A Project By
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LET'S MAKE WORLD A BETTER PLACE

INNOVATIVE PRODUCT AND MARKETING COMPETITION

FOR STUDENTS OF GRADE 11-12, HUMANITIES
CLASH OF TITANS THINKING OUT OF BOX INNOVENTREPRENEURS IN ACTION
WHY SUCH COMPETITION?

Curriculum

21\textsuperscript{st} Century Skills

Future
21st Century Skills for business students

- Critical Thinking
- Creativity
- Communication
- Collaborate
- Compete
- Concern
- Corporate Social Responsibility
Task On Hand

- Innovative Product Idea
- Marketing Plan
  - Newspaper Advertisement
  - Magazine Advertisement
  - Radio Jingle
  - Television Advertisement
  - Website
- Video Narratives in Microsoft PowerPoint
- Live Presentation in front of judges and audience
Step 1: Team building and Product Decision
Step 2 : Newspaper And Magazine Advertisements
Step 3 : Radio Jingle
Step 4: Television Advertisement
Sample Products

- Chalkster – Recycling the chalk dust
- UniMills – Wind energy solution for cars and home
- X- Charge – Laptop and Mobile Cover/Chargers
- Horizon Pillow with in built alarm
- Woodside Portable Furniture Solution
Solar Solutions

Smart Cubes
Furniture

UniMills
Television Ad: Chalksters
Television Ad : UniMill
Television Ad: Triplicity Furniture
Television Ad : Alpah X-chargers
Enriching lives!
Blog

- www.innovativeproductandmarketingcompetition2011.wordpress.com
Subject Tags

- Business
- Law
- ICT
- Critical and analytical thinking
- Language
- Accounting Costing
- Drama
- Film Production
- Audio Recording
Outcome

- 120 Ignited Minds and Confident souls
- 12 Products That Can Make World A Better Place
- 1 Proud, Content and Satisfied Teacher
Moments of Fun
Students

Participants
21st Century Learning