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INDIRA GANDHI DELHI TECHNICAL UNIVERSITY  
FOR WOMEN



**BROCHURE**



# OVERVIEW

## WHY KHIDMAT?

Economic dependence and lack of a steady income victimizes women, putting them in a state of disadvantage. We at ENACTUS, IGDTUW recognised the potential and sustainability of a tiffin service run entirely by women: Project KHIDMAT

## PURPOSE OF THE PROJECT

- To provide employment to women from financially weaker section of the society.
- To help them set up a business and uplift their financial status and living standard.
- Inculcate entrepreneurship skills in them and increase their income.

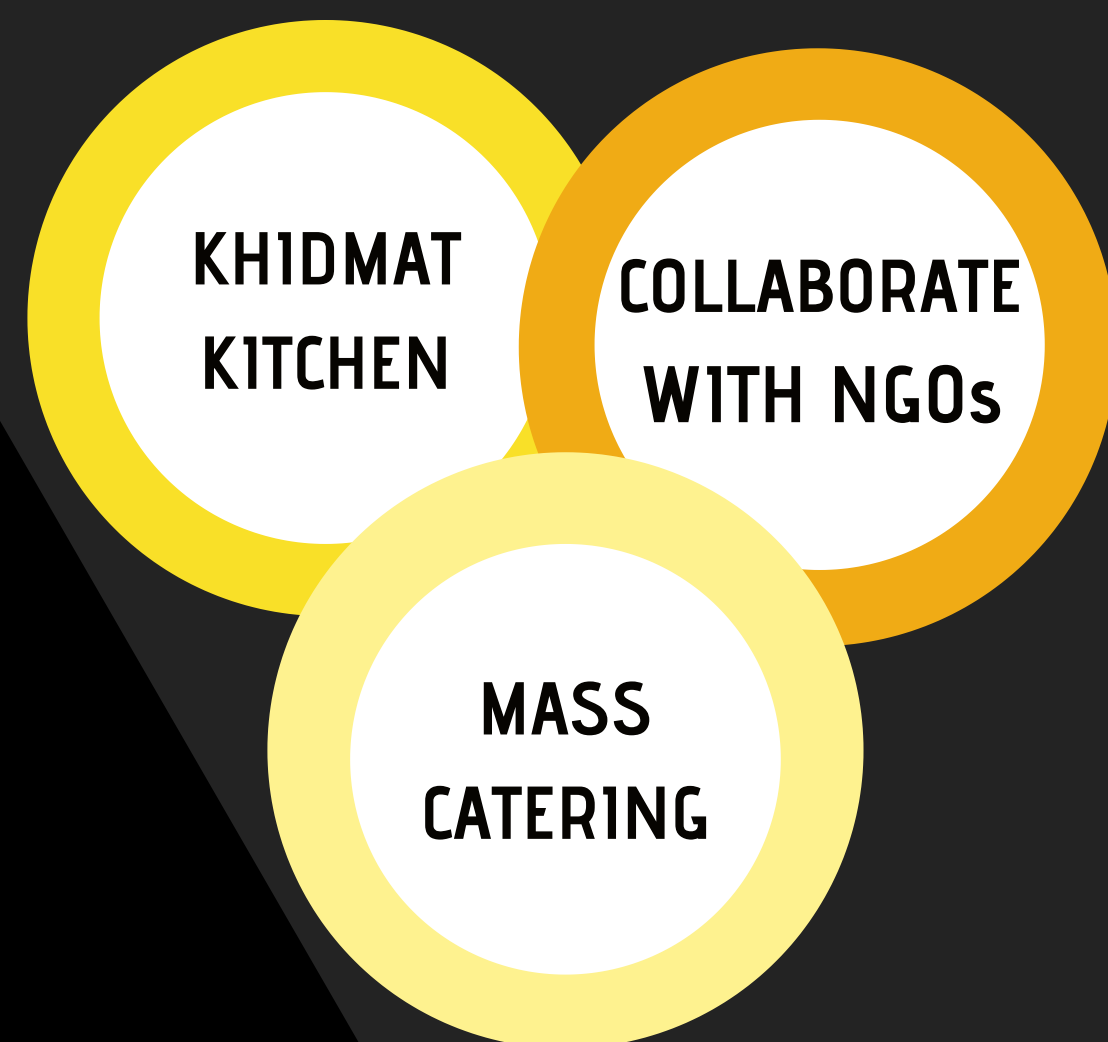
## OUR BUSINESS PLAN

- We provide seed money which is later reimbursed from the profit earned.
- We help the target community to build foundation by finding customers.
- We give them basic accountancy training.

