

WHERE SPREADING AWARENESS MATTERS

# gutargu

EFFECTS OF THE  
**PANDEMIC**  
ON SMALL  
BUSINESSES

**DIGITAL  
ACCELERATION**

A CATALYST FOR PROCESS  
EXCELLENCE OR A RECIPE FOR  
DISASTER ?

**HANG  
IN THERE!**

**SPILLOVER  
OF COVID -19**

**THE SILENT  
PANDEMONIUM**



INITIATIVE  
**ASTITVA**



**enactus**

Dr. Akhilesh Das Gupta Institute  
of Technology & Management



**GUTARGU**  
**EDITION**  
**4**

**CIAO, HALLO, CZESC**

**AHOJ, HELLO, BONJOUR,**

**NAMASTE, HOLA, HEJ,**

**CIAO, HALLO, CZESC**

**AHOJ, HELLO, BONJOUR,**

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**CIAO, HALLO, CZESC**

**AHOJ, HELLO, BONJOUR**

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**HANG IN THERE !**



# EFFECTS OF THE PANDEMIC ON SMALL BUSINESSES

Courtesy: Trisha Bhatia and Sakshi Goel

*The COVID-19  
pandemic is not  
just a health  
crisis.*

**It has impacted and altered the world in an unprecedented way by redefining the socio-economic norms. It is quite unlikely that any individual or association is going to emerge unscathed out of it.**



SOURCE - fineartamerica

Social distancing, self-isolation, and travel restrictions have resulted in a reduced workforce, leading to large-scale unemployment. The pandemic has affected all livelihoods and created immense pressure on the present regime to keep the economy functioning as the virus disturbs day-to-day life at every level.

The lockdown was seen as an effective way of coping with the pandemic. Although, it did prove to be successful in preventing the widespread, it created an employment crisis. Employees were asked to work for lesser to no hours in their respective fields. The overall unemployment rate rose from 11.1 per cent in January-February 2020 to 28.5 per cent in October-November. But the dilemma is: Who was the most affected?

The shutting down of schools, offices, and other such institutions caused decreased demand for manufactured goods. Millions of small business owners faced challenges sustaining their businesses whilst the consumers preferred to stay home bypass the spread of the virus. The small business owners had to come up with new business models to reach the consumer in this “new normal”.

According to a survey conducted by Dun & Bradstreet, over 82 per cent of small businesses have experienced a negative impact, and 70 per cent believe that it will take them nearly a year to recover demand levels before COVID-19.

## Few of the strategies that proved to be effective in doing so are as follows:

1. Many small businesses started using contactless deliveries to make their services accessible.
2. Employees were asked to learn new skills to support changes in the business model.
3. Some companies even converted their production lines to make hand sanitisers, face masks, and disinfectants, which were in high demand during the pandemic.
4. Effective use of technology helped businesses use their finances efficiently, increase productivity and make their services more user friendly.
5. New advertising techniques help cater to a larger audience.



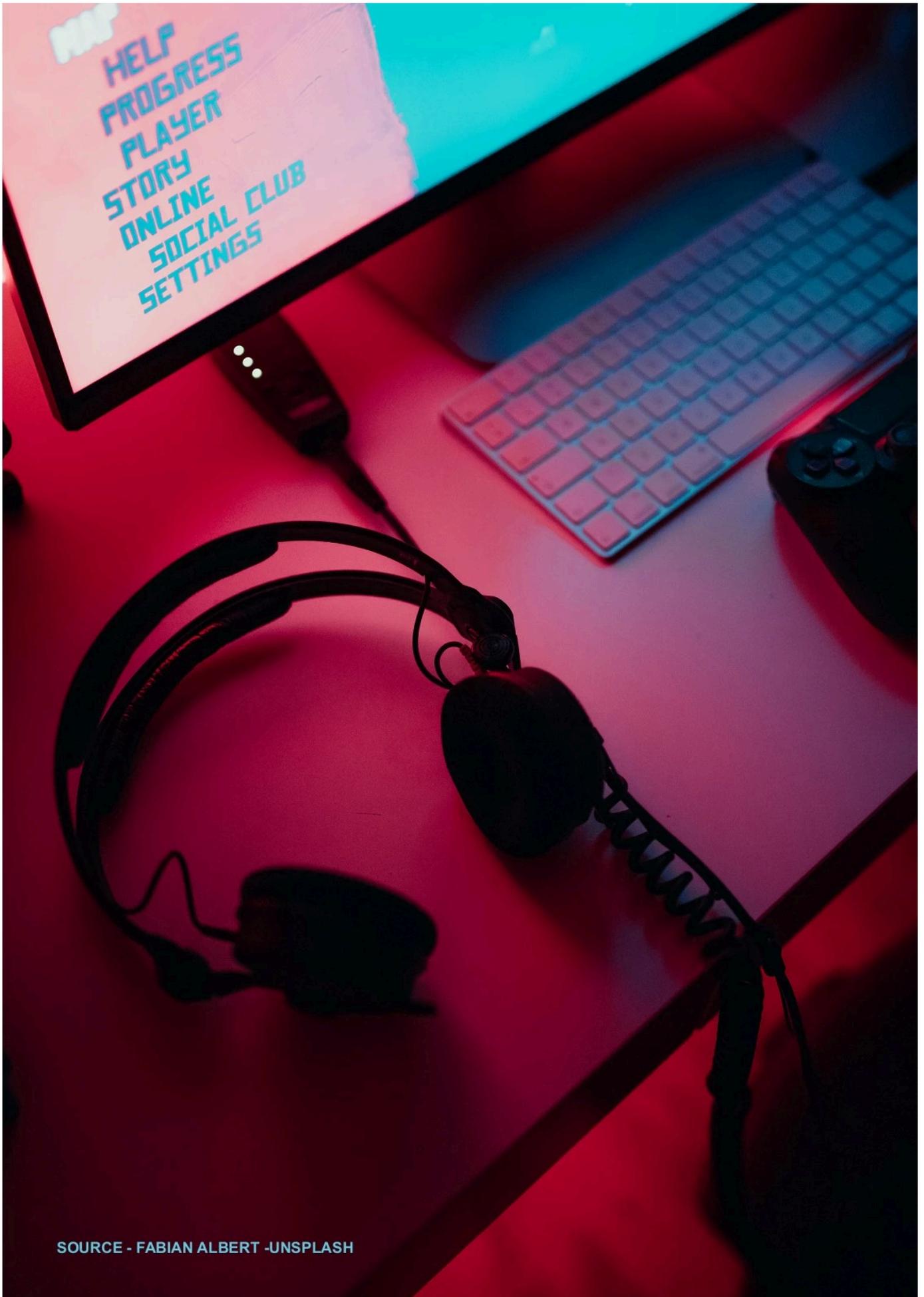
One of the small businesses that adapted to these adversities was Project MRITKALA, by Enactus ADGITM to help boost the sales of handcrafted pottery by artisans from Kumhar Gram. Due to the pandemic, they suffered huge losses and were unable to sell their products in the markets. By June 2020 the family income of the potters of the Prajapat Colony fell from ₹ 10000-₹20000 to barely ₹3000- ₹4000. This problem was solved by reaching the consumer via non-traditional means i.e., websites and advertising using social media platforms.



