

Enactus Indraprastha College for Women

2017-2018

COLLEGE DIWALI MELA

Indraprastha College for Women hosted its annual College Diwali Mela on 10th October 2017 wherein different stalls were put up by the students of the college.

Enactus IPCW, under its flagship venture, Project Aipan, showcased the handmade beauty of Aipan - a traditional art form of Kumaon, a region in Uttarakhand.

A wide variety of products ranging from home decor to stationery products were put up for sale, which gave the students a glimpse of the diverse culture found in India. Students were found engaged in the inspiring story behind Aipan and understanding the symbolism behind the motifs drawn on the products. The crowd was bustling with young, vibrant faces and Enactus IPCW was successful in spreading the social message behind their project – the idea of reviving a dying art form and financially empowering a group of Kumaoni women.

The event ended on a happy note with the main objective being fulfilled with utmost sincerity and enthusiasm!

DELHI CANTONMENT

Enactus IPCW celebrated Diwali, the festival of lights, in its truest purpose and spirit by putting up a stall at the Delhi Cantonment Diwali Mela on 14th and 15th October 2017. Under its flagship project, Project Aipan, the team showcased and sold a variety of products made by the community of Kumaoni women.

Project Aipan is aimed at reviving the dying art form of Kumaon region of Uttarakhand along with transforming the lives of underprivileged women by empowering them financially and socially.

With intricate details of white on red, the exquisite products like diyas, diaries, cushion covers, canvas, envelopes and lots more were bought by the people who rejoiced the hearts of our community and appreciated their sheer efforts.

The sale was a great success and it was heartwarming to see people contributing their share to the survival of Aipan as an art form and helping the community become financially independent entrepreneurs.

DILLI HAAT

The Aipan sale at Dilli Haat, INA took place on 16th October, 2017. During that time when everyone was looking forward to the auspicious festival of Diwali our Aipan products made its way to touch the hearts of the spectators by its intricately made eye catching red and white designs. Enactus IPCW displayed a plethora of products under its Project Aipan, including diyas, lampshades, cushion covers, wall hangings etc.

The sale was a great success as the main aim of us putting up a stall was to revive the dying art form of Aipan in the minds of the masses through our diverse products under Project Aipan. The crowd was mesmerised to find out that these designs were made by a community of underprivileged ladies and were enthusiastic to support such noble cause and contribute their bit towards the empowerment of the women.

National Volunteering Week Activity -PAPER BAG

Enactus IPCW conducted a paper-bag making and distributing workshop, or BAG IT UP, as it was named, on 18th January, 2018 as its flagship activity on account of the National Volunteering Week. This activity was aimed at recycling old newspapers and magazines and turning them into paper bags, and to reduce the use of plastic and poly bags.

The primary motive behind conducting this activity was to create awareness towards the alarming level of disposed plastic in the environment and the status of its management. Paper waste is the most common waste produced in any academic

premise, which is why recycling paper waste and utilising them further to reduce the usage (and therefore disposal) of plastic bags was chosen as the objective of the activity.

The activity began with a social media campaign, followed by a collection drive of outdated newspapers, magazines and other discarded waste paper inside the college campus. The event turned out to be a great success where more than 80 volunteers turned up to make the paper bags, guided by Croydon- The Society of Fine Arts, IPCW. The paper bags were later distributed among vendors around the college campus.

National Volunteering Week Activity- Cleanliness Drive

As part of the National Volunteering Week 2018, Enactus IPCW conducted a cleanliness drive, on 18th January 2018, in the college premises to sensitise students about the importance of keeping their surroundings clean and the importance of dignity of labour.

Delhi is one of the most polluted and dirty cities in the world. Mismanagement of waste has led to fatalities and extreme levels of environmental pollution together with proliferation of germs and diseases. Therefore, it is imperative to understand the importance of a healthy environment, which our cleanliness drive aimed to provide. Coming from a privileged background, we rarely acknowledge the efforts and toil of the cleaning staff employed in various institutions. They are the ones responsible for maintaining a healthy and clean environment for us. Understanding this, the cleanliness drive tried to emphasise on the importance of the work the cleaners do and put forth the idea that no work is small.

Under the drive, volunteers helped clean up various areas in the college like the classrooms, canteen area, gymnasium and washrooms. All the volunteers participated with full rigour and pledged to keep their surroundings clean and green. Thus, with the contribution of the volunteers, Enactus IPCW was able to conduct a successful Cleanliness Drive.

INDIRA GANDHI NATIONAL CENTER FOR ARTS STALL

The onset of 4th March 2018 led Enactus IPCW to set afoot into another exciting sale of one of its flagship project, Project Aipan, in an attempt to revive the dying Kumaoni artform and to empower a group of underprivileged Kumaoni women artisans.

Organised in the Indira Gandhi National Centre for Arts, the Uttarakhand Folk Festival hosted numerous stalls showcasing the rich and vibrant handicraft, impeccable handloom, gaudy ornaments, delectable cuisine of Uttarakhand. The festival in which Enactus IPCW was a part of, witnessed a massive footfall with a large fraction of crowd, being the native of Uttarakhand.

Amidst the euphonious beats of the Uttarakhandi folklore, the spectators had a happy time while looking out for their favourite piece of Aipan art, as a token from their Kumaoni counterparts who had woven those classical motifs. The smiles which escorted their purchases indicated the satisfaction they obtained on learning of our motive to empower an underprivileged set of women, making them self-reliant. Being connected to a mutual homeland the customers unhesitatingly bought various utility products, home decor items containing their traditional artform, Aipan.

The sale concluded with happiness on the faces of our buyers and satisfaction in our team members, and our artisans.