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Best Practice 1

Title: "Enactus Bharati: Pioneering Excellence in Holistic Social Entrepreneurship and Community Empowerment"

Objective: The primary objective of the Social Entrepreneurship Cell, Enactus, at Bharati College is to catalyse positive social change through innovative projects that address pressing issues in the community. With current focus on waste segregation, recycling and treatment, and the promotion of small independent vendors, the overarching goal is to create sustainable, scalable, and impactful solutions that contribute to a more inclusive and environmentally conscious society.

Context:

Enactus, comprising Entrepreneurship, Action, Us, operates within the broader framework of social entrepreneurship, recognizing the need for innovative solutions to tackle societal challenges. The context revolves around the imperative to foster economic empowerment, environmental sustainability, and community well-being. Enactus Bharati, an integral part of the global Enactus network, embodies a visionary approach to philanthropy and social entrepreneurship. Aligned with the ethos of Enactus Worldwide, it stands at the nexus of 37 countries, 1730+ university programs, and 7200 student members committed to societal betterment. At its core, Enactus Bharati transcends conventional charity, focusing on enlightening underprivileged communities through entrepreneurial ventures that instill confidence and foster self-sufficiency. Grounded in the belief that "Alone we can do so little: together we can do so much," Enactus Bharati emerges as a collective force of young leaders dedicated to community enrichment, leveraging entrepreneurship, impactful actions, and collaboration among students, academe, and business leaders. With a motto of "Until all are served," Enactus Bharati signifies an unwavering dedication to inclusivity and global change, embodying a transformative journey where individuals, empowered through entrepreneurship, become catalysts for societal upliftment.

Practice

The Social Entrepreneurship Cell has adopted a multi-faceted approach through various projects and activities to achieve its objectives.

❖ Project S.O.R.T (Segregation of Organic Waste for Recycling and Treatment)

Enactus and IQAC, Bharati College in collaboration with IPCA (Indian Pollution control association), took the initiative with starting the project SORT to create awareness for the waste management in the college campus and nearby areas. The project was inaugurated by IAS Shri Kumar Abhishek, Commissioner, MCD west zone on 14th Feb'23.

- Two composter were installed in the college campus to segregate the waste.



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- Training session was also organised for housekeeping staff of canteen, hostel mess and other staff.
- This project has also started taking waste from nearby cafes to spread the awareness.
- Street play was organised for the students, teaching and non-teaching staff of college.
- Awareness workshop was organised with pre-collected data of students which was addressed by Dr Radha Goyal, IPCA and Mr. Deepankar on solid waste and E-Waste management.
- Awareness campaign was run by students in college campus to spread the awareness.

❖ **Project NOOR**

Enactus Bharati unveiled its initiative, Project Noor, on April 10, 2023, marking a significant stride towards the employment of marginalized and overlooked women. This project aimed to offer employment opportunities to financially needy and unemployed women residing in underserved regions lacking adequate resources.

- Research phase involved identifying women communities engaged in handicrafts and handmade arts.
- Collaborating with these communities and associated NGOs, Enactus Bharati facilitated a comprehensive understanding of Project Noor's objectives.
- Raw materials required for crafting the products were sourced and provided to the artisans.
- Production process included the creation of diaries from scratch, with the artwork done by the collaborating women.
- Meticulous process encompassed product finalization and packaging, which spanned three days.
- Handcrafted writing books, earrings, and other merchandise were retailed at various college events.

❖ Enactus Bharati organized a vibrant Garba event 'Ae Halo' celebrating Navratri festival on the 30th November 2022, seamlessly blending cultural celebration with economic empowerment. This innovative initiative aimed not only to promote and preserve our rich cultural heritage but also to provide a market space for local small vendors.

❖ In October 2022, Enactus Bharati engaged in a meaningful visit to 'Udaan' NGO, fostering a day filled with joy and interaction with the young minds. The team organized diverse activities such as group singing, games, storytelling, and knowledge sharing. This initiative not only showcased Enactus's commitment to community engagement but also allowed the team to actively contribute to the well-being and happiness of the children at Udaan. The



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practice exemplified the organization's dedication to creating a positive impact through holistic and enjoyable interactions.

