



enactus[™]
JESUS AND MARY COLLEGE

QUARTERLY NEWSLETTER

APRIL- JUNE, 2021
V O L U M E - 4

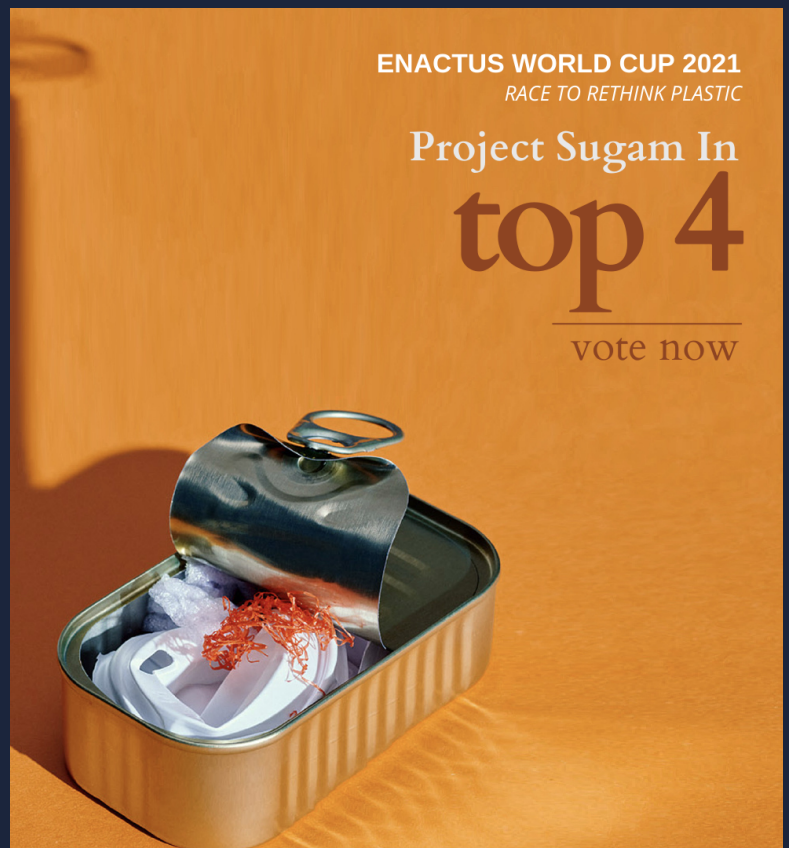
RACE TO RETHINK PLASTIC : TOP 4

“Words may inspire, but action creates change.”

Enactus JMC is pleased and proud to announce that its flagship initiative, Project Sugam, is now one of the Top Four projects worldwide in The Race To Rethink Plastic and will be moving onto the Impact Competition at Enactus World Cup in October 2021!

The Race to Rethink Plastic recognizes and mobilizes Enactus teams and their projects that tackle the plastic waste crisis. Plastics are ubiquitous, having proven to be among the world’s most important industrial innovations. However, most plastic packaging is used only once, and 95 percent of plastic packaging material becomes garbage. Thus, a move from single-use to reuse plastic not only helps eliminate plastic waste and pollution but can offer significant reductions in greenhouse gas emissions and additional adverse consequences.

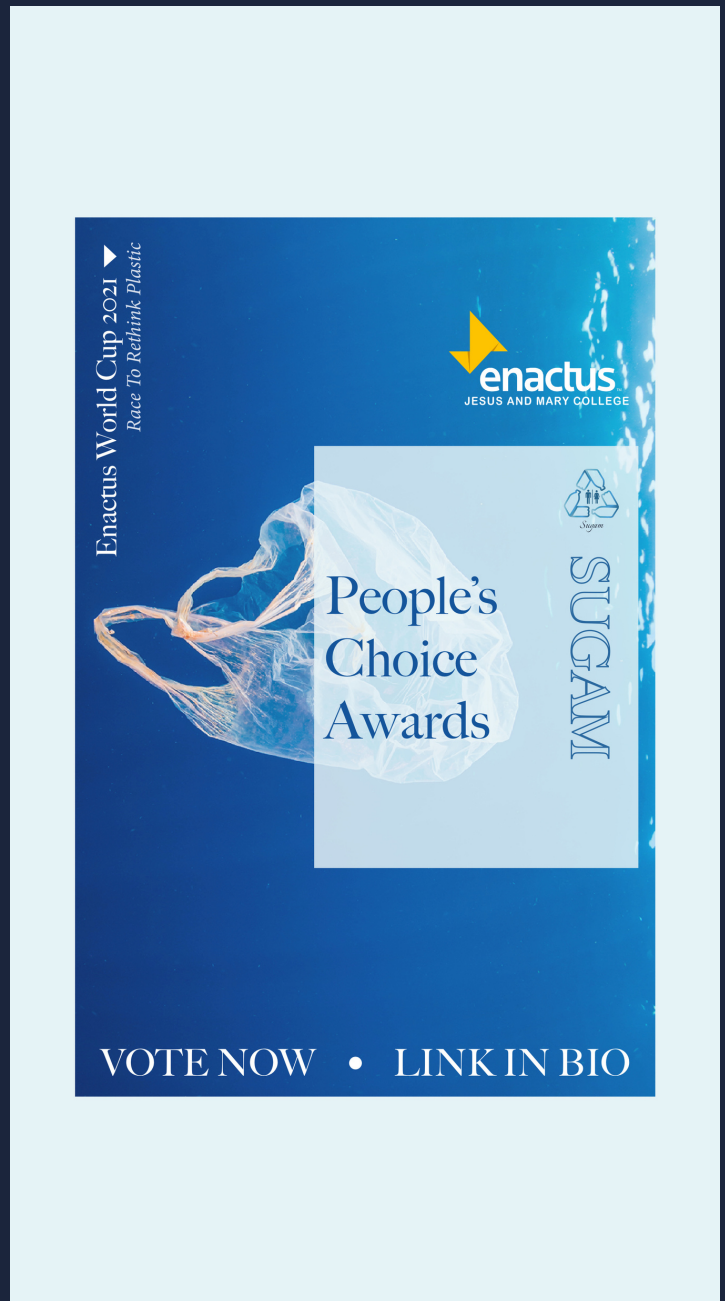
Enactus JMC participated in the race by representing its flagship initiative - Project Sugam. Sugam aims to create sustainable & publicly accessible eco brick bathrooms at locations where proper sanitation facilities are lacking. It solves the dual problem of increasing plastic pollution and the practice of open defecation through the construction of public washrooms using eco-bricks across India. Sugam rethinks plastic by using eco-bricks, made using the ‘plastic-in-plastic’ and ‘cradle-to-cradle approach.



