



enactus
Atma Ram Sanatan
Dharma College

NEWSLETTER

2020-21 Edition

INTRODUCTION

Supporting and aiding underprivileged yet talented communities, attaining entrepreneurial enrichment and serving to bring a smile on the faces of the less fortunate ones-this is how the Enactus ARSD team has successfully completed yet another year. The year 2020 brought about a revolution filled with limiting scopes and capabilities but our team eventually paved its way towards bringing a change in the lives of those who had hopes of living a better and a rightful life.

With strengthened collaborations, unprecedented initiatives and the need of the hour thought process, Enactus ARSD has shown immense zeal in its efforts towards its goal to validate the spirit of #weallwin amidst these extremely difficult times. This led to the successful reminiscence of entrepreneurial capabilities for the year 2020-21 when we trace back our steps from the start keeping the primary objective of aiding the underprivileged in mind.

A GLIMPSE OF:

- Highlights of 2020-21
- Projects' Growth
- Achievements
- And more!



Head for business, Heart for the World.

MESSAGE FROM THE PRINCIPAL



Dr. Gyantosh Kumar Jha
Principal,
Atma Ram Sanatan
Dharma College

Enactus ARSD, which was once a mere thought, has become a prominent society of the College over the years. Since its inception, the Society has made enormous strides. Driven by the idea to engineer social change through entrepreneurship, it has indeed helped underprivileged communities become self-sufficient. The members of the Society not only provide viable business ideas to the needy, but also help them gain the necessary skills to achieve their objectives. Social Entrepreneurship, which is the foundation of Enactus, has become an integral part of the business world, involving as it does both the welfare of the society along with economic factors of running a business. The team has effectively achieved this goal by allowing partner NGOs to take over completely and manage businesses they were initially part owners of.

MESSAGE FROM THE CONVENOR



Dr. Manika Jain
Convenor,
Enactus ARSD

I had my first interface with Enactus in the year 2017 when this organization was carrying a niche for itself across various educational institutions. Back then, I was flabbergasted to be approached by a group of just 5 students who were bubbling with the zeal of becoming budding entrepreneurs with a vision and mission so great to bring about a change in the lives of the underprivileged and stone-broke that we, together; gave birth to Enactus ARSD.

As the Convener of this prestigious society, I take immense pride to be leading a team of future leaders dedicated so well towards polishing their personalities to the best along with becoming better humans that this world has been needing for decades now. The team aims for the limitless and I hope it continues to grow and make a greater impact in the years to come.

ENACTUS NATIONALS (AUGUST/SEPT 2020)

MOST VIEWED AND VOTED ENTRIES

enactus INDIA ONLINE CONVENTION AND COMPETITION 2020 10th-11th AUGUST 2020 #WEALLVOTE #WEALLVIEW

enactus KOLKATA Project Patrang & Shuddhi

ENACTUS SRCC SEEK. CREATE. STRIVE. EMPOWER.

PROJECT KALAKAARI Enactus ARSD

ENACTUS THAPAR FORMERLY KANAKAN SHADY WASTE MANAGEMENT

PROJECT VRIDHI

enactus Dharma College

Enactus ARSD is one of the TOP 6 teams with the most viewed and voted video in Enactus India National Competition 2020. Competing with 85+ colleges and teams across India, Enactus ARSD has added another feather to its cap by becoming one of the TOP 6 teams with the most impactful and most voted video, with over 10,000 views.

View our entry here: <https://india.enactus.org/standard/entry/6>

Enactus ARSD took part in the Annual National Competition organised by Enactus India, for the first time ever. The team is proud to announce its achievement of being one of the top 6 teams with the most viewed and voted video amongst all. The video reiterated the steps ARSD has taken along the years and the impact which followed, including a leap of 4 times the average income per product in just 2 years, and many more within the marginalized communities adopted. This achievement has elevated the already elevated spirits of the team at Enactus ARSD.

enactus Atma Ram Sanatan Dharma College

ACHIEVEMENT ALERT!

