



enactus
Atma Ram Sanatan
Dharma College

NEWSLETTER

ISSUE 5 | JUNE 2022



With a year filled with smiles, laughter, advancements in the lives of our communities and consequent ecstasy in the hearts of our team, we bid adieu to the session 2021-22!

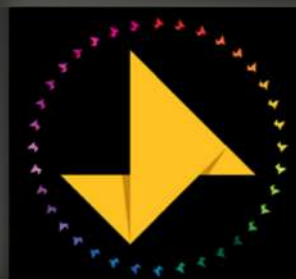
With both online and offline framework, this session was a hybrid challenge for us, but our team eventually laid the groundwork to help bring about a change for individuals who deserve a second opportunity at this unfortunate game called Life.

Our team devised and implemented innovative efforts to broaden the reach of our programs and achieve Enactus' objectives.

The spirit of Enactus has been upheld for yet another year and we are determined to carry it forward with a sense of Empathy, Empowerment and resultant Ecstasy.

#WEALLWIN

Head for the business,
Heart for the WORLD





*A glimpse
into the year
2021-22.*

OUTLINE:

- Highlights of the session
- Progress of our Projects
- Accomplishments
- And more!

ABOUT US

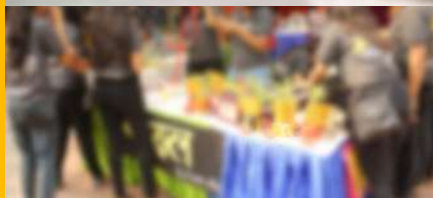
2017 - 2022

Enactus ARSD was started by a group of students who aspired to become social entrepreneurs and create a better world with the support and guidance of our respected Principal Sir  of. Gyantosh Kumar Jha, Founding Convenor  Manika Jain, and other faculty advisors.

Through its motto of "A head for business, A heart for the world", Enactus World has been enhancing lives at the global level since 1975. Enactus ARSD strives to carry the same vision forward.

Since its inception in 2017, our society has been growing rapidly and in the positive direction to achieve the UN's Sustainable Development Goals.

Our society works in collaboration with 2 NGOs- The Earth Saviours Foundation and Each one Feed one Foundation. With continued patience and hard work, Enactus ARSD now touches more than 1500 lives and has spawned 12 entrepreneurs, 4 ongoing projects, and a regularly visited e-commerce website. This has helped us gain recognition at the college, university, country, and international levels.



MESSAGE FROM THE PRINCIPAL.



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



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I wish the very best to the team for their future endeavors, and place my confidence in their efforts and will to take the College and the Society to greater heights.

Enactus ARSD, which was once a mere thought, has now become a prominent society of the College. 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 both the welfare of 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
Atma Ram Sanatan
Dharma College



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As the Convenor of this prestigious society, I take immense pride to be leading a team of future leaders dedicated so well towards making this world a better and more equitable place to live in, specially for the underprivileged sections of the society, in a sustainable manner.

I had my first interface with Enactus in the year 2017 when this organization was carrying a niche for itself across various educational institutions. Enactus ARSD is a team of students  who were bubbling with the zeal to identify feasible business ideas that can help budding entrepreneurs from the underprivileged sections of the society to create decent living for themselves and at the same time taking care of the environment in tune with SDGs. I take pride in the growth chalked out by the society over the last few years such that it has now become one of the promising wings of Enactus India. Countless sleepless nights, serious brainstorming sessions and meticulous and thoughtful execution of its projects have been the founding pillars to the success of Enactus ARSD.



PROJECT KALAKAARI

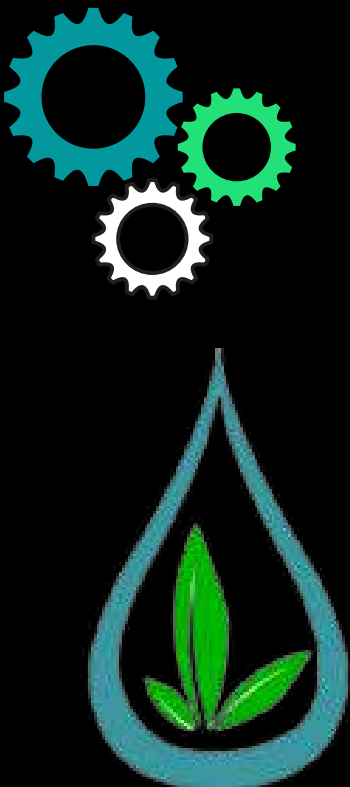
"Self-reliance is the only true road to freedom"

Considering their prior social and mental maltreatment, the unemployed and destitute community of women had lost all aspirations for a better life.

