

NEWSLETTER

#WeAllWin



ENACTUS ARSD (UNIVERSITY OF DELHI)

ENTREPRENEURIAL ACTION FOR OTHERS CREATES A BETTER WORLD FOR US ALL.



A glimpse
into the
year 2022-
2023



*empathy.
empowerment.
ecstasy.*



INTRODUCTION

Head for business, Heart for the World.

A year that saw the widest number of impacts being made, lives being transformed and changes being brought about, session 2022-23 draws to a close with hundreds of hearts being full! Our team never lost sight of our vision and continuously strode towards the enlargement of the scope of every project including the inception of a new one. Happiness and sustenance were relentlessly brought into the lives of our communities with an enhanced focus on the fulfilment of the comprehensive Sustainable Development Goals.

Once again, the spirit of Enactus burns bright, and we're determined to keep that flame alive with a triple dose of E: Empathy, Empowerment, and Ecstasy



ABOUT US

2022-2023



WHO WE ARE?

In 2017, a group of bright-eyed students set out to change the world by founding Enactus ARSD. Fuelled by the passionate leadership of our Principal Sir, Prof. Gyantosh Kumar Jha, and our Founding Convenor, Dr Manika Jain, we embarked on a mission to create a better future.

Guided by Enactus World's mantra, "A head for business, A heart for the world," we've been working hard to make a positive impact on society. Our efforts have been buoyed by our collaboration with two NGOs - The Earth Saviours Foundation and Each One Feed One Foundation. Together, we have touched the lives of over 11,050 people, spawned 20 entrepreneurs, and launched five ongoing projects. Our e-commerce website has become a hub for visitors looking to join us in making a difference.

Our efforts have earned us accolades at every level - from our university to the international stage. But for us, the real reward comes from seeing the lives we touch transformed for the better. It's a feeling of purpose that keeps us going, even on the toughest of days.

With the unwavering support of our advisors, we're determined to keep pushing forward. Together, we will continue to work towards the United Nations' Sustainable Development Goals, creating a better world for all. Because we believe that no matter how small the action, every step towards progress is worth taking.



learn more



PROJECT SRIJAN



The unemployed and destitute women in our community had been dealt a cruel hand, with their social and mental well-being left in tatters. The bleakness of their situation had sapped them of hope, leaving them with no aspirations for a brighter future.

But that's where Project Kalakaari comes in - a beacon of hope in the darkness. With our unwavering dedication, we're empowering these women with the skills they need to become entrepreneurs and carve out a better life for themselves.

Through our training, they're learning how to design and create beautiful canvas bags, scrunchies, solid perfumes, and traditional and clay earrings- products that not only delight but also serve a practical purpose.

We've made these products available to a wider audience through our Instagram account and e-commerce website, allowing the world to appreciate the creativity and skill of these remarkable women.

Through Project Kalakaari, we're proving that a better life is possible - one filled with creativity, entrepreneurship, and the joy of making a positive impact on the world.



"He who plants a tree, plants a hope."

PROJECT KALAKAARI

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"Self-reliance is the only true road to freedom."

PROJECT SAMVEDNA

LET'S TALK ABOUT MENTAL HEALTH



Through our Project Samvedna, we have set out on a noble mission to extend a compassionate hand to those struggling with mental and emotional challenges. Our unwavering commitment to creating awareness about mental health issues has been relentless.

We have orchestrated donation drives and paid regular visits to shelters, fostering meaningful interactions with the residents. Listening to their stories, witnessing their music and dance, and sharing in their joy have brought us unparalleled satisfaction and happiness.

To share these inspiring stories with the world, we have crafted a series of captivating blogs on our website. We believe that by spreading awareness and highlighting these tales of resilience, we can ignite a spark of hope and positivity in the lives of those who may be struggling.

This year, Samvedna entered the domain of economically secure projects by launching fresh products crafted by our communities. These include dhoop cones and agarbattis made by the Deep Blind organization and hand-painted t-shirts created by the transgender community. We aim to sustain this altruistic objective in the upcoming session.



"No one has ever become weak by helping others."

PROJECT NIRAMAYA

With our project, Niramaya, we aspire to raise awareness about the crucial role that both physical and mental health play in our lives. We believe in the power of emotional well-being and strive to encourage everyone to take all feasible hygienic measures to stay healthy.

Our team has created a wealth of educational content on these important themes. From the significance of maintaining a healthy diet to the value of a balanced lifestyle, we aim to inspire individuals to make positive changes that will benefit their overall health and well-being.

