



## ROTARACT CLUB OF SHAHEED SUKHDEV COLLEGE OF BUSINESS STUDIES

### Annual Report: 2024

#### LONG TERM PROJECTS

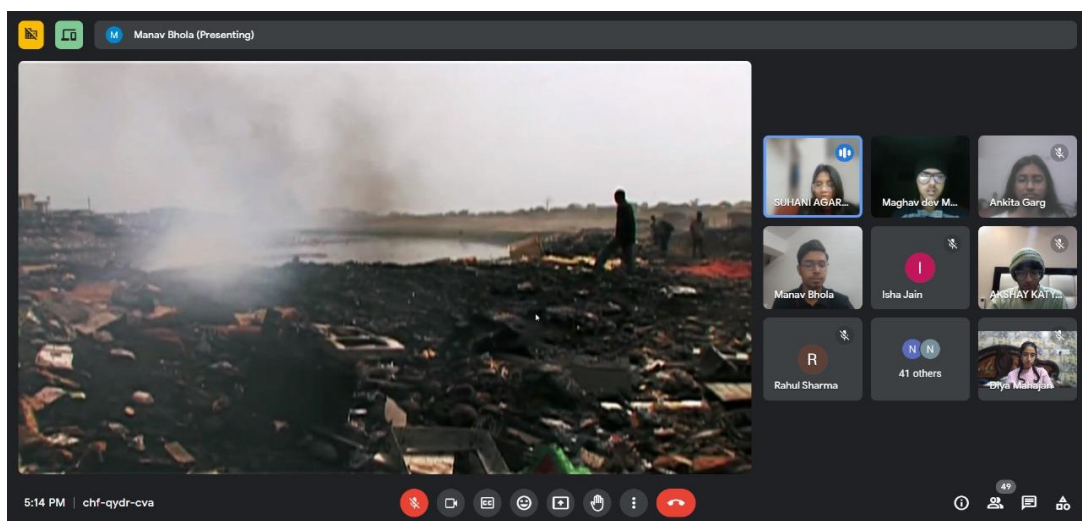
##### Project Srijan

**Introduction:** Project Srijan provides convenient disposal options to non-bulk generators of e-waste, to bridge the gap between the undiscovered formal sector, the underprivileged informal sector, and the unaware masses. Project Srijan bloomed out of the need to tackle the environmental and social issues arising due to improper management of e-waste and disrupting the unsafe disposal of this e-waste.

##### Sessions:

- **Session on E-Waste Management with Delhi Technological University (3rd December 2023):**

This session, hosted in collaboration with Delhi Technological University, brought together 55 enthusiastic participants eager to delve into the intricacies of E-waste management. Through interactive discussions and presentations, attendees gained valuable insights into the environmental impact of electronic waste and practical solutions for its responsible disposal and were made aware of the issues arising due to improper management of e-waste.



- **LSR Session on E-Waste Management (17th February 2024):**

The session at JIMS witnessed the participation of 60 individuals from diverse backgrounds, including students, faculty, and staff. Through engaging presentations and case studies, attendees were educated about the importance of adopting sustainable practices in handling electronic waste. Practical tips and guidelines were shared to empower participants to take proactive steps towards E-waste management.



- **Govt. Boys Senior Secondary School Session on E-Waste Management (20th April 2024):**

With an audience of more than 100 attendees, the session served as a platform to raise awareness about the adverse effects of improper E-waste disposal on both human health and the environment. Through thought-provoking discussions and real-life examples, students were encouraged to embrace recycling and responsible disposal practices as part of their daily routines. They were informed about the bin placed in their school campus and encouraged to bring along any and every e-waste items.

The school students are now aware of the harmful effects of E-waste lying near them, hence, they put it into the E-waste bin in their school. They act more responsibly and thoughtfully.



