



WASH Entrepreneurs Fellowship Programme

Profile Booklet 2022

Everybody has the capacity to be remarkable

ON A LEARNING JOURNEY



This programme in Odisha will endeavour to drive WASH economy that will impact WASH products and services in the State in line with Jal Jeevan Mission & Swachh Bharat Mission (Gramin) mandate and eventually benefit the communities.

Unicef with its implementing partners Pantiss Foundation & School for Social Entrepreneurs India has set a goal to enhance the transformative potential of WASH entrepreneurs on citizens, communities and the larger environment, under this programme.

The programme is aimed to:

- Support aspiring social entrepreneurs to implement their vision of social change through WASH enterprises
- Equip practitioners/participants with entrepreneurial skills to develop robust business models towards financial sustainability
- Enable participants to create dual-purpose WASH enterprises and products/services which generate revenue and magnify social impact
- Empower WASH Entrepreneurs to gain from the social entrepreneurship ecosystem, build collaborations with the private sector, and enhance opportunities for market accessibility

THE UNIQUE FEATURES OF THIS PROGRAMME ARE:

- Learning programme for WASH entrepreneurs with 8 learning blocks (contact days of 3-4 days) to understand the business model & operations
- A state-based programme, inviting application from across the state of Odisha
- Anyone with an idea to solve the problem around WASH theme with a workable/feasible solution can join the programme – No barriers to entry: sexual orientation, religion, education, location, caste etc. We invite applications from entrepreneurs who have been operating & working with their idea/solution/enterprise for minimum 1-2 years or an idea that is as early as on paper/in the mind.
- Core focus is on the ENTREPRENEUR through developing their potential in trading, revenue generation & creating social impact
- Identify sources of funding for eligible enterprises and linkages with financial institutions
- Action based approach to Learning – LEARNING BY DOING

WASH Entrepreneurs Fellowship Programme aims to address the problems around Water, Sanitation and Hygiene & achieve the targets set under Sustainable Development Goal 6.

TARGET 6-1



SAFE AND AFFORDABLE DRINKING WATER

TARGET 6-2



END OPEN DEFECACTION AND PROVIDE ACCESS TO SANITATION AND HYGIENE

TARGET 6-3



IMPROVE WATER QUALITY, WASTEWATER TREATMENT AND SAFE REUSE

TARGET 6-4



INCREASE WATER-USE EFFICIENCY AND ENSURE FRESHWATER SUPPLIES

TARGET 6-5



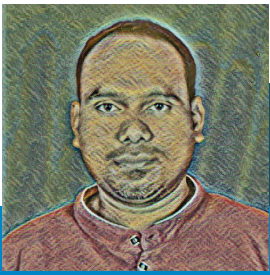
IMPLEMENT INTEGRATED WATER RESOURCES MANAGEMENT

TARGET 6-6



PROTECT AND RESTORE WATER-RELATED ECOSYSTEMS

Fellow's Profile 2022



ABHIRAM KANHAR, Age: 37, Kandhamal



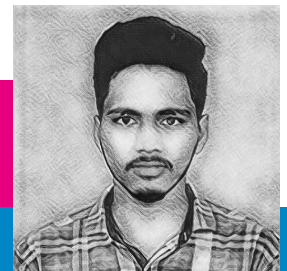
Decentralized plastic waste collection and recycling unit

