

Annual Report (2019-2020)

- **Committee/Association Name: ENACTUS- SVC**
- **Convenor: Dr Krishna Kumar and Dr Nandita Narayanasamy**
- **Staff Members (Teaching/Non-teaching): NA**
- **Student members (if any): Mentioned in report**
- **Focus area for the year: Please find report attached**
- **Brief summary of the committee/association activities of the year (about 250 words): Please see report.**
- **No. of meetings held (Attach minutes of the meeting): Students work in teams with mentorship support from staff.**
- **Outcome for the year:**
- **Future Directions: Please see report.**

Enactus, Sri Venkateswara College

Annual Report 2019-20



About Enactus, Sri Venkateswara College

Enactus, Sri Venkateswara College, one of the most active societies of Sri Venkateswara College, was initiated in the academic year 2015. The aim of Enactus SVC is to inculcate the spirit of entrepreneurship among students and make them sensitive towards society. We at Enactus SVC believe in finding opportunities, transforming them into real, sustainable projects so as to empower the underprivileged sections of the society- all this while we create a pool of socially responsible students who are well equipped to handle the future.

Enactus SVC currently has over 70 members working on 2 different projects under 4 different departments. The 2018-19 session was concluded formally in April 2019 and the new Core Team was inducted.

The Core Team of Enactus, SVC for the session 2019-20:

- Mokshi Jain as President
- Abhishek Chopra and Ananya Kumar as Vice-President
- Mehar Sindhu as General Secretary
- Tanya Gupta and Riya Sapra as Joint Secretary

The post-holders of Enactus, SVC for the session 2019-20:

- Project Team: The Crimson Project
 - Kaavya Malhan and Aastha Mohanty as Project Heads
 - Ambika Anand and Tabeer Bhat as Marketing and Editorial Heads
 - Maanika Kumar as R&D Head
 - Yuvraj Juneja as Partnership Head
 - Tuhina Mishra as Technical Head
- Project Team: Project Barqat
 - Harshleen Kaur and Abhinav Nagpal as Project Heads
 - Harshita Sharma as Marketing and Editorial Heads
 - Seerat and Ritika Garg as R&D Head
 - Ayush Mongia as Partnership Head
 - Tuhina Mishra as Technical Head
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Each Project has a total 20 student volunteers working under them.



The Crimson Project

The project involves providing reusable sanitary pads, at minimal or no costs to women so as to ensure healthy, hygienic and sustainable menstrual practices along with the aim of reducing the use of disposable sanitary pads which pose a serious threat to the environment. Our pads are manufactured by women looking for employment and hence providing them financial independence.

1. Successfully conducted 9 awareness distribution sessions. These awareness sessions were held in collaboration with the following NGO's:

- Teach for India
- Khwaab Foundation
- Dusty Foot
- Bagiya
- Women's Manifesto
- Niveda Foundation

2. At such sessions and through distribution activities we have distributed over 2000+ pads to over 660+ women in localities in Delhi NCR such as Malviya Nagar, Munirka, Vasant Vihar, Ashok Nagar, Okhla Vihar, Rangpuri Pahri Village, East Delhi-Vinod Nagar.

3. Based on feedback sessions conducted, we modified our pads into a rectangular shape which folds into 3 layers, and when opened looks like a regular piece of cloth, and thus, can be dried out in the open by women without apprehension.

4. Won the 2nd position in a competition called "Startup Showcase" organised by Maharaja Agarasen Institute of Management Studies. They tested us on innovativity and practicality of the product.

5. Partnership with Khwaab Foundation as our target group for stitching pads. We have employed a group of around 20 women providing them with managerial, stitching and technical skills. We give them orders from time-to-time and pay remuneration per piece.





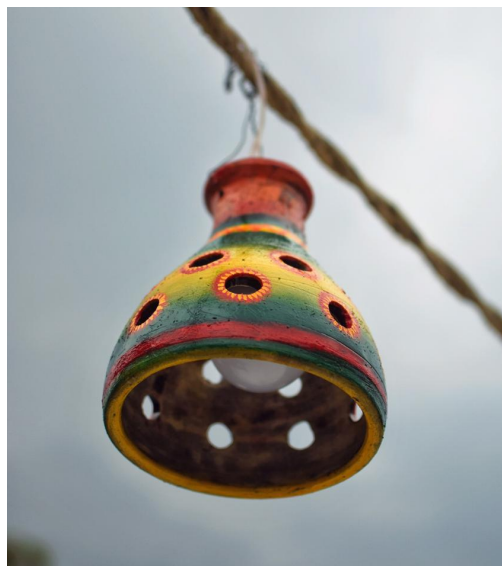
Project Barqat

Project Barqat aims to improve the life of the urban poor through the provision of economical solar powered lights to homes without electricity, which work day and night. Alongside, we aim to expand our focus to upper middle-class and middle-class households, cafes and residential colonies. The bulb, consisting primarily of an aluminium sheet, plastic bottle and a circuit of solar panels is based on an open source technology.

