

# STUDENT ENTERPRISE SIXTH EDITION



Project  
Annapurna



Katran



Project  
ISHTA  
#CARRYOURCARE



Enactus  
Sri Aurobindo College (EVENING)





# HIGHLIGHTS OF 2022-23



**PROJECT KATRAN AT ARSD'S ENNOVATE 2023**



**TEAM ENACTUS WINNING AT PROJECTUS 2022**



**EXUBERANCE '23**



**DAAN UTSAV**



**TEAM ENACTUS AT GNOSIS '22**



**PROJECT KATRAN AT ENTRIGUE '22**



**ENACTUS AT GLOBAL CHALLENGES FORUM**



**RECRUITMENTS '22**



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# FROM THE DESK OF THE PRINCIPAL



## PROF. VIPIN AGGARWAL ACTG. PRINCIPAL

Welcome to the sixth 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, Professor . 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 sixth 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 six 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 adverse times. The team organized Daan Utsav at a personal level during the Covid lockdown to help the underprivileged who were badly affected during this unprecedented crisis. The participation and encouragement has been overwhelming.

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.



# FROM THE DESK OF THE FACULTY ADVISOR



## PROF. SUMATI VARMA FACULTY ADVISOR

It is a matter of great pride for me to present the sixth 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 three 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. 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 and had grown in leaps and bounds. 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. We hope to expand the ambit of the project as the city returns to normal functioning after the pandemic.

**Project ISHTA** (Initiative for Sanitation and Hygiene Towards All) is aimed at creating hygienic spaces for women through its disposable toilet seat covers. The proceeds from these seat covers are used for constructing toilets in neglected and has received much appreciation. The project complements the government's 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 R's- '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.

**PROJECT KATRAN** aims to upcycle and recycle scrap waste into items of beauty and utility. In doing so, we provide employment and livelihood to women and also contribute to reducing pollution and waste. Enactus students have participated enthusiastically in different events through out the year. My congratulations to all of them.

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.



# **FROM THE DESK OF YOUNG EDITORS**



**Ojasv Jain**



**Drishya Chadha**

**Greetings to all readers,**

**We are thrilled to present the latest edition of Enactus' newsletter, showcasing the incredible work and accomplishments of our team. As editors, we have strived to curate an inspiring and informative collection of articles that capture the essence of Enactus' values and mission.**

**Our team has been hard at work addressing real-world problems and putting into practice the knowledge and skills we have acquired through our experiences. The articles in this newsletter reflect our dedication to ideals, creative thinking, and making a positive impact in our community.**

**None of this would have been possible without the unwavering support and guidance of our esteemed faculty advisor, whose mentorship has been instrumental in our success. We would also like to express our gratitude to our fellow team members for their hard work and commitment to making a difference.**

**We hope that this newsletter will provide an enjoyable and enlightening reading experience, and that it will serve as a source of inspiration for all who are dedicated to creating a better world.**

**Sincerely,**

**The Editorial Team**



# FROM THE DESK OF CORE TEAM



I believe that it is only through teamwork that we can achieve uncommon results. Being in Enactus makes me inquisitive and also motivates me to do something for the people and society. Enactus has given me a lot of learning and a great exposure. I always look forward to having good coordination with my team because why not make every work fun and productive!? Being the President of Enactus I always look forward to allowing every member to grow and be independent in their work, providing a platform to learn, grow and teach.

**Aparna Suresh**  
President

I really think that the right environment can bring out the best in anyone, and Enactus has been that for me. It served as a portal for exposure, introspection, and extensive learning. I'm appreciative to be a little part of a team with such passionate members and to help achieve the goals of Enactus. The trip was full of highs and lows, but it has strengthened my resiliency and motivated me more than ever.

**Keshav Agarwal**  
Vice President



Learning comes with time. We cannot learn everything in one day and once learnt we cannot apply it all in one day. Enactus has been the doorway leading towards this learning of understanding, patience, resilience and what not. You get to be wrong and you get to rectify it too, a journey of it's kind that you get to experience along with some other zealous acquaintances and that is something that you really get to commemorate at the end of it.

**Rashika Arora**  
Vice President



Enactus provided me with a platform where I could apply my classroom learnings instantly to our projects. It made me realize how often we neglect long-term vision while making decisions that prioritize short-term gains. Now, I have a new vision for the process that one should follow while setting up or scaling up a project. Collaborating and brainstorming sessions have given me a new perspective on solving problems. I feel honored to be a part of such a community that works for the welfare of underprivileged people.

**Sanchit Grover**  
General Secretary



Well, I have been working here since last 1 year and my experience has been par my expectations. The society has helped me grow, I made good friends here I guess. I would say it was a good experience working with you all and i will always believe in Enactus's ideology. In fact, that was the only thing that kept me going and taught me that Sky isn't the limit!

**Raghav Chhabra**  
Treasurer





# FROM THE DESK OF CORE TEAM



As the digital head of Enactus, I can confidently say that it has been an absolute pleasure to be a part of this organization. Our team has always been dedicated to creating meaningful projects that have a positive impact on society, and I'm proud to say that we have succeeded in doing so. This past year has been particularly enlightening for us. We've had the opportunity to learn new skills, broaden our perspectives, and develop our personal and professional growth. It's been a challenging but rewarding experience, and I'm excited to see what the future holds for us as a team. Looking forward to some great work at Enactus in the forthcoming years.

**Ojasv Jain**  
Digital Head

As an individual who values the happiness of others, I find great satisfaction in the act of bringing a smile to someone's face. It is for this reason that I sought to become involved with this organization. Enactus has been instrumental in honing my leadership and teamwork skills, enhancing my capacity for critical and creative thinking, and refining my creative writing abilities. I've been exposed to diverse perspectives and experiences that have broadened my understanding of the world. I am grateful for the opportunities Enactus has provided and eager to continue making a meaningful impact in our community.

**Drishya Chadha**  
Content Head



We encounter a completely new and different person at the end of that path when each step is prepared to acknowledge a fresh experience. Becoming an Enactus member is a unique journey. a path of understanding, expression, discovery, and growth. For me, participating in Enacts helped me become more outspoken and gave me the opportunity to put my thoughts into action while also assisting society in a brand-new, creative way.

**Raghav Aggarwal**  
Research Head



Enactus is one of the largest societies in Delhi University, as well as in other prestigious colleges in India and around the world. Being a part of Enactus is a dream come true for me as I have always wanted to work for the welfare of people, and this opportunity is offered to me through Enactus. I have learned how to handle tough situations and put my best foot forward from other members of the Enactus society. Moreover, I have come to value the principles on which an organization works.

