CONNECTING DREAMS FOUNDATION

SRCC-CHAPTER

Connecting Dreams
SRCC Chapter

Our Initiatives

CONNECTING DREAMS FOUNDATION - SRCC

Connecting Dreams Foundation is a pan India non-profit foundation, registered and licensed under **Sec 8** of the Companies Act, 1956, Government of India, with its branches spread across various institutions. We are committed to initiating the development of society, creating social entrepreneurship models, and empowering the underprivileged and the specially abled. CDF-SRCC, **established in 2014**, is a branch of umbrella organization- Connecting Dreams Foundation and has been ranked **#1** for the last 5 years. With a desire to impact thousands of lives we are inspired and energized to celebrate the spirit of social entrepreneurship while working on creating a positive change.

With **6 successful projects** including 3 ongoing social entrepreneurship models and 1 social outreach initiative on-ground that battle with the problems of menstrual hygiene, the dying artform of terracotta pottery, micro-level pollution, and education, we are carrying on extensive research in the waste management sector.

TESTIMONIALS

I feel very proud to achieve **The Dream Team Award**. All efforts go to the entire team. We had only one target in our mind, that is, to help our user community.
Apart from the team, credit goes to our user community who constantly supported us and we were able to help them, even during the pandemic, which I feel is a great victory. The award means a lot to us, it gives us the motivation to reach new heights.

Sanskar Saraf
President
CDF SRCC, 2019-20

With the work and people, here at CDF. I never realized how hours flew by, researching, preparing for competitions, going on field visits, and team meetings. I can say it without a doubt and with **immense pride** that project sanjeevani has been one of the most memorable milestones for me.
CDF made me aware of **life beyond luxuries**.

Aarushi Sharma
President
CDF SRCC, 2018-19

CDF gave me probably **the best thing** in college, Project Aarogya. It taught me to learn from failures. Today when I see Aarogya growing, I feel proud. But more than that I feel satisfied, realizing that we are spreading smiles among our user community and their families.
CDF gave me three things - People, memories, and satisfaction, which I feel is the best thing I could have in my college life.

Yash Malpani
Project Director, Aarogya
CDF SRCC, 2018-19

PROJECT RIVAAYAT

In India is an ethnically diverse and aesthetically cultured country that is truly recognized for its art and craft practices, a country where millions of people unleash their potential and legacy of their art. Pottery is considered one of the most tangible and iconic elements of Indian art.

However, the existence of this rich legacy is slowly fading away. To sustain this dying art form of terracotta pottery and to improve the plight of these artisans, we came up with our model Rivaayat.

Rivaayat is a social initiative to uplift the legacy and to revive the ethnicity of the shrinking art of Terracotta pottery by creating direct market linkages for the potters thereby eliminating the chain of middlemen while connecting them with professional designers to modernize their existing designs.

PROBLEMS AND SOLUTIONS

EXPLOITATION BY MIDDLEMEN

One of the major problems in this terracotta field is the interference by middlemen and the cutthroat competition arising out of it.

OUTDATED DESIGNS

Another threat are the outdated designs and the inevitable changing demand of customers.

LACK OF TECHNICAL KNOW HOW

Lack of technical know how and supply chain management is another major concern.

Creating direct market linkages to

R
EVIVE
E-DISCOVER
E-ESTABLISH

the dying artforms of our country.

REVIVE

We provide better demand avenues by channelizing direct market linkages and by eliminating the middlemen resulting in the upliftment of the art and the artisan.

RE-DISCOVER

Engaging our customers through our beautifully engraved designs and providing them products which are beneficial in various aspects.

RE-ESTABLISH

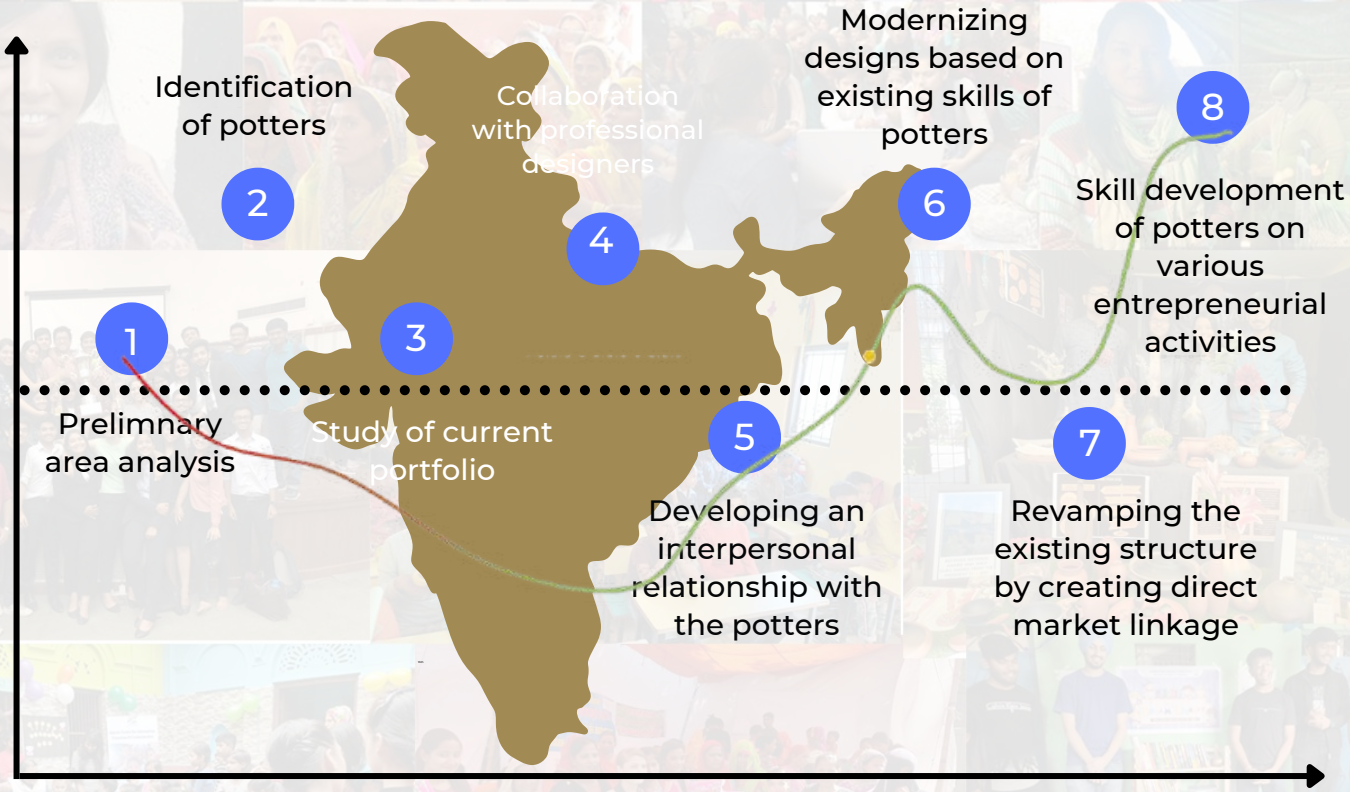
Rivaayat connects artisans with professional designers and overcomes the problem of technical unavailability and help in following regular demand and supply chains.

