



ACHIEVEMENTS REPORT

Enactus Kirori Mal is running four projects namely **Project Dor**, **Project JanBhoomi**, **Project Syahi** and **Project Patradya**.

We aim to uplift *underprivileged communities* while creating *environmental impact* by running *sustainable business models* with the aim of ultimately handing over the projects to them.

We also conduct *community development* activities to teach our community the *necessary skills* required to run a *successful business*.

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PROJECT DOR

(For the period 1st July 2019 - 29th February 2020)

About Project Dor:

Project Dor is an initiative that deals with the revival of the traditional yet dying art form of **tie and dye**, through the production of **handmade scarves, dupattas and cushion covers**.

The identity of Project Dor, and the artisans behind it, are the **migrant women of West Bengal, Bihar and Jharkhand**. Struggling to find income and identity in the city of Delhi, these women residing in Dwarka's JJ colony joined hands with Enactus KMC via **Deepalaya NGO**.

HIGHLIGHTS FOR THE YEAR

Launches

- Launched new product lines of **Dupattas** and **Cushion Covers** and introduced **Chanderi Scarves**
- Launched new designs of **Cushion Covers**
- Launched **Potlis**, making Dor a **zero waste brand**.

Sales Collaborations

- **Vaaya**, and **Vishnu Store** in Khan Market
- Corporate Gifting Collaboration with **AIIMS, IBM** and **Redefine Marcom Gifting Agency**
- **Dupattas Essential, Katan Weaves, Shibui**
- **Alhaaiya Official** for sales of Cushion Covers
- **Sarvpriye Foundation** for Corporate Gifting
- **Prudence School, Dwarka** for their event - Itihaas.

