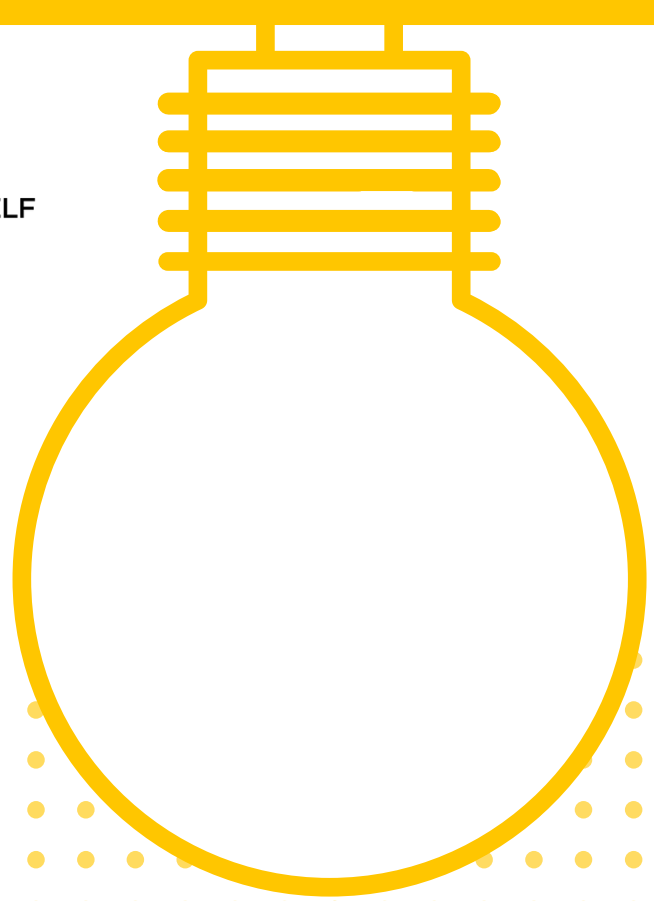




Udhyam
Learning Foundation

BET ON
YOURSELF



ONLINE ENTREPRENEURSHIP PROGRAM (2021-22)

100

**Innovations
that Inspire!**



Schools are the breeding ground for new ideas and creativity from students, and in today's world, a nudge in the right direction can make all the difference. In line with this, the Central Board of Secondary Education (CBSE) has constantly been pushing the envelope by including more specialised subjects such as Entrepreneurship. In 2021, they recognised the need to create an optional online entrepreneurship course for students and decided to partner with Udhyaam Learning Foundation to launch its **Online Entrepreneurship Program (OEP)**.

This program was designed for students of class 9 and 11, with 12 classes spread across **January to March, 2022**. The pilot was concluded in March 2022, where we were able to reach about 40 schools across India and create impact with more than 700 students!

We received more than 300 unique and exciting business ideas from our innovative and entrepreneurial learners and some of the most inspiring ones have been compiled in this booklet.

Ranging from home bakeries and eco-friendly bags, to mental health services and coffee shops, this compilation captures some of the most unique and exciting business ideas our OEP learners have come up with.

Drone Painter



Divya
Rithikka



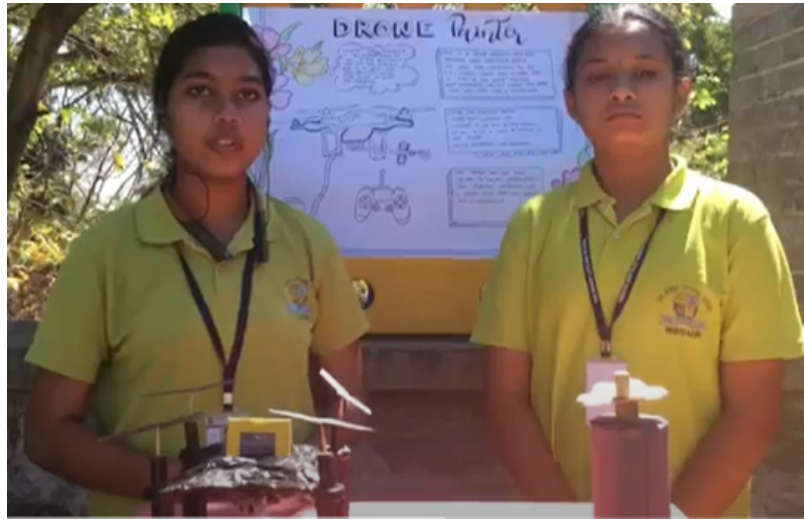
The Ashok Leyland
school



9th Grade



Mr. Vivin David
Varghese



Customer Problem

To paint the high building construction workers have to stand at the edges of the building and hang with the help of ropes to paint the tall building and in this there is chance of them falling on the ground.



Proposed Business Idea

Drone with payload of 2-3 Kgs with hose pipe and nozzle from where the paint is come out. The direction of the drone and lighting at night is controlled by the remote. Drone is charged for 60 minutes and can be used for 20 minutes continuously.



Selling Plan

- We will be advertising about our drone both on online and offline.
- We will be arranging live demonstrations of the drone use for tall buildings at different cities.



Financial Plan

- Cost of one unit of drone is Rs 25-30k
- Drones can even be rented.



Aromazo

Music is the escape !



1.Sayantik Mondal,
2.Somsree
Dasgupta
3.Arundhuti Dhar



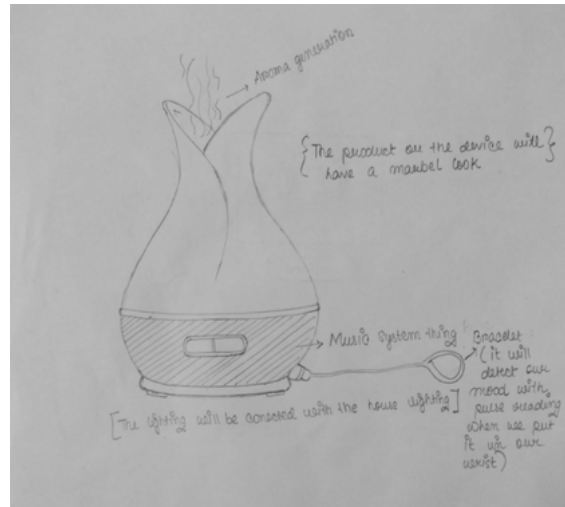
Shri
Shikshayatan
School. Kolkata



11th Grade



Anwesha Bose



Customer Problem

People who stay away from their families for work or study purposes Sometimes feel down or isn't too cheerful.



Proposed Business Idea

A product which can detect our emotions and mood by using Emotion Sensing Technology and will change the Aroma+Lighting+Music of our house.



Selling Plan

- Our target audience are from Teens to Old-age People.
- We will have our own Website.
- We will also try and share our product selling rights with websites like Flipkart, Amazon, Shopify etc.



Financial Plan

- Per unit expense= Rs 6500
(For Emotion sensing tech. and black marble)
- 1 unit Sell price = Rs 7000
- For starting up this business, we would require a capital of Rs. 16,000



Udhyam
Learning Foundation

BET ON
YOURSELF

Nurtureverse

Because every child deserves
unconditional care



Priyanka
Sheokand



Bhavan
Vidyalaya,
Panchkula



11th Grade



Meetu Jaitely

SERVICE PROVIDED.

Parenting Consultancy
Assigning parents to work closely with a child psychologist (by interactions taking place on a video chat platform) who guides them with every problem that they face and mentor them on making every minute with their child matter.

Specially Curated Mind-Building Activities
Specially designed mindbuilding activities that promote creative and logical thinking to ensure holistic development of the child that are altered with the child's growing efficiency.

Pricing
3000 INR
Two appointments/Month



Customer Problem

In today's urban hustle, parents find it very challenging to raise their kids all by themselves.
Devoting time to personally catering to their kids' emotional needs is often overlooked upon.



Proposed Business Idea

- Parenting Consultancy :Assigning parents to work closely with a child psychologist
- Specially Curated Mind-Building Activities



Selling Plan

- The activity planned for the child would include physical products like flash card boxes, games.
- The basic actions like buying the service package for every session would take place on the website



Financial Plan

- The initial funding would be self, which will be used to build the website and hire psychologists.
- Payment for psychologist= 40%
- Complementary kit production + Marketing = 30%
- Profit= 30%



Udhyam
Learning Foundation

BET ON
YOURSELF

Comfy Sit

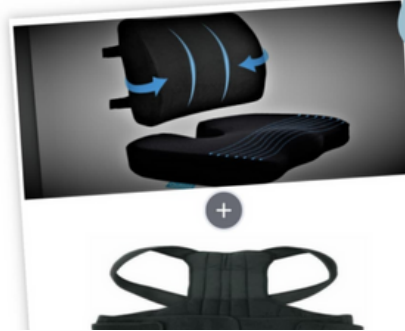
Have an awesome posture
for life!!

Comfy
SIT

Have an awesome posture for life!!



C.P - 850/-
S.P - 999/-



COMBO OFFER



COMFYsit's back posture correction seat.
+
COMFYsit's back posture correction belt

Just in 999/-



Customer Problem

During COVID times, our sitting hours have increased a lot which is affecting our back posture and is causing back pain.



Proposed Business Idea

- ComFysit's back posture correction seat
- And ComFysit's back posture correction belt



Selling Plan

- Advertising through social platforms like facebook, Instagram etc.
- Distribution of pamphlets to every home



Financial Plan

- Will Use of my own personal funds.
- Selling price of 1 unit = Rs 999



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

TIMEZO

Time is precious,
we save it



1.Akshita Jain

2.Riddhima
Arora



Bhavan Vidyalaya,
Panchkula



9th Grade



Mrs. Neha Sharma



Customer Problem

Whenever we go to hospitals for normal checkups we have to wait for a long time if the place is crowded and hence our time is wasted.



Proposed Business Idea

App in which the customer can enter the name of hospital and see the available slots for appointments and book it directly.



Selling Plan

- Firstly, we will provide customers with a 15 day free trial to customers .
- Through advertisements on television or YouTube, Instagram etc.



Financial Plan

- For customers who will not take membership, 10% commission would be charged on every appointment.
- Yearly membership would cost the customer about Rs.1999 and then we would not charge the commission fee.



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

HT Mills



Heerak Tiwari



Ambuja Vidhya
Niketan



9th Grade



Mr. Abdul Khalid



Customer Problem

If customer wants to grind the flour they have to go out of the house and have to spend their precious time. Sometimes they don't have vehicle to take it.



Proposed Business Idea

I will set up a flour mill in a four wheeler vehicle and I will put GPS tracker to collect order. Team will give home delivery service and if customer want to grind flour then we will grind it in front of the customer.



Selling Plan

- We will show case our product on social media platforms and advertise them through social media page and by influencer marketing.
- We will also run ads and publish on road side banners.



Financial Plan

- Cost per unit vehicle - Rs. 15,77,000
- Raw materials - Rs 30,000/month
- HR cost - Rs 25,000 / month
- Funds will be sourced from the sponsors and investors.



A1 Medicare

**You don't have to
struggle in silence**



Gorika and
Nishka



Bhavan Vidyalaya
panchkula



9th Grade



Meetu Jaitley



Customer Problem

The pandemic affected mental health of every age group. The lack of knowledge and resources coupled with the stigma around the topic makes it difficult for people to seek/ reach out for help.



Proposed Business Idea

- To provide people with therapy sessions and consultancy with specialized Psychologists.
- Guided meditation videos and 5 min self analysis time to work on their mental health



Selling Plan

- 15 DAYS FREE TRIAL. Session once a week
- Short daily tasks everyday.
- MONTHLY PLANS
 - Personalized sessions
 - Recorded videos



Financial Plan

- Will seek government funding and start with Initial savings of founders.
- Revenue earned from customers will be further utilized for scaling business and marketing.





Arindam Roy



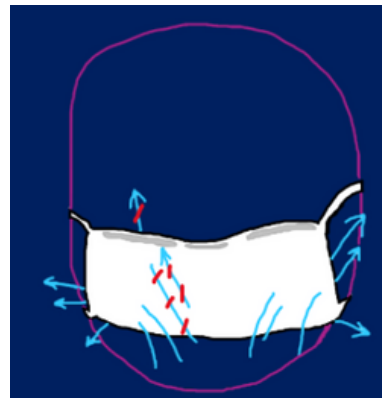
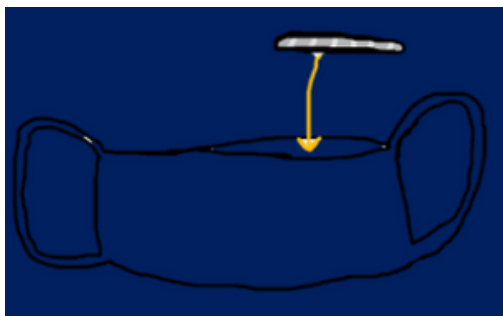
D.A.V. Model School, Durgapur



11th Grade



Sudipta Das



Customer Problem

Fogging of eyeglasses among the eyeglasses wearing population who also wear masks . As a spectacles wearer myself , I found it to be very irritating.



Proposed Business Idea

A mask which will block the flow of air towards the eyes/eyeglasses and instead force the air to come out through the side and the underside of the mask



Selling Plan

- I would prefer having posters and flyers for my locality and launching advertisements online to advertise my product
- Will make the masks available both online and offline



Financial Plan

- Will seek loan from the bank for the production
- Cost of 1 mask = Rs 599/-
- Will get a supplier to supply normal masks to me and I would get the necessary modifications done



scan the QR code

me in me

Cruelty Free Skincare



**Hrinmayi Shoor**

**Chanderbala Modi Academy, Ankleshwar**

**9th Grade**

**Swati Samiir Muley**



Customer Problem

Most available Skin care product uses chemicals which are just temporary solutions and damage skin on longer time frame.



Proposed Business Idea

Me in me provides chemical free skin care products, which contains mixture of only organic components. Products are: Shiny Mist (Toner), Luscious Glow (Serum), Pamper yourself (Face Cream), Soul Balm (Lip balm)



Selling Plan

- Products are mainly aimed at teenagers and adults who are looking for chemical free skin care solutions.
- I plan to use social media platforms to promote the me in me products.



Financial Plan

- Average cost price of the product is Rs 60 and I plan to sell them at the margin of 40%.
- Firstly, I would borrow Rs.3000/- to 5000/- from my parents for initial production.



PetBit

PetBit
Your pet's health



Kimaya
Agarwal



Bhavan Vidyalaya
Panchkula



9th Grade



Meetu Jaitley



Customer Problem

Pet owners couldn't keep regular track of the health of their pets, hence many pets die because of not getting appropriate treatment at the right time.



Proposed Business Idea

PetBit is a smartwatch designed specifically for your furry-friend. Like a smartwatch for yourself, PetBit allows the user to measure their location, heartbeat and oxygen level.



Selling Plan

- Will partner with Dog shelter homes and pet care NGO's
- I plan to use social media platforms to promote the PetBit.



Financial Plan

- Manufacturing Cost: Rs 2909 Rs. (349-charger, 1800-watch, 60-collar, 700-additional)
- Selling price: Rs 3999 (profit of 37.46%)
- Will seek to raise money from Friends and banks.