Project Sugam also generates employment by transforming previously unemployed individuals into social entrepreneurs. Sugam aims to ensure that cleanliness is inculcated amongst the masses and hygiene is prioritized.

A perfect amalgamation of glaring problems and their innovative solution sets Project Sugam apart in an environmental, entrepreneurial, and social sense.

Enactus JMC and Project Sugam are highly honoured to share a stage with such incredible teams worldwide. We would also like to express our immense gratitude to everyone who contributed to making Sugam what it is today!



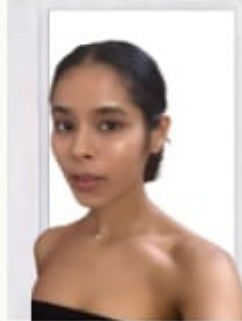
CORE TEAM RECRUITMENT

We believe in investing in students who face challenges, create opportunities, and take action!

With every new year comes a new core team full of ideas, enthusiasm, and passion. The selection for the core team for Enactus Jesus and Mary College 2021-22 was definitely not easy. Having received innumerable applications, each better than the other, and narrowing them down surely was a strenuous process. From rigorous group discussions to nail-biting rounds of interviews, our girls had to face them all.

64 meritorious applicants, 4 gruelling rounds, and finally 17 exemplary girls selected- the new trailblazers of Enactus JMC, who'll infuse the society with their zest and carry the formidable legacy forward.

The newly elected Core team is very excited to take up their roles and go that extra mile! Enactus, with a three-fold objective of environmental, social and economic betterment, is an initiative to commemorate the bright colours of social entrepreneurship and its essence in the community. We hope our newly recruited Core Team gets to achieve all the goals and objectives they intend on. The initiative is going great, and they are ready to take the lead for a better, brighter and entrepreneurial tomorrow.



ENACTUS

CORE TEAM 2021-22



ADVITYA 1.0

Enactus Jesus and Mary College organized its first-ever Flagship event Advitya 1.0 in April 2021. It was a day for young, like-minded, and zealous students from all over the world to come together and use their innovation and creativity to bring about change, create impact, and transform the world. Advitya 1.0 had 4 exciting events: Tadbeer, Vichaar, The Plastic Marathon and Vyaapar.



PLASTIC MARATHON

The first event of our grand event, The Plastic Marathon, was organised by Project Sugam on the 10th of April 2021. The Plastic Marathon allowed participants to make leads in the realm of plastic innovations. The competition's main aim was to develop unique ideas to deal with plastic waste, taking into account the specific situations of various countries.

The online event lasted for 5 hours. There were a total of 15 teams across the world that took part in the competition. It was a 2 stage competition wherein every team was allotted different countries and were given problem statements related to that country. Teams were allotted countries at random & had to come up with an idea specific to the plastic centric problem statement they received. The judging panel consisted of 3 honourable judges - Ms Apoorva Bose, Mr Gagan Saxena and Mr Prashant Rana. The winner of The Plastic Marathon was Team Egypt, followed by Team Brazil as the first runner up. All the teams displayed exceptional abilities and ideated novel and innovative solutions for the ongoing plastic catastrophe.

