

STUDENT ENTERPRISE'

Third
Edition



EN
Entrepreneurial



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US
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Annual
Newsletter



ENACTUS
SRI AUROBINDO COLLEGE (EVENING)
UNIVERSITY OF DELHI



enactus
SRI AUROBINDO COLLEGE EVENING



HIGHLIGHTS 2019-2020



**TEAM ENACTUS AT
BIMTECH**



**INTERVIEW OF
MR. JAYANT BHANDARI**



REGISTRATION DESK



INTERVIEW ROUND



**ORIENTATION PROGRAM FOR
NEW MEMBERS**

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FROM THE DESK OF PRINCIPAL

Welcome to the third edition of the newsletter of Enactus Society of Sri Aurobindo College (Evening). A steady walk with constant small steps can take you really far. A little help rendered in time can make one stand on one's own. And when YOU rise I rise too. I am pleased to extend my heartiest congratulations to the mentor and faculty advisor, Dr. Sumati Varma and the students of Enactus for their successful efforts in bringing about some positive change in the lives of some of the underprivileged of the society.

This third issue of the Newsletter of Enactus is here to keep the college apprised of the activities, initiatives and the growth graph of the Enactus Society, and to inspire and encourage others to come forward to contribute their bit towards uplifting the society. Established four years ago, innovative in its approach, Enactus has been an integral part of the college and has served as a supplement to augment our Social Outreach Programmes. Enactus has striven towards Women Empowerment through the project ANNAPURNA aiming at Social Entrepreneurship. It is a matter of immense pride that the Enactus team of SAC(E) has enabled women, who were earlier homemakers, to establish tiffin service businesses, which has not only made them self reliant and independent but also financial supporters of their families.

The team has undertaken the responsibility to help the helpless irrespective of the community they belonged to. By offering their helping hand at the time of Delhi riots (2020), the Society has proved its equal concern for all. For children who can't afford education and belong to financially unstable families, the team organized Daan Utsav and provided them with books and stationery items. The participation and encouragement has been overwhelming. The energy and enthusiasm shown through the events of Diwali melas and interviews with the upcoming entrepreneurs has bolstered my confidence in the Society. Its Project ISHTA (Initiative for Sanitation and Hygiene Towards All) which aims at constructing toilets in the neglected areas by using a share of the profit earned through sales of disposable toilet seat covers at affordable price has received much appreciation. The project has widened its reach with time and has proved very useful. It has benefited not only in honing the managerial and entrepreneurial skills of the students, but also in arousing a sense of social responsibility in them.

I wish the team all the best for their future endeavours.



DR. KUSUM LATA
ACTING PRINCIPAL
SRI AUROBINDO COLLEGE (EVENING)
UNIVERSITY OF DELHI



FROM THE DESK OF FACULTY ADVISOR

It is a matter of great pride for me to present the third edition of STUDENT ENTERPRISE- the student newsletter from the ENACTUS chapter of Sri Aurobindo College (Evening). The newsletter is the brain-child of the dynamic students of the society who have exhibited the same initiative, drive and true entrepreneurial spirit in putting together this issue as they do for their projects.

The Enactus chapter of Sri Aurobindo College (Eve.) was formed in 2016 and is one of the most active student organizations in Delhi University. The chapter works on the principles of social entrepreneurship in running two projects - PROJECT ISHTA which was introduced in 2018 and PROJECT ANNAPOORNA which has been our flagship project since inception. The aim of Enactus is to enable students to get real life experience and exposure in all facets of management of social enterprise by creating an ecosystem and enabling environment for entrepreneurial activity.

The Enactus team has made a mark through participation in various events aimed at creating awareness about their projects. Vidushi Allay and Anjali Chaudhary represented the group as panelists at a convention on 'HUMAN TRAFFICKING', conducted by British High Commission, FDX Suraksha and Rajeev Gandhi Foundation. Our students also participated in an Entrepreneurship Summit organized by IIM Kolkata, held at BIMTECH Noida. Enactus members also participated in the Daan Utsav, by forming teams at various prominent metro stations and collecting books and other material for the needy. Our student team also displayed its empathy towards victims of the recent unrest in Delhi and organized a donation drive to help them.

Covid -19 has struck the world in the worst possible manner, crippling all activity across the world. At Enactus, we leveraged the learning from this global pandemic by organizing a webinar on Social Entrepreneurship, by Mr Shreyansh Bhandari, the CEO of Greensole.

It has been a matter of great pride for us to see the appreciation and growth of PROJECT ISHTA - Initiative for Sanitation and Hygiene Towards All a project on woman entrepreneurship for hygienic sanitation. Project ISHTA is aimed at enabling complete, inexpensive public hygiene for women. We have created a convenient, hygienic and waterproof toilet seat cover which fits all seats and gives complete coverage and protection. The cover comes with a unique fold to hold and fit on the lid so there is no hand contact with the seat. The fold also ensures the cover stays in place during use. In a pocket size pack of 5 covers you can now easily carry your care and ensure your personal hygiene anytime anywhere. The project complements the governments vision of SWACHH BHARAT as the proceeds from our toilet seat covers are used for the construction of public toilets in underserved regions. Clean is also green. ISHTA is minimalistic and follows 3 Rs- Reduce the use of paper, Redeploy proceeds for sanitation, and use Recyclable material for safe disposal. ISHTA products were exhibited at various Diwali Melas in different colleges of Delhi University.

Our flagship venture - PROJECT ANNAPOORNA was conceptualized as a project which enables women empowerment through Social Entrepreneurship. It started with enabling three homemakers, to establish a tiffin service business. The Project has grown in leaps and bounds in the current session as it has expanded its footprints all across the city. The student team act as management consultants and have provided the necessary ecosystem for enabling a domestic activity to take the form of a flourishing business. The Society has honed the business skills of these homemakers and has thus not only helped to make them self-reliant and financially empowered, but is also instrumental in improving the financial condition of their families.

The success of Enactus is made possible by the enthusiasm, hard work and dedication of the student team and its members. It clearly brings out the commitment of our youth towards social responsibility and I wish them all the very best for the road ahead.



DR. SUMATI VARMA

FACULTY ADVISOR

SRI AUROBINDO COLLEGE EVENING

UNIVERSITY OF DELHI

FROM THE MINDS OF STUDENT EDITORS



**SHUBHIKA
SINGHAL**



**RAGHAV
GUPTA**



**HEENA
BATRA**

“Helping, fixing and serving represent three different ways of seeing life. When you help, you see life as weak. When you fix, you see life as broken. When you serve, you see life as whole. Fixing and helping may be the work of the ego, and service the work of the soul.” We here at Enactus SACE serve the people with all our heart and soul.

Enactus has made us learn that tactic knowledge is something that we often can't learn by reading books; it is acquired by addressing real problems and practice, it relates to experience, ideals, intuition, values, creative thinking, emotions, skills and attitudes.

It's really very honorable for us to present the Annual newsletter 2019-2020 and share the achievements of the team. The editorial team has strived to give you an astounding mash up of thoughts. This newsletter covers articles and achievements of the members, notable alumni and esteemed faculty.

With the constant support and guidance of our spectacular faculty Advisor Dr. Sumati Varma we are currently serving people with food and disposable toilet seat cover under Project ANNAPURNA & project ISHTA. We are blessed to have her as a mentor and a leader, without her leadership it would have been impossible for us to attain all these.

From the deep of our heart we want to convey thanks to the faculty advisor, team mates and fellows.

Joyous reading

FROM THE DESK OF CORE TEAM



RAGHAV GUPTA

PRESIDENT

The degree of your desire determines your dedication and commitment. I am a firm believer of this quote and heading the team has made me believe in it even more. True team work and undeterred spirit is what required to get things going. I cherished all moments and opportunities that came our way during this journey.



SHUBHIKA SINGHAL

VICE PRESIDENT

Enactus has always been more than a family which helps you grow, learn and prosper. Being a part of it gives each of us a sense of responsibility and discipline in order to achieve and fulfill our duties as members of this society. I had a great opportunity to gain and learn from the experience of being a Vice President in the society.



ANMOL SAHU

GENERAL SECRETARY

My time with this team has not only armed me with invaluable life skills such as team work and collaboration but it has also honed my cognitive abilities and helped me grow more holistically. This is a space where we not only work and grow together but also have fun and create memories along the way.



VIDUSHI ALLAY

GENERAL SECRETARY

"The opportunity given to me as a member of Enactus has been a turning point with regard to self-development and social welfare. Enactus is like a roller coaster ride that's both exciting and challenging at the same time and I am thoroughly enjoying it."



ASHISH JOSHI

MARKETING HEAD

When I hear the term *Enactus*, it brings a calm comfort smile to me. Since my first year, I have seen this society grow, struggle, thrive and success. The gratitude I have for Enactus for my development is beyond words. And I feel proud, honoured to meet such an amazing concept with amazing members over the time.



HEENA BATRA

SOCIAL MEDIA DIRECTOR

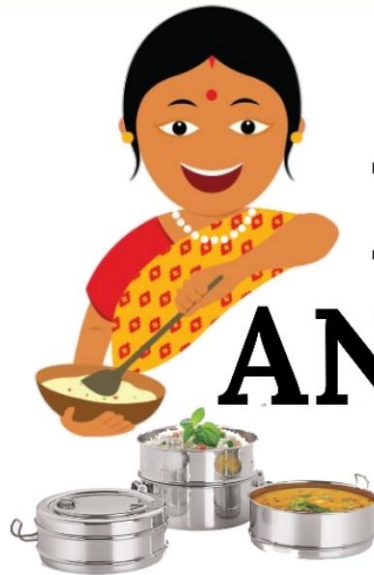
Being a social media head at Enactus, I'm proud to be able to share my creativity and thoughts with the audience that we cater to. We as a society have always strived hard to reach success and we'll continue to do that as a team. I've cherished each moment and each opportunity equally that came with it.



