorough research and development, we perfected the recipe for our healthier snacking alternative, **VEGGITOS**.
- The waste pulp of vegetables like carrots, beetroot and spinach procured from juice shops and Safal outlets is rich in fibre, vitamins and antioxidants.
- Our women entrepreneurs follow a hygienic and eco-friendly method and utilise this waste pulp to manufacture baked nacho chips.
- After several community assessments, we realized that our beneficiaries were once victims of patriarchy and were subjugated to mere conjugal duties and erroneous social constructs of gender marginalization, familial confinement, and social segregation, robbing them of their opportunity to complete their education.
- After the dawn of Project Utkarsh, their lives changed drastically. Our women entrepreneurs could now monetize a skill they already mastered, the art of cooking.
- By achieving financial independence they could not only help increase their

familial incomes by 200% but could also resume their education.

- Today, Project Utkarsh is a strong community of 50+ women entrepreneurs, with an established presence across 5 states in Northern India, has utilized over 3200 kgs of food, prevented deterioration of nearly 1,21,000 litres of groundwater, raised incomes by 200% and trained over 250 people.
- Project Utkarsh is a sustainable solution fulfilling the SDGs of Zero Wastage, Gender Equality, Good Health, Reducing inequality, Industry Innovation and Infrastructure, and Responsible Consumption and Production.



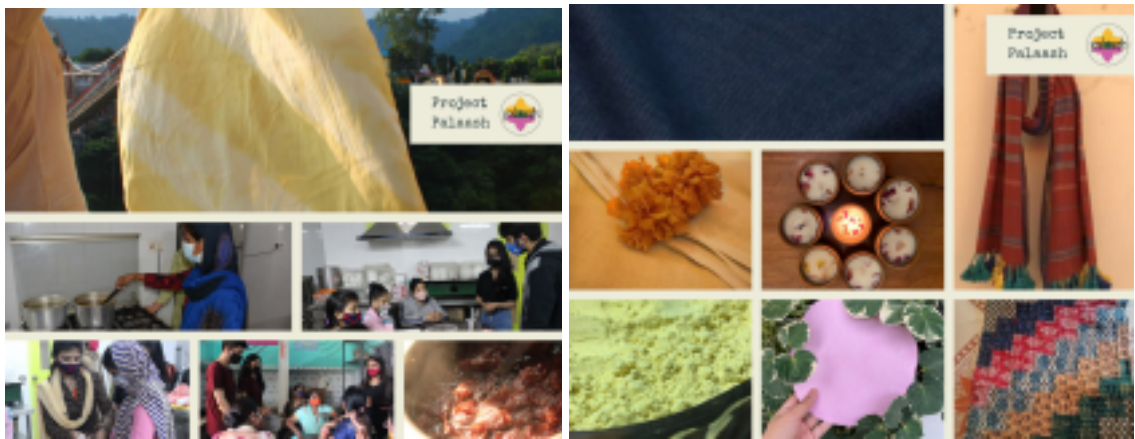
## Project Palaash

- Established in 2019, Project Palaash is committed to solving the problem of water pollution.
- Eight lakh tonnes of floral waste is dumped into water bodies every year in India giving rise to water pollution. Effluents from the synthetic dyeing industry and microplastic from synthetic textiles are major contributors to water pollution.
- We aim to utilise this waste to create eco-friendly organic dyes and provide substitutes for synthetically dyed fabrics.
- We create vegan dyes which are purely non-synthetic in nature by utilising floral waste. Various fabrics are organically dyed using these, creating employment opportunities for destitute community members.
- The utilisation of floral waste along with the promotion of natural dyes helps make oceans cleaner and enhances the quality of life underwater.
- Project Palaash aims to help in promoting sustainable fashion on a larger scale and create a positive impact across the globe.
- We **collaborated with “Dhuri”, a sustainable fashion label** headed by Madhurima Singh who is an expert in natural dyeing.
- After receiving training in the various techniques of dyeing and designing, we **collaborated with STOP, an NGO working to rescue victims of sex trafficking**. They provide us with beneficiaries and use our dyeing techniques and resources to diversify our products.
- We have also **collaborated with Prabhaav NGO and Etasha Foundation to provide employment opportunities to a wider range of backward communities**. ● In its second year, Palaash started off with its pan-India expansion phase. We introduced multiple product lines and expanded our expertise in natural dyeing.
- We undertook a new initiative to promote and revive the handloom industry for which we collaborated with the weaver community in Madhya Pradesh and Gujarat to promote sustainable fashion through the handloom industry.
- Through this, we are creating a bigger footprint towards minimising water pollution by substituting power looms containing microplastic which pollutes the water.
- We provide our artisans with better market penetration teaching them the process of organic dyeing. We launched ‘Inayat’, an exquisite range of 100% vegan handloom cotton fabric.
- It is divided into three verticals- Tana Bana, Vannat and Zarf, under which premium quality shirts, pants, cushion covers, bedsheets etc. are made. ● We launched ‘Ziva’ under which we make organic and vegan scented candles from the finest essential oils extracted from floral waste.
- These are free from paraffin wax and don't emit harmful toxins. Further