- ❖ On March 11th, 2023, Enactus Bharati undertook a compassionate initiative to improve the lives of our four-legged friends through a Dog Welfare Drive. Members of the team visited nearby localities, embodying the organization's commitment to social responsibility and animal welfare. The team extended warmth and love by providing food and shelter to street dogs, coupled with a dedicated effort to raise awareness about the importance of caring for these animals. This practice underscored Enactus Bharati's dedication to addressing diverse community needs and showcased the power of collective action in creating positive change.
- ❖ On March 20th, 2023, Enactus Bharati orchestrated a heart-warming visit to the Silver Lining Old Age Home, aligning with their commitment to social responsibility and community welfare. The team embarked on a mission to bring joy and companionship to the elderly residents, recognizing the importance of fostering connections and addressing the unique needs of the aging population. Through thoughtful interactions, shared stories, and engaging activities, the visit exemplified the organization's dedication to creating meaningful impact beyond immediate needs, underscoring the significance of empathy and solidarity in enhancing the quality of life for the elderly.

Evidence of Success:

The tangible success of these projects is underscored by the transformative impact they have had on both the community and the college environment. However, concrete indicators of success in these initiatives are reflected in the enhanced economic opportunities for marginalized women, the positive reception of the products in college events, and the notable recognition and support received from key stakeholders.

- ❖ Project S.O.R.T.(Segregation of Organic Waste for Recycling and Treatment) is an initiative by Enactus Bharati which leads the way towards a cleaner future by taking a significant step to promote Waste Segregation and preserving our environment for the future generations.
 - With constant supervision and efforts, we got good quality manure for campus plants and for sales purpose.
 - A small garden is also prepared under it. Inspection visit was also held from IPCA.
 - Campaign organized to spread awareness regarding Project S.O.R.T. Members visited nearby residential areas, parks and cafes and educated the crowd present.
 - Dainik jagran the renowned Hindi newspaper has covered the project of Enactus Bharati.



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- Enactus Bharati has won the 3rd position in gold awards 2022-23 at IPCA felicitation ceremony for SORT project by Swarn Lata Trust and Swachhta Champion.
 - This project has recognised by MCD -west zone on 5 May-Environment Day 2023.
- ❖ Project Noor originated from the desire to empower unrecognized women and spotlight their artistic talents.
- Beautifully packaged writing books and earrings (jhumkas) were showcased and retailed on Enactus stall in the grand college annual fest, Abhivyakti, on April 10-12 2023.
 - Shaina, an acid attack survivor and brand ambassador, was invited to inaugurate the stall and was honored with a hamper and bouquet.
 - Professor (Dr.) Saloni Gupta, the revered Principal of Bharati College, played an indispensable and exemplary role in the resounding success of this noble endeavor. Her leadership and unwavering commitment were exemplified as she graciously extended her wholehearted support, not only symbolically but also tangibly by personally acquiring a pair of earrings and a diary. This gesture not only acknowledged the exceptional craftsmanship of the women involved but also underscored Prof. Gupta's pivotal role as a driving force behind the project's triumph.
 - Project Noor garnered visibility at the annual fest of Maharaja Agrasen College, extending its reach and impact.
 - The proceeds from the sales were shared with the craftsperson.
- ❖ The event was a lively tapestry of traditional dance, music, and colorful attire, creating an inclusive atmosphere that brought together students, faculty, and the local community. Through this fusion of cultural appreciation and economic support, the Social Entrepreneurship Cell successfully created a platform that not only celebrated our roots but also fostered sustainable growth for small-scale entrepreneurs in our community. The event was organized after a hiatus of 2 years due to Covid-19 and was attended by hundreds of college students, attributing to its success.
- ❖ The visit to Udaan in October 2022 left an indelible mark, evident in the success measured by the smiles on the faces of the young participants. Enactus Bharati's commitment to bringing joy and valuable experiences to these exceptional young minds was met with resounding success. The children actively participated in the activities, and the team returned with a sense of fulfilment, having forged connections, shared knowledge, and created lasting memories. The evidence of success lies not only in the execution of the



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planned activities but also in the meaningful impact felt by both the Enactus team and the children at Udaan.