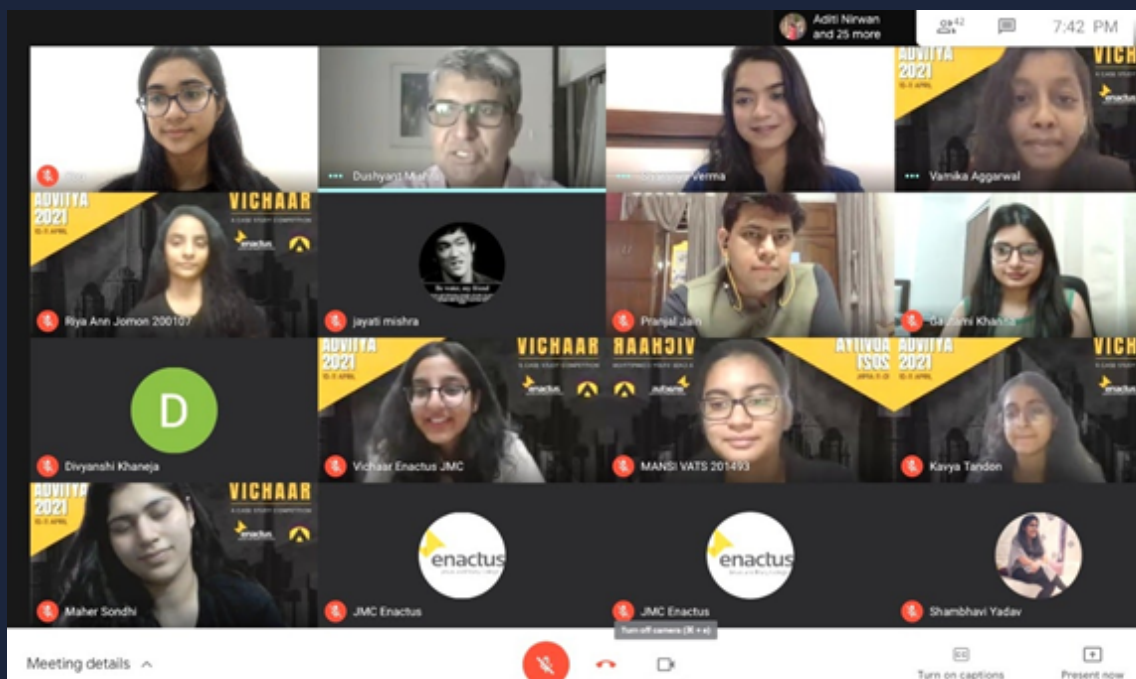


VICHAAR: CASE STUDY COMPETITION

In the evening, Project Iffat, in collaboration with Project Dhara, organized Vichaar: a waste management-centric case study competition. Comprising of two stages, the initial round constituted submitting a PPT, out of which teams were shortlisted for the final round. On the last day, selected teams.

They had to present their solution in a live zoom session, judged by an esteemed jury panel. We were graced with the presence of a wholesome set of judges, who included Dr Veerapathaman, Mr Dushyant Mishra, and Mr Pranjal Jain.

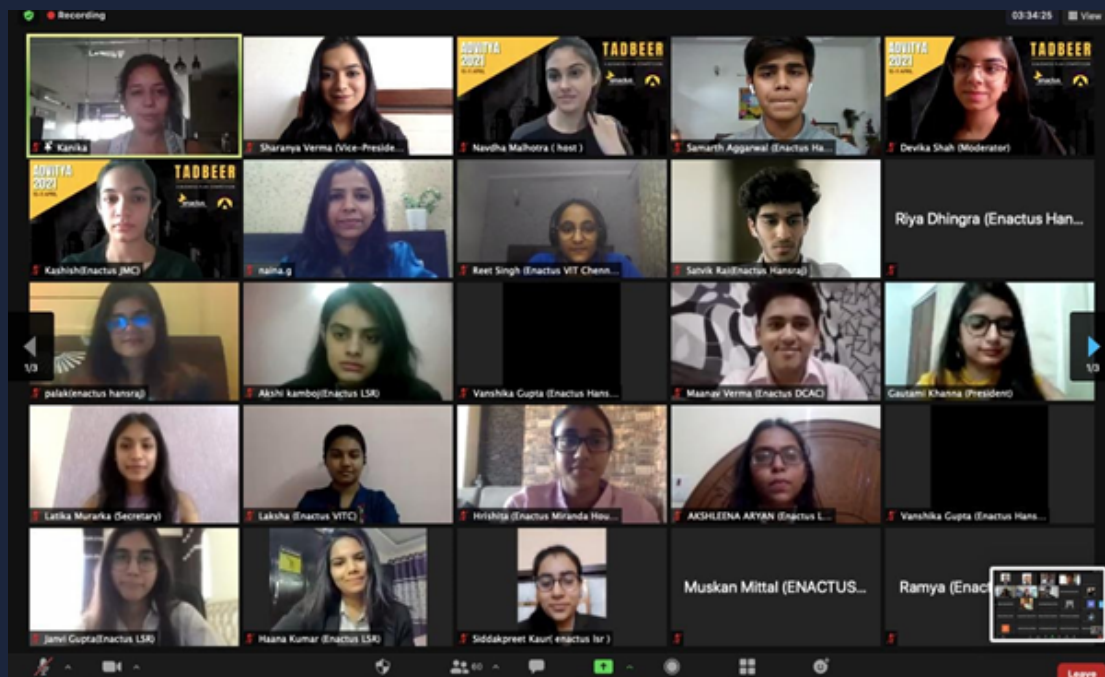
With a total of 32 registrations, eight teams were shortlisted for the final round. Each team was spectacular and provided a unique set of solutions to the case study. After a grilling and competitive round, we came up with our winners, with B-Team bagging the first position, followed by Team Enactus Aryabhata as the first runner up and Team Code Mavericks second runner ups.



