

## Key Indicator - 7.2 Best Practices

<b>Metric No.</b>	
7.2.1  QM	<p style="text-align: center;"><b>Describe two best practices successfully implemented by the Institution as per NAAC format provided in the Manual.</b></p> <p><b><u>Best Practice A-</u></b></p> <p><b><u>1. Title of the Practice</u></b></p> <p>Student driven initiatives to solve environmental and social problems through entrepreneurial action for the betterment of people, prosperity and the planet.</p> <p><b><u>2. Objectives of the Practice</u></b></p> <p>Enactus SSCBS is a student-run organization that identifies humanitarian and environmental needs and fulfills them by creating innovative social business solutions. With a three-fold objective of economic, social, and environmental betterment, the team believes in its power to be the change that the world needs. The teams believes in bringing this change through businesses that not only benefit communities but also create a larger impact for a better tomorrow. Being operational for 13 years now, the team has continuously striven to use the positive power of business to empower the underprivileged through socio-economic development.</p> <p><b><u>3. The Context</u></b></p> <p>Enactus SSCBS is currently working on 3 primary socio-environmental needs:</p> <p><b>1. Air pollution</b></p> <p>22 out of the 30 most polluted cities in the world are from India. According to WHO, air pollution takes more than 7 million lives every year across the globe. Life expectancy in the country has reduced by 9.4 years due to exposure to air pollution.</p>

2 million tonnes of stubble is burned annually, causing 42% of the air pollution and generating health concerns for 85% of Northern India's population.

The air quality indoors, where we spend 90% of our time, is 10 times more harmful and exposes us to a dangerous concentration of VOCs, particulate matter and dust particles. Air purifiers, though considered a viable solution to the problem, range between 13,000 to 1,50,000, making them unaffordable for almost 65% of the Indian Households.

## **2. Textile waste generation**

Textile take up over 5% of the landfill space globally and lie untreated for over 200 years, releasing toxic fumes like methane and nitrous oxide. Textile industry produces over 45000 meters of fabric waste daily, becoming the world's second largest polluter.

Textile production consumes almost 80% energy used in the fashion industry annually. It accounts for 35% of the 1.5 million tones of microplastics in the oceans. The global textile and clothing industries alone are responsible for 79 billion cubic metres of water consumption and over 1,700 million tonnes of carbon dioxide emission.

## **3. Homelessness**

People residing in the homeless shelter are deprived of basic amenities like sanitation and security, and have to live in the gloomy conditions of the shelter with minimal opportunities.

Without financial security or a reliable income source, they have to face exploitation in the informal sector. Over 2 lakh homeless people living on the streets of Delhi or in the shelters have similar stories.

## **4. The Practice**

Each Enactus project starts with a vision to outcast a social problem and empower communities in the process. Enactus SSCBS is currently working on 2 diverse projects while empowering multiple communities.

### **1. Project Pravaah**

Project Pravaah aims to combat air pollution through a two-pronged approach of formulating a curative and preventive strategy. The team devised solution for the 2 types of air pollution pertinent in the environment i.e. indoor and outdoor air pollution.

Under the curative strategy, the team created a tri-filter air purifier at 65% lower cost than the substitutes to make clean air affordable for everyone. Under the preventive strategy, the team incentivised farmers to convert the stubble burnt by them into manure and pots, thus preventing stubble burning and uplifting farmers.

## 2. **Project Basera**

Basera aims to tackle the problem of textile waste production generated in the manufacturing, consumption and post consumption phase while generating livelihood for the homeless women residing in the homeless shelters established by the Delhi Government. These women are employed under 3 verticals:

- a. **Inaayat:** Herein, the women convert the scrap generated during the manufacturing process of textiles into mattresses, bags and rugs.
- b. **Noor:** The team collects PET plastic bottles discarded into the landfills to convert them into fabric, which is converted into apparel items like shirts and scarves by the women of the homeless shelter.
- c. **Rachna:** The women convert the post consumption fabric into multiple handicraft products like scrunchies, bags, etc.

As the vision and target of each project are unique, its work and establishments have a whole different set of limitations and constraints. Customer perception and lack of awareness among people about these severe yet undermined problem poses one of the major problems in the project. Need assessment surveys reveal the indifference of people towards such pertinent issues, which required behavioural change. Hence, we incorporate sensitization about the problems as one of the primary factors in the projects to bring forward such issues and demand action.

## **5. Evidence of Success**

Both these projects have had an enormous impact on the upliftment of the communities and the solving of the grave problems they address.

Through Project Basera, we have upcycled 37514.5 kg of textile waste and recycled 29989 kg of plastic, thus preventing 2,04,744kg carbon emissions as of June 2022. We have empowered 14 entrepreneurs in 4

shelters and created over 10 businesses. Our efforts have been featured in multiple leading publications like the Guardian and Medium and have been felicitated by the United Nations OHCHR.

In Project Pravaah, we have prevented over 53,500 Kg of stubble from being burnt and 14,000 kg of greenhouse gases, providing clean air to over 11,800 people. By creating 10 entrepreneurs and impacting 257 farmers, we have increased their income by 99%.