Small businesses play a major role in the Indian economy. They comprise 95% of the total industrial units in the country and account for 40% of the total industrial output. They also bag 45% of the total exports from India. Moreover, they are the second-largest employment provider in the Indian economy after agriculture. In comparison to big corporations, they generate the greatest number of employment opportunities per unit of capital invested. Small businesses create jobs. They use raw materials, local talent and labour. Therefore, are the backbone of any economy and should be protected.

One way of protecting and promoting small businesses is by being extremely vocal about our local products. Vocal for local, or self-reliance, is a key factor that can help us sail through these tough times and also for the revival of economic growth in future. This pandemic has made us realise the importance of “Aatmanirbharta” and how our dependence on other nations is draining our economy.

This is a tough time for all, but collective efforts, resilience, creative approach and flexible attitude can surely help small businesses survive through this phase and further grow to support our economy.



SOURCE - FABIAN ALBERT -UNSPLASH

# DIGITAL ACCELERATION

## A CATALYST FOR PROCESS EXCELLENCE OR A RECIPE FOR DISASTER ?

Even though the engrossment in the new digital media may be the current superficial fad, it does have the potentiality to make the world more globally connected, strategic and socially responsible, hence creating a paradigm shift in marketplace behaviour.

A significant sphere which has been impacted immensely by the recent digitalization is news, journalism and media. On one hand, a more coherent society due to the ubiquitous availability of internet service offers the masses a power that is immensely impressive, as is made evident by how pragmatic it has become for availability of life saving resources in the middle of a deadly pandemic. But on the other hand, it is also quite frightening how this power is entrusted to anyone with a mere qualification of having a smart device and a stable internet connection. When even colossal platforms like WhatsApp birthing a plethora of fabricated and manipulated information, it has become the need of the hour to be not only resourceful, but also street smart when it comes to the consumption of digital content.

Courtesy: Pankhuri Deshmukh

With a hike in selective journalism and misuse of free speech, the spread of propaganda is easier now more than ever, tainting the incredibly relevant fourth pillar of democracy: the media. The toxicity spread by hate groups endorsing fascism sets us decades back in our endeavors to further the growth of this nation. With both traditional and social media becoming rapidly pernicious, it becomes our duty as citizens to fight back, for when injustice becomes law, resistance becomes duty. We need to familiarize ourselves with the extreme encroachment of the underprivileged, be it the migrant labor crisis, the collapsing healthcare or the lack of proper educational facilities.

India's NFHS survey revealed that there exists a significant digital divide in the country. A UNICEF report revealed that only 24% of Indian households have internet connections. The Covid-19 pandemic has served to widen this divide as nearly 80% of Indian students are unable to access e-learning, according to a study by Oxfam. The learning gap is widening as students from economically weaker backgrounds struggle with unaffordability of smartphones and internet connections, lack of a learning environment, lack of support from family and pressure to work in the face of dwindling financial conditions.

## EXCELLENCE OR DISASTER ?

E-learning, too, has its advantages and disadvantages. It enables students to study at their preferred pace with the help of mobile, relevant content which is accessible round the clock. However, students may face difficulties in acclimatizing to the usage of online platforms, high data charges and poor connectivity. Specially abled children, such as those on the autism spectrum encounter a variety of problems like increased anxiety due to loss of in-person interactions and routines. But, with the increased development of educational software like Proloquo2Go and Otsimo for autistic, dyslexic and nonverbal individuals, the development of vital social-emotional skills has become easier and more efficient. However, the shift to digital platforms has also significantly increased the screen time of individuals.

Undoubtedly, this rapidly impacts mental health and can diminish brain development, increase risk of obesity, cause sleep deprivation and loss of cognitive ability. Nevertheless, these ill effects can be successfully countered by engaging with nature, spending more time with friends and family and supporting each other in these trying times. On the brighter side, the e-commerce sphere has seen a remarkable growth during the pandemic, raising its share of global retail trade from 14% in 2019 to 17% in 2020. This is largely due to the fear of infection from public places resulting in higher tendency of the populace to adopt online platforms for acquiring essentials like food, beverages and medicines.

