



**DASMESH GIRLS COLLEGE, CHAK ALLA BAKSH**  
**G.T.ROAD, MUKERIAN**  
**(Accredited by NAAC)**  
**(Recognized by UGC under 2(f) and 12(B))**

**Report of Project Skill to Entrepreneurship**

**1. Introduction:** The Skill-to-Entrepreneurship Program is designed to empower students in Higher Education Institutions (HEIs) with the practical expertise and entrepreneurial mindset essential for success in today's fast-paced job market. By bridging the gap between academic knowledge and real-world industry demands, the program helps students transform creative ideas into actionable business models. Key components of the program include cultivating an entrepreneurial mindset, providing hands-on experience in market research, product development, financial management and business planning. Students benefit from internships, mentorship by industry professionals and exposure to global entrepreneurial trends. The program emphasizes creativity, problem-solving, leadership and resilience, preparing students to navigate challenges, embrace failure and build a personal brand. The culmination of their learning is a capstone project, where they apply their skills to launch a business or tackle an innovation challenge. Ultimately, the program equips students with the tools needed to thrive in modern entrepreneurship and leadership roles.

**Overview and Importance:** The Skill-to-Entrepreneurship Program focuses on equipping students in Higher Education Institutions (HEIs) with the practical skills and entrepreneurial mindset required to bridge the gap between academic theory and industry needs. By nurturing creativity, innovation, and critical thinking, the program enables students to turn concepts into sustainable business ventures. It enhances career prospects by providing vital skills in business planning, marketing and financial management while fostering an entrepreneurial spirit. Additionally, the program encourages leadership, teamwork and ethical decision-making,

ensuring students are well-prepared to succeed in the dynamic job market or as independent entrepreneurs.

**Objectives of the Skill-to-Entrepreneurship Program:**

1. **Develop Business Planning Skills:** Teach participants how to create detailed business plans with clear goals, strategies, target markets, and financial projections.
2. **Foster Creative Problem-Solving and Innovation:** Encourage innovative thinking to address market needs and solve real-world problems through new products, services, or business models.
3. **Enhance Financial Literacy:** Equip participants with essential skills in budgeting, investment, and cash flow management to ensure financial sustainability.
4. **Improve Market Research and Analysis:** Guide participants in understanding target audiences, competition, and market trends to make informed business decisions.
5. **Strengthen Leadership and Teamwork Skills:** Develop leadership capabilities and improve team dynamics to create a collaborative and effective work environment.
6. **Build Networking and Relationship Management:** Train participants to build and leverage professional networks to foster business growth and partnerships.
7. **Enhance Communication and Pitching Skills:** Teach effective communication techniques, focusing on pitching to investors, partners, and customers to gain support and promote the business.
8. **Instill Resilience and Risk Management:** Equip participants with strategies to manage risk, cope with failure, and build the mental resilience required for entrepreneurship.
9. **Encourage Sustainability and Ethical Practices:** Emphasize sustainable, ethical business practices that contribute to responsible entrepreneurship.
10. **Equip Students with Entrepreneurial Skills:** Provide practical knowledge in business planning, marketing, and financial management.

11. **Provide Hands-on Experience:** Offer students real-life projects to gain practical insights into problem-solving and business implementation.

12. **Encourage Innovation:** Foster an entrepreneurial mindset through collaborative, interdisciplinary projects that drive creativity and new ideas.

13. **Promote Entrepreneurship Culture in HEIs:** Create an environment that nurtures innovation, startup creation, and entrepreneurial thinking within Higher Education Institutions.

14. **Enable Students to Build Sustainable Business Models:** Encourage students to develop real-world solutions and create viable, sustainable entrepreneurial ventures.

### **Target Audience**

The Skill-to-Entrepreneurship Program is aimed at:

- **Students from diverse** disciplines within Higher Education Institutions (HEIs) who are passionate about entrepreneurship, innovation, and creating impactful business ventures.
- **Faculty Members** who are interested in supporting and mentoring student-led projects, helping foster an entrepreneurial culture and guiding students as they develop their business ideas and skills.

