

2018-19 ANNUAL REPORT



A ray of hope

PROJECT UTTHAAN

GREY TO GREEN

VISION



Project Utthaan aims to solve the rising air pollution given space crunch by making vertical gardening services affordable.

TARGET COMMUNITY



Unemployed laborers



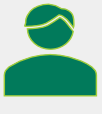
Nursery workers



Horticulturists



Carpenters



Plumbers

BUSINESS ACHIEVEMENTS FOR 2018-19



Designed an innovative low-maintenance model

42%

Cheaper than competitors



Launching the Utthaan website and mobile app



28 collaborations secured for orders



Bought a Bajaj tempo worth Rs. 2 lakhs

MAJOR MILESTONES



Collaborated with the Delhi Metro Rail Corporation (DMRC) to install 6 vertical gardens on metro pillars



Executed a community outreach programme with the East Delhi Municipal Corporation (EDMC)



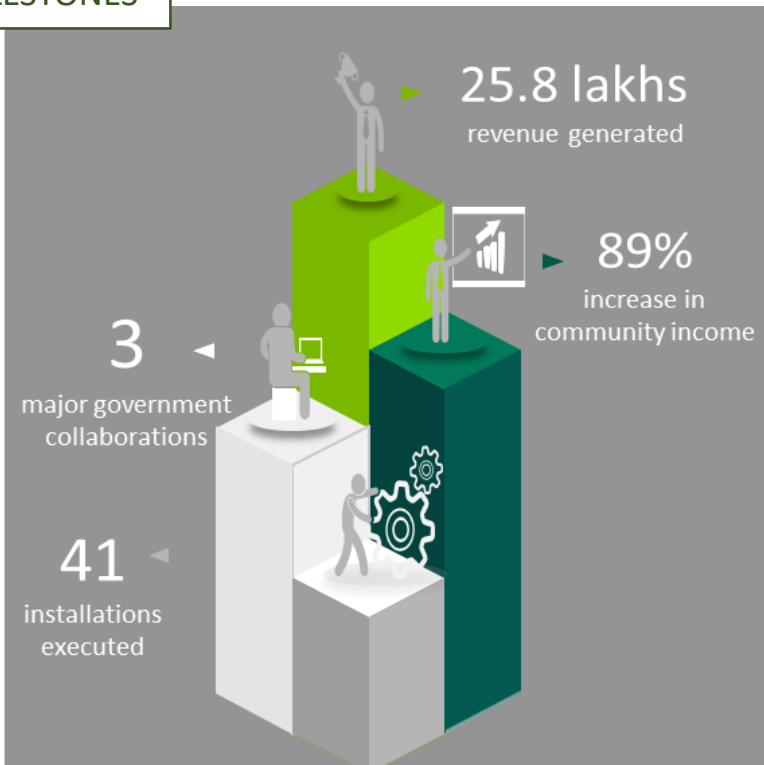
Allotted a 2.5 KM stretch by the Gurgaon Municipal Development Authority (GMDA)



Felicitated by the **Chief Minister** of Delhi, Mr. Arvind Kejriwal for our community installations



Expanding to **Malaysia** with Enactus University of Nottingham, Malaysia



IMPACT

ENVIRONMENTAL



3700 m³ air purified

6192.94 kg³

Of green house emissions reduced

HUMAN



Increased income from Rs. 6250 per month to

Rs. 11,800

SOCIAL



52 lives directly impacted

2 lakh+ lives indirectly impacted

PROJECT AURIC

WASH AWAY PATRIARCHY

VISION



Auric aims to improve the lives of women by providing them with employment to manufacture a dishwashing liquid as a substitute to the rakh.

TARGET COMMUNITY



Women in Mangar,
Haryana



Women in Chalera,
Uttar Pradesh



Women in Shanti
Niketan, West Bengal

BUSINESS ACHIEVEMENTS FOR 2018-19



Improved product quality
in collaboration with
Advanced Inspection Labs

20%

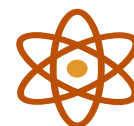
Cheaper than
competitors



Introduced barcodes
In our product



22 collaborations
secured for orders



All market linkages
are now managed by
the community

MAJOR MILESTONES



Installation of dustbins in collaboration with Sulabh International in Mangar, Haryana



Conducted health camps in collaboration with Paras Hospital



Received recognition from Times of India, DNA and Youth ki Awaaz



Increased profit by 12.24% by introducing promotional schemes

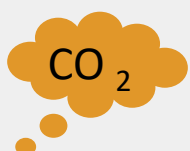


Achieved sustainability after 4 years of running
Of running the project



IMPACT

ENVIRONMENTAL



With 18,000+ bottles
reduced green house
emissions by
3684 kg³

HUMAN



Conducted various
financial
literacy sessions

SOCIAL



3000
lives impacted in
Mangar by conducting
social campaigns



2766%
growth in terms of
revenue in a year



29,600
plants planted
across Delhi NCR



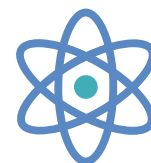
2 lakh+
lives impacted



16.7 lakh+
media impressions



51.08 lakhs
generated in total



48,019
volunteer hours



10
sustainable
development goals
met

FINANCIALS 2018-19

Corporate Sponsorship	10000
Fundraising Initiatives	23554
Crowdfuning Initiatives	30000
Competitions	6500
	Rs. 70,054

COLLABORATIONS