IMPLEMENTATION JOURNEY

We came across a lot of artisans near our college selling pots and diyas made out of clay. Our interactions with these artisans led us to visit one of India's oldest and largest potter hubs, the **Kumhar colony in Uttam Nagar, providing shelter to over 600+ families.**

We researched more about the art form and conducted on-ground surveys to identify and understand their problems.
The potters today, despite their skills and talent, were struggling to sustain themselves. Most of them, unsure of the future, we're starting to leave this profession and abandon their heritage.

In the new technologically advanced marketing world, these artisans were left far behind with a lack of demand and recognition.
This made us come up with a plan to revive this beautiful art form and help the artisans sustain themselves with pride and dignity.



JOURNEY

Timeline of the Events

SEPT - OCT, 2019

Research Phase including intensive on ground surveys of Uttam Nagar to find out and understand the problems that the potters were facing.

NOV - DEC, 2019

Launch of the project in Uttam Nagar with national award winning artisan, Shri Giriraj Ji. He was a part of our first Exhibition at Dastkar.

JAN, 2020

Launch of Social media Handle (Instagram). Adding Bhuvnesh Prasad as our user group.

FEB, 2020

Expansion to Alwar. Addition of 2 more potters as our user group. Exhibition at The Circle Work, Dastkar and Park Place

MAR, 2020

Expansion to Palwal in Haryana. Addition of 3 more artisans to our project in order to help more people become sustainable and independent.

APR - JUN, 2020

Started researching on other art forms to incorporate in the project in order to impact as many lives as possible.

SDGs ACHIEVED

Project Rivaayat aims to revive the dying art forms of India and provide a sustainable livelihood to our artisans. **We create a stable demand chain for them by connecting them directly with the consumers**, thereby eliminating the middlemen and helping them fight the cutthroat competition in the market, making them financially independent.

We help the potters be a part of the mainstream business by **teaching them various entrepreneurial skills, promoting their economic growth and well-being**. In the end, we aim to bring the artisans at par with the commercial business market and make them self-sustainable.

While working for the artisans, Project Rivaayat has targeted the following SDGs:

OUR ARTISANS

KUMHAR GALI, UTTAM NAGAR, DELHI

Hub of pottery, home to 600+ potter families

SHRI GIRIRAJ PRASAD JI

A national awardee and Shilp Guru in the craft of terracotta pottery, practices in Uttam Nagar.

"I have lost track of how long I've been a part of this beautiful art, which some people don't even recognize now. In 1968, I left my village and moved to Delhi, where I started my business by making pots which varied from 1 mm to 10 feet."

BHUVNESH KUMAR JI

Son of Shri Giriraj Prasad, a national awardee in the year 2002, practices in Uttam Nagar.

"I have always seen my father working with clay. Since my childhood, I had a curiosity to learn this art, and to learn how this clay can be moulded into different things. Now, when I got a National Award, I look at people whose interests have faded away from all art forms and feel sorry for this clay."

RAJASTHAN

Historical state of India, rich for its handicrafts

AMAR PRAJAPAT JI

Born in a small village called Andhwari in Rajasthan, he took up pottery as a passion which turned out to become his profession.

"*The art of pottery has always fascinated me, with the wheel orchestrating an amazing transformation. The habit slowly became my passion, and since then I've never thought about anything except the wheel.*"

GANGA SAHAY JI

Trained under Shilp Guru Shri Giriraj Prasad for 12 years, he currently practices in Moliya Village, Alwar, Rajasthan.

"*Leaving my village was one of the toughest decisions I made, but learning this art for 12 years under the guidance of Giriraj Ji made me fall in love with this glorious art and I hope the future of this art is bright.*"

GHANSHYAM JI

Aged 20 years, son of Ganga Sahay, he quit college to pursue his passion in pottery and practices in Moliya Village, Alwar, Rajasthan.

"*My mohalla used to be a hub of potters, with almost every household having a potter; but the street couldn't stand the test of time. It is my love of the wheel that makes me still practice the art.*"

HARYANA

Land of diverse crafts and traditions

PRADEEP KUMAR JI

Pottery has been a part of his family since four generations, him being the youngest in the house to pursue it. He practices in Palwal, Haryana.

"I sit on the wheel all day long, pottery has all my heart. The biggest gem I have in possession is this wheel, I am reminded that till the time this wheel runs, my family gets fed."

GAJRAJ SINGH JI

A State Awardee in pottery, he aspires to be honoured with a National Award for his art. He practices in Palwal, Haryana.

"The making of terracotta pottery is no ordinary process. I am teaching my sons the art, but earnings are decreasing because of competition from machine-made products."

GYANCHAND SINGH JI

Son of Gajraj Singh, one of the last few potters in his Mohalla, he practices in Palwal, Haryana.

"I've been practicing this craft since i was a child, I still remember my grandfather at the wheel and the days I started learning from him. This art form has always been very close to my heart."

OUR PRODUCTS

We have collaborated with professional designers to modernize the existing designs of our potter's and we now have a portfolio of 45+ products.

UTILITY

Roti Box

Glasses

Dinner Set

Curd Settler

Tea Kettle

DECOR

Oil Burner

Lantern

Miniature Set

Planter

Candle Holder

IMPACT

FINANCIAL IMPACT

By eliminating the middlemen from the entire process we ensure that the **artisans are not exploited and provide a fair return to them for their products.**

In addition, we also **ensure an increment in the gross revenue of the artisans** by giving them access to the combined domestic and international market.

SOCIAL IMPACT

Reviving the fading art form of terracotta pottery and ensuring that the legacy is passed on to the next generation.

Generating an entrepreneurial spirit among rural artisans to make them independent and self-sustainable, thus providing them with better living standards.

ENVIRONMENTAL IMPACT

Our products are 100% biodegradable as they are made from natural materials which makes them completely environment friendly.

Terracotta is the best alternative to other nonbiodegradable materials such as plastic. Through our products, we promote healthy living among people and urge them to switch to a better, healthier lifestyle.

DEMAND AVENUES

The products that we curate under Rivaayat, are fine terracotta pottery products, both utility and decor, making it suitable for a range of demand avenues.

RETAIL SHOPS

Presently, Rivaayat is available at one retail shop, **CCDS**, and our decor and utility products are being displayed there. Apart from this, we are in talks with 8 more retail outlets like **Kalakriti, Ferns N Petals and Fennel** for the display of our products.