We are proud to announce that our Convenor, **Dr. Manika Jain** is One of the 5 shortlisted Faculty Advisors from all over India, who has been selected to present her Academic Research Poster at the **VIRTUAL ENACTUS WORLD CUP 2020**

Academic Research Poster discusses : **REVISITING AGILITY IN THE POST PANDEMIC WORLD**

ACADEMIC RESEARCH POSTER AT THE VIRTUAL ENACTUS WORLD CUP 2020 (10TH SEPT 2020)

The team was ecstatic when Dr. Manika Jain, convener of Enactus ARSD, got selected as one of the 5 shortlisted faculty advisors from India to present the academic research poster at the virtual enactus world Cup 2020. It was an extremely proud moment for the team to be recognised at an international level within mere 3 years of its establishment along with an opportunity to make international relations at such a big platform as an icing on the cake.

RECRUITMENT DRIVE (SEPT 2020)



Enactus ARSD initiated its first ever virtual recruitment drive on August 21, 2020 with the aim of finding like minded people, putting them in the same room and working towards making the world a better place with one hand holding hands of those in need and holding the staff of innovation in the other. Various interviews and try outs were conducted and after careful consideration, the recruitment process was completed with the welcoming of selected candidates on board.

VIRTUAL MEET WITH ESF (24TH SEPT 2020)



ESF is a sheltered community under Enactus ARSD with whom the team connected virtually to exchange optimism and positivity and ensured the safety of the community amidst the pandemic. The team also made sure that the health and mental being of the community members is in good shape and involved them in engaging conversations to bring smiles on their faces and to uplift their spirits during the tough time of the pandemic.

SOCIOPRENEUR SUMMIT (2ND-8TH NOV 2020)

The Sociopreneur Summit was one of the major virtual events across the university in the midst of the pandemic and was one of our biggest initiatives to give a platform to budding entrepreneurs and celebrate the spirit of social entrepreneurship. The summit had a number of events lined up and received participation from all over India and was successful in invoking a spirit of healthy competition and had plenty of meaningful exchanges and collaborations.

The events held under the Summit were as follows:

Ideathon was a B- Plan competition wherein participants had to present a business plan on the societal issue that was given to them. Over 40+ teams participated across 15+ cities with 6 finalists and won prizes worth rupees 15000+.

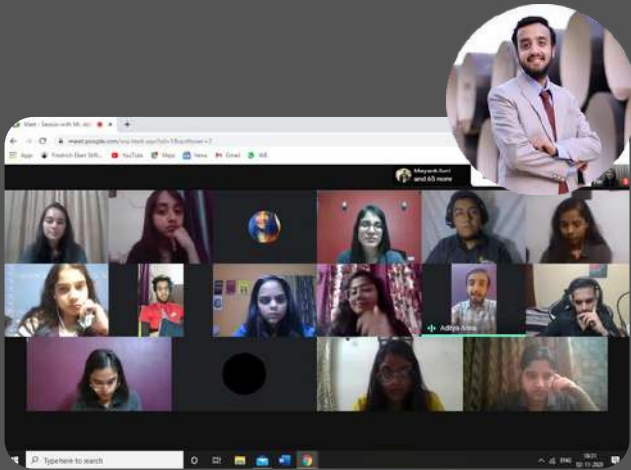
Socio-Quest was the most fun event of the summit wherein participants had to follow the clues and hunt the answers to riddles based on the environment. The hunt was thoroughly enjoyed by the participants and it served the purpose of awareness on different environmental issues as well.



SOCIQUEST RESULTS	
RESULTS	
1. Deepika Malpani & Madhavi Singhania	
2. Tanya & Apoorva	
3. Apoorva Jaewal	
4. Smriti Pottanik & Shashank Dharmarajan	
5. Shweta Mattoo & Karan	
6. Shakhar Mahajan	
7. Harsh Goyal	
8. Nandita Chaturvedi & Devanshi Aneja	
9. Ashmeet Singh Khairbarda	
10. Ishika & Ankit	



GLOBAL ENACTUS STUDENT'S INTERACTION FOR INTERNATIONAL COLLABORATIONS



SPEAKER SESSION WITH MR. ADITYA ARORA

The session with the CEO of Faad Network and the youngest nominee for the Padma Shri Award 2020 on social entrepreneurship acted as a catalyst for the young minds to give their startup ideas a shape and form and the session was a major source of inspiration for many budding entrepreneurs.



