

*Innovative Idea for the 21st Century According to
New Education Policy 2020 Based on
Skill Education in schools*

THE STUDENT STORE

A school business model owned and managed by students
OF
PM SHRI PRIYADARSHINI GOVT. ENG/HINDI MEDIUM SCHOOL OF EXCELLENCE
NEORA TILDA



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Neora, Tilda, District Raipur (Chhattisgarh)

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Submitted By:

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1. INTRODUCTION

The Student Store is a student-led entrepreneurial initiative developed under the guidance of Dr. Deepak Sharma at PM Shri Priyadarshini Government English/Hindi Medium School, Neora Tilda, Raipur, Chhattisgarh. This initiative serves as a practical platform for students to gain real-world business experience, focusing on customized printing services such as mugs, t-shirts, and keychains. Aligned with the New Education Policy (NEP) 2020, the project emphasizes skill-based education and vocational training, preparing students for the future of work.

The store aims to provide students with hands-on experience in managing a business, covering areas such as production, marketing, finance, and customer relations. This initiative also bridges the gap between theoretical education and practical application, fostering entrepreneurial skills among students.



The project emphasizes skill-based education, experiential learning, vocational exposure, and entrepreneurial competency development. Through this initiative, students gain hands-on experience in production management, financial accounting, marketing strategies, human resource coordination, and customer relationship management. The business has successfully sold more than 250 customized mugs at reasonable prices, maintaining systematic records and ensuring quality assurance. This report presents a comprehensive national-level evaluation covering institutional alignment, financial systems, pedagogical integration, leadership development, innovation practices, and measurable outcomes.

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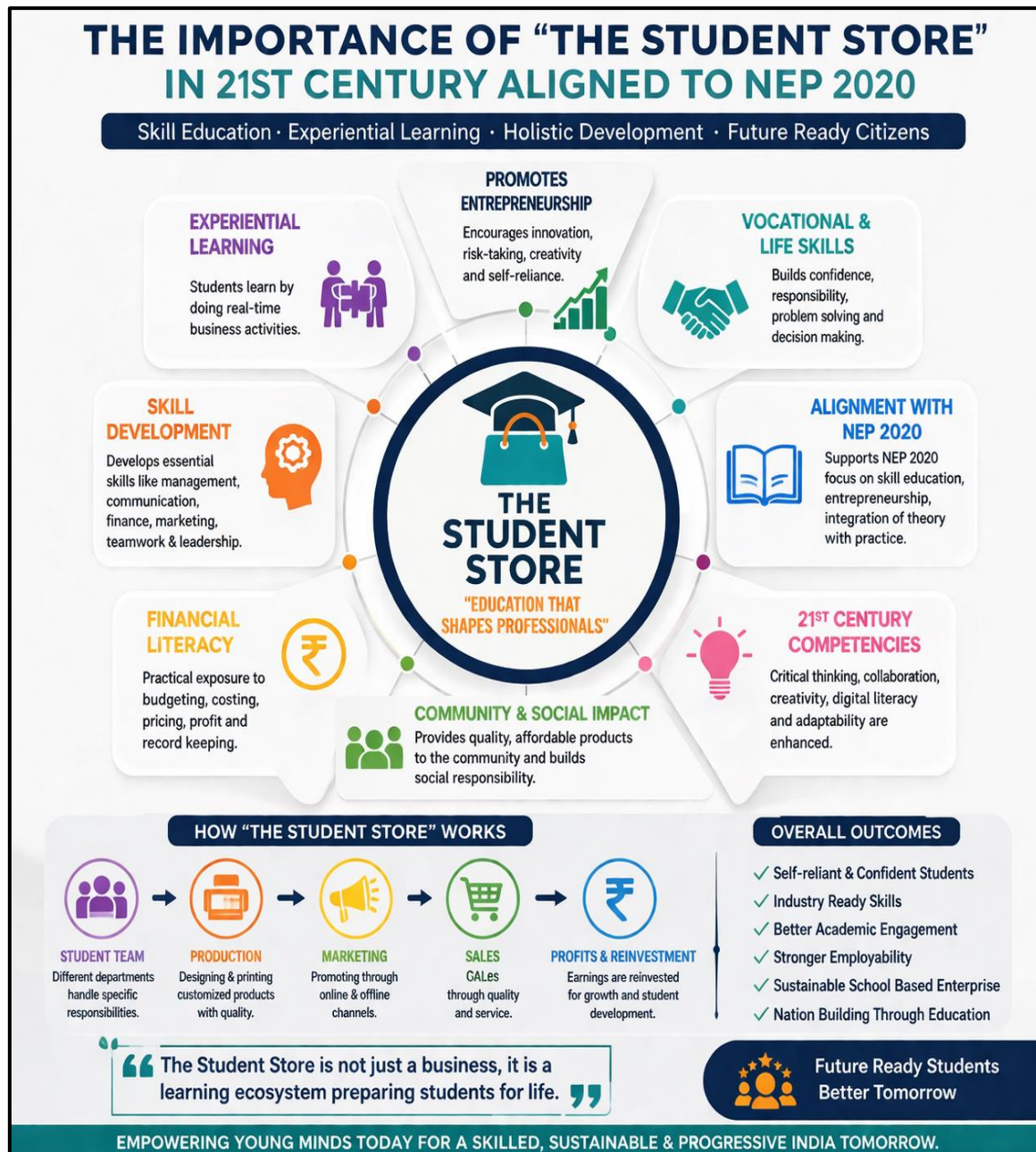


