

This book is sponsored by Media and Entertainment

Sector Skill Council Contact Details:

Address: 522-524, 5th Floor, DLF Tower-A, Jasola District Centre, New Delhi – 110025

Email: info@mescindia.org

Phone: +91 11 49048335 | 49048336

Under Creative Commons License: CC-BY -SA

Attribution-ShareAlike: CC BY-SA



This license lets others remix, tweak, and build upon your work even for commercial purposes, as long as they credit you and license their new creations under the identical terms. This license is often compared to “copyleft” free and open-source software licenses. All new works based on yours will carry the same license, so any derivatives will also allow commercial use. This is the license used by Wikipedia and is recommended for materials that would benefit from incorporating content from Wikipedia and similarly licensed projects.

Disclaimer

The information contained herein has been obtained from sources reliable to Media and Entertainment. Media and Entertainment disclaims all warranties to the accuracy, completeness or adequacy of such information. Media and Entertainment shall have no liability for errors, omissions, or inadequacies, in the information contained herein, or for interpretations thereof. Every effort has been made to trace the owners of the copyright material included in the book. The publishers would be grateful for any omissions brought to their notice for acknowledgements in future editions of the book. No entity in Media and Entertainment shall be responsible for any loss whatsoever, sustained by any person who relies on this material. The material in this publication is copyrighted. No parts of this publication may be reproduced, stored or distributed in any form or by any means either on paper or electronic media, unless authorized by the Media and Entertainment.





Shri Narendra Modi
Prime Minister of India



Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission.





Certificate
COMPLIANCE TO
QUALIFICATION PACK–NATIONAL OCCUPATIONAL
STANDARDS

is here by issued by the
Media & Entertainment Skill Council

For
SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of
Job Role/Qualification Pack: **“Account Executive” QP No.” MES/Q 0208, NSQF Level 4”**

Date of Issuance:
Valid up to: January 25th, 2027
*Valid up to the next review date of the Qualification Pack or the
‘Valid up to’ date mentioned above (whichever is earlier)

Authorized Signatory
(Media & Entertainment Skill Council)

Acknowledgements

Media & Entertainment Skills Council (MESC) would like to express its gratitude to all the individuals and institutions who contributed in different ways towards the preparation of this “Participant Manual”. Without their contribution it could not have been completed. Special thanks are extended to those who collaborated in the preparation of its different modules. Sincere appreciation is also extended to all who provided peer review for these modules.

The preparation of this manual would not have been possible without the Media and Entertainment Industry’s support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the Industry.

This participant manual is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong asset for their future endeavors.

About this Book

This Participant Handbook is designed to enable training for the Color Key Artist Qualification Pack (QP) with Ref. ID MES/ Q 0208. There is 1 National Occupational Standards (NOS) under this qualification pack. Each National Occupational (NOS) is covered across 2 Units in this book.

Key Learning Objectives for every NOS mark the beginning of the Unit for that NOS. In Table of Contents, you will find the module names with their corresponding NOS code. The symbols used in this book are described below.

Symbols Used



Key Learning
Outcomes



Steps



Time



Tips



Notes



Unit
Objectives



Exercise



1. Introduction

Unit 1.1 - Introduction to the Media and Entertainment

Unit 1.2 –Duties and Responsibilities of an Accounts Executive



Key Learning Outcomes

At the end of this module, you will be able to:

- Explain the key features of the Media and Entertainment sector
- Discuss various processes and products of Media & Entertainment sector
- Learn about the role of Accounts Executive in industry.
- Identify the minimum requirement to become a certified Accounts Executive.
- Describe the work area of Accounts Executive.
- Identify the opportunities available for Accounts Executive.

