

Annual Report (2016-2017)

- **Committee/Association Name: ENACTUS- SVC**
- **Convenor: Dr Krishna Kumar and Dr Nandita Narayanasamy**
- **Staff Members (Teaching/Non-teaching): NA**
- **Student members (if any): NA**
- **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

IMPACT REPORT



ABOUT ENACTUS SVC

Enactus, Sri Venkateswara College with the synergy of entrepreneurship and humanitarian beliefs is a growing organization committed to transform lives and shape a better, more sustainable world.



PROJECT

CAPTAIN COMPOST



Via this project, compost is made aerobically within 15 days with the use of Natural Power Balanced Solution. 3 rag-pickers from Satya Niketan are employed and equipped with the necessary skills, in order to make them entrepreneurs.

ISSUE



Poor living standards of the rag-pickers



Waste Management



Soil infertility

IMPACT



Incomes of the waste pickers have risen by 90% of their current income.



53.4 tonnes of carbon emissions reduced on a monthly basis.



2000 kg of bio waste is diverted from landfills monthly.

PLAN OF ACTION

1. Identification of the problem
2. Rigorous research undertaken to come up with a composting method which takes 15-20 days and can meet the market standards
3. Getting acquainted with rag-pickers and training them
4. Formation of a 4-bin composting system followed by collection of biodegradable waste
5. Formation of the compost and looking for prospective buyers
6. Selling the compost for profits
7. Starting afresh with the production of compost

PROJECT HEARTIST



Heartist aims to provide a platform to the underprivileged artists to showcase their talents while supplementing their income at the same time so as to open new career avenues for them and to help them discover new ways to monetise their skills.

ISSUE

IMPACT

 Lack of resources	 Recycled and natural products worth Rs.500 sold.
 Lack of incentive (From family or the government)	 3 artists employed
	 The artists are appreciated for their work while the additional income

PLAN OF ACTION

1. Identification and interaction with the potential/ existing artists.
2. Motivation to the artists and proper mentoring for the artists, so they see the future earnings for their projects.
3. Preparation of the final product
4. Setting up a marketplace for auctioning / exhibiting our product.
5. Marketing the product.
6. On the final day, selling the product to the highest bidder.
7. Audit and distribution of the revenue.
8. Holding exhibition of independent nature annually

FINANCIALS

Enactus Blue Dart Empowering Competition	40,000
Team Entrepreneurial Activities	
(1) Football Tournament	5,300
(2) Sales booth under Heartist	7,100
Total Team Funding	52,410

MEDIA IMPRESSIONS

Online Media	7,87,950
Print Media	3,90,000
Total Media Impressions	11,77,950

CHALLENGES

- Insufficient earnings
- Unpredictable prices and demand of Artwork
- Highly competitive market

ECONOMIC

- Lack of stable incomes
- No continuous source of employment
- Low bargaining power
- Macroeconomic factors like inflation strikes their living harder

- Waste mismanagement – paper, cloth etc. not recycled

ENVIRONMENTAL

- Degradation of soil
- Waste mismanagement
- Air pollution and groundwater pollution

- Low literacy rate and high dropout rate
- Financial illiteracy
- Field of art , not approved as a sustainable career choice

SOCIAL

- Financial illiteracy
- Social exclusion of the target group
- Fatal health problems
- Substance abuse

IMPACT

TARGET GROUP – Underprivileged Artists

- Provision of platform to showcase art work
- Increased and steady income generated

STANDARD OF LIVING

TARGET GROUP – Rag-pickers of Delhi

- Stable and certain salaries
- Incomes of the waste pickers have risen by 90% of their current income
- Share in profit generated by selling compost

- Financial literacy
- Business development skills

SKILLS IMPARTED

- Financial literacy
- New business development skills
- Segregation of waste
- Training to produce quality compost

- Revenue - Rs.14500
- Profits - Rs.11510
- Income generated for artists by Enactus SVC – Rs.1500 each (for two sets of artwork)

MONETARY ASPECT

- 66.30% Profitability ratio of the project
- Income generation for Rag-pickers by Enactus SVC monthly salary of Rs. 750

- Channels including stalls at cultural festivals
- Online retail platforms and social media giant Facebook
- Art exhibitions funded by Heartist
- Individuals – Customised orders

MARKETS AVAILABLE

- Nurseries and Horticulture Centers
- Farmers' markets
- Schools and colleges
- Individuals - colonies, gardeners etc.