2. INNOVATIVE IDEA FOR THE 21ST CENTURY

The Student Store is a prime example of how innovative ideas in education can prepare students for the challenges of the 21st century. The project aligns with the NEP 2020's focus on skill-based learning, providing students with an opportunity to engage in practical work that is directly relevant to the modern economy.

In an age where entrepreneurship is highly valued, The Student Store equips students with essential skills such as leadership, problem-solving, and critical thinking. By running a business that deals with real products and customers, students not only learn technical skills but also gain insights into team management, customer service, and decision-making.

This approach to education is highly relevant for the 21st century, where industries demand adaptable, skilled individuals who can work in dynamic, ever-evolving environments. The Student Store promotes these core competencies, preparing students to be future-ready leaders and entrepreneurs.



3. PROJECT OVERVIEW

The Student Store is an entrepreneurial venture managed by Class XII Commerce students at PM Shri Priyadarshini Government English/Hindi Medium School. The store primarily focuses on offering customized printing services such as mugs, t-shirts,

keychains, and other merchandise. The store operates as a real-time business, with students directly involved in various aspects such as production, sales, and marketing.

By managing the store, students gain valuable practical experience in a wide range of business functions, from designing and production to financial management and customer relations. The project not only contributes to the financial sustainability of the school but also plays a pivotal role in enhancing the students' employability skills.



4. VISION AND MISSION

****Vision:****

To create a platform where students can develop their entrepreneurial mindset and hands-on business skills while offering quality, customized products to the school and local community.

****Mission:****

To build a self-sustained, student-run store that provides practical, real-world business experience through the sale of customized products. Our mission is to foster innovation, creativity, and entrepreneurship, preparing students for the future workforce.



5. TEAM STRUCTURE

The Student Store is a student-led initiative with a clear organizational structure. The team consists of 25 students from the Class XII Commerce stream, each responsible for a specific department. These departments include Finance, Marketing, Production, Sales, Creative, and Public Relations.

The initiative is guided by Dr. Deepak Sharma, Lecturer in Commerce, who mentors and oversees the progress of the students' work.

The team structure is as follows:

1. Finance Department
2. Marketing Department
3. Sales Department
4. Production Department
5. Creative Department
6. Public Relations Department

THE STUDENT STORE Departmentalization



6. PROGRESS SO FAR

Since its inception, The Student Store has made considerable progress. The business has successfully sold over 250 customized mugs at competitive prices, establishing itself as a reliable source of customized products for the school and local community. Students have learned valuable skills in customer service, accounting, production management, and sales.

