

We are helping everyone become
part of India's success story.

SIFE

S . S . C . B . S .

MEMBERS

52

TEAM-HOURS

6,364

PROJECTS

2

PEOPLE IMPACTED

23,679

Shaheed Sukhdev College of Business Studies
University of Delhi

**ANNUAL
REPORT**

Sanitation Solutions

WOMEN IMPACTED 9,142

SLUMS DELINKED/
SLUMS IMPACTED 3/11

ENTREPRENEURS CREATED 20

who do we help? ●●

500,000 women in Delhi slums are prone to cervical cancer, comprising 82% of the total menstruating women in these slums.

This is a direct consequence of the fact that only 27% of them use sanitary napkins, due to deep rooted stigmas, myths and lack of awareness.

However, 71% of surveyed women revealed that they would be willing to use sanitary napkins, if available at a lower cost.

how we are helping ●●

Sanitation Solutions helps create women entrepreneurs in slums who trade in sanitary napkins, selling them to other women in the slums.

ACCEPTABILITY Regular interactive health awareness camps with SIFE SSCBS members, NGO workers and local doctors

AFFORDABILITY Removal of intermediaries keeps prices low for buyers, while providing women entrepreneurs with a fair profit

ACCESSIBILITY Door to door selling of quality sanitary napkins by women entrepreneurs from within the community

the difference we made

FOR THE ENTREPRENEURS ●●

skills imparted

financial management · book-keeping
inventory management · negotiation · ethics
communication techniques

80% entrepreneurs now have bank accounts

improved quality of life

₹342 [↑] ₹990 average increase in monthly personal income
[\$1 equals ₹45]

recognition in a strongly patriarchal society

FOR THE SLUM WOMEN ●

27% [↑] **58%** increase in usage of sanitary napkins

focus on removal of myths and stigmas associated with menstruation through awareness camps

competing product / our product



FOR THE ENVIRONMENT ●

Low density plastic packaging for disposal of pads
Street plays on civic sense and waste management

CRITERION KEY:

- considered relevant economic, social and environmental factors
- applied business and economic concepts and an entrepreneur

17,893 PEOPLE IMPACTED

150,000 SHEETS REUSED

4 TONS OF CARBON EMISSIONS SAVED



who do we help?

Of the 70 million disabled in India, only 100,000 are employed. Project Akshar creates entrepreneurial opportunities for deaf women, who witness unemployment rates as high as 50%.

Over 9 million tons of paper is annually dumped in landfills in India, leading to 47.7 million tons of carbon emissions.

We help 14 corporates and 26 colleges reduce their carbon footprint, by reusing all one side used sheets wasted at their organizations.

how we are helping

-  **SENSITIZE** Sensitize the masses towards reduction of carbon footprint
-  **REUSE** Reuse one side used sheets, preventing dumping in landfills
-  **CREATE** Create entrepreneurial opportunities for the deaf by imparting book binding skills to create eco-friendly products
-  **EMPOWER** Empower rural and slum children by providing affordable educational tools

the difference we made

FOR THE ENVIRONMENT

- sensitization
- created a network of 26 youth groups through our College Leaders Program with over 100 student members across Delhi colleges.
- dropboxes and employee sensitization programs at 14 corporate partners
- premium line of akshar notebooks to tap socially-conscious market

FOR THE ENTREPRENEURS

- skills imparted
- reinvestment of profits · breakeven analysis · book-keeping · innovation with waste material
- 820** notebooks produced in just four months
- improved quality of life
- ₹300 \uparrow ₹2000 average increase in monthly personal income of deaf women
[\$1 equals ₹45]

FOR CHILDREN IN NEED

240 children in need provided eco-friendly notebooks at ₹1

created a training module targeting the isolation and negative self evaluation of the deaf women, in collaboration with our NGO partners

SIFE INDIA partners



The world's local bank



PLATINUM PARTNERS

GOLD PARTNERS



Bayer



JONES LANG
LASALLE

SILVER PARTNERS

BRONZE PARTNERS

SIFE SSCBS partners



business·advisory·board

Dr. Poonam Verma, Principal, SSCBS

K.K. Jain, ex-Director, Ministry of Environment and Forests, Govt. of India

Pravin Kumar, Head - Support Services, Corporate Executive Board

Subramaniam Murali, Chief Financial Officer, Spice Mobility

Archana Bhutani, Partner, B S R & Company

Uma Kapoor, Chairperson, Delhi Foundation of Deaf Women

Pratham Varshney, Founding President, SIFE SSCBS

financials

₹450,000

THIRD PRIZE
DELL SOCIAL INNOVATION
COMPETITION 2011

₹45,000

PEOPLE'S CHOICE AWARD
DELL SOCIAL INNOVATION
COMPETITION 2011

₹100,000

KPMG BUSINESS ETHICS
GRANT 2010

₹27,000

INSTITUTIONAL SUPPORT

₹622,000

TOTAL TEAM FUNDING

(\$13,800)



gross media
impressions

5,669,141

team·milestones

Q1

- Executive Board for the year 2010-11 announced
- Annual recruitment and training of new members
- Action plan for yearly goals and objectives outlined

Q2

- Three research projects incubated
- Street plays on civic sense and cleanliness conducted in all our slums
- Delinking process initiated for 3 slums under Sanitation Solutions

Q3

- Financial literacy camps on International Women's Day
- Project Akshar launched
- Represented SIFE India in a USAID focus group discussion on youth affairs
- Commenced Project Akshar College Leaders Program

Q4

- Set up a Project Akshar notebooks stall at SSCBS
- Felicited by the Vice Chancellor of the University of Delhi, expansion drive across the University begins
- Consolidation strategy for Sanitation Solutions reviewed

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