

ENACTUS SHIVAJI

2020-21 YEAR-END REPORT

INTRODUCTION

ENACTUS is an international organization that is dedicated to create a better world while developing the upcoming generation of social entrepreneurs. The ENACTUS network connects various global businesses, social leaders and students who work together to create a better and a more sustainable world. And we, ENACTUS Shivaji are really lucky and proud to be a part of it. ENACTUS Shivaji aims at uplifting the unprivileged, and spreading happiness to as many people as possible. Our journey started 6 years ago, and since then ENACTUS Shivaji has always looked up to take up more challenges and projects so that we could benefit the unprivileged. During this session, we did not let the online mode stop us, we worked on fruitful projects, took up awareness campaigns, received mentorship from experts, held our annual event graced with dignitaries and grew together as individuals and as an organization. Our projects include, **Project Bandhani**- related to the tie and dyeing of the dupattas by the rural women. Another on-going project is **Project SaNa**- which includes producing reusable sanitary napkins, ensuring women hygiene, and generating employment. For this we've collaborated and covered certain NGOs as well. Due to the lockdown, we could not produce a lot, but we still organised online sessions to train women how to make these pads. Furthermore, this year we took up a new project, **Project M**, where M stands for mushroom, mycelium and manure. We have ideated our new project which includes **cultivation of mushrooms** from stubble and then **growing Mycelium** as a substitute of plastic. We will also use all the waste product to produce **organic manure** and thus, engage in zero waste production. With this project, we'll not only give an income source to the underprivileged but also stand by 11 sustainable development goals (SDGs). Once the world is back to normal, we will put our plan to action and implement this project. ENACTUS Shivaji has been continuously working in some or the other way to spread awareness among people regarding social as well as personal issues. ENACTUS also helps its members in developing their personality, and lets them apply their classroom skills practically with a motive of benefitting others.

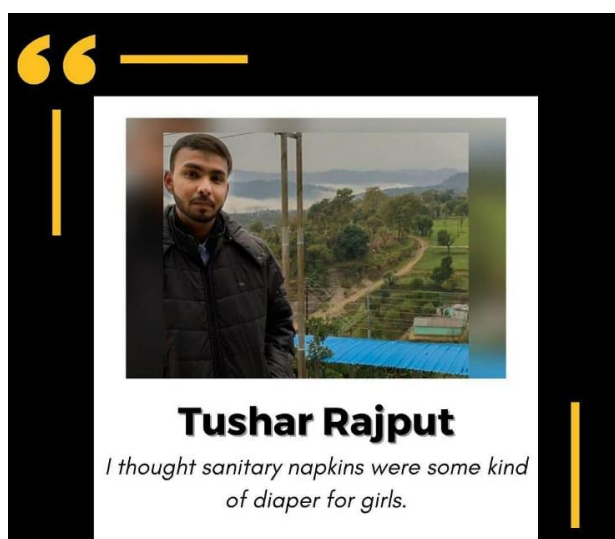


MAY 2021

Menstrual Hygiene day is celebrated every year on 28 March to highlight the importance of good menstrual hygiene in women. As the aim of project SANA includes creating awareness about Menstrual hygiene in women, ENACTUS Shivaji planned to mark this day by running three social media campaigns.

· First Period story - Boy's Edition

We have often heard and read about how girls encountered their first period but this time we decided to do something unconventional so we planned a First-period story edition by boys. We asked boys to share how they came to know about menstruation. We were glad that many of them came forward and shared some beautiful stories with us. These stories were shared on our social media platforms and received huge appreciation.



· Degendering Menstruation

We have often considered menstruation to be a women's issue but it's high time we understand that it's not just a women's issue but a human issue. For this, we prepared an insightful video highlighting the fact that transgender men deserve equal rights and education towards menstruation and menstrual hygiene. The video gained a lot of attention and was admired by the viewers.

· Campaign on #MahavariInMahamari

The Covid 19 pandemic has affected everyone around the globe severely. To highlight how menstruators are coping with the pandemic, ENACTUS Shivaji planned a campaign called #MahavariInMahamari. This campaign aimed to show how anxiety and stress amidst the pandemic can disrupt the menstrual cycle. The video was shared on social media pages and it gained a lot of positive feedbacks.

APRIL 2021

The most special month for ENACTUS Shivaji. This month has the major highlights of the session.

Our team began the month by competing in the B-Plan competition organized by the Entrepreneur Development Cell of Shivaji College.

