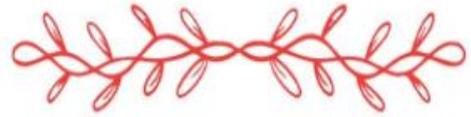




Annapurna



ENACTUS BHARATI  
THE SOCIAL ENTREPRENEURSHIP CELL

OF BHARATI COLLEGE,

UNIVERSITY OF DELHI



# BATCH 2023-2024

The newly reelected **Beyond Scars Café** in Bharati College, University of Delhi.



# PROJECT ANNAPURNA

## BEYOND SCARS CAFÉ



Enactus Bharati, Project Annapurna aka 'Beyond Scars Cafe' is a student-led initiative which revolves around entrepreneurship, providing employment to acid attack survivors, food threshold to NGOs and slums, internship to students and healthy food options to the students.





A testament to students' unwavering commitment to empowering acid attack survivors. At Bharati College, we're not just offering opportunities we're weaving tapestries of hope, strength, and new beginnings. Be part of this extraordinary journey of transformation!



QUALITY DELIGHTS ACCESSIBLE TO ALL

**Affordable pricing for student accessibility**  
Quality delights accessible to all

- 1 Accessible to students with all financial backgrounds
- 2 Prioritizing student satisfaction and convenience
- 3 All food items priced under ₹100
- 4 Providing quality & healthy food which won't burn a hole in students' pockets

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## OUR MISSION

Our mission is to weave hope for acid attack survivors. We empower them through employment, fostering a supportive community where dignity flourishes. Together, survivors and students serve delicious food, building a tapestry of strength and new beginnings. Project Annapurna's key highlighting goals revolves around:

- Encourage student entrepreneurship
- Provide wholesome and unadulterated nourishment
  - For promoting womanhood
- Providing a platform to get real-time business experience and operate supply chain management
- Ensuring healthy food and no wastage (threshold to slums and NGOs)



ENACTED

# OUR STORY



Beyond Scars Café is a student-led initiative by the Founder & President, Anmolika Saxena under the guidance and support of Principal, Dr. Saloni Gupta and Faculty Advisor, Ms. Sunita to foster a social community that serves both students' interest and impact a whole-community. It revolves around entrepreneurship, providing employment to acid attack survivors, daily threshold to NGO, internship to students and healthy food options to the students. to empower acid attack survivors by offering them a chance to stand tall and serve alongside students, fostering a community of hope. The project also evolves around employing those from the downtrodden community to earn and work for the daily operations of the cafe. Acid attack survivor, Rashmi who is a proud mother first and next to it anything else, reclaims her life in Project Annapurna. Together, with students, she has redefined strength, resilience and the beauty of being an unstoppable soul who has combated her scars.

Finally, Beyond Scars Cafe was inaugurated on 7th November 2023 under the presence of the Founder, Principal, College Faculty, Investor, Acid attack survivors and students of Bharati College.

## OUR PHILOSOPHY 🍌

Project Annapurna is not just about food; it's about restoring dignity. We serve with love, respect, and an unwavering commitment to uplift those in need!

The project aims to make a large social impact while ensuring business development skills in the students to strive for maximum revenue generation possible to keep this project operational and profitable.



## Words of Founder & President...



The initiative took place under the constant guidance of Principal, Dr. Saloni Gupta Ma'am and Faculty Advisor, Ms. Sunita Ma'am from 14<sup>th</sup> November 2023, and till date.

“To have the cafe' inaugurated with rituals and on such a bright-sunny day is amazing. This cafe is more than just a business venture. It's a place where we hope to foster community, connection, and creativity. Our vision is to provide a welcoming space for you all to gather, share stories, and enjoy the finest dishes prepared with love and care.

Our talented team has curated a menu that combines healthy delights and cheat-food favorites with unique, innovative flavors that we believe you'll love. We prioritize fresh, locally sourced ingredients whenever possible to ensure the best quality in every dish.”

# SDG GOALS



- By offering employment opportunities and providing daily threshold to NGOs, the project contributes to poverty reduction.
  - Acid attacks often disproportionately affect women, providing employment opportunities to empower them and motivates them to work shoulder-to-shoulder with the 'Bread-Winners' which directs towards gender equality.
- Creating job opportunities for acid attack survivors as well as the 'Bread-Winners' of needy families align with the goal of promoting inclusive and sustainable economic growth.