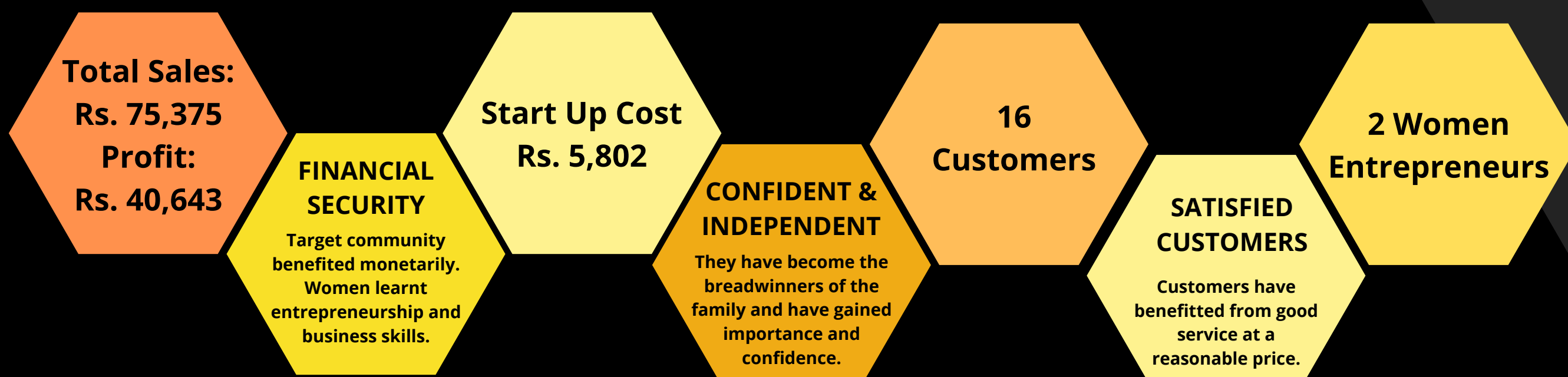
## PAST

## PRESENT

- 1 Market Survey:** A survey amongst college students living in hostels.
- 2 Source Drives** focus on the search of women from less privileged sections.
- 3 Destination Drives** focus on the search of the potential customers.
- 4 Food Tasting Sessions** are conducted to validate the quality of food.
- 5 Feedbacks** are conducted and used to improve the overall experience.



## IMPACT





# OVERVIEW

## WHY DHARINI?

- Inefficient handling of sanitary waste and the degrading condition of pottery industry.
- To focus on environment friendly disposal of sanitary waste and menstrual hygiene awareness.
- To make the potters financially strong.

## PURPOSE OF THE PROJECT

- To focus on environment friendly disposal of sanitary waste & menstrual hygiene awareness.
- To make the potters financially strong.

## PAST

- There were a lot of taboos surrounding the issue of menstrual hygiene and safe disposal of menstrual waste. It was difficult to convince rural and underprivileged women to use incinerators.
- Potters were used to making earthen pots and materials. They were also reluctant to the idea of trying new ways to earn money.

## PRESENT

- Currently we are collaborating with many women centric NGOs and conducting many drives to teach women about various menstrual hygiene techniques and safe guarding themselves and their families.
- We have placed two incinerators at Rahat Toilet complex and a village in Faridabad in collaboration with SSCBS and Tender Heart NGO respectively.
- Now we are getting active support from these women who are using this incinerator and its bringing a positive impact on their lives as well as combating the land pollution and diseases caused by menstrual use.

## FUTURE

- We continue to advance our products by taking advices from experts and through researching.
- We wish to eradicate the problems caused by menstrual waste by placing many incinerators through collaborations.
- We want to make our target community, the potters, self sufficient making incinerators directly on order basis.

