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## SM RESEARCH & DEVELOPMENT WING



## SM TRADE SCHOOL NAMAKKAL PROUDLY PRESENTS



**PROGRAM FOR SCHOOL STUDENTS AS EXTRA CURRICULAR ACTIVITIES**

**CHILD ENTREPRENEURSHIP PROGRAM FOR GRADE 8<sup>TH</sup> TO 12<sup>TH</sup>**



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RELATIONSHIP BEYOND BUSINESS-SHIP!







# CHILD ENTREPRENEURSHIP PROGRAM PROPOSAL (CEP\_2024)

This document presents a comprehensive proposal for a child entrepreneurship program to be implemented in reputed schools. The program aims to foster an entrepreneurial mindset, cultivate critical thinking skills, and provide hands-on experience in starting and running a small business. By empowering students with the knowledge and resources to become young entrepreneurs, this program seeks to transform the educational landscape and create a new generation of innovative leaders.

Implementing SMTS-CEP\_2024 in your School extra curricular activity to teach students of grade 8<sup>th</sup> to 12<sup>th</sup> regarding Business activities, Startups, Innovation & Idea, Product Development, Risk Taking Mind Set, etc..



*Startup as Career*



# Program Overview

The child entrepreneurship program is designed to engage students from grades 8<sup>th</sup> to 12<sup>th</sup>, equipping them with the tools and knowledge necessary to develop their entrepreneurial skills. Through a combination of interactive workshops, mentorship, and hands-on projects, participants will learn the fundamental aspects of starting and managing a small business, including market research, product development, financial management, and marketing strategies.

The program will be structured around a series of modules that cover key entrepreneurial concepts, allowing students to progress through the curriculum at their own pace. By fostering a supportive and collaborative learning environment, the program aims to inspire creativity, problem-solving, and a growth mindset in the young participants.

## Learning Programs for Kids







# Target Audience

The child entrepreneurship program is designed to cater to a diverse group of students from local elementary and middle schools. The program will actively seek to engage students from all socioeconomic backgrounds, providing equal access and opportunities for those who may not have been exposed to entrepreneurial concepts before.

By targeting this age group, the program aims to cultivate an entrepreneurial mindset early on, empowering students to explore their creative ideas and problem-solving skills. The curriculum will be tailored to the developmental needs and interests of the target audience, ensuring that the content is engaging, age-appropriate, and relevant to their lived experiences.



# Curriculum and Activities

The curriculum for the child entrepreneurship program will be structured around a comprehensive set of modules that cover the essential aspects of starting and running a small business. These modules will include:

1<sup>st</sup> Week of Activity : Introduction of Child Entrepreneurship Program – Product Choosing/ Product Development.

2<sup>nd</sup> Week of Activity : Branding – Market Research – Cost Fixing – Profit Margin.

3<sup>rd</sup> Week of Activity : E-Commerce Platform Access – Offline Store Ideas.

4<sup>th</sup> Week of Activity : Legal & Ethical Consideration – Mind Set – stress handling

5<sup>th</sup> Week of Activity : Presentation (AI tools, Marketing Tools, Ads )

6<sup>th</sup> Week of Activity : Product Launch by Students. (Inviting Parents to their stall to sell their products professionally)



In addition to the core curriculum, the program will incorporate hands-on activities, such as building prototypes, participating in pitch competitions, and running a mini-business venture. These experiential learning opportunities will allow students to apply their knowledge and develop practical entrepreneurial skills.





# Mentorship and Coaching

A critical component of the child entrepreneurship program is the mentorship and coaching support provided to the participants. Each student will be matched with a volunteer mentor, typically a local business owner or successful entrepreneur, who will serve as a guide and role model throughout the program.

The mentors will work closely with the students, offering guidance, sharing their experiences, and providing feedback on the students' business ideas and project development. Through one-on-one sessions and group workshops, the mentors will help the students navigate the challenges of entrepreneurship, build their confidence, and develop the necessary skills to turn their ideas into reality.

In addition to the mentorship program, the participants will have access to regular coaching sessions with program facilitators. These sessions will focus on personal development, goal setting, and problem-solving, ensuring that the students receive the support they need to thrive in the program and beyond.



## Partnerships and Resources

The success of the child entrepreneurship program will depend on the establishment of strategic partnerships and the utilization of relevant resources. The program will actively seek collaborations with local businesses, entrepreneurship organizations, and educational institutions to leverage their expertise, network, and resources.

## Business Partnerships

The program will forge partnerships with local businesses, inviting them to participate as mentors, guest speakers, and potential investors. These collaborations will provide students with access to real-world insights, industry knowledge, and potential funding opportunities for their business ventures.

## Educational Partnerships

The program will collaborate with local schools, educational organizations, and universities to align the curriculum with existing educational frameworks and leverage their resources, such as classroom spaces, technology, and faculty expertise.

## Community Resources

The program will tap into the wealth of community resources, including incubators, co-working spaces, and entrepreneurship hubs, to provide students with access to valuable tools, networking opportunities, and potential funding sources.





# Expected Outcomes

The child entrepreneurship program is designed to achieve the following key outcomes:

## 1 Entrepreneurial Mindset

Participants will develop a strong entrepreneurial mindset, characterized by creativity, problem-solving skills, risk-taking, and a growth-oriented approach to challenges.

## 2 Business Acumen

Students will gain a comprehensive understanding of the fundamental aspects of starting and running a small business, including market research, product development, financial management, and marketing.

## 3 Practical Experience

Through hands-on projects and the opportunity to launch a mini-business venture, participants will acquire practical entrepreneurial skills and experience the real-world challenges of entrepreneurship.

## 4 Increased Confidence

The program's mentorship and coaching components will help boost the participants' confidence, self-belief, and ability to take on new challenges, preparing them for future success.





# Commercial Orientations

The child entrepreneurship program 2024's Commercial and Business Orientations

Funded & Controlled by SM Research & Development Wing  
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## WANT TO ADD CHILD ENTREPRENEURSHIP TO YOUR SCHOOL OR INSTITUTION?

We provide child entrepreneurship  
as extra curricular activities for 11 to  
18 years age groups.



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**Lets give Entrepreneurship  
knowledge as Extra  
Curricular activity like  
karate, Chess, Carrom**

*Lets Join together to create a Healthy  
& Wealthy future Generation*

Total Number of Classes : 6 Classes per 6 Weeks – 2 Sessions per Class - 3hrs  
per Session – Only Saturday Sessions.

Fee per session : 3500/- Exclusive GST. Which Include Posters, Banners, Seminar  
Files, Gifts, Students Product Advertisements, Invitations, Stall Expenses on  
Product Launch, Decorations.



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