

# Driving Sustainable Development and Natural Resource Management Through Youth Entrepreneurship: A Case Study of Enactus' Impact in India

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**Abstract:** This research paper examines the role of Enactus India, a youth-led social entrepreneurship organization, in driving sustainable development through its initiatives. The study analyses Enactus India's projects and their impact on various dimensions of sustainable development, including social, economic, and environmental aspects. Drawing on qualitative and quantitative data, the research explores the organization's strategies, challenges, and outcomes in fostering youth entrepreneurship for positive change. The findings reveal that Enactus India has successfully empowered young individuals to become change agents in their communities by addressing social and environmental issues through innovative business models. The organization's collaborative approach, strong partnerships, and focus on knowledge sharing have contributed to its effectiveness in creating sustainable solutions. However, certain areas, such as monitoring and evaluation, policy advocacy, and diversity and inclusion, require further attention. Based on the analysis, the paper provides recommendations for Enactus India to enhance its impact on sustainable development, including scaling successful initiatives, strengthening collaboration, and promoting entrepreneurial skills and mindset among its members. By implementing these recommendations, Enactus India and similar organizations can continue to drive positive change, foster youth-led entrepreneurship, and contribute to the achievement of the Sustainable Development Goals (SDGs) at a local and global level.

## 1. Introduction

Over the course of the 20th Century, there has been a growing awareness of sustainable growth, followed by the implementation of numerous policies and initiatives designed to drive such sustainable growth. Organizations and governments around the world are becoming much more aware of their impact on the environment and society and are taking measures to mitigate the problem. With the growing urgency to address pressing social and environmental challenges, it has been evident that traditional approaches may not be sufficient to address these challenges in a timely manner. Innovation, accompanied by an entrepreneurial spirit, has emerged as one of the strongest forces behind the sustainable development of the world today. This research paper explores the role of youth entrepreneurship in fostering sustainable development, with a specific focus on the impact of Enactus on sustainable development in India. The youth, which constitutes a significant portion of the population in a number of developing countries, possess the energy, creativity, and drive that will make them effective in driving innovation and problem-solving. When combined with an entrepreneurial mindset, these attributes enable young people to identify social and environmental challenges as opportunities for business ventures that not only generate economic value but also address pressing issues.

One such initiative was introduced in 1974 by the late Robert T. Davis. The then, Texas-based lawyer organized SIFE - Students in Free Enterprise with the vision of integrating students in the economy by way of encouraging them to act and venture into the playing the role of entrepreneurs and explore the possibility of undertaking innovative ventures. In 2012, the global initiative came to be known as Enactus.

This research paper seeks to explore and evaluate the multifaceted impact of Enactus India in driving sustainable development through youth entrepreneurship. It aims to analyze the organization's strategies, initiatives, and outcomes in different sectors, highlighting the transformative potential of youth-led social

enterprises. By examining specific case studies and success stories, the paper will provide a comprehensive understanding of how Enactus has facilitated positive change and contributed to the achievement of the United Nations Sustainable Development Goals (SDGs) in India.

### **Objectives**

1. To examine the intersection of youth entrepreneurship and sustainable development.
2. To analyze the key factors that contribute to the success of Enactus projects in driving sustainable development, such as innovation, social impact, and collaboration.
3. To identify the challenges faced by Enactus in driving sustainable development through youth entrepreneurship and the strategies employed to overcome these challenges.
4. To explore the future opportunities and strategies for Enactus to enhance its impact on sustainable development through youth entrepreneurship.

## **2. Methodology**

### **Research Design**

This study employs a mixed-methods research design, making descriptive incorporating both qualitative and quantitative approaches to gain a comprehensive understanding of the intersection of youth entrepreneurship and sustainable development, with a focus on Enactus' impact in India. The primary data for this research is collected through an online survey, while secondary data is used to support and enrich the findings.

### **Sampling**

The target population for the online survey consists of Enactus members, alumni, and stakeholders involved in Enactus projects in India. A convenience sampling technique will be utilized, where participants will be recruited through Enactus chapters and relevant networks. The sample size will aim for a sufficient number of responses to ensure statistical significance and representation of diverse perspectives.

### **Data Collection**

A structured online survey questionnaire will be developed based on the research objectives. The questionnaire will include closed-ended questions for quantitative analysis. The survey will cover topics such as the impact of Enactus projects, factors contributing to success, challenges faced, and future opportunities. The survey will be distributed to the target audience via online network of Enactus chapters, allowing participants to respond at their convenience within a specified timeframe.

### **Secondary Data**

An overview of existing literature, reports, and case studies related to youth entrepreneurship, sustainable development, and Enactus will be conducted. This will provide a theoretical foundation and support for the research findings. Enactus project reports, impact assessments, and other relevant documents will be collected and analysed to gain insights into the achievements and innovations by Enactus in driving sustainable development.

### **Ethical Considerations**

To ensure ethical practices, informed consent will be obtained from survey participants, clearly stating the purpose of the research, confidentiality of responses, and voluntary participation. The survey will also provide an option for participants to remain anonymous if they wish to do so. All data collected will be securely stored and used solely for research purposes.

### **Limitations**

It is important to acknowledge potential limitations of the research.

1. To ensure the reliability of secondary data, this paper shall utilise only reputable sources making best attempt to use up to date publications and reports.
2. The time constraint for the paper has posed a restriction on the sample size. Thus, close ended questions are used to allow for convenient interpretation of responses.
3. A sample size of 27 respondents may not be a valid representation of a whole.
4. The sample size is restricted to participants in Delhi NCR and thus largely reflects the performance of Enactus' in that area. It is important to note that a large proportion of Enactus India is based in this region.

### **Literature Review**

Mihalj et al. (2022) tried to find out informing factors which develops youth entrepreneurship and suggested that entrepreneurial education acts as stimulating factor for youth entrepreneurs related to sustainable development.

Adriana Mohd. Rizal et al. (2020) found through a study of case in Malaysia that primary factors that influence youth entrepreneurship are support and guidance, social networks, mentorship, family upbringing and exposure, personal traits, personal values and positive mindset.

Beatrice Bavestrelli (2020) surveyed and found out that Enactus has been a keen experience for 50% of Italian university students. Participation in Enactus Italy, an experiential learning platform dedicated to creating a better, more sustainable world, to analyze the development of entrepreneurial skills and the development of a sustainable mindset.

Anastasiia Dalibozhko et al. (2018) after analysing various Enactus projects in the US stated that while sustainable development is becoming a global agenda the local communities involve a crucial role in solving these problems. Hence, the Enactus initiative includes the youth population in entrepreneurial activities which fulfils sustainable goals and agendas of the United Nations.

According to Ndivhuho Tshikovhi et al. (2015) the study concluded that action led entrepreneurship training results in better entrepreneurial knowledge, personal attitudes and entrepreneurship intentions.