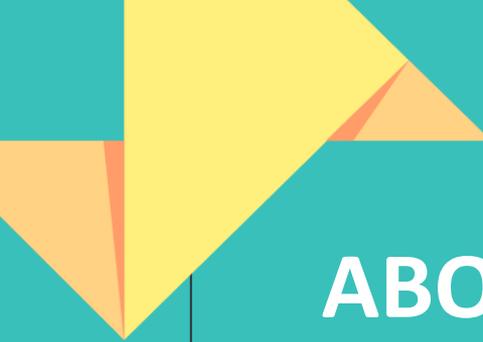
enactusTM

Sri Venkateswara College

**A STORY OF IMMENSE COURAGE, HONEST HARD WORK AND
OVERWHELMING SUCCESS**

● ABOUT ENACTUS:

Enactus is an international non for profit organization that brings together students, business and academic leaders who are committed to using the power of entrepreneurial action to improve the quality of life and standard of living for people in need. It is a platform for teams of outstanding university students to create community development projects that put people's own ingenuity and talents at the center of improving their livelihoods



ABOUT ENACTUS SVC



Initiated on 21st January 2015, Enactus SVC is one of the most dynamic and constructive societies of Sri Venkateswara College ; our goal is to transform both the lives of the people we serve , and in turn , the lives of our students as they develop more effective , value driven leaders of tomorrow. Guided by educators and supported by business leaders our students aim to improve the world through entrepreneurial action. Even as an infant society, our aim is to be one of the top integral societies in Delhi University through excellence in competition, collaboration and celebration.



PROJECT CAPTAIN COMPOST

PROBLEM

India's booming urbanization brings the problem of waste management. With the increasing number of people migrating towards the cities, the amount of waste is increasing at a high pace and waste management is likely to become a much more critical issue in the coming years.





● OBJECTIVE

The program aims to address the problems of waste management and of self-employed rag pickers engaged in the 'menial' tasks of collecting waste by equipping them with the required skills set in order to make them employable thus enabling them to be self-reliant, self sufficient and self sustaining. Aspiring to touch lives of women in the unorganized sector, the project strives to work for their economic independence and for economic necessity, as some women are qualified enough to work, for a sense of achievement and to provide service to the society.



● TARGET GROUP

We aim at training the rag pickers and forming them into an association that shall work for composting bio-waste. We also intend to empower **women engaged in the unorganized sector** and provide them an alternative source of income.

A vertical white line runs down the left side of the slide, featuring four circles. The top circle is filled with a teal color, while the three circles below it are hollow white.

● INTENDED IMPACT

Reduction in the level of air pollution by treating bio-waste and burnt leaves.

Improved skills and employment of the rag pickers and women in the unorganized sector (improving their employability).

Greater public awareness at all levels of the society.

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graph TD; A[Targeting the rag pickers and forming their association.] --> B[Collection of waste and providing them with vocational training to form compost]; B --> C[Formation of the compost using BOKASHI & Aerobic Composting]; C --> D[The generated revenue will be initially used to cover the initial cost and the rest will be used for the employment of the rag pickers.]; D --> E[Targeting women groups, manufacturing plant products and revenue generation];
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Targeting the rag pickers and forming their association.

Collection of waste and providing them with vocational training to form compost

Formation of the compost using BOKASHI & Aerobic Composting

The generated revenue will be initially used to cover the initial cost and the rest will be used for the employment of the rag pickers.

Targeting women groups, manufacturing plant products and revenue generation

● TECHNIQUE USED FOR MAKING THE COMPOST

○ BOKASHI

It is a Japanese term meaning 'fermented organic matter'. It is often referred to as a type of 'composting' but it is actually an anaerobic fermentation process.

○ AEROBIC COMPOSTING

Wet kitchen waste (no meats, dairy and oils) is piled up and left to decompose in the presence of sunlight, along with frequent tossing of the waste and airing it to infuse it with oxygen. Worms speed up the process.



