

STUDENTS OF GRADE 1 GET THEIR FIRST TASTE OF ENTREPRENEURSHIP BY SELLING HANDMADE CARDS



The students of Grade 1 are always aware of their role in ushering a better tomorrow. The various ventures undertaken by them bear testimony to their commitment to social causes. This time an activity was planned to make them prove their social commitment and at the same time bring out their entrepreneurial skills.

Children were encouraged to make beautiful hand painted cards during the art class. Each class produced a bunch of cards in myriad hues. The children were then asked to go around school trying to make people buy these cards. It was wonderful to watch them adopt various strategies for marketing their cards. They divided themselves into groups and each group took upon the task of targeting prospective buyers.

The teachers were the first ones to be approached. Our little children, with angelic smiles, convinced teachers by highlighting the charitable cause towards which the proceeds will go. Students from senior grades were cornered in corridors, classrooms and even the canteen by our persistent sellers and were persuaded to buy the cards which little hands have enthusiastically designed. It was a moment of glory when the young entrepreneurs came back after selling off every single card, designed and successfully marketed, by themselves.