Plastic is the most ubiquitous substance that has unfortunately become an unavoidable essential. Today it is hard to imagine a single material that doesn't consist of plastic based components. In fact while addressing the on-going pandemic, 90% of the preventatives (masks, face-shields, PPE kits, etc); all of them are manufactured by using plastic. I have almost 15 years of experience in the domain of social work and had the privilege to work with various national and international non-profits. My field experiences, especially as a ward member under Gochhapada of Phiringia block in Kandhamal district, helped me to closely observe real environmental challenges. One leading issue has been around effective ways to reuse, reduce and recycle never-ending and ever-growing plastic waste. Despite having this constant desire to address it and come out with a scalable solution, my economic conditions did not allow me to kick-start the idea. By the virtue of my professional experience, I did have access to the right network but somewhere I lacked the language to initiate conversations on setting up something of my own. I have previously worked with different projects under Youth for Social Development but my highlight has been their WASH project which exposed us to installing waste management stations at every village. I was stunned to see the amount of plastic waste collected at each station and there was no way to treat it judiciously for future use. This fellowship is my opportunity to build my dream for the community. I want to install plastic recycling plants in two districts. I would like to start this project with two districts - Kandhamal and its neighbouring district Ganjam. These two districts have varied demographics - a mix of urban, semi-urban and rural areas. Ganjam district is the most populous district of Odisha and its Municipal corporation Berhampur city is the business hub of South Odisha. If we look at the amount of plastic waste in these two districts, it is several tonnes every day.

My ground team will consist of SHG members, local youth leaders, marginalised house-helpers and slum-dwellers. I plan to create jobs for the most marginalised groups living in these districts. I have a strong desire to pursue my dream project and this fellowship shall offer me entrepreneurial expertise & a support network to make a tangible contribution to society.



A. MAHESHWAR RAO, Age: 22, Gajapati



Eco-friendly funeral services – 'Green Funeral'

I am district youth leader at NYKS in Gajapati and have been actively participating in different on-ground programs specifically around WASH education and skilling. My regular encounters with prayer ghats and observing funeral ceremonies makes my heart pound with the amount of funeral waste disposed into water bodies. I believe death is inevitable and everybody has to go back to the divine one day. It is heart-wrenching to lose a loved one and talking of Gajapati in particular, the area experiences 10-20 deaths on average daily. I want to offer eco-friendly funeral services, minimising non-biodegradable materials used in the complete ceremony over a span 3-4 days depending upon the type and duration of the ceremony.

My company won't be confined to one religion. I will reach out to people from all religions in the area including Hindus, Christians and Muslims. I plan to build a team of priests, ghat workers, graveyards personnel, care-takers and caterers and create an organic funeral experience at an affordable cost. This field though has limited marketing but has a huge potential to be scalable. This is exactly why I need this programme. I want to start my enterprise based on the idea and grow it into a lifestyle choice, one day.



AMARENDRA PRUSTI, Age: 24, Angul.



Build a Platform for Actualising Circular Economy (PACE)

Being an English literature graduate my deep connect with nature found its space of exploration and expression. I have been fascinated by nature, its beauty and its powerful nurturing ability. Therefore my key objective is to accelerate natural resources' efficiency in sustainable development. My idea is to create a business model supporting the phenomenon of a circular economy. Through PACE, we intend to actualize various methods supporting the circular economy in Angul to start with. Currently I'm working closely on skilling young people who are employed with mining and related activities and I see a huge potential and opportunity in channelising their expertise and energy as carriers of right information around circular economy, its feasibility and social relevance for all. Additionally, they will also assist in the execution of the idea on ground.

Another innovation that I want to tap on is 3D printing by using renewable and biodegradable materials. I'm right now focussing on producing organic construction materials through 3D printing technology and promoting PACE's work to the masses. All I need is guidance, mentoring and network support to realize my enterprise's vision. I have very little understanding of current policies that might become an enabler or could also pose challenges depending upon the current environment protection laws.



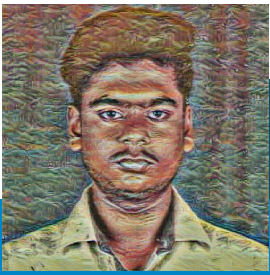
A. ROJALIN REDDY, Age: 27, Bhubaneswar



Re-using waste, discarded and old fabric to make home-decor items

I was very young when I was told to discard my old clothes that don't fit me anymore along with so many other cloth items like rugs, mats, towels, etc. It hit me hard that if we decide to dump it all, where it is going to go and what will happen to all the discarded items in the long-run? I thought aloud that whatever cloth/fabric we are using today on a daily basis, in the next 10 years, we will be discarding most of it and will have no idea where will it all end-up?