**Current Stats:** Srijan's impact on E-waste diversion and environmental conservation continues to grow:

- Over 7,250 kgs of electronic waste have been diverted from landfills, significantly reducing the ecological footprint of discarded electronics.
- By reaching and influencing more than 100,000 individuals, the initiative has successfully promoted responsible consumption and waste management practices.
- Srijan's efforts have led to a commendable reduction of 10.45 kgs in carbon dioxide and methane emissions, contributing to the fight against climate change.

**Expansion Plans:** To extend its reach and maximize its impact, Project Srijan is actively exploring new avenues for growth and collaboration:

- Garage visits have been initiated to engage with informal workers and raise awareness about the benefits of connecting with formal recyclers.
- Research visits are being conducted to identify emerging trends and opportunities in the E-waste management sector, paving the way for strategic partnerships and initiatives.

**Conclusion:** As Project Srijan continues to drive innovation in the E-waste industry, the team's commitment, creativity, and relentless effort are evident. By delivering impactful initiatives, achieving significant milestones, and expanding its reach, Srijan is set to create a lasting impact on global sustainability and environmental responsibility.

## Project Kamakhya

**Introduction:** Project Kamakhya, established in 2020, is dedicated to revolutionizing menstrual hygiene by challenging stigma and promoting eco-friendly solutions.

### Educational Sessions:

- **DAV Session on Menstruation (7<sup>th</sup> May 2024):**

Kamakhya conducted an informative session at DAV Public School focusing on menstrual hygiene, breaking taboos, and introducing eco-friendly alternatives.

- **Apeejay Session on Menstruation (9<sup>th</sup> May 2024):**

At Apeejay Public School, Kamakhya addressed students and staff, emphasizing the importance of menstrual hygiene and sustainability.



### Current Status:

Kamakhya has made significant strides in menstrual hygiene and sustainability. Our comprehensive approach includes educating over 26,500 individuals through 22+ workshops in schools, NGOs, and slums. Additionally, the pad renders 4,500 kg less menstrual waste by providing sustainable, bamboo sanitary napkins. This initiative not only protects the environment but also creates employment opportunities for underprivileged women.

**Expansion Plan:** Moving forward, Kamakhya aims to expand its reach and impact. Our plans include:

- **Scaling Educational Sessions:** We aim to conduct more educational sessions in diverse communities, reaching out to a broader audience and spreading awareness about menstrual hygiene and eco-friendly solutions.
- **Product Accessibility:** We plan to make our sustainable sanitary napkins more accessible to marginalized communities by partnering with local organizations and implementing distribution programs.
- **Research and Development:** Kamakhya will continue investing in research and development to enhance the effectiveness and sustainability of our products, ensuring they meet the evolving needs of menstruators while minimizing environmental impact.
- **Collaborations and Partnerships:** We seek to collaborate with like-minded organizations, government bodies, and businesses to amplify our impact and create lasting change in menstrual hygiene practices and environmental conservation.

Through these initiatives, Kamakhya is committed to leading the way towards a future where menstrual hygiene is no longer a taboo, and eco-friendly solutions are accessible to all. Together, we can create a world where menstruation is embraced with dignity and sustainability.

**Achievements:**

- Project Kamakhya secured the 3<sup>rd</sup> position at Pitch-o-Perfect competition organised by St. Stephen's College.
- Project Kamakhya emerged as the National Finalist at Envision, organised by Sri Guru Gobind Singh College of Commerce.
- Project Kamakhya also bagged the 3<sup>rd</sup> position at the C2P Social Entrepreneurship Summit organised by Sri Ram College of Commerce.
- Emerging as National Finalists in prestigious competitions such as the B-Plan Competition at National Institute of Technology showcased Project Srijan's standing as a leader in the E-waste management sector.
- Team Kanak emerged as the national runner up in the Hult Rejuvenate competition organized by Indian Institute of Foreign Trade, and as National Finalists at X-Parise Competition organized by IIT-BHU.
- Team Kanak achieved the 1st position at the Venture Vault Competition organised Sri Ram College of Commerce.
- Team Kanak emerged as National Winners in Ideathon 2.0- B-plan Competition organized by Rukmini Devi College as well as in Business Proposition competition organized by Sri Ram College of Commerce.
- Team Kanak secured the 3<sup>rd</sup> position at Shark Tank Competition organized by Lady Shri Ram College.
- The club also received District Gold Citation at the Thanksgiving Award Ceremony: Samay.