Niramaya took hygiene to a whole new level this year by introducing a new product line of handmade soaps. These soaps are the first in our range of products aimed at promoting sanitation and raising awareness about its importance.



"Be safe, be smart, be kind."

PROJECT AVNI

Aims at better waste management techniques.

The current state of waste management has become an alarming cause for concern, with hazardous consequences for both living organisms and the environment. In response, we have launched Project AVNI to tackle this issue head-on.

Our mission is to implement innovative waste management techniques, utilizing cutting-edge technology to recycle waste and put it to better use. We are committed to revolutionizing the waste management culture through extensive educational programs, reaching beyond just our members to the broader community.

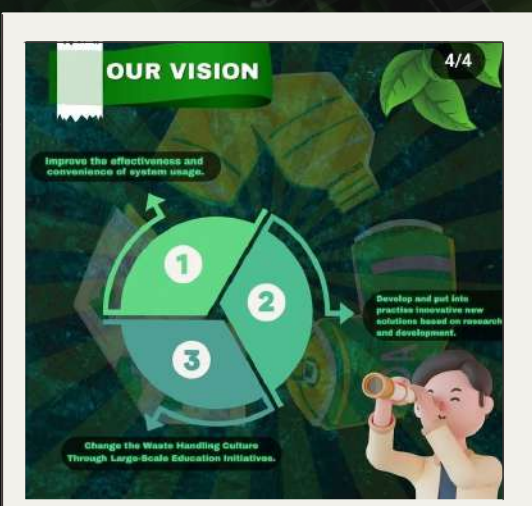
Our four-tier strategy is designed to achieve a comprehensive approach to waste management. From paper waste management to vegetable waste management, plastic and glass waste management, and e-waste management, our strategy covers all aspects of waste and aims to achieve a sustainable solution. With Project AVNI, we are dedicated to creating a cleaner and healthier environment for all.



REDUCE, REUSE, RECYCLE



OUR AIM



OUR VISION

- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 6 CLEAN WATER AND SANITATION
- 3 GOOD HEALTH AND WELL-BEING
- 13 CLIMATE ACTION
- RESPONSIBLE CONSUMPTION AND PRODUCTION

MESSAGE FROM THE PRINCIPAL

Enactus ARSD, which was once a mere thought, has become a prominent society of the College over the years. Since its inception, this 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.

Enactus ARSD aims to pursue the 17 Sustainable Development Goals envisioned by the United Nations, spreading awareness as well as aiding the growth of environmentally and socially responsible citizens. The creative projects or entrepreneurial ideas, collaborations with various NGOs, as well as the events organized by the Society, ensure the fulfilment of these goals. Additionally, by inculcating in students qualities such as leadership, teamwork, analytical skills as well as creative thinking, the Society also promotes the holistic development of stakeholders—the philosophical keystone of the College. I wish the very best to the team for their future endeavours, and place my confidence in their efforts and will to take the College and the Society to greater heights.



Prof. Gyantosh Kr. Jha.
Principal
Atma Ram Sanatan Dharma
Collage.



MESSAGE FROM THE FOUNDING CONVENOR



Enactus is a team of young visionaries who believe that a sense of empathy, a spirit of empowerment, and resultant ecstasy can work wonders in creating a better world. Since its inception in 2017, Enactus ARSD has worked tirelessly towards uplifting the underprivileged sections of society and guiding them towards dignity through entrepreneurial enrichment. With 5 projects under its wings currently, an undeterred focus on SDGs (UN Sustainable Development Goals), and having hosted participated, and chaired in many competitions and events, at national and international levels, the progress and growth of Enactus ARSD have been phenomenal making it one of the fastest-growing Enactus societies in Delhi NCR. We are committed to our beneficiaries to continually grow and make a greater impact in the

years to come.



MESSAGE FROM THE CONVENOR



Swati Jharwal
Convenor, Enactus
Atma Ram Sanatan
Dharma College

Enactus ARSD is a group of dynamic and self-motivated individuals who, through social entrepreneurship, are working for the upliftment of underprivileged sections of society. Sustainable development is the need of the hour in this era of fast pace development.

The currently running projects of Enactus ARSD strive to achieve sustainable development goals like responsible consumption and production, gender equality, no poverty, reducing inequality, decent work, economic growth, good health and well-being, climate action, etc. In the few years since its inception, this society has successfully brought change to the lives of many sections of society and carved a niche for itself.

