

# **GREENBIZ**

## **A SOCIAL ENTREPRENEURSHIP COMPANY**

### **An initiative by GEA students**

#### **DETAILED/FULL PROJECT SUBMISSION**

#### **OBJECTIVES:**

1. To empower students with the confidence to survive in the world outside the school
2. To teach the concept of social entrepreneurship to students
3. To give a new insight to students regarding waste management
4. To promote self-employment
5. To provide the real world-out of the textbook-experience to students

#### **IDENTIFICATION OF PROBLEM:/INTRODUCTION:**

The gap between the employability of the freshly passed out students and the demand for skills by any industry/sector is a well known and much complained fact. This is one of the reasons for the problems of unemployment in our country. Another fact is that number of jobs available may not equate with the number of jobseekers. Our education system is more text book oriented and less importance is given to practical knowledge of real world.

Our students, in general, are also not exception and show lack of readiness to face the world. The proposed project is a pilot project to offer solution to the above mentioned problem.

We taught our students about "zero garbage school" [D.L.Shah award winner project in 8<sup>th</sup> quality conclave in 2013] and it is observed that more dimensions need to be added to this ongoing project. One such dimension is "waste is beautiful" and is incorporated in this project. The concept of social entrepreneurship is used as a tool to solve the problem with the dual purpose of waste management and the increasing employability of student.

#### **PROCEDURE: PLAN OF ACTION**

Answer sheets of General Knowledge examination, interaction with students in class room, opinions given by teachers -all served as a source of data to identify the problem. It was decided that there are two possible models by which a sense of empowerment can be instilled in students. First was "company approach" and second "social entrepreneurship approach". Two groups of students were selected. The first group was of class 11 students who opted for commerce stream and the second group was also of class 11 students, but opted for humanity stream. Commerce students were taught about how a company is formed and works. This group made a company called "CriYan Ltd." in 2008. They sold shares, did the business of selling of eatables in school every year with a fresh batch of students of class 11 and 12. Though the company earn profit, but basically the focus was more on developing a successful teaching model. CriYan has entered ninth successful year and served as an excellent tool for teaching commerce in class XI and XII. It covers more than 12 topics from syllabus prescribed by ISC (Indian School Certificate). The complete history and recent achievement of this educational model can be viewed on

<https://www.facebook.com/groups/1389515867960575/>,  
<https://www.facebook.com/Criyan-ltd-474601205976851/>

The first group, i.e., commerce group continued with CriYan Ltd. as an educational and empowering model in 2016 also. The second group, i.e., humanity group was added to the project this year. This group was subjected to the following procedures:

### **STEP 1**

Initial sensitization was done by showing a couple of films on waste management and social entrepreneurship.

[<https://www.youtube.com/watch?v=UCVaW4QM7oU>

<https://www.youtube.com/watch?v=OZPa7dtQnJo>] After that a workshop called “nothing is waste” was conducted.



The target group was manufacturers.

Students of lower class [class 7 to 10] were included. Art teacher gave live demonstration and also showed some video clips from YouTube.

[<http://www.youtube.com/watch?v=HphQqmHw-xI&sns=em>

<http://www.youtube.com/watch?v=EEq4MgldWqE&sns=em>

<http://www.youtube.com/watch?v=vQLPaXqa2Aw&sns=em>

<http://www.youtube.com/watch?v=xpDSOMII0hQ&sns=em>

Students were taught about making of recycled/upcycled products and the environmental benefits of this task were also explained. All attendees of workshop were told to make recycled articles during Diwali holidays.

### **STEP 2**

A separate session was taken for class 11 (selected) students for actual social enterprise venture. Two case studies were discussed with them. Both were excerpted from Rashmi Bansal's book "I have a dream". First case study was about the brand "conserve"- bags made from waste plastic bags. The owner of this company, Ms. Anita Ahuja not only made profit but also worked for socioeconomic welfare of rag pickers of Delhi and involved them in her business. Second case study was also of a woman social entrepreneur. Her name was Sumita Ghose, the owner of "rangсутra"- Partner Company of 'Fab India'. Her company is a producer company who trains weavers and artisans from villages and give them appropriate market where they can sell the goods without being exploited.

An open group discussion was arranged after narrating case studies. These activities motivated Class 11 students. They already had participated in workshop 'nothing in waste' and they were aware about the recycled articles made by younger students. So it was decided to arrange an exhibition cum sale of such articles. They formed a company named "GreenBiz", designed a logo and allocation of posts was done.

### **STEP 3:**

After deciding the important departments and the heads of each department, they also added CSR (Corporate Social Responsibility) department. Class 8 students were taught about how to make bags from old, discarded t-shirts and kurtas in their SUPW (Socially Useful Productive Work). All such bags made by students were collected and

distributed to local, road side vegetable vendors. To fulfil this task, a rally was conducted with the hoardings of 'stop plastic'. When the bags were donated to vendors, the customers were also made aware about the problem of water logging and its relation with irresponsible disposal of polythene bags. Students pleaded for reusing cloth bags given to them by vegetable vendors.