## **SHORT TERM ACTIVITIES**

**Blood Donation Drive at Janyug Apartments:** In a testament to community spirit and solidarity, a Blood Donation Drive was held in front of Janyug Apartments, resulting in the collection of approximately 12 units of blood. Through proactive outreach efforts and the support of residents and passersby, the event exemplified the power of collective action in meeting critical healthcare needs and saving lives.



**Project Bachpan:** Rotaract SSCBS collaborated with Hamaraa Mission Dignity which is an NGO that focuses on providing basic education and healthcare services to underprivileged children. Under this collaboration, we wanted to educate children about Republic Day in a fun way. Various activities were conducted like flag drawing, quizzes on Republic Day, flag distribution, and singing and dancing with talented kids.



**Project Compassion:** Project Compassions entailed a visit to a Transgender Shelter Home (Mitr Trust) located at Dabri in New Delhi. This project aimed at spending time with Transgender people, many of whom are orphans. Our team went to meet them. We played games like Antakshari. The day went great with long discussions regarding their childhood life. Many of them to our surprise were running businesses. They told us about those businesses. We danced towards the end before having snacks and tea. All in All, it was a great learning and warm experience spending time with such amazing souls.



**Project Hope:** This initiative focused on promoting creative learning during our visit to an NGO. The primary objectives of the "HOPE" event were to spread joy and foster creativity among children by providing educational resources through a book donation drive, and to engage children in activities that encourage self-expression. The donated books and materials were distributed among the children to support their educational needs. A drawing competition was organized where children could express themselves, an origami session was held where children created beautiful paper wonders, we cut a cake and gave gifts to the children.





**Project Bhojan:** Rotaract District organized a food donation drive wherein members of Rotaract SSCBS went to the site and took part. They distributed packets of eatables near the college campus to people in need. The recipients were happy and excited to see the food in our hands and overall it was a wholesome experience.



## **HOPE WEEK (1<sup>ST</sup>- 7<sup>TH</sup> JULY 2023) ACTIVITIES**

### **1. Project Vikas:**

**Date:** 01-07-23 (Saturday)

**Venue:** Shubakshika NGO, Rohini

**No. of participants:** 80

**Collaborations:** 4

**Avenues:** Community Services

**People impacted:** Underprivileged children associated with Shubhakshika NGO

#### **Description:**

Project Vikas concentrated on the children's creativity in addition to their basic education and literacy. Along with teaching them to write their names in English, we also taught them how to do it in a gorgeous, creative way that encompasses a range of colours and styles. We also provided them with the necessary stationery to encourage their creativity and inspired them to broaden their horizons by allowing them to sketch whatever they wanted. We also requested that they attempt to create the Rotaract SSCBS logo. They also asked to be allowed to dance to whatever music they wanted. We saw some fantastic, energetic performances. We gave out rewards for every outstanding achievement, along with some toffees.



## 2. Project Jagruti:

**Date:** 02-07-23 (Sunday)

**Venue:** Local Slum

**No. of participants:** 70

**Collaborations:** 6

**Avenues:** Community Services

**People impacted:** Underprivileged women

### **Description:**

The SSCBS Rotaract Club organized a very educational and influential menstruation workshop for underprivileged women in a local slum as part of Project Jagruti. The session dispelled myths and promoted candid conversation to eradicate the taboo and shame around menstruation. Free menstruation products were distributed to attendees as part of the session's pad distribution component. Additional keynote addresses focused on promoting understanding of the menstrual cycle, hygiene management, and possible health hazards linked to inappropriate menstrual habits.



