



enactus[™]
JESUS AND MARY COLLEGE



QUARTERLY NEWSLETTER

OCTOBER- DECEMBER
2020 VOLUME-2

DIWALI CAMPAIGN

Project Dhara organized a Diwali Campaign on 10th November 2020, which concluded on 16th November 2020. As a part of the campaign, people were encouraged to send pictures of a lit diya. For every picture received, Project Dhara donated a seed pencil to unprivileged children, thus, aiming to help the environment and supporting local potters while contributing to education. We partnered with several other youth societies and organisations including Digilit JMC, Girl Up Kanpur and Cauldron JMC.



The Campaign received an immense response with 500+ pictures. We partnered with JMCEP and Teens of God for the subsequent distribution of seed pencils. This act was instrumental in promoting small plantations as the pencils that were provided had seeds attached to it which would encourage children to plant seeds and make our environment greener.



OUR COLLABORATIONS



PAINT BLUE CAMPAIGN

The COVID-19 pandemic provides a stark reminder that one of the most effective ways to stop the spread of a virus is also one of the simplest- hand hygiene. As part of "Daan Utsav- Festival of Giving", Project Iffat started the 'Paint Blue Campaign'. It was undertaken in order to promote sanitation, hygiene and cleanliness in lieu of World Handwashing Day. The campaign went on from 2nd October -15th October 2020.

It gives us immense pleasure to declare that we received an overwhelming response of 180 people participating in our Paint Blue Campaign. For every person who participated in this challenge of painting their palm blue, our team made and donated a packet of paper soaps to essential workers.



PANEL DISCUSSION- WORLD AIDS DAY

Project Iffat aims to reduce waste and spread sanitation practices while at the same time creating awareness around HIV and AIDS. The stigma associated with AIDS has a layered effect on an individual's life. They are excluded from society and denied entry into the job market. To raise awareness on this, we collaborated as an outreach partner with Pratisandhi on a panel discussion on 29th November, 2020. The panelists included Dr. Anita Shyam, Psychiatrist and Clinical Sexologist; Mr. Daniel Sinnathamby, Country Director, Pathfinder International; Ms. Garima Sharma, AIDS Control Organization, Ministry of Health and Family Welfare; and Dr. Niveditha Manokaran, Dermatologist and Clinician in HIV Medicine. The panelists have been working in the domain of HIV/AIDS and Sexual and Reproductive Health and Rights (SRHR). The session's theme looked at the realities of 'Global Solidarity, Shared Responsibility', and how these issues can be dealt with during the pandemic.

WORLD AIDS AWARENESS DAY PANEL

29TH
NOVEMBER
4 PM - 6 PM
ON AIRMEET




PRATISANDHI


Iffat


enactus



**DR. NIVEDITHA
MANOKARAN
DERMATOLOGIST
AND
VENEREOLOGIST**



**DANIEL
SINNATHAMBY,
COUNTRY DIRECTOR,
PATHFINDER
INTERNATIONAL**



**DR. ANITA
SHYAM,
SEXOLOGIST**



THE PLASTIC PANDEMIC

Reader's Digest

As the decades have passed, green activists & environmentalists have called for due attention to be given to plastic pollution; one of the most pressing environmental issues. The rapidly increasing production of disposable plastic products overwhelms the world's ability to deal with them. Plastic pollution is most visible in developing Asian and African nations, where garbage collection systems are often inefficient or non-existent.



But the developed world, especially in countries with low recycling rates, also has trouble properly collecting discarded plastics. Plastic trash has become so ubiquitous it has prompted efforts to write a global treaty negotiated by the United Nations. Statistics have illustrated this plastic waste accumulation trend, almost 2 million plastic bags are used worldwide, every minute.



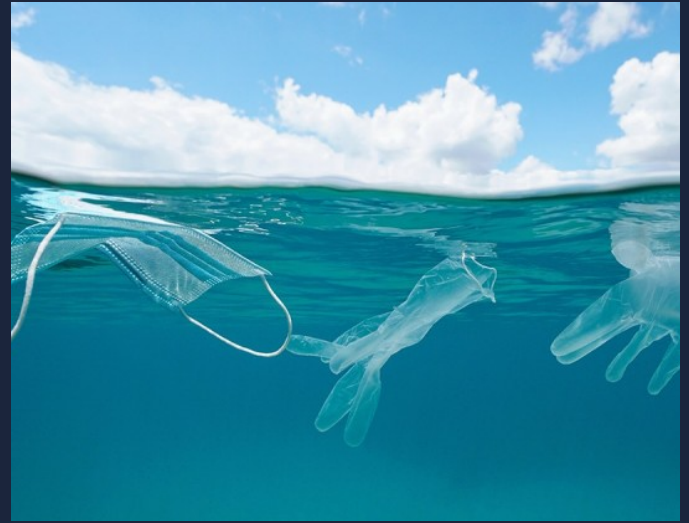
In India, the recurring problem of increasing accumulation of plastic waste is a worrisome situation. India generates 25,940 tonnes of plastic waste every single day but 40% of it remains uncollected causing choking of drainage and river systems, littering of the marine ecosystem, soil and water pollution, ingestion by stray animals, and open-air burning leading to adverse impact on human health and environment. This waste is then dumped into landfills which causes severe health hazards and environmental degradation.

