

ENACTUS ETHIRAJ

ENACTUS, is the world's largest experiential learning platform dedicated to create a better world while developing the next generation of entrepreneurial leaders and social innovators. The vision of this platform is to create a more sustainable world and to engage the next generation of entrepreneurial leaders to use innovation and business principles to improve the world.

ENACTUS, the social entrepreneurship venture of Ethiraj college has a strong membership of 700+ Students. Realizing the need to be the change makers it has come up with the idea of many project plans for the benefit of downtrodden communities . Enactus basically believes in creating an impact on the world through its community based projects.

PROJECTS UNDERTAKEN

2016 - 2017

The project 'Azprofer' which started in the month of March '16 which is about green alga gives dual utility – bio fertilizer and fodder for cattle. Enactus Ethiraj was given a special mention for the project Azprofer. The manimangalam community is now continuing the project independently.



Enactus Ethiraj's very first project for last year was project Ethidle (Ethiraj + Candle). We chose a community who were affected by the Chennai floods situated in Villivakkam. They were trained to manufacture candles by an expert in the field. Later, the process was continued by the community themselves which is being carried out successfully till date. A trio event was conducted on the days 15th, 16th and 17th of February 2017. The event had three competitions namely, B plan, case study and banker. The events took place in the presence of eminent personalities from various business related fields. The three day event helped the students to explore their entrepreneurial skills. It was one of the notable events for the year. Enactus Ethiraj received a grant from Women Entrepreneur Project Accelerator which was funded by Walmart. We were one among 17 colleges across the country to have received the grant.

2017 – 2018

ORGANIC FARMING

(Proposed Project)

Enactus Ethiraj has initiated a project on Organic Farming. The targeted community for implementing this particular project is located in the outskirts of Chennai. The project mainly aims to provide opportunities to the under-privileged section of that community.

The club aimed to improve the livelihood, skills of the people in the community. The project focused exclusively on organic methods and to provide pesticide-free products. The guidance is taken from a renowned entrepreneur Mrs. Jayasri Krishnan , CEO of De Organica Garden Shoppee.



2018 - 2019

COMMUNITY PROJECT- “NAMBIKKAI”

Enactus is community driven and it focuses mainly on the upbringing of downtrodden communities. Enactus, not only develops communities but also brings a sense of social responsibility in every individual to foster human needs and global well being. The actions of Enactus are to promote social change, empower the community and enhance their well being. Where helplessness and hopelessness is prevalent due to man- made factors, giving hope to the dejected and neglected through words and actions is the main agenda of Enactus Ethiraj. The team located a community at Adigathur, Manavalanagar, Thiruvallur District for whom their benefit would be passed. Adigathur is a Village in Kadambathur Taluk in Thiruvallur District of Tamil Nadu State, India Situated 60 km from Chennai Adigathur has a population of 3,000. There are about 80 families who were previously bonded labourers and were released by the Government, before the 2000s. The people in this community are deprived of basic amenities such as education, hospitals etc. The help provided by the Government and the outsiders was insufficient to the enormous need of the community. The student entrepreneurs of Enactus Ethiraj taught the women of the community to make organic soaps, silk thread bangles and silk thread earrings. Indeed it resulted in a smooth learning process



The community was initially demonstrated with the making of the soaps, bangles and earrings. Later on, the teaching process had a fruitful outcome. Different colours of thread were used effectively and colourful silk thread earrings of various sizes and specifications were made; the silk threads were beautifully envisaged in the bangles molds.

2019 - 2020

COMMUNITY VISIT TO NARAVARIKUPPAM

Community visit to Naravarikuppam is the second area that has been identified as a part of project Nambikkai. Naravarikuppam is a town near Redhills which is situated in the district of Thiruvallur. Naravarikuppam has a population of 20,946 of which 10,444 are male , 10,502 are female and 2338 are children (as per 2011 census).

A need analysis was done and a form was distributed to the women to know about their family and financial situation. It was evident from their responses that they were in need of some work to meet their daily demands. Around 10 women from the community were interviewed to analyze their need and their skills. It was observed that three of them had tailoring skills, two expressed interest in candle making, soap making and phenol making.



The women in the community also expressed their interest in organizing an awareness program on safety and hygiene. It was proposed after the visit that in Naravarikuppam income generation projects can be conducted to increase their household income through livelihood diversifications. It was also concluded that the Naravarikuppam community is a place of great opportunity to fulfill the dual goals of Enactus wherein both the community and the students will benefit.

Enactus Ethiraj is committed to make venues and services available to women by giving them skill training through our student entrepreneurs in order to make it possible for the women to earn a living. Our mission is to create self-reliable and self-dependent women and will also undertake future projects to fulfill this mission.

