

2022-2023

PRACTICE 1

1. TITLE OF THE PRACTICE:

Promotion of Entrepreneurship skills under ‘Earn While You Learn’ Scheme (EWYL)

2. OBJECTIVES OF THE PRACTICE (100 words)

Through EWYL, Guru Nanak Khalsa College for Women, Gujarkhan Campus offers students a chance to earn money and learn how to access, evaluate, and calculate the market dynamics. The main aim is to prepare graduates for employment by exposing them to the workplace challenges/ demands/ expectations. This platform gives students real-world experience and confidence, preparing them for future employment. In addition, this program offers present and former students (in the age range of 18 to 25 years) short-term training, underlining hospitality and tourism sectors.

3. THE CONTEXT (150 WORDS)

India, one of the fastest-growing economies in the world, faces numerous challenges when it comes to providing employment opportunities for its burgeoning population. With a considerable youth population, the Indian government has started exploring alternative avenues to alleviate the unemployment crisis. Among these options, self-employment emerges as the best solution to help young people in India secure a bright and prosperous future. By venturing into entrepreneurship, young people can create job opportunities not only for themselves but also for others. This ripple effect of job creation helps in alleviating unemployment and contributing to the economic growth of the nation. At GNKCW, young women can choose to pursue their passions and work in fields they are genuinely interested in. With the EWYL Scheme of the college they embark on the path that empowers them to create their own opportunities and build a sustainable future for themselves.

4. THE PRACTICE (400 WORDS)

Earn While You Learn Scheme (EWYL) was introduced in 2021 in the college to promote Youth entrepreneurship. The departments of **Home Science, Fashion Designing, and Fine Arts** engaged in an array of activities during 2022-23, wherein the students exhibited their talent in a creative manner, while generating income.

- World Art Day was celebrated in the college campus on April 15, 2023 to promote the development, diffusion and enjoyment of art. Students of the Department of Fine Arts organized an art exhibition-cum-sale of their art works on this occasion under Earn While You Learn scheme.

- Department of Home Science set up a *Bhelpuri* stall on the occasion of Parent Teacher meet on April 15, 2023. 19 students of Home Science prepared nutritious sprouted Bhel Puri.
- Department of Home Science set up Tri Millet Pav Bhaji stall on February 23, 2023. 18 students made Pav Bhaji using a combination of 3 millets - quinoa, pearl millet (Bajra) and Kuttu flour. This activity was conducted under the guidance of Mrs. Shikha Kalra and Mrs. Amarpreet Kaur.
- Department of Fashion Designing set up an exhibition cum sale of cloth bags on February 20, 2023. 15 students stitched bags by using various fabrics and designs and put up for sale for faculty and students.
- Department of Fine Arts organized an activity on Book Cover Designing and Logo Designing on January 28, 2023.
- Department of Fine Arts organized an activity on January 21, 2023 to showcase the creativity of students in repurposing old denim into beautiful handbags, multi-use bags, kits, and attractive bottle covers.
- Departments of Home Science, Fine Arts, Fashion Designing, Punjabi and Women Development Cell of the college celebrated Roshni -The Annual Diwali Programme on October 21-22, 2022. Under 'Earn while you Learn' scheme, students as young entrepreneurs showcased their skills by setting up exhibition-cum-sale of cakes and chocolates, nail treatments, quilling candles, home-made sweets and many more. Stalls were also set up by NGOs like Ek Jot Viklaang and Guru Giyan Viklaang.
- Stalls of *mehandi*, artificial jewelery, craft items, Nail art and hair accessories were set up by the students of Department of Home Science and Fashion Designing, in collaboration with Women Development Cell on October 10 and October 12, 2022. Through this exhibition-cum-sale event, the young student entrepreneurs got a chance to showcase their skills and get hands-on experience of the market.
- Students set up Navratra special-*Aloo, kachaloo, shakarkandi fruit chaat* counters under the 'Earn while you Learn' scheme on October 01, 2022. 26 students and teachers of the Department of Home Science worked meticulously to ensure the best taste, quality and nutritional value of the fruit *chaat*.

5. EVIDENCE OF SUCCESS (200 WORDS)

The Earn While You Learn scheme adds meaning to the enterprise of technical training taken on by the college. Many young girls who are prevented from enrolling in vocational training because of family constraints consider this enterprise as a second option. With the participation of the students in various exhibitions/ sales counters etc. organized during the session, the students gained immense exposure of the real-world market scene. The ability to determine one's fate was the most compelling incentive for becoming self-employed. Flexibility and choice were the main advantages of self employment that also accounted for a sense of power. However, the students also learned that before starting a self-employed venture of this kind, one should be well-versed in all aspects of it. It provided students with

hands-on experience of the key strategies – advertising, promotion, sales and other marketing related activities. Because the income was guaranteed, EWYL began to entice more students along the way.

