

Annual Report (2018-2019)

- **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 2018-19



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 2017-18 session was concluded formally in April 2018 and the new Core Team was inducted.

The Core Team of Enactus, SVC for the session 2018-19:

- Aishwarya Jain as President
- Gayatri Aeri as Vice-President
- Kabir Narula as General Secretary
- Shikha Mohini as Joint Secretary
- Abhishek Chopra as Chief Coordinator

The post-holders of Enactus, SVC for the session 2018-19:

- Project Heads:
 - The Crimson Project
 1. Ananya Kumar
 2. Mehar Sindhu
 - Project Barqat
 1. Tanya Gupta
 2. Shireen S
 - Project CiggB
 1. Arnav Soni
 2. Akriti Ahluwalia
- Department Heads:
 - Editorial Department
 1. G R Santosh
 2. Garima Kumar
 - Marketing Department
 1. Dimple Hotchandani
 2. Kavya Garg
 - R&D Department
 1. Riya Sapra
 2. Vanshaj Nagesh Pandey
 - Partnerships Department

1. Nandani Jain
2. Mokshi Jain

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.
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.
7. We have recently won a grant of Rs 5,00,000 to bring about successful running of this project.





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.





AAGHAAZ ' 19

The highlight of the session was our pioneer event- Aaghaaz'19 conducted on 28th January, 2019

The event saw 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.

The dignitaries included

1. JAPLEEN PASRICHA: Founder & Editor-in-chief of Feminism in India
2. GURSAKHI LUGANI: Founder of NakhreWali, a brand of artistic and aesthetic handicrafts and fashion.
3. PEEUSH TOMAR: The co founder of BrandInPlay.
4. SARAH HUSSAIN: Founder of Zingy Zest- a popular vlogging channel and social media account
5. SHVETA RAINA: The Founder of Talerang with a vision to get 20 million graduates work-ready by 2020.



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.

