

P R O J E C T

# ASTITVA

UPCYCLED BY DESIGN. EMPOWERED BY PURPOSE.

Transforming discarded plastic into premium handcrafted products,  
creating livelihoods and a sustainable tomorrow.



REUSE.  
REDUCE. RESTORE.



EMPOWERING ARTISANS.  
STRENGTHENING FAMILIES.



SUSTAINABLE PRODUCTS.  
BETTER PLANET.



CRAFTED WITH CARE.  
MADE WITH IMPACT.





PROJECT

# ASTITVA

UPCYCLED BY DESIGN. EMPOWERED BY PURPOSE.

INDIAN HERITAGE.  
CRAFTED FOR TOMORROW.



Project Astitva addresses two growing challenges — increasing metal waste and declining livelihood opportunities for skilled artisans.



By transforming discarded metal into ultra-premium handcrafted phone covers, we create impact for both people and the planet.



## THE DUAL CHALLENGE: WASTE MANAGEMENT & LIVELIHOOD

### LIVELIHOOD



- Many skilled artisans lack regular income opportunities.
- Traditional metal craft skills are undervalued in modern markets.
- Limited access to customers and stable employment.
- Need for flexible, home-based earning options.



### WASTE MANAGEMENT

- Large quantities of metal cases and scrap are discarded daily.
- Most metal waste ends up in landfills or unused storage.
- Recycling processes consume energy and create pollution.
- Functional products are wasted due to minor damage or poor appearance.



**REVIVES INDIAN CRAFTSMANSHIP**

Preserves traditional metal art and empowers artisans with sustainable income.



**REDUCES METAL WASTE**

Upcycles discarded metal into high-value, long-lasting products.



**PREMIUM. DURABLE. TIMELESS.**

Ultra-premium metal phone covers that define elegance, strength & exclusivity.



**BETTER FOR PEOPLE. BETTER FOR PLANET.**

Creates livelihoods while promoting responsible consumption.



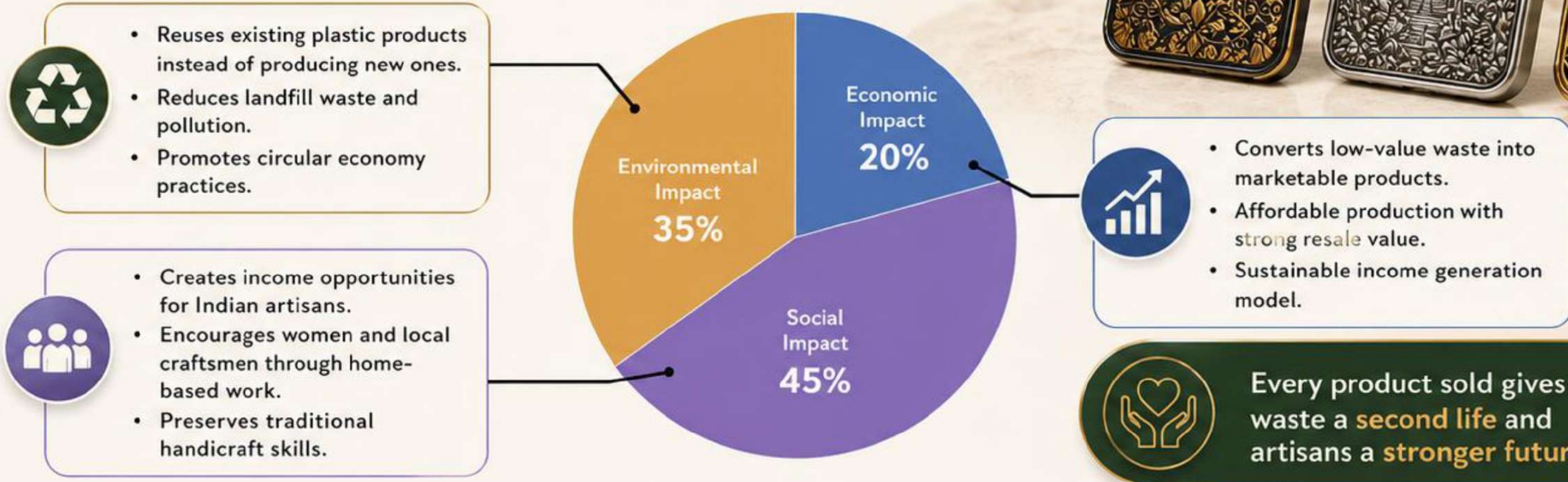
**CRAFTED WITH CARE. MADE WITH IMPACT.**

Each piece is a blend of heritage, precision and purpose.

