

### **Annual Report (2020-2021 )**

- **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 2020-21**



## **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 73 members working on 2 different projects under 6 different departments. The 2020-21 session was concluded formally in April 2021 and the new Core Team was inducted.

### **The Core Team of Enactus, SVC for the session 2020-21:**

- Kaavya Malhan as President
- Aastha Mohanty as Vice President
- Ambika Anand as General Secretary
- Ayush Mongia as Joint Secretary
- Sachika Khurana as Chief Coordinator

The post-holders of Enactus, SVC for the session 2020-21:

### **Projects:**

- Rushali Jain and Shweta Tanwar as Project Heads, The Crimson Project
- Ali Ibrahim and Anjali Kashyap as Project Heads, Project Gulzar

### **Departments:**

- Raunaq Puri, Devansh Tandon, Vinayak Gandhi and Ishita Patnaik as Project Development Heads
- Anant Jindal and Pranjul Agrawal as Logistics Head
- Mehar Arora and Raghav Agarwal as Partnership Heads

- Riya Gupta and Mishthi Arora as Marketing Heads
- Reet Meddiratta and Anjali Kashyap as Editorial Heads
- Raunaq Puri and Ali Ibrahim as Technical Heads

## **Current Projects**

### **The Crimson Project**

The Crimson Project seeks to create a dialogue about menstrual health and hygiene especially amongst the less privileged. We produce reusable cloth based sanitary napkins with the help of 20+ women belonging from the rural strata, in partnership with the Khwaab Foundation. We have trained these women to stitch the cloth pads which are made from cotton and come with a leak proof layer inside.

Through this project we aim to limit the harmful effects caused by the disposal of regular disposable pads through our sustainable & economical product and also make the employed women economically independent.

1. During the initial months of the pandemic, while thousands of adolescent girls and young women across the country had no access to sanitary products creating widespread difficulties, we collaborated with Sang NGO and sold over 3000 pads to Orikalankini organisation in remote areas of different states pan India.

2. We have also sold over 3500+ pads to different NGOs and organisations namely Suzlon Foundation, Casa Foundation etc across the country.

3. From the sales that we made during this period, we generated a total revenue of Rs. 3,11,000 which was used to:

- Provide pads at subsidised rates to the organisations who couldn't afford
- Increase in the disposable income of our beneficiaries
- Research and Development

4. We were elated to reach the semi finals of Enactus Nationals competition, where we made a film about the impact our project has created on the communities we've had the pleasure to serve.
5. Collaborated with Beyond Meds Foundation and conducted an on field pads distribution drive wherein 100 pads were distributed on the account of women's day.
6. We conducted Instagram live sessions with Dr. Chinna Dua, a Medical Doctor and Social Media Influencer, and Aradhana Rai Gupta, Project Head, Baala on the occasion of Menstrual Hygiene Day where they talked about the consequentiality of good menstrual hygiene management.



### **Project Gulzar**

Project Gulzar was initiated to address the issue of excessive floral and paper waste generation in India by utilising them to create products. In the process, we wish to make a difference by employing women willing to work. This would drive a socio-cultural change, since the women would be empowered with additional income.

Our products are divided into plantable and non-plantable ranges:



## 1. The Plantable Range

Our plantable range of products consists of bookmarks, greeting cards and envelopes. These are made using handmade seed-paper and organic, chemical-free flower dyes. Shortly after they are planted in soil and watered, they grow into plants.

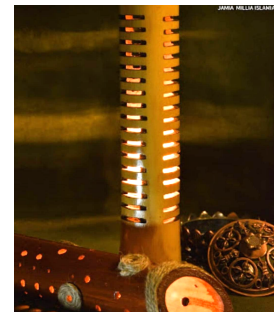


## 2. The Non-Plantable Range

Our non-plantable range includes a set of scented candles, wherein floral waste is used to provide colour, fragrance or aesthetics. We use organic beeswax and soy wax to make the candles.

We plan to start with a batch of 50 candles, segregated into the following three types:

- a. Organic beeswax candles scented with marigold and vanilla. (10)
- b. Soy wax candles scented with rose. (20)
- c. Soy wax candles scented with jasmine. (20)



The flowers will be procured from two temples in Kalkaji and Govindpuri, and a mandi in Ghazipur. We have partnered with Women's Manifesto, an NGO working for women's empowerment and social welfare for manufacturing these products. We also expect to collaborate with Shadi Mubarak, a wedding management company for a steady supply of flowers and cloth, which would be helpful in making and packaging our products.