The principal feature of the practice is that these students receive training to access avenues of network development, which will help them to scale their venture, and reach out to new markets and audiences.

In the coming session, the college aims to promote collaborative activities with local bodies. The students of the college will be motivated to exhibit and put up sales counters during fairs and festivals organized locally.

6. PROBLEMS ENCOUNTERED AND RESOURCES REQUIRED (150 WORDS)

Young girls who aspire for entrepreneurship in our state face challenges unique to their gender. Lack of financial support, gender biases, and mental barriers are the most common challenges faced by the girl-students.

The most recurrent problem is the patriarchal pressure exerted upon them by their families, who expect them to play specific gender defined roles. In addition, some parents fear the market and the inherent risk factor present in any business venture. Generally, the families prefer leading a sheltered life, often opting to go for traditional salaried careers rather than taking on high pressure roles of entrepreneurship.

Time management is another problem encountered by the students. They, at times, find it difficult to balance their business enterprise with studies.

Students are not very proficient in evaluating the needs of supply and demand. This leads to feelings of failure and dejection. However, with experience and time, they will learn to better anticipate the requisites of trading and marketing.

PRACTICE 2

1. TITLE OF THE PRACTICE:

Schemes under Unnat Bharat Abhiyan (UBA)

2. OBJECTIVES OF THE PRACTICE (100 words)

The Mission of Unnat Bharat Abhiyan is to enable higher educational institutions to work with the people of rural India. The aim is to identify developmental challenges and to evolve appropriate solutions for accelerating sustainable growth. It also aims to create a productive cycle between society and the academic system by providing knowledge and practice for emerging professions and to upgrade the capabilities of both the public and private sectors in response to the development needs of rural India.

GNKCW, as a participating institute of UBA, aims at inculcating the universal human values in the students and encourage them to participate in such programs of community outreach. The main goal of the college is to strike a balance between urban and rural developmental graphs.

3. THE CONTEXT (150 words)

The conceptualization of Unnat Bharat Abhiyan started with the initiative of a group of dedicated faculty members of the Indian Institute of Technology Delhi working for long in the area of rural development and appropriate technology. The program was formally launched by the Ministry of Education in the presence of The President of India on November 11, 2014.

It is found that there are huge developmental disconnects between the rural and urban sectors such as inequity in health, education, incomes and basic amenities as well as employment opportunities. To ameliorate these problems, it is necessary to promote development of rural areas in tune with the Gandhian vision of self-sufficient 'village republics', based on local resources and using decentralized, eco-friendly technologies so that the basic needs of food, clothing, shelter, sanitation, health care, energy, livelihood, transportation, and education are locally met.

The UBA Committee of the college is working efficiently to re-emphasize the need for field work, stake-holder interactions and design for societal objectives as the basis of higher education. It attempts to foster a new dialogue within the larger community on science, society and the environment and to develop a sense of dignity and collective destiny.

4. THE PRACTICE (400 words)

Dr. Balbir Kaur is the Coordinator, UBA and the other members of the committee are Mrs. Prabhjot Kaur, Mrs. Seema Dua, Mrs. Gagneet Pak Kaur, Mrs. Shikha Kalra, Dr. Shikha Bajaj, and Mrs. Sandeep Kaur. The following activities were undertaken by the UBA Committee during the session 2022-23:

- An Extension lecture of Advocate Inderjit Kaur and Kirti Sharma on the Legal issues related to rural communities and acquainting the youth in Government School about the laws of our country was arranged by the college on April 28-29, 2023 at Kheri, Jhameri, Jassowal and Bihla villages. Mrs. Shikha Kalra and Mrs. Amarpreet Kaur from Department of Home Science convened this lecture.
- Survey of village Jassowal from November 04-10, 2022
- Survey of village Kheri and Jhameri from November 03-09, 2022
- Survey of village Bihla from November 02- 08, 2022
- Survey of village Kakowal from November 01-07, 2022