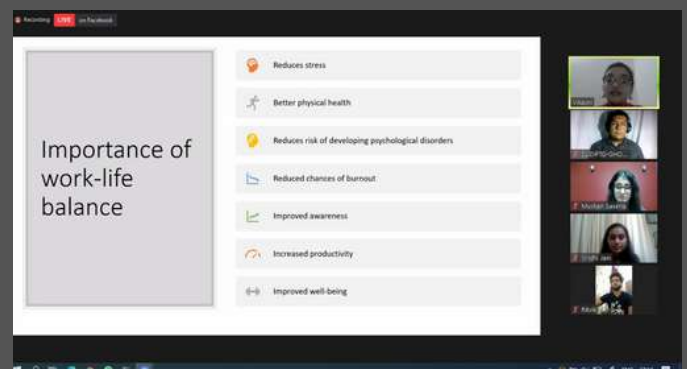
Which was a discussion with International Enactus members on international collaborations, developing new projects, and a lot more. Working along the lines of the SDGs and creating a sustainable future is the key goal of Enactus members across the globe.

SPEAKER SESSION ON ACHIEVING WORK-LIFE BALANCE IN THE NEW NORMAL (4TH OCT 2020)



THE SESSION WITH MR. TERRY TOROK (CIO ENACTUS)

On finding and following one's passion and channelizing it in the best of ways possible in one's life was a much-needed discussion. The whole team enthusiastically attended the session and Mr. Terry Torok's humble nature amazed everyone and they took away important life lessons.



A virtual interactive session was conducted in Ms. Vikasni Kannan's presence – a licensed clinical psychologist to impart direction to the lives of young adults and working professionals on how to subsist in the new normal and maintain their physical and emotional wellbeing. The session saw a footfall of 100+ curious attendees who were very interactive throughout and sought answers related to their domestic as well as professional life.

WEBSITE LAUNCH

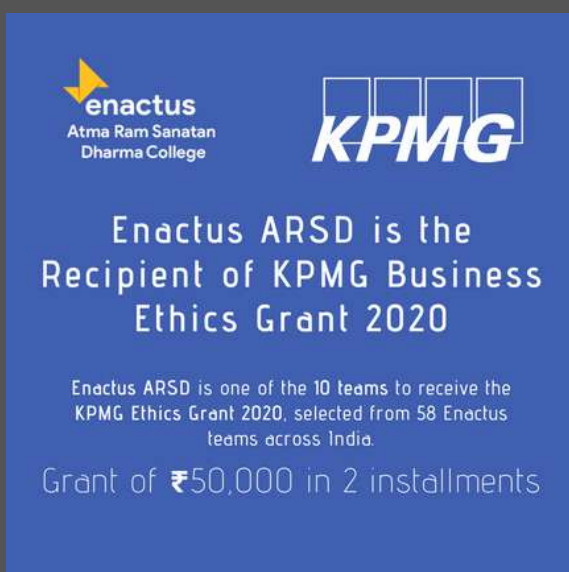


ORIENTATION 2020-21 TO WELCOME THE NEW BATCH (1ST DEC 2020)

It is an honour for us to announce that after months of constant dedication and hardwork, our very own website went live on February 11, 2021. The website lays out a distinguished platform for the sale of products prepared by our communities under Project Srijan and Project Kalakaari providing them a channel to cater to a wider market. Through the website, the team strives harder to ensure a sustainable source of earning for communities alongside bringing smiles to the ones who bought them for we offer products made by the finest hardworking hands that craft the produce with sheer love and finesse to make the purchase worth it.

To ease the transition of first years from school to college, an orientation along with a session on 'Attaining Goals' was conducted. The orientation enlightened the freshers about what Enactus ARSD does and how becoming a part of this extended family would broaden their horizon of knowledge of the society by large and open doors for new opportunities. Alongside the orientation, the session that was graced by Prof. Sangeeta Gadhok Magan proved to be extremely insightful. It boosted the zeal and enthusiasm of an audience over 200+.

