

# **ENACTUS ARSD NEWSLETTER**

*The year that was.....*

**2018 - 2019**



**DR. MANIKA JAIN  
CONVENER**

# ABOUT ENACTUS ARSD

Enactus ARSD is profoundly devoted to achieving entrepreneurial enrichment along with serving the very intrinsic objectives of social felicity. Our short term goals strive to help the labour force on board with us, find their niche and make them self-reliant in their profession. Our long term goals are three-fold. Firstly, we pledge to work towards upgrading the supply chain of the projects by empowering them to stand as self-sufficient individuals in the competitive markets. Secondly, we plan to collaborate with NGOs for skill enhancement so that our hard-working labour force is able to become proficient in their respective fields. Lastly, our major long term goal is to transform our labour force from amateur workforce to independent entrepreneurs.





# OUR PROJECTS

## ● PROJECT KALAKAARI

Project Kalakaari offers essentials with personality- ordinary things but imbued with artistry- hence the name "Kalakaari". Our initial product line included various products made of recycled denim- sunglass cases, pillow covers, earphone cases and our bestselling mobile charging stations. The popularity of notebooks of aesthetic value and its indispensability among our target market of college students encouraged us to revise our product line in the previous academic year, and expand to helping a new community in addition to the ladies of Satya Niketan.

In the revised product line we offer a vibrant line of notebooks that prioritise utility and comfort, as well as canvas bags- a more sustainable alternative to plastic bags. Introducing canvas bags is our step towards the sustainable environment goal.





# ● PROJECT SRIJAN 2.0

Project Srijan is an initiative by Enactus ARSD that envisages moulding the power of nature, as the binding force in the empowerment of two communities - The gardener's community and the potters community. We collaborated with both the communities and ventured into a unique product line- miniature plants. Enactus ARSD initiated this project after a research that we did on this project and came to the conclusion that the demand for a potted plant was much more popular than the individual demand for pots and plants. Hence we collaborated with the underemployed section of both the communities. In the upgraded version of our project, Srijan 2.0 , in order to ensure sustainability of our project we have devised a catalogue which is primarily prepared for taking up orders of plants and pots that we enlist in it. We also utilised various social media means in order to promote the project and take up more orders.





# ● PROJECT SAMVEDNA

The Earth Saviours Foundation is an internationally recognized NGO, founded by Mr. Ravi Kalra ji to serve the underprivileged. The Gurukul shelters and cares for old-aged mentally challenged people, terrorist attack victims, emotionally challenged war victims and physically challenged people. Enactus ARSD, believes that even the smallest contribution will help take forward this selfless mission of alleviating the poor and giving shelter and support to the needy. We therefore joined hands with the Earth Saviours Foundation, volunteering to help those in need, giving our time and timely donations - by way of fortnightly- regular visits and helping spread the message and motto that it strives to abide by on various social media platforms.



# ● PROJECT SUGANDH

This year comprised of the trial run of another major venture- Project Sugandh- an initiative involving soap bars with biodegradable packaging to encourage the spirit of cleanliness and sanitation among the underprivileged communities.



## OVERALL IMPACT

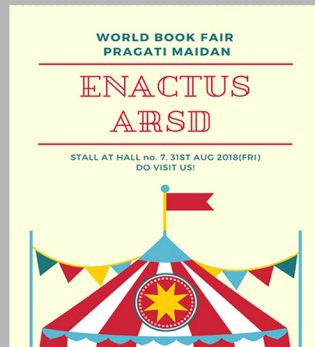




# HIGHLIGHTS OF THE YEAR

## Stall At World Book fair , Pragati Maidan

31st August, 2018



Enactus ARSD had the opportunity to set up a stall at the Delhi Book Fair held in August 2018 at Pragati Maidan. Brochures highlighting the Projects and events organized by the team, along with our upcoming endeavors, with the aim of spreading our motto were published. Members of the team enthusiastically participated and explained our projects to curious visitors in a hope to grasp the attention of potential volunteers.

## Daan Utsav , INA

5th October , 2018

Enactus ARSD participated in Daan Utsav, organized by DMRC and set up a stall at INA metro station on October 5 and 6 to spread awareness and collect old books and stationery from to give to children and adults belonging to weak socio-economic backgrounds.



## **Kaushal , ARSD College**

**31st October , 2018**

In this year's edition of Kaushal: Hunar se Aatmanirbharta tak, the annual exhibition-cum-sale for a social cause curated by Enactus ARSD, the team successfully managed to present their projects to the audience by not only selling the unique products but also spreading awareness amongst all for the noble cause that Enactus ARSD stands for, that is, to bring development and sustenance to the underprivileged and the needy. This year again, just like last year, all our product lines were sold out with many additional orders coming our way!



## **Case Study Competition , SVC**

**28th January 2019**

Enactus ARSD participated in a Case Study Competition organized by Sri Venkateswara College. Members from our team also participated in the Shark Tank Competition, Pitchers organized by the Economic Department of Atma Ram Sanatan Dharma College. Both the events were interactive, learning experiences for the participating members of our society.

