

Choiseul Secondary Sparkles With Tie Dazzle

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At the 2015 Awards and Launching Ceremony of Junior Achievement Saint Lucia, the Choiseul Secondary School walked away with the Best Records award and came second in National Achiever of the Year and Company of the Year.

The accolades came after a tough year for the St Lucia Electricity Services Limited (LUCELEC) sponsored Junior Achievement team whose company was called *Tie Dazzle*. It was a student shareholder company with thirty-five (35) members who together raised one hundred and seventy five dollars (\$175) in start-up capital. *Tie Dazzle* built on the “crazy socks” concept, designing tie-dye shirts and socks for sale.



Tie Dazzle Company President Valerie Baptiste says a number of shareholders (students) dropped out of the programme because they were no longer interested and academic commitments. Her determination to see the project through and what she learnt along the way taught her the real value of what she had signed up for.

“The Junior Achievement Programme showed me how to be a good leader and overcome challenges because keeping myself and my team going when we kept losing members and sales was not easy. The programme also taught me the need for entrepreneurs to have sales and marketing knowledge in running a business,” she says.

LUCELEC has sponsored the Junior Achievement programme at the Choiseul Secondary School for several years. In addition to funding, that support includes providing the school with Business Mentors and Advisors who help guide the students through the programme.

Junior Achievement Saint Lucia is a non-profit organization that began in 1996 as a project of the St Lucia Chamber of Commerce. Back then, only secondary school children could take part in Junior Achievement. In addition to opening the programme to primary school children, Junior Achievement is now part of the Ministry of Education Social Studies syllabus.

The theme for this year’s Junior Achievement Awards and Launch was “Promoting the Spirit of Entrepreneurship among the Youth.”

Tags:

[LUCELEC](#) [1]

[Junior Achievement](#) [2]

[Sponsorships](#) [3]

[Donations](#) [4]

[Choiseul Secondary School](#) [5]

[Quentin Emmanuel](#) [6]

[Carmy Joseph](#) [7]

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Links

[1] <https://www.lucelec.com/tags/lucelec> [2] <https://www.lucelec.com/tags/junior-achievement>

[3] <https://www.lucelec.com/tags/sponsorships> [4] <https://www.lucelec.com/tags/donations>

[5] <https://www.lucelec.com/tags/choiseul-secondary-school> [6] <https://www.lucelec.com/tags/quentin-emmanuel>

[7] <https://www.lucelec.com/tags/carmy-joseph>