



ITL INITIATES A START-UP PROJECT

ITL Public School took a transforming leap by launching a whole range of in-house manufactured Herbal Products like **Hand Sanitizer**, **Mosquito Repellent** and **Floor Cleaners** under the brand name *Anthelia*. The young school entrepreneurs worked on this school wide project which included the use of *Aloe Vera* grown in the school campus, to availing the purest of various essential oils like *Tea Tree*, *Lavender*, *Rose*, *Citrus* and *Neem*, distilled in their very own Chemistry Laboratory.

This start up initiative aimed at *promoting entrepreneurship skills* among students. The motto of this project was to honour the *Prime Minister's vision* of *empowering the youth force with skills and efficiency*, a pre requisite for leading an independent, confident and respectable life. Also it helped the students to learn the concept of entrepreneurship from the nuances of *funding, manufacturing* to *selling*. On health front too, this initiative taught them the basics of *healthy living* and use of *chemical free* daily products.

In addition to this, the students enthusiastically formed a *marketing strategy* which involved **Pricing, Labeling, Branding** and **Advertising** on a large scale.

The products were displayed for sale during the Skill Bazar. We thank the parents for their enthusiastic buying of these products and motivating our students. The Principal, ITL Public School, **Ms. Sudha Acharya** congratulated the students for their months long endeavors, innovation and entrepreneurial skills. This startup project has been one of a kind which taught true *lessons of power of skill enhancement*.

Way to go ITL...!