**Best Practice: 2**

**Title of the Practice: Naya Varsh Naya Umang**

Bhilai Mahila Mahavidyalaya's "Naya Varsh, Naya Umang" practice encourages students to enhance their creativity, boost confidence, and develop business acumen and personality.

**Objectives of the practice**:

* To provide students with hands-on experience
* To fostering leadership
* To develop entrepreneurial skills and the ability to showcase intellectual property.

**The Context:**

The "Naya Varsh, Naya Umang" practice brought joy to both students and staff. Students felt proud to showcase their creativity, while the event also helped them develop teamwork, confidence, and business skills. It fostered a strong sense of community, allowing students to connect with others and gain valuable hands-on experience in a supportive environment.

**Practice:**

* Fostering Creativity: The event fostered creativity by encouraging students to design unique products like floral jewellery and pot decoration, allowing them to experiment with different materials and express their artistic ideas. This hands-on experience boosted their creative confidence and problem-solving skills.
* Enhancing Earning Opportunities: Provides students with the chance to generate income through the sale of their handmade products.
* Building Confidence: Boosts self-esteem as students showcase their skills and creativity in public events and exhibitions.
* Developing Business Skills: Teaches students the fundamentals of entrepreneurship, including product development, pricing, and sales.
* Mastering Marketing Strategies: Guides students in learning how to effectively promote and market their creations to a wider audience.

**Evidence of Success:**

This holistic approach strengthens their personality, equips them with practical skills, and prepares them for future professional success.

**Problems encountered:**

Students initially faced financial challenges while trying to purchase materials for healthy snacks, floral jewellery, rangoli, hot beverages, teaching aids, and pot decoration. Despite these hurdles, as their businesses grew and they began making a profit, they reinvested their earnings to continue creating these products. The balance between academics and business was tough at first, but with support and counselling from teachers, they learned to manage their time effectively, ensuring success in both their studies and entrepreneurial venture.