TADBEER: THE B-PLAN COMPETITION

Tadbeer: the B-Plan Competition was organised by Project Sahaay on the 11th of April, 2021. The participants were asked to develop a blueprint strategy to launch a new product or project while unlocking their creativity and embracing their young head for business. The online event witnessed participation from over 12 colleges and 75 students all across India.

The competition gave an excellent opportunity for the participants to present their passion and impact society through their projects and hard work. After the pitches, the teams had to go through a Q/A session with the two Judges - Ms Naina Gupta and Ms Kanika Ahuja and got the opportunity to interact with them. The winner of Tadbeer was Hansraj College, while Shaheed Sukhdev College of Commerce and Motilal College were the first and second runners up respectively.



VYAAPAR

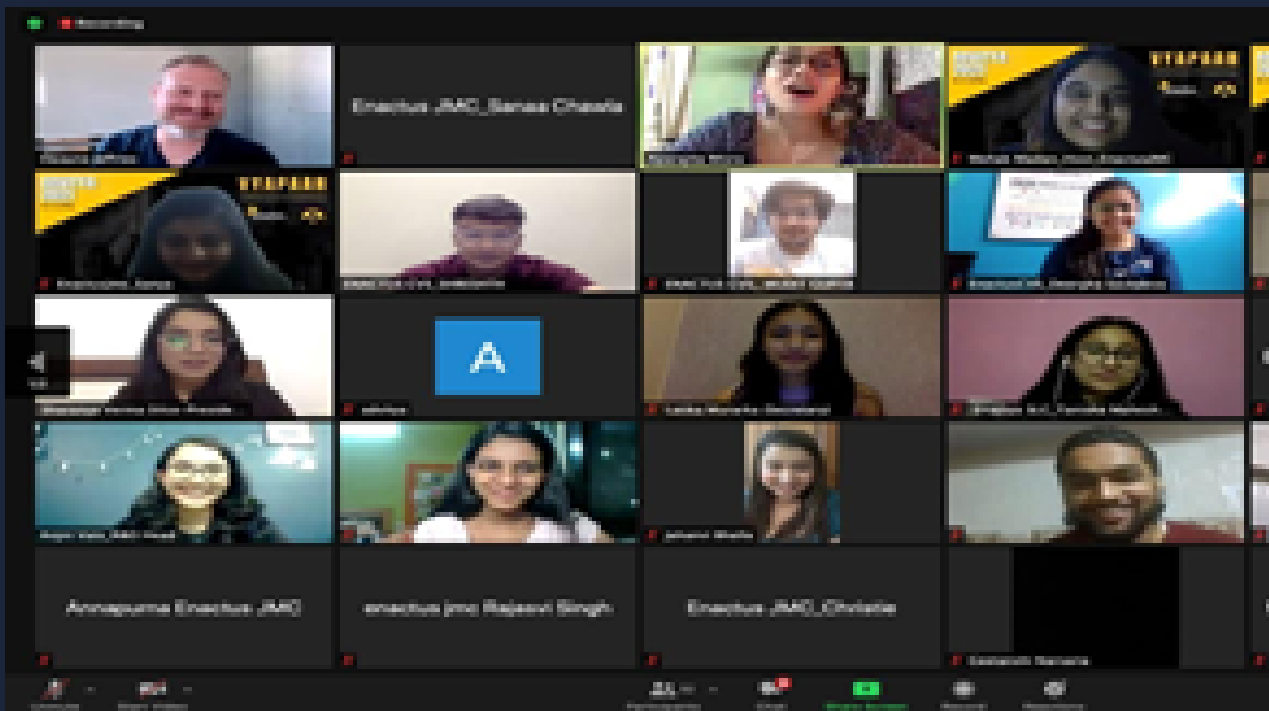
The last competition of our flagship event was Vyapaar, a pitch or ditch competition organized by the Public Relations, Marketing, and Research & Development departments.

The event was conducted in two rounds. The first round witnessed participation from over 100 students across India.

From those only 9 teams who pitched their vision, and ditched the typical, entered the second and the final round. On the final day, 3 hours before the event, our 9 teams were allotted a new product with little to no usage. The teams had to use their creative imagination, develop a strategy, and pitch the product to our judges: Ms Aparajita Misra and Mr Dwayne Jeffries.

