

**President**  
**Rajendra Lunker**  
K. L. Associates  
135 N.M.J. Compound  
Erode 638001  
Tamil Nadu  
+91 93600 25001  
rajulunker@yahoo.co.in

**Secretary General**  
**Samprati Singhvi**  
Mandeep's House, 153  
Lane No. 5, Padmawati  
Colony (A), King Road  
Jaipur 302019, Rajasthan  
+91 94140 11112  
ss@maadees.com



BJS has initiated a new programme in the community which is called the

### **MBA WORKSHOP FOR KIDS**

This Programme is an Entrepreneurial Training which is given to kids in a period of 2 days and that's the beauty of this workshop.

In the 2-day action packed workshop, children learn how to identify their own business and come up with a practical and implementable business solution. This makes the child think of new and innovative ideas, understanding smart goals, identifying target audience, thinking of company name, designing logos, designing their own visiting cards, making a note of inventory required, learning marketing techniques, designing marketing posters, coming up with innovative offers, making presentations to sell their product, learning communication skills and interacting with each other to practice the skills.

Questions like "What is the difference between Loan and Pocket Money" are asked by kids. They get an answer that when you take loan from parents you have to repay it and for doing so you need to work harder to achieve your goals of making money. They are made to understand the difference between loan and pocket money, creating a balance in handling money as to how much to save, how much to spend, how much to invest and most importantly how much to give or donate as a social cause to the society.

Learning HOW to handle failures (which most of adults also lack today) and watching inspirational videos of small 8-year-old girl earning 6 crores by selling her handmade scented candles in USA gives them an insight into opportunities and risks involved in business.

This workshop ignites their minds to think like an entrepreneur. The teaching and learning method are delivered in such a way that kids immediately grasp the concepts and start working on it immediately. The content has been designed and delivered in a simple way attuned to their understanding level and so the kids enjoy the whole process.

Mrs. Sonali Chordia, daughter of Shantilalji Muttha has designed and delivered this workshop and has been successfully practicing this workshop in PUNE from last 4 years. She received so many calls from parents immediately after the workshop saying that what have you all done to the child, he is just talking business at home all the while & is asking for a loan to start his small business.

Children come up with their own visiting cards on the very second day of the workshop itself & this is marvelous. The ideas that kids come up with during the workshop are stunning, for example, some say I will sell my collection of old CD's, some say I am very good at painting so will make many and sell in an exhibition, some say I can play guitar so I will play songs in birthday parties and earn money. There is no end to the flow of thoughts and innovative ideas.

**It allows kids to discover themselves. In today's world, where kids are only known to spend money, the workshop teaches them to earn money. It further teaches them the VALUE FOR MONEY, which is also the ultimate goal of BJS to inculcate success habits in children & groom them into an ENTREPRENEUR. BJS believes that kids need to experiment and experience entrepreneurialism in their formative years and learn from their mistakes to avoid costly mistakes later in life. BJS, therefore, invites all the parents having children of age 10-15 years to grab this unique opportunity and enroll their kids for this Workshop and see the change themselves.**