



OUR INSPIRATION
Shri. Sureshdada Jain



Suresh Dada Scheme for
Educational & Entrepreneurial Development
सुरेशदादा शैक्षणिक व उद्योजक विकास योजना



मातोश्री श्रीमती प्रेमाबाई भिकमवंदजी जैन
उच्च शिक्षण शिष्यवृत्ती योजना

Dnyan-Yadnya (ज्ञानयज्ञ)

Our Vision -

To seed talented students for successfully acquiring entrepreneurial skills and enhanced employability at global level.



*Development of
Entrepreneurial Skills*



“Skill Development – New Challenges”



Today, we are facing a situation of numerous graduates and a high literacy rate, but scarce number of job opportunities in private and public sector. This has led to jobs becoming a dream and an increasing number of educated unemployed youth. Manpower reduction in the government sector, mechanization coupled with promotion and dissemination of automation in the private sector, has led to jobs becoming a dream. In such situations, young people should become job givers instead of job seekers. The only solution is to become entrepreneurs.

Dear Students,

In today's competitive world, everyone would like to be successful. We are living in a fast paced world, which is not as easy as it looks and we daily face numerous challenges. You can achieve success through determination, hard work, perseverance, patience, tolerance, sacrifice, continuity. Success means different things to different people.

Skill development is the foundation of entrepreneurship. SD-SEED is focusing and working to guide students to achieve success, through skill development which will make them self-sufficient, develop self-confidence and create in them a sense of self-respect. There are various projects conducted, such as commendation of students on their excellent achievement, motivating them to continue their studies, providing financial aid, awarding scholarships, conducting workshops, lectures, organizing training sessions, where experts from the field of science, sports, arts, technology, industry, etc. guide students.

It is easy for you to follow good habits, which will undoubtedly lead to success. You need to happily accept your current situation, plan for your next goal, set a time table and put together required books & educational material, which will help you focus your mind, mental capabilities and physical being on your goal. A piece of coal undergoes tremendous pressure and stress but stays determined, hence it becomes a diamond. People who are determined and faithful to their goal are successful. Challenging situations urges them to make more efforts. SD-SEED attempts to help students face such challenging situation in their life.

The only thing consistently happening in our life is change. It is the law of nature that one who transforms and adapts with the changing times becomes successful and those who are not able to do so remain in the past.

Today, we are facing a situation of numerous graduates and a high literacy rate, but scarce number of job opportunities in private and public sector. The current administration is unable to provide employment to all, which has resulted in an increasing number of educated unemployed youth. Manpower reduction in the government sector, mechanization coupled with promotion and dissemination of automation in the private sector, has led to jobs becoming a dream. In such situations,

young people should become job givers instead of job seekers. The only solution is to become entrepreneurs.

Youth are encouraged to become Entrepreneurs, but there are several questions in their minds, such as where will I get the land, capital, manpower, will I be successful, what will people say if I am unsuccessful, etc. Friends, these are all unfounded and baseless fears, which you should stay away from and confidently face the future. The government has implemented various schemes which you need to understand and take advantage of. In order to become an entrepreneur, you need to have the mindset and ideology of an entrepreneur and ability to take risks. Entrepreneurs also need to have a deep conceptual understanding and these qualities are crucial for progress of the business.

You should have the complete knowledge and understanding of your area of business, have information on who are your customers & competitors, is there a market for the product, etc. and then prepare an action plan for your business and on how you will achieve your goal, set your priorities, identify the key personnel and take their help.

“If you dream it... then you can achieve it!” Once your goal is engraved on your heart and mind, you will passionately work towards achieving it.

Lastly, I will end by saying, *“Think Big... Think Fast... Think Ahead.”*

- Shri G T Mahajan

SD-SEED Advisory Committee Member

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Shri N.J. Gadia, Shri Mahesh Gorade, Shri Nilkanthrao Gaikwad, Shri Milind Kulkarni, Prof. S.V. Somvanshi

How to start a new Enterprise?