#### STEP 4:



All recycled articles made by the participants of 'nothing is waste' were collected by post bearers of "Green Biz". They sorted, labelled and decided the selling price of each article. A stock register was made including cost price and selling price of each article and the details of contributor student. They planned the venue of the exhibition, took permissions and arranged for the exhibition. One day prior to exhibition, publicity was done and invites were sent through various what app groups existing in schools community. Feedback of visitors was also taken during the exhibition.

#### STEP 5:

After the exhibition they prepared balance sheet, which was taught to them by accounts teacher. It was decided to invest the profit for next year's event of "Green Biz"

#### OUTCOMES/BENEFITS:

- Students actually learnt about balance sheet, shares, registration of company, how to handle customers, how to bargain and negotiate for supply materials to maximize profit and many more things. Most of these concepts are parts of their syllabi, so this activity served as **a live teaching aid.**
- **Equal involvement of bright, average and below average students made it a successful teaching model.**
- Students suffering from dyslexia were given prime importance in playing role as cashier, creative head, supply manager and so on. This gave them an extra edge and confidence.
- School community got opportunity to purchase variety of good quality products within the school premises at reasonable prize

- Three students of “Green Biz” received orders for their products at higher rate which gave them a new direction of starting own business. They are also planning to sell their products online on [www.itokri.com](http://www.itokri.com)
- Students have stopped wasting papers and started viewing the waste material as a resource.
- They learnt to make bags from old clothes. They made many such bags and distributed to local vegetable vendors so that use of plastic bags can be minimized. After learning about company and business structure they projected this activity as CSR.

### **OTHER DETAILS:**

Name of company:- Green Biz

Type of company:- Social enterprise

Logo:-



Post bearers:

Bhakti Tirthani - CEO

Anjana Arun - HR Head

Akshat srivastav - Creative Head, assisted by Gayathri Santosh

Urvashi Verma - Accounts Head, assisted by Rohit Nair

Eshita chandna - Marketing Head, assisted by Parinita Sanaf

Chronological order of events:

1. Conclusions drawn from answer papers of GK/Moral Science [Second semester examination, March 2015]
2. Teacher in charge attended a workshop session organized by TERI and received the insight/inputs [July, 2015]
3. Class VIII students were taught to make shopping bags from old t-shirts as part of SUPW[Socially Useful Productive Work, a compulsory subject][August, 2015]
4. Home composting was given as a task to younger students [September, 2015]
5. 'Nothing is waste' workshop was conducted [October,2015]
6. Planning and preparation for rally [November,2015]
7. Rally with the theme 'minimize the use of plastic bags' [December, 2015]
8. Formation of company, allocation of post, preparation for exhibition cum sale [December, 2015-january,2016]

Account details:

				<b>In the books of GreenBiz</b>	
				(P/L account for the year 2015-2016)	
<b>Debit</b>		<b>Credit</b>			
<b>Particular</b>	<b>Amount</b>	<b>Particular</b>	<b>Amount</b>		
To purchase A/c	935	By sales A/c	2640		
To net profit	1705				
<b>DISCLOSURE:</b>					
<b>Assets of school like tables, chairs were used at free of cost</b>					
<b>Circulars and other printed materials were also provided by school at free of cost</b>					
<b>List of Sales</b>			<b>List of Purchase</b>		
<b>Particular(name of buyer)</b>	<b>Amount</b>			<b>Particular(name of student)</b>	<b>Amount(C.P.)</b>
Tejal Dave	200			Anjna(XI B)	125
Prerna	60			Aryan(VIII A)	0
Kalpana Joshi	200			Ritu (XI B)	20
Kashmira Bhide	150			Ayushi (IX A)	45
Tejal Dave	100			Bhakti (XI A)	0
Kshama Jani	70			Rohit Nair(Xi B)	0
Chitra Rangnathan	55			Hasmita, Aditi(XIB)	0
Sraboni Maitra	60			Rhythm(XII B)	140
Yash Shukla	40			Gratitude club	0
Kshama Jani	80			Manav(X E)	0
Padmaja Vaidya	30			Akshat (XI B)	0
Padmaja Sabnis	30			Pritika (XI B)	25
Zarna Badheka	30			Urvashi(XI B)	30
Kshama Jani	50			Muskan	10
Tejal Dave	150			Eshita(XI B)	0
Brinda Bose	130			Meeloni(XI B)	0
Sraboni Maitra	30			Parinita, Shaheen(XI B)	540
Vanashree Bhattacharya	10				935
Jaysree K.	10				
Ashima Nanda	200				

Michelle D'souza	150					
Saasha agarkar	35					
Soham Goswami	35					
Vinayak Mathur	35					
Maxwell Fartando	35					
Ayush	35					
Ronak Agarwal	35					
Kshama Jani	25					
Polina Chand	25					
Brinda Bose	90					
Brinda Bose	80					
Brinda Bose	80					
Siddhi Mehta	80					
Revathi	30					
Eshita C.	30					
Mimrah Ansari	30					
Kiran Buch	25					
Revathi	50					
Sraboni Maitra	45					
Vanashree Bhattacharya	5					
	2640					