E-COMMERCE PLATFORMS

To date, **Rivaayat has been listed on 14+ national and international e-commerce platforms, including Flipkart, Etsy, and ShopClues.** Apart from these B2C e-commerce platforms, we are also in talks with B2B platforms such as **CraftGhar and Lal10**. To have direct demand and greater customer engagement, we shall soon launch our very own e-commerce platform

EXHIBITIONS

Rivaayat has come a long way after participating in 8 successful exhibitions conducted in:

- Dastkar - Nature Bazaar
- Dastkar - Basant Fair
- Garden Inn by Hilton
- The Circle Work - Huda City Centre
- Alumni Meet - Shri Ram College of Commerce
- Park Place - Gurugram
- The Earth Collective - Sundar Nursery
- Samarpan by NSS - Shri Ram College of Commerce

OTHER PLATFORMS

Apart from these, the other demand avenues upon which we are constantly working are:

- Corporate Gifting
- Gifting Companies
- Ayurveda Centres
- Hotel Chains
- Indian-themed Restaurants

OPERATIONAL HIGHLIGHTS

USER GROUP: **8**

AREAS OF OPERATION: **4**

REVENUE: **Rs. 75000**

EXHIBITIONS: **8**

ONLINE LISTINGS: **14**

FUTURE PROSPECTS

PRODUCT DIVERSIFICATION

We are intensively researching into various other artforms which need to be revived such as **Blue Pottery, Black Pottery, Bidriware, Coil Pottery, etc.**

PRODUCT PORTFOLIO EXPANSION

We are researching on different products which shall suit the market such as **terracotta composter, terracotta fountain,** etc. In addition, we aim at including terracotta jewelry in our product portfolio soon.

GOVERNMENT COLLABORATION

As the initiative aims at reviving dying art forms, we aim to get **recognized by the Government** and collaborate in terms of having **heritage walks and getting financial assistance.**

COVID ACTION

The pandemic has had a huge impact on the handicrafts industry and with the drying up of demand, most of the artisans have been helpless. But we have been working tirelessly to ensure that our artisans continue to practice their art in these tough times. This has been done through **extensive online marketing to generate orders for artisans, transferring advances to them and ensuring a sustainable livelihood for them.**

With the goal of Pan-India expansion, we **increased our collaborations with offline as well as on online stores.** In addition to all this, we also ensured proper skill development and training of our artisans even in the online setting. We remained in constant touch with them throughout the pandemic and had regular video calls so that their well-being is not hampered. **We taught them proper packaging methods, delivery practices and explored other product modifications and improvements with them.**

PROJECT ARPAN

Arpan

Faith and Devotion in our country, has been synonymous with religious practices since time immemorial, which is evident from our generous offerings in the form of roses, marigolds, and the million other varieties of flowers. Every year, about **80 lakh metric tonnes** of flowers are disposed off in **Ganga** and when these generous offerings turn into colossal waste, it creates a problem that is severely detrimental to the environment. Flowers disposed into the Ganga are in turn accountable for **16%** of India's total water pollution.

Esscent by Arpan offers a solution to the said problem. Through numerous rounds of product research and testing, we have developed premium flower-based incense sticks. Flower waste being the main component of our product helps in **reducing water pollution** caused by floral waste, thus, giving the flowers an after-life. Our mission is to disrupt this massive waste stream by using flower waste as a primary aromatic and eco-friendly ingredient in our products.

PROBLEMS AND SOLUTIONS

LACK OF OPPORTUNITIES

Women from marginalised sections and specially abled people are not provided **equal opportunities** and are often paid less.

USE OF PLASTIC

Plastic, a major threat to the environment, is generally used for packing the sticks as it prevents the incense from loss of fragrance.

RIVER POLLUTION

Most of the **flower waste** from temples is discarded into the rivers, polluting the rivers and destroying their sanctity.

Creating an eco-friendly product for **PEOPLE PLANET PURITY** to ensure sustainability of the environment

PEOPLE

We employ women from marginalised sections of the society and specially abled people who have otherwise not been given equal employment opportunities.

PLANET

We have **organic packaging** with recycled butter paper, cotton pouches and gold laced cardboard boxes. Our product is 100% charcoal free and eco-friendly.

PURITY

Esscent disrupts this massive waste stream by using flower waste as a **primary aromatic** for producing the hand rolled incense sticks, incense cones and candles.

JOURNEY

Timeline of the Events

OCT, 2019

Launch of Esscent as a product under Project Arpan to promote charcoal free products.

NOV, 2019

Exhibitions at Dastkar and Hotel Seven Seas. We received customer feedback and worked extensively on product developement.

DEC, 2019

Launch of the official Instagram page of Esscent. We undertook aggressive marketing on Social Media to increase awareness about out product.

JAN, 2020

After conducting surveys, we diversified into 4 new fragrances, namely, Lily, Jasmine, Loban and Lemongrass.

FEB, 2020

Collaboration with Punya Gifting and Exhibitions at the Circle Work and Park Palace. We catered to various corporate gifting orders and partnered with gifting shops to tap new demand avenues.

MAR, 2020

Launch of Official LinkedIn and Facebook handle of Esscent by Arpan. We received appreciation for our initiative through social media handles.

APR, 2020

In order to establish online presence during the surge of covid cases, Esscent got listed on several online sites. We adapted to the pandemic and continued our operations in order to sustain our user group.

USER GROUP

Our user group includes **specially-abled** people and **rural women**. Rural women are responsible for the segregation and drying temple flowers. After the paste is made, the incense sticks are hand-rolled by specially-abled people. The dried sticks are then fragranced by our user group, who are responsible for the packaging of our products.

ANU DI

"I used to be a homemaker before these children approached me. I used to stay at home and take care of my children but now what I do helps me contribute to their further upbringing. I earn for my children, and it is these children who have helped me."

SANGEETA DEVI

"It might seem like a small job, but for me, it is my source of respect and a way to earn a living. The hand-rolling process requires skill and precision, and each day I try to do a better job than the previous day with utmost pride."

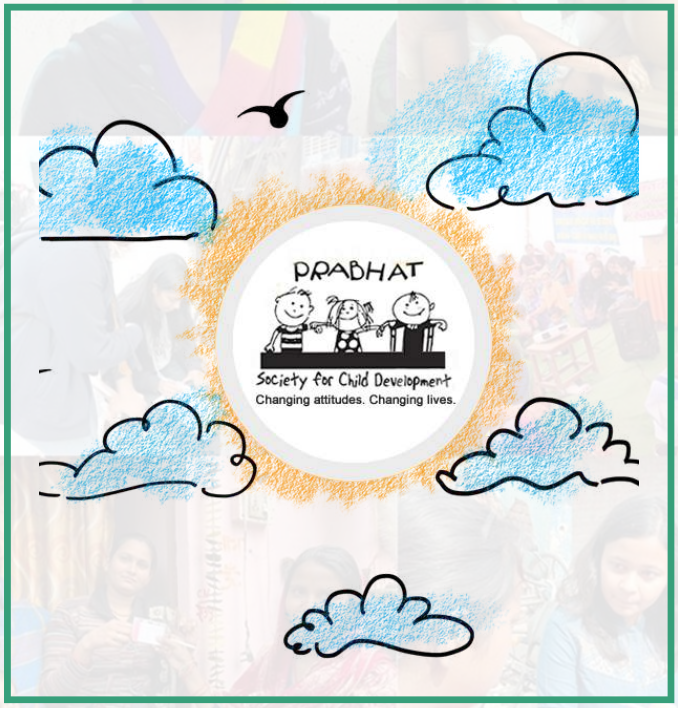
SHYAMA KUMARI

"I tried to find some work but people did not accept it perhaps since I was a woman, they believed I would not be able to perform the task up to the mark. But Arpan has allowed me to prove all those people wrong and work hard each day."