**Conclusively,  
digitalization is  
both a catalyst  
for process  
excellence and a  
recipe for disaster,  
depending on  
how we utilize it.**



# SPILLOVER OF COVID-19

The COVID-19 pandemic, apart from being one of the biggest crises which the world has seen, has also brought with itself a sense of uncertainty and doom. It is something that has been impacting each one of us. This pandemic has taken over our lives and turned them upside down. As the line blurred between what was normal, is normal and is likely to be normal in the years to come,

to be normal in the years to come, the pandemic has had certain collateral damages to physical and mental health that are impossible to ignore. A few volunteers from Enactus ADGITM explored the ways in which the pandemic has affected interpersonal relationships, their effect on mental health, and the number of people actually going out and seeking help for these conditions.

# The **wallop** on various spheres of the society

Have you or any of your family members been vaccinated ?

How did you deal with the sudden downfall in the business mentally ?

Are you worried about another lockdown in the country ?

How was your experience managing everything online ?

# Q & A

**Q1. How would you say, that the indefinitely long lockdown affected your life?**

Ans. Honestly, this phase was really difficult for us, going out every day to support your family and arranging food and medicine supplies which were limited, made each day extremely stressful. If we miss even a single day's work, then we don't even get a full meal.

**Q2. Numerous people didn't allow household help to come because of precautionary reasons. How did you tackle this situation?**

Ans. Yes, this was the case with me as well. Earlier I used to work for seven households, but with the increasing cases some people didn't allow us to come or because of their deteriorating health we had to leave those jobs ourselves. As of now, I am working only at two houses. In such severe situation, I had to take on debts and purchase ration on loan.

**Alokita Vij conducted an interview session with her household help.**

**Here's what she had to say:-**

**Q3. How did you manage to purchase basic amenities like food, vegetables and medicines etc.?**

Ans. We are poor people, we do not have bank accounts or any savings. We survive on our daily earnings or by asking for money or help from people. Earlier, some people helped my family by providing ration for a month or with something else, but now, no one helps. Medicines are also really important now, but when we go to a pharmacy to purchase these, they don't give them to us until we have a prescription.

Q4. The process of vaccination began in Delhi from 16 January for common people. Have you or any of your family members been vaccinated?

Ans. No, till now I haven't taken the vaccination shot. Hearing incidents of death after vaccination, it worried us and we didn't go through with it. But it is abundantly clear that, if I don't get vaccinated people won't provide me with job opportunities.

Q5. During the course of the pandemic, the education of students took a different turn altogether. Unlike the old days of blackboard teaching, virtual boards became the "new normal". How did this e-learning influence your children?

Ans. My son is pursuing his studies from Manali. The total shutdown resulted in postponement of his classes. He has to manage all his studies via mobile phone as laptop or computer is a luxury we can't afford.

Q6. It was advised that one should avoid going out and rather buy all their basic supplies online. So, have you ever shopped online?

Ans. No, online shopping is beyond our reach. We use a basic keypad phone which doesn't support features of online shopping. Besides that, the online process seems a bit hectic and troublesome. Getting basic amenities like food, clothing and a better living is also a pleasure for us.

Q7. With escalating rates of COVID-19 patients and lack of resources, government believes that the way to proceed forward is through lockdown. What is your take on it?

Ans. Last year, lockdown was a successful approach to restraint the increasing cases. Although now, I believe that the lockdown shouldn't be extended further. It was unmanageable for us and to go through that again is unimaginable. If the lockdown extends further, I believe that the poor people like us may die of hunger. Besides lockdown, strict measures should be taken to ensure safety of people. People as well should be smart and should stay at home, wear masks, maintain social-distancing and sanitize themselves and their surroundings regularly. Crowded weekly markets and large gatherings should definitely be prohibited.

**Q1. What are your views on the curfews or lockdown imposed by the government to deteriorate the outbreak of the COVID-19 virus?**

Ans. The GDP experienced an awful fall during the first lockdown itself. While the economy was in its recovering phase, imposing another lockdown will result in its declination again. As a businessman myself, I can vouch that the businesses are suffering really hard to survive these gruesome times. It is imperative that people understand and follow the precautions prescribed and take responsibility. Imposing a lockdown again and again won't do any good to the economy.

**Q2. How did you deal with the sudden downfall in the business mentally?**

Ans. It is really hard, when you have a family to feed and you have to come home daily without earning a single penny. It destroys you mentally and it is really important to handle yourself at such times. Several people committed suicide or went in depression as they were unable to cope with mortgage, pending rent, medical bills, and other monthly expenditures. With the exponentially increasing debt, it is also important that one remembers that he/she has to take care of their family and take action wisely.

## **Bhavesh conducted an interview session with a businessman.**

**Here's their struggle through the ongoing pandemic:**

**Q3. What are your views on the recent spike in online sales?**

Ans. The drastic change in the market situation during the pandemic created colossal demand for online dealing. I believe that selling your goods/services online is a great expansion policy for any business model. I also think that the online market has enormous potential and we would definitely witness great things with it in the post-pandemic time.

**Q4. Did you take your business online and how was your experience with it?**

**Ans.** Yes, I did take my business online. The “new normal” norms dictated the efficiency and precautionary benefits of online dealing and not getting involved in it would have been a missed opportunity. To be honest, it is a tough market out there because a large number of suppliers are already present, and hence the competition is fierce. Although, it does provide a variety of options to the consumers and they get the firsthand opportunity to choose better and get better.



