



PROJECT
NOOR

LIGHTING LIVES, NATURALLY.

Handcrafted Candles. Empowering Women. Sustaining Tomorrow.



EMPOWERING
WOMEN




SUPPORTING
COMMUNITIES



PROMOTING
SUSTAINABILITY



CRAFTED WITH
PURPOSE

 A small candle can light up more than just a room, it can **light up lives.**

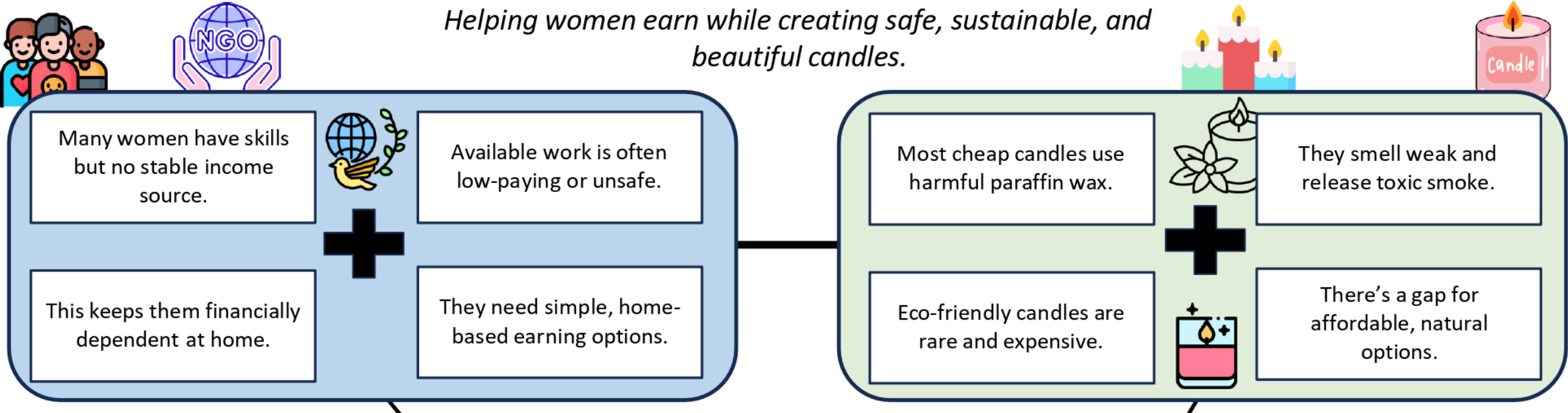


The Problem We Are Solving

Millions of underprivileged women in India struggle to find sustainable income opportunities and face deep-rooted social and economic barriers that prevent them from achieving financial independence. Many underprivileged women don't have steady jobs or income sources, and at the same time, the market lacks affordable, eco-friendly, good-quality scented candles.

The Dual Challenge: Livelihood & Product Quality

Helping women earn while creating safe, sustainable, and beautiful candles.



But both problems are connected.

If trained and supported, these women can **make eco-friendly scented candles** that meet market demand **and** help them become financially independent.

Project Noor aims to solve both problems, by helping women earn through making sustainable candles that are safe, natural, and beautifully made.

What is Project Noor?

Project Noor is a social enterprise under Enactus Swami Shradhdhanand College, created with one simple belief, that *a small candle can light up more than just a room; it can light up lives.*

We make **handcrafted scented candles** using **natural soy wax and soy-paraffin blends**, designed to be **eco-friendly, affordable, and high-quality.**

But Noor is more than a product, it's a movement to **empower women, support communities, and build sustainable livelihoods** while caring for the planet.

Where Scents Meet Stories

Our collection blends natural aromas with meaningful social impact.

Earthy and woody tones that create focus and inner peace.



Gentle vanilla blended with daisy freshness for everyday comfort.

A sweet floral aroma spreading warmth and grace.



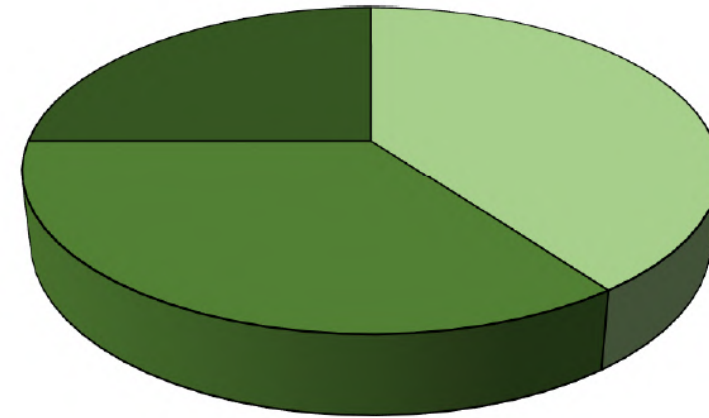
Soft lavender notes that bring peace & relaxation after a long day.