However, through Project Kalakaari we empower these communities by educating them on how to be entrepreneurs and earn a decent income by designing canvas bags, scrunchies, earrings, cloth folders, and floral notebooks.

We make these products available to users via our Instagram account and our e-commerce website.

PROJECT SRIJAN



Through Project Srijan, Enactus ARSD imagines moulding the force of nature as the power in strengthening two important communities -the Potters and Gardeners. Apart from this ,another vertical currently active under this Project is- Hydroponics.

We work on the mission to expand our project and release different sizes of pots and plants.

Project Srijan employs several marketing techniques to promote Hydroponics-the farming of the new generation.

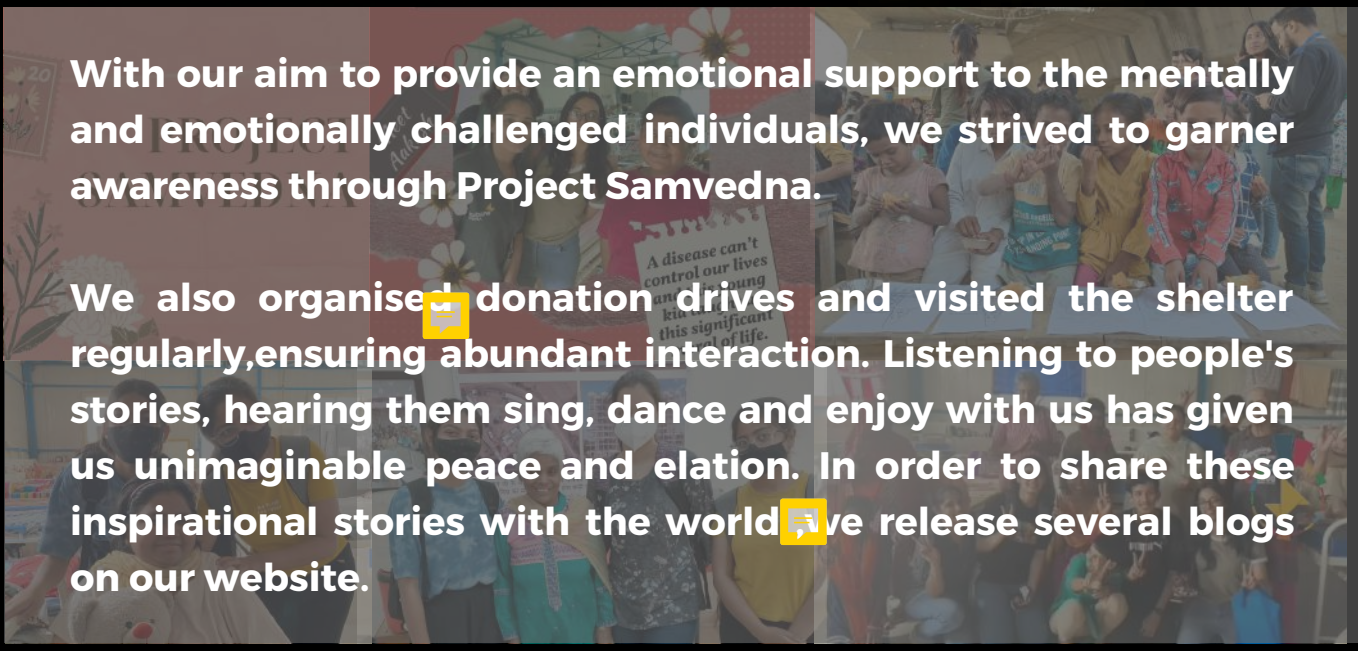
Through our Instagram handle we showcase the variety of plants we sell and their benefits. Furthermore we also spread awareness about various farming techniques our customers can employ at home like -terrace and balcony gardening.