UNIT 1.1: Introduction to Media & Entertainment

Unit Objectives



At the end of this unit, you will be able to:

- Describe the media and entertainment industry in India
- Describe the growth expected in the media & entertainment industry
- Explain the various products and processes of the industry
- Identify some keywords used in the industry

1.1.1 Media and Entertainment Sector in India

The Indian media and entertainment (M&E) sector is one of the biggest in the world. It is placed as 14th largest in the world. This sector is 1.7% of Indian GDP and expected to be 2.2% of GDP with INR 4.5 lakh crores in 2022. The sector employs 9.3% of the workforce of our country and we are expecting it to be 17% till the end of 2017

From 2014 to 2018 Media and Entertainment sector has grown by approximately 11 percent CAGR which makes Media and Entertainment sector INR 1.43 trillion industry. It is estimated that Indian Media and Entertainment market will flourish to CAGR of 13.1% in FY 18-23 reaching at INR 2.66 trillion. The industrial performance of M&E sector is given in next figure.

Overall industry size (INR billion)	FY14	FY15	FY16	FY17	FY18	Growth in FY18 over FY17
TV	433.7	489.9	551.7	595.3	651.9	9.5%
Print	248.2	268.4	288.4	308.4	318.9	3.4%
Films	126.4	126.9	137.1	145.0	158.9	9.6%
Digital advertising	32.5	47.0	64.9	86.2	116.3	35.0%
Animation and VFX	41.0	46.5	53.2	62.3	73.9	18.6%
Gaming	20.3	24.3	27.6	32.4	43.8	35.1%
OOH	19.9	22.3	25.5	28.6	32.0	11.9%
Radio	17.2	19.8	22.7	24.0	25.9	7.9%
Music	8.5	10.2	11.2	12.6	14.4	14.7%
Total	947.6	1,055.1	1,182.3	1,294.7	1,436.0	10.9%

Source: KPMG in India analysis, 2018 based on primary and secondary research

Figure 1.1. 1 Revenue of M&E Industry

In 2018, digital advertising business grew 35% as compared to 2017. Another high growth sub-sector is Gaming which grew by 35.1% in FY 2018 as compared to FY 2017. The projected growth of industry for FY 2018 to 2023 is given in next figure.

Overall industry size (INR billion)	FY19	FY20	FY21	FY22	FY23	FY18-23 CAGR%
TV	746.4	855.3	959.1	1,066.6	1,179.6	12.6%
Print	338.5	357.8	378.6	400.8	424.9	5.9%
Films	171.7	185.4	199.3	213.9	228.8	7.6%
Digital advertising	154.7	202.6	263.4	339.8	435.0	30.2%
Animation and VFX	86.7	100.9	116.8	133.5	151.8	15.5%
Gaming	55.4	70.9	84.7	103.3	118.8	22.1%
OOH	35.7	38.6	42.0	45.7	49.7	9.2%
Radio	28.3	31.8	34.8	38.8	42.1	10.2%
Music	16.6	19.1	22.1	25.6	29.6	15.5%
Total	1,633.9	1,862.5	2,100.7	2,368.0	2,660.2	13.1%

Figure 1.1. 2 Projected growth of M&E Sector

India is one of the largest broadcasters in the world with approximately 800 TV channels, 242 FM channels and more than 100 community radio networks working at present. Bollywood, the Indian film industry is the largest producer of films around the globe with 400 production and corporate houses involved.

The Government of India keeps on pushing the Media and Entertainment industry by launching various schemes such as digitizing the cable TV to fill greater institutional funding, raising the Foreign investment from 74 per cent to 100 per cent in cable and DTH satellite platforms.

Government has also allotted industry status to the film industry for easy finance.

1.1.2 Employability in Media and Entertainment Sector

The Media & Entertainment sector employs 11-12 lakh people directly (as per 2017 reports) and if we consider indirect employments as well then count goes to 35-40 lakh people. The Media sector is highly dependent on advertising revenues and performance of Industry for economy outlook. This sector was having 4 lakhs workforce in 2013 and we expect it to reach 13 lakhs by 2022 which means employing 9 lakhs of additional employment in the period of 2013-22.