Udhyam
Learning Foundation

BET ON
YOURSELF



Customer Problem

Not having enough light to read during night time. (Without disturbing the ones around you)



Proposed Business Idea

An easy to use, mini, clip - on lamp. Clip can be clipped on the book pages and the light on top will be a LED light hence not using any electricity.



Selling Plan

- Will partner with schools
- Online and offline marketing



Financial Plan

- Have used my savings to create prototype to get feedback
- Will seek Investors funding to scale the business.
- Selling price per unit = Rs 150



Clay 'o' Pedia

Experience Earthness



Pamila R



St. John's Public
School, Chennai



11th Grade



Mary Arun
Kumar



Customer Problem

Lack of access to pure clay products in the market.



Proposed Business Idea

Clay products such as pots, jugs, toys and tumblers locally sourced from potters and artisans.



Selling Plan

- Create a website to sell online.
- Tie up with retail outlets
- Give out free samples to customers for promotions



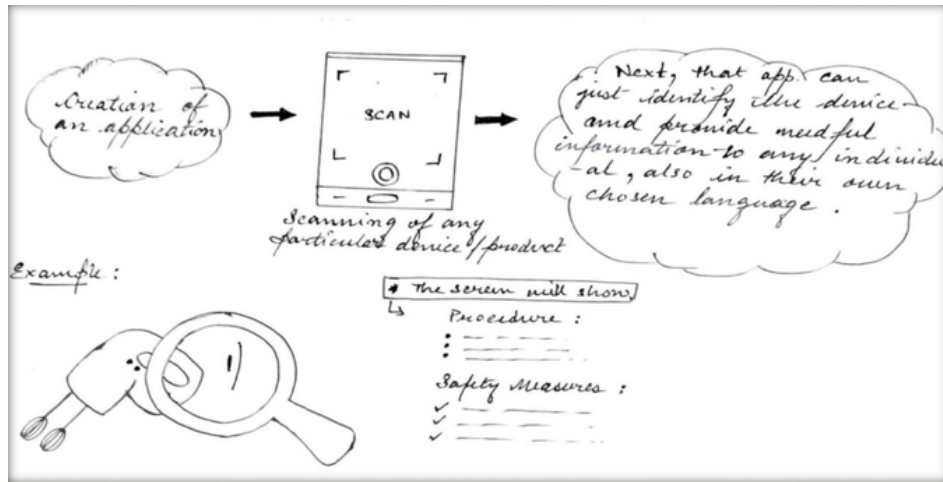
Financial Plan

- Built critical thinking and decision making skills
- Starting a business is a long term process that requires a lot of planning and research.



Udhyam
Learning Foundation

BET ON
YOURSELF



Customer Problem

Old age people and individuals with very less tech knowledge find it difficult to understand the long manual instructions that comes along with tech products.



Proposed Business Idea

Creation of an Application which will help people to scan any electronic device which will narrate information about how to use the product, in local language and easy to understand way



Selling Plan

Putting up advertisements on various social media platforms, will act like a fuel in promoting across the world.



Financial Plan

- Will use my savings to start the business.
- Initial expenses will be in getting technical and language experts onboard.



Glow and Read

Led Bookmark



Kanak Joshi
Tanushree
Kavya Shah



Shri Shikshayatan
School, Kolkata



11th Grade



Anwasha Bose



Customer Problem

Students will irregular electricity supply in village and students with only one room in their house face difficulty in studying at night without disturbing their parents.



Proposed Business Idea

An app where people can consult pet doctors in case of any injury to their pet and can also book appointment with our agent for home pet care services



Selling Plan

We will sell our products through social media platforms and will collaborate with stationery shops in urban and rural areas to take our product to the market.



Financial Plan

In total, we have invested Rs.800 in our business. (And got profit of Rs 200)

Cost price/unit is Rs.80.

Our raw materials cost is:

- ★ Led Light-2*20=40
- ★ Coin Battery- 25
- ★ Copper Wire- 5
- ★ Colourful Paper-10



Colorकार

For a colorful footprint



Rehmat Bhatia
Sachi Goyal



Bhavan Vidyalaya
Panchkula



9th Grade



Meetu Jaitely



Customer Problem

While participating in a poster making competition on SUSTAINABLE LIVING I realized, "What is the use of advertising sustainable living when the products we use itself are not environment friendly?"
Paint colours we all use are not eco friendly.



Proposed Business Idea

To keep your creativity on track while protecting the environment, we have made scented, organic and affordable paints using rose petals, leaves, turmeric, beets and a little bit of food coloring.



Selling Plan

We will sell our products through social media platforms and offline by collaborating with the stationary shops of the city.



Financial Plan

We expect to take some loan.
Paint includes organic materials and costs us Rs 35 as most of the stuff can be found in our garden.
Thus, one paint bottle of 25 ml costs Rs 55.
Selling Price/Unit = Rs 55
Profit = 27%



Udhyam
Learning Foundation

BET ON
YOURSELF

Quick Kick

One word & Task done.



Abhishek Binod
Nair



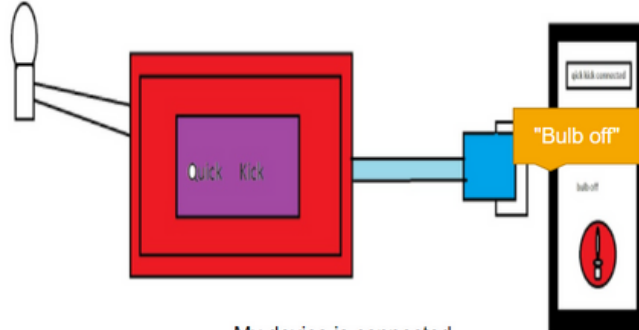
Chanderbala Modi
Academy,
Ankleshwar



9th Grade



Swati Samir Muley



My device is connected with my phone and it has given a command "bulb off" so the bulb is off



Customer Problem

New generation people are always in hurry and forgets to switch off the electric appliances of their home and offices,



Proposed Business Idea

A easy to use device with which customers can control the number of appliances using their phone. This device will be connected to users phone and will have voice command feature.



Selling Plan

- I plan to market my products through social media platfroms and will list on e-commerce platfrom to sell it.
- I will ask few online Influncer to suggest my product to those who are very busy or are in rush always or the old people.



Financial Plan

Cost price of the device = Rs 3000/-

For now my financial plan is to borrow few money from my parents later as my business grows and I become adult I will take loan from bank.



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Cake Boutique



Chandrima
Nag



Dav school,
siliguri



11th Grade



Abhijeet
Bhattacharya



Customer Problem

Less availability of High quality, affordable and customised cakes for all kind of events.



Proposed Business Idea

Me and my aunt procure high quality ingredients for cakes and create highly customized cakes at affordable prices.



Selling Plan

We plan to market the cakes through product reviews, blogging, use social media platforms , build email list, start a website , put up hoardings, offer free samples, display my products during local exhibition and hold survey to know customers..



Financial Plan

- We made initial investment of Rs 20,000
- Average cost of 1 cake is Rs 400
- We are aiming to clock Rs 25000 revenue by the end of the program.



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Frame It!

Frame your life, digitally!



Soha Wasim



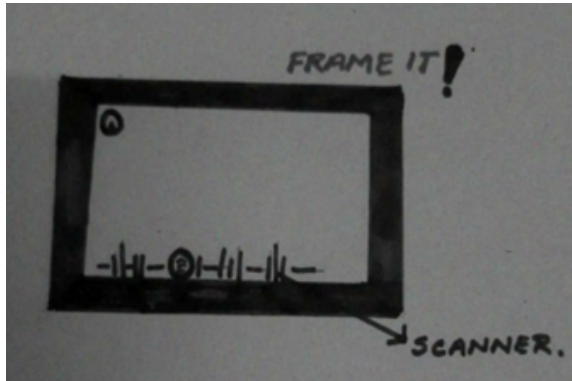
Shri
Shikshayatan
School, Kolkata



11th Grade



Anwesha Bose



Customer Problem

People are looking for hyper-personalized gifting options and a new way of staying connected with their friends and families living far away.



Proposed Business Idea

Frame It is your next-gen smart digital framing device. Connects easily with a smartphone app And Unlike traditional frames with a static or printed picture inside, Frame It will show a slideshow of all the media (pictures and videos along with the chosen audio track)



Selling Plan

To create a smart gifting experience Market is to attract Gen-Z and Millennials and to inform them about a smart and intelligent alternative to the traditional photo frames and to convert them into buyers by having great social media presence.



Financial Plan

- Cost Price - Rs 2000
- Selling Price - Rs 2500
- Profit - Rs 500
- Capital to be invested- Rs 5 lakhs
- Sources of fund - 50% Bootstrap, 50% Loans



Multipurpose Bag



Tania Show



DAV MODEL
SCHOOL,
DURGAPUR



11th Grade



SUDIPTA DAS



Customer Problem

The common problem that I found with the students is that they have to take out the sanitizer bottle from their bags and then sanitize their hands. Also they cannot sanitize the place where they are going to sit.



Proposed Business Idea

A customised self cleansing school bag with which students can easily sanitize their hands and also the place where they are supposed to sit .



Selling Plan

I would like to prefer online advertisements in the most used app like Facebook, YouTube, and many more. I would also like to have posters to advertise my product.



Financial Plan

- Cost Price of 1 bag - Rs 700
- I think I would need to take business loans for starting my business from a bank .I would use the loan for procuring some normal school bags and make the necessary modifications .



Authentic Takeover Handicrafts



Soumya Goyal



Bhavan
Vidyalaya
Panchkula



9th Grade



Meetu Jaitley

Rajasthan's



MRP: Rs.
1500



MRP: Rs.



MRP: Rs.
2500



MRP: Rs.
3500



Customer Problem

Recently, I went to Jaipur where I saw incredibly beautiful and attractive handicrafts, but I observed that they are not getting enough footfall to grow their business.



Proposed Business Idea

With my business I am making an all in one e commerce place where artisans from across states can list their artcrafts and tap the larger audience to grow their business.



Selling Plan

- Digital Marketing like Instagram Marketing, YouTube Marketing, and various other modes.
- Expanding online selling points like selling on websites like amazon and creating our own website.



Financial Plan

- Average cost of Artcrafts = Rs 1000
- Will be raising money initially from family.



Udhyam
Learning Foundation

BET ON
YOURSELF

Thrive



1. Ashika
2. Shivani
3. Naina



National Public
School
Koramangala



11th Grade



Ankita
Chakraborty



Customer Problem

Lack of resources and guidance amongst commerce students when it comes to career choices.



Proposed Business Idea

Our website provides adequate guidance and information which helps students to select and pick a career in the commerce field out of lot of options.



Selling Plan

- Sponsoring youtubers, influencers to advertise our product.
- Partnering with schools
- Advertising our App on social media.



Financial Plan

- Will seek initial investment from bank
- Will onboard initial set of coders to develop website.



Go Donate



Samkit Golecha



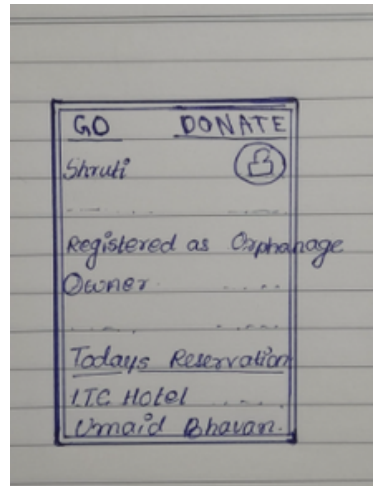
DAV Model
School, Durgapur



11th Grade



Sudipta Das



Customer Problem

The owners of orphanages, Child care centers and Health Care Centres don't have enough food or not good quality food to provide. And restaurants have lot of surplus food that gets wasted.



Proposed Business Idea

The Go Donate app will pair up NGO's (Orphanage, Child care center, Health Care Centre) with a place where events like marriage ceremonies, etc are held. After that, reservation can be made for the surplus food that is left so that the food doesn't get wasted.



Selling Plan

- Use in-app advertising to advertise.
- Will feature different companies ads in the app as they help to generate revenue.
- The app will also have some premium features that requires in-app purchases to use it.



Financial Plan

- Bank Loan for 90% investment
- Remaining 10% will be self funded



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Lyrenn Iconic Kajal

LYRENN ICONIC KAJAL



Aaryan Sachin
bhuse



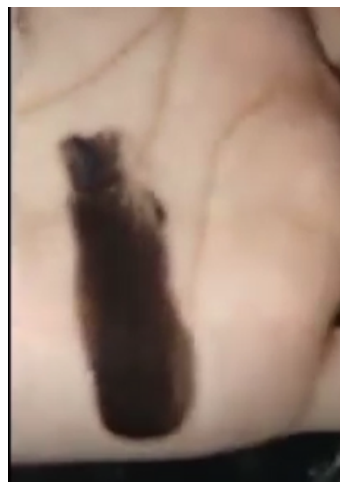
Sarhad School,
Katraj, Pune



9th Grade



Srividya
Muthuvel



Customer Problem

Available Kajal products in the market has chemicals in it and regular use of these products affects the eye sight if users.



Proposed Business Idea

Range of chemical free handmade kajal products the main ingredients of which are carom seeds, almonds, aloe vera, castor oil and cotton.



Selling Plan

- Initially I will be tapping in my own network to make the sales.
- And will leverage social media platforms for marketing.



Financial Plan

- Average expenses to make of a pack is Rs 90.
- Will use my own savings initially.



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Minute Desires



Riddhi Das



Bharati High School, Kolkata



11th Grade



Priyadarshini Dasgupta



Customer Problem

People don't have time to make handmade cards for loved ones but want to give them something personalized. Also a personal interest and a way to monetise a talent.



Proposed Business Idea

Handmade cards for all special occasions.



Selling Plan

- Social media advertising and online selling. Product delivery by courier.
- Distributing free samples in the locality for promotions.
- Attaching an incentive such as a coupon to the AD can help the people to judge it's effectiveness.



Financial Plan

- Startup Capital - Rs. 6000
- Rs 4000 funded by parents and Rs. 2000 will be self funded.



Guide for Visually Impaired



Festus
Dhevesh



The Ashok Leyland
school



11th Grade



Mr. Vivin David
Varghese



Customer Problem

It's very difficult for Visually Impaired people to cross roads and navigate their paths on to a destination.



Proposed Business Idea

Our Blind guide spectacles is a device which has sensors, processors, and camera, to take pictures and sense the near by objects of the users to give him voice commands to navigate on the roads.



Selling Plan

- we will be advertising about this concept both on online and offline.
- we will be partnering with organisations like National association for visually impaired to spread the information about our product.



Financial Plan

We will be seeking investments from Government and individual investors to set up the manufacturing plant for our spectacles.