Today the literacy rate has grown phenomenally due to increased educational awareness. The number of educated persons has increased but the number of jobs has decreased and many of you are not able to find suitable employment. This situation gives you an opportunity to become employers yourselves. You should choose your area of business based on your abilities and interests. You will face challenges, but you



need to have patience, perseverance, comprehensive business strategy, market research and strive to be successful. Today, when you see the progress of distinguished and famous entrepreneurs, you will observe that even they had tough and difficult beginnings. You should keep these successful entrepreneurs as your role model and learn from their experience on how they overcame the challenges and became successful.

Guidelines for budding entrepreneurs

- Take stock of available resources.
- Capital investment is the key based on which you can define the scope of your business
- Plan your fund and time management, so that, when you have funds you can utilize it effectively. Avail business loan schemes from various sources.
- Recognize your abilities
- Prepare a Business Plan, which will be beneficial when you start your business.
- You should have a niche area in your product, which will differentiate you from competition and attract customers.
- Conduct a market survey to understand the scope of your product / service.
- Identify the target customers, prepare a brand strategy and stay abreast of current market scenario.

SWOT Analysis

SWOT analysis will help you to recognize the strengths and weakness of your business, identify opportunities and prepare you for business threats you may face.

This analysis gives you an overview of present and future of your business, will help you to identify its complexities and help you plan your 'business strategy'.

SWOT stands for:

'S' stands for Strength, which is combination of features such as assets, capital, customers, technology, patents, R&D capability, human resource etc., which form the back bone of your business and gives you the extra edge.

'W' stands for Weakness, which are the reasons you are lagging behind in competition. The weaknesses of your business are the areas you need to improve or avoid so that you can challenge your competitors.

'O' means Opportunities are features, which support and facilitate your progress. Opportunities are always available due to various reasons, such as changes in the market, evolving customer needs, technological development, new production methods, business expansions, etc.

'T' stands for Threats. This is the weaker side of your business on which you have a little or no control. . Some of the threats could be decrease in price due to competition, out dated technology, changing needs of the customers, etc. You need to recognize and understand what are the threats to your business, take proactive steps to change your strategy, which will help you to overcome the threats and be successful.

ENTREPRENEURIAL DEVELOPMENT WORKSHOP

SD-SEED organized a two-day workshop on 'Entrepreneurial Development' at College of Engineering, North Maharashtra Knowledge City, Jalgaon. The aim of the program was to guide students, who have completed their education, on employment and entrepreneurial opportunities.

In this workshop, officials from District Industry Centre, District Employment & Self Employment Centre made participants aware on how they can start a new business, with the help of various government schemes, government and private loans and grant schemes, registration of small scale business, etc. The participants also got an opportunity to interact with successful entrepreneurs from the district. The entrepreneurs provided guidance and in-depth knowledge to the participants regarding opportunities in various industrial sectors, goal setting, personality development, communication skills, product information and market survey, etc. This helped all the participants to understand the various facets of starting a new business. This program benefitted 105 participants. From the feedback received from some participants, we observed that many are inspired to start their own business and are inspired to become entrepreneurs.



In addition to above Workshop, SD-SEED has organized 22 soft skills training programs and 2700 students have benefited from these programs.

CAREER GUIDANCE



DEVELOP POWERFUL MEMORY & CONCENTRATION



HOW TO FACE EXAM?



INTERVIEW SKILLS



PERSONAL COUNSELING



SOFT SKILLS DEVELOPMENT



Know your abilities to choose the right career

Today, psychological tests are being used, in order to make right career choices. However, very often questions are raised on the results of these tests. It is important to understand the nature of such tests, which will clear the confusion in the minds of students and parents.