My idea is to make this cycle sustainable, and re-use discarded fabric. I have a skill in using old sarees, discarded clothes, mats and paper to make beautiful home-decor products. My motivation behind pursuing and developing my skill stems from my urge to not throw away such valuables and instead, utilising them to make creative utility items. This way I believe I'm contributing towards preventing environmental damage and promoting a culture of treating household discards to make creative decorative items for your homes, office spaces and institutions. I'm committed to create the value and demand for such sustainable products for gifting, decoration and daily utility purposes. The junk has so much potential to revive and relive again amongst us but people must come to terms in accepting this fact. I would need that support and push from the fellowship programme to pursue the idea with consistent rigour and passion.



BISWARANJAN SAMAL, Age: 24, Bhubaneswar



Revolutionising e-waste management in Odisha

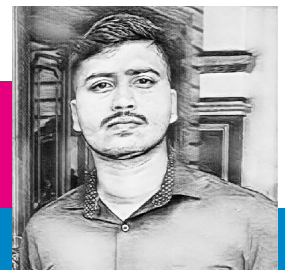
Since my childhood, I have been a problem solver. I see opportunity in bits and fragments, unwanted things and believe in adding value by repurposing those forgotten pieces.

An economy based on 'take-make-dispose' which is also known as the linear economy, involves the collection of raw materials converting them into finished goods and delivering it to the customer until they are accumulated as waste. Since the linear mode of production and consumption is burdensome on all the stakeholders and not at all sustainable, it is an opportune moment for us to look & think for an alternative approach. Personally, I used to feel heavy every time any of my gadgets stopped working. Firstly there are not many authorised repair units and secondly, no one in Odisha talks about recycling and managing electronic waste. This came to me more like a shock than just a fact that ninety-five per cent of the e-waste in India is being recycled in the non-formal sectors and five per cent of the e-waste volume goes to the authorised formal system in place. I consciously want to revolutionise e-waste management in Odisha.

Firstly I'll research more on the root cause, current situation, scope for a state-level intervention and market feasibility. I plan to collaborate with government and private entities to onboard them in addressing the issue collectively. Currently, I am working with a sales-based company at present which is a target-based profile. I have a fair understanding of how to pitch an idea or product or service to a client but for a business idea of e-waste management or bike scrap recycling company, I need to build more clarity on creating the right business proposal. Through this learning programme, I want to understand how to stay relevant across the value chain in the entire business model and want to engage deeply with like-minded entrepreneurs, mentors, potential investors and partners to get more clarity and business insights.



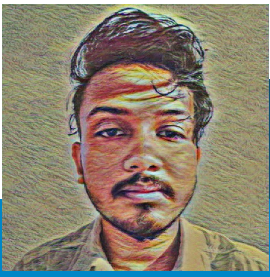
DWARKA PRASAD, Age: 22, Angul



Making clay-based kullad cups and contributing to the circular economy.

I draw inspiration from almost everything but my greatest source has been nature itself. What abundance it offers but the way human beings are misusing its nurturing resources, breaks my heart. I choose not to take this path of destruction, rather I would want to give back to nature, environment and society meaningfully. I was very intrigued to know about the circular economy model and explored more to find locally relevant solutions that would fit in the suggestive model. One thing that India cannot survive without is tea and in most of our culture, tea is served in clay cups called kullads.

My plan is to start a manufacturing plant for kullad in Angul. Odisha has a huge market for clay-based cups, plates and cutlery but most of these items are outsourced from either Telangana or West Bengal. I plan to locally produce kullads and want to train rural youth in making and decorating different kullad cutlery. Despite multiple reformative policies, Odisha still ranks amongst the poorest states of India. I believe our state is well resourced but lacks an accessible and equal infrastructure and opportunities for all. Additionally going with the model of circular economy, I want to recycle the discarded kullads to make fresh cutlery. Through this programme, I want to build my capacity as a leader and learn to lead teams along with a common purpose.