**World Commission on Environment and Development (1987)**, in their report *Our Common Future*, stated that, “where economic growth has led to improvements in living standards, it has sometimes been achieved in ways that are globally damaging in the longer term. Much of the improvement in the past has been based on the use of increasing amounts of raw materials, energy, chemicals, and synthetics and on the creation of pollution that is not adequately accounted for in figuring the costs of production processes. These trends have had unforeseen effects on the environment.”

The concept of sustainable development does imply limits - not absolute limits but limitations imposed by the present state of technology and social organization on environmental resources and by the ability of the biosphere to absorb the effects of human activities. But technology and social organization can be both managed and improved to make way for a new era of economic growth.

**KPMG**, as part of their corporate citizenship objective state the following on their website – “Enactus students use the positive power of business, innovation, and entrepreneurial action to address the most important issues affecting the world through diverse and fresh perspectives to empower people and improve livelihoods.

Globally, we have been supporting Enactus in more than 30 member firms for over 20 years. KPMG International has been the Enactus World Cup presenting sponsor since 2012 and has recently extended this partnership till 2020. Arun M. Kumar is the Chairman of the Enactus India National Advisory Council and a member of the Enactus Worldwide Board. We actively support the programme in India with 40 partners and senior staff mentoring more than 50 colleges across the country. Mentors provide inputs on project planning, entrepreneurial approach, sustainability and scalability of their projects.”

### **Background**

The concept of sustainable development was first introduced in the 1980s by the World Commission on Environment and Development, and it has since become a key focus for governments, businesses, and individuals around the world<sup>1</sup>. This is due in part to the growing understanding of the long-term consequences of unsustainable practices, such as climate change, biodiversity loss, and social inequality.

The concept of sustainable development does imply limits - not absolute limits but limitations imposed by the present state of technology and social organization on environmental resources and by the ability of the biosphere to absorb the effects of human activities. But technology and social organization can be both managed and improved to make way for a new era of economic growth.

Innovation, accompanied by an entrepreneurial spirit, has emerged as one of the strongest forces behind the sustainable development of the world today. The ability to think creatively, identify opportunities, and take risks has proven to be instrumental in finding effective solutions to complex problems. This is where youth

entrepreneurship comes into play. The youth, which constitutes a significant portion of the population in a number of developing countries, possess the energy, creativity, and drive that make them effective in driving innovation and problem-solving. When combined with an entrepreneurial mindset, these attributes enable young people to identify social and environmental challenges as opportunities for business ventures that not only generate economic value but also address pressing issues.

One such initiative that harnesses the power of youth entrepreneurship is Enactus. The roots of Enactus can be traced back to 1974 when the late Robert T. Davis, a Texas-based lawyer, organized Students in Free Enterprise (SIFE) with the vision of integrating students into the economy by encouraging them to take action and explore the possibilities of innovative ventures. In 2012, the global initiative was rebranded as Enactus, representing entrepreneurial action for others to create a better world for all.

As of 2023, Enactus boasts its presence across 33 nations, with 1064 campus programs cumulatively running over 1600 projects. Each of these projects aim to achieve one or more of the United Nations Sustainable Development goals. Globally, Enactus has impacted 13.1 million lives by way of providing employment, enriching livelihoods of its beneficiaries all whilst promoting a positive environmental impact. [3] Out of these numbers, Enactus India, has impacted 1.2 million lives through 180+ youth led entrepreneurial initiatives. In India, these Social Impact Missions have focused on objectives such as access to Clean Water & Sanitation, Gender Equality, Quality Education, Farmer Development, Environmental Sustainability etc.

Enactus established its presence in India first in 2003. Since then, countless initiatives have scaled magnanimously and gained international recognition. The Enactus Nationals is a competitive platform wherein organizations leading social impact projects across the nation have the opportunity to display the impact and innovation brought about by them. The Enactus World Cup on the other hand hosts top 12 teams from around the globe. Enactus World Cup 2022 was organized in San Juan, Puerto Rico.

Enactus continues to inspire and empower young entrepreneurs worldwide to address pressing social and environmental challenges through innovative solutions. By fostering a collaborative and supportive network, Enactus provides a platform for young people to learn, grow, and make a positive impact on their communities. The organization's emphasis on sustainable development aligns with the global movement towards a more inclusive and environmentally conscious future. Through the dedication and commitment of its members, Enactus plays a crucial role in shaping the next generation of leaders who are not only driven by profit but also by the desire to create a better world for all. As we move forward, it is essential to recognize and support initiatives like Enactus that harness the power of youth entrepreneurship to drive positive change and contribute to the achievement of the United Nations Sustainable Development Goals. Together, we can build a more sustainable and prosperous future for generations to come.

### **UN Sustainable Development Goals**

The sustainable development goals established at the UN Summit from 2016 to 2030 encompass the harmonization of economic growth, human development, and environmental protection. In September 2015, 193 member states of the United Nations unanimously adopted 17 Sustainable Development Goals (see Fig.1) [5] and 169 objectives during a historic summit in New York. These new goals and objectives for 2016-2030 address a wide range of social, economic, and environmental development issues, compared to the Millennium Development Goals.



Unlike the Millennium Development Goals, the sustainable development goals have a more global perspective and require collaborative efforts from governments, international organizations, and world leaders to achieve them. Although progress has been made towards the Millennium Development Goals worldwide, it has been uneven across regions and countries, resulting in significant disparities.

Particularly, the poorest individuals and those facing disadvantages due to factors such as gender, age, disability, ethnicity, or geographic location are being left behind [6]. It is recognized that the interconnectedness and mutual reinforcement of poverty eradication and sustainable development are better reflected in the broader approach of the sustainable development goals. Consequently, these goals focus on three dimensions: social, economic, and ecological.

### **Enactus India Project Evaluation Project Asbah**

Access to clean drinking water is a fundamental human right, yet many marginalized communities struggle with its scarcity or unaffordability. Recognizing this pressing issue, Enactus Shri Ram College of Commerce launched Project Asbah with the vision of improving the lives of underprivileged individuals by ensuring their access to potable drinking water. Asbah operates on the principles of sustainable development, addressing both social and environmental challenges.

Project Asbah, an initiative by Enactus Shri Ram College of Commerce, addresses the critical issue of clean drinking water accessibility for underprivileged communities. By implementing community water filtration plants and innovative water dispensing systems, Asbah aims to provide affordable and safe drinking water to urban slums and rural households.

These plants are strategically set up in urban slums and rural households, where access to clean water is limited. By implementing innovative technologies and sustainable practices, Asbah ensures the availability of safe drinking water at an affordable cost of Rs. 4 - Rs. 6 for 20 liters as opposed to Rs. 30 for 20 liters.