- A visit to Government High School Kakowal village was organized by Computer Science department, Unnat Bharat Abhiyan and NSS Unit of the college on October 17, 2022 to create awareness among students about cybercrime.
- Visit to Kheri, Jhameri village by PGDCA students to provide awareness about cyber-crimes and its security, how to use social media sites like Facebook, Instagram and email under Unnat Bharat Abhiyan, NSS unit, Computer Science Department on October 04, 2022
- Mrs Amarpreet kaur (Dept of Home Science) and Ms Sandeep Kaur (Dept of Computer Science) along with 16 students went to village Bihla on September 19, 2022 and explained the importance of millets to combat malnutrition in children along with seed distribution to women.
- 12 students along With Mrs Shikha Kalra and Mrs Amarpreet Kaur visited Govt School at Kakowal village on September 13, 2022. They distributed millets seeds to students and encouraged the teachers to grow their microgreens in kitchen garden and include millets in the mid-day meal program.
- 15 Students of Department of Home Science along with Dr Parveen Arora, Mrs Shikha Kalra and Mrs Amarpreet Kaur visited villages Kheri and Jhameri on September 12, 2022 and explained the importance of millets in their diet by showing a documentary. Kodo millet *khichri* prepared in the college lab was served to the villagers as a specimen of high nutrition diet. The importance of micro greens of millets sown in the nursery of the college during first week was explained followed by distribution of millet seeds to the rural women.
- Public Administration Society visited two villages Kheri & Jhameri of district Ludhiana on September 12, 2022. Students of 6th semester (under Local Administration Syllabus) interacted with the members of PRIs and Gram Sabha to take grass root level information about the working and status of the activities at the village level.
- Under the aegis of internal quality assurance cell, SAP, Department of Home Science, NSS, Unnat Bharat Abhiyaan and Ek Bharat Shreshtha Bharat units celebrated National Nutrition Month under guidance of Dr Parveen Arora, Dr Neetu Prakash, Mrs Satwant Kaur, Mrs Shikha Kalra and Mrs Amarpreet Kaur.
- Under Unnat Bharat Abhiyaan, the Departments of Fine Arts and Home Science conducted a fabric painting workshop in May-June, 2022 for rural women of Bihla village, district Ludhiana. Different techniques of fabric printing, including block, stencil, 3D effects, and freehand brushstrokes were demonstrated by Mrs. Harpreet Kaur, Mrs. Shikha Kalra, and Mrs. Balwinder Kaur.
- Survey of village Kakowal from May 11-17, 2022
- Survey of village Jassowal from May 05-10, 2022
- Survey of village Bihla from April 28 to May 04, 2022
- Survey of villages Kheri and Jhameri from April 20-26, 2022

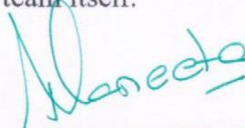
- Internal Quality Assurance Cell of Guru Nanak Khalsa College for Women, Gujarkhan Campus, Model Town, Ludhiana in collaboration with Swachhta Action Plan (SAP) Committee, NSS Unit, and NCC Wing of the college organized a Tree Plantation Drive as a part of Unnat Bharat Abhiyan on April 11-12, 2022. On the occasion of Baisakhi, volunteers planted trees in the adopted villages of Kakowal, Kheri and Jhameri area. This drive was conducted under the guidance of Dr. Balbir Kaur (Unnat Bharat Abhiyaan Nodal Officer), Dr. Praveen Arora (SAP Nodal Officer), Dr. Neetu Prakash (NSS Programme Officer), and Lt. Sukhjit Kaur (ANO).

5. EVIDENCE OF SUCCESS (200 WORDS)

The imperatives of sustainable development which are being felt more and more acutely all over the world also demand eco-friendly development of the villages and creation of appropriate employment opportunities locally. Increasing urbanization is neither sustainable nor desirable. Unnat Bharat Abhiyan is inspired by the vision of transformational change in rural development processes by leveraging knowledge institutions to help build the architecture of an Inclusive India. The UBA committee of the college is dedicated to advancing the development of villages in and around Ludhiana. Volunteers have assisted residents in acquiring new skills such as baking, fireless cooking, and fabric dyeing to generate additional income. New methods of cooking, block printing etc. have helped the women to become self dependent, as reported. The residents were very excited on the re-introduction of millets in different forms during the sessions conducted by the UBA volunteers. The highlight of the UBA program is encouraging the homemakers to initiate start-ups with minimal investment within their own comfort zones. The data collected during the surveys conducted by the college UBA team was forwarded to Rural Development Department for appropriate action.

6. PROBLEMS ENCOUNTERED AND RESOURCES REQUIRED (150 WORDS)

The most elementary problem is the mindset of the villagers. They are not always receptive to innovative techniques and new methods. Moreover, the unwillingness to talk and to reveal real situation is another impediment in the activities of UBA. For instance, many people were reluctant to share information regarding the annual income, assets, number of vehicles, and ownership rights related to property. Another hurdle is the availability of the natives during the surveys. Many times, the male members are not at home and, in their absence, the females in the family are not prepared to entertain the strangers. The paucity of resources in the villages is a major obstacle in smooth conduct of skill-based workshops. The volunteers have to carry every item from the college and, on many occasions, the entire set-up (along with the props, equipment, machines, ovens etc.) has to be arranged by the team itself.


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