As a convener of the society, it gives me immense pride to see that students are sensitive to the different issues we face as a society and have taken positive action to tackle them. During the lockdown, many of the youngsters went into depression, and to help them, Enactus, under Project Samvedna, published many blogs on its social media platforms. Project Avni, which began in January 2023, depicts the commitment of youngsters to achieve zero waste at source. The different teams work in synergy with each other to achieve the objectives of the project and help its communities. While working for the welfare of their communities, they get the perfect opportunity to learn different job-specific skills like research, marketing, PR, sales, and communication, to name a few.

1). MENTAL

09



HEALTH

We celebrated World Mental Health Day on the 10th of October, 2022 at 11 A.M. in our college to spread awareness of how our mental health is as important as our physical health if not more. We used this opportunity to conduct a speaker session with Dr Rajiv Sharma, a trained professional who gave us an insightful lecture on the same. In the session, he shared with us some of the mental disorders and some key factors behind stress.

This session was followed by a Question and Answer round where he answered some of the questions which we had collected from our audience anonymously. We even put a Confession Box and You Matter Quotes Board in our college.

Students were asked to drop in confessions about anything which they wanted to let out but couldn't tell anyone and the same were later destroyed to symbolise 'moving on' from those moments.

The You Matter Quotes Board had multiple quotes ranging from motivation to hope and happiness. We concluded our event by giving out Free Hugs to anyone who wanted them.



2). KAUSHAL '22



Kaushal is Enactus ARSD's annual exhibition which takes place just before the festive season of Diwali. It is the most significant event of the session as it always registers the highest footfall. All our products including our newest launches find their place in the stalls. This year Kaushal entailed a three-day stall setup.

On the first two days, we chose Dilli Haat, Janakpuri as our location while on the third and the last day, our college campus was our destination. The entire event turned out to be a huge success.



3). ORIENTATION

10 NOVEMBER 2022

COMMENCEMENT

The orientation was started by our President who addressed the audience. This was followed by a speech by our convener as she enlightened the students about what Enactus is, and how it works.



HOW IT WENT...

They were briefed about the society's various departments and projects and told about the International Organisation of Enactus. They were shown our entry to the Nationals and how our college won the Nationals for this year. The students were welcomed by cute welcome sticks and were provided with refreshments comprising of kulhad ki chai and samosas.

WIND UP

This was followed by a quiz competition in which the students were asked to solve five case studies then and there only. The winners of this competition would be given a direct entry to the PI round.

4). RECRUITMENT



NOV- DEC 22

Enactus ARSD recruitment for the year 2022-23 started with the form-filling round on 22 July 2022, the deadline of which was 15 August 2022, 12 pm. The first round was cleared by 48 students. The recruitment selection was further followed up by the qualifying round and the PI round.



The second round i.e. The qualifying round started on 29 Aug 2022, wherein the selected candidates were required to answer certain questions through a Google form based on their research skills and business model formulation. A total of 43 students cleared round 2. Round 3 was the offline PI round that started on Sept 8, 2022.

This round included people who got direct entry into PI according to their contribution during nationals. Now there is a total of 2





5).PROJECT AVNI WORKSHOP



Under Enactus ARSD's new venture- Project Avni, a workshop was conducted to create awareness about the need and the various aspects of waste management. The workshop was taken up by our esteemed speaker Mrs Alka Awasthi.



Participants were also informed about the various career opportunities in the field of waste management. The session had a profound impact on the participants' minds and made them realize the importance of waste management for both the current as well as future generations.



She taught the participants about different types of waste and how to recycle them. They were given an insight into the machinery and equipment used to recycle complex plastics and e-waste.



6). SOAP WORKSHOP



We conducted a soap-making workshop under the project Niramaya in collaboration with Mrs Rekha Jain, an expert in organic soap making. The workshop was conducted on 29th January 2023 on the college campus itself.



The workshop aimed to enable the underprivileged women of our community by teaching them the techniques and nuances of soap making, therefore making them adept in the art of organic soap making, so that they are competent to earn a living for themselves by making soaps.

The trainer Mrs Rekha Jain taught the JJ colony women the steps involved to make a soap that is safe for domestic use and the participants understood them well



7). CLOTH DONATION DRIVE

AT ESF



A cloth donation drive was organized on 30th January in collaboration with the community residing at Earth Saviours Foundation.

