



PROJECT UTKARSH

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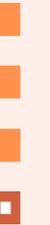


WHAT IS PROJECT UTKARSH?

Project Utkarsh tackles the issues of gender biases, food wastage and unhealthy consumption patterns by utilizing the discarded food waste to create healthy snacks, Veggitos.

We provide employment opportunities to underprivileged women by attaching an entrepreneurial approach to their existing skill of cooking.

PROBLEMS



A majority of the population relies on the consumption of fast food in this dynamic world. This fast food is filled with high blood pressure, cholesterol and dehydration. Excess consumption leads to diseases and reduces the quality of human capital.



1.3 billion tonnes of food which is 1/3rd of the total food consumption is wasted every year. The wasted food pulp contains high amount of nutrients and can be further utilized to improve health.



Lots of destitute women don't have the required skillset to obtain job opportunities and earn a sustainable livelihood.



SOLUTION

- > We utilize the food and vegetable pulp to make a healthier version of nachos, “Veggitas” and further promote sustainability through the use of eco-friendly packaging for our products.
- > We employ a large number of destitute women through our ventures thus providing them with livelihood to supplement their income and support their families.
- > We ensure a zero-waste model by composting excess food waste to increase our impact and utilise more waste.

COLLABORATIONS



01

SAFAL OUTLETS

We have collaborated with multiple Safal outlets to procure food waste from them.

02

LOCAL VENDORS

We procure a majority of our food waste from various small vendors from different localities.

03

BGMS

We are in talks with BGMS, a non-government organization to establish newer product lines. Our collaboration will aim at converting Utkarsh into a self-help group.

OUR CAMPAIGNS

We run awareness campaigns to foster a spirit of inclusivity amongst the community and widen the reach of our project.



WOMEN'S WEEK

In collaboration with Girl Up Abaadh, we organized a fundraising and awareness campaign regarding food security to celebrate women's week.



SALES DRIVE

Throughout the year, we have conducted numerous sales drive at locations like Delhi Haat, Connaught Place etc.



FUTURE AIMS AND EXPANSIONS



By utilizing the wasted fruit and vegetable pulp, we would be able to reuse more than 1,200kgs of food waste.



With this project, we would be able to conserve 20,000 gallons of water annually.



We plan to ensure a circular economy by composting the excess food waste. This compost will then be utilized to increase the fertility level of the soil.



We plan to venture into further food based products and expand our impact. This will help us in increasing the income-earning capacity of 30 beneficiaries by 300% while impacting more than 1000 lives.





ACHIEVEMENTS

01
BENEFICIARY
SKILLING
CONTEST

02
ENACTUS SRCC
C2P SES 2021





**THANK
YOU!**