PROJECT SUGAM

The plastic pollution experienced by the world has only become worse in 2020, as the pandemic has sparked a rush for this particular pollutant. From Wuhan to Washington, demand for face shields, gloves, takeaway food containers and bubble wrap for online shopping has surged this year and thus, so has the waste.



It has been reported that if the current rate of plastic production, consumption and management prevails, there will be 113 per cent increase in annual plastic leakage into oceans by 2040 i.e. approximately 30 million metric tonnes of plastic will end up in the ocean per year. The pandemic has resulted in numerous transitions and we should commence our pursuit for a sustainable lifestyle in line with this new normal. Small changes in our post-pandemic lifestyle can create a marked difference in the world's solid waste crisis.



With the outbreak of COVID-19, medical waste production in Wuhan, China has risen to 240 tonnes per day from 40 tonnes per day. A similar estimate can be made for India as well. This well-known threat, however, has remained virtually unaddressed this year. Considering the grave nature of the other battles being fought by humanity each day, we cannot be blamed for temporarily ignoring these warning bells. Be that as it may, it is now time to revert our focus to the repercussions of our actions before it is too late.



TRAINING AND SKILL DEVELOPMENT

Members of Project Sahaay underwent consultancy training before the beginning of the pilot under the guidance of one of our esteemed collaborators. A session was conducted with Mr. Siddharth Verma, Partner at ProConsults. Mr. Verma took the team through the various aspects of consultancy, the consultancy process and other valuable tips for improved performance. This was done in an interactive way, with the team participating throughout the session which was followed by a Question-and-Answer round for rectification of doubts and better understanding. Numerous such sessions are in the pipeline for the next quarter as well. Project Sahaay shall continue to strive for excellence and skill development for the team to enable them to help those in need of assistance in a more efficient and effective way.

PILOT

Project Sahaay undertook a pilot this quarter. It managed to conduct it with two initial clients by providing them with end-to-end business consultancy, while focusing mainly on the digital aspect of business. Both clients were women from varied sectors and industries. The initial phase involved understanding the clients' business and their challenges. Then the back-end research was done by the team and strategic solutions were formed. This pilot project has helped the team as well as the leadership gain valuable insights and experience. The learnings from this phase of the project have given shape to the plans for Project Sahaay, as we enter the next phase.



#SUPPORTINGLOCAL CAMPAIGN

Project Sahaay aims to support entrepreneurship, especially small scale and growing businesses. To make people or prospective buyers realize the importance of such businesses, Project Sahaay initiated a campaign on 20th November 2020 "Your Story, Their Business". As part of the campaign, we collected and shared stories of how people are emotionally connected to certain local entrepreneurs. Be it the ice-cream stall outside college or the door to door vegetable vendor. The role they play in our lives is more than just an owner-customer one. The aim for this campaign was to make people realize the role such businesses play in our lives. 6 different stories of 6 different people and 6 different places were collected and shared.



OUR CONVENOR'S INTERVIEW

Dr. Mani A. Nandhi

WHAT HAVE BEEN THE MOST MEMORABLE MOMENTS OF YOUR JOURNEY WITH ENACTUS JMC ?

There are many special moments that flood my memory of Enactus JMC. Unlike the other societies of the college, Enactus has a vision and mission to fulfill through its contribution to society and the communities that need our helping hands.

Two defining moments were when the idea of Project Dhara shown much earlier by me to several teams but the team leadership during 2016-17 were immediately convinced that it's a doable project idea and could be sustained. So when they got down to implement it and launched it, that was a memorable moment for me because I believed it to be a 100 percent successful idea.

Second memorable moment was when both Projects Dhara and Iffat got shortlisted for the World Water Race in October 2018, I felt that our team has arrived to compete with the best with truly meaningful contributions.