The psychological tests which help in choosing one's career are called Aptitude Test, which includes four tests, such as Interest, Intelligence, Aptitude and Personality. These tests help identify the student's area of interest and cover questions related to the same. It is often seen that the students' interest changes over time. They may not have information of various fields; hence the question of interest in that particular field does not arise. Due to this, these tests can help gauge and understand the student's interests and liking during the period in which the test is conducted.

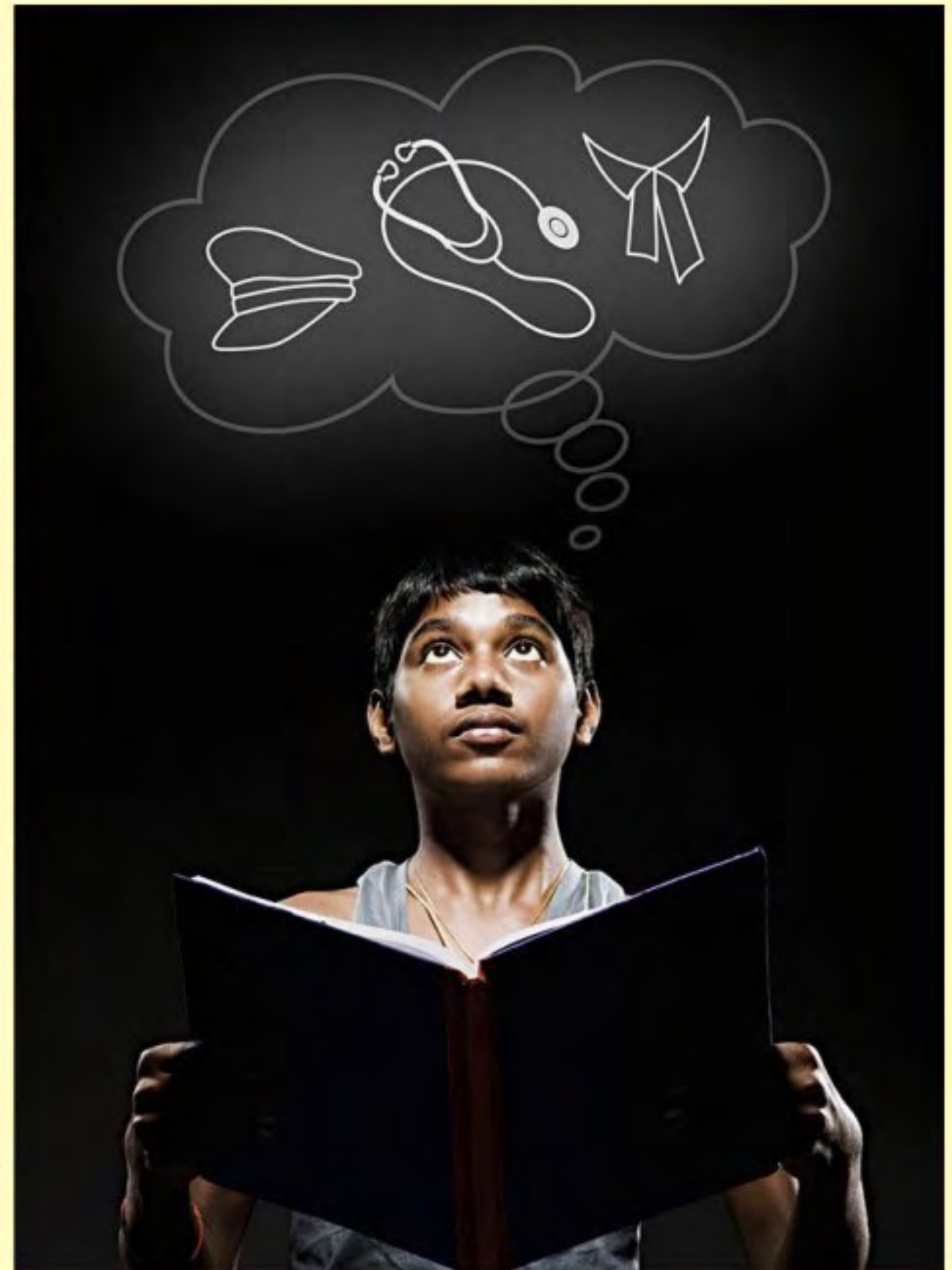
Aptitude Test

Aptitude tests are designed on the basis of abilities required in various sectors. They can help identify the sector in which the student would be successful. Clinical psychologists use 'differential aptitude tests' for this purpose.