UJJWAL NIGAM

TREASURER

You should have the confidence to stand alone, the courage to make tough decisions, and the compassion to listen to the needs of others because at the end You only have to satisfy yourself by your actions and the hard work you have done nobody cares about you. You have to care about Yourself ... Pretend like a champion walk like a champion and be a champion.



PROJECT ANNAPURNA

Tiffin Service

Enactus Sri Aurobindo College initiated a project named Annapurna in year 2016 to cater the biggest hitch of immigrants, 'Food'. The project Annapurna is a win-win entrepreneurial model for under privileged women as we provide them employment by setting up the link with the migrants. The prime objective was to empower women by making them self-sustainable as well as providing the best tiffin service possible at affordable rates. Initially, we started with one women and four customers but as time rolled in our favour, now we have expanded our reach to Saket, Satya Niketan, Laxmi Nagar, North Campus and are currently delivering 40 tiffins per day with an expectation to increase it further to 50 tiffins by the end of this year!

Expansion of any business is a vital part and for that we have been planning to collaborating with OYO life and Nestaway for providing their tenants our tiffin services. Making of digital advertisement, flyers and collaborating with top social media handles for the advertisement of our project has lead increase tiffin service orders. The team has done the ground level effort in Satya Niketan and NCR for further expansion there. Pamphlets has been printed for the offline advertisement and has supplied food to various parties held under college premises. Project have empowered over 10 women and seeks to empower more by the end of the year.



ANURAG RAWAT
B.A HONS. (ECONOMICS), 2nd YEAR
SRI AUROBINDO COLLEGE EVENING

PROJECT ISHTA

We, the team of Enactus, Sri Aurobindo College (evening), are honored to present our Project 'ISHTA'. 'We rise by lifting others' being our principal motto, has motivated us towards working for an enduring and sustainable environment.

Our project focuses on maintenance and promotion of sanitation and proper hygiene. It facilitates to the creation of disposable toilet seat covers. These seat covers are completely safe to use, are easy to carry, affordable, and act as a protective layer from the germs which could be resting on the toilet seat. The covers fit any sort of seats in public places such as clinics, railways, malls, public transport, etc. and lets us use the toilet contact free. With the rising concerns of sterility, project ISHTA proves to bring us a product in demand and of absolute importance. The project has received commendable response for our promotional and educational programs.



Our presence at BIMTECH – Birla Institute of Management Technology, was of great benefit where our team organized a promotional event to present and introduce ISHTA. Enactus SACE became a part of seminar organized by IIT Kolkata on social entrepreneurship. The attendees were introduced and met with five social entrepreneurs of India, who have set their foot in the rising field. A question & answer session which was also organized after the seminar proved to be highly informative and helpful for our project. What came to us a big opportunity was our collaboration with IIM for participation in a competition on social entrepreneurship. Our product gained large popularity and attention for our participation in the Diwali Melas organized by the colleges of Delhi University – Miranda house, Hansraj College, Shivaji College and Hindu college. We set up stalls promoting ISHTA products for one to one interactions with the targeted consumers and spreading awareness among the same.

Our motive from the start has been to inform a large audience about the utilization and importance of our project. We plan on organizing various meet ups and promotional events in large numbers for increasing the sales. We are trying to expand our reach, especially to the weaker sections of the society for a more hygienic and safe environment. Our efforts have been certain at creation of products which could be helpful on a day to day basis and could not be a problem to afford. We hope to see our product excel as a social entrepreneurship project.

SHEFALI KAUSKHIK
B.A HONS. (ECONOMICS), 1st YEAR
SRI AUROBINDO COLLEGE EVENING

SOCIAL ENTREPRENEURSHIP & SUSTAINABLE DEVELOPMENT

“Humanity’s greatest advances are not in its discoveries, but in how those discoveries are applied to reduce inequity.” - Bill Gates

Social entrepreneurship is materializing as an important realm of academic investigation. However, entrepreneurship and economic development have acquired more attention in the literature. Weber, Schumpeter, McClelland and Wiener have made well-known work on entrepreneurship and economic growth during the early ages. Many roles of entrepreneurship have been diagnosed in intellectual history. At least minimum 13 noticeable roles can be manifested from economic measures which has been briefly elucidated as “an individual considering risk associated with uncertainty, the supplier of financial capital, an innovator, a decision maker, an industrial maker, a manager or superintendent, an organizer of economic resources, the owner of an enterprise, an employer of factors of production, a contractor, an arbitrageur, an allocator of resources among alternative uses, and the person who realizes a start-up of a new business”.

Social entrepreneurship to cherish social progress has now acquired the attention of many academicians . It has achieved assiduity only after the late 1980s and momentum as a discipline of intellectual inquiry, and academic subject . The concept of “social entrepreneurship” has evolved as a new label for explaining the efforts of community, voluntary public and private organizations, working for social rather than for-profit objectives. Social enterprises are recognized as an important pillar for the development of innovative approaches to social problems that continue even after the exertion of traditional public, community or voluntary mechanisms. “social entrepreneurs are change promoters in society; they pioneer innovation within the social sector through the entrepreneurial quality of a breaking idea, their capacity building aptitude, and their ability to concretely demonstrate the quality of the idea and to measure social impacts”. It is the process of creatively handling social needs and Problems and thus creating and sustaining social value. In the contemporary era, more focus has been given to conceptualizing the domain of social entrepreneurship in relation to commercial ventures . Now, studies on social entrepreneurship have focused on attributes of social entrepreneurial actions and measuring the necessary resources required to create social value by using statistical tools.

Social entrepreneurship is notably distinguished from the business entrepreneurship because of its value proposition. Social entrepreneurs have a vision of societal transformations and hence, they concurrently work to solve social issues and create transformational progress throughout the system and fully committed to their work towards the enterprise. The important factor for the increasing trends in social entrepreneurship is due to the societal pressure that motivating individuals to do something for the society and its present day affairs at large but simultaneously having monetary advantage factors for their survival in the world as well. In the modern era, environmental problems are one of the leading global concerns fluttering on the planet; this environmental entrepreneurship can be

considered as a subdivision of sustainable entrepreneurship which in turn is a part of social entrepreneurship. These entrepreneurs have made a drastic transition in the businesses by providing a sustainable solution for major problems to society. A social entrepreneur varies in terms of their focus, approaches, organizational structure, and resources they have. These entrepreneurs can be divided as local change makers (Sebayan, Protsahan), public goods providers (ToyBank, Akshaya Patra Foundation GreenSole, and Pratham), constructive opportunists (Help Us Green, I Say Organic), social transformers (RTI movement), and ecosystem builders (Villgro). Two case studies of Indian context have been cited below to inspire the upcoming green and social entrepreneurs.



Dr. Raja Ram Tripathi, Herbal Farmer & Herbal Scientist: Dr. Rajaram Tripathi has engaged in embellishing the Indian agricultural sector for the last three decades. He has actively worked in the area of cultivation of certified organic farming & high-value crops by employing the organic technique. Mr. Tripathi observed that the main factor behind farmers' increasing debts was wasteful expenses on pesticides and fertilizers. He invented Maa Danteshwari Herbal Products, in Kondagaon, Chhattisgarh which has applied organic fertilizers made from farm waste comprising cow dung, leaves, and further introduced the concept of vertical farming. His farms also use bio-waste generated power and approx. 150 rare kinds of herbs species of herbs are conserved. As per the visitor's register, approx. 1.4 million Visitors have visited his herbal farm and thousands of farmers have followed his model in a different part of the country.

His venture has provided employment opportunities and supported livelihood to approximately 700 tribal local families and has changed the socio-economic status of these families. They have established an herbal food supplement production unit which has an annual turnover of Rs. 20 crores.

Mini Varkey Shibu, Founder and Director of MINC Brand, Natural Khadi

An alumnus of the reputed National Institute of Design (Ahmedabad) has ventured MINC or Mini Couture brand reflecting three core aspects such as Eco-fashion, minimalistic design, and khadi. Mini Varkey Shibu, is the founder Director of MINC, for women and girls. A designer by choice and an entrepreneur by passion, her name is being included in the list of "green innovators" released by India Today, and She used khadi, hand-woven organic cotton in a stylish, eco-friendly and sustainable way. Her two craftworks namely "It's Khadi" and "Adde Ka Kaam" are reflecting an integration of traditional embroideries with modern style launched in 2017. These khadi clothes are produced by our country's talented weavers, thus providing employment opportunities to our organic cotton farmers and natural dyers.

In the present scenario where the state, market, and other sectors are not successful in providing solutions to social problems, many social entrepreneurs have emerged in India similar to other economies. These entrepreneurs have developed an innovative mechanism to supply sustainable solutions to social issues, thus, generating value for different beneficiaries of the society. Policymakers should generate an enabling environment in India for promoting social entrepreneurship so that more social entrepreneurs could evolve.

SHWETA
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A MAN WITH A PLAN

Ice Creams, one of the few words that give instant happiness to everyone. With variety in taste, texture, ice cream is one of the amazing thing to have. But of all the ice creams ,the tastiest ice cream I ever had came from a brand called 'Tongue Twister 'owned by Jayant Bhandari . Enactus Sri Aurobindo College Evening organized an interview session with Mr Jayant Bhandari, who has over 5 retail stores in Delhi-NCR and one manufacturing unit based in Gurgaon. The interview was set up to understand the mindset of working business man in India, a country which has established itself as a Hub of start ups. Our team started the interview with a little check on his background and then went on to discuss his future business plans. Mr. Jayant Bhandari is an alumni of our college itself. He briefly and systematically described his business journey from scratch to the empire that he has build today.