### 3. Project Pavitra

**Date:** 03-07-23 (Monday)

**Venue:** Rohini

**No. of participants:** 55

**Collaborations:** 4

**Avenues:** Community Services

**People impacted:** Underprivileged people who can't afford basic sanitation

**Description:**

The Rotaract Club of SSCBS organized a community service program focused on distributing dental kits, and sanitary pad donations, and promoting water conservation. The event was held at a Rohini, where a committed group of volunteers engaged with attendees, spread knowledge about dental care and gave approximately forty individuals vital dental kits. More than 15 individuals received dental kits as part of this program, which included mouthwash, toothpaste, toothbrushes, and dental floss. Sanitary pads were also given to those in need, demonstrating their wise recognition of the need for menstruation hygiene.



#### 4. Project Ahaan

**Date:** 04-07-23 (Tuesday)

**Venue:** Rohini

**No. of participants:** 16

**Collaborations:** 5

**Avenues:** Community Services

**People impacted:** Students

**Description:**

Project Ahaan was organized by the SSCBS Rotaract Club to promote environmental awareness and serve as a symbol of such concerns. It also highlighted harmoniously collaborating and imparting knowledge on responsible coexistence by initiating a tree plantation drive. They made a deliberate decision to begin at home, where they cleaned their surroundings and their dwellings. Like the Chipko Movement, the human-environment symbiotic link was the real highlight of the day at this event.



## 5. Project Pratirakshan

**Date:** 05-07-23 (Wednesday)

**Venue:** Madrasi Slum, Pitampura

**No. of participants:** 90

**Collaborations:** 2

**Avenues:** Community Services

**People impacted:** Underprivileged public in slum areas

### **Description:**

The Rotaract Club of SSCBS formed a dedicated team to conduct a workshop in the Madrasi slum of Pitampura, Delhi, aimed at raising awareness about the dangers of stagnant water, particularly with the upcoming rainy season.

In our discussions with the residents, we stressed how stagnant water acts as a breeding ground for mosquitoes that spread diseases such as malaria and dengue. We advised the community to eliminate mosquito breeding sites by removing standing water from areas like flower pots, old tires, and containers. The goal of this initiative was to highlight the critical importance of disease prevention.



## 6. Project Kriti

**Date:** 06-07-23 (Thursday)

**Venue:** Rohini

**No. of participants:** 10

**Avenues:** Community Services

**People impacted:** Weavers & Handloom Workers

**Description:**

Project Kriti celebrated and supported Indian handloom and weavers under the themes of community service and economic development. The initiative encouraged people to wear traditional clothing made by local weavers, ensuring fair prices and increased demand for their products. The project honoured the artisans' craftsmanship and heritage, creating a sense of recognition and appreciation, while also promoting eco-friendly handloom products, contributing to environmental conservation.



## 7. Project Vardi

**Date:** 07-07-23 (Friday)

**Venue:** Rohini

**No. of participants:** 5

**Avenues:** Community Services

**People impacted:** Police Officers

### **Description:**

Project Vardi was an initiative to honor the "harbingers of peace" in our community—dedicated law enforcement officials. We aimed to recognize their unwavering commitment to public safety and to enhance the community's understanding of their vital role. The initiative focused on bridging the gap between the police and the public by fostering dialogue and mutual respect.

We organized insightful sessions with law enforcement officials from various departments, providing a platform for them to share their experiences and challenges, and to discuss sensitive topics such as corruption and public fear. By facilitating these discussions, we sought to illuminate the complex realities faced by law enforcement and promote empathetic understanding among the public.

This also provided for a supportive space for law enforcement to voice their concerns, fostering camaraderie and unity. This initiative aimed to build a stronger, more united community where the public and law enforcement work together for peace and security.