ENACTUS India came up with an interesting initiative of *the POP month* i.e., Passion on Purpose Month, in which all over the country ENACTUS teams participate and showcase their passion in the most creative possible way. ENACTUS Shivaji not only made five Instagram posts in the form of reels and IGTV but one of our videos POP amongst all the others. Most numbers of views with an abundance of likes our stress buster *Baking* video won the race.



Moving forward, we took part in the Tadbeer B-Plan competition of Advitya 2020, ENACTUS JMC. The competition was held on the 11th of April and it was the first-ever event in which we showcased Project M to the world. Ms. Kanika (one of the judges) was highly impressed by our mycelium idea and overall presentation and even told us to approach her team for further guidance.

Next, our team participated in two more B- Plan competitions, first on 24th April, Impresa'21: Miranda House, and then Vichar Haat, ABV IITM.

MARCH 2021

On 8th March i.e. International Women's Day, Enactus Shivaji created a hashtag #Choosetochallenge where the female team members of the group came forward and talked about the unfair practices against women that have been carried on for ages. How the rules for women are completely different and they talked about how they can't live freely as men in society. An igtv video was posted on the Instagram handle of ENACTUS Shivaji.



Mentorship sessions

- ENACTUS India in association with KPMG provides a mentor to each ENACTUS team. This year we had Mr. Bidyut Chakraborty, Director, Mining and Metals Advisory at KPMG India. A Brief presentation of ongoing and upcoming projects was presented to him. He gave very constructive feedback to the team and was impressed with the team's work.
- 11thth march 2021
ENACTUS was working on Project M which is about the growth of mycelium which is a byproduct of mushroom. As the project was still in the formulation stage we had our mentorship session with Aditya Arora, an angel investor, Padma Shree nominee, CEO of FAAD Network. The session started with a brief introduction of everyone. It was an interactive session. The team gave a brief introduction of the project. He got a basic understanding of this project.
- 24th March 2021
The second mentorship with Mr. Aditya Arora started with the explanation of the experiment that took place by the team of ENACTUS and how it turned out. Later he explained to the team how they can move forward with this project idea and what help he can provide to the team.

FEBRUARY 2021

We spent this month researching and ideating our new project, Project M. We focused on figuring out the details and logistics of the projects and creating a full-proof business plan. Due to the lockdown and coronavirus restrictions, we could not go on field visits. Nonetheless, we successfully developed a prototype of mycelium, our major product.

JANUARY 2021

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DECEMBER 2020

ENACTUS Shivaji began with its recruitment process for freshers in *December 2020*. The selection process incorporated three stages, *filling out the registration form, group discussion, and the final personal interview with the core panel.*

Based on this process, ENACTUS Shivaji shortlisted the team members.

NOVEMBER 2020

Orientation Program

On 28th November, we organized an orientation program for the first-year students with an eminent speaker in our presence, Mr. Terry Took, the Chief Innovative Officer of ENACTUS, from the USA. Around 500 students participated where with the help of Mr. Took we educated them about the work of ENACTUS, what does ENACTUS mean, and why it is globally recognized. Students were allowed to have a question and answer session with Mr. Took, in which they can clear all the doubts about ENACTUS.



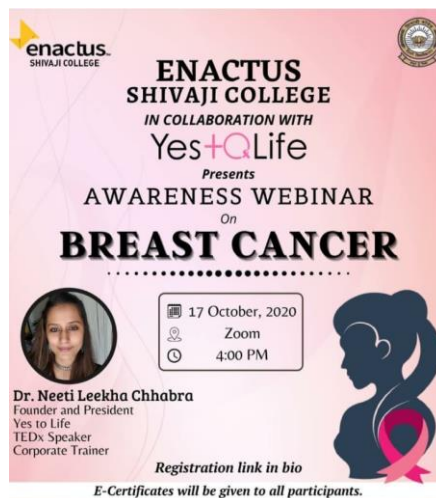
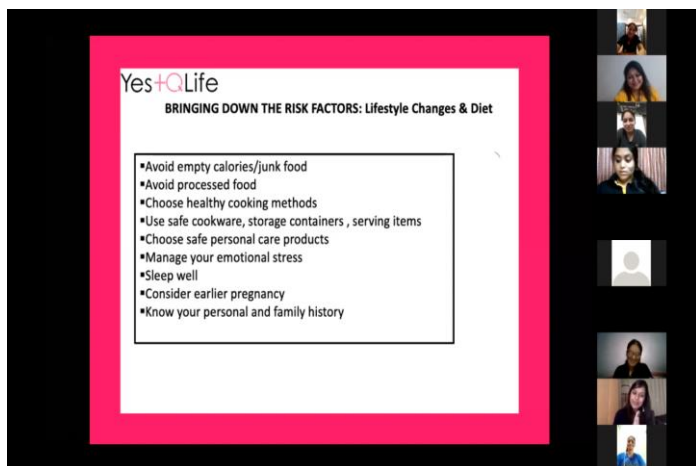
Online training on how to make pads