**Q5. What are your expectations from the market for the upcoming time?**

**Ans.** It is clearly evident that the situation is not going to get any better anytime soon. People don't have enough capital to invest and to keep their businesses afloat. Years old payments are still pending. Besides online shopping, the support of the common people is necessary to keep the sales going. Although, several people disagree and find online dealing hectic and difficult to operate and manage.

**Q1.** You must be familiar with the troubled times we are facing. As a private job worker who has to implement WFH policy, what is your take on the pandemic?

**Ans.** It was really unexpected. I remember a time last year, when people dismissed COVID-19 virus and claimed it to be a mere fever inducing virus, but now the adversity has been too far-fetched that millions of people around the globe have been affected. No one contemplated that living at home in a total lockdown and being cut-off from your old life could ever be this tragic and unbearable. The escalating patient count, death rate and lack of resources has left everyone in agony. Working from home has become the “new normal” and several offices have decided to retain this approach for the coming years.

**Q2.** Before this new phase and new mutant of the COVID-19 virus, several offices started calling in their employees. What was your reaction to this?

**Ans.** Yes, that’s true, several offices called-in their employees at either alternating working days basis or twice or thrice a week or any other approach which they deemed suitable. Rest assured all precautionary measures were taken within the office premises, still numerous employees were found COVID-19 positive and they had to shut down the offices again. I believe that it was this negligent behavior of people and rushing in back to our old lifestyle that a sudden spike in cases was observed. Following the guidelines and basic safeguarding measures will aid people in keeping themselves and their families safe.

## **Bhavya conducted an interview session with a private job worker:**

**Q3.** The working-class members are divided over the pros and cons of WFH policy. What do you believe in accordance of the same?

**Ans.** Everyone perceived WFH to be some sudden unimaginable vacation from work. On the contrary, it is more hectic and cumbersome to maintain your work-life balance while working from home. Indeed, WFH has liberated one from all the commuting time and expenses and all insignificant meetings can be wrapped up within minutes. But it also has made working hours unpredictable and you have to be at the beck and call.

Q4. In the initial days of the pandemic, several offices laid off people and an unusual spike was noticed in the unemployment rate. To go through this, how was this period challenging emotionally?

Ans. To be honest, nobody expected that the lockdown would extend to this extent. With the economy crashing, it became problematic and highly impractical to keep renting an office space. With several clients leaving due to budgetary reasons, holding-back bonuses and laying off people became a highly accepted proposal to save money and also to pay their remaining employees. However, while we understand the practicality and their point of view, this constant fear lingered at the back of our minds that anytime we could be laid-off. The office dynamics shifted massively and an unforeseen tension was generated. Hearing scenarios of your co-workers or friends didn't do anyone any good as well and to keep a backup plan in your back-pocket became a necessity.

**“ Nobody expected that the lockdown would extend to this extent ”**

Q5. With everything happening online be it learning, meetings or any other thing, online activities were really pushed forward to cope with the boredom. How was your experience managing everything online?

Ans. Definitely. Things ranging from viewing movies to learning and even shopping online has provided the online market a new arena to compete in. Ordering groceries to medicines everything became online. I never anticipated that I would get the opportunity to play Ludo or Pictionary online. It felt good to relive those old memories and to be reunited with my friends. With the pandemic, everyone has tried to find their silver lining, I believe this would be the one for me.

**Q1. Are you worried about another lockdown in the country?**

Ans. Yes, I believe that this totally unexpected wave of virus has left everyone deeply concerned and while lockdown might seem the only solution, it worries me to go through it all over again. Besides that, the government, hospitals and people themselves seem a bit more prepared than the last time, so there is this ray of hope amongst public that everything will be fine soon.

## **Devanshi conducted an interview session with a school student:**

**Q2. How well are you coping with this new strain? Are you worried about what's next?**

Ans. Since, we experienced the first wave of COVID on such large scale, one starts to believe that we are prepared for it. However, the unpredictability and severity of this strain has raised concerns all around. The constant fear and concern have become everyone's day-to-day companion.

Q3. Vaccination drives are being implemented all around India. Have you taken the shot yet and what are your concerns regarding this?

Ans. Since the introduction of COVID-19 virus in our life, vaccination seemed like the only savior. I'm willingly waiting for it, since it has become difficult to acquire a time slot suitable enough to avoid the heavy traffic. Although concerns and bogus claims say that vaccination is not reliable, results clearly state that majority of the vaccinated people if affected, do not suffer with adverse case of COVID-19 virus.

Q4. How do you manage to keep yourself cheerful during these stressful times?

Ans. Since current situation is so stressful, I try to keep myself busy in work. I try not to skip a morning with yoga, exercising at home and meditation. Spending some quality family time, cooking, taking all multivitamins and kaada have become a part of daily life. Even after being isolated at home regular conversation with close ones is really working in keeping my mental health good.

Q5. What are your concerns for the post-pandemic times?

Ans. The transition from our old lives to the "new normal" really concerns me. Also, being an undergraduate student with increasing competition and lack of secure job opportunities really haunts me.

# PROJECTS SECTION

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**ENACTUS ADGITM**

**ENACTUS PGDAV (EVE)**

**ENACTUS SHAHEED RAJGURU**

**ENACTUS JDMC**

# Initiative Astitva

# ENACTUS ADGITM

It is postulated that the most violent element in society is ignorance.