Water ATM structures, equipped with rechargeable digitized Asbah cards, are utilized for water dispensing. This digitized system not only ensures efficient and hygienic water distribution but also allows for better monitoring and tracking of usage. The Asbah cards provide a convenient and reliable method for individuals to access clean water, empowering them to take control of their water consumption.

The project also generates livelihood opportunities for women entrepreneurs within the community. Two women from each community are trained and employed as operators of the water filtration plants. This empowerment not only uplifts the economic status of these women but also creates role models and promotes gender equality within the community.

By focusing on sustainable development goals such as access to clean water and gender equality, 18 plants have been established, positively impacting the lives of over 46,750 individuals daily. The provision of clean drinking water not only improves the overall health and well-being of these communities but also enables individuals, particularly women and children, to engage in education, work, and other productive activities.

Project Asbah aligns with Sustainable Development Goal 6: Clean Water and Sanitation, and Goal 8: Decent Work and Economic Growth. The initiative showcases how the innovative and entrepreneurial spirit of young individuals can be harnessed to drive positive change and create sustainable solutions for communities in need.

### **Project Shrimati**

Project Shrimati, initiated by Enactus JMI at Jamia Millia Islamia, aims to empower underprivileged women communities by providing them with stable employment opportunities while addressing critical issues such as unemployment, plastic pollution, menstrual hygiene, and sanitary waste disposal. The project focuses on creating eco-friendly reusable sanitary pads and raising awareness about menstrual health and hygiene.

The mission of Project Shrimati is twofold. Firstly, it aims to uplift and empower women by offering them financial stability through employment. Secondly, it endeavours to reduce plastic pollution and promote sustainable menstruation practices. The goals of the project include promoting the usage of reusable sanitary pads to reduce sanitary waste, conducting campaigns to raise awareness about menstrual health and destigmatize menstruation, creating sustainable and economic opportunities for women communities, and donating reusable sanitary pads to underprivileged individuals.

Project Shrimati focuses on providing employment and a stable source of income to underprivileged women in Shram Vihar, South East Delhi. The project involves manufacturing eco-friendly reusable sanitary pads using absorbent layers made from banana and bamboo fiber, which are environmentally friendly and readily available. By utilizing organic fiber materials, Shrimati offers an organic alternative to chemical-based sanitary products, thus creating a market for such sustainable options.

By reducing the usage of plastic-based sanitary napkins and promoting reusable alternatives, Project Shrimati aims to minimize plastic pollution. Reports suggest that a female uses approximately 6,000 disposable sanitary pads in a lifetime, whereas using Shrimati pads can reduce this number to about 130. This significant reduction translates into a considerable decrease in carbon footprint.

Shrimati pads have a lifespan of 18 months, leading to a reduction in regular disposals and further contributing to plastic waste reduction. By creating awareness and engaging in community outreach, the project has gained attention and is poised for growth. Increased demand will enable the project to expand its workforce, hiring more women and providing them with necessary training, thus supporting their empowerment and self-dependency.

Project Shrimati empowers women through various means. It provides stable employment and a source of income, ensuring financial security for underprivileged women. The project equips women with entrepreneurial skills and a sustainable business model, empowering them to become self-reliant. Additionally, the project exposes women to the digital market, enhancing their understanding of modern-day technological advancements and providing them with new marketing and business opportunities.

Project Shrimati, an Enactus initiative by Jamia Millia Islamia, is making significant strides in empowering underprivileged women communities by offering stable employment, promoting sustainable menstrual practices, and creating awareness about menstrual health and hygiene. Through the production of eco-friendly reusable sanitary pads, the project aims to reduce plastic pollution and contribute to a cleaner environment. By supporting women's financial stability and independence, Project Shrimati paves the way for a more inclusive and sustainable society.

### **Project Pankhudi**

Project Pankhudi, an initiative by Enactus Maharaja Surajmal Institute, addresses the significant issue of floral waste disposal in Indian water bodies. Every year, large quantities of flowers used for worship and religious practices are dumped into rivers, including the Yamuna and Ganga, contributing to pollution and environmental degradation. With the aim of reducing this waste, Project Pankhudi focuses on implementing sustainable solutions.

Although still in its early stages, Project Pankhudi has demonstrated great promise and was recognized as a winner at the National competitions. The project aims to tackle the issue by collaborating with temples and other religious places where a substantial number of flowers are used for rituals and decorations.

The primary objective of Project Pankhudi is to promote eco-friendly disposal of floral waste and reduce its impact on water bodies. Through strategic partnerships and community engagement, the project redirects floral waste from religious ceremonies, preventing their disposal in water bodies. The collected flowers are then processed for further utilization.

Project Pankhudi explores innovative ways to upcycle floral waste. The team creates products such as incense sticks, natural dyes, and tie dye apparel, utilizing the essence and properties of the flowers. A prominently manufactured segment of products includes handmade paper products. This also facilitates utilisation of paper waste.

Additionally, the project conducts awareness campaigns, workshops, and educational sessions to educate individuals, religious institutions, and the wider community about the environmental impact of floral waste and the importance of responsible disposal practices.

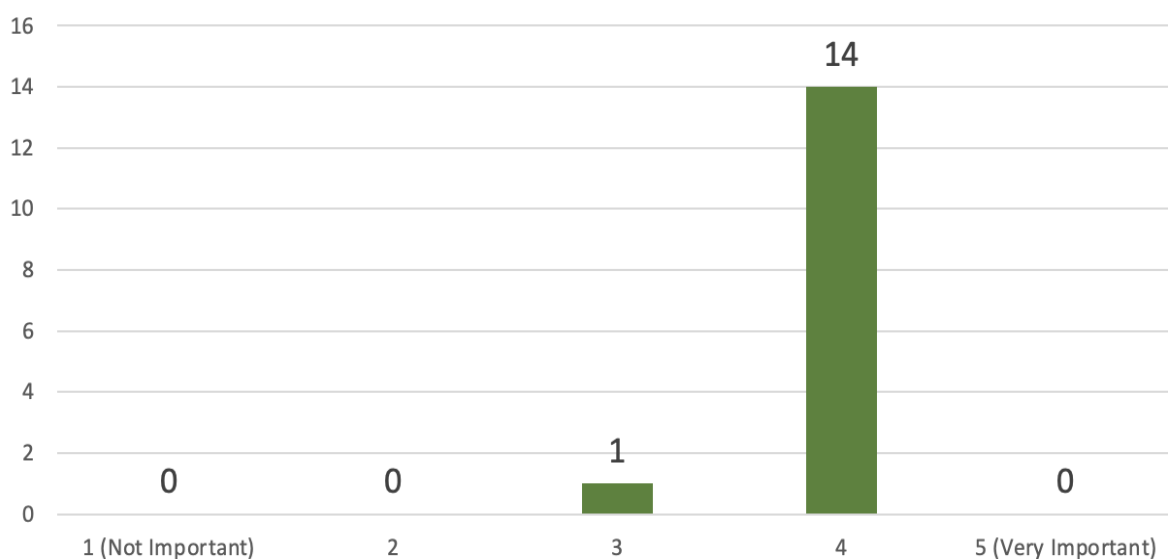
Project Pankhudi has gained recognition for its potential to address environmental concerns while also promoting sustainable practices. By reducing floral waste in water bodies, the project aims to contribute to cleaner and healthier ecosystems. Although still in its early stages, the project has shown great promise and has received positive feedback from the community. Its innovative and sustainable solutions position it for future growth and expansion.