HABISH KUMAR NAYAK, Age: 22, Khurda



Sustainable management of Construction and Demolition Materials

I have been an introvert since my childhood and have sourced motivation and encouragement from within rather than depending upon others. I used to listen to motivational speeches by great leaders and now these days I'm inclined to watch videos of some of the powerful motivational speakers. During my first year of engineering, I started my first entrepreneurial venture. Despite working hard and hitting multiple trials and errors, the business failed to grow and sustain itself. I read somewhere that 'failure' is necessary for the building of valuable character traits of entrepreneurial success. And it did give me abundant learning and resilience. I completed my civil engineering degree and got an opportunity to work as a Quality Assurance Engineer with a construction company. I made some striking observations while being on duty at different construction sites.

I observed that a lot of construction materials are dumped into landfills, water bodies and canals without any thought of reusing or recycling. It gave me an idea to initiate a solution where we can efficiently reuse construction and demolition materials. I want to set up a plant or machinery that can salvage, source reduction (in material use), recycle and re-introduce demolished construction materials back into the supply chain. I wish to first start in Bhubaneswar as it is more suitable for getting initial permissions from the municipality and has more scope in terms of residential to commercial construction work. I want to build a trustworthy team that strongly believes in the cause and would commit to the idea from both head and heart. My professors, peers and family are willing to support me to build this enterprise. And this fellowship programme is going to be vital in enabling my essential entrepreneurial attributes and risk-taking capabilities.



JANAKI BEHRA, Age: 22 , Puri



Compost, Kitchen gardens, Microirrigation and Rainwater Harvesting to promote Environment Conservation

I've been a diligent doer all my life and aspired to build my career well seeing the hardships of my family to meet both ends. With every passing day I have been thinking out myriad ways to either find or generate decent paying dignified job opportunities for myself and other women from my locality. I attended an NSDC camp and on one of the field visits I surveyed what type of jobs people are employed within Sasandangapur. The number of young people employed in the area was strikingly much less than I presumed and they all worked on a daily wage of Rs 200-300 and worked either as carpenters or farmers. A large section of able-bodied and hardworking young workforce is still unemployed and I want to introduce sustainable business ideas like kitchen gardens and figure out best solutions to collect and store fresh water for various household and business purposes.

I work closely with the SHG groups in my village and I am well connected to other groups operating in neighbouring villages. We have initiated a home-based composting process in one area and have also sold organic manures to farmers. We have also started selling our agricultural produce. Although the idea is at a very nascent stage, there is a huge scope of scaling the idea amongst community members. There is a considerable number of farmlands and farmers (both men and women) in my area who can be our potential buyers and eventually partners when we set up the enterprise. Along with this, I am also researching on finding out locally sourced and cost-effective ways to collect and store rainwater. I currently need very focussed assistance in fleshing out my idea clearly and gauging its market potential. I need support in developing my enterprise with a clear focus.



JANARDAN BISWAL, Age: 27, Nayagarh



Treatment of plastic waste to make it useful again, recycle & reuse

Not many people would feel the same as I do. The fact that I feel extremely privileged to be born, brought up and continuing to stay in the countryside in my village. Humble lifestyle here keeps me grounded and much closer to nature and its beauty. I am one of the few graduate and diploma holders from my village. My father is a modest farmer and we've experienced extreme poverty in our early years. Those days have taught me my biggest lessons of life. One man-made invention that has grown rapidly over decades is plastic. The product that is exceedingly used by people across geographies and demographics. It is highly accessible, serviceable and convenient. Every small to big material today is made of plastic. Despite having such a high utility factor, we all know that plastic is posing a huge danger to the environment and all living beings on the planet. Plastic overconsumption and mismanagement of plastic waste is a growing menace, causing landfills to overflow, choking rivers and threatening marine ecosystems. Each year, 400 million tonnes of plastic is produced and 40% of that is single-use-plastic we'll only use once before it's binned. The urge to address the issue has always been there.

