



General Education Department
Kerala Government



STARS
SHAKTHI

Strengthening
Teaching-Learning
and Results for States



GIRLS ENTREPRENEURSHIP
EMPOWERMENT PROGRAM



समग्र शिक्षा
Samagra Shiksha



SHAKTHI

ENTERPRENAURSHIP EMPOWERMENT PROGRAMME

V. Sivankutty
Minister for General
Education and Labour
Government of Kerala
Thiruvananthapuram



THIRUVANANTHAPURAM
17/07/2025

Message

Kerala has always been a role model among all states in the field of education. Performance excellence and quality are the hallmarks of General education in Kerala.

The Kerala society's emphasis on education has contributed greatly to this achievement. The General Education Department and Samagra Shiksha Kerala, hand in hand, are implementing numerous quality interventions, paving the way for the empowerment of public education and thereby creating a new Kerala.

Kerala is among the states that have shown the best performance in the National Quality Index. This achievement has earned Kerala a place in the 'STARS' project. The goal of the 'STARS' project is to implement necessary reforms to enhance the quality and credibility of public education, design and implement innovative and flexible activities to improve educational quality, and ensure better outcomes.

This is a brief document about the major activities implemented by Samagra Shiksha Kerala under the STARS project in Kerala. I extend all my best wishes for the continuation and quality implementation of excellent activities.

With affection,

V. Sivankutty

Dr. K. VASUKI IAS
SECRETARY



General Education Department
Government Secretariat
Thiruvananthapuram-695 001

Phone-Office : 0471-2517395

Date



Message from Secretary, General Education

Samagra Shiksha represents an integrated and inclusive approach to school education, and this document reflects the innovative practices, collaborative initiatives, and community engagement that have enriched our educational landscape. I am delighted to note the commendable effort taken to present a document showcasing the academic activities carried out under Samagra Shiksha in Kerala under the STARS Project. This initiative is a significant step forward. Creating a comprehensive record of our academic endeavours is crucial for several reasons: it allows us to effectively showcase the depth and breadth of the programme, serves as an invaluable resource for future planning and implementation, and enables us to identify best practices and areas for further improvement. This document not only reflects the dedication and hard work of our educators, administrators, and stakeholders but also serves as a valuable record of the innovative and inclusive practices being implemented across the state.

The holistic development of learners is always the focus of the Samagra Shiksha, Kerala. This documentation highlights our collective strides towards that goal. From strengthening foundational learning to fostering equity and excellence in education, the initiatives captured in this document reflect the spirit of collaboration and commitment that defines Kerala's education system.

The hard work demonstrated in creating this document is truly appreciated. Such thorough documentation will undoubtedly contribute to the continued success and evolution of educational initiatives across the State, ultimately benefiting our students and the entire academic community.

I congratulate the entire team behind this initiative for their dedication and vision. May this report serve not only as a record of achievements but also as a source of inspiration for future educational endeavours.

Dr. K Vasuki IAS
Secretary
Department of General Education
Government of Kerala



Dr. Supriya A.R.
State Project Director
Samagra Shiksha Kerala

Introduction

STARS (Strengthening Teaching-learning and Results for States) is a sponsored project of the Central government implemented in Kerala through Samagra Shiksha since 2020. Numerous commendable activities have been implemented through the STARS project to improve the educational quality of Kerala. Early childhood education, foundational literacy, evaluation, improving classroom learning, streamlining educational service activities, interventions in vocational education, and physical infrastructure development are among the various programs implemented as part of the project. This booklet introduces some of the most commendable programs among them. We hope that the information in this book will be beneficial for future educational planning and implementation.

Department of General Education
Samagra Shiksha Keralam

STARS Project Document 2025

SHAKTHI

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SHAKTHI

Girls' Entrepreneurship Empowerment Programme



Vision

Kerala envisions an education system that promotes gender equity, innovation, and economic empowerment by nurturing entrepreneurial competencies among young women. The State recognises that empowering girls with the skills, confidence, and opportunities to participate in the entrepreneurial ecosystem is essential for inclusive growth and sustainable development.

In this context, Shakthi represents a focused initiative aimed at fostering entrepreneurship, creativity, and business acumen among girls in vocational higher secondary education. Implemented in collaboration with Kerala Startup Mission, with academic support from Udyam Learning Foundation, the programme reflects Kerala's commitment to building a strong pipeline of future women entrepreneurs.