The project has received positive feedback from customers, and the students involved have expressed a significant improvement in their practical knowledge of business operations.

Machineries Used for Production process



Sublimation Printer



Sublimation
Heat Press Machine

The Inauguration of The Student Store

The Process for the foundation of The student store started in the month of August 2025 but officially the Business was launched in Fun Fair Program on 31.12.2025 by Hon. Anil Agrawal ji, Shri Manoj Nishad ji President and Members of SMDC and Parents . On same day 40 Mugs were sold and many were booked as advance.



**First Look of
The Student Store**

**Inauguration by Hon. Shri Anil
Agrawal Ji, Manoj Nishad ji (SMDC)
and other members**

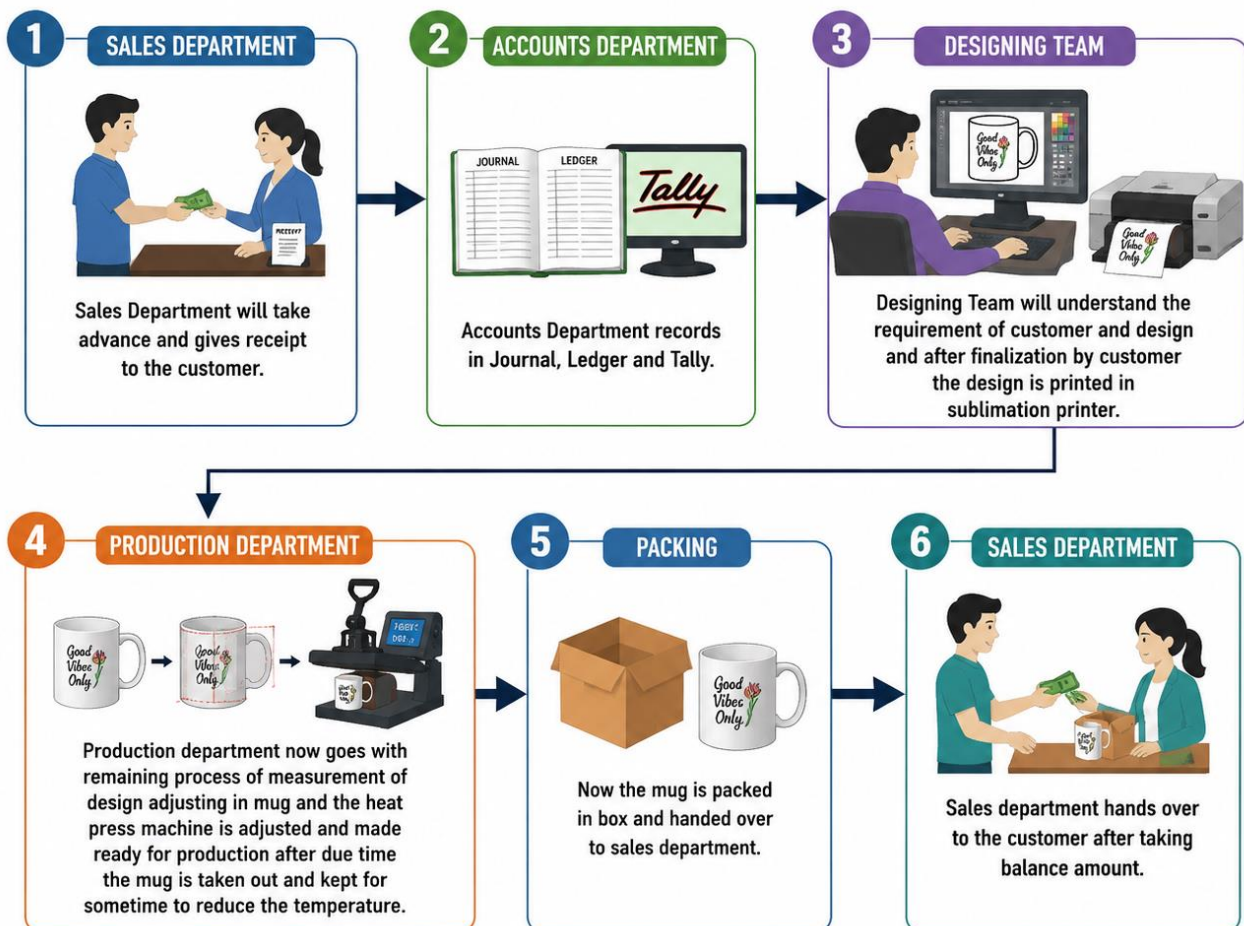


The Production Process of The Student Store

Steps-

1. Sales Department will take advance and gives receipt to the customer.
2. Accounts Department records in Journal, Ledger and Tally.
3. Designing Team will understand the requirement of customer and design and after finalization by customer the design is printed in sublimation printer.
4. Production department now goes with remaining process of measurement of design adjusting in mug and the heat press machine is adjusted and made ready for production after due time the mug is taken out and kept for some time to reduce the temperature.
5. Now the mug is packed in box and handed over to sales department.
6. Sales department hands over to the customer after taking balance amount.

The Production Process of The Student Store (Sublimation Mug Production)



Note: All departments work together to deliver the best quality sublimation mugs to our customers.

Pricing-

After complete research in the market of Tilda Neora. The team comes to the conclusion that the market retail price of each mug is 200-250 Rs Each mug. And wholesale its 150 Rs. Each mug.