The Counselors trained at the State Government's Career Selection and Training Board use Nafde General Aptitude Test Battery. Nafde has designed this test based on Indian Standards and hence it is more popular. The following tests form part of the General Aptitude Test:

- **Name Comparison:** This test measures speed and accuracy required in clerical jobs
- **Arithmetic Computation:** This test measures the speed and accuracy of mathematical calculations.
- **Three Dimensional Space:** This test is used to measure the spatial ability which is required for creativity in the fields of architecture, fashion designing, interior designing, fine arts, etc.
- **Tool Matching:** The technical and mechanical abilities of the students together with concentration and observation ability are gauged in this test.
- **Arithmetic Reasoning:** This test helps to gauge the students' understanding of mathematical concepts and is useful for engineering and scientific research fields.
- **Form Matching:** The matching of various sizes based on their connection and the result is useful in selection of medical and creative fields.
- **Non-verbal Reasoning:** The ability of logical thinking is tested.
- **Vocabulary in Marathi/English:** The linguistic ability of the student is assessed.

The above tests can help the student understand which field he should choose. Once the field is selected, students should choose the course according to their intelligence. For example, if the student is good in the mechanical field, but his intelligence is low, then instead of choosing engineering he should opt for ITI or similar short term technical courses.



Are you scared of English?

Today English is the most commonly spoken world language. It helps people to communicate and unites people even if they do not understand the native language. Students who speak English less fluently or have difficulty in communicating effectively have misunderstandings, which prevents them from learning the language. Some of the misunderstandings that students have are:



Misunderstanding 1:

It is difficult to learn English

Fact: This is the greatest misunderstanding that people have spread in society. The 26 letters of the English alphabet and the grammatical rules are the easiest to learn as compared to other languages.

Misunderstanding 2:

You will not get a good job, if you cannot speak English.

Fact: English language is a requisite for effective communication; however, it is not the only factor to evaluate your capabilities. Your qualities, intelligence, ability, education are equally important, but it is beneficial if you are able to communicate effectively in English.

Misunderstanding 3:

I make a lot of mistakes and I am not going to learn English.

Fact: In the beginning when you learn English, it is normal that you will make mistakes. You should not put your work under a microscope and analyze your mistakes. In order to avoid these mistakes, you could first learn the common words/phrases, read the newspaper, books, magazines, etc. and while communicating use simple words which you know well.

Misunderstanding 4:

When you speak English with an accent, only then do you speak good English.

Fact: Accent means your natural dialect or way of talking, which is always the best. English is now an international language. People from different societies, cultures and geographic conditions speak English differently. We should not put on an American, British or Australian accent only to impress people.

Steps to improve your English speaking skills

- Don't be afraid of making mistakes. You are bound to make mistakes when you are learning a new language.
- Be patient. You cannot learn English in one day.
- Use small and easy sentences till you gain confidence.
- Observe proficient English speakers, pay attention to their pronunciation, formation of sentence etc.
- Identify your mistakes and take help of your family, friends to rectify the same.
- You can practice speaking the language by talking aloud with your own self.
- Learn a new word daily and incorporate it in your communication.
- Read aloud one article in English on a topic of your choice.
- Read books, magazines and newspapers.
- Keep a pocket dictionary with you, which will help you to understand a new word.

The benefits of Vacation Jobs

The practice of vacation jobs among students is still scarce in our society. If you do have a vacation job, it will be beneficial in your future career. This will help you understand the professional world beyond your family, friends. You also get the joy of earning your own money, which is a totally different experience.