Project Pankhudi's success lies in its collaborative approach, engaging religious institutions, community members, and relevant stakeholders to collectively work towards reducing floral waste and promoting environmental sustainability. By transforming a traditional practice into an opportunity for positive change, the project showcases the potential for creating a greener and more eco-conscious society.

### **3. Results**

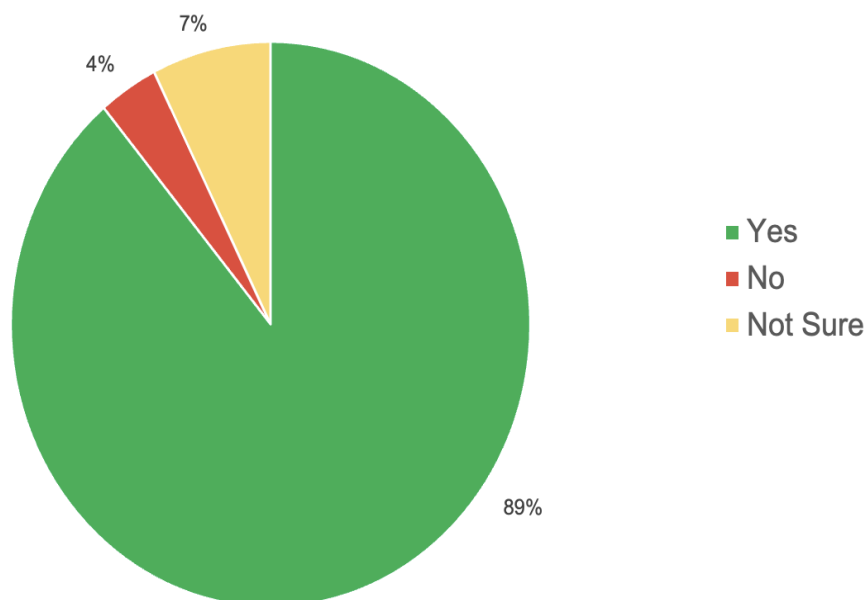
The findings below aim to achieve the objectives of the paper as stated in a previous section. The findings below are segregated systematically to facilitate clarity and assist comprehension.

#### **To what extent do you think Youth Entrepreneurship plays a role in achieving Sustainable Development Goals?**



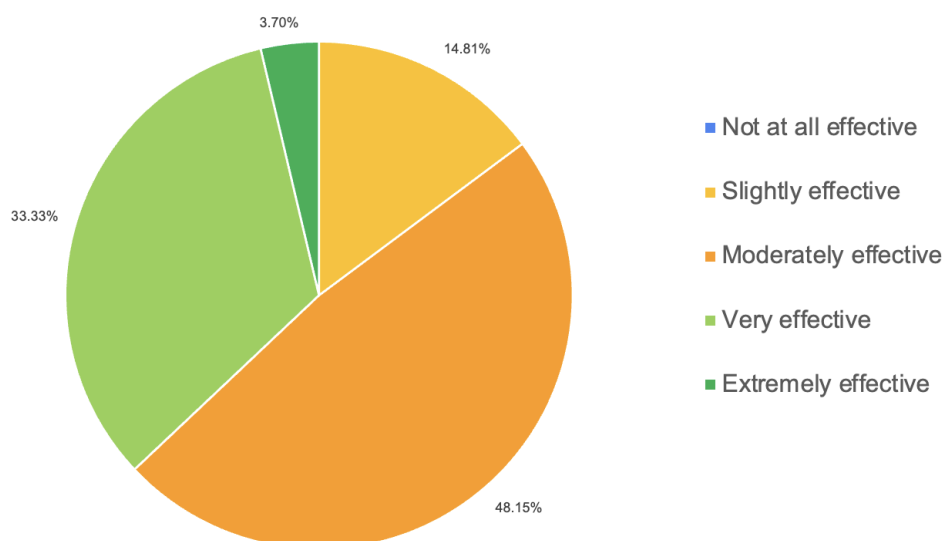
The majority of the respondents believe that youth entrepreneurship plays a significant role (rating of 4) in achieving Sustainable Development Goals. One respondent considers it to be somewhat important (rating of 3). The results verify a collective belief amongst the sample.

Do you believe that youth entrepreneurship can significantly contribute to sustainable development?



In line with the first question, the respondents largely believe that not only if youth entrepreneurship important, but has potential to display relevant impact in the field. A majority (72 out of 81) believe that youth entrepreneurship can significantly contribute to sustainable development. Only one respondent expressed a contrary opinion, while two respondents were unsure.

How effective do you believe Enactus has been in achieving its aims in India?

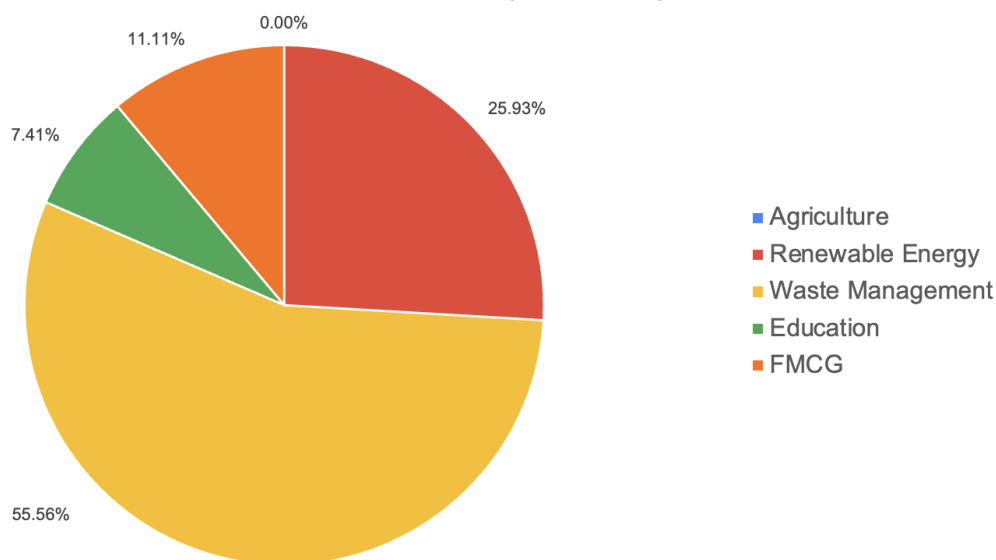




The majority of the respondents (39 out of 81) believe that Enactus has been moderately effective in achieving its aims in India. Additionally, there are significant numbers of respondents who perceive Enactus as either slightly effective (4 responses) or very effective (9 responses). One respondent considers Enactus to be extremely effective. The results convey that there is still room for improvement. There were no responses indicating that Enactus has been deemed not at all effective.