### **2. Team Composition**

The Skill-to-Entrepreneurship Program is led by a dedicated team of faculty members, under the guidance of:

**Principal: Dr. Karamjeet Kaur**

**Coordinator:** Mrs. Renu Gupta, Assistant Professor, Department of Education

**Nodal Officer:** Mrs. Pooja, Assistant Professor, Department of Computer Science

**Faculty Members:**

- **Dr. Akanksha**, Assistant Professor, Department of Fine Arts

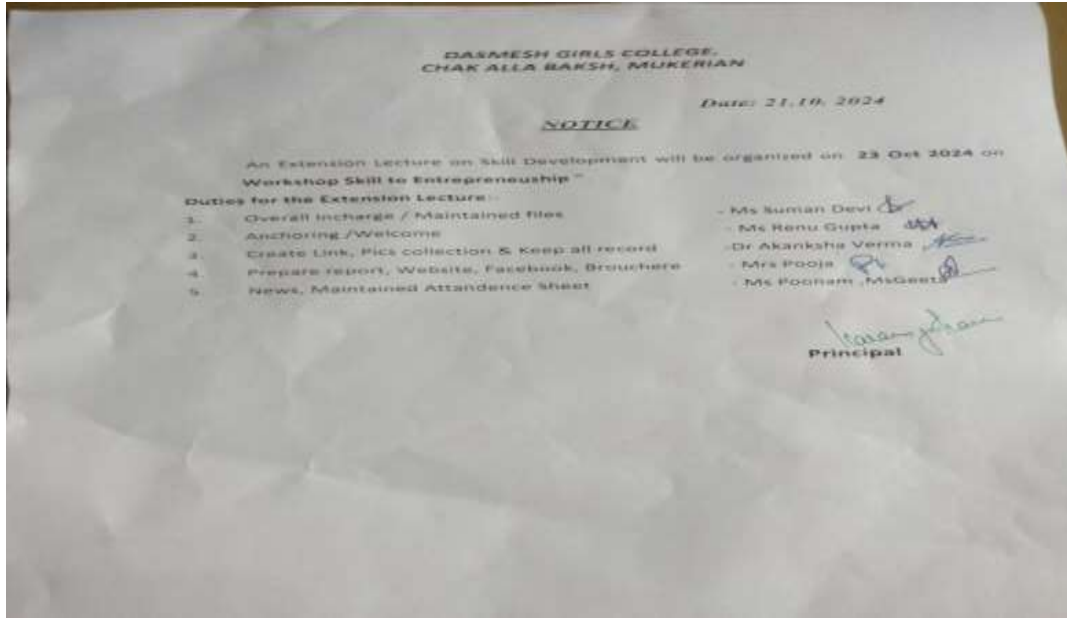
- **Mrs. Poonam Sharma**, Assistant Professor, Department of Fashion Design

- **Mrs. Suman Devi**, Assistant Professor, Department of Business Administration

- Mrs. Geeta, Assistant Professor, Department of Music (Vocal)

This diverse team, led by **Dr. Karamjeet Kaur**, brings expertise from multiple disciplines, ensuring a comprehensive and collaborative approach to fostering entrepreneurial skills among students.

**Roles:**



**3. Project Description : Business Ideas, Execution Plan and Development Process**

The success of any business is rooted in strong, innovative ideas and the ability to execute them effectively. The Skill-to-Entrepreneurship Program is designed to help students cultivate both—transforming ideas into actionable plans and entrepreneurial ventures. As part of this initiative, Dasmesh Girls College, Chak Alla Baksh, in collaboration with **the National Education Trust of India**, hosted a Skill Development Workshop on **October 23, 2024**, centered on the theme Skill to Entrepreneurship. During the workshop, **Dr. Deepika Bakshi, Director of the National Education Trust of India**, enlightened students about essential skills (Karigiri) in today's world and the methods to leverage these skills for gaining employment (Rojgaar). She highlighted how mastering these skills could open doors to entrepreneurial opportunities, encouraging students to explore how they can transform their talents into sustainable businesses. The session was designed to inspire students to think creatively, refine their skill sets, and pursue entrepreneurial paths that align with the evolving needs of the job market.