Before the exams start, plans are made on what is to be done once the exams are over. In the 2-3 months of holidays, very few students take up part-time jobs. Student having financial difficulties usually takes up such job.

In other countries, vacation jobs are very common among students and many of them can be seen working in pizza outlets etc. The salary earned helps pay for their future education, buying their needs, etc. However, in India we don't see a similar picture. Today also child's education is considered parents' responsibility. Many parents do not like the idea of their children working in the holidays, but they like sending them for hobby classes, picnics, etc. Parents should be aware that a small job during the vacations will go a long way in the child's personality development.

The main benefits of vacation jobs are

■ Become aware of the real world:

Through the job, students can come to know about the world outside their family and friends circle, where they feel secure and their faults are ignored. Vacation jobs help them to understand different facets of human behavior outside this circle. They get a chance to learn how to behave with other people.

■ Contact with a different age group:

We are usually with friends who are of the same age group. When we take up job we get an opportunity to work and interact with different people age group bigger than us, whose interactions, perception of life, etc. helps us mature.

■ Own earnings:

All the needs of children are provided by parents, including luxurious goods sometimes. But children can only understand the value of money and appreciate the efforts of their parents once they start working themselves and have the pleasure of earning their own money. They can

experience the valuable satisfaction of buying something for themselves or for their family members with their own money.

■ Education coupled with experience:

Education in schools and colleges is theoretical. The practical use of this knowledge will happen only through such vacation jobs. For example, the Commerce students can make income – expenditure entries based on the information they have received from their books and questions papers. But, the actual experience of writing accounts, the points to keep in mind, or how to write an actual finance transaction which is not taught in College. Maintaining various registers, this practical experience shows a different aspect of education to a Commerce student.

It is compulsory for students to do internship during summer vacations in Engineering, Management, Media, etc. as a part of their curriculum. The students from Advertising field make jingles as part of the curriculum, but when they work in an advertising agency during their vacations, they learn the reality of making jingles under the stress of deadlines.

■ Guide to Career Selection:

It seems very rare that after 10th & 12th, Students thoughtfully choose their courses. They do not even consider what they are really interested in. A vacation job can 'click' and be converted into a career. For example, a college student who is quiet and does not talk too much, worked for two months in an NGO for orphans, where she taught Mathematics and English. This experience was so enjoyable that she did her MSW after Graduation and is now working full-time with an NGO. So, a short-term job can give direction for your career.

■ Permanent Job or valuable experience:

There is continuous recruitment in private banks or establishments. A good vacation job can also become a permanent job.

This small experience of vacation can prove to be very important when applying for a job after completing the education.