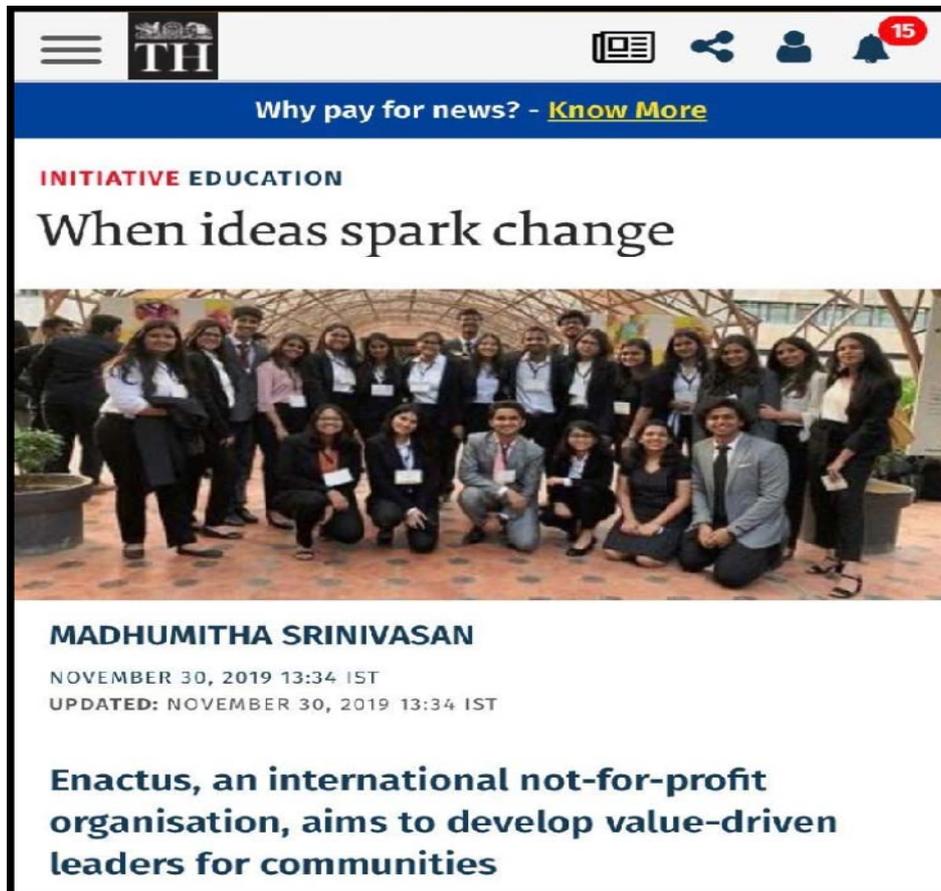
Government Recognition

- Received recognition from Vinayak Garg, *Chief Vigilance Officer*, India Tourism Development Corporation, **Ministry of Tourism**, Government of India.
- Received recognition from Abhishek Dutt, *South Delhi Municipal Councillor*.
- Received recognition from Dr Neeraj Kharwal, *District Magistrate*- Udham Singh Nagar, Uttarakhand.

Media Coverage

- Covered by the likes of **Hindustan Times**, **The Hindu** and **India Today**. **Link to the article from The Hindu:**

<https://www.thehindu.com/education/when-ideas-spark-change/article30122613.ece>



The screenshot shows a mobile news interface. At the top, there is a navigation bar with a menu icon, the 'TH' logo, and icons for a list, share, profile, and notifications (with a '15' badge). Below this is a blue banner with the text 'Why pay for news? - Know More'. The main content area features the text 'INITIATIVE EDUCATION' in red and black, followed by the title 'When ideas spark change' in a large, bold, black font. Below the title is a photograph of a large group of young people, mostly women, in professional attire, posing for a group photo in an indoor setting with a glass and metal structure. Underneath the photo, the author's name 'MADHUMITHA SRINIVASAN' is displayed in bold black text, followed by the publication date and time 'NOVEMBER 30, 2019 13:34 IST' and the update date 'UPDATED: NOVEMBER 30, 2019 13:34 IST'. At the bottom, a bold black headline reads: 'Enactus, an international not-for-profit organisation, aims to develop value-driven leaders for communities'.

hindustan times

**CHANGING LIVES,
ONE KNOT AT
A TIME**

Kirori Mal
College students
are empowering
underprivileged
communities by training
them in the art of
tie and dye

Hachika Garg
Everything that is done in this world is done by hands," said Martin Luther. And so, with the hope of giving a better life to the underprivileged section of society, the students of Kirori Mal College (KMC), conceived Project Dor. An initiative of Enactus KMC, the project engages the women living in Dwaraka's JJ colony — which has migrants from Jharkhand and Bihar, and other less privileged families — to make scarves, dupattas, saris, and dupattas.

"Tehle ham ghar se nahin nikalte the, aur ab rose pure confidence ke saath jeehte hain... Kisi je dupatta nahin banai pahne hain," says Beena, a resident of the colony. Sunita, another resident, says, "Sabse achhi baat is project ki ye hai ki business technique seekh kar hum tum jabotki bhaage lekar jaa sakte hain." The initiatives don't just give wings to the target group but also empower the ones associated with the project. Danika Kumar, project head, feels proud that at the age of 19, she has impacted lives. "I love every aspect of this project. The ladies are the love of my life. I went for a community visit during my first year and found a home with them." The products are maintaining traditional art forms. Kumar explains, "The art eye stood out to me... It is closely related to our culture. We used combination of techniques such as chhori, lehariya, bandhani along with tie dye to create more dyeing art forms." The student group started this project in collaboration with an NGO located in the area. The team visits the centre, imparts training and helps create a suitable product for the market. "We also conduct community development programmes and health awareness workshops to ensure a higher standard of living for the community," says Priya Jaisoo, president, Enactus KMC.

KMC students Danika Kumar and Ritika Jaisoo

▲ **ALL FOR ART** Sruti Rai (left) and Akshita Sharma with Project Dor members

SOCIAL WARRIORS

Students from Kirori Mal College, University of Delhi, are leading an intensive effort toward socio-economic upliftment by reviving the traditional craft of tie-and-dye, through a non-profit, international body, Enactus. Project Dor began in October 2016 and works with migrant women from Bihar, Jharkhand and West Bengal to produce handmade scarves, dupattas and cushion covers in neo-ethnic designs. The project is also associated with Deepalaya, a Delhi-based NGO.

