

ENACTUS KNC, UNIVERSITY OF DELHI (2025-2026)

PROJECT KATRAN: It merges sustainability and style, offering eco-friendly tote bags, pouches & laptop sleeves crafted from recycled fabric, giving denims a second chance. Beyond fashion, we empower tailors, celebrating their skill and fostering positive change in the industry.

ENTREPRENEURIAL LEADERSHIP

NEED ASSESSED

- » People often reject clothes and throw them away, contributing to waste.
- » Tote bags and other trendy items, especially those made with Indian patchwork, are often costly.
- » Skilled individuals, particularly underprivileged women and those working with NGOs, often have their abilities overlooked.

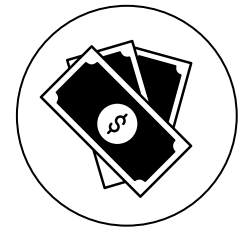
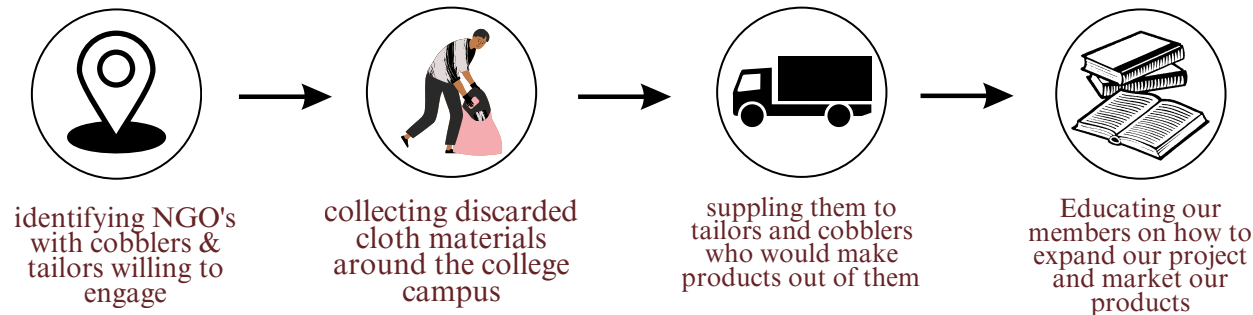
SOLUTION BY PROJECT KATRAN

- » We collect these rejected clothes and materials through donations.
- » We create affordable products using the donated raw materials.
- » We employ these skilled individuals to create our products, providing them with meaningful work and recognition.



BUSINESS MODEL

Key Features



ECONOMICAL

INR 10,258 REVENUE
GENERATED TILL
NOW (2026)

USE OF INNOVATION

MARKET ADAPTATION OF PRODUCT

Project Katran products adapted to fulfill market needs:

- » Easily Customizable products
- » Prices of products comparable to their conventional counterparts



SOCIAL

40 JOBS CREATED
TILL NOW

SUSTAINABLE FUTURE IMPACT



ENVIRONMENTAL

1350 POUNDS OF
CARBON EMISSION
REDUCED

- » Conserves Resource: Recycling denim reduces the need for new raw materials like cotton, which requires significant water and land resources for cultivation.
- » Reduces Waste: By diverting denim from landfills, recycling helps decrease the volume of textile waste, which is a major environmental issue.

- » Promotes Circular Economy: Recycling denim supports the concept of a circular economy by extending the lifecycle of materials and reducing the demand for virgin resources.
- » Awareness and Education: The project raises awareness about sustainable practices and educates consumers on the importance of recycling and upcycling in the fashion industry.

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EVENT: PANEL DISCUSSION

A Panel Discussion was held on the title “ **Building Futures: Entrepreneurship, Sustainability and Mental Well-Being**” on 17th August 2025 in NSR to explore the practical challenges and strategies involved in building impactful ventures at the intersection of social needs and sustainable development.

DISTINGUISHED SPEAKERS



ANANYA GROVER

» Founder of HealCycle which offers a holistic, data-driven digital health solution & community for premenstrual mood disorders like PMS, PMDD, and PME.



MEGHNA JOSHI

» Leads SWAN Livelihood, a Delhi-based social enterprise which empowers workforces through tailored training for sustainable livelihoods

HIGHLIGHTS



ASAR STALLS



DIWALI MELA NAVDEEP'25



GARGI AAROHANAM'26



KNC FEST ULLAS'26

ASAR REPRESENTATION



Members representing Asar at Networking mixers of Jesus & Mary and Kirori Mal College respectively.



Core team secured 1st position at EnVenture B-Plan Competition held at Hindu College

ACTIVITIES



Denim Donation drive undertaken in campus. Fabric was recycled into tote bags, pouches & laptop sleeves.