The community and the volunteers had an amazing experience being there and the conversations they all had together led to beautiful realizations and the development of emotional maturity among the volunteers.



8). PERFUME'S WORKSHOP



In a bid to expand the ambit of products under Project Kalakaari and to give a further boost to the women's community, Enactus ARSD decided to diversify its product line and include handmade solid perfumes in the project

The first step of this was providing training and knowledge to the women's community so that they be able to take the production process ahead. For this, 2 women workers were brought to the college premises and were led through the entire process of perfumes manufacturing.

This workshop took place at the Chemistry Lab of the college with the help of YouTube while making sure that only the best techniques were imparted. They were quick to absorb the learning process and eventually became adept in the making of perfumes.

"Perfume is like a new dress, it makes you quite simply marvelous."



9). ENNOVATE '23

Ennovate is the Annual Flagship Event of Enactus ARSD. Being organized in an offline mode for the first time since the advent of the pandemic; this year's celebration held immense excitement and ecstasy for everyone. EnacTalk- An enlightening Speaker Session and I-Preneur- A stimulating competition were the highlights of the event. The guest speaker- Ms Neelam Singh, who is the CEO and Founder of The Burger Company spoke with utter grace and left the audience spellbound by her presence.

She shared her own experience, journey and challenges of embarking on an unconventional career path. At the stall area, the Enactus societies of several colleges were allowed to showcase their projects and products to the gathering.



The stalls of both Enactus ARSD and Enactus societies of other colleges performed exceedingly well in terms of crowd engagement and sales. Several games were organized by Enactus ARSD to keep the fun spirit of the event alive. From beginning to end, it was an event wrapped in the aura of knowledge, fun and inspiration.

10). NSUT STALL



On February 15, 2023, a stall was set up on the NSUT campus by Enactus ARSD while collaborating with Enactus NSUT. The showcase highlighted our organization's freshly introduced products under Project Kalakaari, Srijan, Samvedna, and Niramaya.



All of the products were well accepted by the visitors, and in addition to the usual set-up, we also had a small entertaining game related to ping pong balls that drew clients to our stand and contributed to the creation of a joyful mood.



enactus INDIA NATIONAL EXPOSITION 2023



Enactus ARSD joined the Enactus National Exposition 2023, showcasing NextGen excellence and competing for the prestigious Enactus India 2023 Champion title. The champions would represent India at the Enactus World Cup 2023 in Utrecht.

Enactus ARSD competed in the Early Stage Competition with Project Avni, focusing on waste management. Avni's 4-tier strategy targets e-waste, glass/plastic, paper, and organic waste. The project aims to revolutionize waste handling culture and enhance management techniques using innovative educational approaches. Members were assigned different tasks, including creating an AV video and scripting it for the project. Reports were prepared, which included project and annual reports for the session. Research was conducted to gain insights into future prospects. Online and offline marketing efforts were made to raise competition awareness among students.



Website Statistics & Finances

Traffic Overview

User

₹2.1 k

↑ 6%

Revenue

₹11.1 k

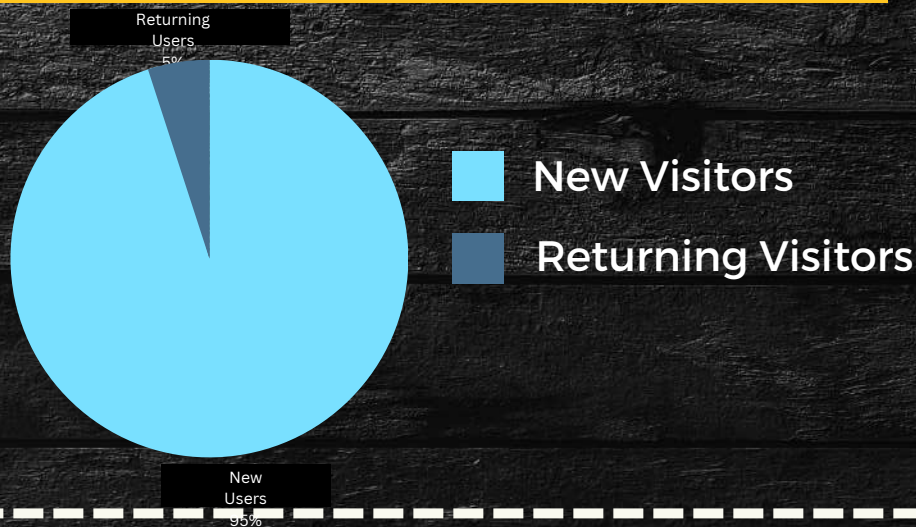
↑ 429.05%

Sessions

₹4.2k

↑ 36%

New Visitors Vs Returning Visitors



Finances

Online	Revenue Generated
Website	₹11,110
Offline	Revenue Generated
SGTB Khalsa	₹2,050
Utkarsh 1-3	₹28,556
Kaushal	₹7,935
Ennovate'23	₹4,950