Apart from this, our target group will be girls trained in calligraphy and art. They were trained in these skills during the course of the lockdown. We have also trained two women in candle making and seed-paper making. For candle-making, sessions were held online. We also held an offline training session on 2nd April 2021 to teach them the arrangement and pasting of flowers on the candles. Initially, we aim to start our sales with the non-plantable range.

## **New Projects in the Pipeline**

### **Converting Masks to Bricks**

The project aims to Utilise Biomedical waste (Majorly PPE masks and kits) for the production of Bricks and hence utilising them for the construction of public toilets and other public infrastructures. Our procurement strategy to obtain used surgical masks is through residential apartments. We plan to contact the residents via the authorities and explain to them the idea of our project & how they can play a key role in it.

The idea is to install bins at the entry and/or exit points of the apartments where the residents can easily dispose of their used masks. We will then collect the masks once the bins are filled. We will also collaborate with factories that produce PPE kits and masks, hence collect the waste masks and PPE fabric from them.

The bricks are composed of namely 5 things:

1. Cement
2. Biomedical waste
3. Gravel
4. Sand

## 5. Water

The Production Process is a two-day process that involves mixing materials, putting them into moulds and drying them up in sunlight. The bricks have to then be cured for 28 days to increase their strength. The bricks are not only helping in reducing the biomedical waste but are also creating an alternative to the red clay bricks which are not very good for the environment as clay has all nutrients for good agriculture and topsoil erosion is an environmental hazard and our bricks prevent this. The blocks are sturdy enough that on running a car over them, they did not break.

The samples of bricks have currently been sent for Lab testing and we've applied for two tests namely the compression test and the water absorption test. For the same, we have also conducted research and have identified our target area for the production process, which is an SHG based in the Ropar district of Punjab. We also plan to collaborate to use Biomedical waste in the construction of roads. The project is in its development stage and we look forward to starting with the pilot session after the comprehensive market research.





### **Apiculture Project**

The Apiculture Project aims to tap into the potentially valuable Apiculture Industry in India with the intention to solve the seasonal income deficit that farmers and other seasonally employed workers face. The climatic conditions in different parts of India allows Apiculture to flourish in India if pursued with proper knowledge and investments.

The role Enactus wants to play is of an enabler towards the growth of the industry in India, as supported by the Government of India with the recent ₹500 crore investment being injected into the field. The main model being worked upon by Enactus SVC as of now, includes introducing apiculture to more farmers, helping them set up their own apiaries, building a network of apiculturists all over the country through which information, newer methods and training techniques all can be shared, and at the end with our marketing and sales expertise, facilitate production of apiculture based products like honey, royal jelly, beeswax, etc., amongst the apiculturists so that they can get maximum economic benefits off their produce.

Currently, Enactus is working towards making more contacts within the industry to gain more knowledge about apiculture and related struggles of farmers to come up with better equipped solutions.

### **Engagements Throughout the Year**

#### **Enactus Online Convention and Competition 2020**

Every year, the Enactus Nationals Competition is held which provides a forum for all the Enactus teams all over the country to share the results of their social impact projects and be evaluated by business leaders, serving as judges.

It's a two day event wherein through rounds of presentation-based competition, all teams showcase how their projects have empowered and improved lives. Due to the situation this year, we had the first ever Virtual Nationals in July, which was a week long event and all the teams had to submit their Video Presentations and Annual Report on an online platform built for the same.

The entire experience of Nationals was challenging as we had to present our entire project journey in a video of only 12 minutes and a detailed 2 page report. Not only was the mode different this time, but also it was important for us to make our AV submission more effective, lively, interactive and more informative and interesting for the judges as there was no Q/A round too. We also participated in multiple marketing activities organized by Enactus India like Most Viewed, Most Voted video etc.