utilising floral waste, we introduced 100% natural and eco-friendly incense sticks. They don't emit harmful chemicals when burned thus protecting against several health problems.

- We also undertook seasonal campaigns to further increase our impact and spread awareness about the harmful effects of fast fashion and the need to adopt sustainable ways of living.
- During Holi, we introduced 'Abir' where we made organic Gulaal which is free from the toxic materials found in chemical Gulaal. Our organic Gulaal is made from 100% natural ingredients, is skin-friendly and is easy to wash off.
- During the festival of Raksha Bandhan, we introduced our own line of naturally dyed and eco-friendly rakhis under the campaign 'Bandhan'.
- During the pandemic, we adapted quickly and organised fundraising campaigns as well as indulged in personal selling to provide our beneficiaries with a market for their hard work.
- In the future, we are planning to modify and add to our 'zero-waste model' by utilising the waste generated in the dyeing process to create compost.
- We are currently in the research and development stage of the preparation of compost which can be further used to improve soil fertility thus adding another dimension to our project.
- In August 2021, Project Palaash partnered with **Going Zero and Ecophase** to list all naturally dyed apparel to beautifully crafted handloom products from Inayat on their websites, allowing customers to choose from a range of more eco-friendly products.
- Project Palaash enlisted itself in '**1 Race 4 Oceans**', a challenge organised by the Enactus Global Network to recognize and mobilize Enactus teams and their projects that tackle the ocean crisis. Out of the 108 teams that registered for this challenge, spanning more than 36 countries, Palaash was recognised as a novel solution to combat ocean pollution. We qualified multiple rounds to ensure our place among the Top 4 finalists.
- In the annual global challenge, '**MIT Solve**' conducted by the Massachusetts Institute of Technology, more than 1,800 teams participated from 128 countries. Palaash was yet again applauded worldwide as it made it to the final 15 teams. Apart from being in the running to be declared as the winners of MIT Solve, Palaash is also eligible to win the **Community Award**.
- We stand strong with a community of **more than 500 beneficiaries** and impact over **2,100 lives** through our project. We have helped in the education of over 50 children.
- Through our innovation, we salvage over 3 tons of floral waste annually and produce over 150 kg of handloom cotton. We avert more than 5,000 litres of chemical pollution and 7 lakh microfibres every year. By providing our beneficiaries with employment opportunities, we have increased their income earning capacity by 300%.
- During the course of two years, we have established 7 businesses under Palaash and have set up multiple production centres pan-India.

- Through Project Palaash, we have taken long strides in ensuring the adoption of sustainable practices and we aim to grow by leaps and bounds in the future.
- We **collaborated with Waste Warriors to conduct a clean-up drive in Rishikesh**. The aim was to clean up a waste black spot on the banks of the Chandrabhaga river that flows directly into Ganga. Our efforts resulted in the collection and safe disposal of 600 kilograms of waste that would have otherwise polluted the oceans.
- We are in a synergic **collaboration with Greenbandhu to utilise the floral waste generated by making compost from it**. This compost is then provided to farmers and nurseries, thus, helping us in increasing our waste collection and disposal faculty.