COLLABORATIONS

PRABHAT NGO

We have collaborated with Prabhat NGO which provides us with the required **machinery** for producing incense sticks at a minimal rent along with proper supervision. They also employ rural women to provide us with the **cotton pouches** used in our packaging.



OFFLINE RETAIL STORES

Since most customers get attracted to the **aroma and organic nature** of Esscent, we have collaborated with the following **offline stores:** Organic World, The Indian Artizans, Nicobar, Jaypore, Artichoke, and the Purple Turtles. The response here has been quite good. People are liking not just the product but also the story behind it. The other stores where Esscent is about to get featured shortly are the Purple Box, Ode to Earth, Asha Handicrafts, The Good Road and Verth.

EXHIBITIONS

Our first exhibition for the session was at Hotel Seven Seas and received a heartwarming response, with an **amazing customer feedback**. Next, Esscent went to Nature Bazar Exhibition, **Dastakar** where we received an overwhelming response and we were successful in registering impressive sales of around **Rs. 30,000.**

Dastkar was a weekend set up, therefore we had many nature enthusiasts coming in from different parts of the city. Further, Esscent was also present in various other exhibitions in and around **Delhi- NCR** such as Garden Inn by Hilton, Corona Optus in Gurugram, The Earth Collective, and the Circle Work in Gurugram.

E-COMMERCE PLATFORMS

After successfully completing our first production cycle, with an overwhelming response from our customers at exhibitions, we aimed at establishing a strong **online presence** by expanding to online stores. Esscent is now available on the major E-commerce platforms including **Amazon, Flipkart and eBay** enabling our customers to buy the product with a click of a button.

In addition to this, Esscent is listed on prominent lifestyle and religious websites including My Pooja Box, India Tree, and Ecohoy. Natty, Etsy, and Getkraft are few other sites where our product is listed. It will also be available soon on **Karnival, Big Basket, and Spencer's.**

CORPORATE GIFTING

Esscent collaborated with Punya Gifting for Corporate Gifting solutions where we sold 72 hampers each priced at Rs.450, thus leading to a revenue of **Rs.32,400** which is indeed commendable.

Esscent also collaborated with various **gifting partners** such as - Shades of Spring, Good Road, Verth, Pink Ribbon and Design Jar.

IMPACT

FINANCIAL IMPACT

By **employing women and specially abled** persons, we provide them with a **better standard of living** and a sustainable source of income.

Our entrepreneurs are able to earn to lead a better livelihood because of a ***225%*** increment in their income.

SOCIAL IMPACT

We empower women and specially abled people by providing them the **opportunity** to work and help in running their families.

We have collaborated with **Prabhat NGO** where we provide **specialized training** to women in manufacturing incense sticks and packing them.

ENVIRONMENTAL IMPACT

We use **waste flowers** as a major component in our incense sticks. This helps **reduce** the **impact** on the water bodies.

Our packaging is **eco-friendly** where we use **bio-degradable** material and have completely **eliminated** the usage of **plastics**. We have made our incense sticks a **100% charcoal free** to reduce health hazards.

SDGs ACHIEVED

Arpan aims to promote **No Poverty** and **Decent Work** and **Economic Growth** by providing **employment opportunities** to marginalized women and specially-abled people. We ensure **Good Health** and **Well Being** by providing **charcoal-free** incense sticks made without using any artificial fragrances. Our incense is made by **flower waste**, which is otherwise discarded into rivers, thus polluting them. Our **eco-friendly packaging** serves as an alternative to plastic, further preventing plastic pollution. This helps us achieve the goal of **Clean Water** and **Sanitation**. We aim to **train the women** and make them independent and promote **Gender Equality**. By encouraging **Partnerships** for the Goals, we ensure that all of our stakeholders get **maximum benefits** with minimum damage to the environment.

While working for the society, Project Arpan has targeted following SDGs:

PRODUCT

Esscent

LAVENDER

- Anti Bacterial
- Antiseptic
- Anti-Fungal
- Spirutual Purifier

JASMINE

- Enlightens Mood
- Alleviates Stress
- Relaxes Muscles
- Prevents Infections

LILY

- Improves Sight
- Reduces Stress
- Induces Calmness
- Increases Focus

ROSE

- Better Sleep
- Reduces Anger
- Boosts Confidence
- Good Health

LOBAN

- Develops Focus
- Calms the Mind
- Deep Meditation
- Tranquility

LEMONGRASS

- Mosquito Repellant
- Rejuvenation
- Purifies Environment
- Aromatherapy

UNIQUE SOCIAL PROPOSITIONS

We have created an **organic product** that is made up of 60% flowers and is **100% charcoal free** keeping in mind the ill effects of carbon smoke on human health. To tackle the problem of plastic pollution, Esscent incense sticks come in a **three-layered eco-friendly packaging** with zero plastic usage.

ESSCENT INCENSE STICKS

- Created from Flower Waste
- 100% Charcoal Free
- Fragrance from Essential Oils
- Eco-Friendly Packaging

NORMAL INCENSE STICKS

- Contains Charcoal
- Fragrance from Artificial Oils
- Plastic used for Packaging

OPERATIONAL HIGHLIGHTS

USER GROUP: **3**

RETAIL STORES: **5**

EXHIBITION: **7**

REVENUE: **Rs. 1,37,000**

ONLINE LISTING: **13**

OUR ACHIEVEMENTS

- Winner finalist among 50+ teams in Hult Prize, Dhaka regionals and qualified to the Global Accelerator program.
- Winner of Hult Prize organized on the campus of SRCC.
- Adjudged the Best Social Startup at Upstart organized by IIT Kanpur.
- One of the top 15 teams in Hansraj Social B Plan Competitions: Socioquest.
- Finalist among 25+ teams in ARSD: B-plan Competition.
- Finalist among 250+ teams in Disrupt: IIT Guwahati.
- Finalist out of 317 teams in IIT Bombay- Action Plan Competition.
- Second position among 200+ teams in DSE- Synergy: Launchpad with a cash prize worth Rs. 5,000.
- Finalist among 200+ teams in B-Ception, IIT Delhi.
- Second position among 15 teams in Shark tank 2.0 Kamla Nehru.
- Finalist among 25 teams in DDU: BIZ- War Competition.
- Finalist among 350 teams in TATA Social Enterprise Regional Challenge (IIM-C).
- Top 10 out of 320 participants in Idea Storm, E Summit 2020 IIT Roorkee.
- Second runners-up in 172 participants in MasterPlan Accelerator, HRDC, SRCC.
- Finalist among 196 teams in IIM Rohtak: Uddan.