With the intent of fighting this social inimical and shedding light on subjects which go unprecedented by the society, we present to you Enactus ADGITM's Initiative Astitva. Astitva is an initiative taken to provide a platform to empower various stakeholders who are highly concerned about the social evils of the society. It helps in creating a sense of awareness among individuals about current challenges faced by our society.

## Astitva is an umbrella project which encapsulates three of initiatives: Gutargu, Darpan and Dhairyam.

**Gutargu** is a social awareness e-magazine designed by the in-house team of Enactus ADGITM. Gutargu gallantly raises issues which are either shrugged off or are oblivious to the masses. It provides an impartial approach and aids in making its reader well-verse with all the facts and figures, so that one becomes highly capable of formulating their own opinions on the topic.



**Dhairyam** is a **knowledge exchange** platform designed to provide novel and growing SMOs to interact with subject-matter experts, consultants, owners of well-established businesses and people from different spectrums. It aims to bridge the gap between SMOs and experts in the field.



**enactus.**  
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of Technology & Management

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**ORDER YOUR'S NOW!**

**By selling 60 units in 2 weeks, Mritkala's exotic clay coffee mugs attain bestseller of the month**

**Bestseller of the month**

**GRAB YOURS NOW!**

VISIT OUR WEBSITE USING LINK IN BIO.

**Darpan** is an easy-to-use Enactus Store that creates an online presence for sustainable products which aid in the welfare of the society. This platform bridges the gap between the consumer and manufacturer who needs their continual support in midst of the pandemic. Darpan provides an insight to the diligence, impressive quality and expertise of the manufacturers. With Darpan, all best-selling and exclusive products are just a click away.

**DARPAN**  
The enactus ADGITM store

**OVERVIEW**  
There is an eternal connection between an Indian handicraft and its true spirit. This hand-painted handicrafts are unique and beautiful. They are made with natural materials and come in pleasant colors.

Rajasthan folk

**Rajasthani Mukt**  
₹ 450  
₹ 445 + delivery

**OVERVIEW**  
These Rajasthani mukt are designed under the supervision of artist of Prasad Group. Drawing is the Rajasthani style and very beautiful. These Darpan mukt are made by experienced and comes in two sizes.

LENGTH: 22 INCHES

**Abeer - Aamras, Tolo And Vitamin C Soap**  
₹ 100

**This platform is our attempt to bridge the gap between the consumer and a seller in need, in the midst of a pandemic.**

**Darpan - The Enactus adgitm store.**

**We want to help expand the reach of different organisations whose products impact change in our society.**

**If you were given a choice:  
Help underprivileged women  
or save the earth.**

**What would you choose?  
Enactus ADGITM says,  
why not both?**



## **Project Abeer** *Nature's personal touch!*

**Following the words, “Be a part of the solution and not the pollution”, Project Abeer became the solution to single-use plastic waste and skin harming chemicals present in commercial soaps**

The project, aims to uplift the underprivileged Afghan women refugee communities living in deprived conditions for more than a decade. Throughout the years, they have faced numerous challenges due to lack of proper documentation and are unable to pursue higher education, the reason being their grim economic conditions. With the help of Project Abeer, they are provided with successful employment in the field of soap making and manufacturing. The complete profit that gets generated by our sale goes directly to these Afghan Women and help them in providing them a firm foothold in the society.

The proper use of science is not to conquer nature, but to live in it. With the women being the architects of this project, we support organic and intoxicated bases for our products viz. Aloe Vera, Tulsi and Vitamin C. Also, as an attempt to curb the use of single-use plastics, our soaps are packed and delivered in small handmade paper packages.

Project Abeer is nothing but a link in the chain that connects Nature and You. Through this endeavor, we aim to create holistic, eco-friendly products that support true well-being. We believe that, like music and art, love of nature is a common language that can transcend political or social boundaries.





## Project Mritkala

*From mud  
to marvel*

**“Art is not  
what you see,  
but what you  
make others  
see.”**

The COVID-19 pandemic has been one of the severest strains that has scarred countless communities to the core. Healing from this is certainly not going to be easy, but Enactus ADGITM has always believed in doing its bit.

Our latest endeavour, Project Mritkala aims to empower the culture of pottery and aid the artisans who harness this art of moulding clay from mother Earth into one of the most beautiful form of expression with each piece empowering a visual message in its shape and colour.

With the onset of the pandemic, the potters of Uttam Nagar started observing a significant dip in their customers as the trend of online shopping had suddenly caught a remarkable pace. As a result, their already minimum income started depriving by degrees. Hence, as an attempt to provide the potters with a constant emolument, we established Project Mritkala.

The Project has been able to mould smiles on the faces of the families of the underprivileged potters from the hidden paradise of pottery, Prajapat Colony by selling their beautifully crafted products on our e-commerce website, Darpan, that too at very affordable prices. All the profits that we inculcate from the sales goes directly to the creators of these exotic handicrafts.

Pottery is one of the most durable forms of art, with many remnants and artifacts across different civilizations throughout time. Hence considering its lasting quality and ability to withstand time it exemplifies its history and evolution of humankind's relationship with Earth's most primal element.





Project Mritkala



# ENACTUS PGDAV (Eve)

Cheap cost of plastic and changing fashion increases the life style of a person. But ever wondered that only 1% of all the plastic consumed, is returned for recycling and the rest ends up in landfill or as litter. On the other side the increasing demand of denim creates many environmental problems like water pollution, solid waste and air pollution.