## Mentorship Session

Mentorship plays a vital role in the personal and professional development of both the mentee and the mentor. For mentees, the key benefits are:

1. **Skill Development:** Mentees receive practical knowledge and expert guidance in their field, helping them quickly develop both technical (hard) and interpersonal (soft) skills essential for success.
2. **Networking Opportunities:** Mentors often provide valuable professional connections, opening doors to new career opportunities and expanding the mentee's network within the industry.
3. **Career Advancement:** With the mentor's support, mentees can better navigate career challenges, gain insights into career progression, and set actionable goals for growth and advancement.
4. **Increased Confidence:** Through regular feedback, encouragement, and advice, mentees gain self-confidence and resilience, which boosts their ability to take on new challenges and responsibilities.
5. **Perspective and Insight:** Mentors share their own experiences and insights, offering mentees a fresh perspective on industry trends, strategies, and best practices, enriching their decision-making processes.

To ensure our students benefit from these advantages, we have organized a series of mentorship sessions aimed at raising awareness and guiding students on how to develop essential skills to become successful entrepreneurs. These sessions provide a platform for students to learn from experienced mentors, build connections, and enhance their entrepreneurial capabilities.

### 4. Marketing and Promotion: Strategies used to Promote the Project:

Effective marketing strategies and promotions are essential for increasing brand visibility, attracting customers and driving sales. As part of the **Skill-to-Entrepreneurship Program**, our students leverage various online platforms to promote their entrepreneurial ventures. Here are some key marketing approaches used:

1. **Instagram:** Students use Instagram to create engaging content, share their entrepreneurial journey, and connect with potential customers. Here are some examples:

- [Instagram Reel 1](<https://www.instagram.com/reel/DBxp5jdyk2c/?igsh=YWQ3MX15dTQ2aG5u>)

-[Instagram Reel 2](<https://www.instagram.com/reel/DB8kM3HSWwk/?igsh=MWY3MDczM3FveHFj>)

[DasmeshGirlsCollegeInstagram]([https://www.instagram.com/dasmesh\\_girls\\_college?igsh=MTlsMjd5aDhvdM4xMg%3D%3D&utm\\_source=qr](https://www.instagram.com/dasmesh_girls_college?igsh=MTlsMjd5aDhvdM4xMg%3D%3D&utm_source=qr))

dgc\_fashion.department[ [https://www.instagram.com/p/DB1MTmOT\\_7F/?igsh=dTU3OHM4OWZzdI0](https://www.instagram.com/p/DB1MTmOT_7F/?igsh=dTU3OHM4OWZzdI0) ]

2. **Facebook:** Students utilize Facebook to share updates, events, and promotional content to reach a wider audience:

- [Facebook Share 1](<https://www.facebook.com/share/p/1XSnbeUZnu/>)

- [Facebook Share 2](<https://www.facebook.com/share/p/19n5hGoCms/>)

- [Facebook Share 3](<https://www.facebook.com/share/p/1AjWbayoqi/>)

These strategies help students build their online presence, connect with their target audience, and promote their businesses effectively.

**5. Skill Mela:** The Skill Mela was a vibrant event organized by multiple departments of Dasmesh Girls College, including Fashion Designing, Fine Arts, Music Vocal, Bachelor of Business Administration, and Computer Science. A total of 31 students from these departments participated as entrepreneurs, showcasing their skills and entrepreneurial creativity.

The Mela featured a wide array of products and services, such as:

**Handicrafts:** Artistic home décor items, Karwa Chauth-themed handmade jewelry, bangles, and other accessories.

**Mehndi Stalls:** Paid Mehndi services for visitors.

**Diwali Specials:** Handmade diyas, greeting cards, gift hampers (clothes, curtains, cushion covers), and more.

**Food Stalls:** A selection of delicious food offerings. The event provided students with a hands-on opportunity to apply their entrepreneurial skills, promote their unique creations, and connect with the local community. It fostered both business innovation and artistic expression, creating a dynamic platform for student entrepreneurs.