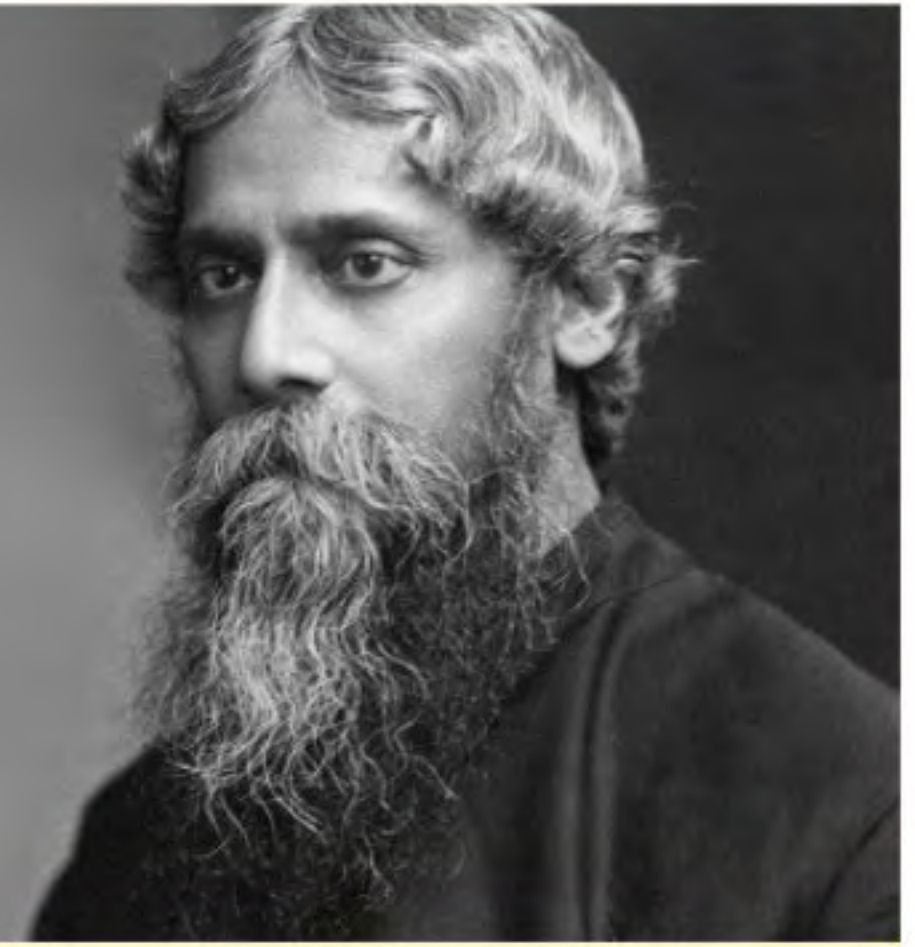
**VACATION
JOBS**

RABINDRANATH TAGORE (1861-1941)

INTRODUCTION

Rabindranath Tagore was a Bengali poet, novelist and painter best known for being the first non-European to be awarded the Nobel Prize for Literature in 1913.

Tagore's ideas for creating a system of education aimed at promoting international co-operation and creating global citizens.



The aims reflected in the institution founded by Tagore:

- Manifestation of personality depends upon the self-realisation and spiritual knowledge of individual.
- Freedom of child to adopt his own way of learning, which would lead to all-round development.
- Sound and healthy physique through yoga, games, sports as integral part of education.
- Education for international understanding and universal brotherhood. Education should teach people to realize oneness.
- Education is a man-making process, it explores the innate power that exists within man, it is not an imposition, but a liberal process that provides utmost freedom for development.

NEED

Tagore has envisioned an education that was deeply rooted in one's immediate surroundings, yet connected to the cultures of the wider world, predicated upon pleasurable learning and individualized to the personality of the child.

He felt that a curriculum should revolve organically around nature with classes held in the open air under the trees to provide for a spontaneous appreciation of the fluidity of the plant and animal kingdoms and seasonal changes. Children sat on hand-woven mats beneath the trees, which they were allowed to climb and run beneath between classes. Nature walks and excursions were a part of the curriculum. Class schedules should be made flexible to allow for shifts in the weather or special attention to natural phenomena and seasonal festivals are created for the children by Tagore.

SOLUTION

The above can be achieved through using various teaching methods such as

1. **Learning through tours and trips:** Tagore believed that the subjects like history, geography, economics and other social sciences can be effectively taught through excursions and tours to

important spots. By this students will get an opportunity to observe numerous facts and gain first-hand knowledge through direct experience.

2. **Learning through activities:** Secondly, by including learning through activities, Tagore said that for the development of child's body and mind, learning through activity is essential. Therefore he included activities like climbing tree, drama, jumping, plucking fruits, dancing etc. in his educational programs.
3. **Narration-cum-discussion and debate method:** Narration-cum-discussion and debating activities were organized at Tagore's education centre to develop oratory abilities of the students. Students were encouraged to solve problems of various areas through rational debate and thorough discussion.
4. **Heuristic Method:** Tagore introduced heuristic method as an important method of teaching in his educational institution. In this method, first the students are asked questions to clarify their doubts on topics and teachers try to satisfy them by their correct answers. Then the teacher asks the questions to students to evaluate how far the students are able to comprehend the topic discussed in the class.