Just Vegan



1. Ayush Kashap
2. Hiya Pgaria



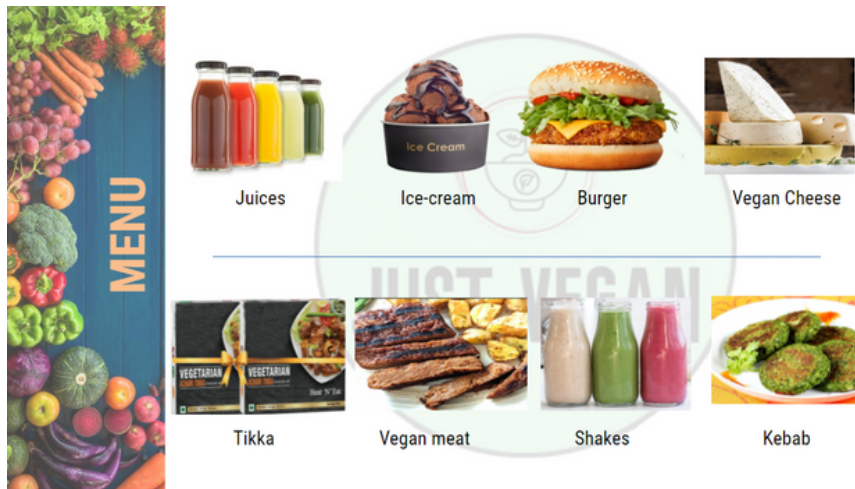
DAV School,
Siliguri



11th Grade



Abhijeet
Bhattacharya



Customer Problem

Fast life style of the people make them choose unhealthy food choices and results in increase in various health related issues.



Proposed Business Idea

Just vegan is a one stop vegan solution providing for instant, ready to eat healthy vegan options for your daily cravings.



Selling Plan

- Will use Youtube, Instagram, Facebook, Twitter, Google Ads, etc for marketing.
- Will be targeting Health & Protein Conscious individuals offline marketing.



Financial Plan

- Seeking for Investment in our company of 75lacs for an equity of 5% of our company
- Till 15th Feb, 2022 Sales is ₹8lakhs and Gross Profit - ₹2lakhs



Vichaar

Everything begins with an idea



Vaishnavi
Ayodhika
Abhishek



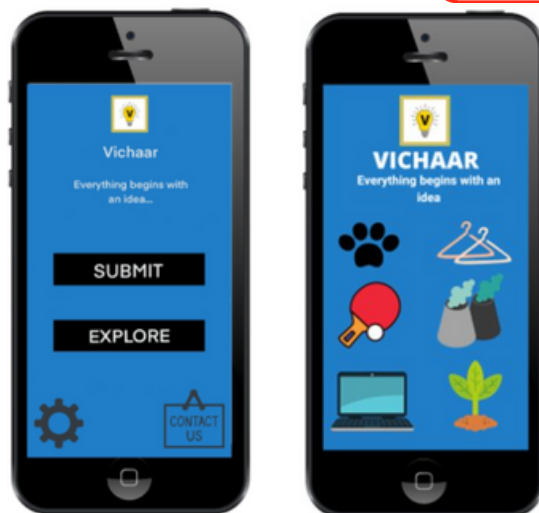
11th Grade



National Public
School
Koramangala



Ankita
Chakraborty



Customer Problem

Some individuals might have a unique business idea but no means to start a business while others might have the financial resources to start an enterprise on their own but lack the business idea for it.



Proposed Business Idea

Vichaar is an app that allows the exchange of ideas from people who have them to others who needs them. We connect those who have ideas to those who want to become entrepreneurs but are unsure of the idea they should go through with.



Selling Plan

- Advertisement and brand awareness campaigns via social media channels
- Have brand sponsors like celebrities
- Word of mouth.



Financial Plan

Through boot-strapping
Cost Analysis: We estimate our funding requirements to ₹ 3,00,000.



Focus

A new way of learning



Poulomi Ghosh



D.A.V MODEL
SCHOOL,
DURGAPUR



11th Grade

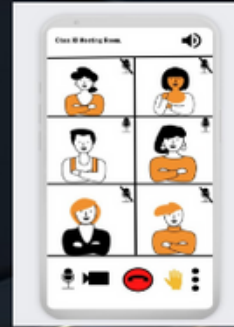


Sudipta Das

What is the actual product or service your business offers?

Focus, is an online video conferencing app. In this app while a meeting is in progress, the participants cannot open any other window or app. This is the main feature of this app. Other than this it has other interesting features too like multiple webcam capacities, screen sharing, in-meeting chat features, recording features, teaching and learning tools, etc.

Estimated Price- Rs 20,000 to Rs 60,000



Customer Problem

There has been a loss of concentration in students during online classes. This leads to distractions in the form of numerous tabs open or online games while attending classes. This issue has been faced on a very high level during the pandemic time.



Proposed Business Idea

Focus, is an online video conferencing app in which, while a meeting is in progress, the participants cannot open any other window or app. Other interesting features include multiple webcam capacities, screen sharing, in-meeting chat, recording and teaching and learning tools.



Selling Plan

- Advertisement in online mode through various social media platforms like Facebook and Instagram.
- App available on android as well as iOS app store.



Financial Plan

- Taking from financial institutions and banks.
- Investment by the owner
- Pitching idea to various investors and getting investments



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

The Milky Way

A bottle full of goodness



Mannat Verma



BHAVAN VIDYALAYA,
SECTOR 15,
PANCHKULA



9th Grade



Neha Sharma

WHAT IS THE ACTUAL PRODUCT OR SERVICE MY BUSINESS OFFERS?

Plant-based milk or vegan milk is a non-dairy beverage made from a water-based plant extract for flavouring and aroma. Plant milks are consumed as plant-based alternatives to dairy milk, and often provides a creamy mouth feel. This kind of milk can be made from different ingredients like-coconut, soya, almond, cashew etc. Plant milk are also used to make ice creams, plant cream, vegan cheese, yoghurt and much



Customer Problem

About 68% of the world's population has lactose malabsorption, which causes problems for people who drink animal milk. With very few options of milk to drink, it also decreases the wish to drink milk in such people.



Proposed Business Idea

The Milky Way is made from 100% natural ingredients. It offers different flavours such as almond milk, cashew milk, oat milk, peanut milk, soya milk and coconut milk. It will solve the problem for people with lactose intolerance who cannot drink animal milk.



Selling Plan

- The product will be sold online through the product's website
- In the offline mode, the product will be available at grocery stores all over India
- Advertisement will be done through social media platforms as well as posters and flyers.



Financial Plan

- Seeking loan from financial institutions and banks.
- Investment by the owner
- Investment by parents at the beginning of the business



Plantie Hearties

Plant a Little Love



Srishti



BHAVAN VIDYALAYA,
SECTOR 15,
PANCHKULA



9th Grade



Meetu Jaitley

Our Products



Customer Problem

Plant lovers face problems with heavy plant pots. The transportation of heavy pots from one spot to another becomes very difficult. It risks the pot being broken in the process of moving it.



Proposed Business Idea

Reaching out to plant lovers and helping them in arranging their plants in a more elegant and aesthetic manner. The moving of plants in heavy pots will be made easy.



Selling Plan

- Advertisement in online mode through various social media platforms like Facebook and Instagram.
- Selling the product through online stores like Amazon and Flipkart



Financial Plan

- Loan from financial institutions and banks
- Investment by the owners
- Rs. 35 for basic moving stand
- Rs. 40 for aesthetic black stand
- Rs. 40 for stand with better grip
- Rs. 50 for equipment holder stand
- Thus our profitability will be about 50.6%.



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF



Customer Problem

Gaming mouse weight needs to be a little less and customers also face RGB light issue.



Proposed Business Idea

Gaming Mouse with lighter weight and no RGB issue. It comes in both the versions of wired and wireless. At later stages, products for regular users will also be launched.



Selling Plan

- Online store
- Home delivery of device
- Advertisement through gaming platforms, websites and social media.



Financial Plan

- Funding from regular gamers/players
- Later on, regular computer users will also be included for funding.



Medicine Box



Purvash R.
Mohod



Ambuja Vidya
Niketan
Upparwahi



9th Grade



Abdul Khalid

About Our Medicine Box

- Is targeted on users taking medicines regularly.
- Will remind users to take pills using sound and light.
- Is programmable that specify pill quantity and serve times.
- Has a 7 segment display to specify no of pills.
- Is built using EMBEDDED SYSTEMS in real time.

Components

- ATMEL microcontroller
- Pill Box
- 7 Segment LED display
- Keypad
- Speaker module



Customer Problem

Patients on heavy medications often confuse and forget the timing and servings of the prescribed medicines.



Proposed Business Idea

Medicine Box is targeted on users taking medicines regularly. It will remind users to take pills using sound and light. It is programmable and specifies pill quantity and serving times.



Selling Plan

- Available at online stores
- Local medical shops will be contacted for dealership.



Financial Plan

- Loan from financial institutions and banks.
- Investment by the owners



Comfortable Shoes



Jayanth K



Sivananda Rajaram
Senior Secondary
School



9th Grade



R. Sriramguru



Customer Problem

Discomfort is faced by people while walking when wearing shoes for longer duration and for long distances. The shoes also sometimes lead to boils on foot fingers if worn and walked for a long time.



Proposed Business Idea

- Soft and nice to wear shoes.
- Comfortable to wear and walk long distances without pain.
- Long distance journey on foot will not be painful after wearing these shoes



Selling Plan

- Sale through e-commerce platforms such as Amazon and Flipkart.
- Offline selling through local retail shoe shops
- Advertisement through posters.



Financial Plan

- Investment of at least 50,000
- Loan from bank will be taken to invest capital
- The price range of shoes will lie between 499 and 800.



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Leaves Buds

An online hub where you can spot all your favourite plants



Aswathy.K.V



ST Dominic's Convent
English Medium
School
SREEKRISHNAPURA



9th Grade



Rajini.N



Customer Problem

Nowadays many people are frustrated because of virtual classes and work. Most people like to be involved with gardening or indoor plants. Going out to buy plants is restricted because of covid 19. Even though we have online plant businesses, they are mostly not affordable for most people.



Proposed Business Idea

Leaves and Buds is an easy online plant business app that everyone can easily access and buy all varieties of plants at an affordable cost. It will provide both online and offline options.



Selling Plan

- Selling of plants through the official app
- Offline sale option will also be available
- Advertisement of the app will be done through websites and ads
- Online and offline poster circulation



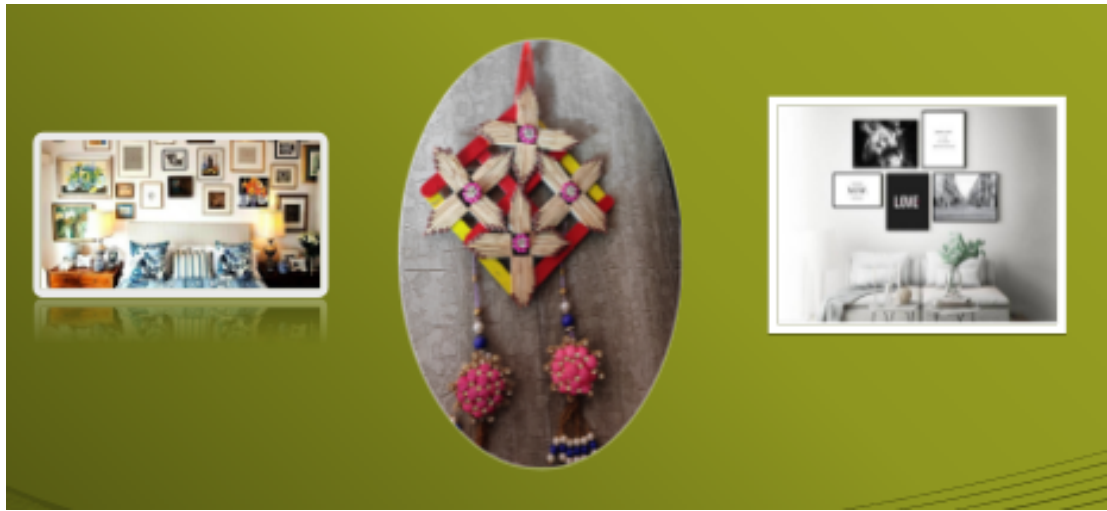
Financial Plan

- Invest my own savings of monthly pocket money
- Bank loan through parents
- Selling my handmade craft items to fund this business



Udhyam
Learning Foundation

BET ON
YOURSELF



Customer Problem

Constant demand for wall hangings, especially handmade ones is increasing everyday. People are more interested in buying handmade wall hangings than the readymade ones.



Proposed Business Idea

Selling Wall Paintings, Wall Hangings, Portrait, and Wall crafts to customers at a reasonable price, so that all the sections of the society can avail the items.



Selling Plan

- Introduce the product in the market
- Keep reasonable prices
- Use easily available raw materials
- Selling products on online platforms and also various online selling groups such as Shopper's Darbar
- Home delivery via courier



Financial Plan

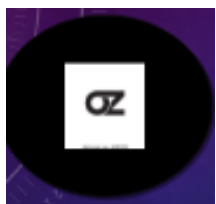
- Investing my monthly pocket money
- Taking loan from parents to invest in the beginning of the business
- PRODUCT: COST:
- Wall Painting : 80/-120/-
- Wall Hangings : 30/-80/-
- Portrait : 100/-120/-



scan the QR code

Organzoid

The Road to Smooth Radiance



Parichita Mondal,
Vidushi Bhotika,
Bhoomika Lodha



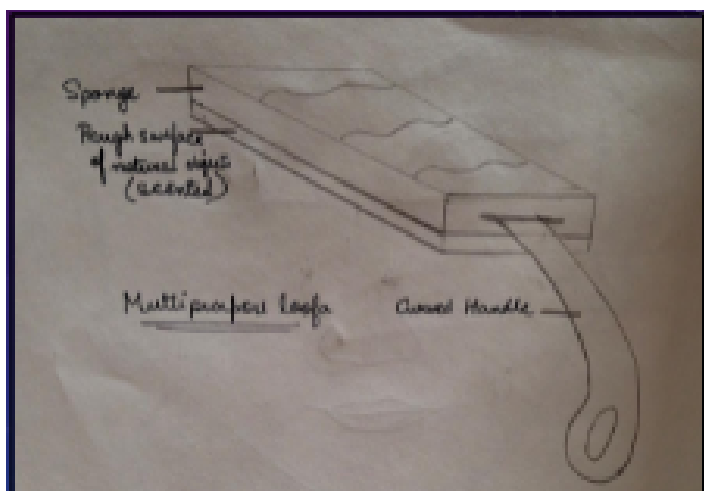
Bhadrachalam
Public School



11th Grade



Sanju Pandey



Customer Problem

Loofas are a regularly used bath accessory that every person needs. Plastic loofas are not only unhealthy to the skin but also a menace to the environment. Such Loofas are also abrasive for some skin types. The coarse brittle feeling of the loofah fibers can damage skin over time.



Proposed Business Idea

Sponge loofas that will be gentle on the skin. In order to make our product undemanding for usage we decided to attach a handle to it. Organzoid also provides different types of squashy and pappy exfoliating loofas with different types of ingredients according to a person's skin type.



Selling Plan

- Through the official company website
- Through online shopping applications like Flipkart, Amazon and Nykaa.
- Through offline stores like Spencer and Big Bazar.