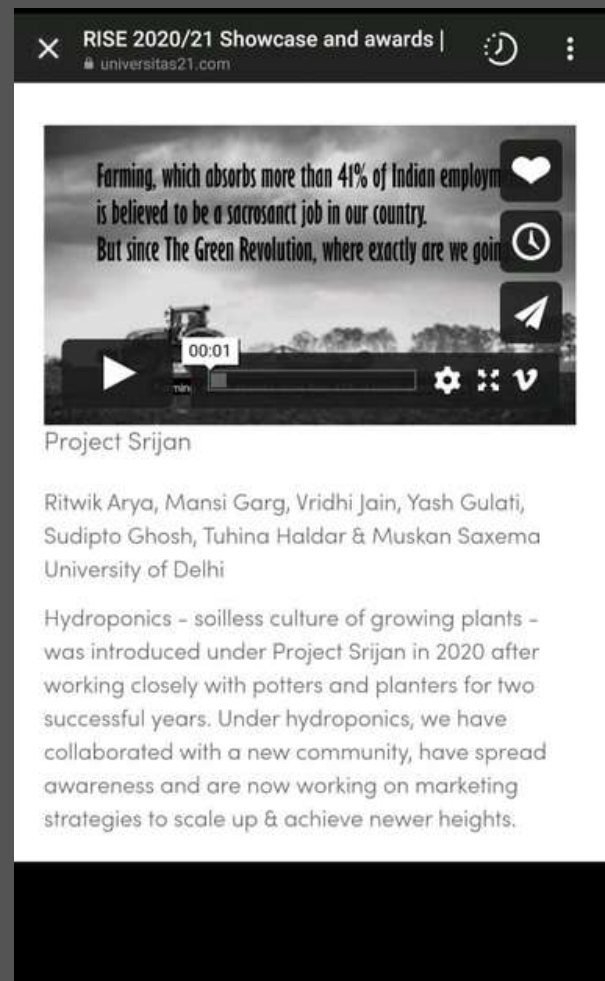
KPMG ETHICS GRANT



October 13, 2020 marked as a jovial and proud moment in the history of Enactus ARSD as we were one of the top ten teams to receive a grant worth for the growth and expansion of our ongoing projects. It was a well deserved reward for the team's creativity, knowhow, assiduity and labor to receive funding from one of the Big 4 i.e. KPMG which has been extremely fruitful for our expansion and bestowed us with an opportunity to create a larger impact through the projects we undertake in future.

FINALISTS AT U21 RISE (MARCH-MAY 2021)

Enactus ARSD's Project Srijan, that endeavors to support gardener and potter community, was nominated as the FINALIST for U21 RISE challenge representing Delhi University at an international level which has helped the society gain national and international recognition.



DONATION DRIVE

On March 11, 2021, Enactus ARSD conducted a donation drive in collaboration with Menstrual Café ARSD distributing sanitary napkins to the underprivileged women communities. The team imparted important lessons on the need and usage of the sanitary products and vehemently busted myths and stigma associated with menstruation so that the ones who haven't had access to the right knowledge can take step forward in the direction of hygiene as well as shed shame or fear associated with menstruation.

To plant trees is to give body and life to one's dreams of a better world."

PROJECT SRIJAN



Enactus ARSD, through Project Srijan, envisions molding the power of nature, as the binding force in the empowerment of two valuable communities- the gardener's and the potter's community.

In collaboration with both these communities, we sell customizable, vibrant, and attractive pots and plants. Project Srijan consists of two stages

- Enactus ARSD approaches unemployed or seasonally employed gardeners with job opportunities involving growing and nurturing plants.
- The potter's community creates beautiful mini-pots and we partner them with these miniature plants. Our thorough research indicated a high demand for these beautiful miniature plants.

Project Srijan aims to promote the importance of a clean and healthy environment, and work under the following Enactus global goals for sustainability development - no poverty, good health and well-being, decent work and economic growth, sustainable cities and communities.