Every candle sold supports a woman artisan and spreads sustainable light.



Light, refreshing fragrance that lifts mood and relieves stress.

Over 40% of Noor's total impact directly changes women's lives, giving them jobs, income, and dignity.



■ Social Impact ■ Environmental Impact ■ Community Impact

1. Social Impact (40%) – Women Empowerment
Empowers underprivileged women by providing income, skills, and confidence through candle-making.

2. Environmental Impact (35%) – Sustainable Candles
Promotes eco-friendly living with natural, toxin-free soy candles that reduce pollution and waste.

3. Community Impact (25%) – NGO Support
Supports local NGOs by supplying candles that help raise funds and spread awareness for good causes.

The Product - Features & Innovation



- Strongest hot throw.
- Popular for festive/meditation use.
- Creates grounding, earthy mood.



- Fresh, airy, everyday scent.
- Attracts younger audience.
- Fastest-selling variant in small packs.



- Most cost-efficient to make.
- Has highest repurchase rate (32%).
- Brings a cozy, homely aroma.



- Best cold throw (smells even unlit).
- Chosen for premium gifting sets.
- Represents emotional warmth.



- Longest burn time (30 hours).
- High demand among NGO gifting.
- Known to reduce stress and aid sleep.



Dual-Wax Blend Technology → Soy + small paraffin mix ensures stability & longer life.

Paraffin reduced by **60%** in each blend.

Packaging made from **85% recycled paper**.

Features

Diffuser-Enhanced Formula (DPG)

Improves both *cold throw* and *hot throw*, making scent stronger and lasting.

Eco-Friendly Wax

Made from **soy or soy-paraffin blend**, giving cleaner and longer burn.

Even Burn Technology

Special wick and wax ratio, no tunneling, burns evenly.

Natural Fragrance Oils

Each candle has skin-safe, toxin-free scents for calm surroundings.

Reusable Jars

Each jar can be reused for décor or storage, reducing waste.

How Project Noor Candles Are Made

Production Process

Melt the Wax

We melt soy or soy-paraffin wax at 80–85°C. This makes the wax smooth and ready for mixing. **Fun fact:** Soy wax melts at lower temperature, saving ~12% energy compared to paraffin-only wax.



Mix Fragrance Oil + DPG Diffuser

We add fragrance oils and DPG diffuser at 65–70°C. DPG helps the scent spread evenly through the wax. **Why important:** Improves “hot throw” by almost 30% during tests, means, candle smells stronger when lit.



Pour & Set the Wick

The wax is poured into glass jars once cooled to 55–60°C. Wick is centered carefully to ensure even burning. 1 misaligned wick can reduce burn time by 20–25% — so this step is done manually with precision.



Curing & Setting

Candles are left to set for 24–48 hours (sometimes up to 5 days). This helps fragrance bond better with the wax. Longer curing = stronger scent retention. Noor candles maintain 92% scent intensity even after a month.



Quality Testing

We test every batch for burn time, scent throw, and appearance. Defective pieces are recycled. Only candles passing the “clean burn” and “no soot” test move to packaging.

Industry Context

Insight	Figure	Explanation
Indian candle market size	₹1,200+ crore	Growing 8.5% annually (demand for natural candles rising)
% of handmade candles	22%	Still small, but growing fast among eco-conscious buyers
Paraffin-based candles	70% of market	Most are imported or factory-made
Soy or eco-candles	30%	Niche but premium, Project Noor fills this gap affordably

Social SDGs: Gender Equality & No Poverty

5 GENDER EQUALITY



Project Noor gives underprivileged women skills, income, and confidence, helping them become independent.

The Problem

Many women in low-income areas depend on others for money.

They have skills and creativity but no proper way to use them.

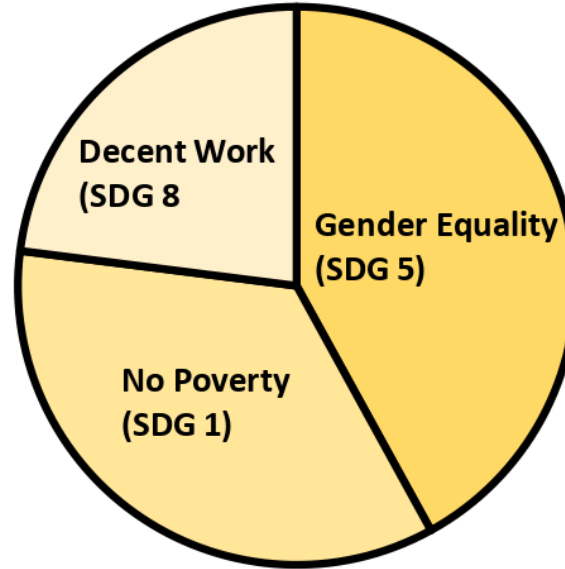
What Project Noor Does

Trains women to make eco-friendly scented candles.