CORE TEAM 2021-23



PRATHAM NIJHAWAN
PRESIDENT
2022-23



BHAMINI BACHHAS
PRESIDENT
2022-23



ANANYA SOTI
GENERAL SECRETARY
&
MARKETING HEAD



YASH MITTAL
TREASURER
& FINANCE HEAD



DAKSH YADAV
EVENTS
COORDINATOR



KHUSHI MITRUKA
JOINT SECRETARY
&
PR CO-HEAD



SHIVANGI THAPLIYAL
CONTENT HEAD



MEENAL MEHTA
RESEARCH HEAD



VARNIKA GUPTA
DEPUTY FINANCE HEAD



NAJMUS SAHAR
PR CO HEAD



OMKAR BOBDE
OPERATIONS HEAD



TANISHA CHAUCHAN
DIGITAL HEAD



ANUKRITI UNIYAL
DEPUTY
MARKETING HEAD



SHREYA GARG
DEPUTY PR HEAD



SHREYA GUPTA
DEPUTY
CONTENT HEAD



EKTA ARORA
DEPUTY
RESEARCH HEAD



DIKSHA SHARMA
PROJECT HEAD
KALAKAARI



PRAGYA SHARMA
PROJECT HEAD
SRIJAN



GOVIND UNNIKRISHNAN
PROJECT HEAD
SAMVEDNA



RITZAYI RAZE
PROJECT HEAD
NIRAMAYA



AVIRAL
PROJECT HEAD
AVNI



BRAHMISHTA SETHI
DEPUTY
PROJECT HEAD
(KALAKAARI)



ANUSHKA PAL
DEPUTY
PROJECT HEAD
(SRIJAN)



SHAILY SINGHAI
DEPUTY
PROJECT HEAD
(SAMVEDNA)

DIRECT IMPACT

Enactus ARSD's positive impact extends to communities, customers, and website visitors. Through initiatives like tree plantation and cleanliness drives, the organization actively engages with communities, supporting their businesses and fostering growth.

Project Kalakaari empowers underprivileged women, transforming them into successful entrepreneurs. The handmade products they create are sold through Enactus ARSD's stalls and e-commerce website.

Project Srijan has created new entrepreneurs who have successfully sold over 200 plants through social media platforms. Introducing products like terrariums and the jade plant has received a highly positive response from customers.

Enactus ARSD's Project Samvedna focuses on raising awareness about mental health, providing counseling and support to marginalized individuals. Through visits, donation drives, and the promotion of hand-painted t-shirts by LGBTQ artists, Samvedna has experienced significant growth in the last tenure.

In collaboration with new communities, Project Niramaya generates employment opportunities through specialized training and handmade soap production, emphasizing sanitation and hygiene.

11,050+
People
Impacted

INDIRECT IMPACT

Enactus ARSD is a dynamic organization dedicated to advancing the United Nations Sustainable Development Goals (SDGs) through impactful projects. The organization's social media platforms serve as a hub for thought-provoking posts, insightful blogs, and interactive activities like workshops and seminars that not only raise awareness but also encourage active participation and dialogue. By fostering an online community that is informed and inspired, Enactus ARSD strives to empower individuals to become agents of change in their own communities.

One notable initiative is the Greenathon, held during the college's Sustainable Week. This flagship event promotes environmental consciousness through informative blogs, expert-led seminars, and engaging workshops, equipping participants with knowledge for a greener future.

Enactus ARSD creatively marketed Ennovate, their flagship event, via social media. They used visually appealing graphics, videos, slogans, and engaging posts to attract participants and amplify the event's impact. Interactive elements like quizzes actively involved the audience. This approach aligned with Enactus ARSD's goal of making a positive difference in communities

20,000+
People
Impacted



**ATMA RAM SANATAN DHARMA COLLEGE
(UNIVERSITY OF DELHI)**

**ACCREDITED GRADE 'A++' BY NAAC
AIR 06 BY NIRF (MOE)**

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