He even told us about how his journey of business began and how his team is working for the expansion his business. The major problem that his team faced like other businesses too was the funding! Majority of money he borrowed from his family to set up the initial legs of his company. Mr Jayant still consider his failly as a major source of help in all his ups and downs of business as he believes that business runs on trust, mutual understanding and for that, who else is better than family!.

There were cases when a huge ice cream order was not delivered due to technical problems in the manufacturing unit and they has to incur all the loses, still he didn't thought of quitting as his family has been a tremendous source of back up and he feels lucky to have a family like this. Our team was so surprised to see the amount of love and enthusiasm that he carried towards his business.



**MR. JAYANT BHANDARI
OWNER**



Mr Jayant's company has provided employment to over 100 unskilled workers & trained them first for work and when discussing his business expansion plans with us, he told us that about 45 new workers will get employment in his business. He believes the most important input in a business is workers, if they are satisfied with their jobs, then business runs smoothly. These characters make him a social entrepreneur. Our team was so surprised to see the amount of love and enthusiasm that he carried towards his business. through out his interview, he was very humble and generous. He even gave a tour of his manufacturing unit to our team and made them taste the news flavors of ice cream which his company was about to launch.

At the end, he concluded by saying, "Working hard towards something to you don't love is called stress but working hard something to you love is called passion".



ANURAG RAWAT
B.A HONS. (ECONOMICS), 2nd YEAR
SRI AUROBINDO COLLEGE EVENING

WEBINAR

"HOW TO BECOME A SOCIAL ENTREPRENEUR"

Enactus society of Sri Aurobindo College (E) organised an interactive webinar on the topic "How to become a social entrepreneur", on 25th April 2020 at 11am. Renowned social entrepreneur and founder of Greensole, Mr. Shriyans Bhandari was the guest speaker for the webinar. More than 60 participants from colleges across the country attended the webinar.

The convenor of Enactus SACE, Dr. Sumati Varma, welcomed the guest speaker and addressed the attendees. A brief was given regarding Mr. Bhandari's works and achievements, and the motive behind the webinar was introduced.

Mr. Shriyans Bhandari introduced himself and his initiative Greensole, which works in the field of upcycling old shoes and providing footwear to the needy. He showed the participants a presentation regarding his organisation, addressing the issue of lack of payments to the daily wage workers working in the industry due to the global pandemic.

Further, Mr. Bhandari went on to explain further about how he started and established the organisation from 2015. Being an ardent marathon runner, he had realised the problem of wastage of footwear during his time as an athlete, and that gave him the idea to start Greensole along with a friend, and create a prototype of the recycled footwear, when he was only 19. Since the period of lockdown was going on, Mr. Bhandari talked about how this time could be utilised well by completing one's pending tasks, apart from spending quality time with family. He even spoke about the Global Financial Crisis of 2008, and how many famous startups like Whatsapp, Airbnb and Pinterest were born through the crisis.



WORLD DAY AGAINST TRAFFICKING IN PERSONS

Human trafficking is the trade of humans for the purpose of forced labour, sexual slavery, or commercial sexual exploitation for the trafficker or others. This may encompass providing a spouse in the context of forced marriage, or the extraction of organs or tissues, including for surrogacy and ova removal. Human trafficking can occur within a country or trans-nationally. Human trafficking is a crime against the person because of the violation of the victim's rights of movement through coercion and because of their commercial exploitation. Human trafficking is the trade in people, especially women and children, and does not necessarily involve the movement of the person from one place to another.

There we come across some facts like according to the International Labour Organization (ILO), forced labour alone (one component of human trafficking) generates an estimated \$150 billion in profits per annum as of 2014. In 2012, the ILO estimated that 21 million victims are trapped in modern-day slavery. Of these, 14.2 million (68%) were exploited for labour, 4.5 million (22%) were sexually exploited, and 2.2 million (10%) were exploited in state-imposed forced labour. Ethnic minorities and highly marginalized groups of people are highly estimated to work in some of the most exploitative and damaging sectors, such as leather tanning, mining, and stone quarry work.

On 30th July 2019 at Jawahar Bhawan an event is organised by BRITISH HIGH COMMISSION, FDX SURAKSHA, RAJIV GANDHI FOUNDATION On WORLD DAY AGAINST HUMAN TRAFFICKING IN PERSONS 2019.

The event was very successful and team Enactus (SACE) performed major role in it.

Fifteen of our Enactus team members actively participated in this enlightening session with two of our members Vidushi Allay and Anjali Choudhary as the student panellist where they solicited questions such as :

- Why India is a destination country for human trafficking?
- What stringent laws and forethoughts are been taken by the United Kingdom and can we adopt or implement the same here?
- How are the victims rehabilitated? Do we have enough rehabilitating centres?
- How can we as youth be a reference of help for the police and NGOs to stop the threat created by this heinous crime?

The event included performances by the Foundation's Wonderoom children, student-poets and other theatre groups from Delhi University.

A Youth Dialogue was also organised which consisted of an expert panel including including Ms Anuradha Shankar (IPS), ADGP Madhya Pradesh, Mr Richard Barlow, Head of Political and Bilateral Affairs, the British High Commission; Ms Mamta Borgoyary, CEO, FDX India Suraksha and Dr Suraj Kumar, Fellow, Rajiv Gandhi Institute for Contemporary Studies.

UTKARSH JHA
B.COM (PROG.), 1st YEAR
SRI AUROBINDO COLLEGE EVENING

GLIMPSES OF WORLD DAY AGAINST TRAFFICKING IN PERSONS 2019



TATA SOCIAL ENTERPRISE CHALLENGE SEMINAR

Social entrepreneurship is gradually transforming into mainstream Entrepreneurship. Thus, On 10th August 2019 The IIM Calcutta Innovation Park and TATA group took a joint initiative and conducted a seminar in BIMTECH, Greater Noida on the topic 'Social Entrepreneurship' where the students of Enactus Sri Aurobindo College (evening) were invited as an audience. Various other social entrepreneurs were invited from all over the country. They educate the audience about the TATA Social Enterprise Challenge that is a joint initiative by the TATA group and the Indian Institute of Management (IIM Calcutta), a national level challenge to find India's most promising social enterprises. Also aimed at raising awareness about Social Entrepreneurship, TATA Social Enterprise Challenge aims to encourage the youth to be the next generation of Social Entrepreneurs. After enlightening about the needs and importance of social entrepreneurship a panel discussion was

held. The panelists were-

1. Abhinav Girdhar (founder of Bhodi Health)
2. Aditya Bose (founder of Pro Bano)
3. Ashish Agarwal (founder of Talento Consulting)
4. Umang Sridhar (founder of Khadigi)

The mentor of IIM Calcutta Innovation Park addressed the needs and importance of social Entrepreneurship and a panel discussion was held after that and it was concluded that patience and resilience are 2 of the most important qualities one needs to possess to become a successful entrepreneur.



HARDIK BHATIA
B.COM (PROG.), 2nd YEAR
SRI AUROBINDO COLLEGE EVENING

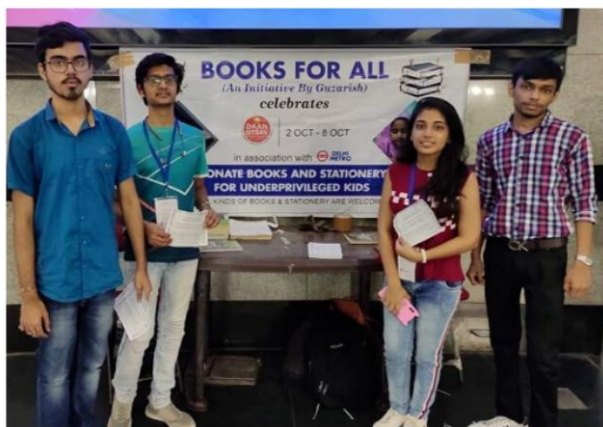
GLIMPSES OF EVENT AT BIMTECH



DAAN UTSAV 2019

Donation drives are initiatives in which Enactus SACE believes in taking part actively . To us , these are small contributions that we make for the betterment of the society . One such drive - the Daan Utsav , was organised by the NGO Guzarish , through their initiative ' Books For All' . The drive was in association with the Delhi Metro and was held from 2nd to 8th October , 2019 .

Student volunteers from Enactus SACE along with Enactus SBSCE took collaborative part in this drive . The Daan Utsav was specially focused towards the donation of books and stationery items like pens and notebooks for the underprivileged . Stalls were set up at different metro stations throughout Delhi . Team Enactus SACE were a part of the stalls present at the Delhi Haat - INA Metro Station . Each day . a group of 45 students from their respective colleges were sent for the volunteering work . We were enthralled to see the overwhelming response of the people as they donated wholeheartedly . School and university students . parents , students appearing for competitive exams , all came forward to donate their used books and stationery items for a noble cause . All in all , the drive was a great success and Enactus SACE was proud to be a part of it .



DAY 1



DAY 2

SHUBHAVI BAJPAI
B.A HONS. (ECONOMICS), 1st Year
SRI AUROBINDO COLLEGE EVENING

DAAN UTSAV 2019



DAY 3



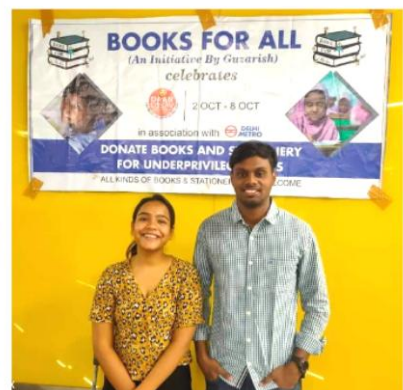
DAY 4



DAY 5



DAY 6



DAY 7

ISHTA STALL AT DIWALI MELA

The festival of lights is celebrated with so much of enthusiasm in our country. Team Enactus of Sri Aurobindo College Eve. went to different colleges to put a stall of its hygiene product ISHTA. Diwali is the festival of lights, joys and prosperity. Our team members went to different Colleges to spread some hygiene values among the society by our product of ISHTA.

