

**ASAR- The Entrepreneurship Cells** seeks to develop sustainable models, inculcate the entrepreneurial skills, help improve the quality of living and empowering the underprivileged section of the society.

‘Asar’ envisions to make a significant difference in the lives of disadvantaged section of the society by granting them the ability to lead a dignified life. Run by strong headed and zealous students, the society functions on its steadfast belief of sensitivity, equality, determination and innovation that nurtures ideas and business.

The cell is working on **Project Kadam** which aims at empowering the cobbler community. During a tenure of two years, Project Kadam has been able to uplift *six cobblers* across Delhi and NCR.

The unique selling point of our model is creating new slippers from *donated denim*. This not only reduces our cost of production but also creates an air of consciousness around the need to *reduce waste, recycle and reuse*. So far Project Kadam has collected over 4kgs of denim through Denim Donation Drives in our college.

The team of Entrepreneurship Cell expanded Project Kadam this year by diversifying their product line and added a wide variety of pouches which boosted their revenue.

The team set up their stalls at;

- Ullas, The Annual Fest of Kamala Nehru College
- Diwali mela, Kamala Nehru College

The team also participated in ‘Enactus Nationals Championship’ held on July 12, 2018 in Mumbai. It qualified amongst 72 colleges which participated.

On 5<sup>th</sup> October 2018, the team was recognised by ‘The Indian Business Chamber’ for its entrepreneurial activities. It received a ‘Recognition of Excellence’ by ‘Union Minister, Shri Ramdas Athawale’