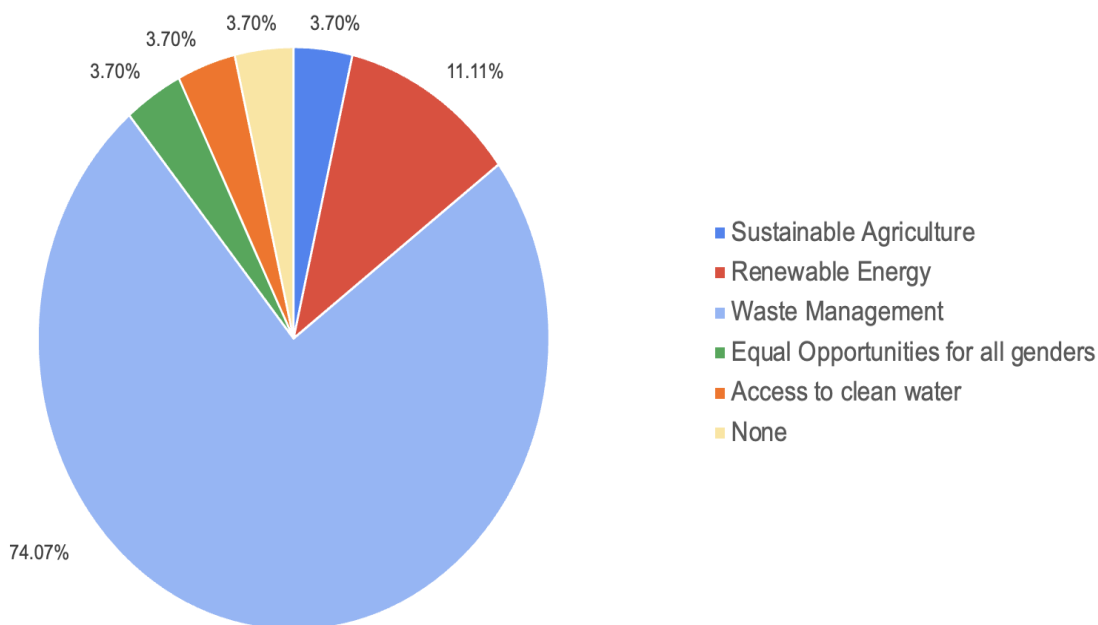
Overall, the data suggests that Enactus has made a positive impact in India, with a significant portion of respondents acknowledging its effectiveness to some degree. However, it is important to note that individual perspectives may vary based on personal experiences and expectations.

Which of the following sectors do you think has the highest potential for sustainable entrepreneurship?



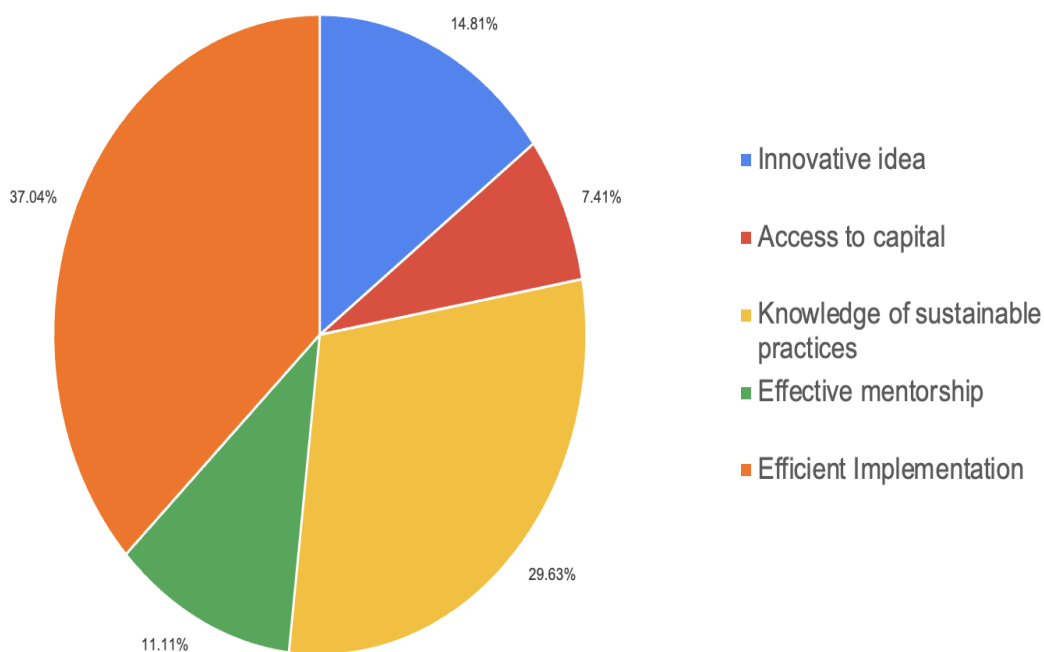
The majority of the respondents (45 out of 81) believe that waste management has the highest potential for sustainable entrepreneurship. This is followed by renewable energy, which received 7 responses. Education and FMCG received fewer responses, with 2 and 3 respectively.