# OPERATIONS

**OPERATIONAL EXCELLENCE**

**Student led Marketing And Procurement**

- 01 Students take charge of marketing & vendor selection
- 02 Analyzing competitive prices for daily essentials & supplies
- 03 Fostering a sense of ownership & responsibility among students
- 04 Encouraging teamwork and collaboration in decision-making process
- 05 Nurturing entrepreneurial skills through real-world marketing & business

**Marketing Mix**

**PRODUCT**

- Healthy food option
- Whole wheat instead of refined flour
- Safety & hygienic measures undertaken

**PRICE**

- Price will vary depending on the ingredients used
- All products under ₹100
- Price for combos ₹100-120

**PROMOTION**

- Promotional activities will include peer-to-peer marketing
- Innovative menus, student everyday offers
- Offering societies / clubs / brands collaboration
- Network marketing and external buzz creation

**Offerings**

- 1 Commitment to provide healthy food options (For Eg, wheat buns for Burgers, millets Sandwich & quality ingredients for Momos)
- 2 Supporting students' overall well-being through nutritious meal
- 3 Collaborating with local suppliers and vendors to source fresh and organic products

**Dynamic Operation and Student Led Innovation**

- 01 Different team of students operating the cafe on a monthly basis
- 02 Launching new and innovative products (Veg) constantly
- 03 Providing daily threshold to NGO
- 04 Encouraging entrepreneurial mindset and fostering creativity
- 05 Sharing a portion of funding through employment of 'acid attack survivors' and 'Bread-Winners' of needy families

**Empowering Students to Drive Marketing Strategies**

**Nourishing the Mind and Body with Healthy Cafeteria Options**

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- Project Annapurna under which Beyond Scars Cafe was inaugurated on 7th November 2023. The project largely relies on and revolves with a varying team of 20 students operating the cafe for a 15-days duration.
- Students of Enactus Bharati have methodically formed different branches under Project: Annapurna namely, The Public Relations, the

Human Resource, Supply Chain and the Marketing Department which regulates the opportunity to students to launch new and innovative products regularly encouraging entrepreneurial mindset and fostering creativity.

- The project ensures to not compromise with the social impact and about 20 percent of profit sharing from the monthly revenue of the cafe's earnings is shared with Enactus for further such initiatives.
- To meet the continual improvement and adaptation to meet evolving student preferences, the students of Enactus Bharati ensure weekly release of tempting meals, combos and discounts under Rs. 100-120.
- The Project also involves the core team of Enactus Bharati to keep a track of regular income and expenditure by maintaining procurement and fare reports, to regulate the billing machine, timely renovation of the cafe theme with the changing student preferences, ensuring a lively environment to the survivor, designing of cafe, Chefs' aprons and volunteers' decorum.



## 1<sup>st</sup> Month (November)

November kicked off with cafe set up and designing, staff arrangement and coordinating with investors followed by the Inauguration of the cafe. Later, students volunteer with testing period, building menu and pricing, understanding supply chain, marketing niche and customer feedback taking detailed orders for the kitchen, providing customer copies, recording costs, and maintaining cleanliness. They even venture beyond the counter, assisting food prep alongside the staff, fostering a collaborative and empowering environment.

## STAR VOLUNTEERS OF THE NOVEMBER

1. Parisha
2. Sanskriti Gupta
3. Tanishka Batra



## 2<sup>nd</sup> Month (December)

Volunteers took precise orders, kept things spotless, and even helped prepare the food alongside the staff. They gather feedback, ensuring the cafe continues to empower everyone – a win-win fueled by satisfied smiles and "delicious!" Remarks.

This month students launched new food goodies on the menu- Nutri-Kulcha, Green Sandwich, Millet Noodles and Wheat Momos.

## STAR VOLUNTEERS OF THE DECEMBER

1. Kashish Baweja
2. Tanishka Batra
3. Archita Sharma

Beyond Scars Cafe applauds dedication! Each month, a star volunteer

receives a trophy and merit certificate by the Founder & President, Anmolika Saxena. All the other volunteers are recognized with e-certificates for their valuable support, fostering teamwork and a culture of appreciation.



