

ਪੰਜਾਬ ਸਕੂਲ ਸਿੱਖਿਆ ਬੋਰਡ
(ਐਫੀਲੀਏਸ਼ਨ ਸ਼ਾਖਾ)

ਵੱਲ

ਸਮੂਹ ਸਕੂਲ ਮੁੱਖੀ/ ਪ੍ਰਿੰਸੀਪਲ ,
ਸਮੂਹ ਐਫੀਲੀਏਟਿਡ/ਐਸੋਸੀਏਟਿਡ/ਏਡਿਡ/ਆਦਰਸ਼/ਸਰਕਾਰੀ ਸਕੂਲ
ਪੰਜਾਬ ।

ਨੰ: (344132) ਪਸਸਬ-ਐਫੀ-2026 / 282

ਮਿਤੀ: 10/03/2026

ਵਿਸ਼ਾ- Entrepreneurship ਵਿਸ਼ੇ ਦੇ Submission and Assessment Guidelines for Teachers ਸਬੰਧੀ।

ਉਪੋਰਕਤ ਵਿਸ਼ੇ ਦੇ ਸਬੰਧ ਵਿੱਚ ਸਮੂਹ ਸਕੂਲਾਂ ਨੂੰ ਹਦਾਇਤ ਕੀਤੀ ਜਾਂਦੀ ਹੈ ਕਿ 11ਵੀਂ ਸ਼੍ਰੇਣੀ ਦੇ Entrepreneurship ਵਿਸ਼ੇ ਦੇ Submission and Assessment Guidelines for Teachers ਨਾਲ ਸਬੰਧੀ ਇੰਨ ਬਿੰਨ ਪਾਲਣਾ ਕੀਤੀ ਜਾਵੇ।
Guidelines ਪੱਤਰ ਨਾਲ ਨੱਥੀ ਹਨ।


ਸੁਪਰਡੈਂਟ(ਐਫੀਲੀਏਸ਼ਨ ਸ਼ਾਖਾ)
ਪੰਜਾਬ ਸਕੂਲ ਸਿੱਖਿਆ ਬੋਰਡ

Entrepreneurship Assessment Guidelines for Teachers

Grade 11

Proposal for Student Submissions and Assessment under the Entrepreneurship Education Curriculum

1. Purpose of Submissions

The **Entrepreneurship Education Curriculum** and **Business Blasters Program** aim to promote entrepreneurial mindsets and real-world problem-solving among students. Structured submissions are planned to ensure that students remain engaged and on track, and to allow monitoring of the program's implementation.

These submissions are **progress checkpoints** rather than exams, so they help to:

- Track student learning and engagement.
- Provide timely feedback and support.
- Ensure program fidelity across schools.
- Strengthen student ownership of entrepreneurial projects.

2. Student Submissions

Students will be required to make **four structured submissions** during the program cycle. These are aligned to the curriculum flow and student workbook activities. All student submissions will be made through the **BB Sahayak WhatsApp chatbot**, ensuring ease of use and standardization.

Submission 1: Idea Finalization (October)

- **Purpose:** Capture the ideation process and shortlist suitable ideas.
- **Components:**
 - Two shortlisted ideas.
 - Alignment with 3Ps (People, Planet, Profit).
 - Selection of final idea with justification.
- **Format:** Workbook entry + short responses via BB Sahayak.
- **Checkpoint:** Confirms clarity and realistic direction.

Submission 2: Market Survey (October)

- **Purpose:** Validate the idea with customer and market insights.
- **Components:**

- Market survey workbook tables (customer responses, competitor mapping, insights).
- Reflection on findings and potential pivots.
- **Format:** Photos of completed workbook tables uploaded via BB Sahayak.
- **Checkpoint:** Ensures students engage with real-world validation.

Submission 3: Sample Plan / Prototype (October)

- **Purpose:** Translate the idea into a tangible written form.
- **Components:**
 - Material list and costs (Workbook Table 10.1).
 - Sample plan / prototype (Workbook Table 10.2).
 - Photos of mock-ups or prototypes.
- **Format:** Workbook submission + photos via BB Sahayak.
- **Checkpoint:** Confirms students' ability to move from concept to execution.

Submission 4: Business Pitch (November)

- **Purpose:** Demonstrate readiness to communicate the idea.
- **Components:**
 - Short pitch video (2–3 minutes) including:
 - Problem statement.
 - Solution/idea expression.
 - USP (Unique Selling Proposition).
 - Team details.
 - Customer acquisition plan.
- **Format:** Video upload via BB Sahayak.
- **Checkpoint:** Builds confidence in communication and persuasion/ convincing.

3. Teacher Assessment Framework

Teacher assessments will be conducted at the **school level**, similar to other subjects. A **simple format** will be provided to ensure uniformity.

3.1 Assessment Components

- **Self-assessment (5 marks):** Student reflection on effort and learning.
- **Peer-assessment (5 marks):** Team members rate each other's collaboration.
- **Teacher assessment (40 marks):** Teachers evaluate execution, and learning.

Total: 50 Marks

3.2 Teacher Assessment Structure (40 Marks)

Component	Max Marks	Teacher's Score	Remarks
Ideation (Creativity, alignment with 3Ps)	6		
Prototype / Sample Plan	6		
Pitch Presentation (Clarity, teamwork, confidence)	12		
Marketing & Sales Effort	4		
Business Showcase (stall, teamwork, storytelling)	4		
Reflection Portfolio	4		
Execution Documentation (workbook, surveys, records)	4		
Total	40		

3.3 Detailed assessment guidelines for Teachers

This guideline helps teachers assess student progress across the Entrepreneurship journey.