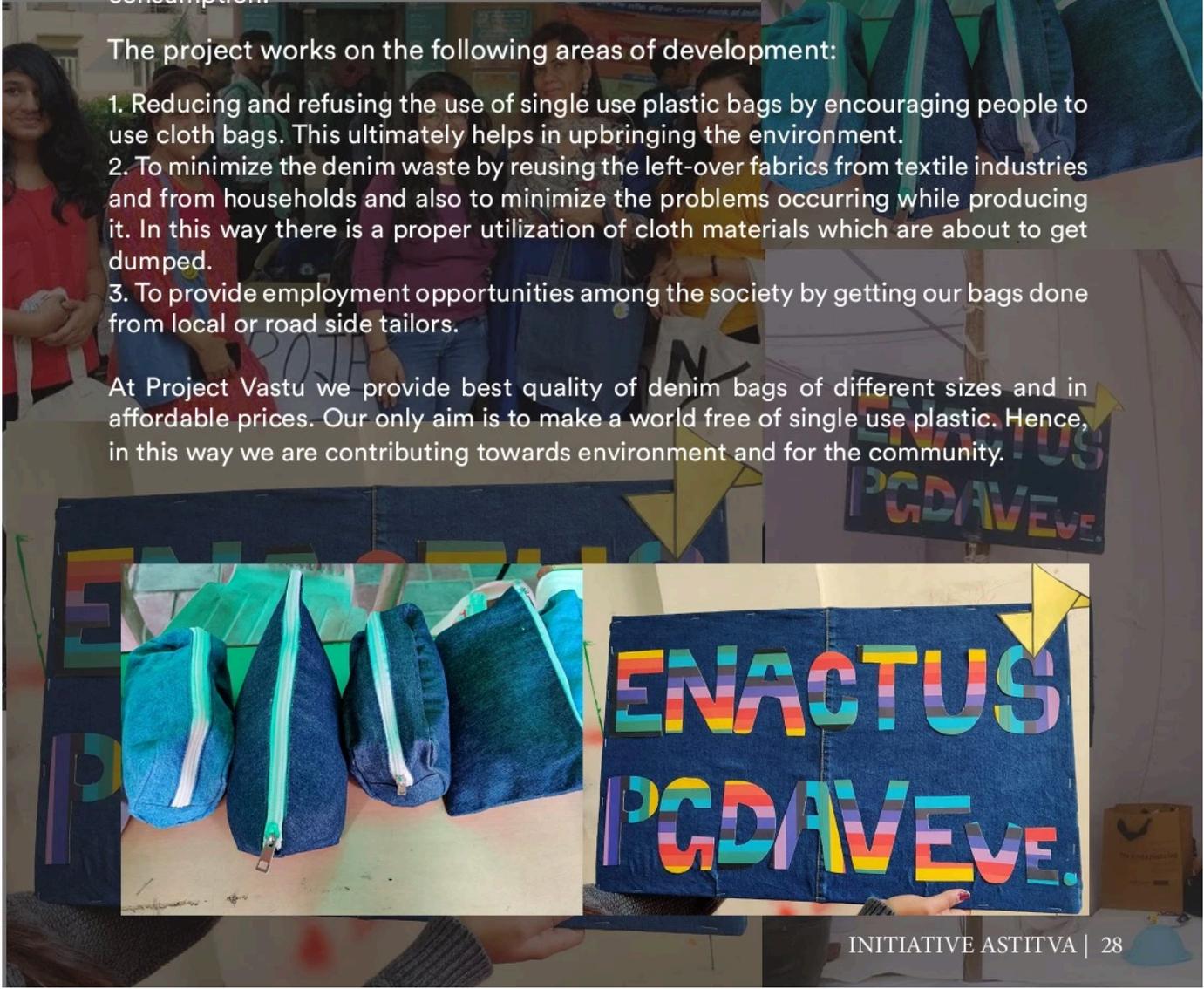
# VASTU

**Project Vastu** is an idea which comes into existence to reduce the use of single use plastic as well as to minimize the denim waste of pre and post consumption.

The project works on the following areas of development:

1. Reducing and refusing the use of single use plastic bags by encouraging people to use cloth bags. This ultimately helps in upbringing the environment.
2. To minimize the denim waste by reusing the left-over fabrics from textile industries and from households and also to minimize the problems occurring while producing it. In this way there is a proper utilization of cloth materials which are about to get dumped.
3. To provide employment opportunities among the society by getting our bags done from local or road side tailors.

At Project Vastu we provide best quality of denim bags of different sizes and in affordable prices. Our only aim is to make a world free of single use plastic. Hence, in this way we are contributing towards environment and for the community.



# ENACTUS SHAHEED RAJGURU

Enactus Shaheed Rajguru was established in 2018 with an aim to create a positive impact in the surrounding society. Currently, we are the proud initiators and moderators of more than 3 enterprises that focus on the welfare of the underprivileged people, stray animals and the environment.

## Project Pehchaan

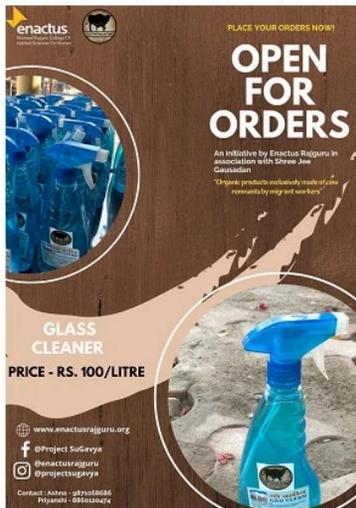
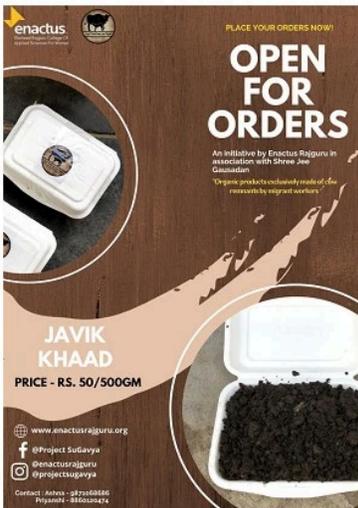
Project Pehchaan is the pioneer initiative which opened a gateway to new avenues for Shaheed Rajguru College. We established Project Pehchaan to strengthen the sense of identity and financially empower the LGBTQIA+ community and underprivileged women through entrepreneurial actions. Through this project, the beneficiaries are made adroit enough to self-sustain via training and educating them. Several skill development programmes are organised free of cost for all the members of the community.