**Ashish Singh**  
Marketing Head, Annapurna

Although the journey in Enactus has been full of ups and downs, it has taught me to remain motivated while staying grounded at the same time.




As David Bornstein once said Social entrepreneurs identify resources where people only see problems. They view the villagers as the solution, not the passive beneficiary. They begin with the assumption of competence and unleash resources in the communities they're serving. Enactus has helped me become a better version of myself and has given me a boost of confidence which I certainly lacked. Contributing to the changing world is a lot more fun. Enactus has taught me that you have to really believe in what you're doing, be passionate enough about it so that you will put in the hours and hard work that it takes to actually succeed there, and then you'll be successful.

**Prachi Sharma**  
Marketing Head, Katran



# Project Annapurna



**UNSDGs Fulfilled: SDG 1: No poverty, SDG 2: Zero hunger, & SDG 8: Decent work and Economic growth**

**Annapurna is a pioneering initiative that aims at bridging the gap between suppliers and consumers. Our project is designed to support underserved suppliers by providing them with a sustainable customer base. Our focus is on college students, who often struggle to find affordable and nutritious meals.**

**We aim to fill the void of hygienic, home cooked food. The problem of not having affordable, home cooked meals is frequently encountered by students and even working professionals living away from their homes.**

**We recognize that small-scale suppliers from humble backgrounds face significant challenges in reaching potential customers. By partnering with these suppliers, we can promote their products to our campus community, helping to boost their sales and improve their livelihoods.**

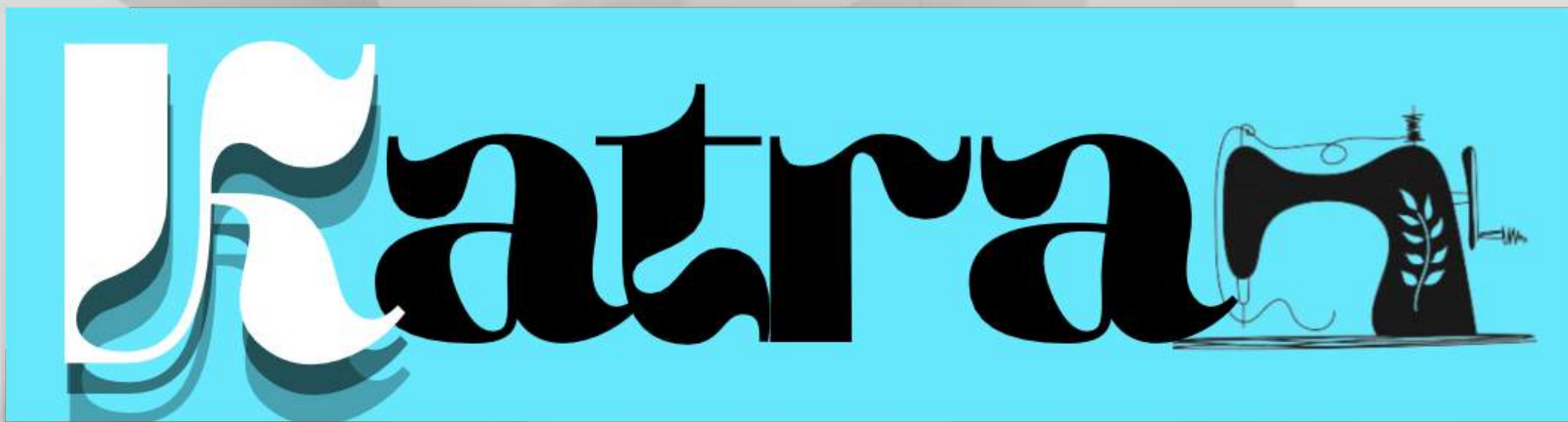
**At the same time, we are able to provide college students with access to good quality, locally sourced food at fair prices. Through our initiative, we are able to connect our customers with a wide range of suppliers, giving them a greater choice of healthy and affordable meal options.**

**We take pride in the positive impact that our initiative has on both suppliers and customers. By creating a sustainable ecosystem of suppliers and consumers, we believe that our initiative has the potential to transform the way that college students' access and enjoy food, and we are committed to driving positive change in our community.**









**UNSDGs Fulfilled: SDG 1: No poverty, SDG 10: Reduced Inequalities, & SDG 8: Decent work and Economic growth**

**Project Katran is an innovative initiative that focuses on sustainable development and women's empowerment by providing employment opportunities. The project aims to reduce waste in the fashion industry by utilizing scrap cloth materials that are discarded by factories and tailoring shops. These materials will be transformed into finished products such as utilitarian bags, scrunchies, and other accessories.**

**To achieve this, we collaborate with NGOs that specialize in stitching and employing underprivileged women. We conduct research on manufacturers and suppliers who can provide us with the necessary scrap material, and compile a comprehensive list of potential partners for our team to work with.**

**We are committed to supporting and encouraging talent, and our project provides a platform for women with skills and creativity to contribute to their communities. Our team believes that everyone deserves an opportunity to showcase their abilities, and we are thrilled to play a role in facilitating this by promoting sustainable development and empowering women.**

**Project Katran also aims to teach underprivileged and hardworking women the art of turning nothing into gold, the art of stitching and turning scrap clothes into finished products.**

**As we move forward with the project, we are optimistic about the positive impact it will have on the environment, society, and the lives of the women involved. We are dedicated to realizing the full potential of Project Katran and are committed to making a meaningful difference in our community.**









**ISHTA, which stands for Initiative for Sanitation & Hygiene Towards All, was launched on 7th February, 2019, in association with ISHTA Creation, managed by Ms. Neena Narayan. The project aims to promote sanitation and hygiene in the society. To address the challenges associated with using public washrooms, ISHTA offers a safe disposable toilet seat cover that creates a protective barrier, thereby reducing the risk of germs and bacteria. This product provides a convenient way to maintain hygiene while using public restrooms, which is crucial for the health and well-being of individuals.**

**ISHTA's disposable seat cover is made of premium fabric that is soft to sit, waterproof, recyclable, and easy to carry. It fits in all varieties of seats, making it ideal for use in public restrooms, clinics, railways, and other similar settings. The product is user-friendly and does not require any setting, wiping, or sanitizing. The smart fold ensures that there is no hand contact with the toilet seat, and the cover stays in place while in use.**