**Feedback of the Event:** The Skill Mela was a highly successful and engaging event that highlighted the entrepreneurial talent and creativity of students from multiple departments at **Dasmesh Girls College**,

including Fashion Designing, Fine Arts, Music Vocal, Bachelor of Business Administration and Computer Science. A total of 31 students participated as entrepreneurs, presenting their innovative products and services to the community.

The event featured a diverse range of offerings, such as handcrafted home décor, **Karwa Chauth**-themed jewelry, and other accessories, alongside festive **Diwali** specials like handmade diyas, greeting cards, and gift hampers. **Mehndi** stalls and food offerings further added to the vibrant atmosphere. The **Mela** not only showcased students' artistic and entrepreneurial skills but also provided a platform for them to practice business operations, marketing, and customer engagement. The event served as an invaluable hands-on experience for students, allowing them to apply the entrepreneurial skills they had acquired in a real-world setting. It also fostered collaboration among students from different disciplines, strengthening teamwork and problem-solving abilities. The **Mela** was a dynamic showcase of creativity, innovation, and business acumen, helping students build confidence and gain practical exposure in the field of entrepreneurship. Overall, it was a significant learning experience that promoted both personal growth and community connection.

## **(6) Outcomes and Learning: Results Achieved, Challenges and Future Plans**

**Hands-on Entrepreneurial Experience:** The Skill Mela gave students valuable real-world exposure to entrepreneurship, where they had the opportunity to manage their own business ventures, translating theoretical knowledge into practical applications.

**Skill Development:** Students enhanced their skills in key entrepreneurial areas, such as product design, customer service, financial management, and event coordination, all of which are vital for building successful businesses. They also learned about the practical aspects of running a business, from product creation to sales.

**Boosted Confidence:** Participating in the Mela helped students develop confidence by allowing them to pitch their products, engage with customers, and manage sales directly. This experience gave them a strong sense of entrepreneurial capability, boosting their self-assurance for future endeavors.

**Interdisciplinary Collaboration:** The event promoted collaboration among students from different departments, fostering teamwork and knowledge-sharing. This cross-disciplinary approach encouraged diverse ideas and created a rich, collaborative environment that enhanced the overall experience.

**Business Mindset:** The program helped cultivate a business-oriented mindset in students, teaching them to think strategically about innovation, market trends, and business sustainability. They learned to approach business challenges with a solution-driven mindset, focusing on long-term success.

## **Results Achieved:**

1. **Increased Practical Exposure:** Students gained hands-on experience in every aspect of entrepreneurship, from product development to customer service, boosting their confidence and readiness for future ventures.
2. **Enhanced Skill set:** Through the Mela, students sharpened their marketing, financial management, and product development skills, all crucial for managing a business successfully.
3. **Successful Networking:** Students had the opportunity to network with local customers and entrepreneurs, gaining insights into real-world business practices and forging potential business relationships.
4. **Creativity and Innovation:** The event allowed students to showcase their creativity and innovative ideas, inspiring others and reinforcing the value of creative problem-solving in entrepreneurship.

## **Challenges Encountered:**

1. **Limited Resources:** Some students faced challenges related to limited financial or material resources for product creation and presentation. This required innovative thinking to make the best use of available resources.
2. **Time Management:** Juggling the demands of product development, marketing, and event organization was challenging for some students. Effective time management skills were crucial to meet deadlines and ensure smooth execution.
3. **Customer Engagement:** Engaging customers and ensuring consistent footfall at the stalls proved to be a challenge for some participants. Understanding customer preferences and adjusting their marketing strategies in real-time was a valuable learning curve.
4. **Logistical Challenges:** Coordinating the logistics of the event, such as setting up booths, managing crowd flow and ensuring smooth operations, was a challenge for students who had little prior experience in event management.

