

Be Your Own Boss!

The NSS unit, Government College Sanjauli conducted a two day awareness programme on “**Be Your Own Boss: Ideas for Self-employment**” on **18-19th December, 2020**. Owing to the insecurities in the job market, mass lay-offs across the globe, it has been felt that young people on the verge of graduating need to be made aware of options and avenues of self employment so that they may live financially viable lives. Shimla does not have too many industries in its vicinity that can assimilate mid-level educated people. To guide the students on options of employment, the NSS programme officer, Mr. Vikas Nathan organized a workshop in which two resource persons; **Ms Kanupriya Handa and Mr Atul Handa** guided students through online sessions from Canada. 150 NSS volunteers attended the workshop in the College seminar room.

On day1, **Atul Handa** engaged with students and told them that the first requirements of self employment are:

Identifying one's skills and passions: Take some time to think about what one is good at and what one enjoys doing. This can help one narrow down potential business ideas that align with one's strengths and interests.

Research the market: Before starting a business, it's important to research the market to determine if there is a need for the product or service one is offering. One should also investigate competitors and determine how one can differentiate oneself from them.

Create a business plan: A business plan is a roadmap that outlines the goals, strategies, and financial projections for your business. It's important to create a comprehensive plan that outlines everything from start-up costs to marketing strategies.

Build your network: Networking is critical for any entrepreneur. Attend industry events, join professional organizations, and reach out to potential mentors who can offer guidance and support.

Be prepared for challenges: Self-employment can be rewarding, but it can also be challenging. Be prepared to work long hours, handle unexpected obstacles, and manage finances carefully.

He told the participants about various options of employment such as;

Freelancing: such as writers, graphic designers, programmers, and marketers, can work as freelancers and offer their services to clients on a project-by-project basis

Consulting: If one has specialized expertise in a particular field, one can offer consulting services to businesses and organizations.

E-commerce: With the rise of online shopping, e-commerce has become an increasingly popular option for self-employment. One can sell products through one's own website or on platforms such as Amazon

Coaching and training: Expertise in areas such as fitness, business, or personal development, can enable one to offer coaching and training services to clients.

Real estate: Becoming a real estate agent or broker to buy and sell properties.

Pet services: With the increase in pet ownership, offering services such as dog walking, pet sitting, and grooming can be a profitable self-employment option.

Food and beverage: If one has a passion for food and beverage, one can start one's own restaurant, food truck, or catering business.

Home services: One can offer services such as cleaning, landscaping, and home repairs to homeowners in the city one lives in.

Art and design: If one is creative and artistic, one can offer services as a painter, sculptor, photographer, or graphic designer.

Event planning: If one has strong organizational and interpersonal skills, one can start an event planning business and help clients plan and execute events such as weddings, corporate events, and parties.

Personal services: You can offer personal services such as personal grooming, personal styling, and personal concierge services to busy professionals and individuals.

Education and tutoring: If one has a teaching background or expertise in a particular subject area, one can offer tutoring services to students of all ages.

Health and wellness: One can offer services such as massage therapy, yoga instruction, or health coaching to clients seeking to improve their physical and mental well-being.

Technology services: If you have technical expertise, you can offer services such as IT consulting, web development, or app development.

Handmade products: If you're skilled at crafting handmade products such as jewelry, clothing, or home decor items, you can sell them online, through local shops/ cafes or at local craft fairs.

Travel services: If one has a passion for travel, one can start a travel agency or offer services such as tour planning and itinerary creation to clients.

Online courses: If one has knowledge and expertise in a particular subject area, one can create and sell online courses through platforms such as Coursera.

Franchise ownership: If you're interested in running your own business but don't want to start from scratch, you can consider owning a franchise of an established brand.

On Day2, **Kanupriya Handa** held a workshop to teach participants the technique of **Design Thinking** and its uses in personal ventures. She introduced the concept of design thinking and explained what it entails;

Design thinking is an approach that is focused on understanding people's needs and creating innovative solutions that meet those needs. There are several techniques that are commonly used in design thinking, including:

Empathy mapping: Creating a visual representation of the user's experience, emotions, and behaviors. It helps to gain a deeper understanding of the user's needs, desires, and pain points.

User persona: Creating a fictional character that represents a particular user group. The user persona is based on research and observation of real users and helps designers to design for specific user needs.

Brainstorming: This technique involves generating a large number of ideas in a short period of time. This encourages creativity and helps to generate a wide range of possible solutions.

Prototyping: Involves creating a physical or digital model of a solution. Helps designers to test and refine their ideas and get feedback from users.

Storytelling: Using storytelling to communicate ideas and solutions. It helps to engage and inspire stakeholders and build support for the solution.

Mind mapping: Creating a visual diagram to organize and explore ideas. Helps to generate new ideas and connections between different concepts.

Rapid prototyping: creating a quick, low-fidelity prototype of a solution. Allows designers to test and refine ideas quickly and efficiently.

User testing: This technique involves testing a prototype with real users to gather feedback and insights. This helps designers to understand how users interact with the solution and identify areas for improvement.

Co-creation: Involves involving users and stakeholders in the design process and helps to ensure that the solution meets the needs and expectations of the people who will use it.

Ms Kanupriya said, their company, Conceptell offers courses that train people in Design thinking. Interested Colleges/individuals/businesses that feel interested may join the course. At the end, Mr. Vikas Nathan thanked the resource persons and asked the participants to write a feedback on their experience of the workshop.