The Penetration Pricing technique is used to take the advantage of this situation and kept price 50-60% off.

Selling price

S.N.	Type of sale	Market Price	Our Price	% Discount
1	Retail Market	250 Rs per Mug	100 Rs Per Mug	60% Discount
2	Whole sale Market	150 Rs. Per Mug	80 Rs. Per Mug	47% Discount

Costing-

The product cost mainly covers following things.

Fixed Cost	Amount	Variable Cost	Amount
Laptop	0 (As Mentor's Laptop is used till now)	Sublimation Plain Mug	AAA Size- 60 Rs each AAA Size- 60 Rs each (for better quality AAA is used till now)
Printer	18000=00	Sublimation Tape	200 =00 Rs.
		Sublimation Paper	500=00 Rs. (1 packet of 50 paper)
		Ink	1200 =00 Rs.
Sublimation Heat Press Machine	12000=00	Software for designing	1500=00 Rs Yearly
		Electricity Exp	0 (Used from School)
		Rent	0 (Used from School)
		Other Expenses (Stall, decoration, inauguration, presentation items,	10000=00

		flex and small equipment like scissors, tape, stapler etc.)	

Profit-

The Calculation of profit is as follows-

Item	Selling Price	Cost Price	Profit
Retail			
when Selling price 100 Per Mug			
Mug	100 Rs Per Mug	70 Rs Per mug (Mug- 60 Rs+ Ink, Sublimation Paper, Ink etc.- 10 Rs.)	30 Rs Per Mug
Whole Sale			
when Selling price 80 or 70 Per Mug			
Mug	80 Rs Per Mug	70 Rs Per mug (Mug- 60 Rs+ Ink, Sublimation Paper, Ink etc.- 10 Rs.)	10 Rs Per Mug
Mug	70 Rs Per Mug (For School Fair well order 70 Rs. Per mug charged)	70 Rs Per mug (Mug- 60 Rs+ Ink, Sublimation Paper, Ink etc.- 10 Rs.)	00 Rs Per Mug

7. FUTURE EXPANSION PLAN AND BUDGET



The future expansion of The Student Store involves scaling up the operations, diversifying the product range, and upgrading the printing equipment. Additionally, the store will explore e-commerce options to reach a broader audience, including online ordering and delivery services.

The operations of the student store will be expanded broadly in two dimensions.