Star volunteers of Nov - Dec ✨





## 3<sup>rd</sup> Month (January)

Student volunteers are Beyond Scars Cafe's backbone. They manage orders, keep things spotless, and help prepare food, all while juggling exams! Despite busy schedules, their dedication shines. They gather feedback, ensuring a positive experience for all, and are fueled by happy customers' "delicious!"

This month the cafe installed a new Coffee machine, and students launched some Soups (Tomato and Manchow) on large student-demand.

## STAR VOLUNTEERS OF THE JANUARY

1. Kanishka
2. Anmolika Saxena
3. Parisha



## 4<sup>th</sup> Month (February)

February embarked with several food innovations of Fruit Chaat, Shakes (Chiku, Banana, Orange shakes), Veg Kababs, Veg Cutlets, Millet Sandwich and Veg rice, other breakfast delights like- Poha and Bread Roll were also introduced.

## STAR VOLUNTEERS OF THE FEBRUARY

1. Kanishka
2. Anmolika Saxena
3. Parisha

## 5<sup>th</sup> Month (March)



To boost sales, Beyond Scars Cafe became the Food Partner to many college societies for college events, these included History department, Leadership Cell, Drama and the Marketing Society. Also, Beyond Scars put its first stall in Bharati College's Abhivyakti: The Annual Fest by Student Union (14<sup>th</sup> and 15<sup>th</sup> March, 2024).

## STAR VOLUNTEERS OF MARCH

1. Kashish Baweja
2. Ananya Kumar
3. Kanishka

## 6<sup>th</sup> Month (April)



Volunteers manage orders, keep things sparkling clean, and even help prep food alongside the staff. Their dedication doesn't stop there – they listen to customer feedback, ensuring everyone feels empowered and satisfied.

April was a crucial month for Project Annapurna, with the stall set up of Cafe at Keshav Mahavidyalaya College, University of Delhi for two days (18<sup>th</sup> April and 19<sup>th</sup> April), 2024).

## STAR VOLUNTEERS OF APRIL

4. Sakshi Kumari
5. Prachi
6. Prapti

## REVENUE GENERATION

MONTH	REVENUE	PROFIT
	In Rupees	
November	1,55,860	LOSS
December	2,51,815	34,125
January	1,89,811	9,920
February	3,12,514	29,884
March	1,58,051	LOSS
April	1,73,906	8,357

Beyond Scars Cafe has paved out the total revenue generation of Rs.1,241,957 for the initial 6 months since the inauguration of the Cafe. The cafe accounts for the total profit generation of Rs.82,286 for the initial 6 months.

## MAJOR BUYERS

Students at Bharati College, teaching staff and non-teaching staff of the College.



Healthy food options with BEYOND SCARS CAFE

YOU DON'T  
HAVE TO  
EAT LESS,  
YOU HAVE  
TO EAT  
RIGHT!

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## CONCLUSION

Beyond Scars Cafe transcends the typical cup of coffee. It's a testament to the human spirit's resilience, a tapestry woven with hope, strength, and opportunity. Here, survivors don't just serve – they inspire. Student volunteers find purpose beyond grades, forging bonds of camaraderie and growth. Every interaction, every satisfied smile, fuels the cafe's mission of empowerment

## SAFETY MEASURES TAKEN

Beyond Scars Cafe prioritizes safety and well-being for both staff, student-volunteers and customers. Our cafe features a proper kitchen arrangement and professional Chefs, ensuring safe handling of tools and equipment to prevent accidents or injuries. This dedicated space allows our team, including both students and staff members, to work efficiently and comfortably. 👤

Sanitation and hygiene are paramount. We adhere to strict cleaning practices, with regular sanitization of surfaces and equipment. This dedication maintains a clean and safe environment for everyone. 🧼💧

To sterilize crockery, Potassium Permanganate is used by staff to prevent germs and maintain food hygiene.

A fire extinguisher is installed to overcome any unforeseen fire events.

For customer comfort and to beat changing weather, Beyond Scars Cafe provides a tidy seating arrangement under bamboo-shed with access to nature's aesthetics. 🌞🙏

FOUNDER & PRESIDENT: ANMOLIKA SAXENA  
HUMAN RESOURCE DIRECTOR: MUSKAN AGGARWAL  
EVENT MANAGER: KHUSHI ANAND  
EVENT COORDINATOR: KARUNA  
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