If you have been a part of an Enactus project, which area did it focus on

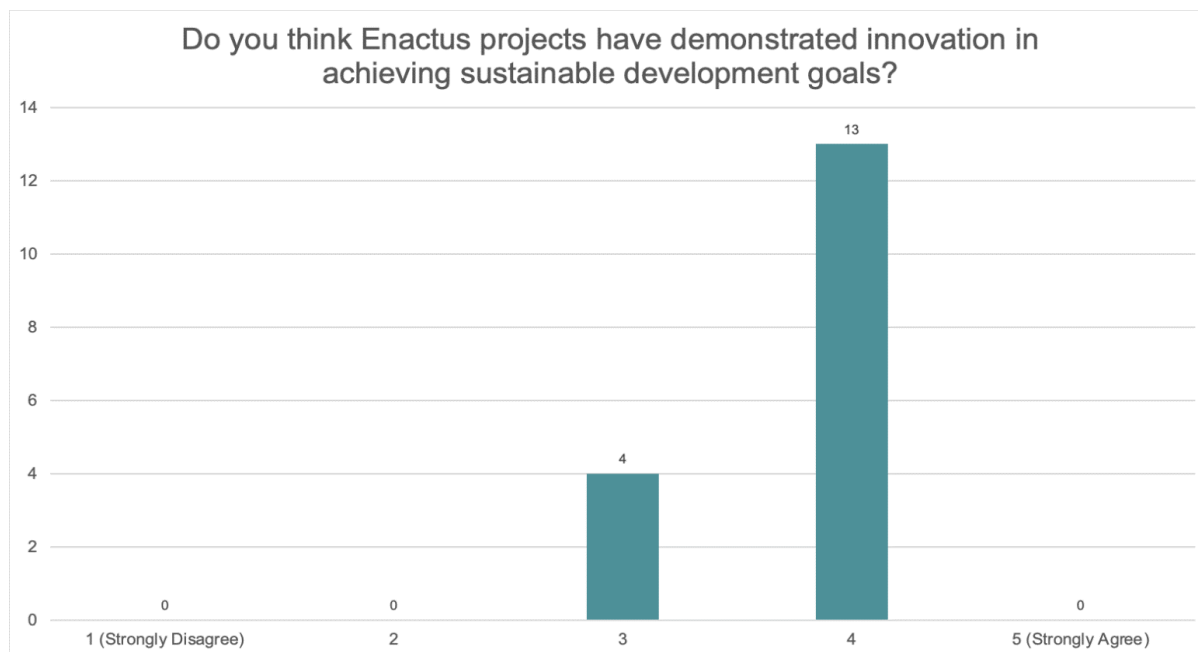


From the responses, it is evident that waste management is the most common focus area for Enactus projects, with 60 out of 81 respondents indicating their involvement in waste management projects. Renewable energy projects received 3 responses, while sustainable agriculture, equal opportunities for all genders, and access to clean water each received 1 response. Additionally, 1 respondent indicated that they have not been part of an Enactus project.

Which of the following factors do you believe is most important for the success of a sustainable entrepreneurial venture?



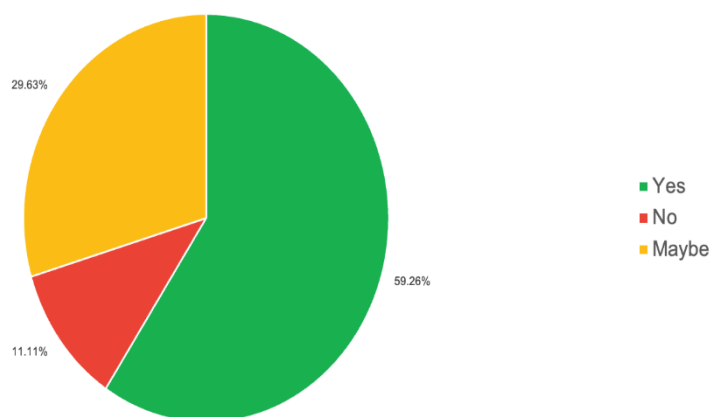
From the responses, it is clear that the majority of the respondents (30 out of 81) believe that efficient implementation is the most important factor for the success of a sustainable entrepreneurial venture. Knowledge of sustainable practices received 8 responses, suggesting its significance. Innovative idea and effective mentorship received fewer responses, with 4 and 3 respectively. Access to capital was seen as the least important factor, with 2 responses.



Based on the responses provided, it seems that there is a consensus that Enactus projects have demonstrated innovation in achieving sustainable development goals. The majority of respondents rated their agreement with this statement as 4, indicating that Enactus projects have indeed showcased innovation in their approach towards sustainable development goals. None of the respondents strongly disagreed with this statement, suggesting that there is a general recognition of the innovative nature of Enactus projects.

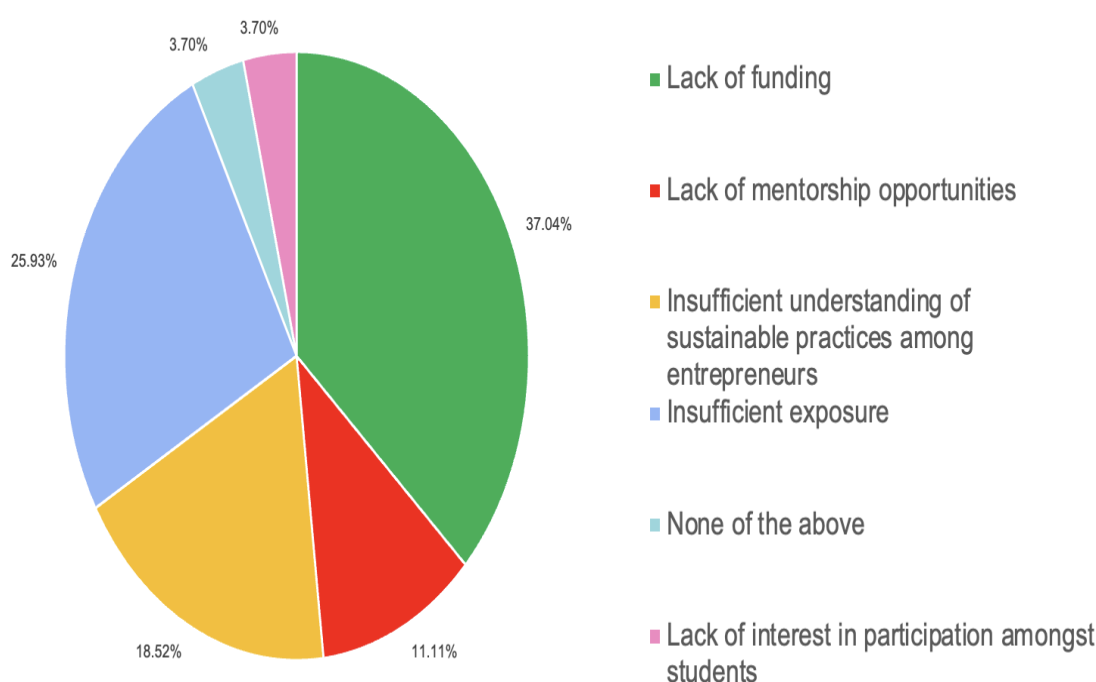
The overall agreement among respondents indicates a positive perception of Enactus' innovative efforts in pursuing sustainable development.

Have you come across Enactus projects that have been successfully scaled up or replicated in different contexts?