## Project Ibtida

- Project Ibtida was born as a one-stop solution that simultaneously tackles the problem of stubble burning, carbon emissions from the construction industries, mass generation of plastic products, and agricultural waste.
- We have synergically **collaborated with GreenJams and Prabhaav NGO** in order to create a line of carbon negative home decor.
- This home decor is made up of Agrocete®, which is a carbon negative alternative to concrete. Not only that but it also is light weight, consumes less energy and uses less water than regular concrete.
- We use our website as the primary sales channel for the sale of these products.
- We are further looking to diversify into more carbon negative materials to amplify our impact!



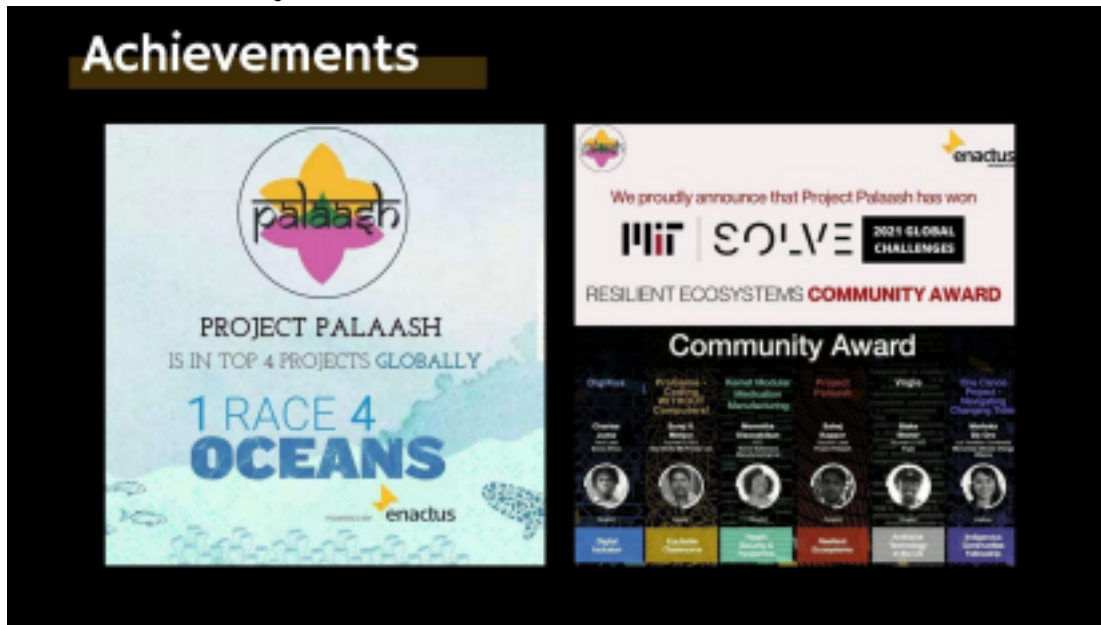
## **Collabs**

- In the last year, Enactus Aryabhata has effectively grown its activities across India and multiplied its impact by a manifold.
- Along the process, the students have enlisted the support of the following business partners, all of whom believe in their cause and the viability of their business models.
- In conjunction with other teams such as Enactus NIFT Delhi and YAH India, Ankita Parbhakar, Harish Iyer, and Kanthi Dutt, we also organized public awareness sensitization initiatives, including live Instagram sessions on the harmful effects of fast fashion.
- In order to have a more preponderant effect, we worked with Enactus Teams working on cognate subjects. Diversification is being considered for projects that recycle ocean trash.
- Project Palaash was disseminated through Enactus cooperation in Zimbabwe, Canada, and Azerbaijan.

## **Achievements**

1. We have also received mentorship sessions from our knowledge partner, 'KPMG International Limited'.
  - Our mentor Mr Rahul Rekhi, a partner at KPMG Advisory, guided us as we thoroughly analysed our project.
  - He supported and trained us as we envisioned the future of our projects and aimed to diversify and increase our impact multi-folds.
2. Palaash secured the third position in C2P Social Entrepreneurship Summit 2021, the flagship event of Enactus SRCC.
  - More than 700 teams from prestigious colleges across India participated.
  - It witnessed 3 rigorous and scrupulous online rounds following which the esteemed panel of judges shared their valuable insights on each project.
  - Palaash will be sharing a cash prize pool of Rs. 1,10,000.
3. Our team members also participated in Vichaar, a Case Study Competition organised by Enactus JMC with 30+ teams. Utilising their head for business and heart for the world, they devised a novel solution to the problem presented and secured the 2nd position.