- 1/4th of the people employed in Media and Entertainment sector are from film industry.
- The Media & Entertainment sector has about 4.60 lakhs people employed and is projected to grow at the rate of 13 % to reach 7.5 lakhs by 2017.
- The Media and Entertainment sector which is expected to grow at rate of 13.1 % by 2023 which means to reach 2.7 lakh crore of business for skilled professionals.
- Film & Television sector has a major portion of the workforce employed in media and entertainment. Digitization activities being done in both films and television arena are the key player for this demand.

Workforce in the sector

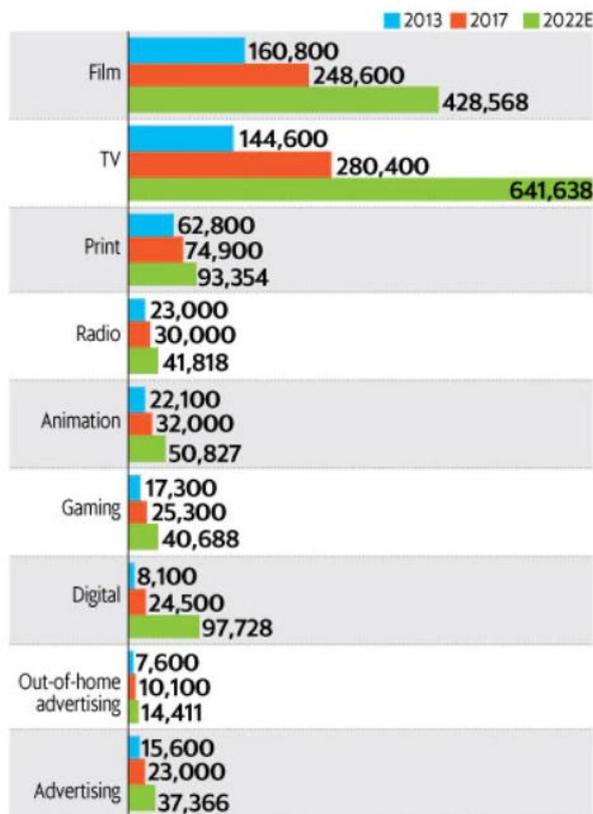


Figure 1.1. 3Employments in Different Sectors of Media and Entertainment

1.1.3 Evolution of Media and Entertainment Sector

- Radio broadcasting came by Radio Club of Bombay in 1923 in India under the British rule.
- All India Radio (AIR), one of the largest radio networks in the world, started working in 1936.
- Doordarshan (DD) started the era of TV on Sept 15, 1959 in India.
- The Indian economy was closed until 1990, and no private player could enter the space in the 1990s, the Indian film industry was completely fragmented
- BBC launched its national service in 1995
- In 1999, the government allowed private Indian Firms to set up their FM stations on a license fee basis
- In May 2000, as part of Phase I of radio broadcast licensing, the auction was conducted and 37 licenses were issued, out of which 21 are operational in 14 cities
- Approximately 1000 TV channels and 1052 radio stations are expected to be working by 2022.

1.1.4 Major Subsector and Segments

- The Indian M&E industry comprises several sub-sectors, such as television, radio, print media (including newspapers and magazines), films, animation and visual effects (VFX), Sound & Music, Amusement & Theme Parks, Art & Culture, and Event Management/Live Performances.
- Advertising industry is the major revenues generating part of the industry and the growth of the sector decides the overall growth of the industry.
- Although there is not much to export from this industry but imports have a considerable share in the economy like imports of newsprints, set-top boxes and antennae.

