

Enactus

Convenor: **Mr. Rituraj Anand**

The PR department drove Enactus MLNCE's inter-society presence throughout the tenure by building a wide network of collaborations across the Delhi University society ecosystem. In total, the team reached out to 200+ societies and marketing agencies, ultimately signing 120+. The highlight of the PR calendar was the introduction of the 'POC of the Month' programme: an internal incentive initiative designed to motivate members to bring in more collaborations. The programme created healthy competition within the team and visibly boosted output during key months. On the CSR and product front, the department executed targeted cold mail campaigns to 70+ companies, pitching for Verdicane notebooks. A standout

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achievement was securing high-value deals including a Training & Placement programme by Centum Foundation, and a Study Abroad seminar. Over the tenure, the department collectively generated ₹4,300+ in aggregate from sponsorship tasks, while reaching out to 100+ organisations for CSR partnerships and collaborative engagements. The Media department played a crucial supporting role across the tenure, contributing to both internal capacity-building and the commercial ambitions of Project Verdicane. On the creative output front, the team successfully produced two complete journal designs, an anime-themed edition and a women-centric edition, both completed and ready for use in sales and outreach. Multiple reels were shot and produced with the contribution of members, boosting the society's digital presence and engagement. The R&A department's work centred entirely on Project Verdicane. October was spent in intensive vendor negotiations, pricing finalisation, and multiple rounds of journal design iteration in coordination with the Media team, culminating in a locked design and confirmed vendor. **First Product Launch**

November 2025 marked the single most significant milestone of the tenure: the successful completion and delivery of the first production batch of Verdicane journals. The college Principal was presented with the product and responded with strong appreciation, formally agreeing to place an institutional order for customised journals, making the college Enactus MLNCE's first confirmed revenue-generating customer. **Outreach Strategy & Commercial Expansion** Post the exam break in December–January, the team returned with a structured outreach strategy targeting educational institutions, stationery retailers, corporate gifting buyers, and eco-conscious consumers. Messaging frameworks and communication channels were defined for each segment, and active outreach began in January continuing with follow-ups through February and March. **New Project Ideation** In February and March, the department pivoted