4. MIT Solve Global Challenge: Won the Community Award in MIT Solve hosted by the Massachusetts Institute of Technology.
5. General Electric Global Lean Challenge: Finalists for General Electric Global Lean Challenge hosted by General Electric.
6. 1 Race 4 Oceans: Top 4 teams worldwide in 1 Race 4 Oceans hosted by Enactus Global.
7. Enactus India Nationals: Semi-Finalists in Enactus Nationals Competition hosted by Enactus India.
8. Enactus National Beneficiary Skilling Contest: Won the Beneficiary Skilling Contest hosted by Enactus India.



## Publications

1. Media publication: Enactus Aryabhata was published by Amar Ujala.
2. Media publication: Enactus Aryabhata was published by TNNOnline.
3. Media publication: Enactus Aryabhata was published by News18.
4. Media publication: Enactus Aryabhata was published by PNews Media.
5. Media publication: Enactus Aryabhata was published by Your Story.
6. Media publication: Enactus Aryabhata was published by The University Store. Media publication: Enactus Aryabhata was published by Indian Express.
7. Media publication: Enactus Aryabhata was published by TOI.
8. Media publication: Enactus Aryabhata was published by The Medium for project Palaash.
9. Media publication: Enactus Aryabhata was published by The Medium for project utkarsh.
10. Media publication: Enactus Aryabhata was published by The Medium for project Ibtida.



11. Media publication: Enactus Aryabhata was published by Youth Ki Awaaz. Media publication: Enactus Aryabhata was published by NewsJ.
12. Media publication: Enactus Aryabhata was published by The Hindu.
13. Media publication: Enactus Aryabhata was published by CoFounders Town.
14. DTE: Enactus Aryabhata was featured in Down to Earth.
15. Impakter: Enactus Aryabhata was featured in Impakter.
16. I Know Waste: Enactus Aryabhata was featured in I Know Waste. 19. Phosphene: Enactus Aryabhata was featured in Phosphene. 20. The New Indian Express: Enactus Aryabhata was featured in The New Indian Express.
17. Six Yard Story: Enactus Aryabhata was featured in Six Yard Story
18. The Great Indian Alternative: Enactus Aryabhata was featured in The Great Indian Alternative.
19. Times of India: Enactus Aryabhata was featured in Times of India.
20. The Earth View: Enactus Aryabhata was featured in The Earth View.
21. Delhi Food Walks: Enactus Aryabhata was featured in Delhi Food Walks.



INDIA

### The triumph of women entrepreneurs

Romaana Aamir @Enactus Aryabhata  
JUN 16, 2020, 23:30 IST



After centuries of never-ending struggles in India, the primal roots of the age-old social evil known as patriarchy still remains persistent and imbued in the minds of its citizens. For centuries, women in India have been shackled by the interiorized ideologies weaved by the dynamic web of patriarchy.

Women have been victims of familial confinement, yearning to free themselves from the clutches of cultural marginalization. With the context of extreme poverty, these women are captured in flux between their desires to be independent while also tending to their traditional roles in the family.

This being one of the perils faced by society, there are many more sectors

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Romaana Aamir @ENACTUS ARYABHATTA  
Enactus Aryabhata is a student-led team of young entrepreneurs. We, at

## Rising by Lifting Others

by Naume Guveya - Writer — March 17, 2021 in 2030: Dream or Reality, Impact, SDG Series



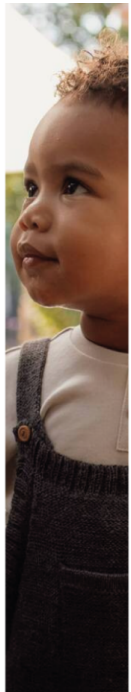
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How Enactus Aryabhata, a team of young entrepreneurs in India, is accelerating the achievement of the SDGs.

Are the SDGs attainable? Many people ask.

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# Making entrepreneurs of underprivileged women, one chip at a time

Sustainable use of vegetables is one of the main objectives of Project Utkarsh. The chips include leftover and unsold carrot and beetroot pulp from the juice vendors.

Written by **Mayank Chawla** | New Delhi | Updated: March 8, 2020 12:23:45 pm



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