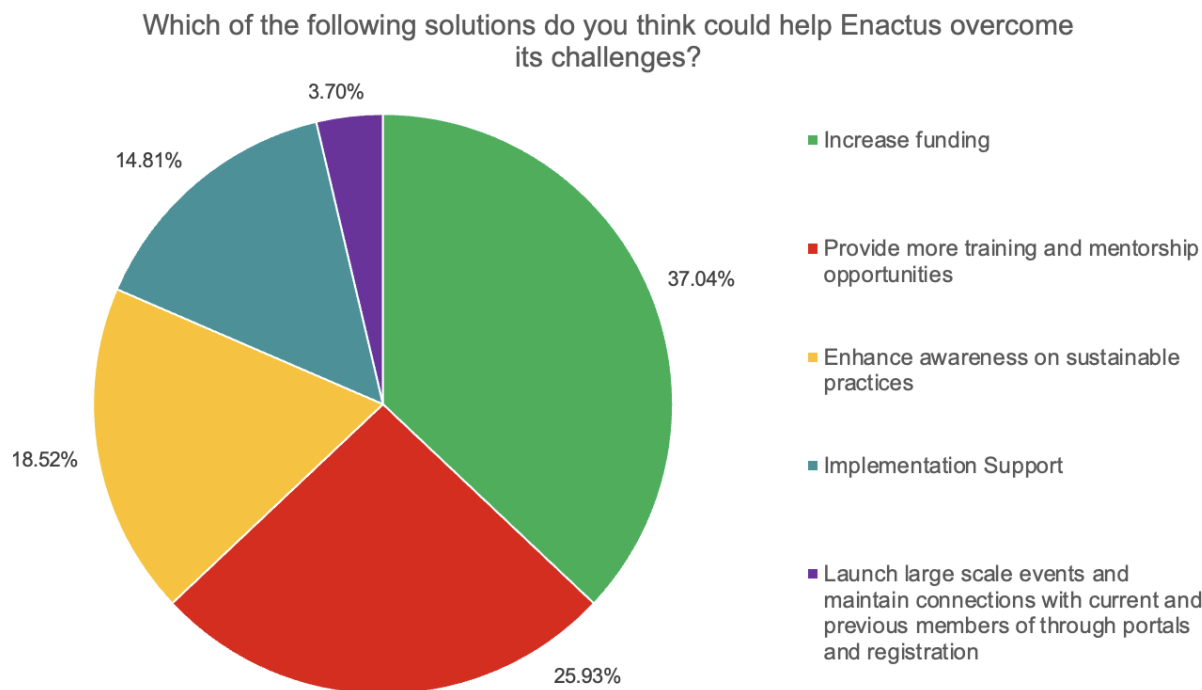
Based on the responses provided, it appears that a majority of respondents (48 out of 81) have come across Enactus projects that have been successfully scaled up or replicated in different contexts. This suggests that there have been instances where Enactus projects have been able to expand their impact and adapt their models to different locations or settings. It is important to note that 9 respondents indicated that they have not come across such projects, while 24 respondents were unsure or answered "maybe." This indicates that there may be variability in the awareness and knowledge of scaled-up or replicated Enactus projects among the respondents. Overall, the data suggests that Enactus has had success in scaling up or replicating projects in different contexts, although the extent of this success may vary. Further information and research would be needed to provide specific examples and insights into the projects that have achieved successful scaling or replication.

### What do you think is the biggest challenge Enactus faces in promoting youth entrepreneurship for sustainable development?

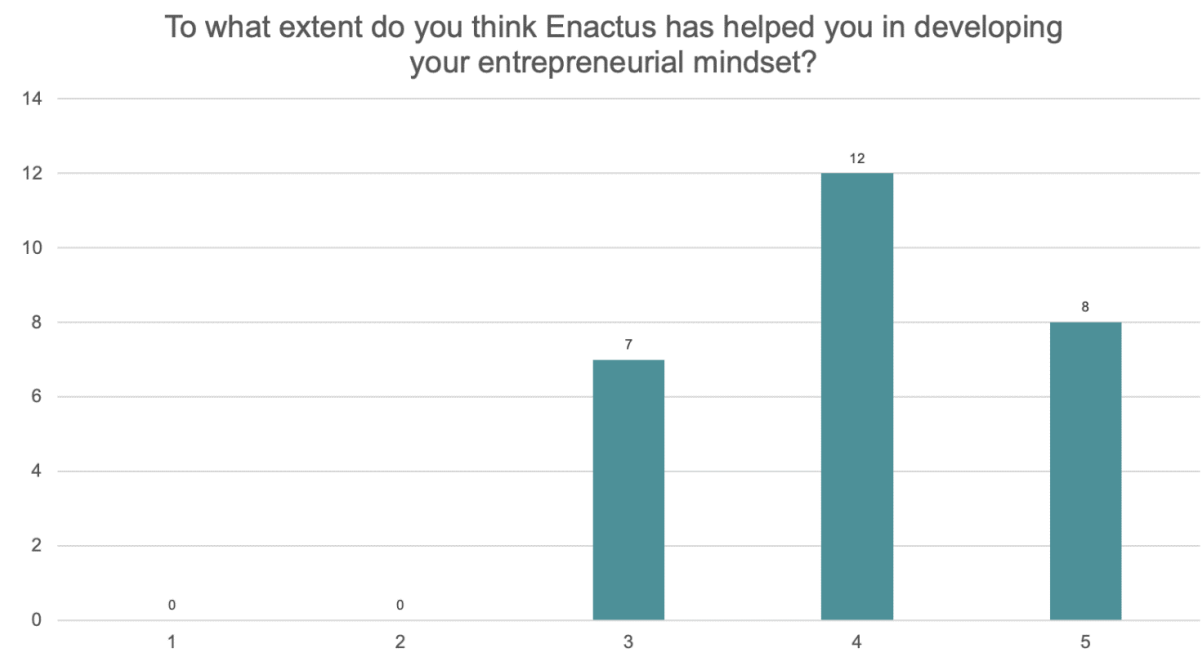


Based on the responses provided, it appears that the biggest challenge Enactus faces in promoting youth entrepreneurship for sustainable development, as perceived by the respondents, is the lack of funding. This response received the highest number of votes, with 30 respondents highlighting it as the major challenge. Insufficient exposure was also identified as a significant challenge, with 21 respondents indicating its importance. Other challenges mentioned include insufficient understanding of sustainable practices among entrepreneurs (5 respondents), lack of mentorship opportunities (9 respondents), lack of interest in participation amongst students (3 respondent), and one respondent stated that none of the options listed were a challenge.

These responses suggest that financial constraints, limited exposure to opportunities, and gaps in knowledge or understanding of sustainable practices are significant obstacles for Enactus in promoting youth entrepreneurship for sustainable development. Overcoming these challenges may require efforts to secure adequate funding, provide mentorship and guidance, enhance education and awareness



The majority of the respondents (30 out of 81) believe that increasing funding would be a solution to help Enactus overcome its challenges. Additionally, there is significant support for providing more training and mentorship opportunities (21 responses). Enhancing awareness on sustainable practices (15 responses) and implementation support (12 responses) are also seen as important solutions. One respondent suggests launching large-scale events and maintaining connections with current and previous members through portals and registration.