We have planned to participate in this event with great enthusiasm and make aware the people around about hygiene. ISHTA Products, which majorly deal in toilet seat hygienic covers and car seat covers, was Enactus Aurobindo eve. Way of saying Happy Diwali. ISHTA toilet seat covers, which ensures 100% hygiene guarantee, more than anyone in the game and ISHTA car covers for vehicular hygiene. Realizing the need of personal contact with our customers due to the nature of Product. we opted for B2C Marketing strategy in the Diwali mela.

Business-to-consumer marketing, or B2C marketing, refers to the tactics and strategies in which a company promotes its products and services to individual people: creating, advertising, and selling products for customers to use in their everyday lives. And that's why we went for B2C (business to customers) marketing as we are the one who manufactures the product and also market it... B2C campaigns don't just focus on the benefit or value that a product offers, but also on invoking an emotional response from the customer.



And with these highs, we finally split into team's and begin our diwali mela. We went to four colleges: Shivaji, Hansraj, Hindu and Miranda. There we gathered a lot of experience of social involvement, marketing skills and off course we explored and observed various projects, their presentation a lot which was helpful and knowledgeable at same time. Lot of students were attracted towards our product as it was related to hygiene and the general idea was appreciated about our project. We also learn how to improvise and do marketing spontaneously. But it wasn't a sweetheart deal everywhere, as we faced tough questions regarding Price, product dealing, social impact etc. Such challenges motivated us to work on our project more and improve it.

And thus, we finished our diwali mela, with lot of knowledge, experience and will to improve further. And to keep up the spirits of Enactus of 'We All Win'.

UTKARSH JHA
B.COM (PROG.), 2ND YEAR
SRI AUROBINDO COLLEGE EVENING

GLIMPSES OF ISHTA STALL AT DIWALI MELA



INNOVATION - DIGITAL ADVERTISEMENT POSTER MAKING COMPETITION

Marketing has evolved, human behavior has changed, and marketers should keep up. Every tactic in marketing today has an element of digital, of instrumentation. Consumers are transforming faster and marketing is all about satisfying the need of the consumers. The use of digital marketing in the digital era not only allows for brands to market their products and services, but also allows for online customer support to make customers feel supported and valued.

Thus, Digital marketing has become an increased advantage for brands and businesses. To reach the maximum potential of digital marketing, firms use social media as its main tool to create channel of information.

Keeping all the above things in mind, we organized a Digital Advertisement poster making competition on 8th February 2020 to let the participants demonstrate their marketing skills by using innovative ideas.



It goes well, maximum number of students participated in it and got the certificate of appreciation. We made a platform for all the students who want to unleashed their marketing skills and showed the world that they are future social entrepreneur who has talent to attract thousands individuals just by a one digital advertising poster.

HARDIK BHATIA
B.COM (PROG.), 2nd Year
SRI AUROBINDO COLLEGE EVENING

INNOVATION - WINNERS

GreenSole
Step towards sustainability

1. To provide footwear to protect millions of people who are dying each year due to diseases caused by unprotected feet.
2. To give livelihood to the underprivileged sections of society.
3. To make footwear with an absolutely minimal carbon footprint.
4. To promote the culture of recycling towards a sustainable tomorrow.

GIVE YOUR OLD SHOES A SECOND LIFE
Reuse
Reduce
Recycle

VALUE FOR MONEY
FOOTWEAR STARTING AT 100/-rs Only
ORDER ONLINE

SUPPORTING POOR SHOEMAKERS!

@greensole www.greensole.com

CONTACT DETAILS : 98XXXXXXX , 88XXXXXXX

"THE MORE WE GIVE IMPORTANCE TO SKILL DEVELOPMENT, THE MORE COMPETENT WILL BE OUR YOUTH"
- SHRI NARENDRA MODI

UDAAN

2 MONTH - LONG SEWING AND STICHING COURSE
28 ENTREPRENEURS GENERATED
RISE IN INCOME BY RS 7000 PER WOMEN

NEVER UNDER -ESTIMATE THE POWER OF ONE **WOMEN** AND HER SEWING MACHINE

@enactusdu contact : 112274673

"Of course I'm working..."
It's a POWER TOOL with thread



TANU BATRA
MBA
RDIAS, GGSIPU



EKTA MALHOTRA
B.A (PROG)
SGGSCC, DU

TOILET SEATS IN PUBLIC RESTROOMS ARE UNHYGIENIC AND UNSAFE TO SIT ON EVEN THEY LOOK CLEAN AND SPARKLING

STOP BURSTING YOUR BLADDER. CARRY **ISHITA DISPOSABLE TOILET SEAT COVERS** WHERE EVER YOU GO...

BUY 1, GET 1 FREE
www.enactussace.org

PROJECT ISHTA
#CARRYYOURCARE
@ENACTUSSACE

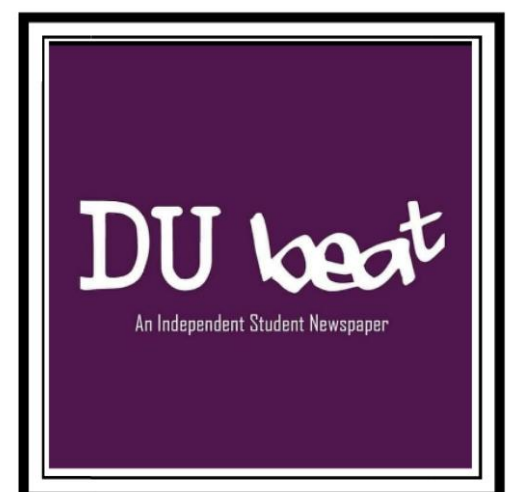


AMIT TANWAR
B.COM(PROG)
SACE, DU

INTRODUCING OUR MEDIA PARTNERS

We are very fortunate this year as DU Updates, DU beats and DU vibes became our proud social media partners. They are one of the best social media platforms for providing factual news or information about all things happening across Delhi University. Social media pages like them provide a reliable platform for students to gain all sorts of information related to Delhi University in quick time. All of them have thousands of followers across all social media platforms which includes apps such as Facebook, Instagram and Twitter. We collaborated with them for the motive of spreading information of a project organised by Enactus Sri Aurobindo College (evening) and make people aware about our projects & offers as well. We were very fortunate enough as they uploaded posters of events organised by us across their various social media platforms so that we can have a larger group of people participating in events & competitions organised by our Enactus Society. We want to thank them for being part of our Enactus Team.

NIMISH DUBEY
B.COM (PROG.), 2nd YEAR
SRI AUROBINDO COLLEGE EVENING



DONATION DRIVE

Communal violence broke out in Delhi on February 24th, 2020. It took several days before the police were able to restore some semblance of calm. Over 50 people died, hundreds injured and thousands affected. The worst affected localities were Maujpur, Gokulpuri, Shiv Vihar, Mustafabad and Khajuri Khas. These are one of the most densely populated areas of Delhi and home to a large number of migrants settled here. About a third of residents are muslims and majored by Hindus. What happened in Delhi was unfortunate and has adversely affected livelihoods of numerous innocent families.



Understanding the seriousness of the issue, and willing to contribute and help the victims, we the students of Enactus, Sri Aurobindo College (Evening) organized a Donation Drive for the same. Enactus, in association with NSS Sri Aurobindo College (Evening) set up a camp for the collection of donations. We welcomed any sorts of contributions or donations, and majorly receiving those in the form of clothing, packaged food, medicines etc . The contributions received were mainly from the college faculty and the students of our college. We tried our best to inform a large audience regarding our donation drive for larger number of contributions through various social media platforms and campus interactions.

SHEFALI KAUSKHIK
B.A HONS. (ECONOMICS), 1st YEAR
SRI AUROBINDO COLLEGE EVENING

ENACTUS TEAM 2019-20



RAGHAV GUPTA
PRESIDENT



SHUBHIKA SINGHAL
VICE PRESIDENT

ANNAPURNA & ISHTA PROJECT MEMBERS



ASHISH JOSHI
(ANNAPURNA PROJECT HEADS)



ANMOL SAHU



VIDUSHI ALLAY
(PROJECT ISHTA HEAD)



RISHIKA



ISHAN



YOGIK



TEJAS



HARSHIT



SAMISKSHA



TUSHAR



YUKTI



MUSKAN



HIMANSHOO

CONTENT TEAM



UJJWAL NIGAM
(CONTENT HEAD)



SHEFALI



ANURAG



NIMISH



UTKARSH



SHUBHAVI

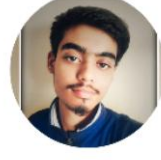


HARDIK

DIGITAL TEAM



HEENA BATRA
(DIGITAL HEAD)



ABHISHEK



MANISH



KAUSHAL



GAUTAM

SUCCESS STORY - MIRAKLE COURIERS

Mirakle Couriers was founded in January 2009. Started by Dhruv Lakra who combined his education and experience in both the business and social sectors to come up with a for-profit social enterprise. The idea to help the deaf was triggered by one particular incident he experienced while traveling on a bus in Mumbai.