4 years ago, I decided to have my own plastic recycling company where I can treat plastic waste to make it useful again. I discussed the idea with family, friends and well-wishers; they all felt the need for the same and encouraged me to initiate it. In 2021, I finally established a small unit by taking a bank loan and installed machinery (plastic waste shredder) that converts plastic waste into shredded plastic which is a key manufacturing component for many plastic-based production units. I have set up a local team of unemployed and uneducated youth from the area to collect, process and sell shredded plastic to local dealers working for manufacturing units. I have kick-started my dream mission but need support in envisioning the large-scale impact through this.



MASTER AMIT LENKA, Age: 21, Jagatsinghpur



Recycling plastic to create a valuable ready-resource for plastic industries

I aspired to be a successful businessman as a child but had also prioritised social benefit to the community. I want to make sure that my idea is profitable as well as benefits society equally. For this purpose, I want to promote sustainable living by minimizing the use of plastic and creating accessible channels for people to reuse plastic efficiently. The amount of plastic waste we create on a daily basis can be collected, sorted, processed and can be put into utility again. The idea is driven by the same thought where instead of throwing away plastic waste, people can collect the waste to give it to us for processing. The waste will be collected, sorted and will be converted into small plastic granules which are an essential production material for most of the plastic-based industries.

Along with this, I want to generate community awareness on minimising and re-using plastic waste at household & community levels. I carry a very strong intention for protecting the environment and believe firmly in sustainable living. I recently finished my graduation in agriculture and the hazards that plastic-use has imposed on agriculture are massive. I want to utilise my knowledge, experience and curiosity to learn more and more about sustainability and entrepreneurship. This fellowship is my dream opportunity to pursue the idea.



MANUSI MANDAL, Age: 38, Paradip



Selling organic compost made from household waste

I have worked as a waste picker for the local municipality for 15 years and have faced the harsh repercussions of being at the bottom of the hierarchy. The extent of exploitation and corruption in the system has caused us and our community huge economic damage. We are exploited, overworked and extremely underpaid. I recall multiple incidents when our group of women waste pickers were physically and emotionally harassed. But we were forced to continue as it was our only source of livelihood. It was June 2019, when after a dirty bout with local municipal officials and an insulting encounter I decided to be independent and self-sufficient. I gathered all my fellow sisters from the waste picker community, and we discussed ideas to earn for ourselves rather than working tirelessly for others who have repeatedly disrespected our identities and dignity. The group of 150 women were working as waste pickers at Paradip port. Gradually, they started to sell directly in the market and not through any middlemen. They gauged the market demand for compost and with the help of one gentleman we started making organic compost from vegetable waste.

We do not have any machinery, so we do the composting process manually by beating the decomposed continuously on a netted filter and get powdered compost after doing one-hour of continuous labour. It surprises me when people say that men have more strength than women, they certainly have not met our team. We started our business informally by selling the compost at Rs 4/kg. Today we sell it to the buyers at Rs 20/kg and make decent savings in our common account. I cannot read or write but do have an idea of the numbers. That helps in calculating the profits and losses. Through this opportunity, I want to prove a point that even if you're illiterate, you can be a successful entrepreneur by the virtue of your experiences, great team and a pool of well-wishers who have always supported and filled the gaps for us.



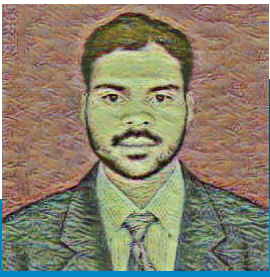
NALINI PRAVA SAHOO, Age: 54, Jagatsinghpur



Chemical-free and organic sanitary products

Before I decided to apply, like any other 1960s born mother, I had my own inhibitions too. I thought I'm far behind the youngsters in terms of technology, language and creativity, how would I be able to add value? But the very next moment when I look at my work and the commitment of my SHG sisters whose powerful engagement has been inspirational in the past few years, I reaffirmed myself that we do deserve to be known on bigger platforms like these.