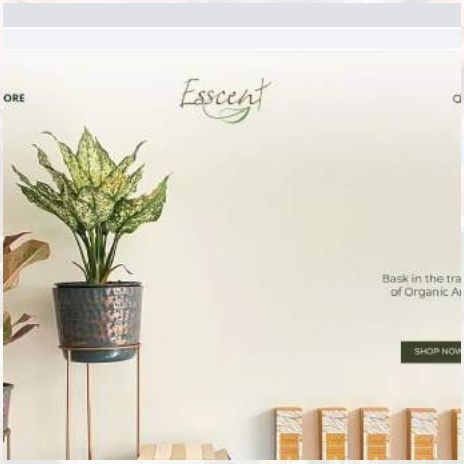
FUTURE PROSPECT

Phase 1: Diversification & Expansion

In the first phase, we're looking at product diversification where we shall delve into **incense cones** and products along the lines of mosquito repellent. We would also be **entering the export sector** since the export of incense sticks is a huge industry in India. At the same time, we plan to set up **permanent corporate gifting channels**. We will also look into tapping more premium retail outlets to increase our reach further.

Phase 2: Strong Online Presence

In the second phase, we will look at **strengthening our e-commerce base** so that the products are available at the customers' doorsteps. We would be **developing our website** for the ease of the customers. Next, we would also be working on aspects such as **quality certification and Trademark.**



Phase 3: Increasing Product Portfolio

In the third phase, we would be looking at **diversifying our product portfolio** concerning the floral waste sector as a whole. Thus, we would be venturing into the manufacturing of products such as **vermicompost, flower gel,** etc.

COVID ACTION

Battling all odds....

The pandemic did not slow down the pace of work under Arpan. With the goal of Pan-India expansion, we **increased our collaborations with offline as well as online stores. Extensive research** into new verticals for expansion was undertaken and **product improvement** was looked into after analyzing customer feedback. After continuous experimentation, we made changes to our product by **incorporating more natural ingredients**.

Rebranding and changes in packaging were made to include a holder as well for incense sticks. To increase our social impact, we **employed additional women** to manage our shipping as well as logistics during the lockdown. **User engagement and brand building** have been an important part of the project and we undertook a giveaway campaign to reach out to more people who could support our initiative.

PROJECT AAROGYA

"Menstruation is Natural. Period."

Sitting across the screen from the comfort of our homes, we might not even know that there are millions of women who go through extreme discomfort every month. This problem is still prevalent in India. A lot of us here today don't realize how big of an issue "that time of the month" is. But to give it a little perspective, around ***43% of women*** in India don't have access to sanitary napkins, and **1 out of every 6 girls** drop out of school during her periods. **Aarogya**, an initiative by Connecting Dreams Foundation, launched in **Feb 2019** aimed to bring about a change in these numbers.

We have continuously worked towards providing good quality sanitary napkins to women of rural and slum areas at very affordable prices through a regular supply chain model.

PROBLEMS AND SOLUTIONS

UNAWARENESS

The women in these areas are unaware of the usage of sanitary napkins and the disposal of these napkins.

UNAFFORDABILITY

These women aren't able to afford pads and are forced to use unhygienic clothes and even ashes.

UNAVAILABILITY

There are still areas in a metro city like Delhi which are devoid of shops selling Sanitary Pads.

Creating a supply chain to ensure

A

WARENESS
FFORDABILITY
VAILABILITY

of sanitary pads

AWARENESS

We have created awareness through nukkad nataks, surveys, one on one interactions, and health camps.

AFFORDABILITY

We have eliminated middlemen & supplied sanitary pads directly to these women thus reducing the cost of the pads.

AVAILABILITY

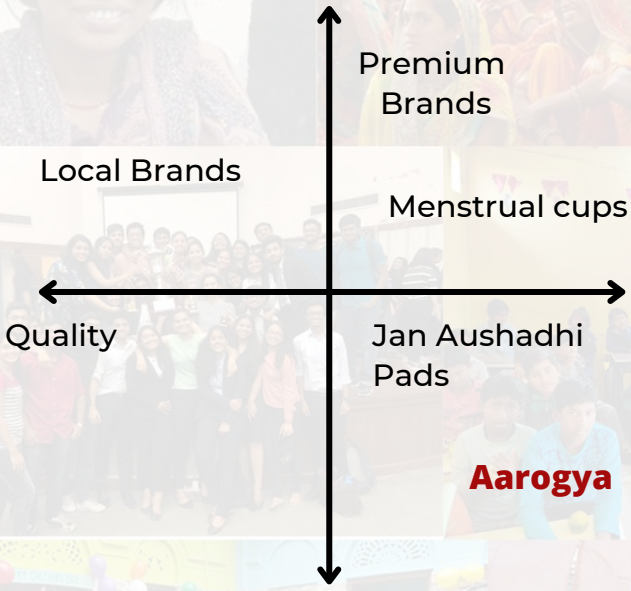
We have collaborated with local unemployed women who create awareness and make pads available to local women.

OUR PRODUCT

Soothe Healthcare is the leading manufacturer of sanitary napkins. We have **collaborated with them on social terms**, being their rural partner. They decided to take this initiative ahead because of the social impact associated with the project. We take sanitary napkins from them of **sizes regular and XL.**

Aarogya has its **own packaging which is 100% biodegradable**, which is our first way towards environmental sustainability and saving the environment from plastic.