From the responses, it can be observed that the majority of respondents (36 out of 81) believe that Enactus has been quite effective in helping them develop their entrepreneurial mindset (rating of 4). Additionally, 24

respondents gave a rating of 5, indicating a high level of effectiveness in developing their entrepreneurial mindset. There were 21 respondents who rated Enactus at 3, suggesting a moderate level of impact.

### **Findings**

#### 1. Evidence of Success:

- Abundant evidence displaying the success of Enactus initiatives nationally.
- Enactus initiatives have shown proven impact, innovation, and growth since its inception in India.

#### 2. Waste Management and Renewable Energy:

- A majority of Enactus initiatives revolve around waste management and redirecting waste byproducts to prevent irresponsible disposal.
- Waste management and renewable energy are amongst the most sought-after focus areas for Enactus initiatives.

#### 3. Impact on Communities:

- Apart from primary project objectives, Enactus members have a desire to directly impact communities.
- They have generated employment opportunities, organized awareness campaigns, and improved the livelihood of lakhs of citizens.
- Education through awareness campaigns and providing employment to beneficiaries are common ancillary benefits of Enactus projects.

#### 4. Challenges Faced by Enactus:

- Enactus chapters across the country face certain obstacles.
- Lack of funding, lack of mentorship opportunities, insufficient understanding of sustainable practices amongst entrepreneurs, and insufficient exposure emerged as prominent issues faced by youth entrepreneurship.
- Increased funding, training and mentorship opportunities, increased awareness of sustainable practices, and implementation support were recognized as crucial solutions to these challenges.

#### 5. Impact on Members:

- Enactus initiatives have fostered a learning environment among its members and helped them develop an entrepreneurial mindset.

### **4. Conclusion**

The role of youth entrepreneurship in fostering sustainable development cannot be overstated. As the world grapples with pressing social and environmental challenges, it is crucial to recognize the potential of young people as agents of change. Enactus, with its focus on entrepreneurial action and creating a better world, serves as a powerful example of how youth-led initiatives can drive sustainable development.

This research paper has explored the role of youth entrepreneurship, with a specific focus on the impact of Enactus, in fostering sustainable development in India. The findings have shown that youth entrepreneurship, when combined with an entrepreneurial mindset, has the potential to drive positive change and create sustainable solutions for pressing social and environmental challenges. Through initiatives like Enactus, young people have been able to identify opportunities for business ventures that not only generate economic value but also address critical issues such as access to clean water, gender equality, and environmental sustainability.

The case studies of Enactus projects in India, such as Project Asbah, Project Shrimati, and Project Pankhudi, have demonstrated the transformative potential of youth-led social enterprises. These projects have successfully addressed various sustainable development goals, including clean water and sanitation, decent work and economic growth, and responsible consumption and production. They have not only improved the lives of marginalized communities but also contributed to environmental conservation and awareness.

However, it is important to acknowledge the challenges faced by Enactus in driving sustainable development through youth entrepreneurship. These challenges may include limited resources, scalability issues, and the need for continuous innovation. The strategies employed by Enactus, such as collaboration, community engagement, and empowerment of women entrepreneurs, have been instrumental in overcoming these challenges and achieving significant impact.

Looking ahead, there are immense future opportunities for Enactus to enhance its impact on sustainable development through youth entrepreneurship. By expanding its network, fostering partnerships, and leveraging technology, Enactus can reach more communities, address a wider range of sustainable development goals, and create a larger-scale impact. Moreover, it is crucial for society to recognize and support initiatives like Enactus

that harness the power of youth entrepreneurship to drive positive change and contribute to the achievement of the United Nations Sustainable Development Goals.

Enactus serves as an inspiring example of how young entrepreneurs can play a vital role in driving sustainable development. By nurturing an entrepreneurial spirit among youth and providing them with the necessary support and resources, Enactus empowers the next generation of leaders who are not only focused on profit but also on creating a better world for all. Together, with initiatives like Enactus, we can build a more sustainable and prosperous future for generations to come, where economic growth, social development, and environmental protection go hand in hand.

### Recommendations

1. **Strengthen Collaboration:** Enactus should continue to foster collaboration among stakeholders, including government agencies, businesses, academic institutions, and local communities. By building strong partnerships, Enactus can leverage diverse resources, expertise, and networks to amplify its impact on sustainable development.
2. **Scale and Replicate Successful Initiatives:** Enactus should identify and prioritize the most successful projects and initiatives for replication and scaling in different regions and countries. This approach will allow Enactus to extend its reach and maximize its positive influence on a larger scale, addressing a wider range of social and environmental challenges.
3. **Enhance Monitoring and Evaluation:** Enactus should further strengthen its monitoring and evaluation mechanisms to ensure the effectiveness and sustainability of its projects. By collecting comprehensive data on the impact of initiatives and conducting regular assessments, Enactus can identify areas for improvement and make informed decisions for future projects.
4. **Promote Knowledge Sharing and Learning:** Enactus should create platforms and opportunities for knowledge sharing and learning among its members, partner organizations, and other stakeholders. By facilitating the exchange of best practices, innovative ideas, and lessons learned, Enactus can foster continuous improvement and innovation within its network.
5. **Foster Entrepreneurial Skills and Mindset:** Enactus should prioritize the development of entrepreneurial skills and mindset among its members. This can be achieved through capacity-building programs, training workshops, mentorship initiatives, and exposure to real-world business challenges. By nurturing entrepreneurship, Enactus can empower young people to create sustainable and impactful ventures.
6. **Advocate for Policy Support:** Enactus should actively engage with policymakers and advocate for policies that support youth entrepreneurship and sustainable development. By participating in policy discussions, providing evidence-based research, and sharing success stories, Enactus can influence the creation of an enabling environment for youth-led social enterprises.
7. **Foster Diversity and Inclusion:** Enactus should prioritize diversity and inclusion within its network and initiatives. By ensuring representation and participation from individuals of different backgrounds, genders, and communities, Enactus can promote social equity, equal opportunities, and a more inclusive approach to sustainable development.
8. **Embrace Technological Innovation:** Enactus should embrace technological innovation and leverage digital solutions to enhance the effectiveness and efficiency of its projects. This can include the use of data analytics, digital platforms for knowledge sharing, and innovative technologies for sustainable practices.
9. **Strengthen Global Partnerships:** Enactus should continue to strengthen its global partnerships and collaborations with other Enactus chapters worldwide. By learning from each other's experiences, sharing resources and expertise, and engaging in joint initiatives, Enactus can create a global network of youth entrepreneurship for sustainable development.
10. **Continuously Adapt and Evolve:** Enactus should remain flexible and adaptive in response to changing social, economic, and environmental landscapes. By continuously evaluating its strategies, embracing new trends, and staying updated with emerging challenges, Enactus can ensure its relevance and long-term impact in driving sustainable development through youth entrepreneurship.

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