**However, ISHTA's vision goes beyond providing a temporary solution to hygiene issues. We realize that constructing and maintaining restrooms is crucial for promoting sanitation and hygiene in society. Therefore, we invest a portion of our sales proceeds in organizations that work towards building and maintaining restrooms.**

**In summary, ISHTA's disposable seat covers offer a convenient and effective solution to hygiene issues associated with using public restrooms. Our commitment to investing in organizations working towards promoting sanitation and hygiene makes us stand out from the rest. We are proud of our initiative and look forward to promoting hygiene and sanitation for all.**



# ISHTA

## TOILET SEAT COVERS

CARRY YOUR CARE



ISHTA SEAT COVER



OTHER SEAT COVER







# Our events





# PROJECTUS '22



**Enactus, Swami Shraddhanand College recently organized Projectus 22, a B-Plan Competition, as a part of its annual entrepreneurship event, Iraade 2022. The competition aimed to showcase innovative and impactful business plans that can make a difference in society. Enactus teams from all over Delhi were invited to participate and present their B-plans.**

**Each Enactus team was given a time slot of 7 minutes to present their project in front of a panel of judges in a live session. The presentation was followed by a Q&A round, where the judges assessed the feasibility and potential impact of the projects.**

**Enactus SACE participated in the competition and presented the following two projects; Project Annapurna and Project Katran. Project Annapurna aimed to address the issue of food to college students whereas Project Katran focused on upcycling textile waste to create unique and sustainable products.**

**We are proud to announce that our Project Annapurna secured the second position in the competition, along with an exciting cash prize. This achievement is a testament to the hard work and dedication of our team towards creating a positive impact in society.**



# GNOSIS '22



**GNOSIS was an event organized by Enactus Akhilesh Das Gupta Institute of Technology & Management on 5th and 6th of May 2022. The team got the opportunity to participate in one of their events called the 'Smart-Tank'.**

**Smart-tank was a business plan competition wherein our team presented Project Katran. The event comprised of various colleges competing against each other and showcasing their projects in front of judges.**

**Project Katran aims to reduce waste in the fashion industry by utilizing scrap cloth materials that are discarded by factories and tailoring shops. The judgement was done on the basis of our presentation and we were cross questioned in the event regarding the previous collaborations, revenue generated, etc.**

**We also got to know about the initiatives made by various colleges like Ramjas College, Sri Guru Gobind Singh College of Commerce, Maharaja Surajmal Institute Of Technology, etc. It was a great opportunity and an extremely insightful experience for all of us at Enactus, SACE.**



# ENTRIGUE '22



**Enactus, College of Vocational Studies organized Entrigue 2022, an exhibition that provided a platform for Enactus teams to showcase their projects. Enactus SACE participated in the event and set up a stall for their Project Katran, which aimed to upcycle textile waste to create unique and sustainable products.**

**The stall was a huge success, with an impressive display of products that attracted a large number of visitors. It was the first time that Project Katran had a stall, and the team did a commendable job in marketing the products and the cause behind them. The visitors not only purchased the products but also showed support towards the cause that Enactus works towards in solidarity.**

**The proceeds from the sale of the products were donated to an NGO, whose founder, Mr. Anil Wilkinson, generously provided the team with a copious amount of products without much questioning. The support from the visitors and the NGO founder was a morale booster for the team and paved the way for a hopeful future for Project Katran.**



# **GLOBAL CHALLENGES FORUM (GCF)**

**MEDIATION AND NEGOTIATION AT THE INDIAN SOCIETY OF INTERNATIONAL LAW**

## **EVENT 1**



**The recent launch of Global Challenges Forum (GCF) in India took place on May 18th, 2022. The event was organized in collaboration with Maadhyam, an organization focused on conflict resolution through mediation. The launch event was attended by several dignitaries, including Dr. Sanaya Nariman (Chairperson, Maadhyam Youth Forum), Dr. Walter Christman (Chairman and Founding Director, GCF), Beatrice Bressan (Executive Director at GCF), Mr. John Samuel (Former Chief Post Master General Of India), and Mr. Amarjit Singh Chandhiok (Senior Advocate and President, Maadhyam).**

**GCF is a global organization with a mission to build resilience among the younger generation and shape tomorrow's leaders. During the launch event, several initiatives by GCF were introduced, including 1M2030, which was launched in 2019 at the United Nations European Headquarters. The initiative aims to bring together 1 million young leaders from around the world to build businesses and organizations focused on sustainable development and facing global challenges.**

**GCF is committed to helping young entrepreneurs come forward and accumulate resources for their visions. The organization facilitates the growth of sustainable businesses and organizations by providing the right resources and necessary funding.**



## **EVENT 2**



**Enactus SACE had the privilege of attending a workshop on Mediation and Negotiation organized by Maadhyam in collaboration with Global Challenges Forum (GCF) at The Indian Society of International Law. Maadhyam is a not-for-profit charitable organization that is duly registered as a society. The workshop was graced by the presence of several dignitaries, including Sanaya Nariman, Amarjit Singh Chandhiok (Senior Advocate, Additional Solicitor General of India), John Samuel, and Aruna Chandran.**

**The workshop focused on the importance of mediation and how communication binds us together. We learned about the nuances of mediation and negotiation and gained a better understanding of how we can apply these skills in their personal and professional lives.**

**During the workshop, Dr. Amarjit Singh shared an insightful quote, "It takes about 2 years for a child to learn how to communicate, but it takes a lifetime to learn what to communicate." This quote beautifully captures the essence of the workshop, emphasizing the importance of effective communication and the need to continue learning and growing. We look forward to applying the knowledge and skills gained to better serve our community and further our goals of sustainable development.**



# DAAN UTSAV



**Enactus SACE conducted a week-long donation drive from 5th October to 11th October 2022, with the aim of donating whatever mean from their end to support a social cause. The drive received an overwhelming response from the team members and college students who generously donated towards it. The donation drive was organized as part of Daan Utsav, to encourage the act of giving.**

**Enactus SACE actively participated by organizing the donation drive and promoting the spirit of giving among the college community. Our team made a charitable contribution by donating clothes and books. We believe that education and clothing are essential for individuals to lead a better life. We are proud to have made this donation, and we hope it will positively impact the lives of those in need.**

**On 28th October 2022, Enactus SACE donated all the proceeds from the donation drive to the New Life Shelter Foundation NGO, a non-profit organization that works towards providing shelter, food, and education to underprivileged children.**

