

Press Release

‘Project Shrimati’ of Enactus JMI secures a spot in top 4 winners of the ‘1 Race 4 Oceans 2023’ under Enactus World Cup 2023 in Netherlands

Project Shrimati, the flagship project of Enactus Jamia Millia Islamia (JMI), secured a spot in the **top 4 winners** of the **1 Race 4 Oceans**, at the Enactus World Cup 2023, for “tackling systemic issues contributing to the global ocean crisis”. The announcement was made at the final ceremony of the Enactus World Cup 2023 hosted by Enactus Netherlands in the city of Utrecht, from 17th October 2023 to 20th October 2023. Among 92 projects submitted from around 18 countries, Project Shrimati was recognized as one of the four breakthrough projects that had the biggest influence on combating ocean pollution. Passing an independent judging panel of eminent subject matter experts, Enactus alumni and sponsor employees; the Project's laurel paved the way for international recognition of the team's efforts and achievements.

Project Shrimati, in addition to working on the principles of making environmentally friendly, biodegradable and reusable sanitary products, aims to provide a steady income source to the women community of Shram Vihar in New Delhi in association with a community-based organisation, Each One Feed One. Thus, the project gives them an opportunity to be self dependent and self-sufficient while also raising awareness regarding menstrual health and hygiene.

By offering an eco-friendly reusable alternative to the harmful plastic pads, the project has so far prevented 84,672 kg of plastic waste from reaching the oceans. Additionally, Project Shrimati has expanded its influence to Southern India with a separate manufacturing unit active in Goa, in collaboration with Axzora Group and Ethernet Xpress, both of which have shown immense support to the initiative of the project. Project Shrimati has employed under its wing 78 women across the two manufacturing units, thus providing livelihood and self-sufficiency.

The Global ‘1 Race 4 Oceans’, sponsored by Builders Initiative, and held under the Enactus World Cup, is a competition that aims to expand and encourage Enactus teams and their projects to contribute to the fulfilment of the Sustainable Development Goal 14, i.e. Life Below Water. The aim of the competition is to actively encourage the creation of sustainable and positive outcomes to address the challenges faced by the world's oceans.

In May earlier this year, Enactus JMI qualified as the top 12 global finalists at 1 Race 4 Oceans. On 20th October, at the Enactus World Cup 2023, it was announced that Enactus JMI's Project Shrimati took a position in the top 4 projects for 1 Race 4 Oceans, securing its place in the global championship.

With unstoppable zeal, Project Shrimati has been working on broadening their range of products. From reusable, biodegradable panty liners to a mobile application for menstruators, the team aims to promote hygienic menstrual practices and make it widely accessible, while simultaneously helping the environment heal and recover. Under the guidance of the esteemed faculty advisors, Dr Rihan Khan Suri (Director, Center for Innovation and Entrepreneurship) and Prof. Arshad Noor Siddiquee (Professor, Department of Mechanical Engineering, Faculty of Engineering and Technology), Enactus JMI has succeeded in making a significant impact on the lives of underprivileged communities through a range of business-oriented and environmentally- conscious projects. Driven by the values of Jamia Millia Islamia, it strives towards a better and sustainable India through every one of its numerous strides.

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