

Title of the Best Practice – Field Study and Business Plan.

From the academic year 2021-22, the IndSearch Institute of Management Studies and Research introduced a distinctive subject known as FSBP, or Field Study and Business Plan, in Trimester V. This course has empowered students to transition into roles where they create job opportunities.

The objective of the Best Practice - The goal of this program is dual-fold: firstly, to familiarize students with the current business environment, and secondly, to bolster their entrepreneurial skills. A notable portion of students hailing from rural areas often lack an understanding of the importance of entrepreneurship. This subject serves to educate students on fundamental aspects such as business development through effective planning, scheduling, and implementation of profitable business ideas.

Description of Best Practice: Within the curriculum, tutorials are structured around presenting business ideas, exploring their financial aspects, and devising corresponding marketing strategies. External evaluation is conducted by a panel of entrepreneurs. Students keen on initiating food businesses are encouraged to engage in the annual Food Fest held on to the institute campus. Their participation entails assessment of their ideas, investment plans, marketing approaches, and resultant profits.

Benefits Realized: Several students have ventured into entrepreneurship, with three of them establishing their own businesses. Meanwhile, other students are exploring avenues for positive transformation, influenced by their newfound understanding of the significance of entrepreneurship.