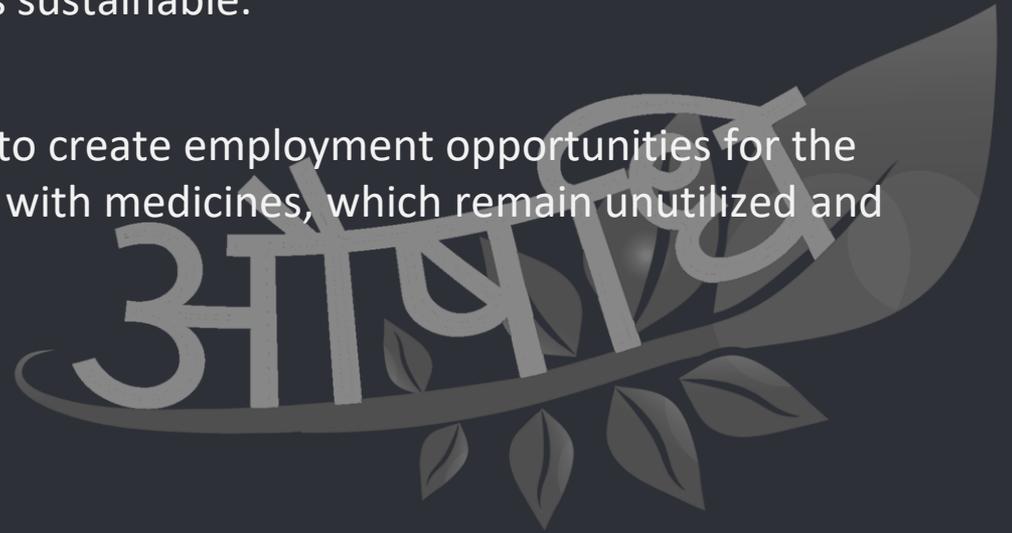
PROJECT AUSHADHI

● *AUSHADHI* IN SANSKRIT MEANS MEDICINE

○ Project Aushadhi is a unique and vigorous venture that tackles a huge problem with a single plan. By intertwining the problem of homelessness with the unutilized surplus medication it is our objective to improve the health standards, reduce waste and additionally provide the needful with income opportunities

○ We, at Enactus SVC, blend the two issues of **homelessness and medicinal waste** and look for a solution which is socially, environmentally and economically feasible as well as sustainable.

○ The main aim of the project is to create employment opportunities for the target group and provide them with medicines, which remain unutilized and wasted otherwise.





The project aims to impact the lives of 5 People directly by imparting the required skills giving them a chance to be employable and many more people indirectly by providing them with medicines.

The project pans out in 4 phases beginning from identifying the candidates for the target group and the end result being the employment of the target group thereby providing them sources of sustenance and self reliance.



● OBJECTIVES

○ Reduction in wastage of medicines

○ Increase in income generating capacities of the homeless

○ Improved Technical skills and knowledge of the homeless

○ Better health care facilities by providing medicines.

○ Greater public awareness at all levels of the society.



Thus, through the medium of this project, we seek to create a sustainable cycle by which the collection agents secure themselves with employment and in the interim other candidates are trained so that they may take the place of the agents who get employed elsewhere.



PROJECT
HEARTIST

Project Heartist, a brainchild of Enactus SVC, was born as a result of us questioning whether the underprivileged sections of the society could do more than they are given credit for; and if they could, then how can this very potential be used to benefit them and the society.

Our Project, put very simply, aims to provide a platform to sell artwork. We procure artwork from talented but underprivileged artists through local NGOs such as Manzil. We provide the artists with all the necessary materials.

The project is envisioned in two phases:

**PHASE ONE:
BRAND
BUILDING**

- Here, we focus on promoting Heartist as a brand under Enactus SVC. We procure stalls at various fests around Delhi and sell posters of the artwork made by our artists. The proceeds are shared between the artists and Enactus SVC in an agreeable manner. The funds so collected by Enactus SVC shall be used to bring phase 2 to fruition.

**PHASE
TWO:
EXHIBITION**

- Here, we focus on promoting Heartist as a brand under Enactus SVC. We procure stalls at various fests around Delhi and sell posters of the artwork made by our artists. The proceeds are shared between the artists and Enactus SVC in an agreeable manner. The funds so collected by Enactus SVC shall be used to bring phase 2 to fruition.



TARGET GROUP

The target group for the project is the Economically Weaker Sections or Low Income Groups of society. The artists are either unemployed or find part time/full time employment in various activities such as working as wedding caterers.

The artists are sourced from NGO's and resulting connections.