



ANNUAL REPORT

SESSION 2019-20

ABOUT US

Enactus is an international nonprofit organization dedicated to inspiring students to improve the world through entrepreneurial action. We provide a platform for teams of outstanding university students to create community development projects that put people's own ingenuity and talents at the center of improving their livelihoods. Guided by educators and supported by business leaders, our students take the kind of entrepreneurial approach that empowers people to be a part of their own success. Our work transforms both the lives of the people we serve, and in turn, the lives of our students as they develop into more effective, values-driven leaders.

CORE TEAM

<i>CONVENOR</i>	<i>DR. SUMATI VARMA</i>
<i>PRESIDENT</i>	<i>RAGHAV GUPTA</i>
<i>VICE PRESIDENT</i>	<i>SHUBHIKA SINGHAL</i>
<i>GENERAL SECRETARY</i>	<i>ANMOL SAHU</i>
<i>GENERAL SECRETARY</i>	<i>VIDUSHI ALLAY</i>
<i>SOCIAL MEDIA DIRECTOR</i>	<i>HEENA BATRA</i>
<i>MARKETING HEAD</i>	<i>ASHISH JOSHI</i>
<i>TREASURER</i>	<i>UJJWAL NIGAM</i>



RECRUITMENT DRIVE

The Enactus Society of Sri Aurobindo College (E) started their annual recruitment for new members in the month of August. Students were asked to register themselves for the recruitment through the society's social media page.

The first round was the Online Test, held on the 26th and 27th of August. Questions regarding the motive and expectation from the society, as well as views and suggestions on relevant topics were asked. Students who made it through the online test were called for the personal interview, conducted on the 30th of August. Three different panels were set up consisting of the core members of the society. The interview was taken to understand the opinion and intention of the candidate, willing to join Enactus.

Finally, the list of selected candidates was revealed and an orientation programme was organised on the 16th of September, for the newly recruited members. The orientation gave an insight into the existing projects of Enactus SACE, their future plans as well as an introduction of the core members. Further the new members were divided into different departments - content, digital, marketing, as per their preferences.



SEMINAR ON 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.

On 30th July 2019 at Jawahar Bhawan, an event was organised by British High Commission, FDX Suraksha, Rajiv Gandhi Foundation. 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. 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. 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. 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, FXB India Suraksha and Dr Suraj Kumar, Fellow, Rajiv Gandhi institute for Contemporary Studies.



TATA SOCIAL ENTERPRISE CHALLENGE

A seminar was conducted by IIM Calcutta and TATA group in BIMTECH, Noida on 10th August 2019. It was regarding the importance of social entrepreneurship in our society. As the problems faced by a social entrepreneur were discussed, a Q/A session was held where many aspiring social entrepreneurs and our team from the audience asked interesting questions to the experts sitting on the panel. We also presented our project ISHTA to the panel and grabbed good informative views for it to grow better. It was a very knowledgeable experience.



PROJECT ISHTA STALL AT DIWALI MELA

Team Enactus of Sri Aurobindo College Evening went to different colleges to put a stall of its hygiene product ISHTA and with a great enthusiasm made people aware about hygiene. Our team members went to different Colleges to spread some hygiene values among the society by our product of ISHTA.

There we gathered a lot of experience of social involvement, marketing skills and also we explore so much which helps in nurturing our confidence. We were following 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 that product offers, but also on invoking an emotional response from the customer. Students & teachers of the colleges were attracted towards our product because this is something which is directly related to their personal hygiene and safety. We got a very good support from the crowd there.



DAAN UTSAV

The Daan Utsav was organized during "Joy of giving week" especially focused on the donation of books and stationary items for the underprivileged children.

As the drive was in association with the DMRC and was held from 2nd to 8th October 2019. Each day, a group of 4-5 students from our society were sent for the volunteering work. Its overwhelming for us to see that the commoner had contributed with their heart. All in all, the drive was a great success and Enactus SACE was proud to be a part of it.



PROJECT ANNAPURNA EXPANSION

Enactus Sri Aurobindo College initiated a project named Annapurna in year 2016 to cater the biggest hitch of migrants, '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. After several NGO visits, we started with one woman 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!



PROJECT ISHTA EXPANSION

Enactus Sri Aurobindo college organized an expansion drive for our project 'Ishta' in Shalimar Bagh and Malviya Nagar. We have collaborated with pharmacies & chemist of these places and drive turned out to be successful as the people were really happy from our product as they find it helpful and at affordable prices. Ishta recyclable toilet seat cover is eco friendly & easy to carry product which makes it unique.

MEDIA PARTNERSHIP

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 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. They promote our upcoming projects, events & competition on their social media handles.



INNOVATION - DIGITAL ADVERTISEMENT POSTER MAKING COMPETITION

Marketing has evolved, human behavior has changed, and marketers should keep up. 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.

Keeping all the above things in mind, a Digital Advertisement poster making competition was organised by the team on 4th February 2020 to give an opportunity to the participants to showcase their creativity by making advertisement posters. We got a huge positive response & event became successful.



DONATION DRIVE FOR RIOTS VICTIMS

With communal riots going on in early 2020 in the country, Enactus SACE decided to contribute to riot victims in collaboration with National Service Scheme of Sri Aurobindo College Evening. We took donations such as stationery, clothing, etc from faculty and students. On 4th & 6th of March the drive was organised. Thus, it was a 2 day drive where we collected donation to contribute and to promote social spirits so as to make the world a better place. Students & teachers both very impressed & donated lot of essential things.



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. Renowned social entrepreneur and founder of Greensole, Mr Shriyans Bhandari was the guest speaker for the webinar.

Mr Bhandari introduced the initiative Greensole, which works in the field of upcycling old shoes and providing footwear to the needy. A visual presentation was shown by the speaker regarding his organisation, addressing the issue of lack of payments to the daily wage workers working in the industry due to the global pandemic. During this pandemic, Mr Bhandari discussed how this time could be utilised well by completing one's pending tasks, apart from spending quality time with family. He believes in having a unique business idea and the undeterred grit and determination to implement it. He said that it's indeed true that titles and awards expose the organisation to big investors and sponsors, yet, one should not focus on merely getting recognition, but the main motive behind the entrepreneurship, that is serving the society, should be fulfilled first and foremost.

Students & teachers who participated all across were able to get an insight into the world of social entrepreneurship and the journey of a social entrepreneur.

enactus
SRI AUROBINDO COLLEGE EVENING
present

WEBINAR

"HOW TO BECOME A SOCIAL ENTREPRENEUR"

GUEST SPEAKER
MR. SHRIYANS BHANDARI

- Founder & CEO of Greensole
- TEDx Speaker
- Forbes 30 Under 30 Asia
- IAN Global Startup Finalists 2018
- Inspirational Young Social Entrepreneur of India

DATE : 25th APRIL 2020 (SATURDAY)
TIMINGS : 11AM ONWARDS

ONLY FOR ENACTUS & E-CELL MEMBERS (ANY COLLEGE)

DM US FOR INVITATION LINK OR WHATSAPP
HEENA - 9560529987, ASHISH - 9354538794

PARTICIPATION CERTIFICATE FOR ALL THE PARTICIPANTS

For more details: www.enactussace.org | [@enactussace](https://www.facebook.com/enactussace)