Financial Plan

- For the startup the capital funding will be done by the owners.
- For the first month we would like to sell the product at cost to cost price to see the response and demand of the product in the market.
- At first we would target a break even sales



Agro Agricultural Equipments

AG



Sarath Ram R



St. Dominic
Convent English
School



9th Grade



Rajini N



Customer Problem

Unavailability of agricultural equipments in the locality for people interested in agriculture.



Proposed Business Idea

An agricultural equipments shop which also gives equipments on rent. A wide variety of equipment available.



Selling Plan

- An online agricultural equipment shop
- Deliver equipment to customers
- Offline shop
- Special offers like buy any two items worth above 800 and get an item worth 200.



Financial Plan

- Invest my own savings
- Seek loan from banks
- Investment from investors



Reusable Candles for Empowerment

Empowering Candles



Pratikchha Pandey



Bhadrachalam
Public School



11th Grade



Sanju Pandey



Customer Problem

Fingers get burned while using candles. Frequent power cuts in villages lead to disruption of normal everyday life. A lot of expense is incurred in buying candles in order to prepare for power cuts.



Proposed Business Idea

These candles are made by heating plastics, converting them to a proper shape, and adding wick to them. Fitting stand to the existing candles so that it would not waste wax.



Selling Plan

- Sold offline in wholesale to restaurants and local shops.
- Online selling through website
- Both the services would be provided and the customers can use them according to their need.



Financial Plan

- Invest my own savings
- Funding through small businessmen
- Investment in different plans which would give high interests.
- Seek loan from bank



Euphoria



Devansh Vidyasaria
Tarun Ranga



ABHINAV BHARATI
HIGH SCHOOL



11th Grade



Priyadarshini
Dasgupta



Customer Problem

Not many options are present for customized gift hampers for various occasions. Gifts are often in variety but not according to the requirement or desire.



Proposed Business Idea

Gift baskets and hampers for any special occasion and also theme-based hampers for anniversary, Raksha Bandhan, Best wishes. It also includes themes like PUBG, Cartoons, and depending on the customer's wish.



Selling Plan

- Selling our products to customers to majorly teenagers.
- We sell on our social platforms: Instagram and Facebook "@EUPHORIA".
- We deliver our order by Ola, Uber takeaway, or the customer has the facility to takeaway the product from our place.



Financial Plan

- Using savings from childhood which valued at 5000
- Borrowed 7000 from our parents



Cara: the drone car

Gravity Beyond Us



Abhijeet Sawant



Kolhapur



9th Grade



Koganti
Dasaradhi



Customer Problem

The issue of traffic while traveling is faced by people severely in the present busy world. A lot of time is wasted and events are delayed due to traffic jams.



Proposed Business Idea

Solving the problem of traffic by introducing drone cars. This will help people navigate traffic without much problems and also save time lost by being stuck in traffic jams.



Selling Plan

- Our price will be 35 Rs per kilometre
- Promotion through advertisement
- Feedback through public relation
- Usage of Direct to Customers channel



Financial Plan

- We would like to introduce 60% equity and 40% borrowed fund



Directional icy headlights



K. Sanjay



BHADRACHALAM
PUBLIC SCHOOL



11th Grade



BOLLU RAO,
RAJESH
SRIVATSAV



Customer Problem

The visibility on roads while traveling at night is not proper even after turning on the headlights. the condition worsens when taking a turn, resulting in a blind spot for the driver and thus leading to accidents.



Proposed Business Idea

These directional lights are like a gimbal-stabilized camera and move in the direction of the vehicle. Thus, the blind spot that occurs will be covered with this directional light technology.



Selling Plan

- The device will initially be sold as an accessory
- Advertisement of the device on television, newspapers
- Developing a website for the device's information and purchase

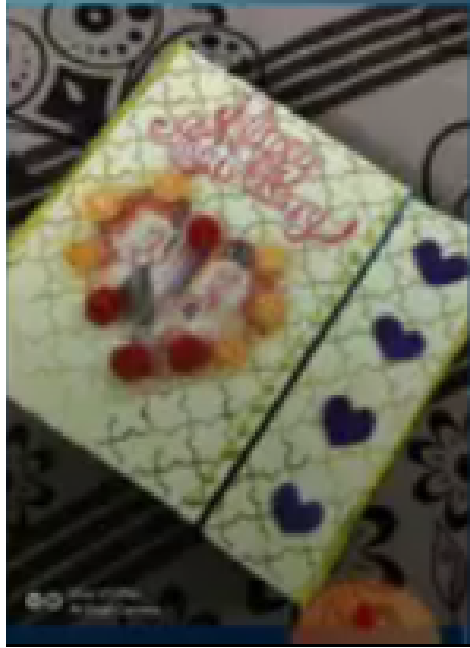


Financial Plan

- Investment from interested people by pitching the business idea to them
- A share of 51 to 49% of the total earnings between the investor and me.



Scrapbook business



Anushka
Mahindrakar



Sarhad School,
Katraj, Pune



9th Grade



Srividya Muthuvel



Customer Problem

In today's world, people don't have time to make scrapbooks. Scrapbooks are made for own self or for gifting it to others and take a lot of time. Preserving scrapbooks is also an issue.



Proposed Business Idea

This business will provide customers with customized scrapbooks in good quality, affordable price and longer preserving time. The scrapbooks can be bought for gifting purpose too.



Selling Plan

- Selling scrapbooks on online websites
- Starting selling to relatives and friends first
- Delivery to customer's home address through postal and courier services.
- Starting price will be 600 to 800 Rs.



Financial Plan

- Initial investment of around 2000 Rs will be done by the owner
- Stationery costs will be covered through the initial investment by the owner.
- Price will be gradually increased as customers increase in number



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF



Parth Sanjay
Raut



Sarhad School,
Katraj, Pune



9th Grade



Srividya
Muthuvel



Customer Problem

A wide variety of affordable customized t-shirts are not available for the youth. Customizations of plain t-shirts cost a lot, especially for the youth and the student population.



Proposed Business Idea

Selling affordable customized t-shirts to the targetted young generation. The designs will be customized according to their requirements and instructions.



Selling Plan

- Price will start from 499 for one t-shirt, for the print size 15cmx15 cm
- Online platforms like Instagram and Facebook will be used for sale and advertisement.
- Paid marketing through influencers



Financial Plan

- An initial investment of 5000
- Profit estimated of 5000
- Rs 499 for small prints t-shirt
- Rs 599 for big prints t-shirt



scan the QR code

Checkapp



Praney
Manyam



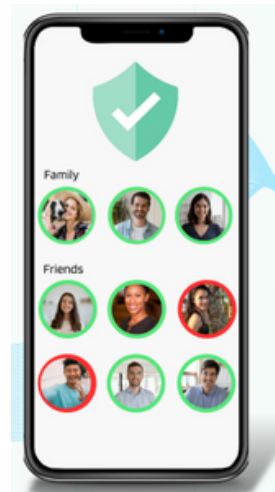
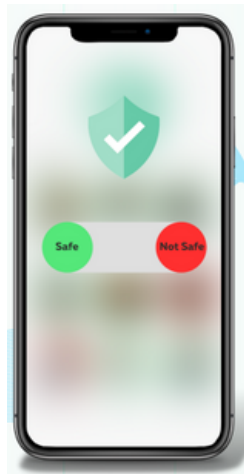
Chirec
International
School



11th Grade



Arlene Andrews



Customer Problem

An asymptomatic Covid patient, who is not aware of his covid positive state, unconsciously spreads the virus in people around him.



Proposed Business Idea

Checkapp gives information about the health history of friends and family. It identifies covid positive in small groups and alerts the user.



Selling Plan

- App will be available on Android and iOS app store
- Small groups will be able to use the app for free
- Large groups will have to avail subscription per account.



Financial Plan

- Investing my own savings
- Investment by parents in the app
- Investment from interested investors by pitching the idea to them



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

R R Drone Services

Drones are Dreams, Services are Salient



Vhishal
Chandrasekar



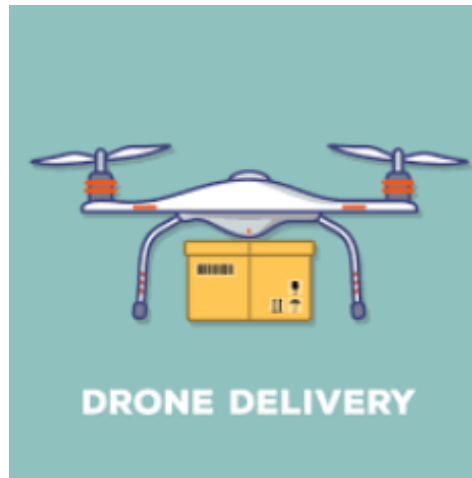
BHADRACHALAM
PUBLIC SCHOOL



9th Grade



Bollu Sivakeshava
Rao
Rajesh Srivatsav



Customer Problem

The pandemic situation of contactlessness has created issues for people in obtaining the daily necessities from the stores. In remote areas, the online delivery system is extremely difficult to implement as most industries' branches are situated in metropolitan areas.



Proposed Business Idea

'Rapid and Reliable Drone Services Limited' would be operating in the midst of the pandemic. It is designed specifically for contactless delivery of goods via drones. The target market is middle and upper-class consumers who own smart devices and are between the ages of 18 and 44.



Selling Plan

- Online option provides customers with drone delivery and training, as a home service.
- Offline option will let customers come to the headquarters and get instructions on how to operate the drone in order to acquire their license.



Financial Plan

- Bank loan for a minimal number of drones.
- Collaborate with other businesses to share earnings.
- Later on, choosing large corporations to be partners and offer clients unique perks like issuing special passes to access products exclusively and avail faster delivery.



Eco Pen



Jay Patel



Ankleshwar



9th Grade



Swati Samiir
Muley



Customer Problem

Plastic pollution is increasing at a rapid rate. The pens used by students have plastic bodies and the non-refillable pens contribute to plastic pollution.



Proposed Business Idea

Eco pen is very unique and made of 100% paper and has seeds attached to it at its back. After the usage, the seeds can be planted and since the body of the pen is made of paper, it will be easily decomposed.



Selling Plan

- In offline mode, by selling the pen to retail shops at a price of 10 Rs
- In online mode, through sites like Amazon and Flipkart



Financial Plan

- Using my own savings
- Investing my monthly pocket money in the business at initial stages.



Home made cake



Samruddhi
Pravin Pawar



Sarhad School,
Katraj, Pune



9th Grade



Srividya Muthuvel



Customer Problem

Various types of cake are available in bakeries. However, the trusted quality of homemade cake is very less in the present market. The availability of desired flavour cake at a specific time without compromising the quality is very low.



Proposed Business Idea

This business will solve the issue of quality of cakes by directly selling cakes baked at home in desired flavors to the customers. The cakes will be delivered at the specific time mentioned by the customer and hence will be fresh and in accordance to the requirements.



Selling Plan

- Sell cakes directly to customers
- Initially, the sale will start from my neighborhood and for friends and acquaintances.
- Later on, a website will be designed from where customers can order directly and choose the flavor and time of delivery.

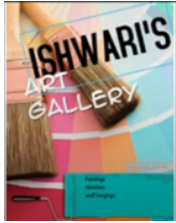


Financial Plan

- Initial investment of 1000 Rs.
- Investment by my parents for starting the business
- Each cake will cost 258 Rs, including the ingredients and the making



Ishwari's Art Gallery



Ishwari Bodake



Sarhad School,
Katraj, Pune



9th Grade



Srividya Muthuvel



Customer Problem

Art galleries are numerous but cost effective and affordable options are very few. The art items like paintings and sketches are costly for a common man to buy.



Proposed Business Idea

This business will provide customers with art pieces like drawings and sketches as per their requirements and instructions. The price will be kept affordable and genuine.



Selling Plan

- Selling my art pieces on various sites like Amazon and Meesho
- Starting price will be 299 Rs
- Lead providers will be employed for bringing potential customers



Financial Plan

- Initial investment of 2000 Rs will be done by the owner
- Investment by parents on loan will be done at the starting stage of the business
- Stationery costs will be covered through the initial investment by the owner.



First step dance academy

First Step Dance Academy



Sanchi Padaval



Sarhad School,
Katraj, Pune



9th Grade



Srividya Muthuvel



Customer Problem

People are interested in learning various art forms and dance is one of the most popular ones. Learning dance becomes difficult for people as it costs too much sometimes. For people of older age or disabled people, it becomes even tougher.



Proposed Business Idea

This dance academy will teach dance to various age groups like kids, working people and disabled people. A wide variety of dance forms will be taught to encourage people to explore more dance forms. The academy will also give yoga and exercise classes in the same building.



Selling Plan

- Advertisement on social media sites such as Facebook and Instagram.
- Posters and flyers circulated with local newspaper vendors
- Dance academy website with detailed information about the courses and various types of activities.



Financial Plan

- A large amount of money will be required in setting up the academy and its promotion
- Seeking loan from bank through parents
- Pitching idea to investors and obtaining investments through them
- Crowdfunding through online and offline events



Udhyam
Learning Foundation

BET ON
YOURSELF

Craftyhood



Mahesh Suthar



**Sarhad School,
Katraj, Pune**



9th Grade



Srividya Muthuvel



Customer Problem

Handicrafts items are very costly. the raw materials used in materials made of wood cost a lot and hence is not affordable for people from every section of the society.



Proposed Business Idea

Products made of wood for home decor and aesthetic purposes will be sold by the business at a reasonable price. Cost will be reasonable as only making charge will be applicable.



Selling Plan

- Customers will only be charged the making charge and not for the raw material, as wood will be used from my father's godown.
- The price will depend on the size and the time taken to build the product
- Majorly offline sale from home



Financial Plan

- Initial investment will be done by the owner
- Investment by my father as he will be supplying the raw material (wood)
- Loan from bank once the business speeds up.



scan the QR code

Udhyam
Learning Foundation

BET ON YOURSELF

Swadeshi Clothes Store

Lend something, Gain Something



Shriza
Chakraborty



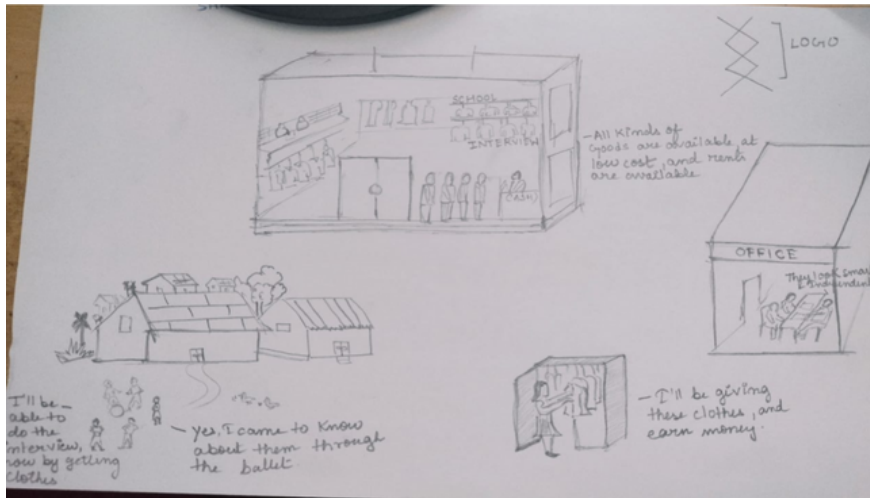
DAV Model School,
Durgapur



11th Grade



Sudipta Das



Customer Problem

High quality clothes in the market are not affordable to a majority of the population due to social issues like poverty. On the other hand, the richer masses have more clothes than needed, which either they donate or dispose of.