Under the umbrella of Project Pehchaan, we have 2 enterprises: “Sehej- Handcrafted Health” and “Kashida- Handsewn stories”. Sehej is an organic millet-based food production, wherein the beneficiaries manufacture tasty and 100% preservative chemical free food products viz. jams (3 flavours), and millet-based cookies. Kashida is an apparel based social enterprise which sets its sights on empowering underprivileged women and their daughters by training them in the skills of sewing, stitching and designing.

## Project SuGavya

Sugavya, the second project of Enactus Rajguru, aligns with the centuries-old Indian belief that anything that comes from a cow can be used to benefit the human body and its environment. The name Sugavya literally translates to “good from a cow”. The products produced vary from SuGavya Diyas to house cleaners and jaivik khaad. With this project, the team creates products using cow waste thus reducing the dependency on artificial alternatives. It is perfect for environment as it is bio degradable and leaves no carbon traces. Also, SuGavya is trying to create a powerful capacity in itself so it could affect the lives of many beautiful people making it a little more beautiful.



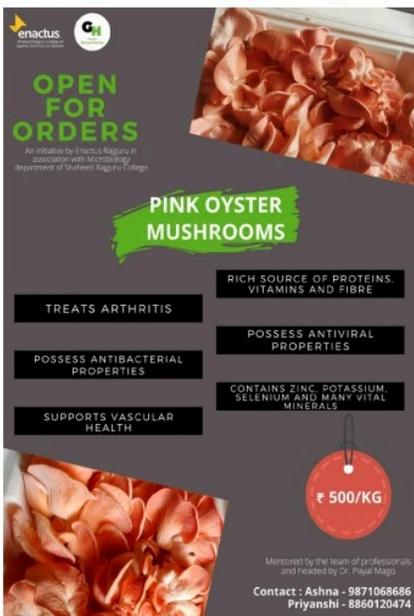


# Project GreenHaven

This project of Enactus Rajguru is about producing fresh mushrooms of various kinds and mushroom cultivation packets. King oyster mushrooms and button mushrooms are the types of mushroom that we have produced. Also, there are blue, black, pink and yellow oyster mushrooms.

Delivering genuine organic products (mushrooms) to the consumers and propagating natural, organic and sustainable agricultural activities, is the main propaganda.

Migrant workers and street vendors, who were hit hard by the pandemic, are the direct beneficiaries of this Project. We aim to employ them in safe working conditions, providing them a sustainable source of income, alongside providing mushrooms to people, which is an amazing product for our health.



# ENACTUS JDMC

## Delara was Enactus JDMC's first independent project.

The aim of the entire project was to enable the local Delhi vendors and artisans that had been worst affected by the lockdown and the pandemic to get back up on their feet and also provide them with a larger and more accessible customer base. We ensured to equip the vendors with proper tools and skills necessary to accommodate the social media market place in their products.

Project Delara was our first venture to endorse the very spirit of the street fashion that is authentic to the city of Delhi.