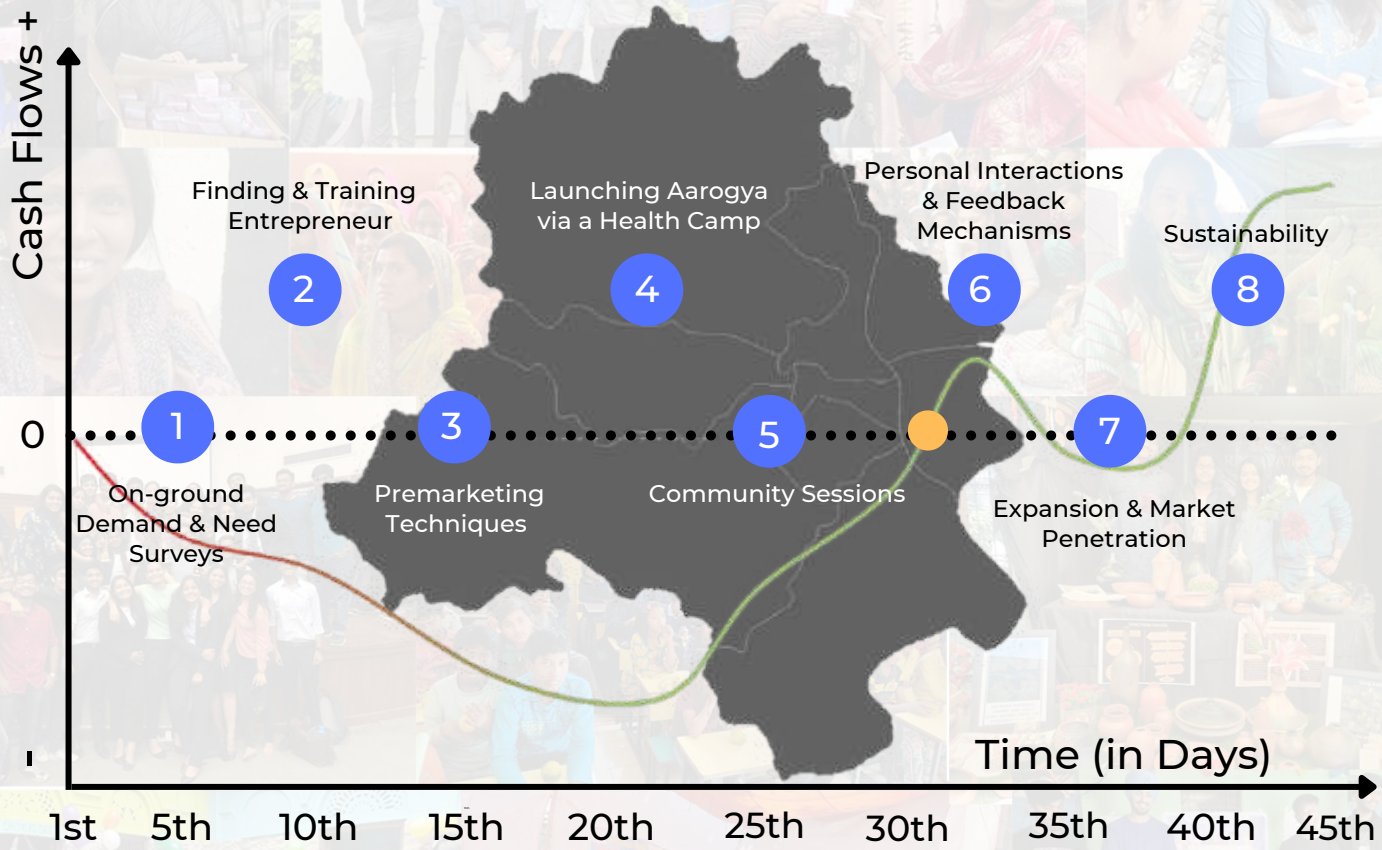
Our USPs include pricing which is **35% less than the prevailing market price**, creation of a rural entrepreneur hence facilitating a **Hub and Spoke decentralized and self-sustainable distribution channel** and making it easy for personal selling and one-on-one interactions ultimately building a strong customer loyalty.



IMPLEMENTATION JOURNEY

Our implementation journey begins with conducting **demand assessment surveys** in the prospective slums and meanwhile **finding a changemaker**. With **proper training in sales and inventory reconciliation**, we make her ready to embark on the journey of impact. With our **pre-marketing techniques**, we spread the name of Aarogya and finally implement the model with the help of a health camp.

With the help of a **well-established feedback mechanism**, we are successfully able to transform one area and expand to the next. Having a **replicability period of 45 days**, we move closer to our goal of making this journey sustainable.



JOURNEY

Timeline of the Events

FEB, 2019

Launch of Project Aarogya in Shastri Park, Delhi after organizing health camp and community sessions.

MAY- AUG, 2019

Preliminary survey to look for prospective locations where the model can be replicated like Sonia Camp, Rajiv Camp and Race Course.

OCT, 2019

Expanding in Sonia Camp near Dilshad Garden, Delhi with 400 households.

Nov, 2019

Expanding in Race Course, Delhi, after preliminary surveys, feasibility checks, health camps and sessions.

Feb, 2020

Celebrating one year of Project Aarogya, Supplied pads to Etaasha NGO in Janauli, Haryana.

Mar, 2020

Research for incorporating a new vertical under the project which included research on biodegradable pads, diversification in the lines of soap and expansion in new areas.

Jul, 2020

Expanded to 3 more areas in Delhi in collaboration with DBN to add 2500 more people in our family.

SDGs ACHIEVED

We provide good **quality sanitary pads** at low prices and create **women entrepreneurs**, thus creating a **No Poverty** nation. We seek to create **awareness** about the importance and use of sanitary pads. Working towards **Gender Equality**, we help women to come into the mainstream of society and help them gain respect, dignity, and entrepreneurial skills. We have coupled the **supply chain model** in the Menstrual Hygiene sector with research on Soaps Model. Our user group is committed to working and bringing about a change in their lives and the economy. We **collaborate** with **Government**, **NGOs**, and **Local Bodies**, ensuring peaceful & inclusive societies for sustainable development.

While working for the society, Project Aarogya has targeted following SDGs:

IMPACT

FINANCIAL IMPACT

By introducing sanitary napkins in the **rural areas**, we provide women with a better standard of living and a **hygienic** lifestyle.

Our entrepreneurs are able to earn a **better livelihood** because of a **485%** increment in their income.

SOCIAL IMPACT

We **empower** women by motivating them to work and help with running their families.

Increased awareness among women about the use of sanitary napkins and discouraging them to use cloth for better health and hygiene.

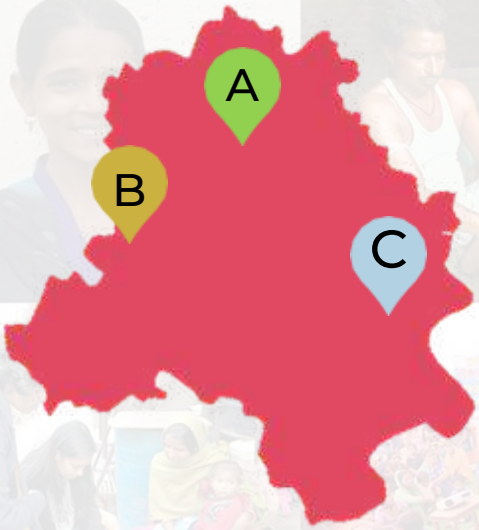
ECOLOGICAL IMPACT

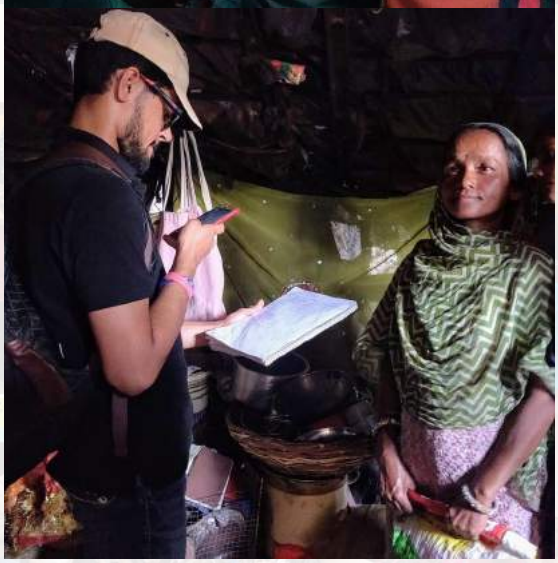
Reduction in diseases due to the usage of good quality sanitary napkins.