We employ two target groups to manufacture the bulb, i.e. slum dwellers and electricians being trained by vocational NGOs like DAV. We arrange regular soft skills workshops to facilitate self-sufficiency of the target group and sustainability of the business model.

With the feedback's received we tried to work on the model of our project and added another range of solar lighting for the well off sections of society, to add an extra revenue to our model.

Based on the further feedbacks, some technical issues were found and we took help of professionals as well as organisations like TERI but due to the complicated circuit structure the project was not able to sustain.



New Projects in the Pipeline

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Solar Powered Reverse Osmosis Plant

The project aims to provide portable water to the slum dwellers who have no access to clean drinking water . The structure is same as a reverse osmosis plant provided it works on solar panels. It is to be loacted near the borewell so that the wastage cuts down to only 20%. Since , the entire set up requires expeertise , we wish to collaborate with Hydroflux. Engineering Ltd. The plant will be centralised with its supply decentralised to the various slums nearby . The water will be delivered as a subscription system through the 20l water cans that can be refilled as and when the need arises .

For the same , a primary market research was conducted in the slums of Mohammadpur village, Garhi village and Sri Niwaspuri village

We found that there is an urgent need of clean water in some slums like Sri Niwaspuri where people face a lot of inconvenience fetching clean water and and are ready to pay reasonable rates for the same. The project is in its development stage and we look forward to start with the pilot session after the comprehensive market research .

Editorial Department

The Editorial Department is the one which is responsible for the framing and proofreading of content on all Enactus platforms. From social media posts to project proposals that are sent out to collaborators, a good and proficient Editorial Department is indispensable for every society.

The nature of its work makes it important for any organisation to have a sound Editorial team and especially since Enactus is synonymous with field work, it is important to capture in words, the dedicated and undying efforts of its members in building a project from the scratch. Besides this, since Enactus Nationals require written record of all that the team does round the year, the role of the Editorial department is required at all levels.

The Editorial Department through its effort of delegation of work helps in inculcating and ensuring better, refined and professional use of language which helps one to hone his skills to be a better writer.

Marketing Department

An umbrella department which performs 4 important functions of Advertising, Public Relations, Promotions and Sales, all under one, the Marketing Department is indispensable for Enactus and every other organization because of its nature of work.

It solely performs the functions of spreading out a word for each Enactus activity, targeting the right audience and attracting potential, higher sales through promotion, and uplifting/maintaining Enactus goodwill online through various marketing tools.

This department hone's one's analytical and out of the box thinking, creativity, media management, and communication skills amidst the plethora of activities it indulges in.

Research and Development Department

Since research lies at the heart of every effort at Enactus, R&D department plays a very crucial role in its existence. From choosing between options to getting answers for all problems that require researched alternatives, this department is always on its toes.

For every new project in the making, the R&D department researches on its feasibility and sustainability to ensure that the project is good to go. It essentially bridges the gap between conceiving of an idea and its conversion into a full-fledged project.

The department allows one to think quick and come up with better and more viable alternatives while simultaneously allowing him to learn about the melange of subjects which are being researched upon.

Partnership Department

Combining talent, judgement and skill to provide a direction to each and every project at Enactus, the Partnership Department contacts the researched organizations and pitches them ideas to get them onboard.

It essentially co-creates solutions to shared problems that advance the core goals of Enactus. It finds out the right kind and potential collaboration to expand and makes it happen. Be it a new or an ongoing project, the role of the Partnership Department is pervasive and continuous.

This department hones one's communication and interpersonal skills, persuasion techniques, time management abilities and the grit to tackle challenging situations with utmost ease and calm.



Enactus National Symposium Competition'29

One of the biggest achievements this year for us was our first-time qualification into Enactus nationals which is a platform where students from different colleges who share the same passion from all over the country get together to compete for once in a lifetime chance to compete for the world championship.

Participating in one of these events can be described as exciting, exhilarating and inspiring. The whole experience of nationals for us was like the whole team in unison making efforts to contribute to a positive reputation of our college. Learning how other teams across country are using entrepreneurial action to improve the lives of others was not only informative but also inspiring.