SATYAM

The initiative adopts a structured and experiential approach, engaging selected students from across all districts in a series of capacity-building activities. Through orientation camps, district-level boot camps, and a state-level summit, participants are provided with opportunities to develop business ideas, refine entrepreneurial skills, and gain exposure to real-world innovation ecosystems.

Interactions with successful entrepreneurs, hands-on workshops on business model development, and exposure visits to innovation hubs such as Fab Labs further strengthen learners' understanding of enterprise creation and management. These experiences enable students to translate ideas into viable ventures while building confidence, leadership, and decision-making skills. Through programmes such as Shakthi, Kerala reaffirms its vision of creating an inclusive, future-ready education system that empowers young women to become innovators, leaders, and entrepreneurs, thereby contributing meaningfully to the State's socio-economic progress.

Objectives

The programme aims to empower vocational higher secondary (VHSE) girl students to emerge as confident and capable entrepreneurs by equipping them with essential entrepreneurial skills, innovation exposure, and business development competencies. Recognising the importance of gender-inclusive economic participation, the initiative focuses on building both the mindset and skillset required for enterprise creation.

Through structured training and capacity-building activities, learners are introduced to key aspects of entrepreneurship, including idea generation, business model development, financial planning, and market understanding. Exposure to real-world innovation ecosystems, industry practices, and interactions with experienced entrepreneurs further enrich their learning experience and provide practical insights into enterprise management.

The collaborative engagement with industry partners and expert organisations ensures that the training is relevant, experiential, and aligned with current market trends. This enables students to translate their ideas into viable business propositions while developing critical thinking, leadership, and decision-making abilities. By fostering innovation, confidence, and entrepreneurial competence among young women, the programme seeks to create a supportive pathway for VHSE students to pursue self-employment and contribute meaningfully to the economic and social development of the State.

The state Government of Kerala aspires for a knowledge society which focuses on the Knowledge creation process where the states youth play a prominent role. Knowledge economy plays a pivotal role in the Nava Kerala initiative of Government of Kerala.

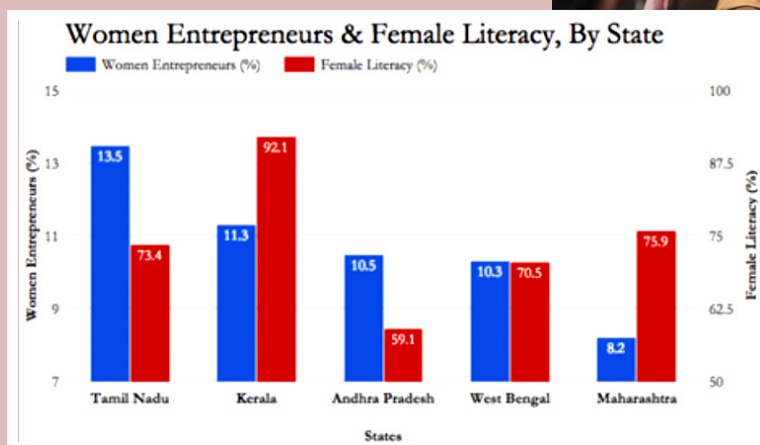
The educational activities of the state is framed in a way that triggers student skills, creativity and innovation. Nurturing entrepreneurial mind set in Students is an important catalyst in building a knowledge economy based society. Through this an investment is made in the future of our knowledge economy based society. These activities help to elevate them to the levels of innovators, problem solvers and Job creators.

The 'SAKTHI' programme under STARS project was implemented in schools to nurture entrepreneurial culture and build the ability and capacity of girl students to drive the new economy of the state.



NEED AND SIGNIFICANCE

Though the women literary rate in Kerala is high (96.2%), the women job participation rate is only 27.1%. In India, the number of women owned establishment is 11.35% while the female population that have chosen entrepreneurship as a career is only 4 %. Samagra Shiksha



Women Entrepreneurs & Female Literacy by State, India
(Source: Economic Census 2012, Men and Women 2011)



Kerala is implementing the 'SAKTHI' programme under STARS project for the empowerment of entrepreneurship mindset in women. The programme is launched in association with Kerala Start up Mission (KSUM). Udyam Leaning Foundation is the Implementation support Partner

'SAKTHI' Girls Entrepreneurship Empowerment programme aims at enhancing 21st Century skills such as self awareness, creativity independent thinking decision making, communication, problem solving, collaboration among the selected vocational higher secondary girl students.