- 1. Skill Education-** The students will be given some important skill education through conducting workshops for the following activities-
 - a) Social Media Marketing**
 - b) Tally and Accounting.**
 - c) Share Market Training**

- 2. Diverse Production-** The Student store will start the production of some new articles which are as follows-
 - a) T- Shirt**
 - b) Caps**
 - c) Students Identity Cards**
 - d) Key Chains**
 - e) Water Bottle printing. Etc.**

ESTIMATION OF BUDGET

The Student Store: Expansion Budget for 2026-27

Proposed Budget for Expansion 2026-27

A. Capital Expenditure

S. No.	Item	Qty.	Estimated Amount (₹)
1	Multi-function heat press machine for T-shirt, cap and other products	1	28000
2	Additional mug press machine	1	12000
3	Sublimation printer with tank setup	1	18000
4	Computer/Laptop for designing, billing and order management	1	35000
5	Basic photography setup for product catalog and social media	1	8000
6	Display racks, counter setup and stall	1 set	10000
7	Basic cutting, packing and finishing tools	1 set	6000
	Total		1,17,000

B. Raw Material and Working Capital

S. No.	Item	Qty.	Estimated Amount (₹)
1	Blank sublimation mugs	500 pcs	30000
2	T-shirts for customized printing	300 pcs	45000
3	Caps for customized printing	200 pcs	20000
4	Keyrings and small customized gift items	300 pcs	10000
5	Sublimation paper, transfer sheets and printing media	-	8000
6	Ink, printer maintenance and spare consumables	-	12000
8	Marketing, posters, banners, pamphlets and social media promotion	-	7000
9	Student workshops and demonstration materials -Social Media Marketing -Share Market - Tally and Accounting (Expert will conduct and students will be given certificate)	25000 Each workshop	75000
10	Repair, maintenance and contingency reserve	-	25000
	Total		2,32,000

C. Total Proposed Budget

Budget Head	Amount (₹)
Capital Expenditure	1,17,000
Working Capital	2,32,000
Grand Total	3,49,000

8. CONCLUSION-

The Student Store has proven to be a highly effective and innovative initiative, offering students real-world entrepreneurial experience while aligning with the goals of NEP 2020. With proper funding and support, we can scale up operations, enhance the product line, and create further opportunities for students to develop their skills.

We expect government support to help us realize our vision of expanding The Student Store, making it a sustainable model for skill development and entrepreneurship for students across schools in the region.

The Student Store represents a model for student empowerment and entrepreneurial education. Through its clear vision and mission, the store provides students with practical business experience while developing essential skills that will help them succeed in the workforce. By expanding its product offerings and introducing vocational classes, the store is positioning itself as a leader in skill-based education, aligned with the goals of NEP 2020.

As the store continues to grow, it will provide more students with opportunities to develop critical life skills, fostering innovation, creativity, and entrepreneurship. With a strong foundation in place and a clear vision for the future, The Student Store is well on its way to becoming a vital part of the educational experience, preparing students to thrive in the ever-evolving global economy.

By supporting initiatives like The Student Store, the government can play a key role in ensuring that students are equipped with the skills, knowledge, and experience they need to succeed in an increasingly complex world. Through this initiative, we are not just preparing students for the workforce but also empowering them to become the entrepreneurs and leaders of tomorrow.