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



PROJECT SAMVEDNA

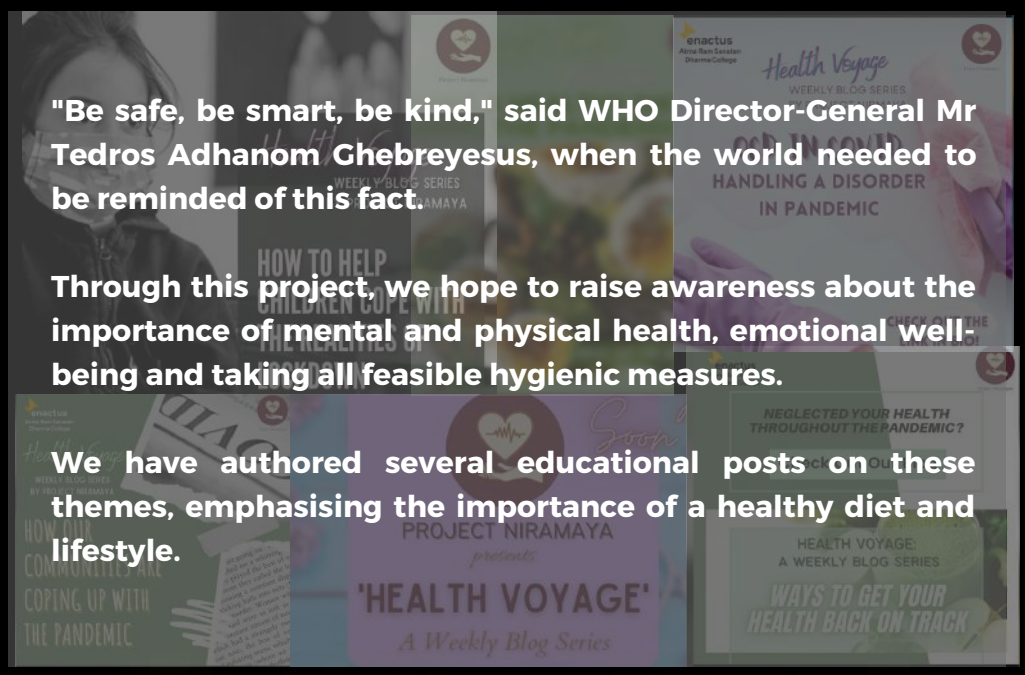
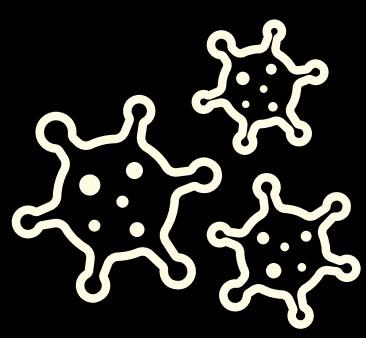
"No one has ever become weak by helping others"



With our aim to provide an emotional support to the mentally and emotionally challenged individuals, we strived to garner awareness through Project Samvedna.

We also organised donation drives and visited the shelter regularly, ensuring abundant interaction. Listening to people's stories, hearing them sing, dance and enjoy with us has given us unimaginable peace and elation. In order to share these inspirational stories with the world, we release several blogs on our website.

PROJECT NIRAMAYA



"Be safe, be smart, be kind," said WHO Director-General Mr Tedros Adhanom Ghebreyesus, when the world needed to be reminded of this fact.

Through this project, we hope to raise awareness about the importance of mental and physical health, emotional well-being and taking all feasible hygienic measures.

We have authored several educational posts on these themes, emphasising the importance of a healthy diet and lifestyle.

"Be safe, be smart, be kind"

Niramaya Weekly Blog Series

"HEALTH VOYAGE"

Project Niramaya, under the aegis of Enactus ARSD, undertook the responsibility for sharing with the world an enlightening weekly blog series, 'Health Voyage'. The series was published on our website and was designed to shine light upon the unheard, break myths that ruled the minds of the ignorant and help in bringing forth a new and improved take on health and well-being. These blogs cover a wide range of issues, including physical health, coping with pandemic, assisting children during lockdowns, and eating a balanced diet.