EXCELLENT PLANNING NOVEL PERSPECTIVE

As a part of SAKTHI Programme, novel and varied activities leading to entrepreneurship to become a part knowledge economy were held. As it was implemented through planned content and in a time bound manner, the programare could gain qualitative achievements. The first phase included Orientation, Constitution of Ideation team and prototyping were also done. The idea day conducted in schools grabbed attention. State summit was conducted on 18th and 19th of January 2025.



AIMS

- To develop an entrepreneurial culture among girl students.
- To promote experience based learning by providing insights into World's real problems, business opportunities to young learners.
- To familiarise various entrepreneurship projects to girl students.
- To help in developing business ideas and to improve those ideas.
- To provide guidelines and support to the business ideas evolved by girl students

Implementation Partner of Sakthi:



Udhyam
Learning Foundation

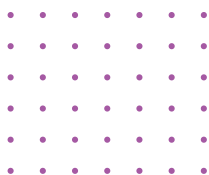
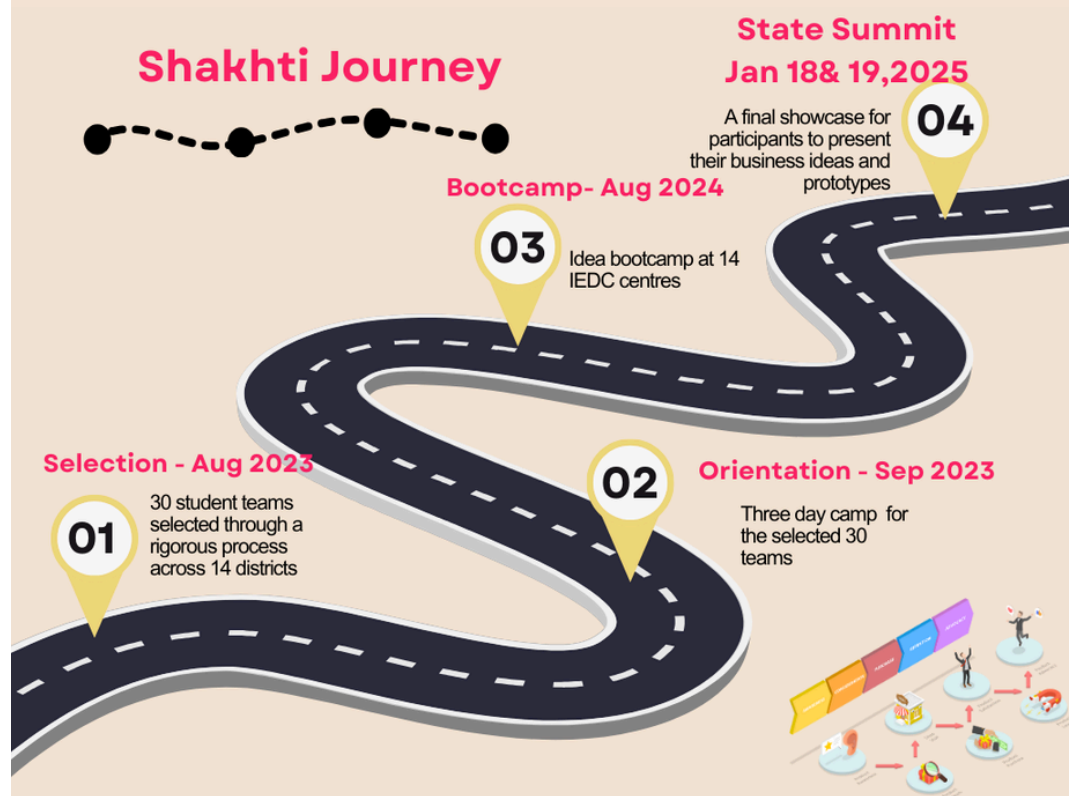