STORY

Once upon a time, Dhruv was sitting on a bus next to a young boy looking eagerly out the window. In fact he was not just eager but actually being very restless. He was looking around anxiously, seeming slightly lost. Dhruv asked him where he was going but the boy did not respond. It took him a few seconds to realise that this boy was unable to hear or speak. He was deaf. Though the bus conductor regularly announced the stops this boy still did not know where he was. Dhruv took out a piece of paper and wrote to him in Hindi asking him where he was going. Through the back and forth pen and paper exchange, it suddenly dawned on Dhruv how difficult life was for the deaf. Something as straightforward as a bus became a struggle.



**MR. DHRUV LAKRA
FOUNDER & CEO**

It is an invisible disability. You can not know when someone near you is deaf as there are no obvious physical attributes, and so its totally ignored. It is also a silent (voiceless) disability. There is very little public sympathy for the deaf, and by connection, a severe lack of government support for them in India. Particularly when it comes to employment there are no opportunities because no one has the patience or the foresight to learn deaf language and culture. This is how Mirakle Couriers was born.

Over the next few months Dhruv spent time exploring the deaf culture and learning Indian Sign Language. He focused on a courier business because it requires a lot of visual skills but no verbal communication. The deaf are extremely good at maps reading, remembering roads and buildings because they are so visually inclined.

SUCCESS STORY - MIRAKLE COURIERS

SUCCESS

Over the last two years Mirakle Couriers has grown to operate in 2 Branches in the city, employing 70 deaf employees and delivering over 65,000 shipments per month to more than 40 companies . They have won several awards including the 2009 Hellen Keller award and the 2010 National Award for the Empowerment of People With Disabilities.



Rising to the
Challenge,
"Sound of MIRAKLE"

"Kindness is a language
the dumb can speak
and the deaf can hear &
understand."



"My eyes are my ears,
My hand is my mouth."

TUSHAR KUMAR
B.COM (HONS.), 1st Year
SRI AUROBINDO COLLEGE EVENING

SUCCESS STORY - GREENSOLE

Shriyans bhandari was a national level athlete who has done his schooling from st Paul senior secondary school,udaipur. He has a bachelor degree of management studies in finance from Jai hind college Mumbai. The plan for starting up his own business struck to his mind when he met ramesh dhamani(also an athlete) while training in mumbai. Both of them used to purchase costly sports shoes every month for their running and training as after some time of their use,the shoes get damaged and have no utility left in them,so to reuse those shoes again the duo started to recycle the the torn shoes and converting them into slippers for their own personal use and then they realized the fact that there are so many used footwear in world like that get wasted every year once they become unfit for human use so to tackle this problem they developed a business plan where they recycled and refurbished the old used footwear and convert them into new footwear which is again fit for human use and these process are done in a very ecofriendly manner which causes no harm to environment.



Initial capital and commencement of business
Throughout the year 2014 Both shriyans bhandari and ramesh shami participated in various b-plan competition across the country . The duo won 2 lakh at R idea national b-plan and 3 lakh in eureka competition of iit Bombay. All these winning amount and some personal savings of the duo were invested in forming a Mumbai based company operated in a rented 500 sq feet house named greensole in december 2014. Initially they employed only 6 workers for whole business operations.

Corporate Connect

The greensole company tied up with their current vision partner Ram Fashion Exports — a manufacturer and exporter of shoes — which provided them with the necessary guidance in the space. Today, the company has 80 corporate partners to support its initiative including Tata Group, Axis Bank, India Bulls and ONGC, which conduct collection drives in their offices and pay Greensole to refurbish and recycle.

Online presence

The greensole company expanded their consumer base by selling its products through internet. The companies products are listed for selling on companies websites as well as on various e-commerce websites like Amazon and flipkart.

How greensole works?

There are various volunteers of greensole company who are spreaded across the country and works for free .These volunteers or employees of the company are sent to collect torn shoes from donors which are then sent to the manufacturing unit. The donors can also send the used footwear in collection centres for the company .Once it reaches the unit, the team washes and disassembles them to separate the soles and uppers. They cut the soles according to the required sizes, and use them to make the base of the slippers. The uppers are used to make slipper straps and the laces used to pack footwear.

NIMISH DUBEY
B.COM (PROG.), 2nd Year
SRI AUROBINDO COLLEGE EVENING

SELCO FOUNDATION

There is a growing attention on the subject of entrepreneurship from the past few years, owing to the fact that small firms contribute substantially to the economic development of a society or country at large.

DR. Harish Hande is one such pioneering social entrepreneur of India. He is the CEO & Founder of Selco, a company rendering sustainable energy source to rural regions of the country. It is a social enterprise. To eradicate poverty Selco has created India's first rural solar financing program using regional banks promoting sustainable technologies in rural India. Harish Hande says small-scale, stand alone solar installations are a better way of reaching poor, remote villages. That is why he wants to seed and mentor local enterprises in this field.



**DR. HARISH HANDE
SELCO FOUNDATION
FOUNDER & CEO**



Till date, Selco has contributed over 120,000 installations and has more than 25 operating retail and service centres in Karnataka alone. Dr. Hande was awarded with the Ramon Magsaysay Award for 2011 for 'his pragmatic efforts to put solar power technology in the hands of the poor, through his social enterprise SELCO India'. Hande was named the Social Entrepreneur of the Year 2007 by the Schwab Foundation for Social Entrepreneurship and the Nand & leet Khemka Foundation. In June 2008, India Today named him one of the 50 pioneers of change in India.

Clearly, his contributions towards the society through his entrepreneurial skills have created a big, positive impact on the society as whole, and he continues to be an inspiration for many aspiring entrepreneurs who wish to change the world through their work.



**TANU BATRA
MBA, 2nd Year
RDIAS, GGSIPU**

DEXTERITY GLOBAL

SHARAD VIVEK SAGAR born and brought up in Patna, Bihar, this 26 year old social entrepreneur is on a mission of connecting children from remotest area with best opportunities. Sharad believes that the next generation of leaders are sitting in the classrooms right now, and if provided with the right opportunity, can change the whole world. With this vision, he founded DEXTERITY GLOBAL at the age of 16, and has provided opportunities to more than 1.2 million students. Sharad is one of the few Indians to be enlisted in the Forbes 30 under 30 list and also one of few to reject a masters degree from Harvard University. What's more, he has also been invited by the former U.S president Barack Obama to the white house for an inaugural ceremony. To keep adding to his achievements, the Rockefeller foundation also inducted him in the list of 100 next century innovators.

Sagar is working in the field of education and public service as an entrepreneur. He founded Dexterity Global in 2008 at the age of 16. Sagar participated in Telenor Youth Forum 2016 in Oslo.

He was in the runners-up position for Queen's Young Leaders Awards. awarded to 240 influential change-makers, representing 53 Commonwealth countries in 2018.



**MR. SHARAD VIVEK SAGAR
FOUNDER & CEO**



**UJJWAL NIGAM
B.COM (PROG.), 2nd YEAR
SRI AUROBINDO COLLEGE EVENING**

ISEED- A Seed Sown in the Direction of Social Entrepreneurship

Innovation, passion and the drive to succeed are the formative elements of an entrepreneur. These, clubbed with a strong desire to usher in a change in the society, lead to the formation of a social entrepreneur. The success of these sociopreneurs is not measured in the form of change in their own status, but a change in societal status quo. Technical know-how, entrepreneurial skills and leadership qualities are mandated to initiate one's own venture.

Management education brings to our imagination B-Schools located in commercial hubs, with a strong brand and a robust industry connect. In contrast to the conventional definition, stands Institute of Rural Management Anand (IRMA). Located in the heart of the Anand, the city home to the distinguished AMUL model, the institute has a state of the art infrastructure, esteemed pedagogy and a rich rural connect, making it a unique B-School. Established in 1979 with the vision to promote the co-operative model by Dr. Verghese Kurien, the founding father of AMUL, the school has earned a niche for itself in the rural sector, with the endeavour of giving back to the society.

With decades of experience in community leadership, IRMA took an exponential leap in the field of entrepreneurship, by establishing Incubator for Social Enterprises and Entrepreneurs for Development (ISEED) in 2016. The centre is established with a vision of inclusive growth, to collaborate with small farmers, artisans and tribal communities. The support provided by the incubator includes initial mentoring, research, collaboration and capacity building. ISEED supports environmentally sustainable and socially sensitive enterprises in the field of agriculture, sanitation and rural tourism, among others.



ISEED has worked on creating national presence across these fields, having trained over 350 entrepreneurs, with the support of 40 partners, including esteemed entities like Industrial Commissionerate, Government of Gujarat and Department of Science and Technology, Government of India. Some of the current projects being undertaken by the incubator include mentoring agro-booster in North-East India, conducting agricultural value chain studies for the farmers of Chhota Nagpur, undertaking action research initiative for Tribal Entrepreneurship Initiative and conducting a certificate course on Access Livelihood Consulting.

“India's place in the sun would come from the partnership between wisdom of its rural people and skill of its professionals.” IRMA has worked on the aforementioned words of its founding father, Dr. Verghese Kurien, by initiating a mechanism for bringing the elusive individuals to the mainstream. The benefits have been visible across the length and breadth of the nation, with developments in the field of supply chain management, education, ICT, rural tourism and sustainable energy.