29/08/21

13/09/21

Introduction to Case Studies Webinar

We, at Enactus ARSD in association with IQAC, were elated to have Dr. Shivani Kapoor, to talk about 'Introduction To Case Study Analysis'.

Presently, Dr. Kapoor is an Associate Professor at New Delhi Institute of Management and is an experienced speaker and panelist. She has published more than 43 research papers and case studies in India and Abroad and has been awarded for authoring case studies.



Earth Saviour's Foundation Visit

Members of Project Samvedna conducted a community visit to Earth Saviour Foundation following the necessary COVID safety protocols - fully vaccinated volunteers and residents along with sanitization after regular intervals. The heartfelt stories they brought back are a real tear-jerker. These stories have been posted on the Enactus website as Blog posts.



16/09/21

18/10/21

Instagram Marketing Masterclass Webinar

Instagram provides us with a vast platform as a means to communicate with our community, and the know-how's of this social media was explained to us by Mr. Prathmesh Kavishwar, who is a digital marketing and corporate trainer at IIDE- Indian Institute of Digital Education, which is deemed as the best digital marketing institute by the world education congress. Our whole team appreciated and learned a lot from his knowledge and expertise.

ATMA RANI SAMANTAN DHARMA COLLEGE
(UNIVERSITY OF DELHI)
ACCREDITED GRADE 'A' BY NAAC | AIR 12 BY NIRF (MHRD)

IIDE
The Institute of Digital Education

Instagram Marketing Masterclass

Date: 19th Oct 21
Time: 4:00PM
Platform: Zoom

E-CERTIFICATES will be provided to the attendees

Digital Marketing Trainer at IIDE
PRATHMESH KAVISHWAR

Dr. Manika Jain (Convener) | Prof. Cyantosh Kumar Jha (Principal) | Sudipto Ghosh (President) | Muskan Saxena (President)

enactus | @arsdenactus | Enactus ARSD | <https://enactus.arsdcollege.ac.in/>

KAUSHAL 21



On 23rd October 2021, the students of Enactus ARSD, organised the Annual flagship exhibition 'KAUSHAL'21' at Dilli Haat, INA.

Remarks for the profits earned: Enactus ARSD is a non-profit organisation, whose motto is to achieve the maximum possible development of our communities. All profits are transferred to them as a bonus. They can keep that amount as reinvestment of money which will help them to sustain the business cycle on their own.

KAUSHAL'21 showcased the aesthetically charming and meaningfully curated products in a festooned stall, personally decorated by the team of Enactus ARSD. This year, the spotlight was grabbed by our newly launched products-beautiful urbane scrunchies, customizable handmade notebooks and handcrafted earrings, versatile at best, complementing each and every outfit.

The continuous motivation of our teachers, vivacity of the beautiful handmade products, kindness of the people and the exuberance of the volunteers, attracted customers towards our stall and managed the team to earn over Rs. 7200 in cash.

Selling out most of the showcased products, the entire profit would help the communities survive seasonal unemployment, fulfill necessities and live an independent life!



KAUSHAL 21

SUMMED UP

PROJECT KALAKAARI

PRODUCT	INVENTORY	SOLD	STOCK LEFT	SELLING PRICE	COST	PROFIT
scrunchies	6	6		40	10	180
ribbon scrunchy	6	5	1	60	20	200
notebook	4	4		120	90	120
pink hoops	3	3		100	60	120
green earrings	3	3		90	50	120
green earrings pear	3	3		90	50	120
black & white rings	3	2	1	90	50	80
ESTIMATED PROFIT						940

PROJECT SRIJAN

PRODUCT	INVENTORY	SOLD	STOCK LEFT	SELLING PRICE	COST	PROFIT
small succulents	2	2		300	250	100
colorful diyas set of 5	16	16		100	70	480
golden diyas set of 6	6	6		120	85	210
medium succulents	2	2		350	300	100
snake plant	1		1		350	
song of india plant	2	2		400	300	200
golden money plant	3	2	1	400	300	200
ESTIMATED PROFIT						1290



Little seeds NGO visit

On 14th November 2021, Enactus ARSD visited Little Seeds NGO to celebrate the day with enthusiastic, and passionate but underprivileged children.

