

LOYOLA COLLEGE OF SOCIAL SCIENCES THIRUVANANTHAPURAM



Criteria 3- Research, Innovations and Extension

3.2- Innovation Ecosystem

3.2.1 Institution has created an ecosystem for innovations and has initiatives for creation and transfer of knowledge

3.2.1-8: Ekolife

EKOLIFE

Gifting Life, Spreading Smiles

A Non-government Organization engaged in harnessing urban abundance to garner funds for social projects. Started in 2016, Ekolife is a vibrant group of enthusiastic change makers who endeavour to resource urbane abundance in the society, adding value to the material with an ultimate purpose of preserving a Clean, Green and Healthy planet. It promotes arts, crafts and gastronomic delights from all corners of Planet Earth, designed, created and gifted by the vulnerable population and commercially trade the same in order to generate surplus funds to support, ideate and skill the local creators. Identifies spaces- public and private- with the intent of developing them into more exciting, habitable space using arts in an innovative way. It also aims at support welfare, health, education and development- capacity and infrastructure of vulnerable population.

About Ekolife

Ekolife is a vibrant group of enthusiastic change makers who have come together to start an enterprise that aims to serve the vulnerable population through their vivid and offbeat approach.

It is an initiative which aims towards gifting life to man and materials. It is a for-profit initiative

focused on resourcing urbane abundance in the society, adding value to the materials with an ultimate purpose of spreading lights of life. It is endeavours to help those deprived of very basic

things in life- clothing, education, health, livelihood, nutrition etc.

Background

The pre-cursor to this venture, started by the students and scholars of Loyola College, was the social entrepreneurship drive put forth by LIFE- a think-tank of creative, like-minded scholars.

The founder members were inspired during a fieldtrip to another NGO Goonj, located in Delhi,

where they witnessed how meticulously the organization was utilizing the urban excesses

through an assortment of processes where they filtered, refurbished and distributed them among the needy.

It is easy to get so wrapped up in our life and our problems that we forget to reach out to help others. And while it's important to put oneself first sometimes, it's even more blissful to help others whenever and in whatever way one can. We may be kind enough to do charity but then this is beyond mere charity which is coming up with a platform to connect people indulging an

attitude of gifting. Our notion about this act of kindness doesn't remain just within the periphery of the so called "charity works", but goes beyond mere charity offering a social platform to connect people while indulging in an act with an 'attitude of..... GIFTING life with a smile.

Services offered by Ekolife

Ekolife, as a for-profit organization will offer the following sustainable and eco- friendly goods and services based on the theme "gifting life, spreading life" in order to preserve Clean, Green, Healthy (CGH) Planet Earth.

1. Recycle Urban Excesses

Collect and resell 'urbane excesses', in order to prevent its untimely return into Mother Earth. Urbane excess will include presentable pre-owned goods.

2. Arts and Crafts

Promote arts and crafts from all corners of Planet Earth, designed, created and gifted by the vulnerable- elderly citizens, physically challenged artisans, indigenous people, women and children (sans sweet trade)- and commercially trade the same in order to generate surplus funds in order to support, ideate and skill the local creators.

3. Trash 2 Treasure

Acquiring any object and material- reusable and recyclable, and encouraging freelance

Artists in crafting valuable artifacts from the materials acquired for the purpose of income generation.

4. Community Development

Support welfare, health, education and development – capacity and infrastructure- of vulnerable populations- elderly citizens, indigenous people, women and children (sans sweet trade).

Team Members of Ekolife

The team members of Ekolife includes: -

Vivek Mathew

Preetha Menon

Reena

Febna Kasim

Kajol

Activities of Ekolife

- **Kottoor Tribal Community**

In association with Urav, Ekolife conducted a need assessment at Kottoor tribal community. Life Skill education classes for children and Training of Trainers (ToT) for selected community leaders among the Kottoor tribal community were also organised. A Library was also set up for them.

- **Vlavatti Tribal UP School**

Book donation to Vlavatti tribal UP School was done by Ekolife.

- **Ekostalls**

Set up Ekostalls in different occasions like Denovo, Dyuthi, and at HLL Lifecare Limited etc. Ekolife team collected art and craft items from various NGOs like

Cheshire and Mitraniketan and from North Indian villages and sold it in Trivandrum by putting up Ekostalls in various seminars, competitions etc. They also collected honey from small scale producers in Kottoor forests and sold it through Ekostalls.

- **Ekolife stall at Loyola College**

In association with Loyola fieldwork students and SALT put up Ekolife stalls at Loyola College.

- **Janani**

In order to empower women, Ekolife organized a Self-Help Group (SHG) Janani in Rajaji Nagar, and started a tailoring unit. Training to stitch shopping bags and sling bags using cloths was given for women.

- **Menni Home**

Reunion of two inmates of Menni home with their family members was initiated by Ekolife team.

- **Gift Stories**

Gifts collection drive at Schools was organised by Ekolife.

- **Children's Home, Kannamoola**

Organised sponsorship and also life skill education classes to children's home at Kannamoola by Ekolife team



I got all the Malayalam story books from my grandmother. I was struggling to learn Malayalam in 4th grade. In 5th I switched to German and did not have to read them anymore. I hope you will like them. The English storybooks are very interesting and are present from my grandparents. The toy kitten was a part of gift exchange for Christmas by the church, St. Mary Basilica. I received the kitten from when I was seven years old. The kitten is soft and white with a pink dress and yellow nose. I hope you will like them.

Sanjana Tijo
VIII Germanium





