

Started in 2013, Enactus Satyawati under the flagship project Enactus India focuses on creating a civilization of happy and proud individuals.



**ENTrepreneurial:** Having the perspective to see an opportunity and the talent to create value from that opportunity.

**ACTion:** The willingness to do something and the commitment to see it through even when the outcome is not guaranteed.

**US:** A group of people who see themselves connected in some important way; individuals that are part of a greater whole.

At Enactus Satyawati, we are a group of 47 people working together to realize the vision of sustainable living by trying to inculcate the values of human dignity and welfare in the minds and hearts of the people of our society by practicing innovative entrepreneurial projects. Being the enthusiasts we are, the students of Enactus Satyawati follow this old

adage:

“Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.”



Under the aegis of its Faculty Advisory, Dr. Prabha Singhal, Team Enactus Satyawati is currently working on two projects:

1. Project Navjeevan
2. Project Vasundara

### **PROJECT NAVJEEVAN**

Project Navjeevan, meaning “bestowing a new life”, aims at improving the lives of the sex workers of GB Road whom we call 'didis' by providing them with the training to make notebooks from the recycled paper.

Our aim is to organize the didis as entrepreneurs in self help groups which will run on the concept of capital budgeting. Working on the two business models of SEF (Self Employed and Funded) and ESC (Evaluating Screening Cooperating), the notebooks are made from the recycled paper and this recycled paper is produced from the waste paper which is collected from schools and other permanent tie ups and further sent to Green-O-Tech India Pvt. Ltd., our waste recycling partner.

Our notebooks are eco friendly and sold at 30% less than the market price through product diversification. The notebooks with stories are directly sold to our permanent retail tie-ups like Cafes, Stationeries, Blitz, Optima, NGO Sukoon and NGO Katkatha. The ones without stories are meant for the generation who cannot be exposed to the harsh realities of prostitution. Such notebooks are sold in schools like Goodley, Mata Jai Kaur, Prabhu Dayal, St. Margaret and Jaspal Kaur Public School. More than 3000 Navjeevan notebooks are sold every month.



The sex workers trapped in the brothels lack self confidence to be able to quit the profession at their own discretion. This is where we are working with NGO Katkatha which is functioning in the red light district for the past 10 years, to make these women independent entrepreneurs by providing digital knowledge about budgeting, accounting, investment, financing, under the Digital India scheme of Prime Minister Narendra Modi.

What started off as a dream to provide employment to these women, has now impacted thousands of people. Our Geeta didi who was sold at a mere age of 18 years is a proud example. Partnering with NACO she has successfully provided contraceptives and sanitary napkins to the women of GB road worth RS. 200 crores in the past year. And it gives us immense pleasure to announce that we also won a flat for our didis as an endorsement scheme by Radio Mirchi.

### **PROJECT VASUNDRA**

In Project Vasundra we are working with the rag pickers of the Roshnara Bagh area to produce manure. These are mostly immigrants of Bangladesh who settled in with their families and no work. Forced to do menial jobs for a living, they eventually started working for the dumps at the Singh Sabha Road. By treating each and every component of the waste as wealth, we created a Minimum Investment Mode Solution, which we call our MIM Model, thus working on the agenda of 'Green City, Zero Rubbish'. For efficient functioning we have collaborated with the Local MLA of the area Mr. Arvind Garg, The Subzi Mandi Association and The Department of Horticulture, Govt. of Delhi. Due to cost free raw materials and no cost of logistics being involved, we are able to produce a premium quality of manure at 70% less than that processed by the market.

Our manure is sold through online selling, franchise system and the permanent tie ups. We have been successful in selling approximately 10 tons of manure with the help of our online retail partners like India Mart, Let's Barter, OLX, Facebook and Instagram. One of our biggest achievements has been creating brand loyalty in different parts of the country by capturing majority of the markets in states like Rajasthan, Punjab, and Uttar Pradesh. Some of our finest customers being Kadhi Farms (Rajasthan), Yogi Farms (UP), Avtar Singh Farms (Punjab), Gaur Global (UP), Best Sire Genetics (Haryana). Our promotion partners include Kartav.com, Initiating You and PayTunes, which enables our trade marketing, brand recalling and manages our captive audiences. Further, our franchise system has been acquired by three plant nurseries namely Joginder Nursery, Aroma Nursery and Supreme Nursery, thus ensuring regular sales of our product.

Further analyzing that a significant amount of waste and manpower lie idle, we joined hands with NGO Chaitanalaya and came up with the concept of waste upcycling catering exclusively to the wives of ragpickers by making daily utilities and artifacts out of waste.



Our team has also been successful in making the rag pickers self sufficient by covering modules in spoken english, financial literacy, computer skills, internet surfing, basic maths, legal awareness, health, hygiene and creation of a cooperative society powered by the Doctor's, Lawyer's and the CA Associations.

Two of our rag pickers have been proficiently employed and the earnings of over 200 shopkeepers of Indra Market have been improved. Further, the children of the rag pickers are now being taught in collaboration with NGO Sukoon.

We are now proud to announce that our team has been recognized by NSUI and Vice Chancellor of Delhi University, Prof. Dinesh Singh as having the most innovative projects in Delhi University. We have also won various national level grants, namely KPMG'14, KPMG'15, HUL, Mahindra Rise, Walmart, Blue dart.



Moreover, in the past month our team actively participated in the Enactus National Competition 2016 which took place on 21st and 22nd July at the Taj Lands Ends, Mumbai.



The competition was challenging and team oriented. It provided an opportunity for collaboration and best-practice sharing, further strengthening the value of the learning experience and the overall effectiveness of the program. However, it is a matter of great achievement for all of us that Enactus Satyawati got selected for the Semi Finals at the national level.

Yet these are not just numbers to impress but a demonstration of what a dedicated team of 47 students members can achieve in a single year. We are stopping at nothing. We measure our success with the smiles that we have set and the lives that we have touched. We promise to work harder. Ours is a team of action and not just intentions. We are Enactus Satyawati.