This year, Project Srijan has seen some exciting new developments and achievements. Enactus ARSD, despite the COVID-19, kept working on the mission to expand our project. Project Srijan introduced a new vertical that we believe is the future of farming- Hydroponics. Through soilless farming, it is an innovative horticulture method of sustainable farming. The proceeds generated go directly to the communities. Project Srijan now has its own Instagram page to promote its products and spread awareness about the gardener's and potter's community. We showcase the variety of plants we sell and their benefits.

5000+

Digital Impressions

150+

Indoor Plants Sold



"Aims to encourage empowerment and economic growth by providing employment to underprivileged women"

PROJECT KALAAKARI

Started in 2017, Project Kalakaari serves as a research and innovation action for socially and economically underprivileged women. It has strived in making our kalakaars enthusiastic and optimistic. What attracts people most towards the project is the idea of utilizing environment friendly techniques to their best.

This year, lockdown and travel restrictions of the pandemic may have limited everyone's life, but Project Kalakari thrived due to increasing shift to the online medium. E-commerce trend and channels have played a pivotal role in maintaining the work streak of ENACTUS. COVID-19 has got us to rethink our strategies in an era of homebound customers, social distancing and also come up with ENACTUS official website. Immense rapture and glee fills our hearts as we introduce the kalakaar's products up on website. Project Kalakaari witnessed a tremendous hype in the demand of its canvas bags, hand bags, pouches, file folders and appealing floral notebooks. Scrunchies proved to be our most demanded product. Social media steps up and pays off in bridging gaps with customers.

Earlier our products could be sold in market models restricted to Delhi only, but we as a team have acknowledged pandemic challenges and now spot bright spots during these tough times. Interestingly, now our products are successfully delivered to the customers to their homes safely across the country.

The most ardent and needed job for the functioning of Project Kalakaari, is to create long term and sustainable sources of income for our Kalakaars which is being achieved well through the website.

Today, it is because of our kalakaar's innovative skills, creativity and navigation ambiguity that project kalakaari has reached new heights of success and ingenuity.

10

Entrepreneurs Created

40000+

Plastic bags replaced



*"We are here to love each other,
serve each other and uplift each
other"*

PROJECT SAMVEDNA

Project Samvedna commenced with the idea of sensitive and understanding approach. It aims to provide emotional support to the mentally and emotionally challenged individuals.

For the purpose, ENACTUS has collaborated with The Earth Saviour Foundation and ARUN shelter for women.



- **The Earth Saviour Foundation** is an internationally recognised NGO founded by MR. Ravi Kalra in 2008, for the welfare of abandoned senior citizens, homeless, and differently-abled people. ENACTUS ARSD joined hands with the NGO and dispense fragments of love, support, reassurance, acceptance and encouragement to the needy. In order to garner awareness and spread positivity among the underprivileged, we organise donation drives and regular visits to the shelter ensuring abundant interaction.
- **ARUN** oversees and acts as a guardian to the underprivileged women. ENACTUS ARSD collaborated with them under Project Kalakari and assists and guides them towards the path of becoming independent and self-reliant by providing training sessions and honing their entrepreneurship skills. We believe that sometimes what people yearn for is a hand to hold, an ear to listen and heart to understand. We, therefore, dedicate some visits solely to spend our time with these women and connect with them on a personal level. Listening to their stories, hearing them sing, dance and enjoy with us has given us unimaginable peace and elation that knows no bounds.

ENACTUS ARSD works tirelessly for the cause even during the pandemic. We continue to cater to communities both digitally and physically . We even had several online sessions with them in order to ensure their mental stability amidst the tough times.

CORE TEAM TESTIMONIALS



VRIDHI JAIN
PRESIDENT

The three years of my college life have been all about Enactus! It is one of the few societies that gives you a platform to make real difference while learning what cannot be taught in classrooms. Nothing will ever compare to the "Enactus Experience" for me because it gave me friends who have become family, international exposure and experiences of a lifetime!