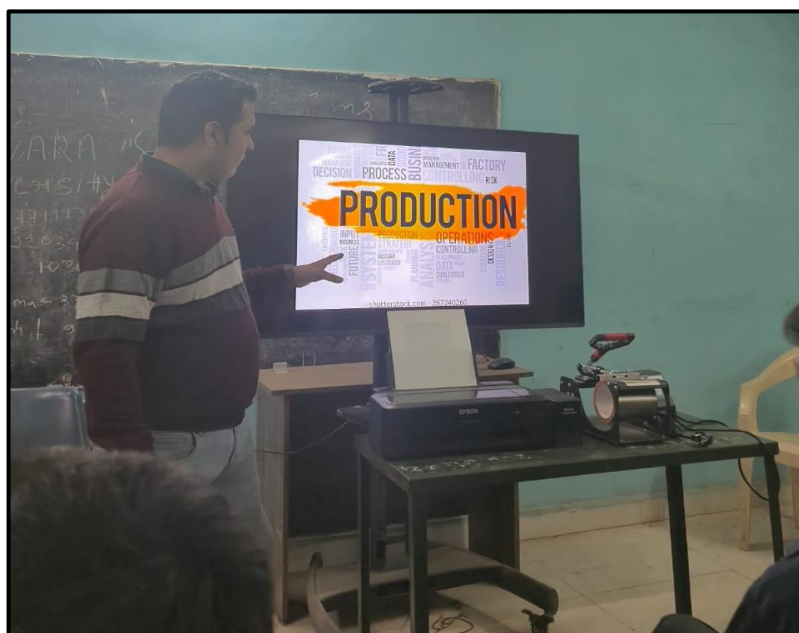
GALLERY

1. Inauguration of The Student Store

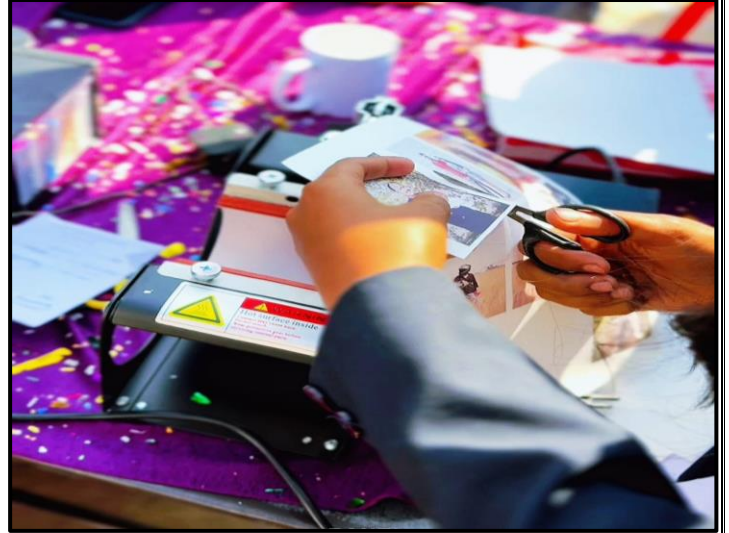


Inauguration by Honourable Anil Agrawal ji, Manoj Nishad ji SMDC

2. PRODCUTION TRAINING BY DR. DEEPAK SHARMA



3. PRODUCTION PROCESS



4. SET UP OF STALL INDISTRICT LEVEL CULTURAL PROGRAM



Honorable Shri Tank ram Verma ji (Cabinet Minister Chhattisgarh State)



The student store Team

5. ADDITIONAL PHOTOS



THE STUDENT STORE Departmentalization

Finance Department

Mahi Tatva Gupta
Muskan Paswan
Arshika Kesharwani
Srishti Tamrakar

Marketing Department

Pankaj Chakradhari
Vinay Verma
Avesh Raza

Sales Department

Draveen Dharpe
Purnima Chauhan
Mahi Nishad
Swati Tiwari

Production Department

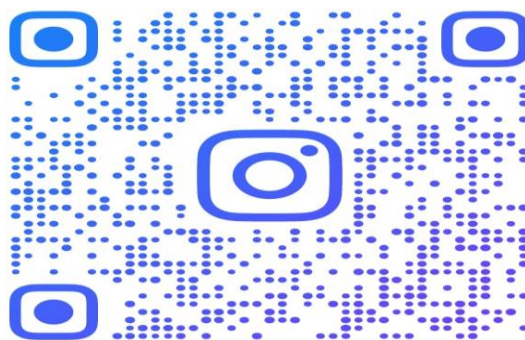
Janvi Verma
Tanya Ansari
Vinay Nayak
Rashi Jethwani

Creative Department

Tiya Sonwani
Leena Nayak
Shruti Yadav

Public Relations Department

Sanskar Singh
Kiran Tiwari



@THE_STUDENT_STORE_



Prepared by
Dr. Deepak Sharma
Lecturer Commerce



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