**The donation drive is a testament to the dedication towards making a positive impact on society and creating a better world for all.**



# EXUBERANCE '23



**Enactus SACE held two successful events in 2022 and 2023 at our annual college fest EXUBERANCE to promote our projects Annapurna, Katran, and Ishta.**

**In 2022, we set up a stall at our college event and served food to teachers and students through Project Annapurna. This initiative allowed Enactus SACE to raise awareness for the cause and generate interest in our project. By creating a sustainable ecosystem of suppliers and consumers, we believe that our initiative has the potential to transform the way that college students' access and enjoy food.**

**This year, our team displayed all three projects at the college event. The event was indeed a great success and attracted a much wider audience. To further engage attendees, we even added games and surprises which increased audience engagement and incorporating such elements proved to be fruitful for our team.**

**We hope to continue promoting the projects and creating a positive impact in the community, and we anticipate more such initiative in future.**



# **ENNOVATE '23**



**Team Enactus SACE participated in the annual college fest of ARSD College, Ennovate 23. Our team set up a stall at the event, where we showcased two of our impactful projects: Project Katran and Project Ishta.**

**The Project Katran is aimed at promoting sustainable fashion by upcycling textile waste into trendy products while Project ISHTA, which stands for 'Initiative for Sanitation & Hygiene Towards All' aims to promote sanitation and hygiene in the society, it offers safe disposable toilet seat covers that creates a protective barrier.**

**Our team received a positive response from the visitors at the event, with many showing interest in the two projects and the products.**

**We are a team that is dedicated to creating positive social impact through entrepreneurship and innovation, and our participation in Ennovate 23 ARSD was a step towards spreading awareness about our projects and garnering support from the college community.**





# Stories





# PROJECT PURUKUL



**Project Purkul is a handicrafts collective that offers a unique and vibrant collection of cloth-based pieces, and is sustained by local female artisans. With a focus on patchwork, applique, and quilting techniques, the collective creates high-quality products that are designed to add a touch of color, functionality, and an aesthetic appeal. The team at Project Purkul is comprised of skilled artisans who have spent years perfecting their craft. Many of these artisans have over a decade of experience in the field, and they bring their expertise and passion to each and every product they create. The team's dedication to their craft is evident in the intricate designs and attention to detail that can be seen in every product.**

**They operate from the picturesque Village Purkul, at the foothills of Mussoorie, Project Purkul is committed to preserving the traditional handicrafts of the region. In doing so, they not only support the local community but also bring innovative designs to their products that blend traditional techniques with modern aesthetics.**

**Their range of products includes everything from intricately designed applique diaries to jungle-themed table runners and cushion covers featuring adorable animal motifs. Each product is created with the utmost care and attention to detail, ensuring that it is not only beautiful but also serves a practical purpose in the customer's everyday life.**

**Project Purkul is dedicated to providing their customers with high-quality, sustainable products that are not only beautiful but also serve a practical purpose in their everyday lives. By using sustainable materials and supporting local artisans, they are helping to promote ethical and responsible production practices, while also providing customers with products that they can feel good about using and gifting.**

**In a world where mass-produced, impersonal products dominate the market, Project Purkul stands out as a shining example of the beauty and value of traditional handicrafts. By blending traditional techniques with modern aesthetics, they create products that are not only beautiful and functional but also celebrate the unique cultural heritage of the region.**



# SEED PAPER COMPANY



Seed Paper Company is a sustainable stationery company that produces unique paper products made from recycled materials and embedded with wildflower, herb or vegetable seeds. The company was founded with the goal of promoting eco-friendly practices while providing customers with high-quality, beautiful paper products.

Seed Paper Company's paper is made by blending post-consumer waste paper with wildflower, herb or vegetable seeds, which are carefully chosen to thrive in a variety of growing conditions. The resulting paper is both beautiful and functional, as it can be used for a variety of purposes such as greeting cards, invitations, business cards, bookmarks, and more.

## About Seed Paper India

What started as a simple seed paper-making company in 2014, has now grown into a diverse enterprise that creates a whole range of products that try to minimize wastage and harm to the environment, and cut down the use of plastic. Their niche is customization, where any of their products can be tailor-made, while being completely sustainable -- and this includes their packaging as well! The goal of the enterprise is to offer products that are 100% organic, 100% eco-friendly, and 100% sustainable.

The company's mission is to help people reduce their carbon footprint and protect the environment. By using recycled paper and embedding it with seeds, Seed Paper Company provides an alternative to traditional paper products that often end up in landfills, contributing to pollution and environmental degradation.

In addition to their commitment to sustainability, Seed Paper Company also places a high value on aesthetics and design. Their products feature beautiful, intricate designs that are both visually appealing and functional. They offer a wide variety of designs and colors to choose from, ensuring that there is something for everyone.



**Seed Paper Company's products are also incredibly versatile. Their paper can be planted directly in the ground or in a pot, where it will eventually grow into beautiful flowers, herbs, or vegetables. This makes their products a unique and meaningful gift, as they not only serve a practical purpose, but also have the potential to bring joy and beauty to the recipient's life for years to come.**

**About founder Roshan Ray.**

**An engineer educated at the Dayananda Sagar College of Engineering and an alumnus of Bishop Cottons Boys School, Bengaluru, Roshan has now grown to be called the Seeding Man of India. His sustainable initiatives have led to a lot of curiosity and wide coverage in various national and international media. Articles have been published in the Forbes India Magazine, and Seed Paper India has been featured in The Hindu, Indian Express, NDTV and even interviewed by the Australian Radio.**

**He was also the Finalist who was Featured in Sharktank India , Season - 1.0 Roshan believes his company is about changing the ecosystem, embracing a culture of change, and breaking down traditional ideologies or systems that allow for environmental degradation. The bottom line is that he and his company genuinely care about giving back to the environment. His vision for the future includes converting water hyacinth in paper, thereby making the lakes of Bengaluru completely free of this water weed.**

**Overall, Seed Paper Company is a wonderful example of a sustainable business that is committed to both environmental and aesthetic values. Through their innovative use of recycled paper and embedded seeds, they offer a beautiful, practical, and eco-friendly alternative to traditional paper products.**



# PIPAL TREE FOUNDATION



**Pipal Tree Foundation (PTF) is a registered nonprofit organisation. PTF has valid u/s 12A (a) certification, FCRA Certification and Section 80(G) of Income Tax Act, 1961. PTF works at a national level currently benefiting more than 100,000 underprivileged youth and women through large number of training centres across India and other projects, through initiatives in vocational education, sustainable livelihood and women empowerment.**