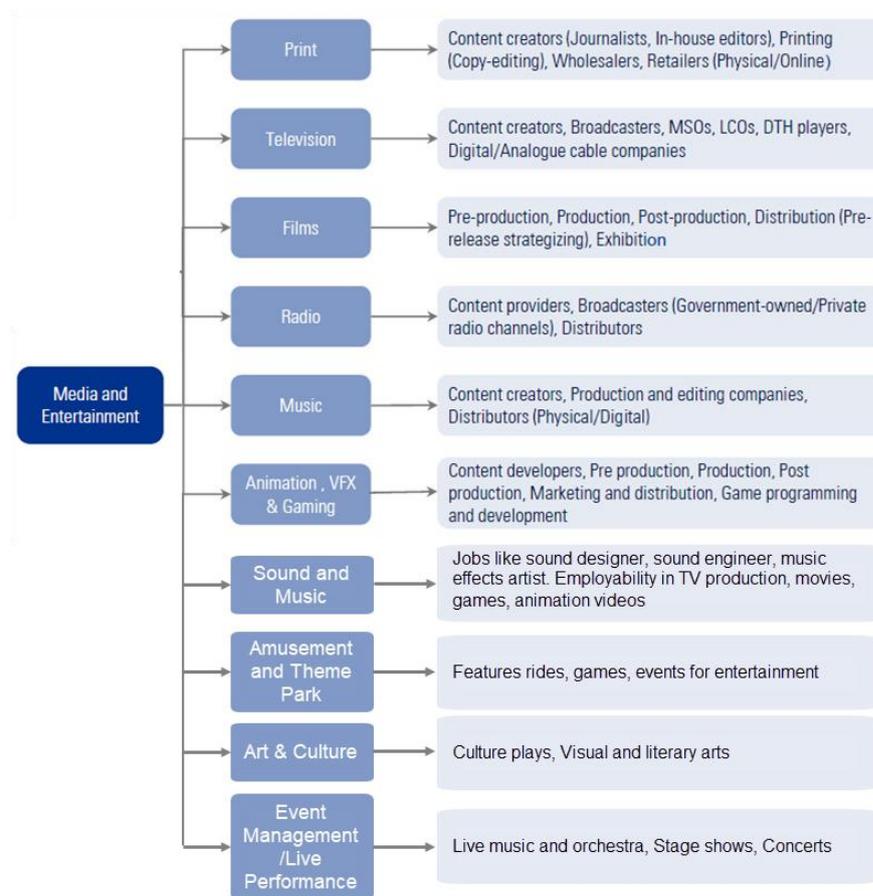


Figure 1.1. 4Media and Entertainment Sector

- The industry is specific to cultural and ethnic backgrounds, and is organized around specific hubs that specialize in output for a given population segment. For example, the Mumbai film industry (Bollywood) is a key film hub in the country. A similar hub also exists in South India.

Growth rate by sub-sector

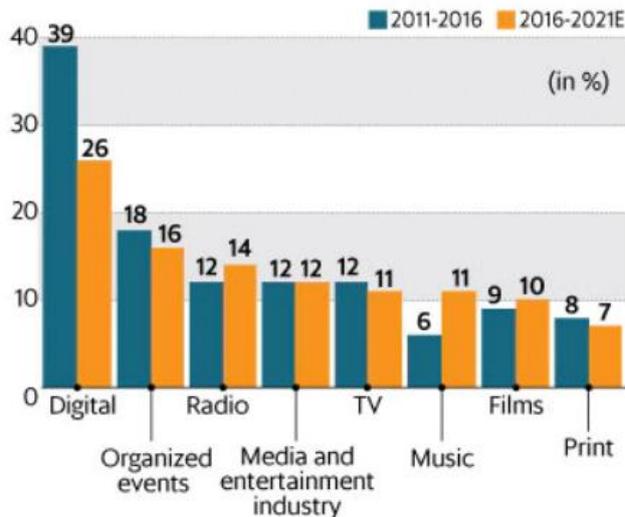


Figure 1.1. 5Media and Entertainment Sector Growth Rates expected in 2016-2021

1.1.5 General Key Words used in this Book

Animatic: A series of images edited together with dialogues and sound is called animatic.

Compositing: Combining layers of images/elements into a single frame is called compositing.

Composition: Positioning character with respect to the background and camera is called composition.

Creative Brief: A document that captures the key questions for the production including the vision, objective of the target audience, budgets, project, milestones, timelines and stakeholders is called creative brief.

