



# Enactus, Kamala Nehru College

# TENURE REPORT :

# 2024-25

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# PROJECTS



## Project Dharohar- Reviving Roots, Reimagining Art

Project Dharohar is a transformative initiative aimed at empowering tribal artisans and preserving their cultural heritage. By spotlighting traditional craftsmanship, the project empowers artisans to sustain and share their rich legacy with a global audience. A core element of this project is a comprehensive *Digital Literacy Training Program* that bridges the digital divide, equipping artisans with essential skills to expand their reach, navigate online platforms, and market their products effectively.

Integrating technology with tradition, Project Dharohar envisions a future where tribal art flourishes in the digital landscape, fostering sustainable livelihoods and ensuring cultural continuity for generations to come. Currently, we have partnered with six communities, each committed to advancing their cultural expressions through this digital initiative.



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# PROJECTS



## Project Katran - Redefining Sustainable Fashion

Formerly known as Project Kadam, Project Katran blends sustainability with style by transforming discarded materials into eco-friendly products like slippers, tote bags, and pouches. By upcycling textile waste, particularly recycled denim and fabric, Katran aims to create fashionable, durable items while reducing the environmental impact of the fashion industry.

What sets Project Katran apart is its dual focus on environmental and social impact. Partnering with NGOs, the project provides underprivileged women with opportunities to develop new skills and earn sustainable incomes. By equipping these women with valuable artisanal expertise, Katran not only promotes responsible fashion but also empowers communities, improving their overall quality of life.

This innovative approach to fashion redefines waste as a resource, driving positive change in both the industry and society.



# STALLS

Shyam Lal Anand College, Delhi University  
29th February 2024

Lady Sri Ram College, Delhi University  
4th March, 2024

Hindu College, Delhi University  
10th March, 2024

Sri Guru Gobind Singh College Of Commerce  
13th March, 2024

Kamala Nehru College , Delhi University  
18th March, 2024

Ramanujan College, Delhi University  
8th April,2024

Motilal Nehru College, Delhi University  
15th April,2024



# EVENTS

## THE INAUGURAL E-SUMMIT

23 April 2024

The Inaugural E-Summit was a groundbreaking event that brought together thought leaders, innovators, and change-makers from various industries for an engaging experience. The summit fostered dialogue, inspired ideas, and catalyzed action through keynotes, interactive panels, workshops and competitions. This first e-summit successfully built a vibrant network of forward-thinking individuals and laid the foundation for future collaborative and transformative endeavors.

## PANEL DISCUSSION

E-Summit'24 • 23 April 2024

At the summit, we conducted A Panel Discussion on the topic: ***Entrepreneurship and Startup Ecosystem: Fuelling Innovations for a Viksit Bharat @2047***

The panellist included Ms. Tanurika Agarwal, Executive Officer Udhmodhya Foundation, Ms. Kanika Talwar, Shark Tank Investment Founder CosIQ, Mr. Kapil Gupta, Investopreneur and Business Mentor and Mr. Sanjeeva Singh, Co-founder of Think Startup. The discussion provided attendees with the unique opportunity to connect with industry pioneers, explore emerging trends, and gain actionable insights to drive growth and innovation in their fields.



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## **VENTURE VISION: A Social B-Plan Competition**

**E-Summit'24 • 23 April 2024**

Participants unleashed their entrepreneurial spirit and presented groundbreaking business ideas. Whether seasoned innovators or budding entrepreneurs, they had the chance to turn visionary ideas into reality. Esteemed judges, Mr. Neelesh Jha and Mr. Abhishek Gulati, evaluated the presentations.

## **CASE CRUSADE: Case Study Competition**

**E-Summit'24 • 23 April 2024**

Competitors dived into real-world challenges, showcasing their strategic problem-solving skills by tackling complex case studies. This competition was a huge success, with judges Mr. Rahul Lakhmani and Mr. Saurabh Jain.

## **AD RUSH: A One Day Marketing Battleground**

**E-Summit'24 • 23 April 2024**

Competitors dived into real-world challenges, showcasing their strategic problem-solving skills by tackling complex case studies. This competition was a huge success, with judges Mr. Rahul Lakhmani and Mr. Saurabh Jain.

