

# ENACTUS Activities

---

In the month of January, we launched our second project- Dilaab. The project started with a target research for a community in need of subsistence due to the pandemic and the lack of customers. Dilaab works with the Potter community families that have migrated to the market called the banjara market in gurugram with a vast range of ceramic products. These ceramics (50gm and 100gm capacity cups) were chosen, bought and transported by the team along with rest of the raw material ( scents, beeswax etc) required to make the candles, over the month of January through online platforms.

By the end of January and February, the candles were out for sale on our social media handles. The purchasing, payments and shipping were all done online. The content and graphics team actively worked on creating social media marketing campaigns for expanding our reach and improvising on product aesthetics.

For our pilot project kadam, an action plan was devised for the sale of existing stock and restocking with new designs however the plans were put on hold due to risk of exposure followed by the second wave.

In the month of March, the team was working on the annual event and decided to hold an exhibition 'Agora' inviting various vendors and influencers as judges and other enactus as pitchers. The team had been working on the same from sponsorships, invitations, social media awareness for an audience to drafting the whole script and getting registration. However the event was postponed until the covid situation bettered.

Also, Enactus India started a campaign called 'passion on purpose' and the members participated actively.

Currently we are planning to restocking candles since the response has been great.

For project kadam, we have relaunched the project and have begin selling the products, we have gotten a few orders and plan to start putting up stalls in exhibitions and melas for both projects soon!