## **6. Problems Encountered and Resources Required**

Every project has its challenges, ranging from operations, sales management, marketing, sensitization, to project expansion. Accordingly, we also faced problems, which can primarily be summarized as:

1. Being management students can bring a drawback in the technological element for the team which might prolong a few processes like product development. However, through skill training sessions and expert consultations, such challenges can be overcome.
2. Collaborations with organisations for technical know-how and project expansion had been hindered due to the onset of the pandemic and the shift to online mode of communication. Though the lockdowns have lifted and normalcy is in restoration, some time would be required to return to the normal mode of operations and collaborations.
3. Bringing behavioural change through sensitization has been and will remain one of the primary challenges. Breaking stigmas and changing lifestyles for people has been difficult to accomplish yet achievable as proven in the past.

We believe that resources such as technical guidance, funding for the project, community support and frequent mentorship sessions with experts would give an instant boost to running projects and enhance the knowledge and learning of team members through experiences of mentors.

### **Best Practices B**

**Title**

Creating employment-ready under-graduate student

### **Objective**

Crafting management and technical professionals to meet the aspirations of the society. For this we are working towards increasing the employability of our under-graduate students.

### **Context**

The majority of the batch is inclined towards profiles in the domain of Consulting and Investment Banking. We worked on bringing more such companies to campus. To minimize the impact on the placements of next year, we adopted the strategy of focusing on internships which would help students secure PPOs.

### **Practice**

Our endeavours include working towards improving relationships with the industry and taking help from our alumni to further develop the skill set of our students. We have conducted following programmes:

1. Buddy Project:

- Third year students of the college, who have been placed and have started their corporate journey, reach out to mentor the current students
- Data Points – More than 200 students (2021-22) had been allotted mentors. 40 mentors were signed up.

2. Placement Preparation Sessions:

- Third year students placed at esteemed organizations took educational sessions for students sitting for the upcoming Placement Season on various topics
- Data Points - More than 100 students participated

There has been session on soft skills, financial modelling, entrepreneurship, branding and innovation.

3. Care Programme:- Care Programme is an alumni mentorship

program. In past two years it has garnered greater results. In year 2022, we have organised 6 engagement session with the senior alumni and 1<sup>st</sup> year and 2<sup>nd</sup> year students. We have received positive feedback. Care program is building skill set such as resilience and assertiveness. This platform allows much deeper engagement with the students where students receive overall guidance. This relationship even continues once students pass out.

#### 4. Industry Engagements

- Company sessions conducted throughout the year (eg, EY, KPMG)
- Case study competitions conducted by Bain & Co. (BrAIN Wars)

#### 5. Industrial Viva

Once students are back to campus after their summer internship assignment. To assess the learning and overall quality, we take them through two rounds of viva. The first round of viva is done with the faculty who assess their quality of report and presentation skills. On the basis of feedback, best 50 students then go through the 2<sup>nd</sup> round of viva which is conducted by the industry professional. In year 2022, we received IMRB Research Head and Assistant Manager Invest India as the jury for industry viva.

#### **Evidence of success:**

The following statistics from the past four academic year represent the same:

Details	2019-20	2020-21	2021-22 (Subject to change post the conclusion of ongoing Process)
Numb	175	223	221

er of Offers			
Average Package	7.03 LPA	7.71 LPA	10.07 LPA
Highest Package	18 LPA	19.25 LPA	36 LPA
Number of Companies	77	88	65
Placement Ratio	86.76	91.86	90.2
Number of New Recruiters	16	30	25
	Grofers	Accenture Strategy	Osborne Partners CRED Nomura Capital FSG Capital

		Titan Capital
		Nation with Namu
Goldman Sachs	Everest Group	Marico Limiyted
Zilingo	Macquarie Group	BOD Consuting
MXV Consulting	White Oak Capital Management	Samagra Governance
Periscope by McKinsey	Dalberg	Sprinklr
Udaan	EY Parthenon	Redseer Consulting
BYJU'S	BOD Consulting	Kroll
Publicis Groupe	Urban Company	Neenopal
Edoofa	Shannonside Capital	Firstcry
Opslyft	Bridge To India	RocSearch
Climate Connect	Chegg	PoleStar
Daily Food	Eash	Paytm



Company

Claro Agro

Eka Software

Poshn

Sinbex

IHS Markit

Arbolus  
Technologies

Startup Lanes

K12 Techno Services

Adventz Group

Bharat Bhushan  
& Company

Kaidoko

Grip

Leverage Edu

Climate Angels

Mother Dairy

Torch Investment  
Management

Nexprt

Medulance

Peel-Works

Philom

VRB Capital

Quintics Management  
Consultancy

Fibonacci Global

ABC Consultants

Spire Research and  
Consulting

StashFin

Technopak Advisors

The State Plate

TravClan

Trendy

Wipro

**Problems encountered and resources required:**

The placement processes can be conducted much smoothly if a central portal for placement is developed. The portal would help the recruiters interact with the college better, be more involved in the process, and have better faith in the college due to transparency.

Further, this would also help the college keep the students updated, it would reduce discrepancies, build a better student-institute connect and make processes much more transparent.