From 'Pixy Earphones' and 'DIY bulbs' to 'Nokia 3310', the 9 teams put their best foot forward. Vyaapar and Advitya 1.0 came to an end, with Enactus CVS, Team Aztecs and Enactus LSR being adjudged as the respective winners.

Advitya 1.0 turned out to be an event to remember, filled with energy, enthusiasm and creativity.



WHAT HAVE WE BEEN UPTO?

ENACTUS EVENTS

COVID & VACCINES FT. DR. SIDDHANTH NANGIA

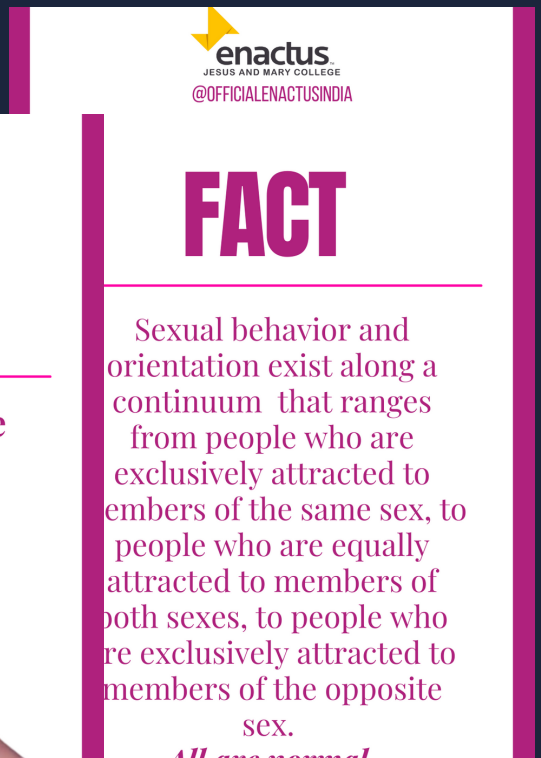
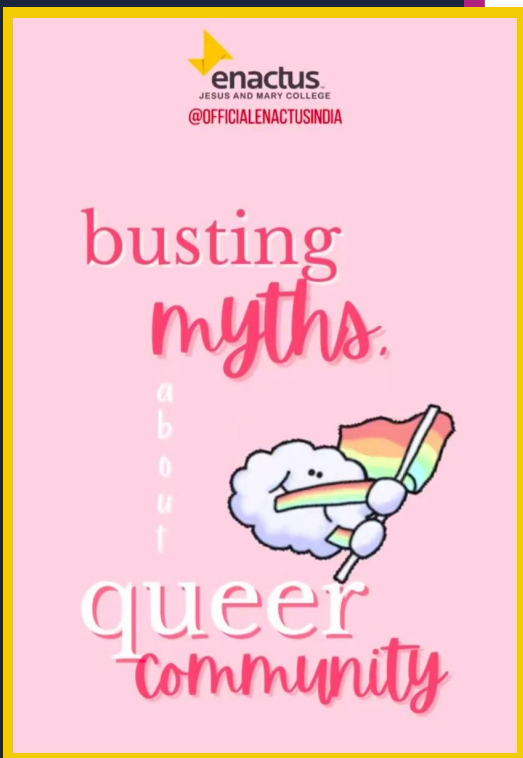
As the global community battles to control the pandemic, it is clear that vaccination is the only solution and must remain a priority. Thus, to increase awareness about vaccines, we invited Dr Siddhant Nangia to conduct a live session on 4th July 2021. With more than 70 participants attending the session, Dr Nangia gave us many insights, including the efficacy of different vaccines, the minimal chances of blood clots for people diagnosed with PCOS, and the types of fungus. The doctor also busted some popular myths such as covid vaccine altering DNA or vaccine affecting fertility and addressed common questions and doubts.



LET'S TALK ABOUT LGBTQIA+

Enactus JMC commenced pride month with campaigns on our Instagram stories to increase awareness and show our support. This included polls asking the public to share their opinions and experiences associated with the LGTBQ+ community. After receiving great responses from our viewers, we educated them further on this topic and shared our responses.

We also posted a series of collated content- "MYTHS v/s FACTS" concerned with the LGBTQ+ community. These included some myths present in our society that stigmatize the community and facts in response to these myths.



BELIEVE TO ACHIEVE

Enactus JMC believes in celebrating each achievement made by our members and providing them with encouragement and confidence. We are pleased to announce that recently, our trailblazers participated and successfully won positions in 2 different competitions.

Enactus SRCC's flagship Social Entrepreneurship Summit was an endeavour to find people ahead for the business and a heart for the world. The competition saw over 700 registrations and included 3 rigorous rounds. Our team of 5, including Sanaa, Mehak, Vamika, Eshita, and Maher, represented Project Sugam and made us proud by bagging the 1st runner-up position, with a cash prize of ₹30,000.

At the Global Social Innovation Summit (GSIS) organized by Enactus Hong Kong on 19th and 20th June 2021, our team of 3: Devika, Sanaa, and Lavanya, participated in a case-study competition. Our girls were awarded the Best Presenting Team in the PWC Case Study Competition, making the whole team proud! Over two days, young people with aligned interests from across the globe participated in Networking sessions, attended training sessions by experts in their fields, and tackled real-life case challenges.