Proposed Business Idea

This store would be a thrift store allowing people to sell their older yet good-conditioned clothes and earn profits from the same online and offline. This will allow people to afford fancy or branded clothes for a cheaper price and help the fashion industry be more sustainable.



Selling Plan

- Opportunity can be availed both online and offline, for selling as well as for buying.
- The main office would be located in populated area.
- To reach technologically weaker sections like villages or slum areas, offline advertising through flyers would be conducted.



Financial Plan

- Placing the shop in a populated area would result into higher profits,
- The owner would pitch the business idea to to obtain sponsorships,
- Obtain loans from the bank for the idea



Friendly Frames



Vaibhav
Sehajpal



Bhavan Vidyalaya
Panchkula



9th Grade



Neha Sharma

CRYSTALINA



This is basically a spray, that can be used on anything that is see-through, not only on your glasses but it can also be used on car windshields, helmet visors, and even windows.

'Crystalina', is a spanish term which means Crystal Clear in English.



Customer Problem

On the basis of a survey, it was found that 65% of the total people who surveyed, wear glasses. One of the main issues faced by them is fogging on the lenses.



Proposed Business Idea

Friendly frames would create and sell a spray named 'Crystalina' which can be used on glass surfaces. It is created for the purpose of defogging the glass and providing clear vision to the viewer. It's primarily made to be used on Lenses of spectacles but the spray could also be used on windshields, helmet visors or windows.



Selling Plan

- The product would be available online and offline.
- It will be sold in 2 sizes, 120ml at ₹35 and 250ml at ₹70



Financial Plan

- Will be seeking initial investment money from banks and investors
- Additionally, will be using personal savings.



Dareen

With warmth from my
home to yours



Mayank Sinha



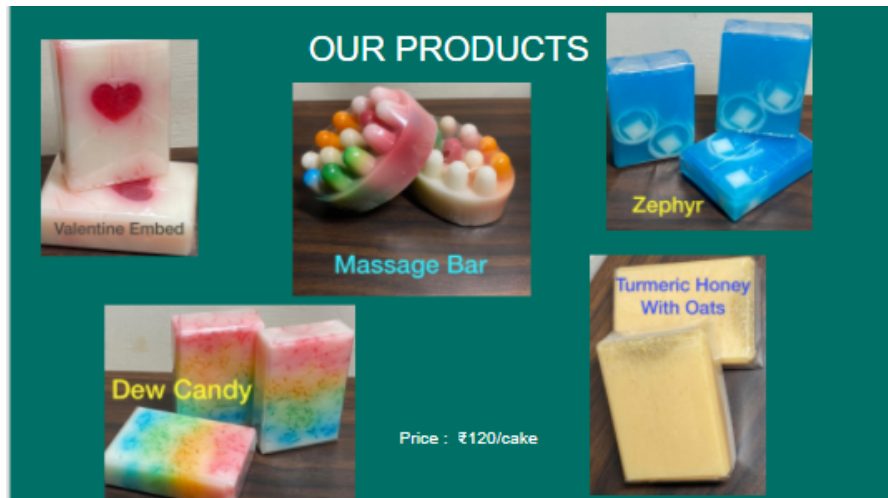
Bhavan Vidyalaya,
Panchkula



9th Grade



Neha Sharma



Customer Problem

Many people suffer with dryness or other skin issues due to commercial soaps as they are synthetically produced.



Proposed Business Idea

With the help of household ingredients and traditional techniques for remedies, the business would produce and sell organic soaps with ingredients like Turmeric, honey, essential oils, natural colours, etc. Moreover, employment to rural women would be provided.



Selling Plan

- Products would be sold offline as well as online on social media.
- For offline, occasional exhibition in societies, word of mouth through friends and families would be done.



Financial Plan

- Each soap bar would be sold for ₹120.
- A small loan from parents of ₹50,000-₹75,000 would be obtained
- SFURTI (Scheme of Fund for Regeneration of Traditional Industries) would be applied for after employing rural women.



Udhyam
Learning Foundation

BET ON
YOURSELF



Muskan Agarwal
Khushi Agarwal



Abhinav Bharati
High School



11th Grade



Priyadarshini
Dasgupta



Customer Problem

There are less businesses which sell affordable quirky clothing to the youth. Clothing such as T-shirts or caps with slogans or catch phrases in materials the customers would desire.



Proposed Business Idea

The business would produce and sell good quality clothes and caps made out of cotton, nylon or polyester. The prices would be kept low so that they're affordable by the youth population.



Selling Plan

The products would be promoted and sold on social media platforms like instagram or facebook. Deliveries would be made through courier services and online payment methods would be set up for the same like GPay, PayTM etc.



Financial Plan

- The material cost would be ₹300-500 and final cost of each piece would come out to be ₹150-₹250
- Initial investment would be through a loan from parents.



scan the QR code

Cashew Confections Enterprises



Ommmsree
Mohapatra



DAV school,
Siliguri



11th Grade



Abhijeet
Bhattacharya



Customer Problem

There is a lack of niche businesses which produce and sell Cashew Nut products.



Proposed Business Idea

A cashew business providing good quality of Cashew products, with different flavors at reasonable prices. The product would be widely available online and offline.



Selling Plan

- Both B TO B and B TO C, Online platforms such as Amazon, Flipkart, and retail stores (offline) would be used to sell products
- Products will be marketed through advertisements on online platforms, newspapers and by distributing free samples.



Financial Plan

- Money is needed for raw materials, various machinery for processing, labor, packaging, and spices..
- Investment would be obtained through investors.



Shruti's Edits



Shruti Santosh
Kadbule



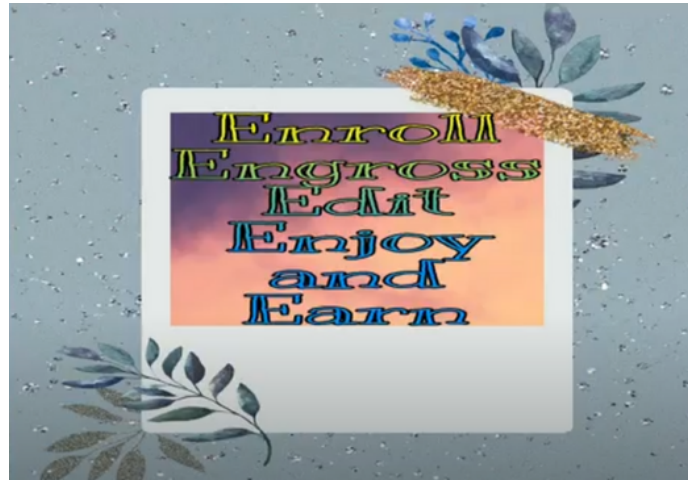
Sarhad



11th Grade



Srividya
Muthuvel



Customer Problem

People require photo editing, animations and other editing services



Proposed Business Idea

I, Shruti would be editing videos, pictures, motion pictures etc as per the need of the customers



Selling Plan

- The products would be sold online
- The method of payment be diverse, primarily online mode.
- Social media would be used to advertise and market the products.



Financial Plan

The main cost would be of the sources for editing like the device and other resources however it would be different for each customers



ASAMANYA

“अ” से अक्षम, “अ” से आत्मनिर्भर



Disha Banerjee



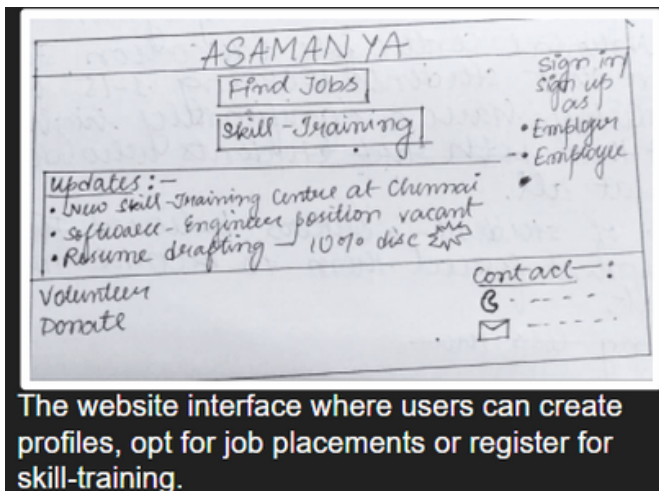
DAV Model
School, Durgapur



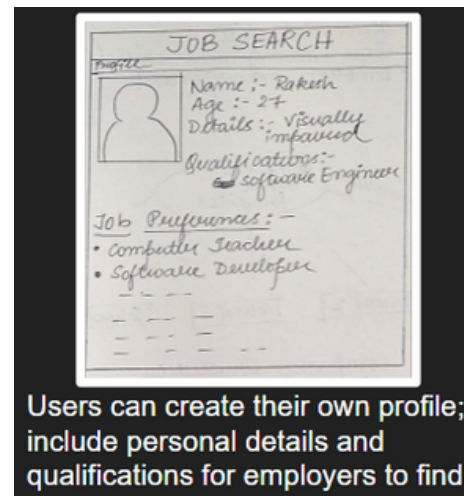
11th Grade



Sudipta Das



The website interface where users can create profiles, opt for job placements or register for skill-training.



Users can create their own profile; include personal details and qualifications for employers to find



Customer Problem

- Educated individuals who are differently abled could not find suitable jobs.
- Differently abled individuals face discrimination in accessing proper sktraining.
- Employer couldn't connect wit candidate.



Proposed Business Idea

- To create a platform where qualified individuals can connect with employers who are ready to recruit them.
- Offer skill-training to willing individuals at a nominal price so that they can be financially Independent.



Selling Plan

- The skill-training will be done both online and offline according to the requirements of the individual.
- Creating profiles and submitting resumes for placements are absolutely free. Skill-training prices vary.



Financial Plan

Will seek investors initiallly.

- Website Development INR 25000
- Fees of skill-training teachers: INR 20000- INR 40000
- Advertisement:- INR 15000
- Registration cost: INR 5000-6000
- Additional charges: INR 5000-6000



Udhyam
Learning Foundation

BET ON
YOURSELF

From us to yours

Busy? We are here!



Ranjani
Hafeefa
Shanya Mehnaz



Point Calimere
International
School



11th Grade



Sundaresan V

How our idea works ?



We are going to create an application in which customers can order their products around a particular area and on the other side unemployed people who can deliver their products can create their profile . The shop keepers' also can sell their products in our application by informing about their ongoing sales and offers.

The charge for our delivery will be altered according to the distance we cover and the situation we deliver in.



Customer Problem

There is a growing demand in the delivery business for food, daily necessities like groceries, medicine. There is a high number of unemployed people as well who could benefit more businesses which could provide them steady income.



Proposed Business Idea

An application through which customers can order products around a particular area and unemployed people who can deliver those products can create their profile. The shopkeepers' also can sell their products in our application by informing about their ongoing sales and offers. The charge for delivery will be altered according to the distance we cover and the situation we deliver in.



Selling Plan

Social media will be used for advertisement to reach both the customer and our workers.



Financial Plan

The funds for operation would be obtained through investments
Additional expansion would be done through personal earnings



The Spot Coffee Shop



Aysha Raniya



St Dominic's
Convent English
Medium school



9th Grade



Rajini.N

What is your
actual product
service Your
business
offers

- Fast food or quick service Coffee spot
- Have focused menu displays above counter
- Espresso drinks, Coffee's and other drinks,
- And also Small section of snacks _Bakery ,smoothies, ice drink



Customer Problem

There is a need for places which have a distinct coffee shop which provides a balance between a hectic life and social life.



Proposed Business Idea

A coffee place cum social hub which would provide a relaxing atmosphere, fast food and quick service. Coffee spot would have a focused menu displayed above counter Espresso drinks, Coffee's and other drinks a small section of snacks, bakery ,smoothies, ice based drinks would also be served.



Selling Plan

A marketing plan would be established to promote the shop, awareness of the brand would gradually grow with word of mouth by the customers.



Financial Plan

Initial investment would be made through savings Then the profits earned from the business would be reinvested into the business



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Creative minds

Showcase your talents here



Sahithi
Chintapalli



Bhadrachalam
public school and
Jr college



11th Grade



Bollu Sivakeshava
Rao

CREATIVE MINDS

ABOUT OUR SERVICES



- Viewers get knowledge by reading our articles
- They can access our app, for any info help, as we keep everything updated
- Our app "CREATIVE MINDS" is absolutely free of cost.
- Writers get their monthly income based on the ratings their writings get.



Customer Problem

There is a gap between creativity and earning through that creativity. The lack of opportunities to earn through conventional mediums leave creativity unrewarded.



Proposed Business Idea

An application which allows artists and creative people of all ages to share their views, thoughts, experiences and stories. This content is rated by the viewers and the writers get paid on that basis. Well-doing writers would be motivated to publish their work.



Selling Plan

The advertising would be done through digital Ads on YouTube, TV and other multimedia platforms. The advertisements would be highlighting the salient features of our App



Financial Plan

The main source of funds would be from Spencer companies to invest in our ideas as they are all very creative and promising in nature too. Once the idea starts profiting, we pay them back. A loan might even be taken from the bank.



Udhyam
Learning Foundation

BET ON
YOURSELF

Frozen Food box



Vinita
Dhumash



Ambuja Vidya
Niketan



11th Grade



Abdul Khalid



Customer Problem

Frozen foods need to be stored in huge warehouses in metro cities, restricting deliveries in remote areas. Any delay in transport turns the food stale and delivery trucks are not always accessible.



Proposed Business Idea

A new product 'Frozen Food Box' will be equipped with liquid nitrogen freezing technology along with biodegradable freezer bags. The temperature of the box can be regulated with inbuilt ventilation. For each type of food product, the box temperature could be set.



Selling Plan

- Introduce it to the frozen industries and warehouses.
- Online home deliveries will be an option too, which will be integrated with the frozen food supply chain



Financial Plan

The box will be available to two materials based on costs i.e. Thermacol Box and Isothermal container

Thermal box- ₹200

Isothermal box- ₹1200



Compare it

Compare it before you purchase



Garv, Gunjan,
Tanishka, Sawan,
Diya, Uzaif



Jain Happy
School



11th Grade



Rima Gogia



Customer Problem

There are many applications which allow users to compare electronic goods, but they do not have sufficient features to fulfill the needs of the users



Proposed Business Idea

An application named 'Compare It' to allow users to compare their desired electronic appliances and furniture before buying them.

It would be a competitive application which would have better features than the already existing apps/websites.



Selling Plan

An application named 'Compare It' to allow users to compare their desired electronic appliances and furniture before buying them.

It would be a competitive application which would have better features than the already existing apps/websites.



