



## ITL Organises Skill Bazaar2018: a step towards Sustainable Eco friendly Environment

In an attempt to empower the students with skills, ITL Public School has been recurrently focusing into building skill development opportunities which finally culminated into Skill Bazar, 2018. Keeping in accordance with the national vision of Kushal Bharat- Kaushal Bharat, the school wide Skill Bazar displayed varied range of products under Start Up Project with the brand name Anthelia .This included Car Freshner, Toilet Seat Sanitizer, Enzymatic Glass Cleaner, Herbal Shampoo, Organic Hand Sanitizer, Room Freshner, Disinfectant Spray and Organic charcoal Soap- all ecofriendly, herbal , natural and non toxic which were made from herbs , grown in the very own herbal garden of the school- Sanjeevini Vatika. All these products are antibacterial, antifungal, paraben free and clinically approved.

The other remarkable features included the Ecofriendly Cloth Folders which caught the fancy of every passer by. With the noble endeavour to make the school campus a plastic, litter and pollution free zone, students created Aesthetically Designed Recycled Glass Bottle Art. With recycling being the mantra, the students showcased their creative pursuits by presenting table mats and coasters made from recycled clothes, Eye catchy Floor Murals, vibrant Tie and Dye products and paper mache masks .Old and wasted cement dipped and dried Towel flower pots made by the preprimary left the parents in complete awe. The efforts and innovation of ITLeens received huge appreciation from all parents who visited the Skill Bazaar.

The mega event had the students engaging and forming a marketing strategy which involved Pricing, Labelling, Branding and Advertising .This exceptional venture of entrepreneurship could be successful only because of the lofty vision of the School Principal, Ms Sudha Acharya. ITL believes that small steps can contribute in a big way to a transition from an unhealthy chemically based lifestyle to a natural lifestyle thereby contributing towards the overall well-being of the society.