ESHAAN JOSHI
B.COM (HONS.), 3rd Year
SHIVAJI COLLEGE, DELHI UNIVERSITY

WOMEN'S ROLE IN SOCIAL ENTREPRENEURSHIP AND INNOVATION

Social entrepreneurship is an emerging field with many people taking up this altruistic form of business. But many are not aware of women social entrepreneurs, even though the world is slowly and gradually recognizing that women are not just equal citizens in society but are vital agents of direct social transformation. In the current scenario, women are equal participants in bringing about a direct impact in the society. The world over, a growing number of women are starting or running businesses. They have, for long, been proactively contributing towards diverse sectors ranging from education to healthcare, renewable energy, waste management, e-learning and e-business, housing and slum development, water and sanitation, violence against women, other issues related to women, children and the elderly, etc. The trend clearly reflects that women have been involved in not only creating jobs for themselves and their co-founders, but are also employing less trained and fostering the underprivileged women. Women-led social enterprises are relatively more prevalent in the domains of social services and health than their male counterparts. This may be because women are generally more altruistic and socially minded than men, and because of this motivation - caring directly about the social payoff-, they are more likely to found or manage a social enterprise than a pure for-profit form.

Women need to take more leadership roles when it comes to socially good business. As natural problem solvers, women are capable and powerful to change the status quo. Women entrepreneurs, social and mainstream alike, seem capable of playing a key role leading us towards more societal change. Having women social entrepreneurs is good for any number of reasons. But one reason that's often left out is that women, especially at the grassroots level, have the perspectives and ingenuity to effect change benefiting other women and society more broadly in a very efficient way. It's women, for instance, who often understand the barriers to accessing the resources for change. It's women who understand that programs after working hours often don't work for women because, in most traditional countries, they're expected to care for children or cook. Women, more than men, better understand the challenges their children face when it comes to accessing education, finding employment, and getting health care. These are the perspectives that women bring to social innovation that make their participation so significant.

It has been seen that women tend to play a vital role in social entrepreneurship due to the fact that they are more averse to competitive business than men. They are more likely to found or manage a social enterprise than a pure for-profit form. When it comes to new market creation - entering/pioneering new markets, women seem to be taking the lead over male social entrepreneurs. Social enterprises offer a way for more women in rural areas to contribute to the country's growth and provide innovative, sustainable solutions to its long entrenched social problems. Women social entrepreneurs all over the world are making great strides in addressing social problems and bringing about transformational change.



SHUBHAVI BAJPAI
B.A HONS. (ECONOMICS), 1st YEAR
SRI AUROBINDO COLLEGE EVENING

MARKETING WITHOUT ADVERTISEMENT

A study of xiaomi unique business model in initial years (2013-2017)

One of the india's biggest revolution in indian mobile market started when xiaomi entered the Indian market. In the first two years of xiaomi it's marketing budget was less than half a million dollars which is not even 5% of samsung who were having 23% of market share in indian mobile market. A Chinese mobile company that didn't even have a distributor channels for selling its products to indian consumers and not a single advertising through traditional techniques of advertising in business moreover it was only launched in only e commerce website but still manages to become the number 1 mobile brand in terms of budget smartphones within two years.xiaomi business model shows that company can build their brand value, goodwill not just by using aggressive advertising campaigns through television or radio but by selling right quality of products with its utility matching to price of product. Product is main essence in 4 P's of marketing.

Marketing involves product ,price, promotion,place but the most important thing is the product that the company sells. The marketing campaign of xiaomi was done through network marketing in which some representative of xiaomi started selling their products to customers directly through e-commerce sites and then those group of customer started conveying the product information to another group and that another group to another set of people so that's how the company managed to keep its selling cost less as compared to other products in that time.Network Marketing was only be possible because of product utility,,If the first group of consumers were not satisfied with products utility then products sale couldn't have increased.It was expenses cut in advertising that company managed to sell the product at a price which was half the competitor's product price.

Today the xiaomi company hold 26 % of market share in India and hold Monopoly in indian budget smartphones market, this was possible only because of smart Marketing strategy that company followed in initial years which helped them to build goodwill, brand loyalty in eyes and minds of consumers without using any sorts of traditional advertisement campaigns and not selling the company products through proper distribution channels in indian markets but directly through e-commerce sites.

**WHY
NO**



**NIMISH DUBEY
B.COM (PROG.), 2nd YEAR
SRI AUROBINDO COLLEGE EVENING**

SOCIAL MEDIA IS THE SECRET WEAPON OF SOCIAL ENTREPRENEURS

“Whenever you open Social Media, a slew of posts from “influencers” populate your feed. People’s names are in the headlines of articles, and the rise of the “famous entrepreneur” has begun. Personal branding is in, and it’s a secret weapon. It’s how people know who you are.” Such lines show the new deep connection between businesses and social media. And why shouldn’t there be. With Globalization and Digitalization, it is the new demand for growth and survival.

Social Entrepreneurship, in the time where profit is not the only thing that the business are expected of, is a pretty attractive thing and a guide on way ahead. But like any other entrepreneurship, it does need a social presence. And in times of the evident ‘woke culture’ and everyone present on social media, such entrepreneurship make sure to not leave vast audience and make their presence known. Social entrepreneurs, go from advertisement to selling the product, with the help of it and make special strategies for it. However, when it comes to implementing and maintaining your strategy, let’s not compare yourself to the bigger consumer brands that have large budgets and teams of people working on social media. But as an social entrepreneur, saving costs due to online presence do indeed save a lot for them.



Also, many businesses ranked social media as the most effective channel for customer retention. The main reasons being is social-media marketing allows for brands to speak directly to customers (and attract new ones), along with easy access to companies. With not just youths but a major section of world on social media, it is efficient to hunt for potential customers. And let’s not forget that with a lot of companies still oing on traditional ways, online presence and social media is a great headstart.

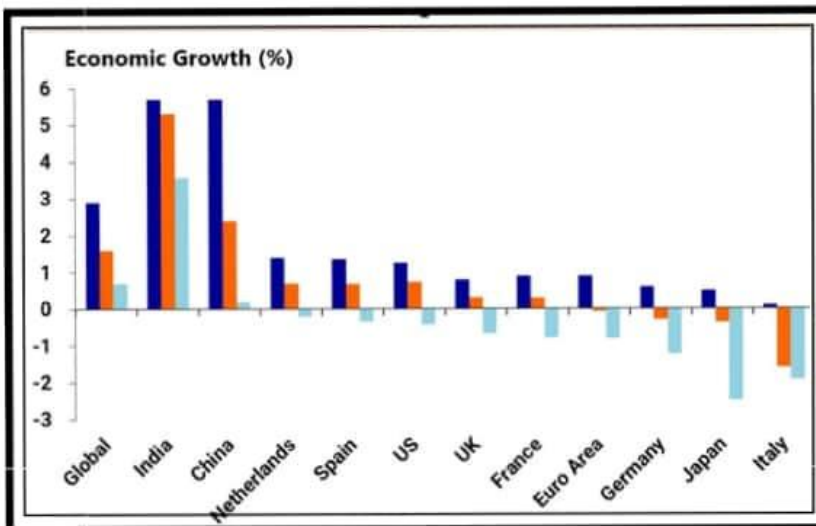
So, with many using it already, and many looking forward to, social media is indeed a secret weapons for Social Entrepreneurs.

UTKARSH JHA
B.COM (PROG.), 1st Year
SRI AUROBINDO COLLEGE EVENING

IMPACT OF CORONAVIRUS ON THE GLOBAL ECONOMY

The new coronavirus, which first emerged in the Chinese city of Wuhan last December, has infected more than 2 million people in at least 110 countries and territories globally, according to the World Health Organization. The virus outbreak has become one of the biggest threats to the global economy and financial markets.

Major institutions and banks have cut their forecasts for the global economy, with the Organisation for Economic Co-operation and Development being one of the latest to do so. Many of the European countries that are among the worst affected by the pandemic, such as Italy and Spain, already had weak fiscal positions before the outbreak. A potential debt crisis in any of these countries would quickly spread to other developed countries and emerging markets, sending the global economy into another - possibly much worse - downturn. The long-term impact on growth of mounting fiscal deficits across Western countries is unknown. Meanwhile, fears of the coronavirus impact on the global economy have rocked markets worldwide, with stock prices and bond yields plunging. It has hurt investor sentiment and brought down stock prices in major markets.



- No Coronavirus
- Baseline scenario (with coronavirus)
- Risk scenario : pandemic

In India, GDP growth is already at a decadal low and any further dent in economic output will bring more pain to workers who have seen their wages erode in recent times. In its Global Macro Outlook 2020-21, Moody's cited severe liquidity constraints in India's banking and non-banking sectors as a hindrance to growth. To an economy passing through demand depression and high unemployment, the lockdown would add supply-side stress, accelerating the slowdown further and jeopardising the economic wellbeing of millions.

The manufacturing sector has also been hit badly. Factories in China and other nations are taking longer than expected to resume operations. That, along with a rapid spread of COVID-19 outside China, means that global manufacturing activity could remain subdued for longer, economists said. China is not the only country where the services sector has weakened. The services sector in the U.S., the world's largest consumer market, also contracted. A reduction in global economic activity has lowered the demand for oil, taking oil prices to multi-year lows. That happened even before a disagreement on production cuts between OPEC by the latest plunge in oil prices.



SHUBHAVI BAJPAI
B.A HONS. (ECONOMICS), 1st YEAR
SRI AUROBINDO COLLEGE EVENING

A SELFLESS CONTRIBUTION TO NATION

This is an inspirational story of a selfless contribution made by an 82 years old former college teacher. During the tough times rolling in India due to the widespread of Covid19, an octogenarian waved down to the police patrol from his window inviting them to his home. Initially, the police thought that the old man wanted some help but not only were they shocked after hearing the reason for his call but they also got inspired from this man. The old man introduced him as Subhash Chandra Banerjee, a retired college teacher of Dinabandhu Mahavidyalaya. He said "The current situation had me worried, not for my daily supplies, but that I was unable to do anything to help people fight out of this coronavirus outbreak. I was looking for ways to contribute but a man of my age cannot do much physical work to help out people and do not know how to use net banking. Most part of my pension goes to my medicines but I have saved some money and would like to contribute it for the cause". The former teacher handed the police team a Cheque of Rs 10,000 and apologized for the inconvenience caused by him to the police team.