In the journey of nationals, the whole team was like a strong held fist who worked day and night to showcase the hard work of two years under two projects – project crimson and project barqat in a mere time of fifteen minutes. It provided us a platform where we interacted and socialized with various teams exchanging and discussing ideas and experiences. Being into a place where plethora of ideas were showcased, top business leaders assessing student's initiatives towards a better world had created a vibe of pride and happiness among all.

Although we didn't make it to the finals but the whole team was motivated by looking at how problems and solutions can be looked in different ways and realized that we were a part of something bigger than our team, and that our role in the movement is important.





KPMG Brainstorming Meeting

Enactus SVC organised a session at KPMG Gurgaon wherein detailed updates regarding The Crimson Project were provided along with an in-depth discussion about the ideas for a new project that Enactus SVC can undertake.

As a part of The Crimson Project, the team has collaborated with 6 NGOs and has organised 9 awareness sessions over a period of 4 months, distributing around 2000+ units of pads. In these sessions, the Enactus the team talked about various aspects of menstruation including the health and hygiene practices that should be followed by females while going through their periods. We also distributed 3 sample pads to each of the participants in the session.

Such collaboration has helped us boost our sales for the project as these NGOs act as intermediaries to whom we sell our pads in bulk and they sell it further.

In various feedback sessions that were organised, we were informed that women were a little hesitant while drying out our pads in the open. Hence, based on their suggestions, the shape of our pads were modified into a rectangular piece which folds into 3 layers, and looks like a normal piece of cloth when opened.

The KPMG mentors advised the team to organise more feedback sessions for the project in order to receive more such suggestions. Not only this, our further plan of action for the project was also discussed which included collaborating with various healthcare centres and pitching our pads to the doctors who can further sell them to their patients.

The Crimson Project also bagged the 2nd position in Startup Showcase- a competition organised by Maharaja Agrasen Institute of Management Studies.

Apart from this, detailed research was conducted by the team on 2 new project ideas-

1. Solar Power Water Treatment Plant:

-The team began by discussing the main points talked about in a meeting organized with Hydroflux Engineering who are involved in the process of setting up of RO plants around Delhi-NCR. The idea was thus put forward, decentralisation of the transportation process and centralisation of the purification process while using solar power to run the plants.

-Some possible places which could be tapped were proposed considering the previous year's Delhi Jal Board reports. These places were where people faced inconvenience in getting clean water.

-Along side that, the cost of setting up the plant, employing people for taking care of that plant and transportation cost including the mode of transport to be chosen were also discussed briefly.

-The only loophole pointed out was the need for conducting an actual market research to find out if the people would be willing to pay for that water or not. It was advised to find a way to provide clean water to these places without disrupting the already existing system.

-Some existing options like water tankers and ROs setup by other Enactus teams were considered and how this model would be better was discussed.

2. Stools made using plastic bottles:

-The team had come up with an innovative idea to use the waste plastic bottles for making a stool.

- These stools are made by lining up 8-9 plastic bottles, filled with scrap, in a circular shape and taping them all together, covering it with a layer of cotton and then decorating it with an aesthetic piece of clothing.

- A detailed research regarding the business model, proposed collaborations, target market, target groups, raw material procurement and SWOT analysis was presented in front of the KPMG mentors.

- However, there were some problems that were faced by the team while working on the product and making samples. These problems were also discussed with the mentors and after considering various factors that could be troublesome in the project, our mentors guided us as to how this project was not very feasible.

The team also conducted research on 4-5 other ideas for the new project which were presented in front of the mentors and they guided us regarding how to proceed with these ideas. Some of those ideas included plastic bottle planters and bath bombs.



AAGHAAZ ' 20

Enactus SVC planned its annual event - AAGHAAZ'20, which unfortunately could not be executed on the planned date because of the university lockdown as a covid-19 control measure.

The event would have seen participation from colleges across Delhi NCR competing in entrepreneurial events, showcasing their projects to notable social organisations & a speaker session by dignitaries from various walks of life.

Highlights of the plan were as follows:-

1. Various eminent personalities from diverse fields of work like entrepreneurship, blogging, corporate etc. were invited.
2. Business plan competition was being worked upon where teams from colleges across Delhi NCR could participate.
3. A quiz competition related to entrepreneurship and business was also being planned and would have been open for the teams as mentioned above.
4. All the society members were involved in seeking sponsorships for the event by collaborating with organizations.

