

JAIN BHARATI MRIGAVATI VIDYALAYA  
ENTREPRENEURSHIP - CLUB





“The stress should be on shifting the mindset amongst our young generation from getting employed to employing others. The transition from being a job seeker to a job creator.”

**- Delhi Entrepreneurship Curriculum**



# VISION



**To spread entrepreneurial culture and contribute to the creation of stimulating entrepreneurial environment by enabling the**



**students to take charge of their career paths and explore their potential to the fullest so that they become contributors in the progress of the country and humanity at large.**



# MISSION



To empower students and utilize their potential through learning, creating and sharing knowledge while developing an entrepreneurial, creative and innovative skills in the world of commerce

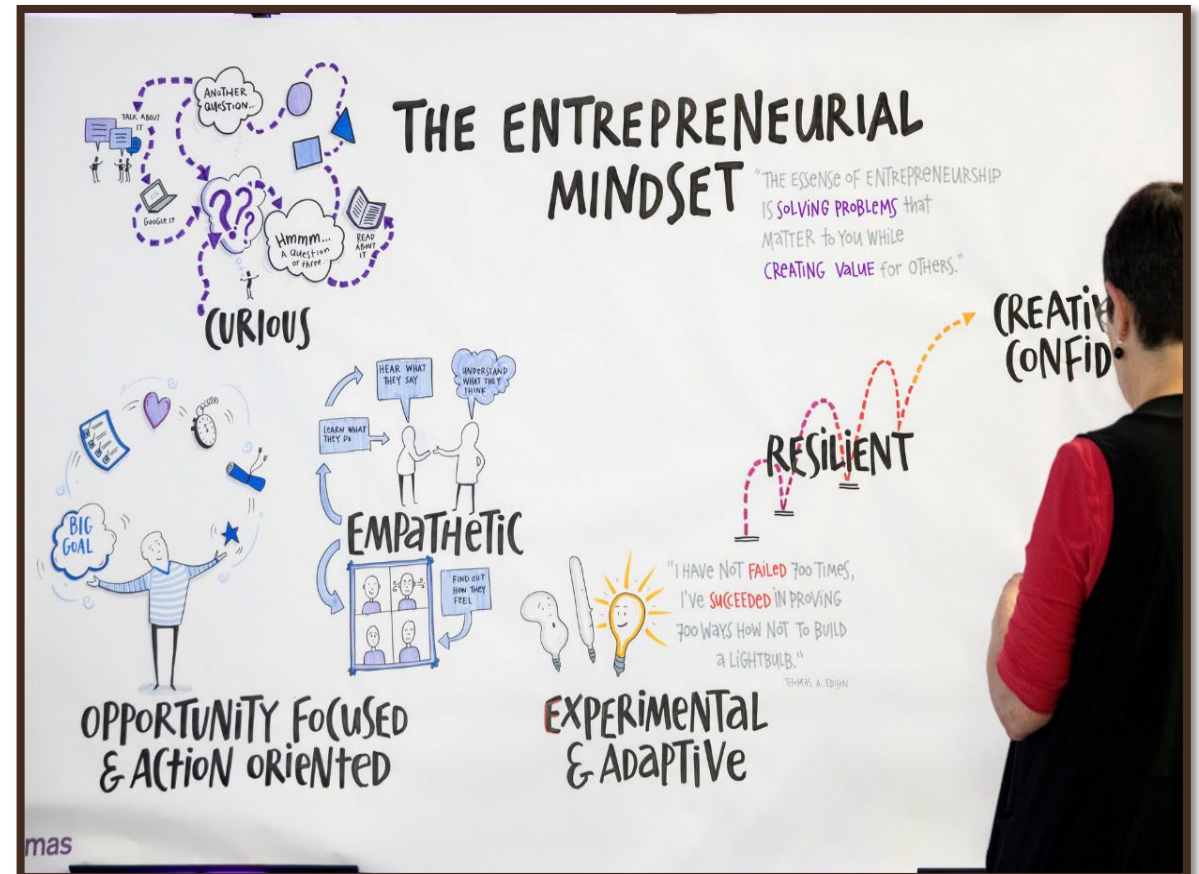
# GOALS OF E-CLUB



- Inculcate the passion and spirit among students to pursue entrepreneurship.
- To train students to have the appropriate business insights and entrepreneurship skills.
- To cultivate the entrepreneurship skills and values among the students.
- To educate students in many aspects of entrepreneurship emphasizing more on good business ethics, taking right business decisions while maximizing profits.
- To help foster an interest in entrepreneurship, support the entrepreneur growth mindset and encourage engagement in the driving community of entrepreneurs.

