

Enactus Aryabhata

ANNUAL REPORT

2017-18

This report contains brief information about all the projects that are running under Enactus Aryabhata, along with details on the initiatives undertaken and events conducted.

PROJECTS

1. Project Shakti

- Enactus Aryabhata started Project Shakti right after its inception to encourage women empowerment.
- Places like Delhi are infamous for incidents that stain the body and minds of our women. To fight this menace, we at Enactus Aryabhata believe in empowering women and making them self-reliant.
- Project Shakti does so by imparting the skill of self-defence training to women.
- When we started with the project, initially it was very tough for us to find a community to teach, but after four months of meticulous work and planning, we're finally working with a community where underprivileged women ranging between the age group of 10-20 are being provided with self-defence training by the members of Enactus. We currently have 25 students.



- The self-defense program focuses on various ways and methods, using which the women can save themselves in case of any mishap.
- We're also making a YouTube channel where we'll be uploading our self defense tutorials to target a greater audience.
- We believe the ones we teach can further teach others, making the others capable enough as well, thus creating a ripple effect.
- Our project also focuses on a business model where our team will train the women of the community we're working with, in the field of marketing skills and strategies, to sell pepper sprays. This will prove to be beneficial for the women selling it as well as the women buying it. This will help these underprivileged women in improving their present situation and future scenarios.



2. Project Utkarsh

- The juice shops, situated at every nook and corner of our localities generate huge amounts of fruit/vegetable pulp. This pulp, in turn, is thrown away at the end of the day. What we are unaware of, is the fact that this fruit/vegetable pulp contains a high amount of fiber, important minerals and antioxidant properties, consumption of which is very essential for our health as it builds up resistance.
- Keeping this in mind, we at Enactus Aryabhata are introducing "Project Utkarsh", a unique initiative wherein the waste pulp of vegetables such as carrot and beetroot is being used to make salty wafers which are not only high on nutrition but also satisfy our taste buds, which as of today is really important.
- This project would also ensure financial empowerment of women as these wafers are being made by underprivileged homemakers and in this way we

provide them with an additional and a sustainable source of income for their households.

- Project Utkarsh, with its dual motive of reusing waste vegetable pulp and providing additional earning opportunities for women, hopes to bring about a positive change in the society and the environment.



COLLEGE-SURVEY

- On the 8th of February, 2017 we held a survey in our college. A few members of the Enactus team prepared small packets of these crisps in the college itself, which were distributed among students and faculty members along with a feedback form to know their views regarding the taste/presentation/quality and overall impression of the product.

KUSUMPUR-PAHADI-VISITS

- There have been two visits to the Kusumpur Pahadi (a slum area) so far i.e. on the 15th and the 18th of February, 2017.
- The first visit was aimed at convincing homemakers of the area to get involved in the project and the local shopkeepers to keep the product in their stores.
- In the second visit we spent a few hours with these homemakers, helping them prepare the crisps as well as in packaging.
- These packets of wafers were then kept with the local shopkeepers.
- In the coming weeks, we aim to impact more women in Kusumpur as well as other slum areas and hold another college survey wherein our product with its improved taste would be sold in the college premises to get feedback from people.



3. Project Ibtidah

- Project Ibtidah is a Financial Literacy Initiative by the team of Enactus Aryabhata.
- Ibtidah is an Urdu word that means the initiation of something positive. A team of 20 members from the society has taken the responsibility of achieving results through this initiative.
- Till date, we have visited various areas in Delhi in an attempt to identify a severe need for financial literacy. We have been working to disseminate basic financial knowledge and discussed government schemes in two slums as of now, one in Kirti Nagar and another in GTB Nagar. Kirti Nagar and GTB Nagar have both been visited 3 times each by the team.
- So far, the team has distributed summaries of schemes offered by governments and enlightened some 50 people to understand personal finance better.
- By creating basic understanding for personal finance and circulating awareness about government schemes, the project aims to help individuals set up their desired business and become financially independent.
- The people we have informed have also been tested with a basic quiz and most people managed to score more than 60%.
- Currently, the team is working with a Chai Vendor in Govindpuri and a Coconut Vendor in Dwarka. Both these individuals wish to increase their sales and secure themselves and their dependent family members financially.



- In order to maximize our impact, we wish to make more trips to GTB Nagar and

Kirti Nagar to assist individuals in applying for PAN Cards, subsequently bank accounts and subscribe to government schemes in order to secure their financial future.

- To reduce the expenses of the project borne by the college, the team has started reaching out to potential sponsors and trying to collaborate with banks too.
- Most of the expense component of the project involves printing and photocopying costs however we wish to allocate funds especially for Research to convert Project Ibtidah into a sustainable venture through which we can adopt villages and slums in the future and take a step towards overall development.

