

### **Annual Report (2017-2018 )**

- **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

## **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 50 members working on 3 different projects under 4 different departments.

## **The Crimson Project**

The project involves providing reusable sanitary pads at minimal or no costs to women so as to ensure healthy and hygienic menstrual practices along with the aim of reducing the use of disposable sanitary pads which pose a serious threat to the environment. The progress made in this session is highlighted below:

1. The idea was conceived after an awareness session on Menstrual Hygiene and its management at the Munirka slums in response to the widespread lack of access to hygienic, affordable menstrual products.
2. An online survey was conducted to assess the readiness of the female demographic to switch over to sustainable menstrual products. Almost 80% of the 500 respondents either expressed a willingness to try reusable pads or were already users of the same.
3. For the manufacture of the pads, a group of 9-10 women working in a vocational training centre in Delhi have been employed. They are paid a per piece remuneration for pads produced by them using raw materials sourced by us.
4. To facilitate distribution of our pads free of cost among low income groups of women, an online crowdfunding campaign was carried out with a target of raising Rs. 1,50,000.

5. The project strives to fight the stigma surrounding menstruation for which we conduct awareness and distribution sessions across Delhi NCR. We have conducted 3 sessions till now, impacting 50+ women in the age group of 13-45 years. A total of 50 pads have been distributed free of cost.
6. We have also began an online marketing campaign to make sales to women who would like to make the lifestyle shift to reusable pads. We have sold 20 pads at Rs. 150 per pad. We also hope to introduce our kits in the market which comprise of 5 pads, a leak-proof bag for storing soiled pads and a disinfectant.

## **Project Barqat**

Project Barqat is a unique initiative of Enactus SVC that deals with providing affordable lighting solutions to slums and areas in New Delhi that still don't have electricity. Under Project Barqat, we have undertaken the following activities over the past year.

- We started our project by searching for NGO's to partner with. We undertook several field visits to find some NGOs and met with DAV NGO-a vocational training organisation based in Sultanpuri.
- With their aid, we were shown a lot of localities where electricity was scarce or not prevalent at all. We met the heads of these societies, installed a sample day bulb, and they were satisfied with the product.
- We then started working on a night bulb. We contacted lots of electricians and finally got a sample night bulb made.
- We went on field visits to the areas of Munirka, Madrasi Camp, and North Delhi's Sultanpuri region to investigate the need for and talk about our solar bulb.
- We started a social media campaign called 'Humans of Barqat', through which we interviewed the target group about their lives without light and wrote transcripts of it alongside their picture (Similar to HumansofNY)
- The NGO we partnered with helped us apply for government funding for which we were called for a meeting by the NDLSA. We presented our project idea and got funding in two-three weeks.
- As of now, the tasks on our agenda are to find a vocational centre that trains electricians and have our electrician train them in the production\_of the night bulbs. We will then start the installations on a wide scale.

## **Project CiggB**

Project CiggB started with a simple idea to tackle the world's most littered waste-cigarette butts. We thus recycle these to create products that are put on for sale. Our Project has successfully created a socio-economic model uplifting rag-pickers and underprivileged women by providing them employment.

1. The first task was to ensure collection of cigarette butts. For this purpose we divided micro-markets and analysed the yield of each market. Rag-pickers were assigned these areas and we engaged them in the project to raise their standard of living. Currently around 40 rag pickers are directly benefitted and have received 60% increase in their wages.
2. Women were employed to segregate these cigarette butts. Cellulose Acetate, a component of these, can be used as stuffing in pillows and key-chains. Around 15-20 women segregate these and have seen an 80% increase in their incomes.
3. We partnered with CODE to help us with recycling the butts. A new target group i.e. a group of underprivileged women being trained at the Academy of Fine Arts and Literature are now involved in stitching. We remunerate them with Rs. 5000 per month apx. Moreover these women are being provided with digital literacy to help them undertake online sales directly.
4. We have sold our range of eco friendly products both offline and online. Following steps were taken up to strengthen our anti-smoking campaign:
  - We put up stalls in colleges across Delhi, like SSCBS, Gargi, Kamla Nehru College etc.
  - The 'Dil Deke Dekho' campaign aired during Valentine's Week. This involved the buyer giving a heart shaped cushion to his loved one with a pledge to never smoke.
  - We have also put our products online at the Enactus Store and PopXo.
5. CiggB reiterates its belief in 'No-smoking'. We have put our message in various ways.
  - We have conducted campaigns, involving cafes into our mission, by putting up anti-smoking posters. Some of these include HairMasters, Delhi Club House etc.
  - We conducted a freeze-mob as part of our anti-smoking campaign.
  - We indulged ourselves into awareness campaigns, going to slums and advocating the ill-effects of smoking.
6. Recently we have partnered with hotels and cafes to ensure a wider collection of cigarette butts including JW Marriot, Novotel and Pullman hotels, Ikka and Nueva.

7. Through its inception, CiggB has featured in various City as well as National publications, the Delhi Times and Indian Express, who have commended our project through their coverage.

# PROJECT Cigg B Photo Gallery

## The team



Cigarette butts from roadsides parks and other public places were collected employing local ragpickers.



The collected butts were segregated ,processed through multiple washes . All done by college volunteers and technically qualified personelle.

The washed and treated butts were dismanteled and the filter material extracted. This was used as packing in pillows and soft toys.