## **Future Plans:**

1. **Expand Event Scope:** In the future, we plan to expand the event by involving more students and departments, providing a broader range of products and services to attract a larger audience.
2. **Enhanced Mentorship:** We aim to provide more structured mentorship and guidance for students in areas like marketing, sales strategies, and product development to improve their entrepreneurial skills.
3. **Collaborations with Industry Experts:** Future events will include collaborations with industry experts, guest speakers, and entrepreneurs who can offer valuable insights and guidance, further enhancing the learning experience for students.



4. **Greater Focus on Sustainability:** We plan to introduce initiatives that encourage sustainability in product development and business practices, such as using eco-friendly materials and promoting sustainable entrepreneurship

5. **Improved Customer Interaction Training:** Future programs will incorporate training on customer engagement techniques, helping students better understand consumer behavior and how to adapt to changing market demands.

**In conclusion,** the Skill Mela was a valuable learning experience that not only enhanced students' entrepreneurial skills but also provided insight into real-world business challenges. By addressing the challenges faced and incorporating feedback, future editions of the event will be even more impactful, empowering students to succeed as entrepreneurs and business leaders.

### Evidence of Success/Pictures



### Group Photo





## Mentorship Program

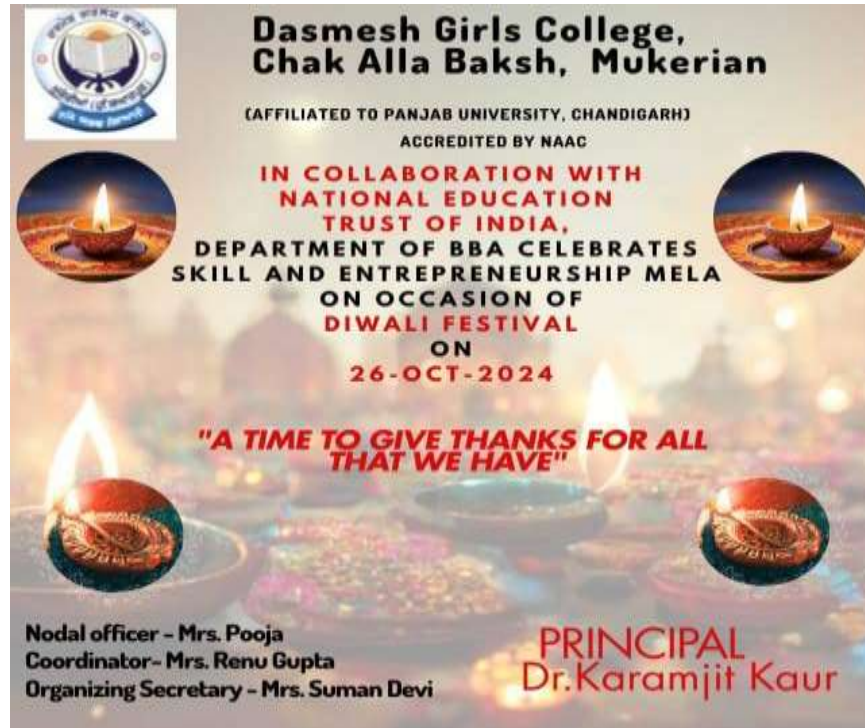




- An Exclusive Exhibition and Sale curated to celebrate the auspicious occasion of Karwa Chauth.



- The Skill and Entrepreneurship Mela was a prestigious event where students showcased their innovative ventures, gaining invaluable experience in business management, marketing, and customer relations.





- **Diwali Exhibition hosted by the Departments of Fashion Designing, Fine Arts and Music Vocal**