Taken as a good gesture towards the nation, the police accepted his contribution and asked him to give them a call whenever he needed any kind of help. These kind of selfless contributions cannot be matched by corporate and these are contributions which help a country to be back at its feet again!



This is the story of a daughter who contributed her entire life saving for strengthening the covid-19 fight!

An elderly social worker aged 60 years old from Uttarakhand's Chamoli district named Devaki Bhandari has donated her life savings of Rs10 lakh to PM-CARES Fund to bolster the fight against the coronavirus. Speaking to reporters after her kind gesture, she said "I wanted to donate my savings towards providing relief to the public who are hit hard by the impact of the pandemic. I have saved around Rs10 lakhs as fixed deposits and pension. I live in a small rented apartment and do not have many expense, the money would be better used to fight the coronavirus." Lauding Devaki's gesture, CM Trivendra Rawat said the woman has selflessly sacrificed everything to India which she considers as her family. "The mother power of Uttarakhand has always been known for sacrifice, charity and valor. All of us have been inspired by this initiative of Devaki." She has definitely set an exemplary example to our whole nation and made us believe that for this pandemic to be over, we all need to be together to stay strong and fight till this pandemic settles down.

ANURAG RAWAT
B.A HONS. (ECONOMICS), 2nd YEAR
SRI AUROBINDO COLLEGE EVENING

FIND THE ENTREPRENEUR WITHIN YOU

“The ones who are crazy enough to think that they can change the world, are the ones who do”.

Small acts, when multiplied by millions of people, can transform the world. This is indeed the philosophy of Social Entrepreneurship, an approach used by individuals, groups and even big companies to develop ideas and ways through which the society at large can reap the benefits. The necessary funds are taken care of by the individuals behind the initiative. Social entrepreneurs can either be non-profit workers or they can work to generate profit while working towards the larger good of the society. In a world, where most people are self-centred and driven by self-seeking motives, these few compassionate individuals help make all the difference and are the ray of hope for a better future.

Sudha Murty, one of my favourite writers, usually writes about her life experiences as a teacher, a writer and a social worker. One such story of hers that I read in my childhood, left a deep impact on me and made me wonder how a small act of kindness can have a huge impact on a person's life.



On her journey to Bangalore by Udyan Express, Sudha Murty was startled when the ticket collector rebuked a girl hiding below her berth. The girl, who was thin, dark skinned, looked rather scared. She was about thirteen or fourteen years old, had uncombed hair and wore a torn skirt and blouse. The girl had travelled all the way without a ticket and was hence told by the collector to get down at the next station where he will himself hand her over to the police. The collector started forcibly pulling her out of the compartment. Murty, who was not able to stand the sight, decided to pay for the girl's ticket to Bangalore despite continuous advice of the collector against doing so. Her heart did not accept his advice as she could not imagine the girl roaming at the station by herself this late at night. She ordered the girl a meal and gave her space to sit. She further got to know that the girl's name was Chitra. She lived in a village near Bidar. Her father was a coolie and she had lost her mother at birth. Her father had remarried and had two sons with her stepmother. But a few months ago, her father had also died. Her stepmother started beating her often and did not give her food. She was tired of that life. She did not have anybody to support her so she left home in search of something better. On reaching Bangalore, Murty took the girl to a shelter home for boys and girls which was supported by Infosys Foundation financially on a regular basis. There, Chitra prospered into a young lady, acquiring new skills and passions. Chitra went to school and then further did a diploma in computer science with all the expenses being taken care of by Murty. She landed a job in a software company as an assistant testing engineer, and was soon promoted to the U.S.A branch of the company.

Years later, Murty was invited to deliver a lecture in San Francisco for an organisation named Kannada Koota. While checking out from the hotel, she got to know that her bill had already been settled by the lady standing behind her. Murty was pleased to see Chitra who had turned into a sophisticated, beautiful women. Chitra hugged her idol and touched her feet. On being asked why she had paid Murty's hotel bill, she replied with tears in her gratitude filled eyes that without her help she would be a beggar, a runaway child, a servant in some one's house or she may even have committed suicide. She changed her life and she will forever be grateful for that. It was all possible because Murty paid for her ticket from Bombay to Bangalore.

A small social act by Sudha Murty changed Chitra's life and those of people around her. Imagine the change such positive steps by some individuals can bring to humanity and the world at large. Anyone can be a social entrepreneur, if they decide to be so. All humans are born entrepreneurs. The basic attribute of mankind is to look after each other. Start today and do your bit towards the society.

CHHAVI VOHRA
ENGLISH HONORS, 2nd Year
SHIVAJI COLLEGE, DELHI UNIVERSITY

THE MBA DREAMS & COVID'19

The world is in desperate need of help. The world market is severely melting and everyday life is affected more than ever. The West is already showing signs of negative growth and the East is progressing no better. We are in a gloomy state of affairs and our only hope is that someday this will all be over, and it will be a new future. While a whole lot of how things have worked will change, some of us are concerned about how this will affect their MBA dream and career thereafter. We are in unprecedented territory and it is fine to be skeptical about the investment required, the impact on higher education is obvious. Moving to virtual classrooms, failing global immersions, canceled on-campus events, and withdrawn internship and job offers surely put a big question mark on the experience called an MBA.

Starting with the virtual classrooms and canceled on-campus events, this might be the reality only for the current MBA batches and at most for the incoming batch of 2020-22 for a few initial months only, it depends on the length of lockdown and decision by colleges to avoid crowding. This is subjective to each individual to the extent they can compromise their experience of being on campus, but this is neither the only deciding factor nor the only question. The strong job market after an MBA might come to an end? The truth, after the 2009 global crisis many careers never started but on the other end few multinationals were born, WhatsApp and UBER are no strangers to us. Although, there are reasons to believe Corona led recession might be different. The angst built in countries against China management of COVID-19 and over-dependency on China for manufacturing will invite more steps like Japan's \$2 bn offerings to their companies to shift production out of China. This offers a big opportunity to India of becoming a manufacturing hub, as described in IMF projection for the Indian economy. This claim is backed by the reduced corporate tax rates (25.17% and 17% for new companies), roll out of GST, opportunities in India's Special Economic Zone's, and positive growth estimates (4% if large scale domestic contagion is avoided, 1.5% otherwise) which is the case only with India and China. On the optimistic side, India could push growth rates higher than currently captured, it also means there will be a lot of jobs and requirements of skills in terms of the new future, an MBA might be the solution to this. But the MBA admission cycle is in upheaval? The incoming batch might, after all, be delayed, colleges might have to pull on their waitlists more aggressively and there might be a large number of students who still decide against an MBA. But all of this might only redefine the admissions process and teaching at these b-schools, all those who were laggards in adopting technology have overnight moved to virtual classes, which might hint at a better rate of acceptance of technology in the future.

There is no silver lining to what is happening and there will still be a lot of questions, but it is only a function of choices in the end. If you happen to be someone better at breakthrough than riding the wave, you might as well discover your entrepreneurial spirit, there will be a lot of scope in starting-up as well, start up to improve medical capability, develop new supply chains for business or online interface to integrate traditional businesses with lot, and a lot more.



You will witness a huge technology push that will redefine how services are offered, students are taught, and even how people shop at brick and mortar stores. A new set of skills might just be what you need to capture such opportunities and build an organisation and an MBA right now might be the right call for you. But this is only my 2 cents to the pool of information, which might or might not affect your choice to pursue an MBA. Further, for an international master's degree, you will have to wait and see how situations unfurl in countries with better b-schools and understand opportunities and threats that COVID-19 has created there. In the end, if the past is a prelude to the future many professionals in their twenties might quit their job to go to a graduate school.

VASU GOEL
B.COM (2014-2017)
SRI AUROBINDO COLLEGE

X CULTURE

In the 21st century, the "Era of Multimedia" education has taken a new turn with technology being at the forefront. Young students are now part of the never-ending race to be unique from one another. Learning new skills today adds up to our resume and enhances our abilities to do a task effectively. X-culture is a platform wherein students from different countries and cultures come together as one with a sole purpose of enhancing one's abilities, Develop global perspectives ("see the bigger picture") and become "world citizens" by developing insights into global trends, issues, and responsibilities.

What is X - Culture?

Launched in 2010, X-Culture is a large-scale international experiential learning project administered by X-Culture, Inc. An unusual experience for students around the world to build up their interpersonal and marketing skills

How does it work?

About 5,000 students from 150 universities in 40 countries on six continents participate in X-Culture every semester. The students are placed in global virtual teams consisting of approximately six students, each from a different country.

Students are then told to choose a "client" or "company" and prepare a business plan on the following. For several months, the students work together on business projects, understand each other's culture, brainstorm and learn how to come to a mutual understanding with varied time-zones. Here, students compete, collaborate and learn.

Leadership plays an important part in the success of any organisation. In the absence of effective leadership, no team can work efficiently. Mrs Sumati Verma Executive Team Member, Project X Culture, the University of North Carolina under her guidance with regard to X-culture students were able to create an effective business report. And due to her persistent perseverance single-handedly she encouraged and coached the student's to make optimum use of the resources and gain vast knowledge about the global business environment.

In this current pandemic, wherein staying at home and practising social distancing are the new norms. Today one is finding new methods to energize self through, productive manners in a restricted environment .X -culture can be the means of enhancing and sharpening one's productive skills and thereby contributing self-knowledge and creativity.