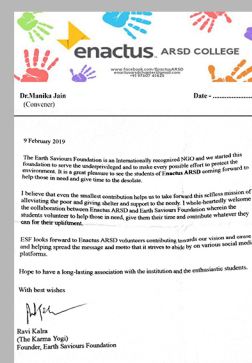




# Collaboration with The Earth Savior's Foundation

9th February , 2019

Enactus ARSD's collaboration with Earth Saviors Foundation under Project Samvedna was a major part of the team's activities in the academic year 2018-19. ESF is home to people, most of whom have been abandoned by their families, and are physically and mentally affected. The team visits the Foundation every fortnight and plans fun activities, plays, etc to engage with the residents. The members of Enactus ARSD also had the pleasure of meeting the founder of ESF, Mr. Ravi Kalra.



# Enactus India Training Programme , IIT Delhi

10th February , 2019

Enactus India organized a training for all the colleges associated with Enactus at IIT Delhi. The event was an interesting learning experience as all the teams participated in project presentations and team-building exercises. Tips on practical solutions for certain problems that student-run societies like Enactus face while execution of projects and interacting with target communities and markets were also provided. The event proved to be extremely helpful, knowledgeable and interactive for all the participants.



## Stall at TIDE- Annual Fest of ARSD College

18th February to 20th February , 2019

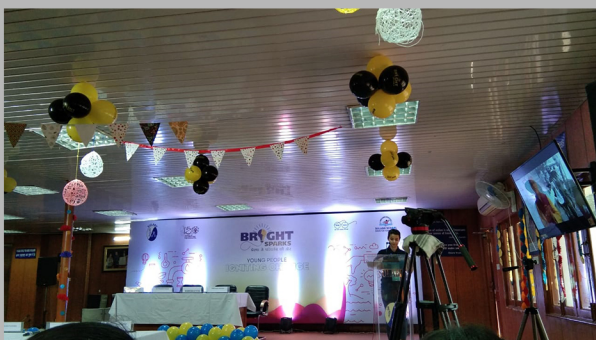
The annual fest of Atma Ram Sanatan Dharma College, Tide 2019, was yet another milestone for Enactus ARSD as the team's stall saw an overwhelming response from students and teachers alike. Along with an exhibition of products and projection of the initiatives propagated by the team, a number of fund-raising games like The Whisper Challenge were also organized.



## Bright Sparks event by Sulabh International

25th February , 2019

Enactus ARSD, along with having set up a stall, participated in the case study competition conducted at the Bright Sparks. Team of 5 went there. 3 students participated in the case study competition while 2 students set up the stall there.





# Runner ups at Project Presentation competition by Enactus Swami Shradhhanand College

26th February , 2019

Enactus ARSD participated in the Project Presentation Competition organized by Swami Shradhhanand College. The team secured the runners-up position in the competition for Project Kalakaari. This event was an enlightening experience for the participating members of Enactus ARSD.



# Pitchers - Shark Tank Competition by Economics Society , ARSD

27th February , 2019

Members from our team participated in the Shark Tank Competition, Pitchers organized by the Economic Department of Atma Ram Sanatan Dharma College. Both the events were interactive, learning experiences for the participating members of our society.



# Social Revolution 2.0 by Enactus SSCBS

## 8th March , 2019

Enactus ARSD was invited to celebrate 10 glorious years of Enactus SSCBS at Social Revolution 2.0 organized in the college premises. The event was a great learning experience as the students from Enactus ARSD got a chance to witness great minds talk about entrepreneurship at the workshop.



# Felicitation of our team members at Annual Prize Distribution, ARSD College

## 15th April, 2019

Two members of Enactus ARSD were felicitated for their hard work and perseverance for the society at the Annual Day of Atma Ram Sanatan Dharma College. It was inspiring to witness members of the team being rewarded for their dire dedication by the college Principal, Dr. Gyantosh Kumar Jha and Chief Guest, Ms Geeta Chandran.

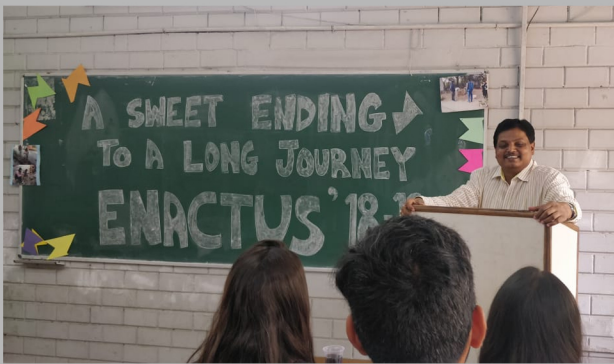




# Farewell , Enactus ARSD

25th April, 2019

The academic year 2018-19 was brought to an end with an adieu to the seniors at Enactus ARSD without whom, our team wouldn't have come this far. Their guidance, support, and experiences have lit the path for the team members and the journey of Enactus ARSD, which commenced in 2017, wouldn't have been as successful had it not been for them. The seniors were felicitated with certificates during the farewell by the convenor of our society, Dr. Manika Jain and an inspiring farewell speech by the principal of our college, Dr. Gyantosh Kumar Jha.



*“Enactus taught me, to do something meaningful not expedient”*

- Shaurya Sharma

*“Working towards upliftment of underprivileged and being surrounded by inspiring, hard working colleagues, I ended up uplifting myself too...Part of who I am today, I owe to Enactus ARSD.”*

- E. Hari Priya

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