# What is Project Astitva?

Project Astitva is a social enterprise under Enactus that transforms discarded plastic cases into **premium handcrafted utility products**.

By combining sustainability with **Indian craftsmanship**, we create livelihoods while reducing waste.



Every product sold gives waste a **second life** and artisans a **stronger future**.



## INDIAN HERITAGE CRAFTSMANSHIP

Blending traditional metal art with modern design.



## REDUCES PLASTIC WASTE

Upcycles discarded plastic into beautiful, durable products.



## PREMIUM QUALITY. BUILT TO LAST.

Ultra-premium metal phone covers crafted for elegance, strength & exclusivity.



## EMPOWERING COMMUNITIES

Creating livelihoods and supporting local artisans and their families.



## PURPOSE DRIVEN BUSINESS

Every purchase contributes to people, planet and progress.

# PROJECT ASTITVA

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# The Product - Features & Innovation



## REUSED PLASTIC CORE LAYER

- The middle layer uses an existing plastic cover, giving waste material a **second life** through smart upcycling.
- Eco-friendly, lightweight and durable.
- Reduces landfill waste and pollution.



## SHOCK & SCRATCH PROTECTION

- Provides everyday protection against minor drops, scratches, and surface damage.
- Raised edges protect screen and camera.
- Strong build for long-lasting durability.



## PREMIUM HANDCRAFTED FINISH

- Outer handcrafted metal layer gives a stylish, unique and aesthetic appearance.
- Inspired by Indian craftsmanship and heritage motifs.
- Luxury finish that stands out with elegance.



### INDIAN HERITAGE CRAFTSMANSHIP

Blending traditional art with modern precision to create timeless designs.



### REDUCES PLASTIC WASTE

Upcycles discarded plastic into valuable, high-quality products.



### PREMIUM QUALITY. BUILT TO LAST.

Ultra-premium metal phone covers crafted for elegance, strength & exclusivity.



### EMPOWERING ARTISANS

Creates livelihoods while preserving traditional skills and supporting families.



### BETTER FOR PEOPLE. BETTER FOR PLANET.

Promotes responsible consumption and a cleaner, more sustainable future.



### PURPOSE DRIVEN BUSINESS

Every purchase contributes to people, planet and progress.




WASTE IS NOT THE END. IT'S A NEW BEGINNING.

# How Project Astitva Products Are Made

## Production Process

- 01** 
**1. COLLECTION & SOURCING**
  - Used plastic cases and covers are collected from households, donation drives, and local sources.
- 02** 
**2. CLEANING & SANITIZATION**
  - All collected products are properly cleaned, disinfected, and prepared for reuse.
- 03** 
**3. INSPECTION & REPAIR**
  - Damaged pieces are repaired, polished, or restored to ensure usability and durability.
- 04** 
**4. HANDCRAFT CUSTOMIZATION**
  - Artisans craft decorative metal plates with traditional designs, fitted onto products for a premium finish.
- 05** 
**5. QUALITY TESTING**
  - Products are checked for finish, strength, functionality, fitting, ventilation, and appearance.