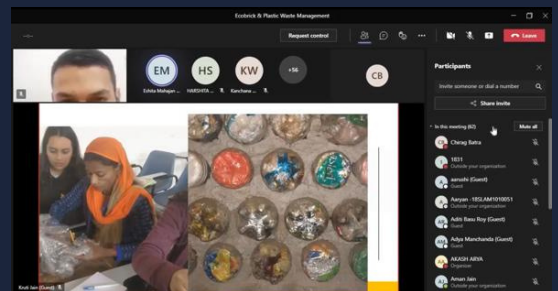


PROJECT SUGAM



WEBINAR WITH JAAGO BHARAT

In collaboration with the Jago Bhaarat trust, Project Sugam organized a webinar on 'Eco bricks and Plastic Waste Management' on 27th June 2021. Mrs Kanchana Weerakoon, the president of Eco-V, Sri Lanka, and Mr Jatin Gaur, the founder of Kabaadey Ji, were invited as guest speakers. Eshita, the head of Project Sugam, talked about our journey and how the idea of Sugam was brought about and asked the guest speakers to share their journey with eco-bricks, also known as 'the hero of plastic management.' It was an insightful session where the participants learned more about the art of eco bricking and how important it is to consume plastic consciously and control the plastic menace by recycling and eco bricking.



FACTS ABOUT PLASTIC

Yes.

NON-RECYCLABLE
and
NON-REUSABLE

plastics are the worst in that they take several lifetimes to break down and leach chemicals like BPA in the process. Plastic straws have taken the limelight in the single-use arena, but abandoned fishing gear, plastic bags, cigarette butts, and food packaging (including water bottles) are the more commonly found debris in the ocean.

AWARENESS CAMPAIGN

Project Sugam conducted an informal survey on its social media account about the awareness of topics like open defecation and plastic pollution. We realized that there is still very much the need to disseminate information and raise awareness about these topics, which are still not openly discussed in India. Thus, Project Sugam started a social media awareness campaign. With the help of features like reels, posts, and stories, Sugam took on to post educational and ironic content, highlighting the facts and current scenario and the consequences of wasting plastic, and defecating in the open. In the past month, the social media awareness campaign has reached and impacted over 30,000 people, initiating and inspiring them to lead plastic-less lives.

PROJECT SAHAAY



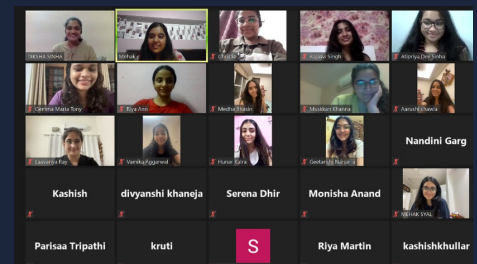
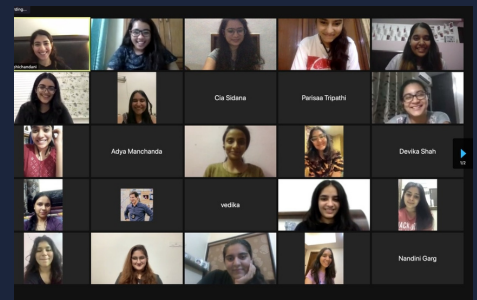
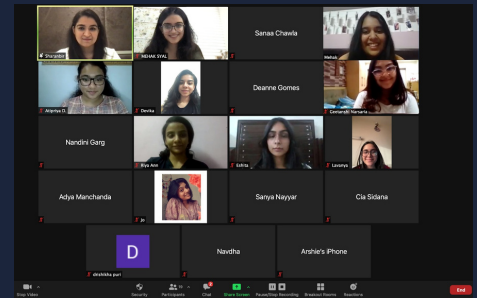
TRAINING SESSIONS

Project Sahaay has taken up training sessions to train its new members about the ins and outs of the digital marketing world. Sahaay has had 3 training sessions till now, and there are more to come!

Sahaay's first training session was taken by Ms Sharanbir Kaur, a digital marketing professional who trained our members about Social Media Marketing and Brand Storytelling. Having worked in renowned companies like Maruti Suzuki and Samsung, Ms Kaur was full of diverse experiences and had a lot to offer to the members. With more than 40 members attending and learning about marketing strategies and brand archetypes, the session was a highly illuminating one, especially for the new members!

Ms Payal Abhichandani was our second trainer, all the way from Toronto, who taught our members about Brand and Social Media Strategy. The founder of Truffle Times, Ms Abhichandani, specialises in social media marketing, public relations, and market research, among many other things. She believes in bringing a brand's vision to life and gave our members valuable insights on brand perspective, involving case studies of Budweiser, Coca-cola, and Starbucks!

To learn more about SEO, SEM, and Content Marketing, Sahaay invited Ms Diksha Sinha as the next trainer. Ms Sinha is a young but highly experienced content creator, having partnered and created content for companies like Quora. During the session, she gave many valuable insights and tips, including creating content for SEO.