**Some of their important programs are:-**

## **1. Youth and women Employment**

**Pipal tree provides vocational training for youth and women in various domains through its own training centers. Post training, all of them are placed with well known organisations with handsome salaries**

## **2 .Goat Farming**

**Pipal tree provides training to rural women in Goat Farming and provides regular field support for successful business set up and creates market linkages for the final produce.**

## **3. Food Processing**

**Pipal tree provides training to rural women also in food processing. Post training women are provided initial machinery & raw material to setup small profitable enterprises in the related field.**



#### **4. Migrant Workers Training**

**A complete shutdown of businesses, construction work, industries across the country meant no jobs, no return to the city, and no hope of any wages. The most marginalised community in India was hit the hardest in the aftermath of the pandemic and were left traumatised, tired, defeated, hungry and jobless. Pipal Tree Foundation launched a project to provide immediate relief (dry rations for a month) and medium-term relief (skills training to 10,000 migrant workers conducted at their villages in 8 states across India). Funds were raised within a short span of two months from corporate and retail donors to support this cause, and by June 2020, the project was well underway to support the migrant community in various states across India.**

#### **5. Honey Bee Keeping**

**Bee Keeping is also known as "Apiculture". This includes the maintenance of the Beehives made by man. In old days man collected honey from wild bees. Due to reckless tree cutting, number of natural honey combs in identified districts have reduced considerably. This project not only provides dignified livelihood to the Tribals but also supports environment and nature.**

#### **6. Skills on wheels**

**Pipal Tree has built a bus for skill training "Skills on Wheels". It is a new bus specially modified to provide skill training for rural youth / women at their doorsteps. This bus would move from one location to other based on availability of interested beneficiaries and would provide skill training and employment (post training) to them.**





# ECOKAARI



In order to achieve sustainable living for all beings, EcoKaari is a social enterprise born from an ardent desire to create a bottom-up development community. Eco implies environmentally friendly, while Kaari means Kaarigar (Artisan). The term is a representation of the interdependence and connection between artisans and the environment.

EcoKaari RECYCLING discarded plastic into lovely handwoven fabrics using Charkha (spindle) and Handloom. The textiles are HANDWOVEN by young people and women from low-income families. By combining traditional Indian crafts with our UPCYCLED HANDWOVEN materials with modern designs, the aim is to innovate and offer sustainable options.

Their 3 pillars of sustainable development are:

- **People:** The team is a mashup of untold tales, backgrounds, and viewpoints; each member is vital in building the company.
- **Planet:** One of the biggest problems facing our generation is climate change and its impacts. They donate plastic to charities if it is no longer useful in addition to recycling used plastic. As a product reaches the end of its useful life, they also take it back from the customer in order to reuse it or properly dispose of it.
- **Community:** Through their empowerment initiatives, they are dedicated to giving bbback to the communities where their weavers and artisans reside and work. The goal of the mission is to motivate people from less privileged backgrounds to learn and pick up new skills, providing them the chance to make money on their own initiative.

The company's founder, Nandan Bhat, fit the standard corporate stereotype of a successful profession and a comfortable take-home pay from a reputable global corporation. But Ecokaari was born from his innovative spirit and instinctive love of the environment.



# RECHARKHA



ReCharkha EcoSocial is a project that was inspired by a desire to improve society, our irreplaceable natural surroundings, culture, and heritage. The word "charkha" signifies the spinning wheel, while the "re" in it indicates again, afresh, or anew in English. They employed "Charkha" as a representation of the Indian Independence or Swadeshi movement, in which people created their own khadi, silk, or wool yarn and fabric at home using their own charkha and handlooms, signifying their **SELF-RELIANCE**.

It is a social enterprise that was started on the tenet that bottom-up development is the only kind that can be sustained. This indicates that in order to be successful, sustainable development must start at the ground level and incorporate an empathy for other biotic and abiotic

**Their mission - "UPCYCLING waste to Conserve the environment, Enable rural livelihoods, and Create aware citizens of this planet!"**

**Their vision - "Rising towards EcoSocial Development"**

**Their three core areas of work are geared to achieve this very model! These are:**

- 1) Conserving the Environment and Heritage,**
- 2) Enabling Rural Livelihoods and**
- 3) Creating Conscious Consumers**

**Their current focus is on finding a solution to the problem of waste management, particularly that of the waste plastic that is non-biodegradable like polybags, wrappers of gifts .etc and challenging to recycle. Also, to provide tribal women and youth with chances for craft-based livelihoods, their initiative hires them.**

**In order to completely manual the process of UPCYCLING waste plastic into gorgeous woven cloth, we use the Indian traditional CHARKHA and HANDLOOM. Consumer goods like purses, fashion accessories, office supplies, and home décor items are made using fabric.**



An aerial photograph of a city grid, showing streets and buildings from a high angle. A large, semi-transparent yellow diamond is centered on the image. The word "Articles" is written across the diamond in a black, cursive-style font with a vibrant pink and blue neon-like glow around the letters.

# Articles



# **THE WORLD OF MONEY LAUNDERING AND WHY WE NEED YOU!**

INSIGHTS AND EXPERIENCES OF ONE OF OUR ESTEEMED ENACTUS ALUMNI

Recently when I was talking with one of my colleagues I started describing what preventive measures we take to curb money launderers from financial and non-financial (but cash-intensive) institutions. The job is investigative but monotonous, she mentioned 'AI is going to kill this job! – Switch as soon as you can!' But AI is actually the least of our worries in the Anti Money Laundering (AML) sector. In fact, few would say, we are eagerly waiting for AI to catch up and help us prevent this menace



**MR. NIRAV UMARETIYA**

Risk And Compliance Associate At  
Humphrey's Law | MBA Cohort at Bayes  
Business School

## **A Brief Introduction to Money Laundering**

Money laundering is a practice of legitimising the proceeds of crime. Laundering money is the last step of most criminal activity. Most crime is performed to earn some kind of material reward. Be it tax evasion, bribery, drug smuggling, alcohol smuggling, wildlife trafficking, or even human trafficking, etc. are performed to gain money. Now, what would be the purpose of gaining the money, if you could not spend it? In order to spend such 'criminally earned' money, the criminal has to clean it.