I am currently the President of a SHG federation and lead 400 women towards self-reliance and empowerment. During the peak of the pandemic (Covid-19), I sprung into action and mobilised these women to manufacture sanitizers and masks. I firmly believe that this power of collective can be used for harnessing greater potential. I want to set up an enterprise bringing this collective together and dealing in different chemical-free, organic sanitary products. But my driving force and vision lies in empowering SHG women, generating employment and improving their quality of life. My relationship with the group has made me confident, independent and a visionary. My only aspiration is to bring benefits to the maximum number of women in my life-time. I am married to a journalist, who stands as a pillar of strength to me. My passion in promoting hygiene, sanitation and 'safai' will find its way to glory with support from this fellowship programme. I'm ready to take on any challenge in my learning avenue and would take my team along in this journey as I decide to translate my learning from the training directly on to the ground.



PRAMOD TADINGI, Age: 27, Koraput



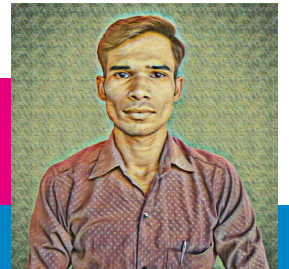
Setting up kitchen gardens to make tribal families self-sufficient and healthy

I belong to a proud clan of farmers and I believe it is the most prestigious and noble job to pursue. I see a lot of scope for various agriculture, horticulture and forest produce from local to international markets. But in the midst of this rat-race, we end up producing huge agricultural waste, which is discarded by farmers in landfills or water bodies. I want to put my passion and skill of chemical-free and organic farming into good use. I was pondering upon the idea of setting up kitchen gardens in my village to make families self-sustainable by setting up small-scale local entrepreneurial ventures. In my village, there is a section of people who own huge proportion of land and there exist indigenous tribal groups who are not only deprived of registered farming lands but also deprived of their basic rights. They have been exploited for generations despite working day and night as daily wage farmers with big known zamindars.

I belong to one of those tribal groups and have personally faced the brunt of inequality and discrimination. With my initiative I want to extend this opportunity to similar groups in the area who have been dependent on already established land owners for their survival. Making them self-sufficient and independent is the dream I'm chasing.



RATIKANTA, Age: 30, Bargarh



To promote environment friendly construction by replacing clay bricks with fly ash bricks.

It's been three years since I dived deep into researching and studying fly ash bricks and its scope of use for local construction in Odisha and beyond. In all aspects, fly ash bricks are better than clay bricks. They are environmentally friendly because the maximum constituent is ash. They have greater strength compared to red bricks and are significantly lighter and take less human effort in carrying and assembling them. I have been an active volunteer at Nehru Yuva Kendra Sangathan (NYKS). My various field projects and social work activities have helped me in building rapport with local villages in Bargarh. It gave me an opportunity to build relationships with marginalised groups of labourers and construction workers.

The challenges and hazards they face due to the direct exposure of clay bricks production are extremely dangerous and surprisingly never talked about. Thanks to NYKS I have built a good trust and rapport with local youth and they are on-board with trying out fly ash bricks as an alternative to clay bricks. I am now committed to set up my enterprise and production unit in Jamutpali itself. I'm privileged to be part of this programme which will guide me in my journey which would be full of challenges and risks. It's a great sigh of relief that I have a space to discuss the concerns with the best possible support system. Currently I have a little clue about making it into a successful business and would take away lessons pertaining to setting up a viable business model and its effective management.



SAROJA NAIK, Age: 28, JAGATSINGHPUR



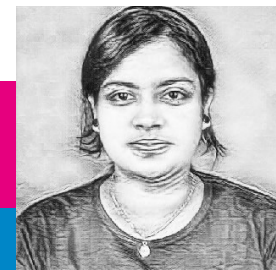
Community-based enterprise to promote organic sanitary products

I belong to a modest service class family from Paradip. Our priority has always been with secured government jobs with minimum risks and hiccups. But somewhere I find it very limiting. I have been curious to know how leading businessmen are able to achieve scalable user value in a dynamic country like India having varied affordability, accessibility and awareness levels. My family lives with this strange notion that common people like us cannot start their business, and I strongly oppose this view. On the contrary I have always had an entrepreneurial mindset. I found my inspiration from SHG workers in Paradip. Despite being uneducated with limited exposure, they are able to run their small-scale industries. My mother too works in one such SHG. The group used to make home-made dishwashers, floor cleaners, masks and many other sanitary items. This has given them a source of income and much awaited financial independence.