PARTH RANA
VICE-PRESIDENT

I needed Enactus more than enactus needed me! The values and principles that Enactus and the people that I've met in this marvelous journey has made me more self-aware and what I should aspire to become. Enactus has truly illuminated a greater sense of empathy, integrity and work ethic in me to make the world a better place.



ANUSHKA BHARADWAJ
VICE-PRESIDENT

Working with Enactus has been a two way process. By working for the people around me, I have discovered my own new self. A self that believes more in herself and in the power of change that each one of us possess. I believe every individual is capable of looking beyond self and a platform like Enactus gives you this sense of realization. I commit myself to this cause and this will be my tribute to Enactus, a place that a owe so much to.



YASH GULATI
SECRETARY
+ TREASURER

It is amazing to think how I have spent the most beautiful years of my life at Enactus. Through all this time I have learned invaluable lessons about almost everything to an exacting standard. I am much better, more organized, and evolved as a person because of Enactus and have developed staunch friendships. I am forever indebted for all the junctures I have had here.

CORE TEAM TESTIMONIALS



TANVI SANGWAN
PROJECT HEAD
KALAKAARI

Being a part of Enactus has been a great learning experience for me. Whether it was preparing for Ennovate or working on new project ideas it has boosted my confidence.

To say the least it has been an incredible journey!



RITVIK ARYA
PROJECT HEAD
SRIJAN

Enactus has added an extra dimension from the standpoint of how I perceive things. That is to say, I process ideas and thoughts with both entrepreneurial and social angles. The world of entrepreneurship is no more black and white, it has become more vibrant and I thank Enactus for making me realize that!



SUMEDHA SINGH
PROJECT HEAD
SAMVEDNA

Enactus has been an incredible learning experience for me. It helped me grow as a human and taught me important life lessons. From getting the best seniors to having amazing friends, enactus is really a family and I'm glad I was a part of it.



ANUKRITI MUGDIL
MARKETING HEAD

Enactus is more than a college society for me. It shaped me as an individual, gave me friends and also a chance to make a difference in the world. I'll never trade these years of my life for anything!



OVJASVI TEOTEA
DEPUTY PROJECT HEAD
KALAKAARI

Enactus has not only given me knowledge and opportunities but also friends that turned into family. The experiences and memories I have gained here are incomparable.



SHAURYA SHARMA
RESEARCH HEAD

Enactus journey was surely a fulfilling one. It gave me a platform where I could instantaneously apply my classroom learnings on our projects. Not to mention the unforgettable memories and the greatest team I have worked with. Here's to enactus for being a significant portion of my college life

DIRECT IMPACT

5000+

People
Impacted

ENACTUS ARSD has positively impacted thousands of lives around them. Despite unfavorable circumstances, our team keeps going on to improve and refine souls, hearts and minds. The count includes our communities, customers and visitors to the ENACTUS ARSD official website. We witnessed 5,614 unique visitors who contributed to 10,593 distinct page views. The audience was majorly from India (52 %) USA (18%) UK(12%) and Canada(8%).

Under Project Kalakari, ENACTUS ARSD created 2 businesses, 8 entrepreneurs, impacted 750+ lives and replaced 4000+ plastic bags. ENACTUS ARSD also organized several mask distribution camps in government schools during COVID-19 havoc .

INDIRECT IMPACT

15000+

People
Impacted

ENACTUS ARSD takes up to nurture and promote welfare of communities they work with. Email marketing, social media campaigns, advertisement and blogs were successful in bringing around 10,593 page views and visitors to our website. 3 live sessions on mental health organised by the team touched more than 150 lives. ENACTUS's social media handles urges hundreds of people to look at our initiatives and do little for our communities. We never fail to motivate people in creating a better world and shifting to environmental friendly techniques.

Contact

Atma Ram Sanatan Dharma
College (University of Delhi)
Dhaura Kuan, New Delhi
INDIA 110021
www.arsdcollege.ac.in

 [enactus.arsdcollege.ac.in](https://www.instagram.com/enactus.arsdcollege.ac.in)

 www.enactus.arsdcollege.ac.in

 enactusarsdchapter@gmail.com