To clean such proceeds, there are three steps (i) placement, (ii) layering, and (iii) integration. A criminal would first introduce this money to the mainstream financial (or non-financial) institution. Then move the money from one account to a different one in order to disguise its origin. And lastly, the criminal would act as if the money, he has been moving here and there, is legit. In layering, when we say one account to another – we are not necessarily talking about a bank account. A criminal might book luxurious vacations, first-class flights, gold, gems, diamonds, paintings, vintage alcohol, expensive concert tickets, sports tickets, casino chips, lottery, vintage toys and games, movie artefacts, practically anything where large cash can be spent.

After making such extravaganza purchases, he might try to cancel the transaction (gladly pay the cancellation fees) or try to resell the object (many times even at loss). Say an individual has one crore rupees in criminal proceedings, he would be more than happy to 'spend' Rs. 20 Lakh in transacting the funds here and there. They might make these purchases in cash, and have them cancelled to receive a refund in a bank account.

When the bank sees money coming from an unknown source, they might investigate. But if it comes in form of a cancellation refund from Taj hotel or in form of winning at a casino, they may be less suspicious. The criminals may use more than one such way randomly so there is no pattern to track.

Money laundering is a menace as dangerous as the initial crime itself. If we allow criminals to legitimise their money, we are practically providing them support in committing more crimes, generating more funds, and using the legit system for their dirty purposes.



## Prevention Of Money Laundering

There are two major pantheons of preventive forces – (i) Transaction Monitoring (TM) and (ii) Anti Money Laundering (AML).

TM is all about trying to figure out the patterns and outliers in transactions. AML is a slightly deeper approach to the same program. AML Processes are about identifying the stakeholders of your client, figuring out the actual control structure in the entity, and finding out the source of funds of the entity and the source of wealth of the individuals with shareholding and/or control over the client. Such parties may be general partners, board of directors, CEO/CFO/COO, trustees, settlors, beneficiaries, designated members, etc. Depending on the type of entity, the corporate governance structure may differ. Regardless of the variation, the financial institutions have to identify the corporate governance and the beneficial owners of the client entity. This process is called 'Knowing Your Customers' (KYC). Once you identify all the related parties in your customer, you screen them on screening platforms.

Screening platforms are sort of online search engines. In general, we are familiar with free search engines such as Google or Yahoo (Bing is trying to pave into this industry). These platforms direct you to the most popular websites that have the information you are seeking (more or less they give you the websites that pay the search engine). However, there are more efficient, pointed search engines that specialise in finding out certain information. They give you all the negative media, court cases, corruption or bribery-related information, sanction exposure, and political exposure of the searched party. A few examples of these search engines are WorldChek, Lexis Nexis, Factiva, RiskScreen, ComplyAdvantage, etc. These are paid websites that help us keep a check on the parties we deal with in the financial institutes.

Once all stakeholders are screened, their risk profiles are determined. It may be low, medium, or high risk. Some institutes like to segregate their clients into even more pointed classifications such as minimal-risk and high-focus clients. Almost all financial institutes avoid working with clients who have sanction exposure. If there is political exposure in the client, they are identified as high risk. Financial institutes have to do this due diligence before entering into a transaction with a new client.

But what about the criminal who successfully bypasses these barriers? What about those who are already in the system? To curb them out (or better yet – catch them), the financial institutions have to perform the rolling review. Meaning – that financial institutions have to keep performing these reviews at regular intervals. Usually, low-risk clients are reviewed from scratch every three years, medium-risk clients are reviewed similarly on a biannual basis, and high-risk customers are reviewed annually. Sometimes, the entity goes through certain changes where there might be new management introduced or the entity may go through a merger or acquisition introducing new beneficial owners. During such changes, the financial institution has to perform an AML review if there is an ongoing relationship with such entities. We call it an event-driven review (EDR).

## Do The Reviews Prevent Money Laundering?

It is hard to estimate how many launderings we have prevented. It is like – Can NCR Fire Brigade estimate how many fires they have prevented before they even occurred? It is very hard to estimate such numbers. But just because the numbers are unpredictable, we don't dismantle the Fire Brigade. Similarly, these customer due diligence reviews are performed to check where the money is coming from and where is it going. If any of these destinations turn out to be of illegal or criminal nature, the financial institution is obligated to report its findings to the authorities. We call it suspicion reporting, and we have to file a suspicious activity report (SAR) for this purpose.



The authorities may have received similar reports from other institutes as well, or they might be investigating the client already. And an additional SAR may help them solidify an ongoing investigation. Or a report may trigger a new investigation as well. Overall, AML activity at financial institutes has a crucial role in the larger fight against money laundering and it has rewarding (and lucrative) career prospects.

## **Careers In AML**

A college graduate can begin her career in this sector as a KYC Analyst. After that, there are two main paths in which your career may develop. Operations and Core Consulting.

In Operations you may become a team leader, manager, and director gradually. In this path, you need expertise in managing AML/KYC operations, onboarding reviews, rolling reviews, talent management, hiring new employees, growing the business, etc. You may require Six Sigma, Lean, and PMP certifications as you keep going.

In core consulting, you may become Subject Matter Expert (SME), Quality Checker, Quality Assurer, Money Laundering Reporting Officer (MLRO) or Money Laundering Compliance Officer (MLCO) as your career grows. CFE, CAMS, and CFCS are a few of the certifications you may look for as your career keeps on progressing.

Both these paths are, to some extent, interchangeable. That means, depending upon the opportunities you come across, you may shift the direction of your career and the skills you gain in one path are very much transferable to the other one.



# NIRMALAYA



Nirmalaya is a business idea that was featured on Shark Tank India Season 2. In this episode of Shark Tank India Nirmalaya, a company that makes incense sticks from floral waste presents the pitch.

### Nirmalaya's Founder

Rajeev Bansal, Bharat Bansal and Surbhi Bansal. They are from Delhi. Bharat and Surbhi are husband-wife and Rajeev is their family friend.

### The Company

In India worshipping causes 80 metric tons of flower wastage which ultimately causes water pollution due to the acid which is being used to increase the flower life. We don't bother about those flowers which are being thrown away in rivers. Talking about incense sticks, nowadays incense sticks are made from harmful chemicals which are 4x more harmful than a cigarette. These are the genuine problems in temples and to solve these issues Nirmalaya was started. Nirmalaya is such a company that makes products like:

- Incense sticks
- Dhoop
- Cones
- Havan Cups
- Essential Oils
- Attars etc.