- Each component has **5 indicators**.
- Teachers should look for **written evidence in the workbook and other documents** (tables, scorecards, surveys, budgets, drafts) rather than only verbal answers.
- Marks are awarded according to the quality and completeness of evidence.
- Give **1–2 lines of feedback** (strength + improvement) at the end.

Stage 1 – Ideation (Max 6 marks)

Criteria	Total Score	Score Assigned
Team proposed \geq 2 distinct ideas.	2	
Final idea evaluated against People–Planet–Profit (3P).	1	
The idea is feasible within the budget/resources and can be done within 2-3 months.	1	

Target customer & selling place identified.	1	
The team used the Idea Scorecard/ documented reasoning to choose.	1	
Score (out of 6)		

Stage 2 – Market Survey (Max 3 marks)

Criteria	Total Score	Score Assigned
Conducted \geq 1 customer interview & recorded responses.	0.5	
Identified \geq 1 competitor/product with details and populated the 'Market Survey 2' table on the workbook.	1	
Noted customer likes/changes requested.	0.5	
Clarified price or place based on survey data.	0.5	
Wrote 1–2 changes to improve the idea after the survey.	0.5	
Score (out of 3)		

Stage 3 – Prototype Development (Max 3 marks)

Criteria	Total Score	Score Assigned
Created prototype/sample or a clear plan	0.5	

documented.		
Raw materials & suppliers with costs listed.	0.5	
The sample demonstrates creativity and innovation. <i>[(Creativity: Using multiple skills to create the prototype (e.g., combining design + craft + tech, or adapting materials in new ways). Innovation: The product shows a new approach (different from existing products) OR a significant improvement (solves a problem better, is easier to use, or more eco-friendly)]</i>	0.5	
Functionality and relevance to the customer shown.	0.5	
Eco-friendly or sustainable packaging /materials considered.	1	
Score (out of 3)		

Stage 4 – Pitch Presentation (Max 12 marks)

Criteria	Total Score	Score Assigned
Pitch clearly stated problem → solution.	3	
Top features / USP & customer benefits explained.	2	
Pitch included price & simple revenue model.	2	
Strong communication (clarity, confidence, visuals).	3	

Equal team participation, smooth coordination.	2	
Score (out of 12)		

Stage 5 – Marketing & Sales (Max 4 marks)

Criteria	Total Score	Score Assigned
Interacted with real customers (beyond peers).	1	
Recorded customer responses/sales data.	0.5	
Reflected on sales experience (what worked/what didn't).	1	
Adjusted approach based on customer input.	1	
Demonstrated evidence of transactions (photos, receipts).	0.5	
Score (out of 4)		

Stage 6 – Business Showcase (Max 4 marks)

Criteria	Total Score	Score Assigned
Stall/display was clear, creative and attractive.	1	
Team presented confidently to visitors/judges.	0.5	

Visual aids (poster, samples, product displays) were ready.	1	
Each member participated in explaining during the showcase.	1	
Showcase generated audience engagement/interest.	0.5	
Score (out of 4)		

Stage 7 – Reflection Portfolio (Max 4 marks)

Criteria	Total Score	Score Assigned
Personal goals set at the start of BB journey.	0.5	
Key learnings documented (skills, teamwork, business).	1	
Reflections link to challenges faced and solutions.	1	
Evidence of personal growth and self-awareness.	1	
Portfolio structured, organised and complete.	0.5	
Score (out of 4)		

Stage 8 – Execution Documentation (Max 4 marks)

Criteria	Total Score	Score Assigned
Market survey data is neatly documented.	1	

Pitch draft included (with edits/iterations).	0.5	
Business progress is recorded in steps.	0.5	
Team roles/responsibilities documented.	1	
Evidence (photos, budgets, worksheets) included.	1	
Score (out of 4)		

3.4 Assessment Principles

- **Progress-Oriented:** Marks reward consistency and participation, not only final outcomes.
- **Practical Focus:** Reflects real-world entrepreneurial skills.
- **Holistic:** Covers ideation, execution, teamwork, communication and reflection.

4. Visual Timeline (Sept–March)

Below is the flow of student submissions and assessments:

Month	Phase	Key Activities / Milestones	Submission / Assessment
September 2025	Phase 1	Team formation	
October 2025	Phase 1	Shortlisting and finalizing idea, market survey and customer feedback, making sample/ prototype.	Submission 1: Idea Finalization (via BB Sahayak) Submission 2: Market Survey (via BB Sahayak) Submission 3: Sample Plan / Prototype (via BB Sahayak)

November 2025	Phase 1	Pitch preparation and presentation	Submission 4: Business Pitch (via BB Sahayak)
December 2025	Phase 1	Completion of All Submissions. Disbursement of Seed Money.	
January 2026	Phase 2	Improving sample/product based on feedback	Teacher feedback & student reflection
February 2026	Phase 2	Portfolio development, trial marketing & assessment checks	Portfolio checks
March 2026	Phase 2	School-level showcase (Business Mela)	Final Showcase + Teacher Assessment

5. Implementation Notes

- Submissions will be streamlined through **BB Sahayak WhatsApp chatbot**.
- Teachers will assess at the school level using the provided format and guidelines.
- Submissions serve as **monitoring and learning checkpoints**, not examinations.
- Detailed guidelines and instructions will be shared with all schools to maintain uniform evaluation.

This integrated proposal ensures systematic progress tracking for students, ease of submission through **BB Sahayak**, and a simple, fair teacher assessment system aligned with the **Entrepreneurship Education Curriculum Assessment Framework**.