

Best Practice 1

1. Title of the Practice

SEED – Shasun Empowerment Entrepreneur Development

2. Objectives of the practice

Goal

To achieve self-realization and self-fulfillment entrepreneur is the only for Indian Women. To become more confident and to understand more employment opportunities this cell helps the students by motivating them in several aspects.

3. The Context

Entrepreneurship is the key element for industrialization and for economic process of the society. Having in mind young creative skills this cell was incepted in the year 2012. To make the students earn by themselves is one aspect relates to societal change and in other way it helps for individual development. This cell provides opportunity for students to earn while they learn. The main aim of this cell is to develop skill and to enhance employability.

Transferring know-how is also the main aim of this cell. To encourage students this cell periodically allows them to put up stalls and help them to earn while they learn. This cell made students to realize what entrepreneurship is and also help them to become an entrepreneur in their life. One of the main problems of our economy is lack of women entrepreneurs and thus to overcome the problem, this cell make students understand the importance of entrepreneurship by conducting various program inside the college. This cell also helps the students to attend various conferences, workshop and also facilitate them with practical exposure.

4. The Practice

SEED takes several dimensions at different levels to make the younger generation realize the role of women in entrepreneurship. As a part of activity, it conducts various workshops for students to help them in learning different handicrafts. The experts from various fields are invited to interact with the students to make them confident to take initiates in entrepreneurship. Various workshops and conferences were conducted by the cell to improve the entrepreneurship skill of the students

My story session is an important activity conducted by the cell every time to make the student to hear from the successful entrepreneurs in the society. This kind of story session helps the students to understand the pros and cons of entrepreneurs. This is also a kind of motivating session conducted by the cell at different intervals.

The mega event of the cell is 'Shasun Bazaar', which is more than an activity and a festival for the student to prove their entrepreneurial skills. This festival is a platform for the students to expose their inbuilt entrepreneurial skills to the society. The general public is invited to the festival; the students are allowed to put up various stalls like women accessories, food, textiles, games as a stall, etc., inside the campus. The students really understand the problems that she will face in marketing her product. The students themselves invest money to put up a stall, sell her goods and earn money out of it. All the students putting stalls in Bazaar will definitely earn profit. This is a unique festival of the cell conducted every year inside the college which is really appreciated by all the stakeholders.

Shasun Vend in is another activity of the cell. In this vend in, students can put stalls during festival seasons. Students are invited to give their proposal, after scrutinizing the proposal the cell coordinators allot stall for the students. They can earn money while they learn. These kind of vend in helps the students to understand their own skills.

5. Evidence of Success

Shasun SEED helps the students earn while they learn and put their business acumen into practice. It provides wide opportunity for students to grow as an entrepreneur. It makes the students attend various workshops which help them to learn to start their own business venture. It also assists in planning and executing students own business in a professional manner. Few students making as an entrepreneur is the evidence of success. As it is an upcoming cell in the college, it needs to concentrate more on making the students a boss and a job provider. With the continuous support and positive approach of the students it will help the cell to prosper and grow bigger in the coming time.

6. Problems Encountered and Resources Required

As an upcoming cell, it needs support from all its stakeholders. Though the students accept it as a career, there are parents who want their child to be placed in a secured job. Majority of the parents are not in a stage to accept their child to take up entrepreneur as their career. Some of the students are willing to become an entrepreneur and are ready to take up the risk when they are in the campus, but due to family non-supportive attitude, they step down.