**Guest Speaker: Mr. J.P. Singh, Block Forest Officer, Mukerian**





## 8. Students List

Sr. No.	Roll No	Name of Student	Father Name	Class	Email Id
1.	3188	Simran	Jasbir singh	B.A.B.ed 2year	Jasbirsinghjsr@gmail.com
2.	2702	Gurleen kaur	Jaswinder singh	Bsc fd 2nd year	bajwagurleen725@gmail.com
3.	2321	Amisha Devi	Harbinder singh	B.com 2nd year	amishac240@gmail.com
4.	2673	Muskan	Ajit singh	Bsc (FD) 1st year	mc0769813@gmail.com
5.	2754	Tisha	Mohan Lal	BSC FD 3rd year	t.ishaakaundal2003@gmail.com
6.	2304	Simranpreet Kaur	Inderpal Singh	Bcom 2nd year	simmi142005@gmail.com
7.	2366	Ramandeep kaur	Balvir Singh	<u>B.com 2nd year</u>	akghotra34@gmail.com
8.	2755	Esha	Mohan lal	BSC FD 3rd year	eshaaramgarhia29@gmail.com
9.	2670	Anjana Chauhan	Jai pal Chauhan	Bsc fd 1st year	thakursanju 1255@gmail.com
10.	2673	Muskan	Ajit singh	bsc FD1st year	<a href="mailto:mc0769813gmail.com">mc0769813gmail.com</a>
11.	2670	Anjana Chauhan	Jai pal Chauhan	BSD FD 1st year	thakursanju1255@gmail.cim
12.	2665	Simran virdi	Rajesh kumar	Bsc FD 1 year	Rajeshsushma5011@gmail.com
13.	2307	Palak	Salwinder Singh	Bcom 2nd year	palak1014.a@gmail.com

14.	2705	Amandeep kaur	Darshan singh	B. Sc fd 2nd year	ramandogra628@gmail.com
15.	2302	Raghvi	Dharam veer	Bcom 2nd year	Kashyapraghvi5@gmail.com
16.	2760	GURLEEN KAUR	Baljeet Singh	Bsc. Fd 3rd year	megeen97@gmail.com
17.	2656	Kusam Rani	Shingara Singh	BSC Fashion designing	kusam6977@gmail.com
18.	2707	Astha	Som Dutt	Bsc fd 2nd year	aasthasharma01070222@gmail.com
19.	2658	Mehakpreet Kaur	Harbhajan Singh	BSC FD 1Year	mehakdhami950@gmail.com
20.	3275	Suhani Jaryal	Rajesh kumar	BA.BED 4th Year	suhanijaryal789@gmail.com
21.	2668	Chandni	Uttam Singh	Bsc fd 1st year	chandnidepur1990@gmail.com
22.	2651	Eshita Devi	Jaswinder singh	BSC FD 1ST year	eshitakoundal@gmail.com
23.	2661	Payal	Shingara Singh	BSC FD 1ST year	kb584800@gmail.com
24.	2756	Balwinder Kaur	Gulzar Singh	BSC FD 3rd year	balwinderkaur4364@gmail.com
25.	1649	Sana	Sardar masih	BA 2nd year	ssana126808@gmail.com
26.	1610	Navneet Kaur	Madan Lal	BA 2nd year	navneetkaur25242@gmail.com
27.	3272	Sonali	Pawan Kumar	BA.BED 4th Year	sonalipawanminhas@gmail.com
28.	3274	Satinder Kaur	Gurnam Singh	BA.BED 4th Year	kaurmaan1311@gmail.com
29.	2932	Riya	Pawan Singh	B.Sc Med	Rishitpaul15@gmail.com
30.	2902	Karamjit	Hardip Singh	B.Sc Med	Karamjitkoursaini123@gmail.com
31.	1602	Ranjita	Rajinder Singh	B.A. 2 <sup>nd</sup> year	thatranjita@gmail.com



## Number of Income Generated from Stalls:

### Skill to Entrepreneurship Profit Record

S no.	Student's name	Class	Product	Total Participants	Cost	Earning	Profit
1	Kusam	Bsc fD ( 1st year )	food stall- Chat Papri and Bhelpuri	Muskan, Harleen, Parneet,Rajni	1700	3200	1500
2.	Chandni	Bsc fD ( 1st year )	food stall- Chat Papri and Bhelpuri	Muskan, Sonia, Simranjit kaur	450	1000	550
3.	Anmoljit Kaur	Bsc fD ( 1st year )	food stall- Sweet Corns and Bhelpuri	Anmojit kaur	400	1100	700
4.	Simran virdi	Bsc fD ( 1st year )	food stall- Sweet Corns, sandwich, Mojito and Golgappe	Simran Virdi, Anmojit kaur	1300	2450	1150
5.	Anjana chauhan	Bsc fD ( 1st year )	Hardcrafted material	Anjana chauhan, Payal, Eshita Devi, Amandeep Kaur	270	500	230