Financial Plan

- Require ₹40,000 for building the application
- ₹500 per day for delivery boys
- Total requirement ₹5 Lakhs
- Investment would initially be savings then a loan could be obtained or investment. from potential investors



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Needkind

Donate something if you really don't want and have the desire to help others



Surendra Kumar
Jyotsna Priya



Bhadrachalam
public school and Jr
college



9th Grade



Bollu Sivakeshava
Rao



Solution

To create a online platform or website where some people who have the desire like me to help the needy can register in that website and send some money online we will be addressing the needy people around us who don't have basic services like no money for buying food, no clothes etc... Our company NEEDKIND assures that the money sent by the registered people will not misused and will be surely used for helping!!!!



Customer Problem

Poor people live in dire situations, they do not have proper clothing, homes or food which are minimum requirements for survival.



Proposed Business Idea

'Needkind is an online platform for people who have the desire to help the needy can register and send some money online which would be used to provide basic services like food, clothes to the needy. Donors will be honoured by planting a sapling that can be planted in their home



Selling Plan

- Business will be set up Online and offline services will be set up later.
- Marketing would be done through posters and advertisements.
- Interested donors can fill the form and pay online.



Financial Plan

- The online part of the business does not require much investment.
- For the offline stores, savings and loan from the bank would be used



Udhyam
Learning Foundation

BET ON
YOURSELF

ECO Nation

Reusing Plastic, Using Paper!



Daksh Shah
Dhwani Patel
Vraj Kachhadiya



Ankleshwar



9th Grade



Swati Samiir
Muley



Customer Problem

Plastic bags are non-reusable and are even thrown after use, and not disposed of properly. People burnt plastic bags to dispose of them, which released toxic fumes and greenhouse gases. These gases are harmful to the environment.



Proposed Business Idea

ECO Nation introduced a new paper bag made up of recycled plastic, cotton, and jute under the scheme Replan. These paper bags are reusable and can be disposed of easily when broken. These are environment-friendly, economical, durable yet fashionable.



Selling Plan

- We have decided to sell our product B2C as well as B2B
- the website we have made as well as in online shopping centres such as amazon flipkart etc.
- By word of mouth and social media pages. Also through ads and posters.



Financial Plan

The financial plan is to have loan from parents and then re-invest the profit amount in the company





Product / Service details



What are the materials required to create your product or service?

- Back-end validation & credentialing to issue green currency

How much will the material for one product cost?

- Only office expenses because it is a digital currency

How much time will you spend in creating one product?

- Time to set up office and get support from organizations – 1 month

How many products do you want to sell by the end of the program?

- 2 – green currency & service currency



Customer Problem

-Cash based currency consumes a lot of paper which is harmful for the environment and a sustainable currency format is required



Proposed Business Idea

iCare would introduce a product named 'Green Currency' which would be a digital currency. The currency is entirely online based, thus would be sold online on its own website



Selling Plan

- Advertise as a govt initiative
- Liaise with Universities
- Liaise with corporates for their CSR initiatives to offset carbon and negative human impact
- Create and share posters



Financial Plan

- An office space is required
- Costs for formalities would also be required.
- Personal investment of ₹20,00,000 would be made to start the process, for remaining, investment is required



scan the QR code

Dream House

Lend something, Gain Something



Vaishnavi
Venugopal



St. Dominic's
Convent English
Medium school



9th Grade



Rajini.N



Customer Problem

Due to Covid-19 several wooden decor shops were closed which reduced the number of shops in neighborhoods.



Proposed Business Idea

Dream house would be a wooden decor shop where people can buy many types of products at very reasonable prices, the products can even be customised. The business would employ unemployed people



Selling Plan

The initial start of the business would be online sales and delivery upon completion of the products.

Based on successful feedback, offline shop would be set-up

Payment could be both online and offline



Financial Plan

- Savings and parttime earnings would be used to finance the business initially.
- A loan would be taken up upon success of the business and during plan of expansion



Vybe Originals

Vybe is a Vibe



Rajeshwari
Sivakumar



ARRS Academy



11th Grade



Dharni V.



VYBE

124 BAZZAR STREET



Bill To
SALEM

Invoice # 101
Invoice Date 06/03/2022

Description	Amount
cocoa body scrub (100gm)	199.00
cocoa lip scrub (12gm)	70.00
hair spray (200ml)	99.00
detox drink mix (50 gm)	50.00
silk scrunchie (XL)	30.00
INVOICE TOTAL	₹ 448.00



Customer Problem

People face several skin related problems due to the usage of skin products which might not fit their needs or may contain high chemicals



Proposed Business Idea

I was able to resolve all of the skin problems with the help of my elders.. With the use of organic materials, all skin problems can be taken care of, so I developed products which would help people with these problems



Selling Plan

- The products would be marketed and sold on Social media platforms like instagram
- A Vybe Originals store would also be opened up initially in 2 areas.



Financial Plan

Since the business is already in process, the earnings would be used as investment. Any profit recieved would be put back into the expansion of the business



Udhyam
Learning Foundation

BET ON
YOURSELF

SK interiors

Our quality is our brand



Siddhi Prashant
Khopade



Sarhad School,
Pune



11th Grade



Srividya Muthuvel



Customer Problem

People require customised designs, furniture and art for their homes, offices, classes etc.



Proposed Business Idea

I want to create a one stop customizable solution for furniture, interior and decor for people who want aesthetic homes. The work would be done by a team of carpenters, electricians etc.



Selling Plan

Products would be sold through advertising and marketing to interior designers, schools and other organisations. Through social media and word of mouth, the marketing would be done.



Financial Plan

- The cost would depend based on the technical requirement of the products
- Materials would require additional funds
- Loan would be taken to meet the expenditure



Player

Plastic Recycling Machine



Monika M



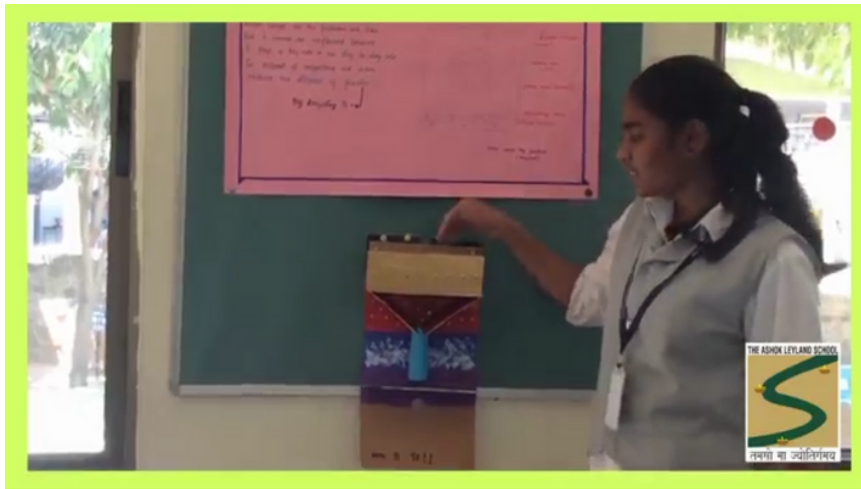
Ashok Leyland
School



11th Grade



Vivin David
Varghese



Customer Problem

Plastic is a problem to environment, it may be an important part of life now but its proper disposal and proper use is very crucial.



Proposed Business Idea

Player, a plastic recycling machine which is compact, easy to use and sustainable would be a great method for plastic disposal, it could be used by general public and institutions like schools or colleges



Selling Plan

- The product would be customisable according to the size or quantity of plastic to be disposed
- The product could be promoted on social media and sold both online and offline



Financial Plan

- Each piece would cost about ₹8000
- Loan or Investment for mass production would be required



Motivational Quotes



Aditi Salunkhe



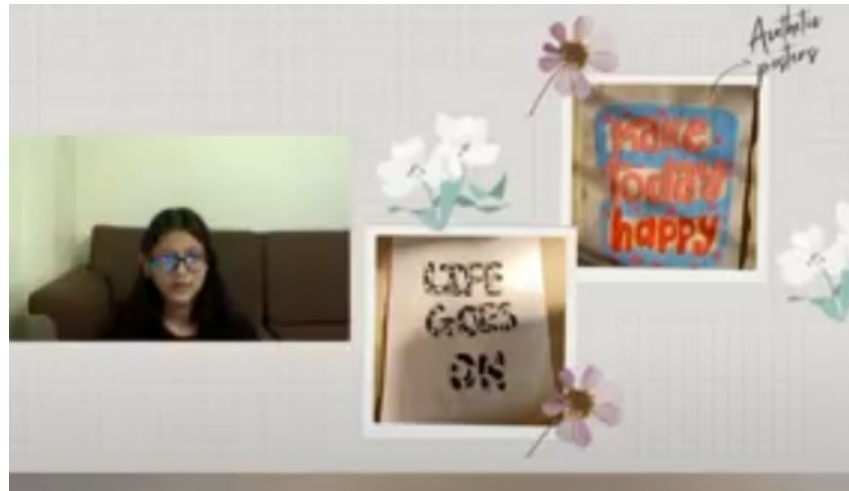
Sarhad School
Pune



9th Grade



Srividya Muthuvel



Customer Problem

A person might feel demotivated and unenthusiastic to do anything or move forward in life



Proposed Business Idea

Posters of motivational Quotes that make a person feel motivated and energised at times of pessimism, they add value to your life and help you move forward.



Selling Plan

- The posters will be sold online and offline
- the promotion would be done through social media and word of mouth by reference



Financial Plan

The venture will be self financed at initial stage with help of savings or a small loan from parents.
Investments could be taken if the business grows further



Kalyani's creations

Photo frames



Kalyani Mohite



Sarhad School
Pune



11th Grade



Srividya and
Mussarat



Customer Problem

Memories are precious and need to be protected, there is a need for more personalised way of protecting these memories



Proposed Business Idea

The business is named Kalyani's creation, a business which would provide photo frames created by Kalyani. The products can also be unique to the customer's demand.



Selling Plan

- Products would be sold to everyone on social media and through offline markets
- Advertisement would be done through social media and poster.



Financial Plan

- ₹1000 would be invested by me
- More funds would be required depended on the need of raw material



Moksh Dance Academy



Lakshya
Binavat



Sarhad School
Pune



9th Grade



Srividya
Muthuvel



Customer Problem

There are several unique dance forms that general people are unaware about.



Proposed Business Idea

Moksh Dance academy would be a dance academy which would teach various types of dance forms not mainly for a lot of profit but also to represent India internationally.



Selling Plan

- Promotion would be done through posters and advertisements on social media
- Other modes of promotion would be through participation in television reality shows.



Financial Plan

- Main resource required would be a dance hall, shoes, bottle.
- Loan or investment would be required for setting up the hall and other expenses



Bites and More

**Homemade and organic
Chocolates**



**Mahima
Sharma**



**Sarhad School
Pune**



9th Grade



**Srividya
Muthuvel**



Customer Problem

There is a lack of healthy chocolates in the market, these highly fatty and artificially processed foods affect the consumers.



Proposed Business Idea

Chocolates which are homemade and organic. would be made and sold by Bites and more for a reasonable price. the chocolates would be in multiple flavours meeting the needs of consumers



Selling Plan

- Social media for promotion
- Delivery through online delivery apps like swiggy, zomato etc
- Payment could be Online through apps like GPay, PhonePe etc. apart from cash.



Financial Plan

- Investment for raw materials made through savings and profits would be reinvested for further operations.
- Loan can be availed depending on growth in size of the business



Udhyam
Learning Foundation

**BET ON
YOURSELF**

Scrap Book



Anushka
Mahindrakar



Sarhad School
Pune



9th Grade



Srividya
Muthuvel



Customer Problem

Scrap book is a good method to save memories but a lot of people don't have time or skills to create it themselves



Proposed Business Idea

This scarp booking business is a great way to create memorabilia for your loved ones and helps promote art and creativity.



Selling Plan

- The scrapbooks would be sold through online mediums like amazon, flipkart, even customised work could be done.
- Payment could be online.



Financial Plan

- ₹1000 would be put into the business from the savings for licenses and other necessary things.
- For things such as raw material and website, more funds could be required which would be obtained through loan.



Udhyam
Learning Foundation

BET ON
YOURSELF

For You

The Routine Managing App



Anjanaa
Praveen



Cheric
International
School



11th Grade



Arlene Andrews



Customer Problem

People are not able to manage their schedules properly in a streamlined manner and are often tardy due to bad time management skills.



Proposed Business Idea

'For you' would be a routine managing app for School-Students, College-Students, and anyone who needs to manage their routine in an orderly fashioned way.



Selling Plan

App will be sold on the AppStore (for IOS users) and on the Google Play Store (for Android users) PayPal, Google Pay, ApplePay, PayTm, PhonePe, or direct credit card transactions are all possible methods of payment



Financial Plan

- ₹50,000-70,000 required for development of the app, through self-investment or loan.
- The app would be free but in-app features would have to be purchased



Udhyam
Learning Foundation

BET ON
YOURSELF

Furries

Your pet, Our passion

Furries'



Your Pet Our Passion



Ruvetha B



Sivananda Rajaram
Senior Secondary
School



9th Grade



R. Sriramguru



Customer Problem

Pets have become an important part of people's lives but they are not able to treat their pets as well as they want to due to less pet-friendly places



Proposed Business Idea

My service is for the customers who pamper their pets, customers want the best that money can buy for their pets. Accessories and special furniture that caters to their pets comfort level are in demand. Pet clothing is also important to for these customers.



Selling Plan

- I will market my business by advertisements in television and pet show events
- A social media plan that provides pet parents with regular, valuable information on pet care and other products would be available online.



Financial Plan

Pet Hotel: For 24 hour stay - ₹2000 (including food)
Veterinarian: Consultation fee - ₹300
Pet sitter: ₹100 per hour for small animals
₹200 per hour for large animals
₹250 per hour for extra large animals
Initially personal investment would be made



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Hydro pacific

The Clever Way



Parth Shah
Palash Laddha
Pallav Mohite
Sagar Vidhani



11th Grade



Sanjay Ghodawat
Intl. School



Koganti
Dasaradhi



Customer Problem

According to WHO about 80% of diseases are waterborne. There is a scarcity of clean water. In the market, there are only big and expensive water purifiers.



Proposed Business Idea

We have come up with affordable, efficient, and portable water purifiers, which are very easy to operate and durable to use. These water purifiers can be easily attached to normal water bottles.



Selling Plan

- First, we will focus to sell in Local Retail shops and chain stores to gain a base market and gain popularity.
- Then we will try to sell our product through online means that is our D2C website And Also through another B2C website like Amazon, Flipkart, Etc.



Financial Plan

We are a 100% self-financed company. We will also try to get subsidies from the government under the Start-Up India Scheme The estimated start-up capital will be around 5 Crores (INR). The company's estimated gestation period would be around 18 months (approx.)



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

A.K. Pvt. Ltd.