BENEFITS

Students coming out of this environment of schooling are close to nature and their culture as well as have importance of being global citizens. Tagore, through his educational experiments at his institution had offered the world an education method which has relevance to modern life and fulfils the need of modern day education system which is persistently striving to fill the lacuna.

SUM-UP

Rabindranath Tagore, a true philosopher developed an ideal experimental education institution in Santiniketan. He was a great advocate of spiritual education and also stressed on harmonious development of the child with equal emphasis on mental, social and emotional growth. He was the greatest prophet of modern Indian renaissance who sought to bring change through education.

- * To provide opportunities to all deserving students to participate in India of the 21st century
- * To spread educational awareness among all stakeholders
- * To financially support eligible students for accomplishing their educational goals and occupational aspirations
- * To develop and implement a comprehensive package of initiatives resulting in empowerment of stakeholders
- * To make the program self-sustainable so that more and more students can benefit

BENEFICIARIES' TESTIMONIALS

**Shaikh Khatija Bano Rahim, Jalgaon – BE Civil (3rd Year)**

I am grateful to SD-SEED for awarding me the scholarship. Whenever we are faced with problems and we have to struggle then God sends someone to help us and a live example of this is Shri Sureshdada Jain.

I lost my father when I was very young. I am a girl from a Muslim family and have to face lot restrictions in daily life. My family consists of my mother, my sister and me. Due to fear of the community, my mother was faced the question whether her daughter should continue her education. But in the face of this difficult situation, my mother took the decision to educate me. We were also facing financial constraints; SD-SEED came to my aid. I am now motivated to study, do well and I am not scared of any financial challenges.

**Patil Ravindra Nimba, Dharangaon – BE Mechanical (4th Year)**

I am very elated to share that I have been a continuous recipient of the SD-SEED Scholarship for the last six years. My father is a farm worker and our financial condition is weak. I had a dream of becoming an Engineer, which is now coming true and only because of SD-SEED this has become possible.

Hon'ble Shri Sureshdada Jain started this incomparable noble cause. I request Dada to continue to support to hundreds of students like me and I pray that Dada is blessed with a long life.

**Mahajan Priyanka Madhukar, Chopda – Java Programming**

I am recipient of the SD-SEED Scholarship for the last seven years. My father works in the farm and my mother is home maker. We live in a rural area and from a young age we have been told that girls should not be highly educated, but I was determined to study. My parents are uneducated but they knew the importance of education and encourage me to continue my studies after Class 10. SD-SEED Scholarship has helped me overcome my financial difficulties and continue my higher education. They also helped to get stationary, note books, etc. at a discounted price. Today I can proudly say that a girl from the rural area is studying in Sathya Technologies, Hyderabad and all this has been made possible due to the unstinted support from SD-SEED.

I will always be grateful to Hon'ble Dada and I pray he be blessed with a long life and strength to support students.

**Patil Pankaj Rajendra, Pachora – BE Instrumentation (4th Year)**

I am studying the in last year of my Engineering. I am a student from the rural areas from a family of farmers. I did not know much about higher education and the rural atmosphere was unconducive to promoting it. My family's financial situation was not very good and I had faced difficulties in continuing my education. I was awarded in SD-SEED Scholarship, which helped me take admission in Diploma course after Class 10 and since then I have been a recipient. My father passed away while I was studying, but through SD-SEED, Hon'ble Dada, like my father has continued to support and help me.

**HEAD OFFICE:**

7, Shivaji Nagar, Jalgaon - 425 001, Maharashtra, India.

Tel: (0257) 2235254 | Fax: (0257) 2234258 | Website: www.sdseed.in