Provides materials, support, and a safe space to work.

“Before Noor, I never had my own money. Now, I help pay school fees for my daughter.”

— *Asha Devi, Artisan at Project Noor*



■ Gender Equality ■ No Poverty ■ Decent Work

Project Noor ensures safe, respectful, and meaningful work for women artisans, driving local economic growth.

8 DECENT WORK AND ECONOMIC GROWTH



The Problem

Many women work in unsafe or unorganized jobs. They lack fair pay, job stability, and proper recognition.

Their skills often go unnoticed or undervalued.

What Project Noor Does

Provides safe, home-based candle-making opportunities.

Pays fair wages for every candle made.

1 NO POVERTY



By turning simple materials into meaningful candles, Project Noor helps families break free from poverty.

The Problem

Many families live with unstable or seasonal income. Women often depend on daily-wage work that stops anytime.

What Project Noor Does

Offers regular earning opportunities from home. Women work in flexible hours, balancing home and income.

Every candle made by a woman carries her hope, her strength, and her light.

Environmental & Economic SDGs: Climate Action & Decent Work



Project Noor makes eco-friendly candles that protect both people and the planet.

“I never thought something so small as a candle could change my life.”
— *Rekha, Artisan*



Through cleaner materials and mindful production, Project Noor supports a low-carbon future.

The Problem

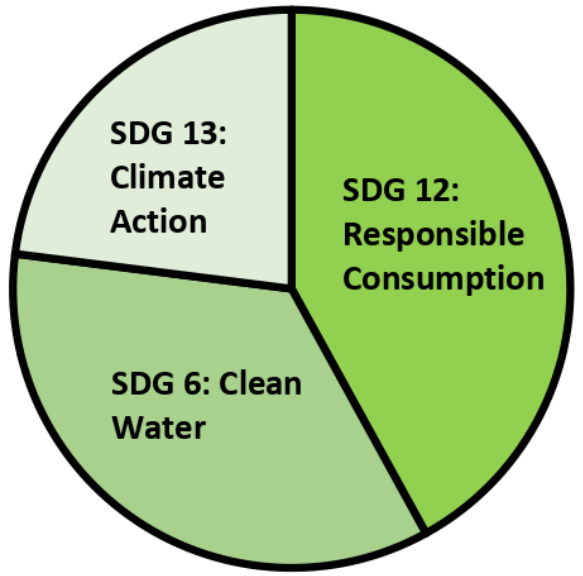
Most low-cost candles are made with **paraffin wax**, a petroleum by-product.

They release **soot and toxins**, polluting indoor air.

What Project Noor Does

Uses **soy wax and soy-paraffin blends**, which are biodegradable and non-toxic.

Chooses **fragrance oils** that are safe.



The Problem

Burning paraffin candles adds **carbon dioxide and black soot** to the air.

Small-scale industries rarely track **carbon emissions**.

What Project Noor Does

Replaces petroleum-based wax with **plant-based soy wax**.

Uses **energy-efficient melting techniques** to save fuel.

■ Gender Equality ■ No Poverty ■ Decent Work



Project Noor gives rural and marginalized women equal access to skills, income, and market opportunities.

The Problem

Rural women often have **less access to training, markets, or digital tools** than urban artisans.

What Project Noor Does

Provides **training, mentorship, and exposure** for women artisans.

Lighting homes, and quenching the thirst for a better life.

Impact Metrics: Empowering Change, Step by Step (2024 to 2025)

Category	Metric	Last Year (2024)	This Year (2025)	% Change
Employment	Women employed	10	13	+30%
Community Support	Families impacted	10	16	+60%
Income Growth	Avg. monthly income (₹)	₹6,000	₹7,200	+20%
Skill Training	Hours of workshops held	40 hrs	52 hrs	+30%
Production Scale	Candles made (units)	1,600	1,950	+22%
Sales Revenue	Annual sales (₹)	₹2.1 Lakh	₹2.7 Lakh	+29%
Recycling Rate	Wax & jar reuse	50%	68%	+18%
CO ₂ Saved	Carbon reduced (tons/year)	2.8	3.1	+11%

Recycling rate reached 68%, keeping 180+ used jars and wax waste out of landfills.



“I never thought candle-making could change lives, this small project has given us hope.” – **Rukhsar, artisan**

“These candles smell divine and have a purpose, love lighting one every evening!” – **Customer from Delhi**

“More than candles, it’s confidence in a jar.” – **NGO Volunteer Partner**



PROJECT NOOR



Transforming waste into livelihoods. Scaling impact beyond campus.



An Enactus Initiative



Led during the presidency of
Aditya Mishra



With
Dikshesh Singh
Vice President



EMPOWERING
WOMEN



PROMOTING
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COMMUNITIES



Handcrafted with purpose.



Empowering women.



Sustainable for tomorrow.