## Industry context

INSIGHT	FIGURE	EXPLANATION
 Smartphone users in India	<b>800M+</b>	Huge demand for phone covers & accessories
 Mobile cover replacement demand in India	<b>150+</b> Million units/year	Frequent style changes and damage create repeat demand
 Sustainable accessories segment	<b>Rapidly</b> expanding	Consumers increasingly prefer eco-friendly products

 **REDUCES WASTE**  
Upcycles discarded plastic into useful products.

 **ENVIRONMENT FRIENDLY**  
Helps reduce landfill waste and pollution.

 **EMPOWERS ARTISANS**  
Creates livelihood opportunities for skilled artisans.

 **PREMIUM QUALITY**  
Durable, stylish and functional products built to last.

 **BETTER FOR PEOPLE. BETTER FOR PLANET.**  
Promoting responsible consumption for a sustainable future.

 **PURPOSE DRIVEN**  
Every purchase contributes to people, planet and progress.

# Project Astitva: Sustainable Products. Stronger Communities. Better Planet.

Transforming discarded plastic into premium handcrafted metal products that create livelihoods, empower communities, and protect our planet.

## OUR PREMIUM METAL PHONE COVERS

Handcrafted by skilled artisans using upcycled plastic cores with premium metal artwork.



## OUR PRODUCTION PROCESS

- 01 COLLECTION & SOURCING**  
Used plastic cases and covers are collected from households, donation drives, and local sources.
- 02 CLEANING & SANITIZATION**  
All collected products are properly cleaned, disinfected, and prepared for reuse.
- 03 INSPECTION & REPAIR**  
Damaged pieces are repaired, polished, or restored to ensure usability and durability.
- 04 HANDCRAFT CUSTOMIZATION**  
Artisans craft decorative metal plates with traditional designs, fitted onto products for a premium finish.
- 05 QUALITY TESTING**  
Products are checked for finish, strength, functionality, fitting, ventilation, and appearance.

## SOCIAL SDGs

### SDG 1 - No Poverty

#### 1. The Problem

- Families dependent on irregular income struggle with financial security.

#### 2. What Project Astitva Does

- Generates supplementary monthly income through product creation and sales.

#### 3. Impact Line

- Helps households build stronger financial stability.



### SDG 5 - Gender Equality

#### 1. The Problem

- Families dependent on irregular income struggle with financial security.

#### 2. What Project Astitva Does

- Encourages women participation through flexible home-based craft work.

#### 3. Impact Line

- Supports financial independence and inclusion.



### SDG 8 - Decent Work & Economic Growth

#### 1. The Problem

- Many artisans lack stable income, fair wages, and regular market access.

#### 2. What Project Astitva Does

- Provides paid work opportunities through designing and assembling upcycled products.

#### 3. Impact Line

- Creates dignified employment through skill-based work.



## ENVIRONMENTAL & ECONOMIC SDGs

### SDG 9 - Industry, Innovation & Infrastructure

#### 1. The Problem

- Many products rely on traditional mass production with little innovation.

#### 2. What Project Astitva Does

- Introduces an upcycling-based product model combining design, craftsmanship, and sustainability.

#### 3. Impact Line

- Builds innovative circular business solutions.



### SDG 12 - Responsible Consumption & Production

#### 1. The Problem

- Large numbers of plastic phone covers are discarded despite being reusable.

#### 2. What Project Astitva Does

- Collects old covers and upgrades them into premium handcrafted products.

#### 3. Impact Line

- Encourages reuse over disposal.



### SDG 13 - Climate Action

#### 1. The Problem

- Manufacturing new plastic accessories increases carbon emissions and resource use.

#### 2. What Project Astitva Does

- Reduces need for new raw plastic through direct upcycling.

#### 3. Impact Line

- Lower environmental footprint through reuse.



Every product sold gives waste a second life and artisans a stronger future.



EMPOWERING ARTISANS



STRENGTHENING FAMILIES



REDUCING WASTE



PROTECTING PLANET



BUILDING SUSTAINABLE FUTURE



INDIAN HERITAGE CRAFTSMANSHIP

Blending traditional art with modern precision to create timeless designs.



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PURPOSE DRIVEN BUSINESS

Every purchase contributes to people, planet and progress.



PROJECT ASTITVA

# Transforming waste into livelihoods. Scaling impact **beyond campus.**



An **Enactus** Initiative



Led during the presidency of  
**Aditya Mishra**



With **Dikshesh Singh**,  
Vice President