STRIDING ON

MAKING IT RIGHT
Headed by Danika Kumar, the project has 30 people who work on aspects such as finance, production, operations, marketing, public relations and community development, as well as in training. A self-funded project, Dor's revenues are reinvested in the initiative to scale up effort. It reaches out to customers through stalls and exhibitions at festivals and hotels, e-commerce sites and social media platforms. "Alongside Project Dor, we also work on Project Syahi, which reduces single-use plastic by providing an alternative to plastic pens. We make pens from upcycled paper with a plantable seed at the rear end. Launched in September 2019, this came up after surveys that made us realise that people lose 90 per cent of the pens they have ever purchased," says Akshita Sharma, member at Enactus. Currently, Project Syahi is headed by Maitreyee Joshi.

—by Mirini Devnani

- Got interviewed at **All India Radio, 104.8 Ishq FM** and **Gurgaon ki Awaaz**.

Business Plan Competitions

- Won the **first prize**, along with a cash prize of ₹ 6000, at COMSOC SRCC's competition, Genesis.
- Won the **second prize**, along with a cash prize of ₹ 1000, at Enactus Rajdhani's B-Plan competition.
- Won the **third prize** at Enactus Miranda House's B-Plan 'Impressa'.

REVENUE

Total Revenue earned during this period was: Rs. 2,94,200

The entire amount goes to our **community** that comprises **four ladies** who we have partnered with in alliance with **Deepalaya NGO**.

Our revenue stream is broadly divided into **five broad channels** namely,

- Collaborations with retail stores and boutiques
- Corporate Orders
- Stalls
- Entrepreneurship Development Programme
- Personal Orders

PROJECT JANBHOOMI

(For the period 1st July 2019 - 29th February 2020)

About Project JanBhoomi:

Project JanBhoomi, an initiative undertaken by Enactus Kirori Mal, aims to tackle the problem of **land degradation** by producing **organic and environment-friendly compost**. It is a small but significant step towards creating impact and changing lives by ensuring sustainable development. The Project was piloted in the college premises on the 26th of April, 2018. The pit was set up under the guidance of a technical expert from IARI who helped us throughout the process. We have now diversified into **flower and leaf compost**.

We have further expanded into waste management composting to serve the dual objective of eliminating domestic garbage, and simultaneously minimize the usage of chemical fertilizers.

We recently launched our brand new product: a **Gardening Tool Kit**. It comes with a wide range of gardening tools such as cultivator, weeder, fork, transplanter, trowel and our exclusive flower compost to provide added nutrients to the soil.

HIGHLIGHTS OF THE YEAR

Vermicomposting pits

- **August 1:** Opened a new pit in Chawri Bazaar.

Revisiting Palwal

- **February 12:** Revisited **Paroli, Palwal**, to conduct an **on-field research** on ways to help the inhabitants of the village. We conducted an analysis of the three sectors on the basis of how they function in the village.

This visit also ensured the **sustainability of our 200+ vermi compost pits, set up there during the previous year**. The visit took place in collaboration with the **Government of Haryana**, under the Super Village Challenge. The production of compost from these pits enabled the farmers to reduce their input costs considerably, and helped them save lakhs of rupees.

Launches

- **February 17:** New Product: **Toolkit** Launch. Going for diversification in our products - we launched our new Gardening toolkit which consists of a jute bag **containing essential gardening tools** such as hand cultivator, fork, trowel, weeder, transplanter and a 1kg packet of flower compost.

- **April:** New Product: **Home composters** and their 2 variants. To further diversify our products further, we are introducing 2 types of **terracotta** home composters produced by the potters of Uttam Nagar. These home composters provide a source of living to these artists, while promoting our cause for a greener tomorrow.

