

# PROJECT PRAYOJYA



Enactus is an international non- profit organization dedicated to inspire students to improve the world through entrepreneurial action.

Enactus SLC (M) is a chapter of Enactus India based in Shyam Lal College, University of Delhi. Enactus SLC (M) was formed in the year 2016 and since then it has never looked back. The society was formed with 3 members initially and today the team has 21 members' working to run various sustainable community development projects to bring a change in the society.

Currently the team is working on a community outreach project "PRAYOJYA".

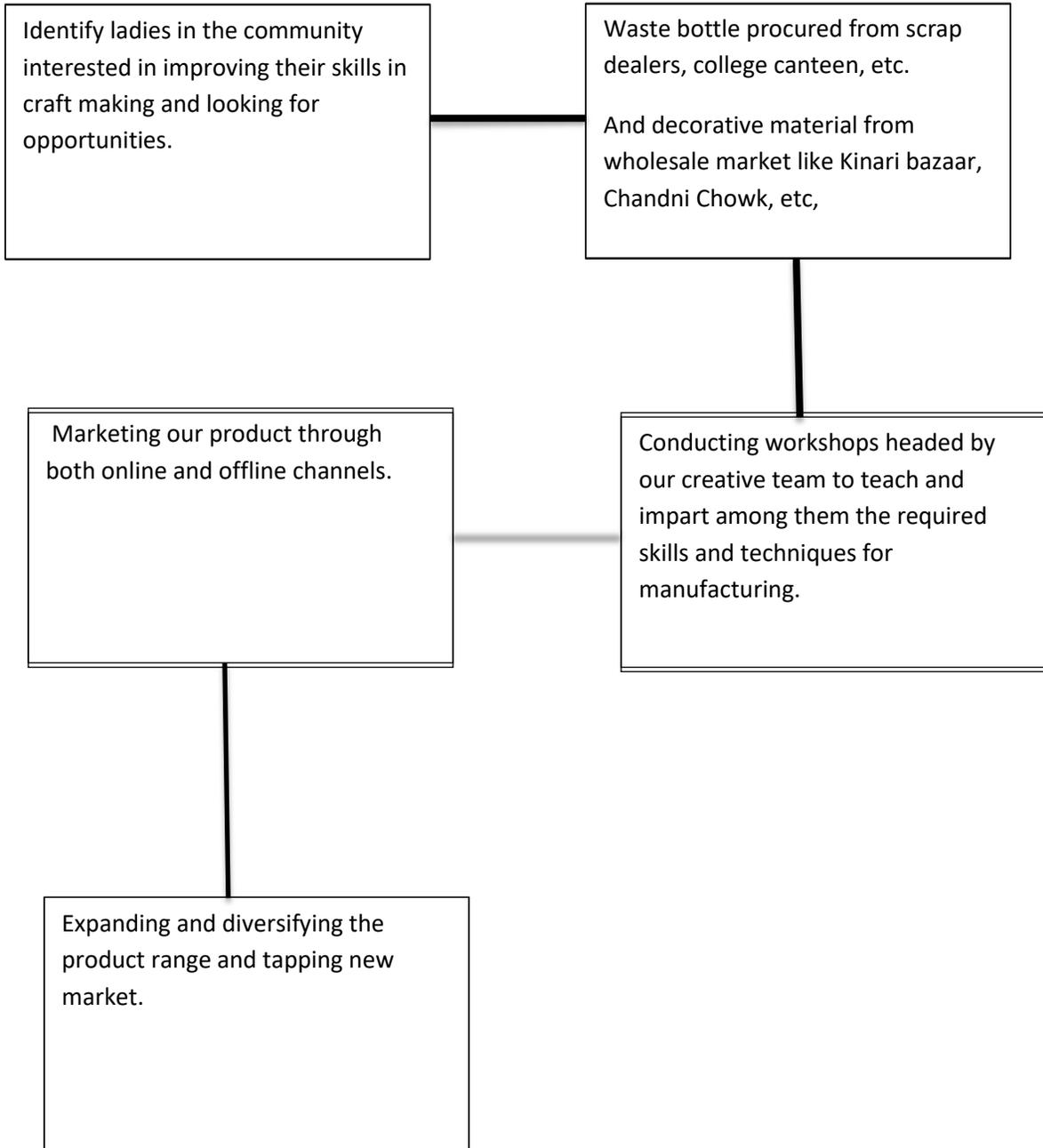
Following the valuable guidance from our Business Advisory Committee we are endeavor to use all our efforts and entrepreneurial actions to bring out a change that would positively affect each member of the society, bring smiles, empower people and create a more sustainable world.



Project PRAYOJYA initiated in June 2018 is an effort to make the society more livable place and to reduce plastic pollutants in our surrounding. Endeavour to transform them from waste plastic bottles to useful and decorative plastic utensils and simultaneously providing employment to women and train them the art of making stuffs with plastics.

The aim of project Prayojya is to facilitate the insertion of informal entrepreneurs and businesses into the formal economy, by eliminating certain barriers through raising awareness and providing them employment in the field of Indian Heritage commodities.

# Business Model



# Our Products

Under Prayojya, primarily our products are Wind Hangings and Scarlet Rings made from waste plastic bottles.

## ❖ WALL HANGINGS

### 1. Golden Mirror Magic



## 2. Red Mirror Magic:



❖ **Scarlet Rings**



**Monetisation:** The major sources of revenue include sales through our stalls and direct customer orders. Explicit cost includes the wages paid to the community, cost incurred while purchasing raw materials and costs of production, packaging, and delivery. Cost is charged on Revenue. Wages are paid according to the production and surplus is used for marketing and scaling.

**Sales Performance Model:** We use both online and offline marketing channels to market our product.

**Sustainability:** We are engaged in continuous research on innovation and product improvement. For business sustainability we give utmost importance to customer feedback so that we can diversify our product in terms of variety or size as per the customer that will help in scaling our product.

## About our beneficiaries

A group of 8-10 females from a slum named 'Hafiz Nagar' near Indraprastha Metro Station, Delhi is the key workforce, two of whom are school-going girls (who are interested in enhancing their craft skills); two are recently graduated, among whom one is differently abled; others are homemakers.



## Sales through Stalls

Stalls are the best platform available for face to- face interaction as well as for receiving feedback. Thus the best alternative to sell our products is through stalls. Setting up stalls in fairs, concerned markets, and other places has proved to be sustainable. Enactus SLC got an opportunity to set up stall in the following places and also to spread awareness about the cause.

### ❖ Stall in Laxmi Nagar



## ❖ Stall in Rajasthan tournament