I started thinking aloud how these small community-based enterprises would be competitive enough to enter the larger commercial market. Paradip is a port city and an industrial city. It is home to big industries like IFFCO, PPL, IOCL, Carbon plant etc. My plan is to work with the local SHG groups, equip them with knowledge, entrepreneurial aptitude and recent technological trends to produce high quality organic sanitary products. I have already decided the target groups and locality; have also made connections and decent rapport with the municipality chairman to further support the cause. This is the right time for me to pursue a program like this that will help me navigate the right business strategy in this highly competitive market. I want to learn as much as I can and will fully commit to the learning process along with responsible action towards setting up my enterprise.



SONALI SUBHADARSHINI, Age: 21, Bhubaneswar



Temple offerings to get a green turnaround

Being born and brought up in Bhubaneswar, my frequent visits to temples is one of the fondest memories since childhood. But the only thing that has bothered me is the amount of flowers and coconuts used and disposed during multiple prayers at the temple. I read somewhere that our country produces two million tonnes of floral waste every day!! I was astonished just to see the unbelievable number there. Thereby, I had a strong urge to do something to address the issue. I have just completed my BSc in Chemistry and I see a deep connection with my education and my entrepreneurial idea.

I want to set up a floral waste treatment unit in the city which will be situated close to the big famous temples of Bhubaneswar. With the collected waste, I along with my team intend to produce organic incense sticks and herbal colours. Being a firm believer and an advocate for promoting women empowerment and leadership, I want to employ marginalised and unemployed women from slum localities of the city and create jobs for them. I do acknowledge the challenges and can already foresee struggles in getting approvals from local authorities, collecting, transporting and storage issues and most importantly creating the buy-in for the aspired products in the market. But I have all the zeal and enthusiasm to make this idea a reality and all I need is guidance, encouragement and entrepreneurial skills and make "Shree" my future social enterprise a valued addition to the current market for recycled products.



SHIRASASISH PRADHAN, Age: 28, Ganjam



Chemical free, organic and affordable detergent powder

An un-published report revealed that there are around seven lakh Odia workers engaged in different forms of work in Surat – most of them are from the Ganjam district. The unavailability of work opportunities at their native villages and the need to repay loans has pushed people from Ganjam to migrate to work in textile mills in Surat. I have closely observed this massive migration pattern and therefore I'm committed to generating employment opportunities for local youth and create wealth for them locally, thereby impacting large scale migration and unemployment.

I am trying to establish an essential industry equivalent to a high demand intensive textile industry in Gujarat. The sanitation economy is smart, sustainable, cost effective and revenue generating. Most importantly it is promoted and now has been established as essential goods especially post COVID.

The product that we've manufactured is 'Chamakshree' detergent powder which has 90% organic composition. My aim is to make it 100% biodegradable and re-launch on a scale with a unique selling proposition as the first ever organic locally produced affordable detergent powder. In future, I want to add a range of cleaning products including dishwasher detergent, floor cleaners etc. I had registered a private limited company last year to commence the production. Right now the raw materials are sourced from Gujarat and are assembled and processed in Ganjam. We've been able to sell 2500kgs of detergent powder on a no-profit no-loss basis. Local youth and women belonging to marginalised tribal communities are employed in production and packaging. Currently I need to test the viability of the product in rural, semi-urban and urban areas for which I need to look for relevant supply chain partners. I want to work hard on my marketing skills to be able to convince distributors and retailers to place bulk orders with us.