Pehchaan - An Initiative by Enactus Aryabhata

- Pehchaan aims to capture the struggles behind those wrinkles at the corners of millions of eyes, the eyes that dream big, day and night.
- Behind those eyes, a scared soul exists, seeking help, hoping a hand might reach out to them someday pulling them from the perpetual darkness towards the light.
- Under Pehchaan, we approach people from different backgrounds, communities and lifestyles; go through their diverse life stories, their journey and provide a platform through the means of social media where help can be delivered to those in need.





- Currently, Pehchaan covers the humans working in shopping streets/markets and various colonies in New Delhi.
- Our target community is the unprivileged/working class/daily wage laborers/lower sections of the society who are earning their living in spite of the immense obstacles they face in their daily routine.
- Through the means of social media platforms, we display their stories of struggle and hardship, thus giving them an identity or "Pehchaan" yet keeping it anonymous.
- We also try to help the ones in need by being an intermediary between someone who needs help and someone who is willing to provide help to the one in need.
- We sincerely hope that our endeavor would reach out to the masses, the viewers would be able to understand the hardships faced by these humans and in this process, we hope to extend help in our own way to the affected people by reaching out to them with the solution of their problems in the best possible way.

EVENTS

1. Cleanliness Drive

- A cleanliness drive was organized by Enactus Aryabhata, during the DUSU election campaigns.
- The purpose of this drive was to collect and recycle the huge amount of paper that is used for promotional purposes and wasted during the election campaigns.
- Several paper bins were also put all around the college campus and at various corners of the building for students and teachers to put all their waste one sided used sheets.
- All this paper was then recycled registers were made out of them which were then sold at very cheap prices to the students and teachers.



2. Joy of Giving Week

- The Joy of Giving week offered us the chance to use the power of collective individual action to make a difference.
- Moved by the immense potential of this idea, we, at Enactus Aryabhata took it upon ourselves to bring a smile on the faces of people who haven't had an easy go of things. It was within that moment that we realized, 'it is in giving that we receive'.
- The Joy of Giving week celebrates the power in each one of us to make a difference. Needless to say, the joy of giving out things to others, to those who require it the most, cannot be expressed in mere words. It can only be experienced firsthand.
- The event involved all the society members to give away one article to someone more in need. They were then supposed to upload a picture while doing the same on social media and then further nominate 3 more people to do the same.
- This event received a huge response.



3. Teachers Day

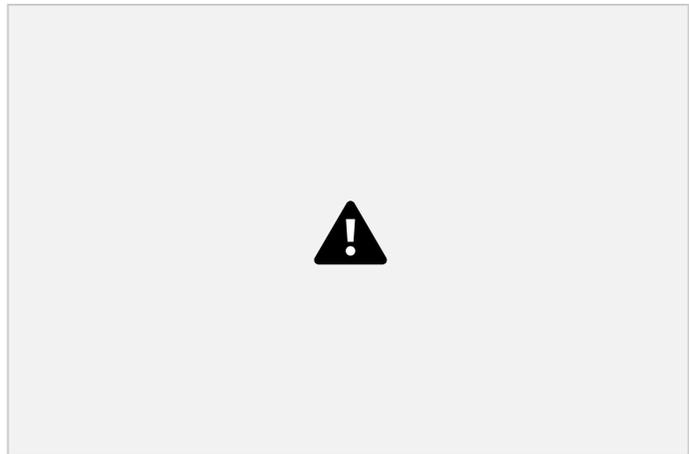
- Teacher's Day 2016 was celebrated by taking the initiative to create paper bins around the campus and collecting recyclable waste.
- Team members created a rangoli in the shape of Enactus yellow bird logo and decorated the college corridors as well.



4. Enactus Day

- The society also organized a fest called "Enactus Day" which was an initiative to use recycled materials for creating something useful and also spreading awareness about our Enactus society.
- It was observed in Aryabhatta College on 24th October, 2016. The one-day event took place within the college campus and involved students from all over the University of Delhi.
- This was an initiative to use recycled materials for creating something useful and also spreading awareness about our Enactus society.

- Several products were made by team Enactus Aryabhata and sold at very reasonable prices. The proceeds of the day were used for betterment of the society.
- A nukkaad natak by the drama society of the college was also performed on the theme of Project Shakti.



Achievements

1. **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.
2. **Enactus Day 2.0:** Hosted the Second edition of Enactus Day. Numerous activities and competitions were organised to cap off a successful event.