The children were so full of love, courage, and positivity, that the visit itself left the team with a fresh outlook and perspective. Fun activities were organized for the children, including drawing and games like tug of war followed by the distribution of eatables leaving huge smiles on their pretty faces.



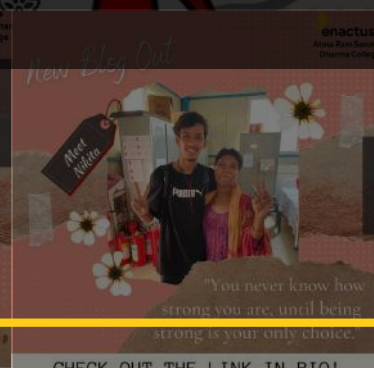
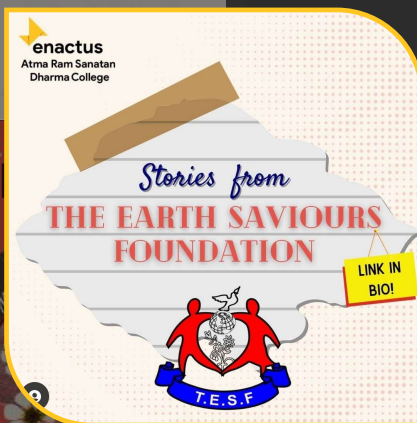
14/11/21

26/11/21

Blogs from ESF

Enactus ARSD was proud to present the real life stories on human resilience in the special blogs published on our website.

The inspiring people from Earth Saviour's Foundation were given a chance to tell the world their stories in their own words through these series of blog posts published by us. Each story held a special place in the hearts of our members and has touched the very souls of our readers.



CHECK OUT THE LINK IN BIO!

LINK IN BIO

Case Study Competition for freshers

Enactus ARSD warmly welcomed the new batch to the college and in an attempt to acquaint them with what all our society entails, the society came up with a Case Study Analysis Activity, wherein a certain case study was shared with the registered Teams and they were expected to come up with possible, detailed and executional solutions to the problem cited. Over 150 registration were received for the same.



01/12/21

22/12/21

Recruitment / Orientation for freshers

Enactus ARSD organized its annual orientation program 2021. The program was held on virtual platform via Google Meet on 22 December, 2021 from 5 P.M onwards. The main idea was to acquaint everyone with the society - how it works, what motive it follows and the journey so far. The program attracted many students and we received over 184 registrations, majority being freshers. It was an interactive session which cleared doubts of students regarding departments, work, and vision of Enactus ARSD.



Omkar Bhatia
Parvisha Bhushan
Akshay Bhat
Sohit Chandra
Shruti Singh

Shreyasha Kala
Ekta Anra
Komal Singh
Muhammad Qasbi
Nigra Kapur
Nisha Yadav

Shivansh Jaiswal
Shreya Garg
Shreya Gupta
Shreya Patel
Sonya Sharma
Tanisha Chauhan

Cheta Garg

Shivansh Jaiswal

Varunika Sharma

Ennovate '22

The event 'Ennovate 2022' was organized by Enactus ARSD from 27th-31st January, 2022 under the supervision of Principal Prof. Gyantosh Kumar Jha and the Teacher Convenor Dr. Manika Jain.

It consisted of five sub-events.

ConclaveX

"ConclaveX" was honoured by 6 prominent societies across University of Delhi to discuss and present their perspective of what mental health is to them. They also discussed projects focused on mental health and well-being that are being catered to by their respective societies.



2 Speaker Sessions

"2 Speaker Sessions" were conducted on the topics 'Entrepreneurial Action in the Healthcare Industry' and 'Social Start-ups Mentorship'. The respective events were humbled by the presence of Dr. Diksha Chadha (Founder of 'The Purple Nest') and Ms. Priya Gupta (Founder of 'Sarvpriye Foundation'). The events aimed at discussing the various possibilities of innovative entrepreneurial action in the healthcare sector that need to be focused as well as discussing elements of social entrepreneurial action in society.



Movie Verse

The speaker sessions were followed by our next event, “Movie Verse”, which was based on one's expertise in Bollywood movies and emoticons. The event consisted of two rounds which were filled with fun quizzes of guessing movies through emojis.