Key Frame: Key poses that start and end poses for a particular animation sequence are called key frames.

Modeling: Creation of three-dimensional models for animation using a specialized software is called modelling.

Rendering: Conversion of three-dimensional models into two-dimensional images with 3D effects is called rendering.

Rigging: Process of adding joints to a static three-dimensional model to aid movement during posing is called rigging.

2D animation: Moving pictures in a two-dimensional environment is called 2D animation like in computerized animation software.

3D animation: 2D animation with depth is called 3D animation. Examples include video games such as Halo and Madden Football.

Animation: Sequential play of various inter-related frames is called animation.

Anticipation: Anticipation are created through the preparation of an action.

Aspect Ratio: The width to height ratio of a tv picture is called aspect ratio.

Background Painting: An artwork done in the background of an animation is called background painting.

CGI (Computer Generated Imagery): Creation of Figures, settings, or other material in the frame using computer software is called CGI.

Clean-Up: The process of refining the rough artwork of 2D animation is called Clean-up.

Computer Animation: Any kind of animation created in computer is called computer animation.

Frame: one of a series of still transparent photographs on a strip of film used in making movies or animations.

Frame Rate: The rate of change of frames in an animation is called frame rate. It is measured in frames per second (fps).

Graphics Tablet: This is a device used to draw sketches.

Pixel: The smallest indivisible portion of an image is called pixel.

Raster: Rastering is the projections of various pixels on CRT screen to form an image.

Rotoscoping: Creation and manipulation of background images of an animation is called rotoscoping. This can be done manually as well as using computer software.

Title Cards: Title cards are also called FIR of an animation. Title cards give brief information about the animation.

Tween: The transition of one frame to another in animation is called tween.

Vector: Some of the artwork is created by vectors rather than pixels. This allows cleaner and smoother animation because images are displayed by mathematical equation solutions.

CEL: It is a cellulose sheet used to paint characters. In practice, it is now a day. plastic sheet in combination with the outline and coloring of a character, object, and/or special effect

Exercise-1



Discuss the role of Media & Entertainment sector in India economy.

Exercise-2



Discuss the employability of various sub-sectors in Media & Entertainment Sector.

UNIT 1.2: Duties and Responsibilities of Accounts Executive

Unit Objectives

At the end of this unit, you will be able to:

- Learn about the role of Accounts Executive in industry.
- Identify the minimum requirement to become a certified Accounts Executive.
- Describe the work area of Accounts Executive.
- Identify the opportunities available for Accounts Executive.

1.2.1 Introduction to Accounts Executive Job Role

Account executives function a right of way link between a corporation and its shoppers. Some add a sales capability, securing new business and maintaining client relationships, whereas others inherit associate account when the initial sale has been created, providing current support and serving as a primary purpose of contact. As a result of their accountability for making and sustaining semi-permanent client relationships, account executives are usually seen as essential to associate organization's success.

Account Executive Job Duties

- The primary goals of account executives are to create sales by prospecting for brand spanking new shoppers and generate financial gain by nurturing existing client relationships.
- These professionals are responsible of account service, acting as a liaison between their company and a pick cluster of shoppers. If customers have queries, considerations or requests, account executives can relay there has to the acceptable individual or department inside the corporate and follow up with the client.
- Account executives could arrange, develop and execute sales methods, usually to satisfy a longtime quota.
- They're generally appointed a selected territory, product and/or whole, and maintain relationships with a selected variety of shoppers to make sure personal attention.
- Alternative customer's man duties embrace maintaining account records, like order history and foretelling reports.
- It is necessary for account executives to remain on high of developments in their trade, in order that they frequently attend coaching sessions, conferences and trade shows.
- At times, account executives are also known as upon to conduct research on competitors, together with product or service evaluation and sales techniques. Creating sales shows to potential customers and getting ready bids and contracts are extra job duties.

1.2.2 Job Profile of Accounts Executive

Advertising Account Executives are sometimes utilized by advertising agencies.