Their products are organic and herbal. All products are Council of Scientific and Industrial Research certified. They are making herbal incense sticks with flower waste, aroma oils for therapy, and chemical-free attars to replace perfumes. They also made organic gulal at the time of Holi.



They collect flower waste from 300+ temples and make incense sticks from them. Their best-selling product is Cow Dunk Havan Cups. They have 3 types of audience bases:

The people who want to smell remain for 24 to 48 hours in a closed room I. The people from the middle and upper middle class are buying it for puja. The people who are buying for a cause as it is organic and less harmful. They are into the brand of premium incense sticks. The average cost of their incense stick is 140 rupees for 30 sticks. The incense stick market in India is 11000 crore rupees globally. The premium incense sticks market comprises 1000 crore globally.

**Ask By The Owner**

Pitcher asked 60 lakhs rupees for 1.5% equity in the company.

**Final Deal**

No offers and counter offers were there as no sharks showed interest. No deal was finalized.





# **FREAKINS**

**FREΔKINS**



**Freakins is a sustainable fashion brand that is making waves in India, offering consumers an eco-friendly alternative to fast fashion. The brand, which was featured on Shark Tank Season 2 in India, is committed to promoting ethical and sustainable production practices, while also creating stylish and high-quality products that consumers love.**

**At the core of Freakins' mission is the belief that sustainable fashion is the future, and that consumers have a responsibility to make conscious choices about the products they buy. To that end, the brand uses only sustainable materials such as organic cotton and recycled polyester, and ensures that their production processes are as eco-friendly as possible.**

**Freakins' range of products includes everything from t-shirts and hoodies to joggers and shorts, all of which are designed to be both comfortable and stylish. The brand's unique designs and vibrant colors have helped to set them apart from other sustainable fashion brands in India, and have made them a favorite among young consumers who are looking for a more conscious way to express their style.**

**In addition to their commitment to sustainability, Freakins is also deeply committed to social responsibility. The brand works closely with local communities and artisans to ensure that their production processes are fair and equitable, and that workers are treated with dignity and respect. They also donate a portion of their profits to environmental and social causes, such as tree planting initiatives and education programs for underprivileged children.**

**Freakins' appearance on Shark Tank Season 2 in India helped to catapult the brand to new heights, bringing them to the attention of a wider audience and helping them to secure the funding they needed to grow their business. Today, Freakins is a leader in sustainable fashion in India, and is helping to drive positive change in the industry.**

**In conclusion, Freakins is a shining example of the power of sustainable fashion to drive positive change in India and beyond. By promoting ethical and sustainable production practices, and creating stylish and high-quality products, the brand is showing that sustainable fashion is not only possible but also desirable. With their commitment to social responsibility and community engagement, they are setting a new standard for the fashion industry and demonstrating that it is possible to create a more just and sustainable world.**



# TEA GLASS WASHING MACHINE



On 9th February 2023, Shark Tank India aired its 6th week of Season 2, featuring the Mahantam Tea Glass Washing Machine. The business pitch by the founder of Mahantam Tea Glass Washing Machine, Dhaval Nai and Jayesh Nai, impressed the sharks, who were inspired by the story of how the machine was created.

The story of a founder who was inspired by simple YouTube research is a testament of power and research. The tea glass washing machine was designed to automate the process of washing and sanitizing tea glasses in restaurants and cafes. The Tea Glass Washing Machine was aimed at improving efficiency, reducing labor costs, and increasing the hygiene of the glasses.

The Tea Glass Washing Machine technology consisted of a compact machine that was capable of washing and sanitizing up to 20 glasses at a time. The glasses were placed in the machine, and a series of rotating brushes and jets of water were used to remove any dirt, residue or stains. The machine then used high-temperature water and a sanitizing solution to kill any bacteria or germs that may be present on the glasses.

The entrepreneur behind the Tea Glass Washing Machine claimed that the machine would save businesses time and money, as it could wash and sanitize glasses in a matter of minutes, and would not require any additional staff to operate. Additionally, the machine was environmentally friendly, as it used less water and energy than traditional methods of washing glasses.

Overall, the Tea Glass Washing Machine technology presented on Shark Tank was well received by the judges. The judges recognized the potential for this technology to revolutionize the way glasses are washed in restaurants and cafes. While it is unclear if the Tea Glass Washing Machine was successful in securing an investment from the Sharks, this innovative technology is an excellent example of how automation can improve efficiency, reduce costs, and increase hygiene in the food service industry.



# KYARI

# KYARI



**Abhay Sharma and Smartika Sharma are the founders of the company. This brother and sister do belong to an adventure enthusiast family.**  
**About the company Kyari**

**Kyari is an adventure safety gadget-making company. Most of the people who go trekking and camping have only sticks for their safety. People come across wild animals. To solve the problem, they bring world'd first Smart kid- Guardian. These products were used by 2000 forest guards and saved many lives. This product is completely designed and made in India. Their vision is to protect forest guards and adventure enthusiasts and make them feel safe. Features of the smart stick – Guardian:**

- **Lights with multiple modes.**
- **Loud alarm system**
- **Taser. It gives a shock of 10,000V and 1mA to animals but it does not harm them.**
- **It also work as power bank for phone charging**
- **It comes with a stand that can be changed into an axe or shovel later.**
- **A wall mount is also provided for keeping the stick at home.**

**The pitchers made an ask for ₹51 lakhs for 1% equity of the company at the valuation of 51 crores and the final deal was closed with Peyush and Anupam for ₹51 lacs at 6% equity of the company**



# **WHY SHOULD SMALL BUSINESSES ON**

## **INSTAGRAM BE PROMOTED?**

Promoting small businesses on Instagram is an important way to support local economies, stimulate job growth, promote sustainable practices, and preserve cultural diversity.

Firstly, Instagram is one of the most widely used social media platforms, and it provides a valuable opportunity for small businesses to reach a large audience. Through Instagram, it is possible to increase visibility, attract new customers, and build brand awareness.

Secondly, promoting small businesses on Instagram can help to level the playing field between small and large businesses. Unlike traditional marketing methods, promoting on Instagram is relatively low cost, making it an accessible way for small businesses to compete with larger ones.

Thirdly, promoting small businesses on Instagram can have a positive impact on local communities. By supporting small businesses, we are helping to stimulate the local economy and create jobs, which can have a direct impact on the lives of individuals and families.

In addition, small businesses are often more environmentally conscious and socially responsible than larger ones.