IMPORTANT FEATURES

- A specifically designed project for girl students studying in vocational higher secondary schools
- Samagra Shiksha Kerala determines the direction of the programme
- Implementation partners: Kerala Start Mission and Udhya Learning Foundation.
- 90 girls students of vocational higher secondary education in every year
- Designed to develop entrepreneurial mindsets and abilities such as communication experimentation creativity, independent thinking, confidence, collaboration etc.,
- This will help to enrich the business sensibility through ideas and experience related to entrepreneurship knowledge
- Teacher presentation through student entrepreneurship models
- District level mentoring in collaboration with IEDC (Innovation Entrepreneurship Development Centre) of Kerala Start Up Mission.
- Students get opportunity to present 5 projects at State level.
- In collaboration with Start Up Mission in the 14 IEDC centres, students get opportunity for creative idea conceptualisation, validation, problem selection etc in the Boot camp.

SHAKTHI

GIRLS ENTREPRENEURSHIP
EMPOWERMENT PROGRAM





Achievements

- Capable of improving entrepreneurship skill mindset, confidence through the programme.
- Along with providing knowledge regarding the wide opportunities of entrepreneurship to students, it prepared the way to climb the stairs of self reliance.



ORIENTATION PROGRAMMES

Training content

- Understanding and entrepreneurship
- Developing entrepreneurial mindset.
- Identify pain points define problems.
- Developing project as solutions to problems.



STATE SUMMIT

A man with a beard and glasses, wearing a black shirt, is pointing his right hand towards a group of students. The students, mostly young women, are seated in a tiered classroom or auditorium. They are looking towards the man. The background features a wall with large hexagonal patterns in blue and white. The lighting is warm and focused on the speaker and the audience.

The state summit aimed at the presentation and dissemination of innovative entrepreneurial ideas. In the state summit, there was corporation of Kerala Start Up Mission. 70 students and 30 teachers participated in the summit. 22 teams presented their projects before the experts. Debates were conducted on topics like Business Finance Technology and Women Entrepreneurship, Market Branding





FABLAB KERALA

MILESTONE

- **Selected 30 student teams from 14 districts through various activities. Oriented the teams regarding the project through a 3 day camp.**
- **Conducted IDEA day in schools where students ideas were showcased and best ideas were selected**
- **Idea Boot camp was conducted in IEDC centres of districts and district level winners were selected.**
- **State summit was organised in Fab Lab Cochin on 2025 January 18th &19th**





'SAKTHI' Programme
empowers the girl
students of Vocational
Higher Secondary School
to an entrepreneurial
mindset.

Anoop Ambika
CEO
Kerala Start UP Mission

'SAKTHI' Project should never be confined to VHSE only. It should turn out to be a model in the schools of Kerala.

Nithasha Azhar
Teacher, GVHSS Chappangadi
Malappuram





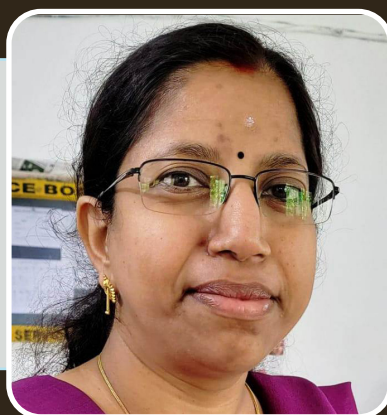
‘SAKTHI’ is a glorious Project that helps girls to contribute to the development of the society through entrepreneurship. When a generation turns out to have their own source of income, their self confidence gets excelled.

Ubaidulla. M
Deputy Director
VHSE – Curriculum wing



‘SAKTHI’ equips one to challenge any crisis and rise to successful entrepreneurship and instill confidence.

Ambili Damodaran
Teacher, SNVHSS Nanki City, Idukki



Students' reflections



I have gained the confidence in voicing my opinion to the public through 'SAKTHI' Programme. Moreover, I am able to communicate and reflect my ideas.



I gained the idea and support for beginning a new enterprise.



General Education Department
Kerala Government

About STARS

STARS (Strengthening Teaching-learning and Results for States) is an education project designed and implemented by the Central Government with World Bank assistance to improve education standards. Among the states of Himachal Pradesh, Odisha, Rajasthan, Madhya Pradesh, and Kerala implementing this project, Kerala was included considering its excellent education quality index. Kerala has been receiving the benefits of the STARS project since 2021. Numerous suitable and commendable education programmes for Kerala have been implemented as part of the STARS project.

This booklet presents one of the most important activities among them.

