



Press Release

MCKV Business Enterprise Team launches its domestic cleaning product, 'SAFAYA'

Kolkata, 7th October, 2015: M.C. Kejriwal Vidyapeeth is the first school in Howrah to participate in 'The School Enterprise Challenge', a global business competition run by the international charity, **Teach A Man To Fish**. The aim of the endeavour is to create globally aware, socially responsible, young entrepreneurs. The school's Business Enterprise Team, set up for this purpose and consisting entirely of students, has developed a domestic cleaning product, branded as 'Safaya', under the project's Home Hygiene category.

At a programme held in the school auditorium, 'Safaya' was formally launched by the Chief Guest of the occasion, **Sri R. N. Mahapatra, Chief Public Relations Officer, Eastern Railway,**

The MCKV Business Enterprise Team consists of 35 students with Harsh Kalani as the student leader of the project. For its smooth functioning and to ensure seamless flow of information, the business venture is divided into four main departments i.e., **Enterprise and Management**, under the leadership of Harsh Kalani; **Finance**, looked after by Rahul Goyal; **Production and Packaging**, supervised by Yashwardhan Gupta; and **Marketing and Sales**, managed by Keshav Mitruka and Ashwini Pratap Singh.

"The competition helps students plan and set up school-based enterprises that generate real profit which, in turn, can help support their educational activities which are sustainable and will grow and develop every year. This sort of project gives students the chance to gain hands-on experience of running a real business." said **Mr Kishan Kejriwal, Managing Trustee, M. C. Kejriwal Vidyapeeth.**

One of the motives of this endeavour is to bring it within the larger framework of the school's various activities under the Swachh Bharat Mission, with the ultimate aim, at all times, being the creation of a cleaner, safer and healthier society to live in.

The MCKV Business Enterprise's mission is to maintain an optimum level of efficiency and productivity in the use of resources, and to secure optimum return on investments without degradation in the quality, and decrease in the quantity, of the product. It is to be consistent in the market without compromising on the quality and availability of the product.

The vision is to produce and market the product efficiently and economically in an environmentally friendly manner and to address the needs of the consumers in accordance with their expectations by fair means and in a value-driven manner.

Apart from M.C. Kejriwal Vidyapeeth, students of **KIIT World School, New Delhi, Mahadevi Birla World Academy, Kolkata, MET Rishikul Vidyalaya, Mumbai, St. Marks Senior Secondary Public School, Meera Bagh, New Delhi,** and many other reputed schools of the country are taking part in The School Enterprise Challenge 2015.

About M.C. Kejriwal Vidyapeeth:

MC Kejriwal Vidyapeeth, a pre-K to Class 12 ICSE/ISC Boys School in Liluah, Howrah, is the brainchild of its Founder and Chairman, Sri S S Kejriwal who has worked persistently and devotedly to create the MCKV Group of Institutions. The group includes, in addition to MC Kejriwal Vidyapeeth, the MCKV Institute of Engineering, Madhusthali Vidyapeeth, a co-educational residential school in Madhupur, Jharkhand, and Madhusthali Teacher Training Institute, Madhupur, Jharkhand.

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