Account executives would possibly concentrate on one consumer or work on behalf of many promptly. To make sure consumer necessities are met, account executives ought to work closely

with colleagues, together with media planners and consumers, copywriters, designers and body employees. They sometimes report back to associate account manager or account director.

What's the work like?

Advertising account executives work to urge their clients' messages across to the general public. utilized by advertising agencies, they act because the main purpose of contact between the agency and consumer.

The job of a conventional is to quickly grasp every client's goals and create use of the resources of their agency to create the foremost effective campaign.

Some examples...

- Research clients' product, services, plans, competitors and target markets
- Meet shoppers for briefings and gift proposals to clients for approval
- Brief agency colleagues, and work with them to set up and implement the most effective advertising solutions for the consumer
- Ensure that comes are completed on time and inside budget. Long hours are common, and advertising employees are expected to figure flexibly to meetproject deadlines.
- Advertising account executives are office-based. They travel oftentimes for conferences and will be expected to socialize with shoppers.
- Meeting shoppers to debate strategy and report on progress
- Responding to clients' requests as they arise
- Taking part in pitches for brand spanking new contracts
- Keeping records and handling invoices.

Skills & Personal Qualities

An advertising Account Executive should be:

- Quick to soak up and analyze massive amounts of data
- Enthusiastic, energetic and inventive
- Approachable, outgoing and diplomatic
- A clear human, nose to nose and writing
- Able to gift ideas with conviction
- Highly organized and versatile
- Good with figures
- IT literate
- Comfortable operating as a part of a team
- Skilled at negotiating and motivating others
- Commercially aware
- Smart in look.

Qualifications for Accounts Executive

- Proven expertise as a bourgeois, or in alternative sales/customer service role
- Knowledge of marketing research, sales and negotiating principles
- Outstanding information of MS Office; knowledge of CRM package (e.g. Salesforce) could be a and
- Excellent communication/presentation skills and talent to create relationships

- Organizational and time-management skills
- A business acumen
- Enthusiastic and choleric
- BSc or BA in business administration, sales or selling Qualifications for bourgeois
- Proven expertise as an executive, or in alternative sales/customer service role
- Knowledge of marketing research, sales and negotiating principles
- Outstanding information of MS Office; knowledge of CRM package (e.g. Salesforce)
- Excellent communication/presentation skills and talent to create relationships
- Organizational and time-management skills
- A business acumen
- Enthusiastic and choleric
- BSc or BA in business administration, sales or marketing

1.2.4 Key Professional Skills

This job requires the individual to have a

- Commercial awareness
- Good written and verbal communication skills
- Confidence
- The ability to address pressure and work to tight deadlines
- Good teamworking skills
- Effective organizational talents

Exercise



- Who are an Accounts Executive?

- What are the common industries where Accounts Executive find job?

- Discuss the job responsibilities of a Accounts Executive.

2. Managing Preparation of advertising end-products



Unit 2.1 – Advertising Process

Unit 2.2 – Creative Brief



Key Learning Outcomes



At the end of this module, you will be able to:

- Understand importance of advertisements
- Introduce Creative brief.
- Understand what advertising effectiveness is.
- Understand advertisements department role.
- Explain the purpose of evaluating a campaign.
- Understand Advertisement Budget, Vision and Objectives.
- Understand that how company deals with third party vendors.

UNIT 2.1: Advertising Process



Unit Objectives

At the end of this unit, you will be able to:

- Understand importance and objective of advertisement.
- Understand what advertising effectiveness is.
- Understand advertisements department role.
- Explain the purpose of evaluating a campaign.
- Understand Advertisement Budget, Vision and Objectives.
- Understand that how company deals with third party vendors.

2.1.1 Advertising Importance and Objective

Objectives and Importance of Advertising

Advertising is that the best thanks to communicate to the shoppers. Advertising helps informs the shoppers regarding the brands on the market within the market and therefore the form of merchandise helpful to them. Advertising is for everyone together with children, young and recent. it's done mistreatment varied media sorts, with completely different techniques and strategies most suited.

