

Business Idea- How did your business team come up with their business idea?

The entire world is becoming aware that contamination is a crucial issue that we need to address, for the sake of our planet. The survival of mankind in the future, is at stake. Every choice we make has an impact on the planet. While individually, this impact seems small, when you add everyone up and zoom out – the picture starts to look very different and grim.

"The world is changed by your example, not your opinion," said the renowned author Paulo Coelho. Therefore, understanding the gravity of the issue, we, the students of St. John's Universal School have decided to join hands and do our bit for the environment. This year our School is competing for the gold level in the 'Business Enterprise Challenge.'

When we began to brainstorm some ideas for reducing the harm generated towards our planet, we realized that it was a major challenge in a country like India. With the increase in population in our country, there is tremendous pressure on the natural resources. Waste disposal management is also a big nuisance, especially, in urban areas and metro cities. So we decided that the best way to tackle this issue is to incorporate the 3 R's i.e reduce, reuse and recycle of waste. Finally, we zeroed in on the theme - 'Best out of Waste'

For the smooth functioning of the activities, we decided to form several teams to undertake varied roles. There was a Head Team, comprising of 25 members, who supervised the work of the students who made the items. We also had a fabulous creative team that constantly helped to create innovative ideas and launch new impressive projects. We also formed a production team that rendered finesse to the final products.

To create a buzz among the students and the alumni, the marketing team promoted their business via Instagram and Facebook. Students along with a teacher handled the Accounts Section making sure that the cost of production was minimum.

Finally, the Public Relations team worked fervently to sell the products during the visiting days in school and also in exhibitions outside the school for this purpose. A number of useful products like jewellery, accessories, bags and even home decor using scrap materials, were sold at an affordable rate.

In an age of minimalism, we need to be more conscientious about our purchases and about how we responsibly treat the trash that comes out of our homes.

This project had a major impact on not just the participants, but also the others. We discussed with the customers about ways to reduce the waste generated in our homes. As a team we learnt a load of new ways to be a responsible consumer.

We learnt to repurpose everyday products and reuse them by mending and reupholstering. We also realized that it would enable us to spend less of our money. Our landfills are already overflowing and becoming toxic. So this idea enabled us to realize that we could slowly eliminate these problems. Instead of giving in to instant gratification, we learnt that if we delayed buying some new products, this enabled us to consume less and use the available resources in a better way. While creating new products, we had asked the students to contribute scrap items that were available at their homes. This made us realize that swapping, borrowing and shopping secondhand is not really a bad idea. Thus, the project enabled us to adopt several changes in our lifestyle and be mindful about what we use, to create a better future for the lives ahead.

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