TEAM X CULTURE
SRI AUROBINDO COLLEGE EVENING 2019-20

VIDUSHI ALLAY
B.A (Prog.), 2nd Year
SRI AUROBINDO COLLEGE EVENING

AN INSPIRING STORY OF A WOMENPRENEUR - 'MRS. VEENA KUMARAVEL'

The term 'womenpreneur' is derived from two words, women+ entrepreneur. In this way, it becomes an apt term for a women entrepreneur. In this piece of writing I discuss an inspiring story of a womenpreneur, Veena Kumaravel. Mrs Veena Kumaravel is the founder of Naturals Beauty Salon, a chain of Groom India Salon and Spa Private Ltd that has over 680 plus salons spread across 17 states in India. The first salon was started in the year 2000 in Chennai and this year marks the completion of 20 years in the salon and beauty business. Mrs. K. Veena has always dreamt of starting something on her own. The journey in shaping the entrepreneurial decision and the whole process of making it a success is indeed inspiring and motivating. The smiling and confident Veena is passionate about her work because it empowers other women in the beauty business by making them look good, feel good.



Mrs. K. Veena had been a homemaker for eight years and despite belonging to a business family, she had no prior knowledge of managing an enterprise. Due to heavy business losses in family business, an alternate business model was required to run the house. Looking for different business ideas and models, she zeroed on the idea of salons. A salon where modern women could come and relax, have her 'me time' and rejuvenate herself at affordable prices. She catered to the burgeoning needs of the middle and upper middle class consumers which prefer quality service at affordable prices. This idea culminated into starting her first Naturals Salon in Chennai in the year 2000. The funding was a major issue and salon's business was not very organized at that time, so the banks didn't find feasible to provide loans of big amount in salon business. In a way, Mrs Veena had to seek help of friends and relatives to fund her first salon. The running of salon business wasn't easy because it took four years to break-even. The initial three years the salon was running in losses but there was relief because each year the losses were decreasing which gave hope that the business is going in the right direction. Soon, her husband C.K Kumaravel joined the salon business full-time. Both husband and wife left no stone unturned to make the salon a success. They introduced innovative marketing strategies and made every efforts in promotion of the brand. The brand ambassador of Naturals Salon is none other than Kareena Kapoor Khan. There were days of guilt when Mrs Veena couldn't spend enough time with her children but with the support of her family, she managed both her roles and responsibilities. When the salon started giving profits, expansion plans were on cards and meant more infusion of funds. About 53 banks were approached and finally, the 54th banker agreed to provide funds for expansion of salon business. The message to budding entrepreneurs about how to find a business idea, the CEO and co-founder CK Kumaravel said, 'Find an unorganized sector and organizing it is a business opportunity which every budding entrepreneur should leverage upon'.

Today Naturals Salon is a successful business model in which they have different brands such as Naturals Unisex Salons, Naturals Lounge, Naturals Ayur, Page 3 Luxury Salon and Naturals W. They also have training academies in various states to meet the demand for beauticians. The business followed franchisee model for expansion in the footsteps of their role model Anita Roddick, founder of Body Shop. Most of the franchisee partners are women, comprising 75 percent womenpreneurs. This provides entrepreneurial opportunities to other women and empowers them. She has also won numerous awards such as Best Women Entrepreneur in September 2014 by CII, Women Entrepreneur of the Year by Entrepreneur India in 2012, India's favourite Salon by NDTV, Hindu Lifestyle Awards in 2011, Best Salon Award by Franchise India in 2013 and several other awards.

Some worth noting key points which was experienced by womenpreneur Mrs Veena Kumaravel covered in a story:

- The most important thing for a women entrepreneur is to not let her fears and guilt stop you from living your dream.
- Analyzing and contemplating is good, but we should draw the line when action is required because right time for doing anything right and all the conditions will not be favourable. (Rinku Paul, 2017)
- A major hindrance to women entrepreneurs is that we tend to seek validation from other people.



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CORONAVIRUS -19

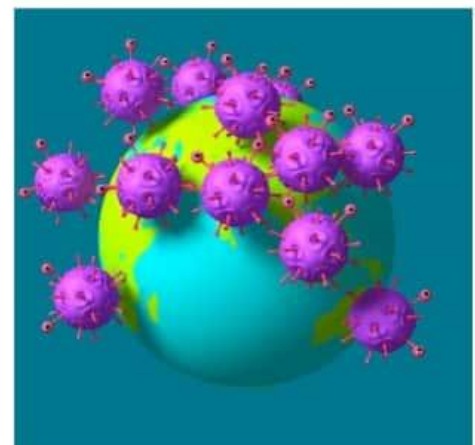
AN ERUPTED VOLCANO SHAKING INDIA

They say life is uncertain, but we only understand the meaning of such things when we actually face these ourselves. Little did the world know that all the inhabitants of this earth are going to face something and which would change our lives. A virus that originated from the Wuhan city of China has drastically spread across the major countries of this world. Nobody ever imagined that this could be so devastating and many people across the world would fall prey to this virus called as CORONAVIRUS (COVID-19). The Epidemic as it was called earlier throughout its spread in China is now called a Pandemic as the virus has almost hit all the countries across the world.

The situation is just like a war and death toll has been rising with each passing day. The virus has spared no nation. This virus is not selective to its targets but has affected globally all of us. It knows no difference between developed, underdeveloped and developing countries. To combat this virus and to break the cycle of its spread, the only solution is to follow social distancing. Therefore, to let this, major countries are shut and people are staying indoor. Countries across the world are under lockdown, which needs to be strictly followed to save everyone from this deadly virus. India has been under strict lockdown since more than the last 30 days and has extended the same until May 3, 2020. So far, India being a developing country has been fighting this better than many developed nations such as U.S.A, Italy, UK, Germany, Spain, France and many others. Cases in India are significantly lower as compared to these developed nations.

The outbreak of this virus has not only affected the human life but has also depressed the Indian economy significantly. As we know, the government has announced the lockdown, which has come as a huge blow to the Indian economy, impacting large number of sectors and businesses. It has slowed down the pace of growth of GDP as the economy has been hit by a major demand shock and disrupted supply chain and the Indian economy is expected to go into recession. COVID-19 crisis has caused an unimaginable collapse in economic activities over the last few weeks. Recently stated by KPMG, consumption, which is the most important and biggest component of GDP, will surely have a sizeable impact. Further, it would cause a delay in investment adding more pressure on the growth.

Dun and Bradstreet's March-April 2020 Report on Impact of COVID-19 on sectors in India, has clearly mentioned and distinguished the various sectors of the Indian Economy, which are severely affected, highly impacted and the moderately impacted. The sectors, which are severely affected, include livestock, logistics, entertainment, gems and jewelry, tourism, hospitality, civil aviation and retail, wholesale of non-food items. The sectors with high impact include automotive, electronics and micro, small and medium enterprises (MSME's) and while the sectors with moderate impact include textile and metal industry.



The agriculture sector would also be one of the most worst affected as it would firstly directly affect the lives of our Indian farmers. The effects include on agriculture as a livelihood, failing to sell the produce, adversely influencing the fresh sowing / crop raising activities. This would in turn unpleasantly distress the food and nutritional security of the country by change in food choices and consumption pattern, shift in diet patterns – more emphasis on survival vis-à-vis healthier diet. The worst impacts include supply shortage, shocking price volatility, food shortage, and reduced incomes. The incomes would be lost and it would be disproportionately punishing the poor, which is expected to lead to increase in poverty.

The Indian industry would be hugely impacted in terms of imports and exports, as China is one of its biggest importer of electronic, organic chemicals, pharmaceutical ingredients and mobile phones. The service industry would have to recover from a significant loss as most leisure options are closed due to the lockdown. Jobs are at high risk in the coming times due to the decline in workforce and production. Daily wagers are the worst affected as when the country announced the first phase of lockdown in the fourth week of March 2020, they were not ready to face such a situation in which they would run out of money and have no adequate resources available for their survival. As it was an all of a sudden precautionary measure taken by the government to contain the spread of the virus. Unfortunately, many workers decided to leave for their hometowns but were stopped mid-way, as this would have aggravated the spread of the virus. In lieu of this, the government announced some economic aid with some survival essential commodities to be provided to them such as temporary shelter and food.

The economic slump caused would need a sufficient and considerable time to recover. Recovery would not be easy at the Indian as well as the global level. Government would have to act wisely after taking proper precautionary measures for adverse consequences and keeping in mind the spread of COVID-19 across the globe. This crisis will be tackled only with the support and active participation of each and every citizen / person. Everybody has to contribute into this with the following of social distancing, use of facemask, regular hand-wash, lockdown as directed and helping the authorities and poor people after taking suitable safety measures as stipulated, which in turn will strengthen the efforts being taken to control the Virus. Every person has to display his or her social entrepreneurship by taking lead to increase, strengthen and consolidate the efforts or measures to fight and control this Virus. Here every citizen has to be a leader to guide others, wherever possible, to follow the prescribed guidelines issued / circulated in this environment and also help the Corona Warriors (Health Staff / Workers, Sanitary Staff, People distributing essential goods, etc.) in performing their duties / tasks without any hindrance. Further, here every citizen needs to be a true follower and disciplined soldier and comply all the guidelines issued / circulated in this environment and set an excellent example for others to follow. This is the time to be united and a meticulous follower to fight this pandemic.

Reference: (Impact of COVID-19 on sectors in India, Dun and Bradstreet's, March-April 2020) Authors:

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HIGHLIGHTS 2019-2020



ISHTA STALL IN DIWALI MELA



**TEAM X-CULTURE
SRI AUROBINDO COLLEGE (EVE)**



TEAM ENACTUS AT JAWAHAR BHAWAN



**PROJECT ISHTA STALL
AT SRI AUROBINDO COLLEGE
(EVE)**



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