Small businesses often provide unique and personalised products or services that are not available. By promoting small businesses on Instagram, we are helping to preserve local cultures and traditions, and promoting diversity and creativity.

Furthermore, promoting small businesses on Instagram can also help to foster a sense of community and connection. Small businesses are often run by individuals or families who are passionate about what they do, and who take the time to get to know their customers personally. By supporting these businesses, we are not only supporting the local economy but also building relationships and creating a sense of belonging within our communities. Promoting small businesses on Instagram can also encourage innovation and creativity. Small businesses are often more agile and responsive to changing market trends than larger businesses, and they are more likely to take risks and try new things. By promoting small businesses, we are helping to foster a culture of entrepreneurship and innovation, which can have a positive impact on the wider business community.



# **FROM INDIA TO THE WORLD: WHAT MAKES**

## **SUCCESSFUL STARTUPS TICK?**

In today's fast-paced digital age, startups are the new buzzword. Entrepreneurs are driven by a passion to create something new, disrupt established markets, and solve real-world problems. From Silicon Valley to Bengaluru, startups are springing up everywhere, and many have achieved immense success in a short period.

But what exactly is a startup? The term is often used loosely to describe any new business, but a startup is different in its mindset and approach. A startup is a company designed to grow rapidly, with a business model that is scalable and replicable. Startups typically focus on innovation, technology, and disrupting existing markets with their products or services.

So what makes a successful startup? There is no magic formula, but there are some common traits that successful startups share. First and foremost, successful startups have a clear and compelling vision. They know what problem they are trying to solve, and they are passionate about their solution.

Secondly, successful startups have a solid team with complementary skills. Startups are all about teamwork, and a strong team with diverse skills and expertise can help overcome challenges and drive growth. Thirdly, successful startups are agile and adaptable. They are open to change and willing to pivot when necessary.

Finally, successful startups have a sustainable business model. They have a clear path to revenue and profitability, and they are focused on generating sustainable growth over the long term. Indian startups have made significant strides in recent years, with many of them achieving unicorn status (a privately held startup with a valuation of over \$1 billion). Indian startups have been successful in disrupting traditional industries such as e-commerce, fintech, and healthcare. Some of the most successful Indian startups include Flipkart, Ola, Paytm, and Zomato.

What do these successful Indian startups have in common? Firstly, they all had a clear and compelling vision from the outset. Flipkart's vision was to revolutionize e-commerce in India, while Ola's vision was to disrupt the taxi industry. Secondly, they all had strong teams with complementary skills. Thirdly, they were all agile and adaptable, willing to pivot and change course when necessary.

Finally, all successful Indian startups had sustainable business models. Flipkart, Ola, and Paytm all focused on generating revenue from day one, while Zomato pivoted from a restaurant review platform to an online food delivery platform, which proved to be a sustainable business model.

In conclusion, startups are the new engine of growth, and they have the potential to change the world. Successful startups have a clear vision, a strong team, are agile and adaptable, and have sustainable business models. Indian startups have demonstrated that they have what it takes to succeed in the global market, and they are poised to make a significant impact in the years to come.



# ENACTUS CORE TEAM 2022-23



**APARNA SURESH**  
**PRESIDENT**



**KESHAV AGARWAL**  
**VICE - PRESIDENT**



**RASHIKA ARORA**  
**VICE - PRESIDENT**



**SANCHIT GROVER**  
**GENERAL SECRETARY**



**RAGHAV CHHABRA**  
**TREASURER**



**OJASV JAIN**  
**DIGITAL HEAD**



**DRISHYA CHADHA**  
**CONTENT HEAD**



**RAGHAV AGGARWAL**  
**RESEARCH HEAD**



**ASHISH SINGH**  
**MARKETING HEAD,**  
**ANNAPURNA**



**PRACHI SHARMA,**  
**MARKETING HEAD,**  
**KATRAN**



# ENACTUS TEAM 2022-23



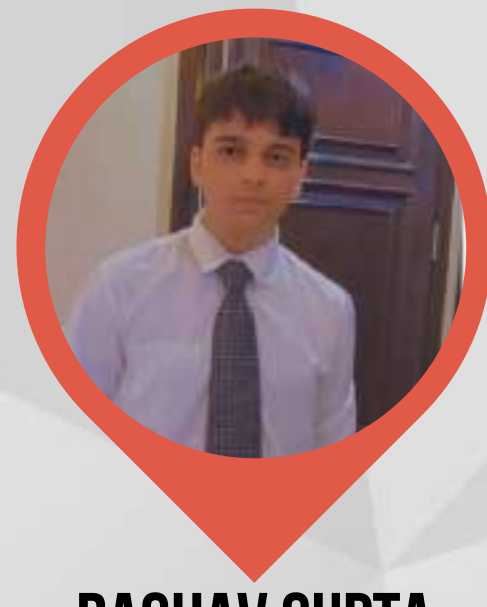
**TANVI DUTT**



**ASHMIT AGARWAL**



**JIYA SINGHAL**



**RAGHAV GUPTA**



**GAURAV PRATAP SINGH**



**JAI SETHIA**



**HARDIK GOYAL**



**KHUSHI PATHAK**



**CHANDRIKA**



**JAYA AGNIHOTRI**



**TANMAYA VERMA**



**SAMEEKSHA**



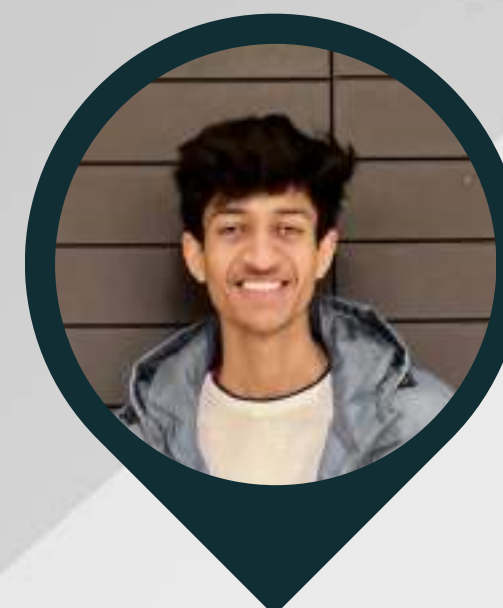
**SUDHANSHU MISHRA**



**HIMANSHU PATEL**



**RISHIKA YADAV**



**KRITIK**



**ABHISHEK SINGHAL**



**ADITYA SETHI**



**RAVISHA NARULA**