No more pains, we got ReleaseX



Arijeet Chatterjee
Kaushani Dasgupta



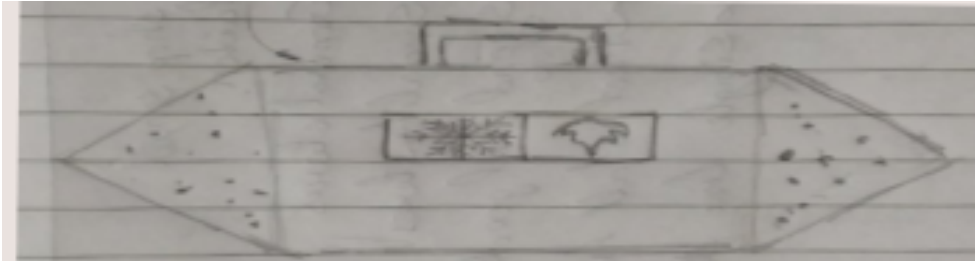
Jyotirmoy Public
School



11th Grade



Akansha Pandey



Customer Problem

People suffer from Period cramps and muscle cramps at least a month regularly which stops them from playing for a certain time. So at that time we got to know this is a major problem.



Proposed Business Idea

The product "RELEASE-X" is a reusable patch which will provide both hot and cold waves, which will help the customer to get relief from period cramps and muscle cramps and some other minor injuries and prevents the minor injuries to become a major one.



Selling Plan

We will sell our product through both B2B and B2C. We will make our product available in online platforms like Amazon Flipkart as well as at our website. We will sell the product to the retailers so that it comes under the supervision of the consumers.



Financial Plan

We will try to reach different investors who are in this sector so that they can help us with their experience and help us to reach our brand at certain heights of success.



Udhyam
Learning Foundation

BET ON
YOURSELF

Safety First Glass Limited



Terukuntla
Kanishka



Bhrachalam Public
School & Jr.College

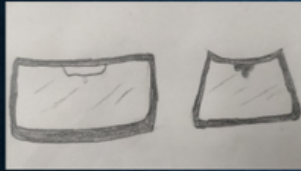


9th Grade



Bollu Sivakeshava
Rao

SOME PICTURES OF MY PROTOTYPE



Customer Problem

it is observed that during night when people are driving on roads, the driver can not be able to judge the distance and size of the vehicle due to harsh light from other vehicle. This is a cause of multiple accidents.



Proposed Business Idea

The business offers front glass for vehicles, this glass blocks the extra light from external luminous sources and makes the path clear and visible for the people driving. Price of this glass would be min. of 20,000 rupees to max. 30,000 rupees depending upon the size, thickness etc..



Selling Plan

- I would start an online website and even offline stores for consumers to buy my product.
- I would even create a small ad regarding the usage of my product which brings awareness about my product to all people.



Financial Plan

- I need an investor for mass implementing of the idea.
- During implementation, the profit share between me and the investor would be 45% to 55% respectively
- Upon diversification, production would be based on profits



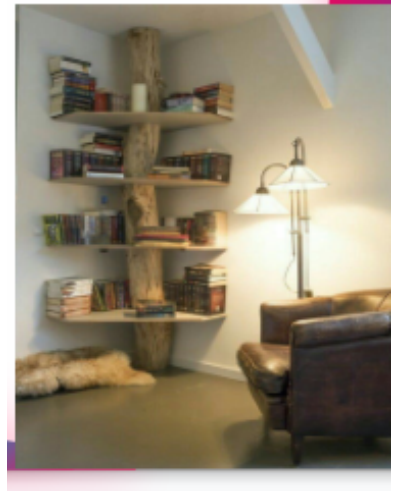
scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Home and Decor

Make it cozy, Make it home



Trisha Naskar
Parna Das



Jyotirmoy Public
School



12th Grade



Akansha Pandey



Customer Problem

Nowadays redesigning bedroom, bathroom, kitchen, basement has become very expensive. Sometimes people face problem that accessories don't seem to pair with the space around them but individually its actually great.



Proposed Business Idea

We will try to decor in such a manner that it suits the lifestyle of the occupants(the perfect design that suits my customers). We will use reusable products to decorate the interior space with efficient cost.(the the cost may vary with the amount of redesigning/decor)



Selling Plan

- Promoting on social media platform by professional promoters (like agencies), accidental promotion ,etc.
- By making Ads on the social media.
- Customized and update banners about our business, upload photos and videos of our decoration , products and many more.



Financial Plan

- Loans from commercial banks public deposits would be required
- Loans from financial institutions would also be taken.



Sparkles

Designer lamps



Ojaswee
Aswale



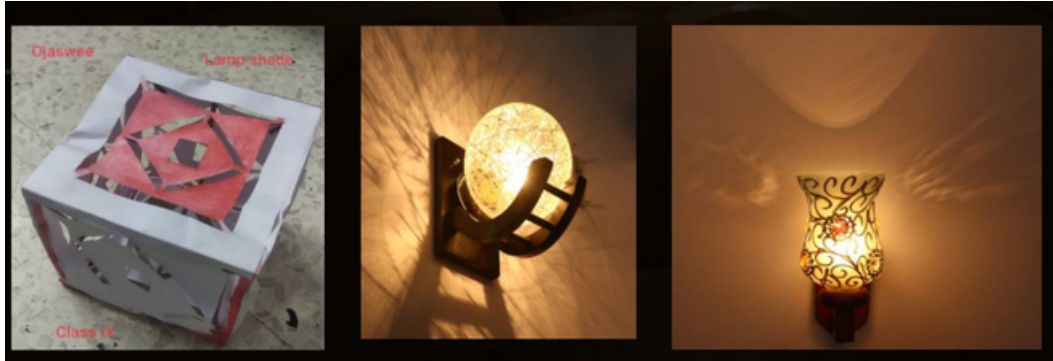
Ambuja Vidya
Niketan



9th Grade



Abdul Khalid



Customer Problem

Everyone likes to have beautiful lamps and lights in their living spaces but they're not reasonably prices



Proposed Business Idea

The products by Sparkles are lights and lamps which will beautify the house and any other space they're put in. They'll be efficient and aesthetic and available in multiple shapes.



Selling Plan

- Product would be available online on the official business website
- Offline it would be available in malls, showroom etc.
- Modes of payment would be Cash on Delivery or through online methods.



Financial Plan

Loan would be taken from bank according to the schemes brought up the the Government of India Like Pradhan Mantri Mudra Yojana Credit guarantee trust fund for micro and small enterprises



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Organic Food Colour



Dharaneesh



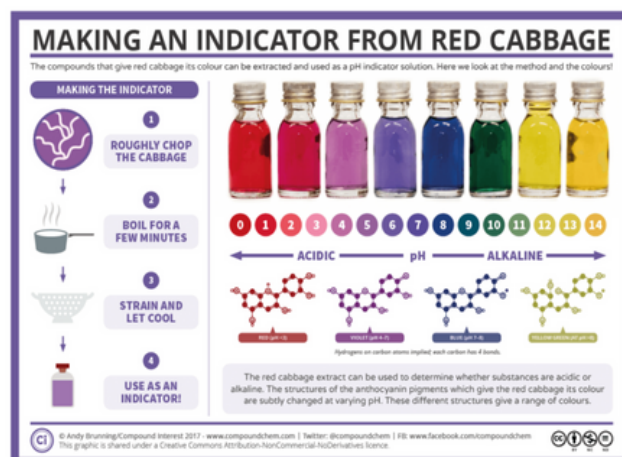
ARRS Academy,
Salem



11th Grade



Dharni Venkatesh



Customer Problem

There are mainly chemically produced food colouring in the market. These are harmful for consumption and cause several health problems



Proposed Business Idea

Organical food colour would use red cabbage and its concentrated forms to create different colours for food colouring using scientific yet natural methods.



Selling Plan

The product would be advertised and sold online and offline and be widely available at reasonable prices
The payment could be through many modes of payment, online or cash.



Financial Plan

The initial investment would be through savings, upon expansion a loan or extra investment would be required.



Udhyam
Learning Foundation

BET ON
YOURSELF

The Secret Garden



Sammprita D
Dhaanushree P



ARRS Academy,
Salem



9th Grade



Dharni
Venkatesh



Customer Problem

Students get distracted easily which affects time management and find it hard to stay motivated. It's a struggle to get in the mindset to study at home. alone at home can get lonely, exhausted and depressed.



Proposed Business Idea

Study Cafe which are perfectly designed for silent studying or working on assignments. The environment of the Cafe is relaxing and refreshing that will keep you motivated in which you are studying. It increases your creativity, alertness and ability to learn and minimize the distraction.



Selling Plan

- Advertising through collab with Instagram studygrammers, and through their local media page.
- It is even through our membership cards, and offers we provide during exam season.



Financial Plan

- Capital raised by: Sammprita: 200000 and Dhaanushree: 200000
- Taking loan: 100000 for setting up the place
- For book store profits would be made by charging the customers on per hour



Udhyam
Learning Foundation

BET ON
YOURSELF

Fancy Jute Bags



G. Lohitha



Bhrachalam Public School & Jr.College



11th Grade



Bollu Sivakeshava Rao

Service offers



Color: All colours available

brand: blivis

Capacity: 6kg

Material: jute

50% discount on first order.

Buy 1. Get 2 free

Each bag costs Rs.75/piece



Customer Problem

Nowadays people are using plastics more. Waste plastic bags are polluting the land and water immensely. Plastic bags have become a threat to the life of animals living on earth as well as in water.



Proposed Business Idea

Fancy jute bags would create Jute bags and Jute related products help to combat the environment pollution.



Selling Plan

I will start by selling the products to neighbors, friends, relatives. Later based upon the feedback I'll extend this to local communities by setting up a shop and expanding into new locations.



Financial Plan

- 50% discount on first order.
- Sales like Buy 1. Get 2 free Each bag costs Rs.75/piece
- Loan would be taken for investment in the business.



Tablexpress

Compare it before you purchase



Vinayak
Bansal



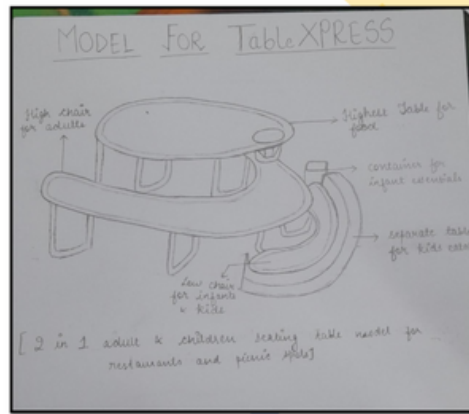
Bhavan Vidyalaya
Panchkula



9th Grade



Meetu Jaitley



Customer Problem

We have experienced a prevalent problem whenever we visit a restaurant or a picnic spot that we are generally accompanied by infants or kids and they find it difficult to adjust to the fixed height of the table.



Proposed Business Idea

Tablexpress has designed a table with 3 different levels so that an adult or a child can sit comfortably to his or her suitable height as per convenience.



Selling Plan

Main mode of sale would be B2B including restaurants, picnic spots, food courts, cafes etc. and marketing of our product would be through hybrid mode, advertise online through ads, banners etc. and offline through posters, brochures etc.



Financial Plan

- Once we start with the manufacturing of original product, we are projecting to have a minimum sale of 35,000 articles within a span of 6 months.
- It'll initially be through self-investment, later profits will be used.



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Alpha

Making lives smarter



Sheik Nilophor



Bhrachalam Public School & Jr.College



11th Grade



Bollu Sivakeshava Rao



My Prototype

ALPHA
TRACEABLE WALLET

SHEIK NILOPHOR



Customer Problem

People, especially those who are poor in maintaining their things orderly in their busy life are likely to misplace their things very frequently. In cities or towns, people are busy thinking about where to go, what to purchase, which bus to board and so on, they are lost in their thoughts.



Proposed Business Idea

Alpha, a traceable wallet that can be traced by using a user-friendly app on mobile phones and various devices.



Selling Plan

After analysing how samples do in the market by way of sample distribution and feedback, I'll begin full-scale production takes place and sells them in stores available in cities and towns and also in e-commerce apps like Amazon, Flipkart, etc.



Financial Plan

- I would take initial investment from my father for making the first sample.
- Then I would take loans from banks seeking money for my start-up.



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

As U Like it

Create it, wear it



Apurva Dutta



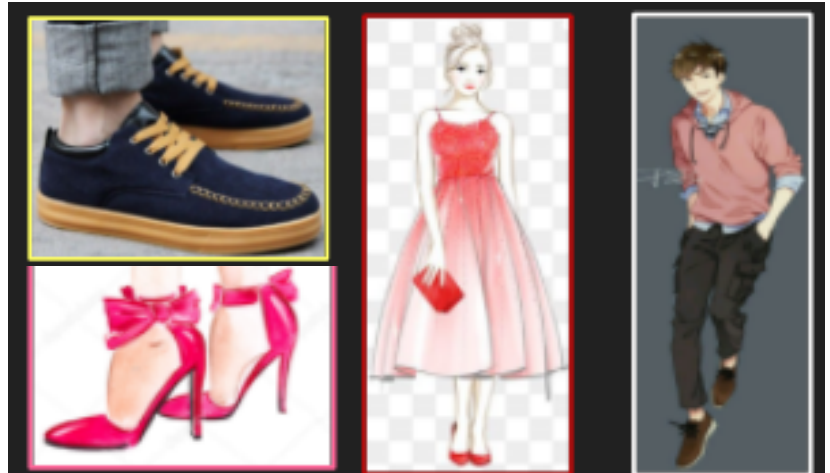
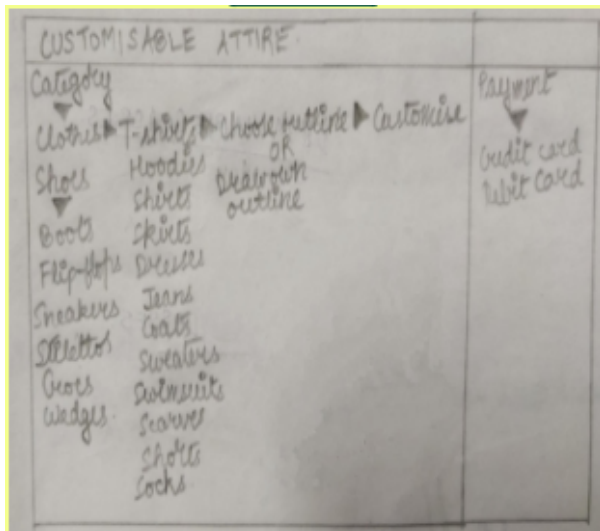
DAV Model School
Durgapur



11th Grade



Sudipta Das



Customer Problem

Often people don't find the exact designs of attire they want and have to settle for something less. Also, people in age group of 11-30 love to experiment and try out varied styles and this website will allow them to fulfil this inclination.



Proposed Business Idea

This app will allow customers to customize their attire by giving them the option to choose or create a basic outline, select the material to make the attire and then put the designs or pictures they want. They should also be able to upload pictures of a particular dress that they want and get exactly that.



Selling Plan

I will sell the products entirely online as it will help me reach more people.
Products will reach customers through delivery, maximum time will be a week.
Marketing through advertising online and offline would be done



Financial Plan

- Cost of creating the website: Rs 30,000 to Rs 40,000 Setup and configuration: Rs 89,900 to Rs 1,00,000 Maintenance (monthly): Rs 89,900 to Rs 1,00,000 Marketing: Rs 80,000 to Rs 90,000
- I would get a business loan from a bank.