Despite the challenges, Enactus SVC emerged as a **semi-finalist** out of the total 86 participating teams. All in all, the whole experience of Nationals was exhilarating and for us was like the whole team in unison making efforts to contribute to the positive reputation of our college.

enactus 2020 INDIA ONLINE CONVENTION AND COMPETITION 1st - 8th AUGUST 2020		
OPENING ROUND RESULTS TOP 24 TEAMS		
League 1	Sri Venkateswara College	Lady Shri Ram College for Women
League 2	Rampas College	St. Xavier's College, Kolkata
League 3	Hansraj College	Netaji Subhas University of Technology
League 4	Kironi Mal College	Indian Institute of Technology, Delhi
League 5	Jesus and Mary College	Ropar
League 6	Shaheed Bhagat Singh College	Kalindi College
League 7	Sri Guru Gobind Singh College of Commerce	Thapar Institute of Engineering and Technology
League 8	Dr. S. S. Bhatnagar University Institute of Chemical Engineering & Technology, Punjab University, Chandigarh	Delhi College of Arts and Commerce
League 9	Shaheed Sukhdev College of Business Studies	Kamala Nehru College
League 10	H.R. College of Commerce and Economics	Jamia Millia Islamia
League 11	College of Vocational Studies	Birla Institute of Technology and Science, Pilani, K.K. Birla Goa Campus
League 12	Shri Ram College of Commerce	Delhi Technological University

### **Enactus SVC x Zomato Food Distribution Drive**

Enactus SVC along with Enactus Hansraj collaborated with Zomato Feeding India and organized a Food Distribution drive for the Children of Manvi Seva Sanstha on 27<sup>th</sup> January in Sector 52, Gurgaon and a Slum in Sector 57, Gurgaon. These difficult times could not stop us from taking the opportunity to fill what became more than 300 empty stomachs of the needy through the drive.



### **EnTalk: The Alumni Stories**

During February, four online speaker sessions were conducted with Enactus SVC alumni, in an event called EnTalk. We invited Tushar Singh Bodwal and Vinayak Malhotra — the co-founders of Enactus SVC; Rhea Anand, Aishwarya Jain and Shikha Mohini from the batch of 2017-18; Mehar Sindhu and Ananya Kumar, the erstwhile heads for Project Crimson; and Ayush Verma and Mehak Kochhar — the founders of Project CiggB. These sessions were started by an expression of gratitude followed by a panel discussion. Subsequently, a Q&A session was held which was then followed by the closing statements. In these inspiring sessions, members learnt about the importance of project sustainability and teamwork, the effect of the pandemic on projects and methods to overcome project execution blocks. The speakers delineated how being a part of Enactus has an impact on one's CV and the significance of building contacts. All those who attended these sessions left with a sense of motivation and satisfaction.

### **EnTank 2021: Intra Enactus B-Plan Competition**

Enactus SVC successfully conducted an exuberant EnTank, the first of its kind 2-day long Intra-Enactus Business Plan Competition, virtually, on 10th-11<sup>th</sup> April, 2021. Our members were required to fill out their project ideas on a google form. After a careful analysis of each form, the members were divided into 10 teams based on similarity of ideas to ideate and present a full-fledged Enactus Project.

Highlights of the Competition are as follows:

- Participants leveraged their business acumen inventing business ideas from scratch. They were given a week to finalise their ideas and prepare a presentation.
- Nandita Narayanswamy (Convenor, Enactus SVC), Ibadat Jishtu (Social Media Manager, Enactus India), Mehak Kochhar (President, Enactus SVC, 2017-18) & Aayush Verma (President, Enactus SVC, 2016-17) glorified our competition as judges.
- Each team was given a total of 12 minutes to present their idea. This was followed by a meticulous Q/A round with judges testing their project on Entrepreneurial Leadership, Innovation & Creativity in idea, Application of sound business model, Sustainable Positive Impact, amongst other criterias.
- After a rigorous 2 days of presentations, the winners were declared as follows:  
Best Project - Project Nahar on Manual Scavenging  
Runner Up Project - Project Sifar on Mycelium packaging  
Best Presentation - Project Vayusuddha on Air Purifying Curtains  
Winning teams and best speakers received numerous prizes including gift hampers and gift coupons.
- Overall the competition was a grand success, instilling values of entrepreneurship, social responsibility and innovativity along with essential business prerequisites such as marketing strategy, customer relations, scalability, etc.