In November, we had an online training session on how to make pads at home. Due to the pandemic we cannot go and do our field visit and also our production had been stopped so we decided to take an alternative approach, we educated about 20-25 women of one NGO on how they can make pads at home during this lockdown through online platform. We explained to them the process of making a pad by showing them a video in which we easily defined the process in simple steps.

OCTOBER 2020

ENACTUS Shivaji celebrated the whole month of October as breast cancer awareness month. Various activities were organized to spread awareness about breast cancer. Raising awareness about breast cancer is important because breast cancer is the most commonly diagnosed cancer in women and it is the second leading cause of death among women. We conducted several activities related to breast cancer awareness which included Meme making competition, slogan writing competition, and poster-making competition. We were able to see enthusiastic participation in all these events.

ENACTUS Shivaji took this initiative and conducted a webinar regarding the Awareness of Breast Cancer on October 17, 2020. Our speaker, Dr. Neeti Leekha Chhabra (Founder and President of 'Yes to Life' NGO) kicked off the webinar by sharing her journey as a cancer survivor. She enlightened the audience with various symptoms related to the detection of breast cancer; she also talked about the precautions one should take if they suffer from the same. She erased the myths around Breast Cancer, and besides that, she included the solution for the survivors of Breast Cancer. The webinar was overall very interactive and informative.



SEPTEMBER 2020

To contribute to the United Nations Sustainable Goals Movement ENACTUS Shivaji had a sustainable September where we acknowledged all the 17 sustainable development goals. Starting from 21st September till 7th of October i.e. for 17 days we were spreading information about the 17 SDGs. We took one SDG every single day starting from no poverty to partnerships for the goals.

The aim was to spread awareness about the importance of adopting a Sustainable Lifestyle. We are very well aware of the environmental degradation across the globe and adapting to a sustainable lifestyle is the best way to save our mother nature.

AUGUST 2020

In the first week of August, we participated in ENACTUS Nationals, in which we had to prepare a short video presentation of our project (SaNa). We reached the quarter-final round of ENACTUS Nationals 2019-20.

Furthermore, in August 2020, ENACTUS Shivaji bid farewell to the seniors for the session (2019-20) and alongside a new council was selected that came into power for the new session (2020-2021). As soon as the council was selected, a recruitment drive for the addition of new members of the 2nd and 3rd year was started.

Along with the recruitment process, we also started researching for the potential projects that our society could take up.

JULY 2020

Social skills are an important aspect of one's personality as are the technical skills on the resumes, the difference being resumes are limited to the workplace whereas soft skills extend to almost every area of life. Hence to enlighten the student community on the significance of soft skills ENACTUS Shivaji organized a webinar on the Importance of Soft Skills in Post Covid Era On 6th July, in collaboration with the NSS unit of Shivaji College. The event was led by Mr. Mukul Goel, the founder of Make Me Builder,

who shared his views on entrepreneurial aspects of the skills and made the session interactive, easy to understand, and fruitful.

With our project Sana reaching hundreds of women and encouraging them to switch to sustainable cloth pads, we knew an integral step towards change is creating awareness on menstruation and issues related to it, to all genders. On 21st July, ENACTUS Shivaji organized Instagram Live Session with Ms. Jharna Singhal, a law student, and menstrual educator. To talk and create awareness as well as breaking the social taboos associated with menstruation. She also addressed the myths associated with using cloth pads and shared her experience on the same. In all the session was fun and knowledgeable.



JHARNA SINGHAL

A promotional poster for an Instagram Live Session. The poster has a pink and white geometric background. At the top, it says "enactus SHIVAJI COLLEGE presents". Below that, in bold black text, it reads "INSTAGRAM LIVE SESSION on PERIOD PROBLEMS 4pm July 21, 2020". There is a small yellow star icon next to the "enactus" logo.

enactus
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