# CORE VALUES OF JMV ENTREPRENEURSHIP CLUB

- ❖ Vinay, Vivek and Vishwas
- ❖ Integrity
- ❖ Creative and innovation
- ❖ Collaboration
- ❖ Social responsibility and wellbeing





# S T R A T E G I E S O F E - C L U B



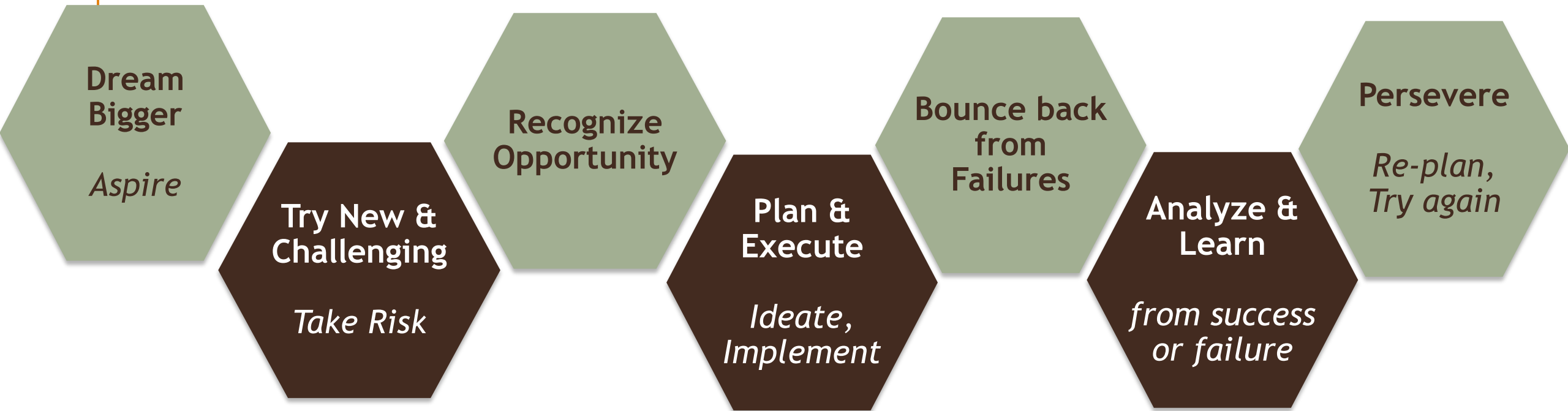
- Awareness sessions
- Workshops
- Guest lectures
- Group activities and projects
- Seminars/webinars
- Case studies: Different great personalities of commerce industry
- Exposure to opportunities

**"EMC is not just an initiative or a scheme, but an indispensable subject that will equip our students with the mindset and skills needed to triumph in any challenge."**

Manish Sisodia, Deputy Chief Minister & Education Minister, Delhi



# Mindsets you build in an EMC Class



## KEY ENTREPRENEURIAL ABILITIES

**Foundational Abilities** such as Communication, Critical Thinking, Decision-making, Collaboration, Creative Ideation, Managing Fears, and so on.



Business Blasters is a **practical component of ENTREPRENEURSHIP MINDSET CURRICULUM (EMC) for classes 11th and 12th** and has been designed to provide our students an experience to work in teams, brainstorm and identify social challenges or business opportunities, prepare business plans and implement their ideas in their neighborhoods.

# Business Blasters, a component of EMC : Program Objective

To provide an immersive real world opportunity to practice and apply the entrepreneurial abilities



The largest ever student startup mission!

# STARTUP INDIA SCHEME -



Startup India Scheme is an initiative by the Government of India for generation of employment and wealth creation. The goal of Startup India is the development and innovation of products and services and increasing the employment rate in India. Benefits of **Startup India Scheme** is Simplification of Work, Finance support, Government tenders, Networking opportunities. Startup India was launched by Prime Minister Shri. Narendra Modi on 16th January 2016.

# Business Blasters: Features & Learning Objectives

## Main Features

- For grades 11 and 12
- In outside world
- In small teams
- For generating profit/revenue
- Using Seed Money of Rs. 2000/student



## Learning Objectives

- Learn collaboration
- Identify opportunities
- Plan and execute
- Learn to analyze and many others



- 1. Interested students form teams of 5-7. A maximum of 8 students can be in one team.  
Students should form teams with those they feel comfortable with and preferably with those who live nearby.**
- 2. Each team will name itself and select a team leader.**
- 3. Each team will define and justify roles and responsibilities for all the team members.**
- 4. While students can form teams with those studying in a different section, students cannot form teams across grades; which means grade 11 students forming teams with grade 12 students is not allowed.**



- 1. Students will work in teams to come up with one business idea they want to work on.**
- 2. In order to finalise the business idea, students must conduct a market analysis, and speak with people who can potentially be their customers in the future to -**
  - a. understand if they find the business idea useful**
  - b. understand their requirements and suggestions**
  - c. understand how much will they be willing to pay**
  - d. research markets/speak with other businesses where they can potentially sell**
  - e. do secondary research on the internet where needed.**

**STEP - 3****Team's Business Idea Presentation and Seed Money Disbursal**

- ✓ **Team will create a presentation of their business idea.**
- ✓ **(PPT, Using blackboard, verbal or any other medium as students deem fit)**
- ✓ **Team will present their idea in front of the school panel.**
- ✓ **Panel will ask questions to the team based on some criterion.**
- ✓ **Seed money will be disbursed to selected teams based on the presentation and criterion given.**



DOs



Think of a problem or need you see around yourself and design a business around it

Or

Think of what you are good at and design a business around it



Identify who your customers are or can be; Talk to them about your business idea and take feedback



Try to sell your product/service to people outside of your family and school teachers, to strangers



Keep a record of your expenses and revenue somewhere neatly



You can take guidance from your teachers or entrepreneurs/business persons you might know

**You have to actually sell your product/service like a real business person!**



# DON'Ts



Don't come up with ideas which are -

Charity based. For example, feeding the poor people, giving free tuition classes to underprivileged children.

*(Remember - Your business must generate revenue!)*



Illegal in anyway or requires special licenses. For example, selling any medicines or medical products.



Related to stock Market and trading.