Awareness regarding **proper disposal** of sanitary napkins, thus ensuring cleanliness in the surroundings.

OUR AREAS

We currently have our models running in three areas in Delhi – Shastri Park (A), Sonia Camp (B) and Race Course (C).





SHASTRI PARK

The Journey of Project Aarogya began on **February 03, 2019**. After having surveys in 11 areas, the model was launched in **Shastri Park**, Delhi, through health camps, street plays and community camps, among other pre-marketing techniques.

Our women entrepreneur, **Ganga Di** in Shastri Park, made all of it possible for us We have been able to sell more than 1300 packets of Sanitary pads. We're continuously growing at an increasing rate, converting more people to shift to sanitary pads besides having repeated sales, and we see a steep growth curve of the impact being created.

SONIA CAMP

In **October 2019**, Project Aarogya was expanded to Sonia Camp, a slum near Dilshad Garden, Delhi, with **400 households.** Being on the periphery of Delhi, the slum women were affected by unaffordability as the only pads available were of big FMCG companies.

Through Project Aarogya, we are providing them with good-quality pads at a **50% lower price**. Our user group, **Ayesha Di**, has helped us launch the model and disseminate information to the user communities about the need and importance of Sanitary Pads through individual door-to-door communication, community and health camps. The sales have already crossed **500 packets**.

RACE COURSE

With the beginning of the decade 2020, Project Aarogya spread its wings to the area of the **Race Course, Delhi**, in **November 2019**. This area has a population of **100** households and we have already captured the market with sales of more than **200 packets**.

Having established a regular feedback mechanism, we ensure that a direct channel of communication is also set. With the help of our user group, **Anjum Di**, the conversion and the retention rate has a steep rise in the upcoming period as well. We're continuously growing at an increasing rate with an increase in sales as more and more people have started using sanitary pads instead of clothes and other substitutes.

A WORD FROM OUR WOMEN ENTREPRENEURS

GANGA DI
SHASTRI PARK

"I see a change, not just in me, but in the whole community as I'm not only helping myself but countless people. A change within us, for us, a change towards better health and hygiene."

AYESHA DI
SONIA CAMP

"Working for this project has given me my own Identity. I never thought I'll be able to read and write. I am financially independent and people know me by my name and work."

ANJUM DI
RACE COURSE

"Now, the people here can never imagine using cloth during menstruation, like the old times. All thanks to Aarogya. These children came and told me what it was like to stand on your own feet."

OUR ACHIEVEMENTS

- Currently Incubated at NSRCEL and Telangana State Innovation Camp
- Winner at Misfits Incubation Challenge to qualify for Global Event, South Asia
- Winners of International Entrepreneurship Challenge'21, FMS
- Winners at Social Pact, IIM Bangalore
- Rapid COVID Action Award & Community Leadership Award, Dream Awards 2020
- Award for Holistic Impact at Career Hackathon
- Padman of Delhi by HT City
- Recognized by Times of India & Amar Ujala
- Social Impact Recognition, KMC, Delhi University
- Indo-Nepal Collaborative Programme
- Campus Finalist- BITS Hyderabad, HULT Championship, IITG, IIITR, IIMB

OPERATIONAL HIGHLIGHTS

USER GROUP: **3**

AREAS IMPACTED: **3**

AREAS SURVEYED: **11**

LIVES AFFECTED: **2000+**

SANITARY PADS SOLD: **5000+**

FUTURE PROSPECTS

Biodegradable pads

We first aim to procure external funds, invest in R&D and eventually move towards sustainable menstruation by successfully launching **100% biodegradable sanitary napkins.**

Diversification

We'll be diversifying our product portfolio to include a new vertical of **soaps** model to cater to the hygiene requirements of the people, besides adding **child care products** such as nutrition bars, among others.

Expansion

We aim to expand into **7 more urban slums** this year including Rajiv Camp, Sanjay Camp, GP Slums among others. We also aim to venture into the villages of Haryana and Rajasthan and make Aarogya a multi-state project.

Manufacturing & Packaging

Our future prospect for sustainability is to establish an **in-house production unit** to produce **100% biodegradable** Aarogya Sanitary Napkins and **biodegradable packaging** of our product.

COVID ACTION

Distribution of **250+ sanitizers** in 5 areas of Delhi - Adarsh Nagar, Geeta Colony, Race Course, Pitampura, and Rohini. Distribution of **100+ Health Kits** containing soaps and sanitizers in Sonia Camp and Dilshad Garden. Distribution of **4500+ Sanitary Napkins** in 8 areas in the past two months - Shastri Park, Sonia Camp, Race Course, Malka Ganj, Pitampura, Gurgaon, Ashok Vihar, and Janakpuri.

Covered by **Times of India** and **Amar Ujala**, and received the Rapid COVID Response Award at Dream Awards 2019-20.
Spread the message of **Menstrual Hygiene** in Haryana via **webinars** and one-on-one interaction with women.

For leading a change in an urban slum with a population of 500+ and the endeavours put in by her during the COVID crisis, our Changemaker - **Ayesha Di** was conferred with the **Community Leadership Award** in Dream Awards 2020.

DREAM LIBRARY

Dream Library is a ***social outreach initiative*** undertaken by CDF-SRCC every year with an aim to uplift the condition of the urban slum schools and connect the underprivileged children to their dreams by ***providing them access to education*** and a blissful childhood. We also ensure the ***proper utilization*** of the libraries by having regular visits and conducting various general and training sessions throughout the year.

OPERATIONAL HIGHLIGHTS

BOOKS DONATED: 3000+

LIBRARIES ESTABLISHED: 11

LIVES AFFECTED: 1650+

PROBLEMS AND SOLUTIONS

NO OPPORTUNITIES

Children are not encouraged to explore on their own due to lack of opportunities.

ILLITERACY

The level of literacy in the marginalized areas is very low.

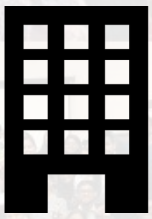
INACCESSIBILITY

Due to lack of resources, the children cannot get access to study material.

Providing access to education to

E
NGAGE
DUCATE
NCOURAGE

the underprivileged and deprived



ENGAGE

Establishing direct contact with the NGO in order to build better connect with the children.