Project Sahaay is thankful to all the three trainers for lighting up the session with their intuition, ideas and passion! Sahaay looks forward to getting more trainers onboard very soon.

SOCIAL MEDIA PRESENCE



In the past quarter, Project Sahaay has also focused on establishing a robust digital presence. The engagement of the project's Instagram Handle (@sahaayconsultancy) has significantly increased by reaching 5000+ accounts. This results from various marketing, collaborative efforts, and social media campaigns, such as providing digital marketing tips via reels, promoting small businesses on our social media account, etc.

PROJECT IFFAT



#BETTERSAFEETHANSORRY

On account of the International day of action for Women's Health, celebrated on 28th May, Project Iffat started a social media hashtag series campaign named #BETTERSAFEETHANSORRY to educate our audience about sex education. This was to bring into discussion a topic that is still considered taboo in our society and often demurred as humiliating and immoral to converse despite its relevance in today's time. Project Iffat has covered topics like puberty and consent and is looking forward to covering more topics and disseminating education. Project Iffat aims to create a significant impact on the audience and inculcate awareness through posts and reels.

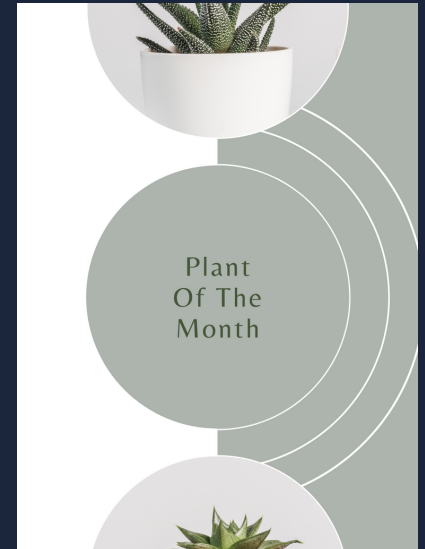


PROJECT DHARA



PLANT OF THE MONTH

This campaign aims to educate people about the various plants that exist and the numerous benefits they provide to us. Dhara takes on a new plant each month, intending to ensure that each person knows what they grow.



ROOTS OF WISDOM

A weekly campaign begun by Project Dhara, the roots of wisdom segment, serves as a platform that enlightens people about various attempts at eco-friendliness and achieving sustainability across the world to plant seeds of encouragement and innovation.

MENTORSHIP PROGRAM

In collaboration with the prestigious organization WePlant, Project Dhara aims to sensitize people about seed banks, malnutrition, and healthy living. Dhara volunteers are mentoring the student interns at the University of Dehradun and actively seeing that this goal is realized.

TO RECYCLE OR NOT TO RECYCLE?

READER'S COLOUMN

Each of us is guilty of walking past two dustbins, clearly indicating the kind of waste that needs to be thrown into them and still throwing our trash into the wrong one. We often think that our sheer ignorance of waste segregation will not impact the bigger functioning of things; whether the plastic goes into the green dustbin or the blue one is none of our concern. However, the butterfly effect has proven this approach of ours wrong, time and again.

The butterfly effect advocates that each small act does eventually have a non-linear impression on a complex system. The same proves true for waste management, especially in light of a pandemic. The Covid-19 pandemic has exemplified the need for a better understanding of the waste management system and emphasized the role it has to play in human development and health outcomes. It has also highlighted the invaluable work done by the waste management sector to avoid the

spread of the virus through heaps of mismanaged waste. It is time now to bring this practice to our own homes. Project Dhara aims to create awareness about a sustainable lifestyle and implement eco-friendly methods in the daily lives of individuals. The zero-waste approach encompasses “the conservation of all resources utilizing responsible production, consumption, reuse, and recovery of products, packaging and materials without burning, and with no discharges to land, water or air that threaten the environment or human”.

While such an approach may seem daunting for many, considering our dependence on paper, plastic and other synthetic materials, it also becomes imperative to understand how we can incorporate the butterfly effect into our activities. Here is what we suggest:

To adopt such a lifestyle, it is essential first to realize the importance of recycling and reusing each item. Adopting the 3 R's may seem like a generic solution, but trust us, it is an effective one. This process can also be made more accessible through waste segregation. Adopt a simple method first by assigning different dustbins for different kinds of waste. Green for organic waste; Blue for plastic waste; Yellow for glass, grey for metal, white for paper, and red for hazardous waste.

Colour code the dustbin and the garbage, and you should be good to go. Another exciting and sustainable method to go forward with this lifestyle is to take all the organic waste from that green dustbin and channel it towards compost. You can adopt composting at home or give your organic waste to individuals or organizations that practice composting. Gradual changes may also encourage you to move away from plastic and paper.

These products can be avoided by basic practices like avoiding paper or plastic bags and using cloth bags, switching to metal cutlery and straws, and switching to hand towels instead of paper towels; the possibilities in this regard are limitless. Remember that revolutions start in your backyards, and these small acts are destined to result in a revolution.