Wager of Cognition

Ennovate 22 came to its conclusion with the last event, “Wager of Cognition”, in which the teams finalized had to present their cases to the esteemed panel of judges. The teams had a unique take on the problem, they did extensive ideation and came up with innovative marketing solutions. The last event ended with the judges sharing their much valued experiences and insights on solving a case study.



With yet another huge success, the grand event ENNOVATE 22 came to its closure with the results being disclosed on social media platforms and the participants giving their feedback about the events.

Women's Day Hampers

On 20th February 2022, pre orders for women's day hamper started, made by the communities under Project Srijan and Project Kalakaari, commenced with a great start.

The hamper included tote bag, potted plant, earrings and special scrunchies with the option of customisation by selecting from our exclusive range of bags, ideal plant, favourite earrings and special scrunchie. We were delighted by the reviews for the Woman's Day Hampers Drive. We brought smiles on the faces of customers and our Kalakaars making this Women's Day Extra Special.



20/02/22

31/03/22

Earth Saviour's Foundation Visit

Happiness is sweetest when shared. In order to accomplish this, members of Project Samvedna conducted a community visit to Earth Saviour Foundation adhering to the necessary COVID safety protocols- fully vaccinated volunteers and residents along with sanitization after regular intervals.

The day was filled with fun activities, dancing with the residents and donation of food items. The excitement of that day is cherishable to all the members and residents alike.



SGTBK EVENT

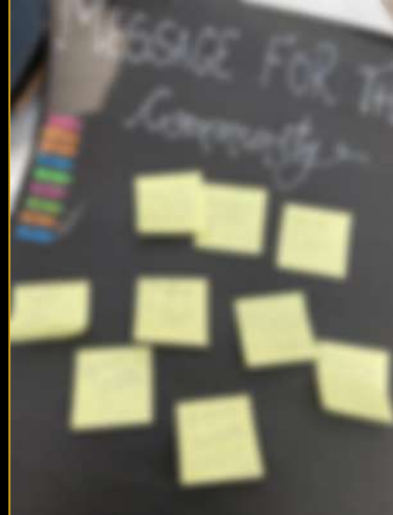
SUMMED UP

PROJECT KALAKAARI

PRODUCT	SOLD	AMOUNT
Scrunchies	1	30
Pumpkin Bag	8	1200
Canvas Bag	3	360
Plain Notebooks	1	100
Scrunchies	2	60
Canvas Bag	1	120
Canvas Bag	1	150
Scrunchies	1	30
TOTAL		2050

24/04/22

Enactus ARSD put up a stall at SGTB Khalsa College to sell various products made by their underprivileged communities. Volunteers worked diligently to attract customers and explain the noble cause. The day was an immense success, ensuring both profits and distinct recognition of the communities and the society.



FAREWELL 22



On May 4th 2022 ,an offline farewell event was organized for the outgoing members of our family. A fun, yet bittersweet day for all of us!

The special occasion commenced with welcome speeches from Dr. Manika Jain, Dr. Swati Jharwal and Prof. V M Jha who were presented with tokens from Project Srijan.

Following this, our outgoing members shared a glimpse of their personal journeys and were recognised for their years of hard work and dedication. They then revealed the session's new core team, who were given badges to signify their positions and commended on a job well done by our convenors.

To commemorate this wonderful occasion, there was a cake cutting ceremony by our seniors and refreshments with sustainable cutlery were distributed to all the members.

The event was concluded with a personalised memory video, informal awards ceremony, games and a photoshoot with our beloved seniors.