### Project Delara



PIC SOURCE - UNSPLASH

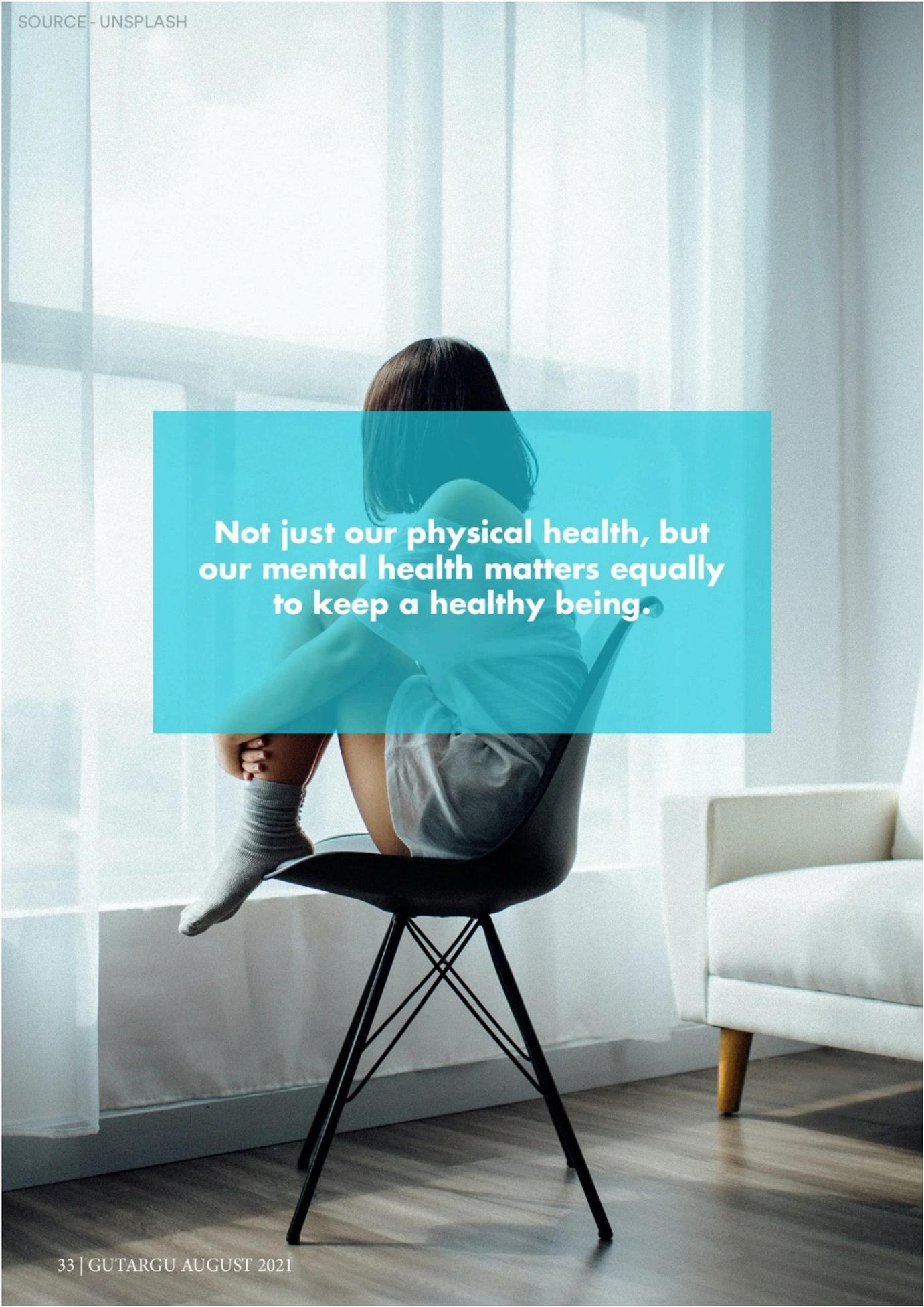
# HANG IN THERE!

Courtesy: Gaurav Yadav

## Get Vaccinated

As the utmost need of the hour, vaccines are probably the most effective tools to fight the Coronavirus disease. Vaccines contain a weakened or dead part of the virus to cause our immune system to build immunity against the virus. Serious reactions are very rare, and even if a reaction occurs, the symptoms are mild and include tiredness, headache, mild fever, or swelling on the injection site. On the comforting prospect the effects are lifesaving, prevents dreadful diseases, and also saves others by breaking the chain.

SOURCE - UNSPLASH

A person with dark hair, wearing a white t-shirt and grey socks, is sitting on a black modern-style chair. They are positioned in front of a large window with sheer white curtains. The room has light-colored walls and a wooden floor. A white sofa is partially visible on the right side of the frame. A semi-transparent teal rectangle is overlaid on the image, containing white text.

**Not just our physical health, but  
our mental health matters equally  
to keep a healthy being.**

**Mental illness** is a general term for a group of illnesses that may impact on a person's thoughts, perceptions, feelings and behaviours. It can affect one's working, personal relationships, psychological and emotional well-being.

In today's era there's nothing that can't be tackled. Footsteps begins with awareness. Knowing about your internal and external dynamics helps you to rectify problems and only then you can look for a remedy. In order to establish and keep good mental health one can go for medications, psychotherapy, good health regime, meditation, etc. Its high time to break all the stigmas and do what's right for one's well-being.

*What mental health needs is more sunlight, more candour, and more unashamed conversation.*

**“ Be strong now, because things will get better. It might be stormy now, but it can't rain forever ”**

We would like to express out **utmost gratitude towards our mentor and guardian, Dr. Preety Verma Dhaka**, who not only showed us the path, but also led the way to the destination. Ma'am only through your prescience and guidance, we were able to achieve success in this endeavour.

Every day we are amazed by our community who use innovation, ideas, and service to create impact from the local to global level. We are inspired. Every time we read, write and edit a story, we're empowered and comforted by the fact that there are people out there fulfilling their own missions to turn a difficult story into a good story. It is imperative that we apprehend their journey and all those who support and guide such initiatives. We would like to extend a **heartly gratitude to organisations like, Enactus PGDAV, Enactus Shaheed Raj Guru, Enactus JDMC for playing such a crucial role in bringing change.**

Last, but not the least, we would like to thank our prolific crew who worked assiduously to edit and compile Gutargu.

**Project Heads-** Bhavya Aggarwal, Devanshi Sharma and Saurav Kulshrestha for managing the project perfectly.

The content team for producing this incredibly written content.

**The marketing team** for making Gutargu reach a large number of readers.

**Graphics team** - Manish Bobade, Shubham, Devesh Jain for enriching the magazine with some amazing graphics.

And many more unsung heroes who worked tirelessly to make Gutargu possible.

IF YOU FOUND THIS EDITION EDIFYING, PLEASE LOOK IN ON OUR PREVIOUS EDITION



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NEW DELHI  
 ACT SOCIETY  
 FRIENDLY CONCERN  
 AWARENESS  
**enactus** CARE  
**ADGITM** COMPASSION LOVE  
 WARMTH NURTURING EMPATHY  
 HUMANE SOCIAL BENEVOLENT  
 UNDERSTANDING SUPPORTIVE  
**STUDENT LEADERS**  
 GRATITUDE SYMPATHY  
 UNDERPRIVILEGED  
 BENEVOLENT  
 KINDNESS  
 CARE