REVENUE

Total Revenue earned during this period was: Rs. 5,785

Our revenue stream can be divided into **three broad channels** namely,

- Nurseries Sales
- Gardening shops
- Entrepreneurship Development Programme
- Stalls
- Personal Orders

PROJECT SYAHI

(For the period 1st July 2019 - 29th February 2020)

About Project Syahi:

Project Syahi is an initiative that endeavors to achieve a **plastic-free world** by replacing **plastic pens** with pens made of **upcycled paper** with a **plantable seed** at the rear-end. In this process, it strives to empower a **community of women**, based in **Tilak Nagar** to play the lead role and become successful entrepreneurs in the future. The project serves the dual purpose of **sustaining** not only the **environment** but also an **underprivileged community**. The social cause of the project compliments the idea of economic sustenance of the community very well.

HIGHLIGHTS OF THE PROJECT

Launches

- Launched the Project on **18th September 2019**.

Sales Collaborations

- First corporate order for the project received from **IBM**.
- Order received from **AIIMS Delhi**.
- Five stationary collaborations from
 - **Top shelf stationary**
 - **Bobby stationary, Lajpat Nagar**
 - **Kirori Mal College stationary**
 - **Hindu College stationary**
 - **Bhatiya stationary**
- Four school collaborations from
 - **DPS Indrapuram**
 - **DPS Concord MUN**
 - **Indus Global School**
 - **Don Bosco School**

Business Plans Competitions

- Won the **first prize** at Socio-Bee B-Plan competition at SRCC, along with prize money of Rs. 12,000.

Media Coverage

- Featured by **DU Express**

Link to the article:

<https://duexpress.in/syahi-an-earth-friendly-initiative-by-enactus-kirori-mal-ollege/#>



- Got covered by **India Today** magazine

REVENUE

Total Revenue earned during this period was: Rs. 21,367

The entire amount goes to our **community** that comprises **four ladies** who we have partnered with in alliance with **Deepalaya NGO**.

Our revenue stream is broadly divided into **five broad channels** namely,

- Corporate orders
- Stationery shops
- Entrepreneurship Development Programme
- Stalls
- Personal Orders
- School collaborations

PROJECT PATRADYA

(For the period 1st July 2019 - 29th February 2020)

About Project Patradya:

Project Patradya is an endeavour to substitute plastic in the disposable utensil market in conjunction with the socio-economic upliftment of Afghan refugee women based in Bhogal district, New Delhi. Under our initiative, we have a range of completely biodegradable edible utensils, available in multiple flavours, forms and sizes which replace single-use plastic utensils. Patradya serves in the form of bowls, spoons and plates in chocolate, achari, coffee and savoury flavours. The culinary skills of our community of Afghan refugees are displayed in our products, which form their only sustainable source of livelihood.

HIGHLIGHTS FOR THE YEAR:

Sales Collaborations (Cafes and Institutions)

- Civil House, Khan Market
- Prodigal Cook Farms, Noida
- Sly Granny, Khan Market
- BioQ, Jahangirpuri
- 36 Lebzelter, Mayur Vihar
- IIT, Delhi
- Cocotrait, Chennai

Business Plan Competitions

- Selection of Project Patradya at **IIM AHMEDABAD** which included top 12 teams from all over the world

Launches

- Project Patradya came up with a new product line of **plates and spoons**.
- Introduction of **new flavors** like **coffee** to reach a larger section of the market.

Media Coverage

- Project Patradya was featured by **Scroll** on its ongoing television and digital environmental series- Eco India. It got more than 23k views on YouTube.

Link to the documentary: <https://youtu.be/6mhLQQNJtz8>

REVENUE:

Total Revenue earned during this period was: Rs. 34,897

The entire amount goes to our **community** that comprises **two afghan ladies**.

Our revenue stream is broadly divided into **three broad channels** namely,

- Personal Orders
- Stalls
- Collaborations with cafes and restaurants
- Educational institution orders
- Corporate orders