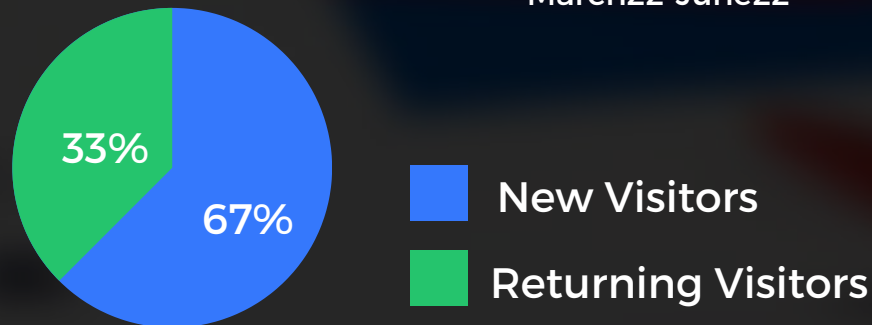
Website Statistics & Finances

Traffic Overview

User	Revenue	Sessions
2.1 k	₹2.1 k	3.6k
↑ 26.8%	↑ 412.5%	↑ 54.3%

New Visitors Vs Returning Visitors

March22-June22



Finances

Online	Revenue Generated
Website	₹5515
Offline	Revenue Generated
Kaushal	₹7250
SGTB Khalsa	₹2050



SUDIPTO GHOSH
PRESIDENT
2021-22

It has been an absolute privilege to be able to contribute to Enactus ARSD, be it through imparting technical skills or guiding juniors. I see the potential our Society is yet to achieve, and it only inspires me more, to work towards it. I aim to contribute to my best level towards this Society.



MUSKAN SAXENA
PRESIDENT
2021-22

Enactus ARSD, quite straight-forwardly, has been my college life. It has taught me so much that I'm grateful, everyday, for being a part of this initiative. I always knew I had an inclination to contribute towards the society in general, to do my bit, but didn't have a direction. Enactus helped me find that, at an external and an intimate level. This society has grown phenomenally over the years, with the hard work and dedication of each and every team member, and I only aim to maintain and boost the legacy forward, entrusted to me and my Co-President by the previous torch bearers. With a clear goal in mind, this session has a lot to look forward to! Go Enactus!



TUHINA HALDAR
GENERAL SECRETARY



AKANKSHA SEHGAL
TREASURER
& FINANCE HEAD



MANVI DALAL
EVENTS
COORDINATOR



HIMANSI SHARMA
RESEARCH HEAD



ABANTIKA SARKAR
CONTENT HEAD



SHUBHAM JANGIR
DIGITAL HEAD



BHAMINI BACHHAS
OPERATIONS HEAD



SAURABH KUMAR
PR HEAD



KHUSHI MITRUKA
MARKETING HEAD



ANANYA SOTI
DEPUTY
MARKETING HEAD



DRISHTI ARORA
PROJECT HEAD
KALAKAARI



MANSI GARG
PROJECT HEAD
SRIJAN



KRITIKA CHAWLA
PROJECT HEAD
SAMVEDNA



RIA KUMAR
PROJECT HEAD
NIRAMAYA



PRATIBHA GUPTA
DEPUTY
PROJECT HEAD
(KALAKAARI)



SOMYA DAHIYA
DEPUTY
CONTENT HEAD



PRATHAM NIJHAWAN
DEPUTY
PROJECT HEAD
(SRIJAN)



SHIVANGI THAPLIYAL
DEPUTY
PROJECT HEAD
(SRIJAN)



DR. SWATI JHARWAL
CONVENOR



DR. MANISHA UPADHYAY
FACULTY ADIVSOR



DR. ANJALI VERMA
FACULTY ADVISOR



PRATHAM NIJHAWAN
PRESIDENT



BHAMINI BACHHAS
PRESIDENT



ANANYA SOTI
GENERAL SECRETARY
& MARKETING HEAD



YASH MITTAL
TREASURER &
FINANCE HEAD



KHUSHI MITRUKA
JOINT SECRETARY &
PR HEAD



SOMYA DAHIYA
CONTENT HEAD



MEENAL MEHTA
RESEARCH HEAD



DAKSH YADAV
EVENT COORDINATOR



DIKSHA SHARMA
PROJECT HEAD
KALAKAARI



PRAGYA SHARMA
PROJECT HEAD
SRIJAN



GOVIND UNNIKRISHNAN
PROJECT HEAD
SAMVEDNA



RITZAYI RAZE
PROJECT HEAD
NIRAMAYA



OMKAR BOBDE
OPERATIONS HEAD



ANUKRITI UNIYAL
DEPUTY
MARKETING HEAD



SHREYA GUPTA
DEPUTY
CONTENT HEAD



ANANYA BAKLIWAL
DIGITAL HEAD

COMMUNITY IMPACT

DIRECT IMPACT

8000+
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, 10 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

22000+
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 ARSD'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

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