



enactus
Lady Shri Ram College
for Women





ANNUAL REPORT

2017-2018

WASH AWAY PATRIARCHY



NEEDS

 <p>Women in Mangar are confined to their houses</p>	 <p>Women do not possess the skills to run a business</p>	 <p>Women do not earn and their male counterparts gamble away their earnings</p>	 <p>The women stay in isolation, far from the hustle and bustle of the city</p>
PATRIARCHAL SOCIETY	LACK OF SKILLS	UNSTABLE INCOME	GEOGRAPHIC ISOLATION

INPUTS

 <p>27</p> <p>BENEFICIARIES</p>	 <p>20</p> <p>TEAM MEMBERS</p>	 <p>7013</p> <p>HOURS DEVOTED</p>	 <p>1,97,000</p> <p>AMOUNT INVESTED</p>
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ACTIVITY

BUSINESS MODEL



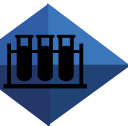
PROCUREMENT

INBOUND LOGISTICS

OPERATIONS

MARKETING

PRODUCT INNOVATION



LABORATORY TESTED for better formula



ATTRACTIVE LABELS for increased appeal



Introduction of **BARCODES** for increased marketability

IMPACT

BENEFICIARY IMPACT

FINANCIAL IMPACT

Revenue of **3,82,500** INR generated via tie-ups with **7** kirana stores, **2** cafes, **2** retail chains etc

HUMAN IMPACT

Conduction of **financial literacy sessions** and opening of **9** bank accounts and **7** PAN cards

SOCIETY IMPACT

SOCIAL IMPACT

Conduction of menstrual hygiene session and **free distribution of reusable sanitary pads to 2000+** individuals

ENVIRONMENTAL IMPACT

Reduction in greenhouse emissions by **1730 Kg³** through use of **PET bottles**

OUTCOME

EXPANSION

Set up a production unit in **Goalpara, W.B** by 15 marginalised women. **500** bottles have been manufactured by the same

Set up a sales and distribution unit in **Chalera, U.P.** by 6 marginalised women. **200** bottles have been sold by the same.

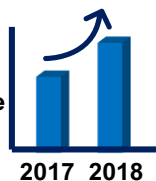


INCREASE IN REVENUE

Total revenue generated in 2018 is **43%** more than in 2017

Our beneficiaries earned an income of **40,600** INR,

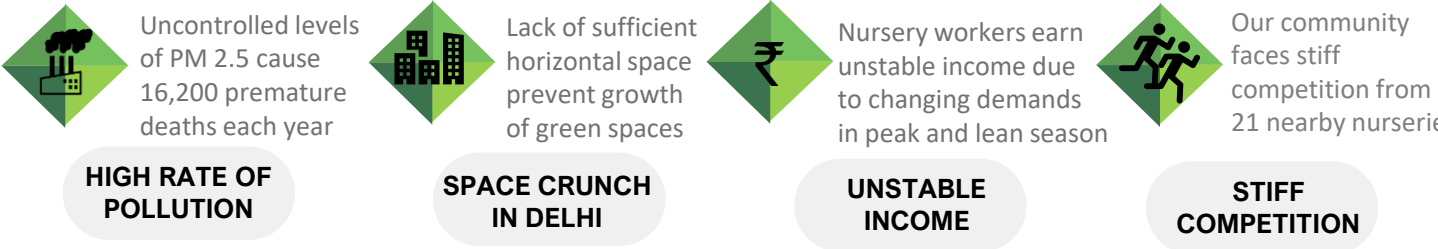
Total Revenue



GREY TO GREEN



NEEDS



INPUTS



ACTIVITY

VALUE CHAIN



PRODUCT DIFFERENTIATION



IMPACT

FINANCIAL IMPACT

Revenue of **1,24,243 INR** generated through sale of planters and vertical gardens.

HUMAN IMPACT

Specialized exposure by **technical training** and **knowledge** sharing by entities like **ICAR**, **IARI** and **Sapras Architects and Engineers Pvt. Ltd.**

ENVIRONMENTAL IMPACT

Air purification of **509m³** through sale of 102 planters and vg installations of 116 sq. feet.

OUTCOME

PROJECTIONS

- To earn a revenue of **4,09,600 INR** by installing **10** more vertical garden by the end of financial year 2018-19.
- To increase the number of project beneficiaries to a total of **7**

INCREASE IN REVENUE

- Total revenue generated in 2018 is **43%** more than in 2017.
- Our beneficiaries earned an income of **37,273 INR**

Total Revenue



OUR PAST PROJECTS

KALAKAASHI	YUVAAKTI	MAATI
Restoring indigenous crafts by reviving the livelihood of artisans and weavers of Varanasi	Making unskilled women of Chaina, Punjab financially independent by training them to stitch Patiala salwars.	Initiating a revolutionary transformation from chemical to organic farming in Punjab



QUICK FACTS



5
SUCCESSFUL
PROJECTS



82,116
VOLUNTEER
HOURS



22,28,454 INR
REVENUE
GENERATED



50
PEOPLE IMPACTED
DIRECTLY



6
SUSTAINABLE
DEVELOPMENT
GOALS MET

FINANCIALS (in rupees)

Grants	50,000
Corporate sponsorship	10,000
Fundraising initiatives	41,711
Competitions	20,000
TOTAL FUNDING	1,21,711

MEDIA IMPRESSIONS

ONLINE MEDIA	ELECTRONIC MEDIA
2,00,000	20,000

ASSOCIATIONS