## **SUSTAINABLE ARTISTRY 2.0**

**E-Summit'24 • 23 April 2024**

To promote eco-friendly creativity, we launched the second edition of Sustainable Artistry. Students painted denim tote bags crafted from repurposed materials, transforming them into stylish, sustainable art. Pottery was added to enhance mindful artistry, while a small shop showcased Katran's denim products, highlighting our commitment to impactful, sustainable change.

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# EXPLORING SYNERGIES: SUSTAINABLE FASHION, MARKETING AND ENTREPRENEURSHIP

SPEAKER SESSION • 13 April 2024



actus  
Kamala Nehru College

ASAR: THE ENTREPRENEURSHIP CELL  
ENACTUS KAMALA NEHRU COLLEGE

Presents

## SPEAKER SESSION

Topic: "Exploring Synergies: Sustainable Fashion, Marketing, and Entrepreneurship"



**FARHEEN SAYED**

Farheen founded VanillaKart, a marketplace for technology-enabled marketing services. She is an award-winning entrepreneur who also founded Brushflicks and Boxifer, both with million-dollar valuations.

13 APRIL 2024 | 2:30-3:30 PM | GOOGLE MEET

nushi Girdhar (8826308211) For further queries contact Rishita Dhawa (9818769635)

Ms. Farheen Sayed, founder of VanillaKart and an award-winning entrepreneur, shared insights on "0 cost marketing" strategies during her session. She emphasized the importance of having three key people in a startup—visionary, hacker, and hustler—while cautioning against starting businesses with friends. Her marketing approaches included leveraging community groups, B2B reseller networks, cross-posting, and business communities to scale brands with minimal investment. She highlighted how platforms like Facebook and resellers like Meesho have proven effective for scaling businesses, giving real-world examples of successful brands that employed these tactics.

# EMPOWERING YOUNG ENTREPRENEURS: TECH, BRANDING AND STARTUP SUCCESS

SPEAKER SESSION • 17 October 2024

The speaker session organised by ASAR: The Entrepreneurship Cell, along with Nurture- the Incubation cell featured Dr. Abhishek Tandon, Joint CEO of Udhmodya Foundation and Associate Professor at the University of Delhi. Dr. Tandon, an expert in interdisciplinary research, marketing, and mobile commerce, shared his valuable insights on empowering young entrepreneurs. His extensive experience and accolades, including the Best Teacher Award by the Government of Delhi, made the session both informative and inspiring, leaving a significant impact on the audience.

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# CATALYSING CIRCULAR ECONOMY: INNOVATIONS AND CHANGE MANAGEMENT FOR A SUSTAINABLE FUTURE

SPEAKER SESSION • 22 October 2024

On October 22, 2024, Asar - The Entrepreneurship Cell of Kamala Nehru College, in collaboration with Commcentric, hosted an inspiring session titled "Catalyzing Circular Economy: Innovations and Change Management for a Sustainable Future," featuring Rozita Singh, a renowned sustainability expert and proud alumna of KNC. Ms Singh, who works as a solution mapper at the Istanbul Regional Hub, shared her journey into sustainability, highlighting the urgent need to shift from a linear to a circular economy. She discussed real-world examples like Philips' recycling models and Renault's use of recycled materials, and stressed the importance of reducing, reusing, and recycling. Her insights on tackling plastic waste and innovation in sustainability inspired the audience to think critically about their role in environmental conservation. The session was a great success, leaving a lasting impact and fostering a renewed commitment to sustainability among participants.



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# DIWALI MELA

23 October 2024

The Diwali Mela at Kamala Nehru College, Delhi University, was organized by the college's Student Union in collaboration with ASAR: The Entrepreneurship Cell, the Equal Opportunity Cell, and the National Service Scheme (NSS). The event captured the festive spirit of Diwali with a variety of vibrant stalls, cultural performances, and a lively atmosphere. It provided a platform for students to immerse themselves in the celebrations, engage in creative and interactive activities, and enjoy a truly enriching Diwali experience.

At the Diwali Mela, our Enactus team set up a vibrant stall featuring a wide range of eco-friendly, handmade products. The stall showcased scrunchies, coconut candles, tote bags, keychains, masks, magnets, book tags, pouches, etc. all crafted by communities we support, reflecting our mission of promoting sustainability and social impact. Additional stalls from our side included Tasty Banter, Dilli See Us, Live O Art, Desert, and Crochet, etc. each offering unique and creative products that added to the festive spirit of the event.