When hygiene and sanitation are of utmost importance, it is important to focus on the waste that we are generating. Project Dhara aims to see a world where there is ample awareness about waste segregation and management and, even more so, systematic implementation of the 3 Rs. Sustainability is not a choice; it is a necessity. If you ask us To recycle or not to? The former is the way to go.



SOCIAL ENTREPRENEURSHIP

FT. MS. KANIKA AHUJA

Q.1) What inspired you to become a social entrepreneur?

My parents had opened the first few Social Enterprises in India in 2004; from a very young age, these values of being inclusive of your planet and your people, of being socially and environmentally responsible, were ingrained in us. So, I did my MBA from SRCC. Then, I joined a corporate job, and I was not happy- there was something in my heart that you have to do for your country and people. So, these kinds of patriotic values have translated into helping people and the planet rather than focusing on the borders.



So I left that, and I was more aware of the issues than my friends, who were unaware of waste management or the poverty level as because of my parents, I had visited the slums at a really young age. So, as a result, I really wanted to take a step towards helping them, so I started my first venture, LIFAFFA, a brand for the non-profit organisation, Conserve India. LIFAFFA was for the people, planet, and products.

Q.2) Despite your exposure and experience in social entrepreneurship, like all young entrepreneurs, you must have faced many unexpected problems? What advice would you give to the young entrepreneurs on coping with these issues?

Many problems come, I had a certain level of awareness, and awareness is vital for you to develop your innovation or business idea in the first place. Still, when you are aware and start implementing your insights, I realized that all these business accelerators are an excellent platform to take off because they teach you business basics, for instance, how to do market research, how to market, and how to build your business team, basics of finances. We need to learn more about how a startup works and beyond that personally; the challenges I faced were because I was working in this unorganized sector. Working as a female, everyone thinks like, 'Bachi agayi hai,' to get across that perception in everybody's mind and even the target audience to municipality officers to everybody. To make yourself heard, People who told me 'Acha bete next time papa ko leke ana,' and you say you are here to talk and demand respect, was a big learning curve for me as I was shy. In a startup, you have to be very adaptive. Take feedback from everyone, you have to listen and decide, and because the market is changing so fast, consumers are becoming more and more aware and have started demanding transparency. People cannot be taking consumers for a ride anymore. These are just values and ethics you all need to incorporate into your business now.

Q.3) What makes you passionate about your work?

There is great satisfaction in running a social enterprise because whatever causes you to choose, you have to be passionate about the thing you are serving as a social entrepreneur. For me, the environment was essential, especially in the situation we are in right now. In Delhi, we see so much Air pollution, Global warming, and you see trees getting cut. So we have to be more active about it. For me, it was also about poverty. Sitting in your bubble not knowing what the landfills are and how people stay in those areas, the social problems they have domestic violence, drug abuse, sexual abuse, which was the driving factor; I really want to serve. When there is a cause you feel strongly about, the passion comes because you want to do something, and you want to achieve it.

Q.4) What can the government do to encourage social entrepreneurship?

So that is happening; for example, NITI Aayog has its women's forum where they regularly take out opportunities for women. So at the top level, these things are happening, but it will take some time to penetrate smaller towns.

Q.5) What, according to you, is the critical element required to be a successful entrepreneur?

Perseverance. This is because initially, you face many setbacks, you won't make any money. That is why you have to understand. When I launched my first collection, luckily, I got Lakme fashion week's platform, so I was excited that everyone will buy my products, but then nobody did. So you have to be okay that it is not happening. Then I understood that it is about building a position rather than increasing sales. To make sure that there is something different about your brand to your audience. So all these are becoming more and more important here.

Q.6) Do you think Enactus as an institution makes a considerable difference in improving the lives of the underprivileged?

Enactus as an organization is a great movement. The ideas, work ethic, and passion that the students have been putting into Enactus are commendable. It will create future leaders because you are already getting that awareness and getting that opportunity and experience, which will be really good, like if you want to start a social enterprise later.

Q.7) The idea behind LIFAFFA is unique; can you tell us how you came up with this idea?

My parents have been into upcycling and waste management. Hence, they already had this plastic to fabric technology. However, at LIFAFFA, we upgraded the technology because the plastic you get in the waste has also changed in the last 15 years. Hence, we automated the technology a little bit to better cost efficiency and changed the business model.

Q.8) What advice would you like to give to the social entrepreneurs who are finding it difficult to cope with Covid-19?

It has been hard for us also, so there is no denying that everybody has faced dips in sales like people may also have had to let people go or cut their salaries. So, this is the truth that business has gone down for small and medium enterprises. But what we have learned from this is that we need to adapt fast; we need to innovate quickly. So, for example, in March, Covid hit, so immediately when the restrictions opened, we had training on making masks like we had done the research before about what type of masks should be made considering the efficacy and all. Also, we quickly diversified into home and lifestyle products like table mats, coasters, pillowcases, and stuff like that because we have to keep the workers employed and keep selling. So, it's just about moving fast.