



IBTIDA

# PROJECT IBTIDA

BY ENACTUS ARYABHATTA





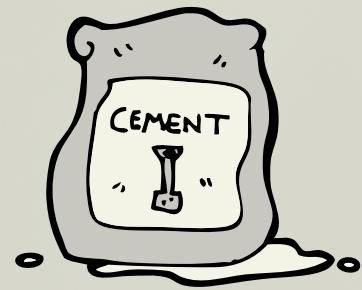
# WHAT IS PROJECT IBTIDA?

Ibtida is a one-stop solution that tackles the problem of stubble burning and carbon emissions. Our vertical lays an impact by making products out of Agrocrete® and providing a sustainable alternative.

We embody the principles of scientific innovation and invention by tapping into the unidentified sources of air pollution and upcycling industrial waste such as fly ash and agricultural waste into ingenious utility products under our brand 'Sanscrete'.



# PROBLEM STATEMENT



The cement industry is one of the most significant contributors to air pollution. It contributes to around 7% of global carbon emissions. The Global decorative Concrete market size is projected to grow from USD 15.4 billion in 2020 to USD 20.5 billion by 2025.



According to the WHO, agricultural burning contributes to air pollution that kills 7 million people a year including 650,000 children.



India ranks second when it comes to global carbon emissions. In 2017, about 500 million tons of crop residues were burned, emitting 700 million tons of carbon dioxide.



The global average atmospheric carbon dioxide in 2020 was 412.5 parts per million (ppm for short), setting a new record high amount despite the economic slowdown due to the COVID-19 pandemic.





# SOLUTION

- We came up with project Ibtida utilizing unexplored sources of pollution and upcycling these products into innovative products which are carbon negative in nature.
- We collaborated with Greenjams to find solution for the problem. We came up with home décor range of products made from Agrocrite which is a carbon negative material made from industrial and agricultural waste.





# COLLABORATIONS



## GREENJAMS

Using the expertise and technology of Greenjams our beneficiaries manufacture Agrocrete at our production centre from where it is transported to our production centre where the products undergo a 13 day molding and sanding process after which they are sold by us through our website and collaborations.



## PRABHAAV NGO

We collaborated with Prabhaav NGO that connected us with artisans belonging to the impoverished sections of the population. Enactus Aryabhata along with mentors of Greenjams imparts vocational training and skill development to manufacturing products by harnessing their crafting skills.





# FUTURE AIMS



Our aim is to make Sanscrete a niche brand which provides premium quality home décor products, achieve regular sales, employ more than 200 beneficiaries, and collaborate with retail chains to keep our product.



Positively impact a significant number of people (Customer, Workforce, Collaborations etc.) and educate them about our cause.



Do thorough research and development to venture into newer avenues of sustainability by utilizing other carbon-negative materials like hemp, straw etc.







We are proud to announce that  
**Enactus Aryabhata** has qualified for the  
**KPMG Business Ethics Grant 2021.**

#WeAllWin

# PROJECT ACHIEVEMENTS



**KPMG ETHICS  
GRANT**





**THANK  
YOU!**