6.	Karanpreet kaur	Bsc fD ( 1st year )	food stall- Dahi Bhalla	Karandeep kaur, Payal, Amandeep Kaur, Ramandeep, Anjana chauhan, Anjana Devi, Karanpreet Kaur	750	1750	1000
7.	Anjana Devi	Bsc fD ( 1st year)	Hardcrafted material	Anjana Devi,	70	120	50
8.	Manjeet kaur	Bsc fD (final year)	Karwa Chauth Exhibition	Neha, Simran, Sneha, Balwinder kaur,	4400	7500	3100
9.	Esha	Bsc fD (final year)	Karwa Chauth Exhibition	Tisha	2000	3000	1000
10.	Gurleen	Bsc fD (2nd year)	Karwa Chauth	Shabnam, Niharika	1450	2700	1250
11.	Amandeep	Bsc fD (2nd year)	Diwali Exhibition	Payal	1100	2000	900
12.	Aastha	Bsc fD (2nd year)	Diwali Exhibition	Sakshi	1500	4300	2800
13.	Ranjita	BA (2nd year)	Musical Event	Sana, Navneet Kaur	100	700	600
14.	Karamjit Kaur	Bsc Med (1st year)	Handicraft Material	Riya Boss, Simran, Raghvi, Anjana	2300	7000	4700
15.	Amisha	Bcom (2nd year)	Fun Games	Aanchal, Jaswinder, Anjali	1200	1600	400

16.	Raghvi	Bcom (2nd year)	Food Counter - Toast, Bhelpuri	Sakshi, Anadika, kirandeep, Ramandeep	1100	3000	1900
17.	Palak	Bcom (2nd year)	Food Counter - Bhelpuri Mixture, Jhaalmuri	Anmojit, Dil preet, Monica, Gurpreet, Damini	2000	3200	1200
18.	Simranp reet Kaur	B.com (2nd year)	Food Stall- Golgappe	Janvi, Dimp i, Sukhdeep, Ankita, Sneha	400	2130	1730
19.	Ramand eep kaur	B.com (2nd year)	Bakery	Parmeet, Neha	502	1050	548
20.	Bhumika Devi	Ba.Bed (2nd year)	Food Stall- Golgappe, Chat	Gagan, Alisha, Priyanka, Sukhmanpreet kaur	190	810	610

**Total Profit Earned: 25918**

## **Principal's Message**

I am truly delighted to congratulate all the students who participated in the Skill Mela and contributed to making this event a remarkable success. As the Principal of **Dasmesh Girls College**, I am extremely proud of how our students have demonstrated not only their academic excellence but also their entrepreneurial spirit and creativity. The Skill-to-Entrepreneurship Program provided a dynamic platform for students to showcase their talents, develop critical business skills, and engage with the community. The Skill Mela allowed them to experience entrepreneurship firsthand learning invaluable lessons in product development, marketing, customer interaction and financial management. I would like to extend my sincere thanks to **Dr. Deepika Bakshi, Director of the National Education Trust of India**, for her insightful workshop on skill development and for inspiring our students to pursue entrepreneurship with passion and purpose. I would also like to express my gratitude to **Samarth Sharma, Chief Executive of the National Education Trust of India**, for his continuous support in fostering entrepreneurial opportunities for our students. Events like these are essential in bridging the gap between academic learning and real-world application. They equip our students with the skills, confidence, and mindset needed to succeed in today's rapidly changing job market or to venture into their own entrepreneurial paths. I look forward to seeing our students continue to grow, innovate and become future leaders in the business world. I am confident that their experiences in this program will guide them toward achieving great success.

**Dr. Karamjeet Kaur**

**Principal, Dasmesh Girls College**