EDUCATE

Educating the children by providing them access to books and resources.

ENCOURAGE

Encouraging the children to read books on a wide variety of topics and gain knowledge.

JOURNEY AND FUTURE PROSPECTS

Dream library was ***established in 2017*** with two libraries and expanded in 2018 by opening three more. In 2019, six more libraries were established, including two digital libraries.

This year, we did not only expand the social ***outreach to more than 1500 students***, but also established ***two digital libraries.***

Our Way Forward

Phase 1: Digital libraries

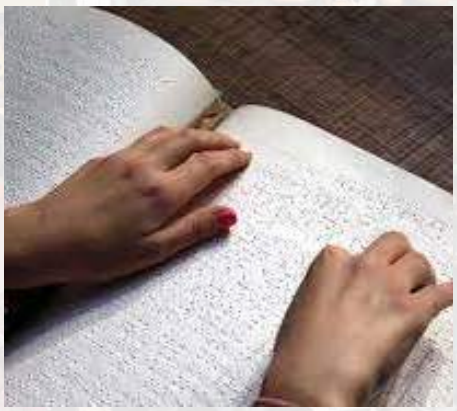
Set up more **Digital Libraries** by providing students with laptops / computers with installed **online courses** and **e-books** and help them to achieve their goals. We plan to partner with online course providers like **Coursera** to provide the courses free of cost.

Phase 2: Physical libraries

Set up dream libraries consisting of academic and fictional books in **slum schools**, **orphanages**, slum communities and villages according to the needs of the students.

Phase 3: Audio libraries

Venture into Audio Libraries by collaborating with relevant associations and incorporating ***Braille books and Audio Cassettes.*** Also, replicate the existing model and find new aspects for diversification.

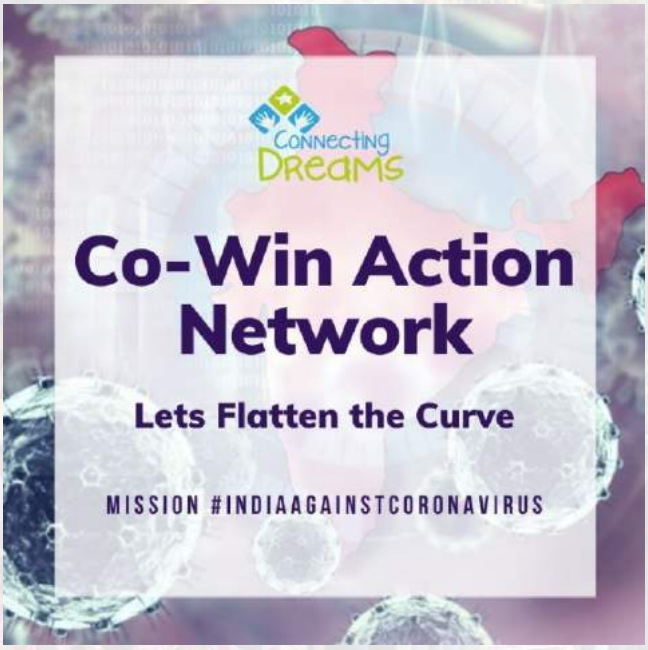


INDIA CO-WIN ACTION NETWORK

CDF-SRCC has ***spearheaded*** the ***I-CAN initiative*** by Connecting Dreams Foundation and ***Atal Incubation Centre - RMP***.
I-CAN (India Co-Win Action Network) is an initiative to ***help underprivileged communities that have been hardest hit due to COVID-19.***
It is a unique movement to combat the pandemic through an **online platform** that connects those who need help and those who can provide it. Our Co-Win Warriors work from home, activating their on-ground ***community networks and mobilizing resource providers*** in order to connect the two and ensure that the vulnerable sections of society can also sustain themselves through these difficult times.

The Co-Win network provided us with a platform to do something for them, to help them sustain themselves during this crisis. We have created an online platform where all the details of the volunteers, resources, challenges and the help-seekers are ***mapped in real time*** and thus it ***facilitates the provision of food, medicines and*** all the other necessities to these stranded communities**.** During a time when misery has come to all of us, Co-Win has helped us spread hundreds of smiles sitting indoors.

रामभाऊ म्हाळगी प्रबोधिनी
Rambhau Mhalgi Prabodhini
ATAL INCUBATION CENTRE
Supported by Atal Innovation Mission, NITI Aayog



TESTIMONIALS

"We identified a problem at Sonia camp and matched the families struggling with meals with a help giver. He agreed to supply 50 families with cooked food boxes.

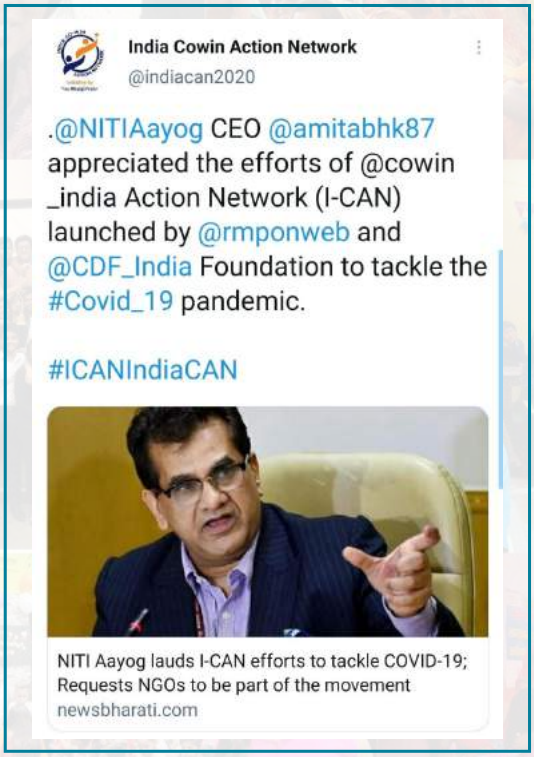
In hours of crisis like these, the bigger problem is to ensure that ***help reaches where and when it is required***. and our team is working towards achieving it."

Muskan Agarwal
CDF-SRCC

Anirudh Arya
CDF-SRCC

Our volunteers were in touch with an NGO that was supplying cooked and raw food to daily wage workers and homeless people in the area. However, because of the restricted supply chain these people were facing a shortage of raw materials.

Our team was also in touch with another community kitchen that operated out of Noida. We swiftly ***got the two connected and the food was easily distributed***.



IMPACT

By spearheading the ***I-CAN initiative***, we provided people with a platform where the help givers could **connect** with those in need. Our team continuously worked towards **solving** the various needs of the people ranging from **food** to **medical emergency** and **transportation** to **counselling services**.

LIVES IMPACTED: **3,80,000+**

NEEDS SOLVED: **4,400+**

If You Have A Heartbeat, You Still Have Time For A Dream

Connecting Dreams
SRCC Chapter

CONTACT US:

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http://cdfsrcc.in/