Third most memorable moment was when I found the Enactus JMC members maturing as a team bonding well with a desire for excellence and commitment to the team's goals and not as individuals aspiring to be getting noticed for their individual contributions. This team building actually began to crystallise from 2016-17 and except for a brief lull in the team's direction during 18-19, the team bloomed as a mature one during 2019-20, when my heart swelled with pride that the team had become cohesive and self-motivated to accomplish all that needed to be done and much more initiatives were undertaken during this period.

I will be failing in my duty if I do not single out some of the team leaders – Prachi Singh, Sanya Srivastava, Aadya Sachdeva, Vrinda Guglani, Sabhyata Bhateja, Manya Khanna – all of whom have played decisive roles in bringing Enactus JMC to a level where it is now.

I shall be unfair if I do not talk about the present team members under Gautami and Sharanya playing a great role since 2019 when many of them won accolades in participating in various inter-college Enactus events and winning many prizes. During my last year as Faculty Adviser when 20-21 team took over, unfortunately the Covid 19 pandemic engulfed us playing a spoiler in scaling up the older projects and implementing the newer projects on ground. But that did not deter them from achieving many things working online, getting the Projects Sugam and Project Sahaay onboarded with collaborative ventures. This was a defining moment for Enactus JMC's growth and achievement and truly, this year is crowning year because despite a raging pandemic, the 20-21 team never lost their nerve or enthusiasm and chugged on happily to work as proud members of Enactus JMC. So when I said bye to the team in October 20, I left with a sense of pride and achievement that my strong-willed efforts have borne fruit and rubbed on the team to excel in whatever they do and undertake.

HOW HAVE YOU SEEN ENACTUS JMC GROW OVER THE YEARS?

This question is partly answered in my previous response. However, I would like to say that I have seen the team as young novices when I took over in 2009-10. Many of the members of some earlier teams meant well but, in their naivety, took on new project ideas every year believing independently that their ideas are younger than the faculty adviser's counsel and suggestions. As I believe that experience is the best teacher, I supported them and my patience paid off because the team/s started realising that the wise old owl's advice had merits. Then the maturity of team members and its leadership also happened, which perhaps was the result of my conscious decision to let students from disciplines other than Commerce (which dominated the team membership in the initial years) join Enactus by going through a strict interviewing process. I want to share here that the social entrepreneurship or entrepreneurship per se is not necessarily the domain of Commerce students only. It is a function of enterprising attitude, fortitude, vision, determination and hard work and lastly, commitment to the Enactus objectives. Any student who has these basic qualities can excel in raising Enactus JMC to the next level.

HOW DOES ENACTUS JMC ADD VALUE TO ITS MEMBERS AS WELL AS TO SOCIETY?

Being a member of Enactus JMC as a society is like being a member of a society that is different from all other societies including NSS. While in other societies diverse programs and events happen that explore the extracurricular aspects of students' growth, Enactus membership adds value based on entrepreneurial abilities, leadership training on social contributions, and more importantly, on the contribution of members to the social cum economic projects that are undertaken with a clear mandate of reaching out to the underprivileged and marginalized segments of the population – especially women, poor, differently-abled, etc. This journey is both a learning cum outcome specific measured on metrics relating to social, economic, and environmental outcomes. This journey is a process enabling the members to learn by doing and showcasing in terms of impact on the people their projects touched. In this entire process, every step is value-laden which is seized if each member believes that she is both a member cum learner to accomplish the Enactus goals.



ONE OF THE PILLARS OF ENACTUS IS THE CONCEPT OF SOCIAL ENTREPRENEURSHIP. WHAT ARE YOUR VIEWS ON IT ?

The essence of social entrepreneurship rests on bringing about positive social change by motivating the youth and the broad areas that are focused are on helping towards overcoming poverty, achieving women empowerment, environmental balance, unemployment, improving health and education, to name a few. Enactus is focused both on the community social entrepreneurs to bring about transformational changes. So projects undertaken by various Enactus teams aim to help improve social and economic backwardness by doing their bit to help the society at large. One of the focus areas is on trying to contribute towards the UN's SDGs in the projects that are undertaken. Our older and newer projects are specifically focused on waste segregation, waste management and helping to contribute towards lifting women out of poverty.

ANY ADVICE YOU WOULD LIKE TO GIVE THE FRESHERS OR THE EXISTING MEMBERS OF ENACTUS ?

My constant advice to all my teams for a decade has been – Enactus JMC is a journey that requires grit, determination, working with the poor and impoverished and not in a JMC classroom but out in the field of operations that is not all hunky dory. That implies, do not join Enactus JMC because you want to add to your resume but because you believe that ‘You” can do something worthwhile towards bringing about a social change. If you think you can do it, then join with 200 percent commitment or else look for easier options. Good luck to all the current team members and the freshers who are keen to join.