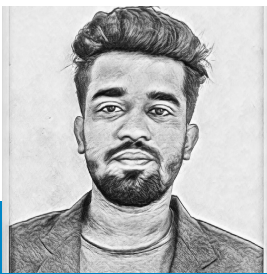
SHREYANS SUBUDHI, Age: 20, Bhubaneswar



Eco-friendly Emulsion Paint by scientifically treating Cow Dung

It has been my childhood longing to be an entrepreneur and introduce the world to new ideas and innovation. I have thoughtfully followed successful scalable business innovations that could utilise waste to create scalable sustainable impact. They have deeply inspired me and influenced my own business idea to create an eco-friendly and cost-effective emulsion paint made with cow dung.

Cows or cattle are the most useful domestic animals and provide many health and environmental benefits. I want to use cow dung to produce paint. Different types of organic emulsion paint can be produced by treating cow dung. It can simply be made by processing organic and environment friendly components like lime, neem and dung together. I'm passionate about the idea and my future enterprise. My family is willing to support me with the same and that gives me immense hope and motivation. I have already started my in-depth research and with support from this prestigious fellowship, I believe I can take off with greater knowledge, clarity and expertise.



SWARAJ KUMAR BARIK, Age: 20, Bhubaneswar



'drain to drink' or 'toilet to tap' means clean water for all – treating wastewater to convert it into drinking water.

I feel privileged to be a first-generation learner in my family. I'm possibly the only graduate from my village and more than taking pride in it, I believe I have a huge responsibility to be an example for young people in Tordanga in Barikpur to give them a sense of hope to dream big and work for it persistently. As a child I have seen struggles around clean drinking water around myself and when I moved to the city for higher studies I found a market for clean drinking water where everyone wants a certain level of purity attached to water they drink to prevent innumerable fatal diseases caused by contaminated water. But due to the increasing threat on the availability of drinking water in our state, it is vital to explore options to treat wastewater specially drain water to make it safe for drinking.

To start with I want to tap on the tourism industry and launch the idea to frequent buyers. I'm still exploring the right technology and then plan to do multiple rounds of check with the help of potential partners and testing labs in Bhubaneswar. I need refined, validated and relevant knowledge to advance the idea. For this, I need this programme to train me in communication, business strategy and modelling and set up my enterprise.



SUBHALAXMI SENAPATI, Age: 25, Puri



Personal hygiene products using cow dung

It all started when as a child I used to spend a significant amount of time in my ancestral dairy farm in the village. I have lived almost all my life in my small village in the outskirts of Delang where I have seen the impact and only healthy side-effects of using natural organic products like multani mitti, aloe vera, neem water, raw turmeric and lemon to ensure healthy personal hygiene. To pursue my higher education, I moved to the city temporarily and found a huge gap in knowledge and practice in using organic products made out of natural waste. Therefore, to fill that very gap and utilise tonnes of cow dung waste we produce every day in the country, my idea is to put cow dung into use for our personal hygiene. Yes, this sounds strange when I say that I use cows' and cattles' faecal waste to produce soaps, sanitisers, phenyl, hand wash etc; but I have produced impactful products by using dung allied with organic extracts of neem, aloe vera, turmeric, lemon amongst others.

Through this fellowship I want to prove to all the people who laugh at me whenever I talk about my business idea and will inspire them to change their perspective towards cow dung. I want to meet like-minded people and get professional training to build my entrepreneurial capacities to scale my idea to people who are unaware and harming themselves. I want to learn from my fellow entrepreneurs to take this idea beyond my rural belt to big cities and metros. Additionally, I wish to build a team of unemployed youth especially young women from my village who are skilled in utilising organic resources to produce useful items.

In unity lies strength. That's why we are committed to supporting the growth of the social entrepreneurship ecosystem through meaningful collaborations with other change-makers.

School for Social Entrepreneurs India and Pantiss Foundation supported by UNICEF work collaboratively to create social change and welcome opportunities to work with additional partners to support our inspiring and growing community. We highly value the commitment of time and resources from people who offer pro bono services to us, and welcome offers of support.

Join us and help create an impact by supporting social entrepreneurs

We work in partnership with the government, corporates, institutions, trusts, and foundations and invite YOU to be the part of US.

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