



## ABOUT US

Our journey started in October 2014 with a team of 9 students who collaborated with Enactus and formed Enactus CVS. With the motto of 'We rise by lifting others' and the zeal to bring significant change in our society, our team is working on 3 successful projects. Through our innovation, integrity, passion and collaborations, we endeavour to disrupt the endless cycle of poverty and misery and help uplifting communities for a brighter tomorrow.

Currently, we are a team of 60+ young business enthusiasts who are helping people in need with the aim of making them financially independent. Our functioning is quite simple: we use simple and economical concepts to create business models which solve social, economic and ecological problems and create value for all.

We strive to uplift marginalised communities and create positive social change.

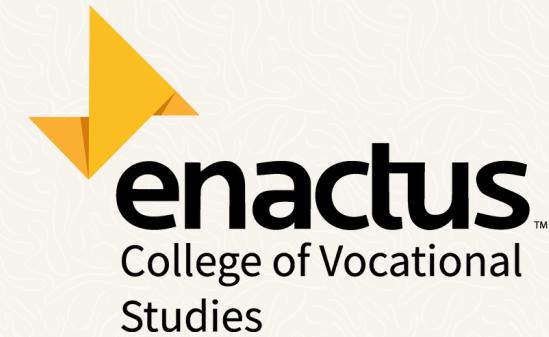


# WE RISE BY LIFTING OTHERS...



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# Project Ehtiyaat



Plastic waste engulfs our planet, with a staggering 6.3 billion tonnes produced yearly. Shockingly, 200 kg of plastic bags end up in landfills each year. Project Ehtiyaat emerges as a beacon of hope, transforming these bags and uplifting struggling weavers.

Project Ehtiyaat, a collaborative project by Enactus CVS and Enactus Khalsa, presents a groundbreaking solution. It aims to upcycle single-use plastic into plarn, revitalizing traditional craftsmanship and empowering artisans.



Handbags Planter Laptop Sleeves Plaskits Coin Pouches

Our initiative executes a meticulous and sustainable process to transform single-use plastic waste into eco-friendly, handcrafted products.

Ehtiyaat's impact is profound, upcycling single-use plastic waste to combat environmental issues and reduce carbon emissions. Moreover, we prioritize weavers' well-being with substantial profit shares and also reinvestment in the project for its growth and impact.

# Project Abyaan



Project Abyaan aims to address the conundrum of untreated Used Cooking Oil's (UCO) disposal into water bodies which leads to ocean pollution.

Through its minimally priced soaps manufactured by underprivileged women communities, Abyaan aims to address the issue of affordability relating to health and hygiene.

Project Abyaan manufactures 3 soaps: Ayuda soaps which are made out of UCO, Ayuda Skincare+ soaps made out of underutilized goat milk and its recently launched coffee ground soaps made out of waste coffee grounds.



Ayuda Skincare+

Ayuda

Coffee Ground Soaps

The impact created by Project Abyaan is multifaceted. Project Abyaan has successfully reduced the use of single-use plastic that ends up in landfills and oceans by opting for a zero-waste model. It has also provided goat milk herders with a yearlong stable source of income.

The project's success proves the tenacity of its communities, one of which is in collaboration with the Government of Punjab.

# Project Ikhtiraa



Project Ikhtiraa is an initiative by Enactus CVS which aims to minimise the consumption of microplastics and curb the use of traditional paper-plastic packaging for food and beverages.

Project Ikhtiraa works towards uplifting underprivileged communities by providing them with an alternative source of income and reviving a dying art form.



- Lavender
- Rosegreen
- Tulsi
- Lemongrass Chamomile

Flavoured Green Tea

Through this project, we have helped increase the income of our women's community.. Apart from that, we stitch our tea bags using cotton threads instead of metal staples, further reducing microplastic emissions making it a zero-waste model.

Despite being Enactus CVS's newest project, Project Ikhtiraa has surpassed expectations by empowering communities and addressing microplastic consumption.