## BUSINESS MODEL



Designing and making of incinerator by the potters



Desired customer base



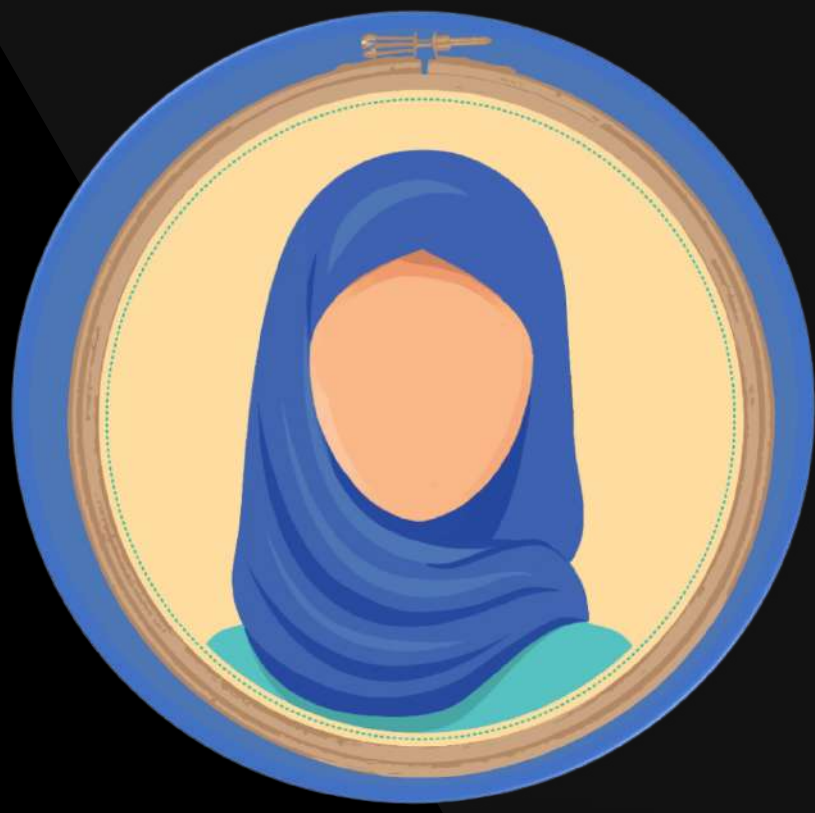
Profits earned by potters



Seed money for raw materials and logistics



Market growth



# OVERVIEW

## Project Gulkaari

### PURPOSE OF PROJECT

The main objective of the project is to help underprivileged women create their own business of embroidered and stitched goods by training them in these skills and creating a market for sustainable products.

### PAST

- Collaborated with NIFT, Delhi to train Beneficiaries
- Designed Sustainable Products
- Incorporating traditional art

### PRESENT

- 7 products available in a variety of designs
- Including more underprivileged communities.
- Creating online presence through social media

### FUTURE

- Implementing a new workshop business model
- Linking women directly to outlets, E-commerce websites
- Introduce new ways to combat textile waste

## FACTORS OF IMPACT

# 1

- Earned Respect
- Social Acceptance
- Breaking Stigmas in Society

**SOCIAL**

# 2

- Financially Independent
- Alternate Source of income
- Growth and Development

**ECONOMIC**

# 3

- Sustainable Products
- Up-cycling waste
- Paper Recycling

**ECOLOGICAL**



# OVERVIEW

## WHY ADVA?

With a diverse population that is three times the size of the United States but one-third the physical size, India has the second largest population in the world, with more than 1 billion citizens, of which 600 million are in areas of high to extreme water stress with 163 million lacking access to safe drinking water. The rapid growth in India's urban areas has stretched government solutions, which have been compromised by over-privatization. Regardless of improvements to drinking water, over 21% of the country's diseases are water related. This motivated us to come up with PROJECT ADVA with the aim to provide safe, and affordable drinking water to these communities through the installation of specially designed water filters in various areas. These water filters, that incorporate various natural elements, seek to provide improved health and hygiene.

## PURPOSE OF PROJECT

- Making clean drinking water affordable and more accessible.
- Ensuring the health and hygiene of the communities.
- Great environmental impact by reducing pollution by the use of natural materials.
- Water management by reuse of discarded plastic waste as well as agro-waste like coconut husk and rice straw.
- Economic upliftment of underprivileged societies.

## FILTER

After conducting a comprehensive study of filters available in the market and surveys regarding natural waste material like coconut husk, we came up with an innovative solution. Adva filters use coconut activated charcoal, cilantro leaves, aloe vera gel etc. in the filtration layers. These layers remove major impurities like herbicides, pesticides and halogens. Aloe Vera has antibacterial and antiviral properties while cilantro leaves remove heavy metals. Our filter can successfully purify water and bring the TDS in the range of 300-400.

# FACTORS OF IMPACT

# 1

Entrepreneurial awakening amongst the target community. Through Adva, we aim to instill a sense of self-sustainment and confidence within the community and maximise our reach.

## SOCIAL

# 2

The revenue generated impacts the beneficiaries directly and improves their living conditions. We hope to create employment and better the skills and prospects of our target community.

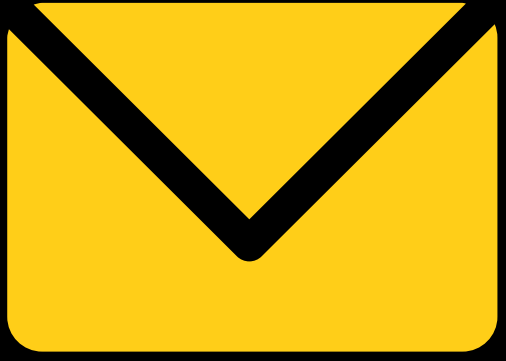
## ECONOMIC

# 3

Adva filters incorporate layers made up of natural waste material that reduces waste production and ensures proper utilisation of resources.

## ENVIRONMENTAL

# CONTACT US



[enactus.igdtuw@gmail.com](mailto:enactus.igdtuw@gmail.com)



[instagram.com/enactus.igdtuw](https://www.instagram.com/enactus.igdtuw)



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