- ❖ The Dog Welfare Drive conducted on March 11th, 2023, stands as a testament to Enactus Bharati's success in making a tangible impact on the lives of street dogs and the communities they inhabit. The evidence of success lies in the improved well-being of the sheltered dogs, the increased awareness within localities about responsible pet ownership, and the positive engagement of community members. Through this initiative, Enactus Bharati not only demonstrated its commitment to animal welfare but also fostered a sense of empathy and responsibility within the larger community. The drive left a lasting impression, showcasing the effectiveness of the team's efforts in creating positive change for our furry companions and their environments.
- ❖ The visit to the Silver Lining Old Age Home on March 20th, 2023, stands as a resounding success for Enactus Bharati. The evidence of success is palpable in the smiles and gratitude expressed by the elderly residents, showcasing the positive impact of the team's efforts to spread happiness and create meaningful connections. Beyond the immediate emotional upliftment, the visit fostered a sense of community, leaving a lasting impression on both the Enactus team and the elderly individuals at Silver Lining. This initiative epitomized Enactus Bharati's commitment to holistic community well-being, reinforcing the belief that simple acts of kindness can create enduring positive change.

Problems encountered and resources required

- Resistance to behaviour change among community members. Despite extensive awareness campaigns and educational workshops, ingrained habits and lack of immediate perceived benefits pose barriers to widespread adoption of proper waste segregation practices.
- Coordinating between local businesses and potential customers, especially in the digital era, demands effective technological solutions and robust supply chain management. Enactus faces the task of creating seamless connections, overcoming infrastructural constraints, and ensuring a fair marketplace that empowers vendors without exposing them to exploitation.
- While initial enthusiasm may be high, maintaining long-term interest and involvement in ongoing efforts is challenging. Enactus must devise strategies to keep the community actively participating, possibly through follow-up campaigns, periodic events, and leveraging social media platforms to keep the cause relevant in the minds of residents.
- Limited resources, both financial and human, present a persistent challenge. Developing and implementing effective solutions often require financial investments



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and dedicated manpower. Securing sustainable funding sources, optimizing resource allocation, and attracting skilled volunteers are critical components for overcoming resource constraints.

- Assessing the impact of social entrepreneurship initiatives can be complex. Enactus faces the challenge of effectively measuring and evaluating the success of its projects beyond quantitative metrics. Qualitative aspects, such as improved community well-being, enhanced entrepreneurial skills, and environmental sustainability, demand nuanced evaluation methodologies.
- Economic downturns or sudden shifts in consumer behaviour may affect the purchasing power and preferences of the target audience. Enactus must remain agile in adapting its strategies to navigate external challenges, potentially by exploring diversified income streams or establishing resilience-building mechanisms for the supported vendors.

Future Plans

- Enactus Bharati's visionary future plans encompass the establishment of an innovative cafeteria within the college premises, with a unique twist focused on promoting health consciousness while fostering social inclusion. This ground-breaking initiative aims to employ under-privileged acid attack survivors and/or widowed women, providing them with a supportive work environment. The cafeteria will not only serve as a platform for offering wholesome and interesting meals to college students but also actively contribute to changing societal perceptions around acid attack survivors. Enactus Bharati envisions the cafeteria as more than just a culinary hub; it will be a catalyst for cultivating health-conscious habits among students while championing the resilience and economic empowerment of a marginalized community. Through this endeavor, Enactus Bharati strives to create a space where inclusivity, nutritious dining, and social impact seamlessly converge.
- Enactus plans to undertake quality testing of the compost sample with the help of Centre for Rural Development and Technology, IIT Delhi. It is perceived that quality labelling of the compost will help in better marketing of the compost.
- Enactus at Bharati College aims to leverage technology to enhance its efficiency. Future plans include the development and implementation of digital platforms, mobile applications, and/or kiosk that facilitate easy and interactive experience for stake holders.
- Enactus plans to deepen its integration within the local community. This involves establishing long-term partnerships with community leaders, local organizations, and schools etc. Enactus envisions organizing regular community events, workshops, and educational programs to foster a sense of shared responsibility and ownership in creating a cleaner and more sustainable environment.



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- To amplify the impact of its projects, Enactus is actively seeking strategic partnerships with governmental bodies, NGOs, and corporate entities. Collaborations with municipal authorities can provide support in waste management infrastructure and regulatory frameworks, while partnerships with corporations can offer expertise, funding, and market access for small independent vendors.
- As part of its commitment to environmental sustainability, Enactus plans to launch advocacy campaigns that go beyond waste segregation education. These campaigns will focus on broader environmental issues, including climate change, conservation, and the importance of adopting eco-friendly practices. By positioning itself as a catalyst for positive environmental change, Enactus aims to inspire a broader movement toward sustainability within the local community and beyond.