Udhyam
Learning Foundation

BET ON
YOURSELF

Make it Easy

Celebrate with ease



Shresta
Yasarapu



Chirec International
School



11th Grade



Arlene Andrews



Customer Problem

During festivals in India, there is a heavy footfall in markets, additionally the weather is such that sometimes roads get clogged due to rainfalls disallowing people to buy materials required or vendors to sell easily.



Proposed Business Idea

A service that sells supplies for festivals and events as packages. Right from flowers to sweets to pooja items etc. procured from core artisans who craft these supplies by hand. In a way it helps to promote rural and suburban artisans from whom we'll be purchasing these items.



Selling Plan

Products would be sold Online through social media platforms. Payments through cash and UPI/ online payment methods. I would like to market my business through social media and references. I would put up stalls in places, send packages to famous people for promotion.



Financial Plan

- Packages would be sold at a profit of ₹1500, it could include all necessary materials for the festival
- A loan would be availed from banks and savings would also be used.



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Computer Service



B. Pavithra



Sivananda Rajaram
Senior Secondary
School



11th Grade



R. Sriramguru



Customer Problem

There is a lot of e-waste that goes unmanaged and laptops and computers are one of the majorly discarded products.



Proposed Business Idea

The company would use multiple discarded monitors, keyboards, CPU and etc and create one main computer and sell it.



Selling Plan

The products would be sold through online medium, on apps like amazon, OLX etc
Deliveries would be made directly to homes
Payment would be online and offline mode
The products would be marketed online and offline



Financial Plan

- Bank loans would be required would progress and growth of the business
- Additional investment might also be needed.



All in all events



S. Sandhiya



SIVANANDA
RAJARAM School
KANCHIPURAM



11th Grade



R. SRIRAMGURU



Customer Problem

In the today's fast moving society lot of people find it difficult to manage all the arrangement for organizing a celebratory event.



Proposed Business Idea

A mobile application which is a one stop solutions for people to book any kind of events, with all the responsibilities like food, decorations, gifts, music and photography to me manage by us.



Selling Plan

- We will be managing all aspects of the event management from budgeting, logistics, location and co-ordination.
- We will be using social media platforms to promote our event management application.



Financial Plan

I will be seeking initial investment from bank and investors.



P&C MANDALAS

Be Peaceful by going
Crazy over art!!



Paridhi Gupta



Ankleshwar



9th Grade



Swati Samiir
Muley



Customer Problem

The very common problem faced by the people : Stress and anxiety.



Proposed Business Idea

The solution brought by us is 'Mandala paintings'. Mandalas bring peace and tranquility...
Just looking at them will bring calmness, and would help to be mindful.



Selling Plan

- We are using social media platforms to promote our business.
- For the first step I would reach my customers on a very small scale, like the people I meet, guests and small scale workshops held by ladies at home.



Financial Plan

The sizes available are 30.5*23cm.
We are providing two wide options for our customers to choose from,
A Handmade Drawing on paper for Just Rs. 299
You can also have a pre- Framed Drawing for just Rs. 399



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Meaningful Study



Sayak Kundu



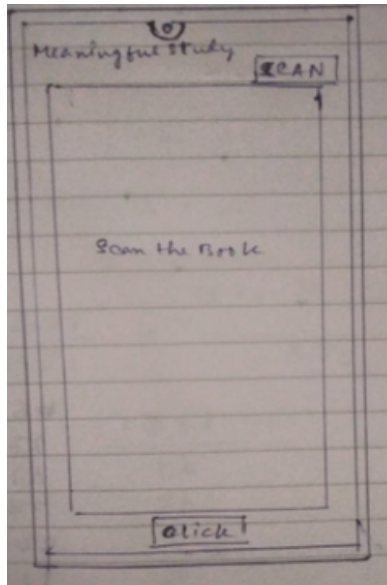
DAV MODEL
SCHOOL,
DURGAPUR



9th Grade



Sudipta Das



Customer Problem

As we all focused for customers in the age group of 10-20. We got a common problem that they are unable to clearly understand some chapters of their subjects And due to this students are not getting their expected marks in their exams.



Proposed Business Idea

we decided to create such an application where our customer can get the meaning of the total book by scanning by their device and they will get the full summary of the book.



Selling Plan

Since this product is an application so we have decided to publish this application in play store where our customer will get it at a minimum or free of cost.

we would create for the business is we are going to publish advertisement on internet



Financial Plan

Most probably I will take a bank loan for 80% of moeny required and rest 20% of the funds will be provided by me and my partner.



Udhyam
Learning Foundation

BET ON
YOURSELF

Dreams come true boutique

Great clothes, great Ideas



Sameena
Begum



SIVANANDA
RAJARAM SENIOR
SECONDARY SCHOOL
KANCHIPURAM



9th Grade



R. SRIRAMGURU

Dreams come true Boutique
Upto 60% off

Seychelles
Chaise Laundry
Fly
Blue Peppet

*New Styles
Every week!*



Customer Problem

Lesser availaibility of affordable and high quality solutions for clothing and grooming for womens.



Proposed Business Idea

An affordable boutique for womens for all kind of clothing and makeup services.



Selling Plan

I will use social media platfroms like Instagram and facebook to do marketing for my boutique.



Financial Plan

- I will be starting the business with my own savings and some money from my parents.
- Average cost of the service will be around 400Rs



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Pranah

Regional Cuisine based Restaurant



Bhakri



Sneha A Bhalekar



Sarhad School,
Katraj, Pune



9th Grade



Srividya
Muthuvel



Customer Problem

Regional cultures of many places are getting lost because of unawareness.



Proposed Business Idea

A regional cuisine based restaurant serving people with dishes from their own homeland, for example in Pune we will serve dishes like Misal, Mudak puran poli, and in Kohlapur we will serve tambda pandhara rassa.



Selling Plan

- We will be spending more time to study more regional cuisines.
- we will be doing regional marketing and will be having our menu in regional languages along with regional decorations and music.



Financial Plan

- Initially we'll be starting small with a small investments from my savings.
- Initially we plan to have cost of the cuisine to be very affordable.



scan the QR code

Udhyam
Learning Foundation

BET ON
YOURSELF

Singh's Farm Technology Ltd.



Karan Singh



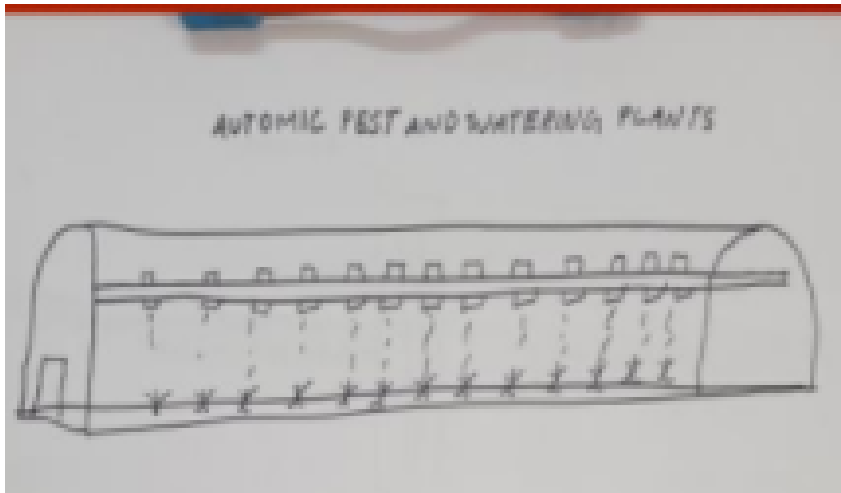
JYOTIRMOY PUBLIC
SCHOOL, Kolkata



9th Grade



Akansha
Pandey



Customer Problem

Farmers have to bend down for long time for putting pesticide or watering the plants, Since the farmers work day and night it lets them to have back pain.



Proposed Business Idea

The product is like there will be a greenhouse having a row of a pipe inside with 2 holes where both the water and the pest come out and it is a machine that will start automatically by pressing the button that is located outside the entrance.



Selling Plan

- I would like to say that the product will be sold both online and offline.
- Will keep the price range between Rs 500-1000
- This product will be helpful for those who are having fields near by their house and in that case they don't even need a gardener.



Financial Plan

- I will be seeking investments from government for R&D to innovate more such products.
- I will be using my own savings to start the business.



Tranquil House



Shreya V



The Ashok Leyland
school



11th Grade



Mr. Vivin David
Varghese



Customer Problem

Most of the single child's don't have friends to play and enjoy with at home and hence end up spending lot more time in solitude.



Proposed Business Idea

Tranquil House is a concept of an house which has 4 rooms and each room depicts a different emotions that human posses. (Happy, sad, angry and confusion) These rooms will have different activities that will help the customer to express those particular emotions.



Selling Plan

- I will be advertising about this concept both on online and offline.
- Will be taking some workshops to increase awareness about the importance of expressing our emotions.



Financial Plan

- Entry fees for an individual to experience tranquil house for 2 hours will be Rs 150.



Paron

Photo Gift box



Visishta
Kantheti



CHIREC
International
school, Hyderabad



11th Grade



Arlene Andrews



Customer Problem

Lesser availability of more personalized and affordable gifting options.



Proposed Business Idea

My product is a customisable gift box with pictures. It will also have a option to add personal messages in the box + space to put a gift. It comes in different sizes.

Production Time/ unit . 1.5 hrs



Selling Plan

- Platform to be used:
E-commerce Website
Target Market : 15 - 50 yr olds.
- Social Media Marketing & Search Engine Optimisation



Financial Plan

Initial investment : 1,50,000Rs
The capital will be self funded
Unit Cost : 200 /-
Unit Price : 1000 /-
Target sales

- 500 units / month
- 50,000 / month



YouthForRoars

'Learn Save Educate' repeat



Anandita
Chauhan



Bhavan Vidyalaya



9th Grade



Neha Sharma



Customer Problem

I myself recently discovered the vulnerability of many animal species to extinction or harm. Being a born animal lover, I was immediately drawn to the idea of doing something for such animals



Proposed Business Idea

To initiate a chain selling merchandise across schools in the nation. There are mugs and badges, which mark you as a 'Wildlife Warrior' member. we will visit schools or interact with children online to spread the word.



Selling Plan

Firstly, I want to try and sell the products in my own campus & if the idea takes on; then we can create an online platform to approach schools across nations.



Financial Plan

The first few orders will definitely come from own pocket, but gradually; we can use part of income if the idea grows.



Udhyam
Learning Foundation

BET ON
YOURSELF

Laarganics



CH.SAI LAASYA
PRIYA



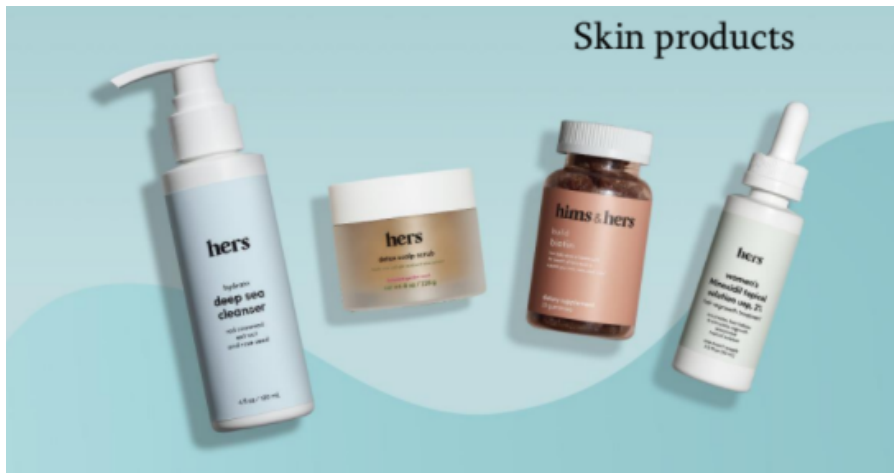
BHADRACHALAM
PUBLIC SCHOOL & Jr.
COLLEGE, SARAPAKA



9th Grade



Bollu Rao & Rajesh
Srivastava



Customer Problem

Lesser availability of chemical free and organic skin & healthcare products in the market.



Proposed Business Idea

My brand LAARGANICS provides organic products which include skin products and healthy drinks. They are all chemical free and is the best to start the day with full of energy. the price is affordable and skin products starts from Rs.399.



Selling Plan

Since lot of people watch T.V I would like to attract customers through advertisements. I would distribute posters among my neighborhood about the products and it's benefits.



Financial Plan

I would get the money required for my business by saving money. If it's not sufficient , I would take loans from my relatives and friends. Since my business depends on the profit I get , I wouldn't take loans from bank.



Lakshya's Chocolate



Lakshya
Mithapalli



Sarhad School,
Katraj, Pune



9th Grade



Srividya
Muthuvel



Customer Problem

Lesser availability of affordable, chemical free and handmade chocolates in the market.



Proposed Business Idea

I am making handmade dark chocolates using chocolate compounds. Customization of the chocolates is also the USP of my business.



Selling Plan

- Firstly I will be selling my chocolate to my neighbours and neighboring societies.
- I will be advertising my chocolates using social media platforms.



Financial Plan

- I have invested Rs 5000 in my business.
- Selling Price of 1 chocolate = Rs 5
- Selling Price of 1 Box = Rs 120
- By the completion of the program I aim to make profit of Rs 6000.





Testimonials

Online entrepreneurship Program enhanced many skills sets in me as a Master trainer in terms of giving feedbacks, reflections, self-awareness and most important it played a pivotal role in reviving the facilitatory skills I already possessed.

As a true Indian who stays away from her motherland, I was very emotional while conducting the sessions for teachers across India. I felt I visited so many states in India and I have developed a special bond with many likeminded educators who believe in instilling entrepreneurial mindsets in today's youth the promises of tomorrow.



Mrs Musarrat Parkar
Indian Community School Kuwait



Student's Name: Arundhuti Dhar
Shri Shikshayatan School

Through the OEP Program, as a student and as well as a person, I've developed a lot. I could able to set a goal for my day to day activities and studies, and was able to focus. I'm confident and am able to communicate with people. As I've worked on my business plan in a group, we've been able to collaborate with each other in a great way.

I feel that we students and our teacher were able to connect with each other and able to create a strong bond. I'm really grateful for this opportunity. I'm not ashamed about anything and I've had a great experience with FUN!

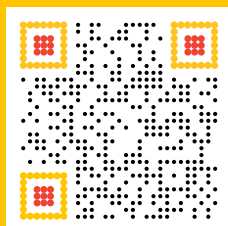
It has been a great learning experience as a Teacher, to groom the students for the OEP - Online Entrepreneurship Programme. Millions and Tons of thanks to CBSE and Udhyam to have introduced this programme that enriches a great amount of knowledge and skills to the students.

Being a facilitator, I aim to develop the following skills among my students through this programme. Communication Skills, Presentation Skills, Group Discussion, Team Building, Enquiry, Seeking for help, Creation of Opportunities.



Koganti Dasaradhi,
Vice-Principal, Sr. Secondary Section,
Sanjay Ghodawat International
School, Kolhapur

SCAN ME



www.udhyam.org