Let us take a glance on the most objectives and importance of advertising.

Objectives of Advertising

Four main Objectives of advertising are:

- Trial
- Continuity
- Brand switch
- Switching back

Let's take a glance on these varied sorts of objectives.

Trial: the businesses that are in their introduction stage typically work for this objective. The trial objective is that the one that involves convincing the shoppers to shop for the new product introduced within the market. Here, the advertisers use flashy and enticing ads to form customers take a glance on the merchandise and get for trials.

Continuity: This objective thinks about keeping the present customers to stay on to the merchandise. The advertisers here typically persevere delivery one thing new within the product and therefore the publicity in order that the present customers keep shopping for their merchandise.

Brand switch: This objective is largely for those firms World Health Organization wish to draw in the shoppers of the competitors. Here, the advertisers attempt to win over the shoppers to change from the present whole they're mistreatment to their product.

Switching back: This objective is for the businesses World Health Organization wish their previous customers back, World Health Organization have switched to their competitors. The advertisers use other ways to draw in the shoppers back like discount sale, new advertise, some transforming done on packaging, etc.

Basically, advertising could be a terribly inventive method of human activity with the shoppers. the most characteristics one ought to ought to get on their objectives are nice communication skills and sensible convincing power.

How to build an advertisement and the way to be sensible at it

There are, however, a couple of things to stay in mind before you'll really style and build a poster. Here are the foremost vital steps you wish to undertake:

- The SWOT analysis of the merchandise and therefore the company
- Set up your main objectives
- Research the market, the competition, your audience
- Identify your audience
- Select your channels
- Brainstorm for contemporary concepts
- The design method
- Deliver your advertisements
- Quantifying and analyzing the results

1. The SWOT analysis of the merchandise and therefore the company

Before analyzing the way to produce a poster that converts into nice results, you ought to begin by performing arts an intensive analysis of the strengths, weaknesses, opportunities, and threats for each, the corporate and therefore the product that's to be publicized.

Here you'll conjointly embody the link with the purchasers, your monetary capabilities and resources, the extent of commitment of the workers then on. Then, you'll continue with an intensive analysis of the weaknesses given by the corporate and therefore the publicized merchandise and the opportunities for future development and growth. After you analyze opportunities, you'll conjointly set goals for the campaign. Example: SWOT analysis made by Starbucks.



Fig2.1: SWOT analysis made by Starbucks

2. Discovered your main objectives

What is the aim of your advertising campaign? What are your main objectives? Are your goals possible or not? you ought to conjointly perform analysis of those queries and answer them with the utmost sincerity.

3. Analysis the market, the competition, your audience

You cannot take into account yourself able to build a poster while not conducting a correct analysis on some vital factors you campaign depends on.

For instance, it's vital to grasp the market and its behavior. Study however things have modified over the past few months and what professionals are predicting for the close to future further.

Know your position on the market, the competitors' role and positions further. Resolve however they advertise their merchandise and check out to not copy their campaigns.

In order to accomplish that but, you may conjointly ought to understand some things regarding the categorization and therefore the temperament of your ideal shopper.

4. Determine your audience

Who is more doubtless to shop for your merchandise or services? Responding to the current question is one more vital step in fitting your drive. Must you need to achieve success at planning in appealing advert, you wish to grasp to whom you're addressing it.

Of course, supported your trade and your niche, there is also alternative vital inquiries to answer here such as:

- To what demographics cluster am I addressing my messages?
- What are my clients' social status?
- Are they young and unemployed?
- Are they professionals from a niche?
- Are they previous or not?
- What's the extent of their education?
- Where do they live?
- What is their relationship with the competition?

The list of queries might persist forever.

What's vital here is to spot that one among them – or even a lot of – suits your goals and answer them with honesty and sound judgement.

Once you are doing this, you'll move additional to subsequent step.

5. Choose your channels

Banner snack permits you to make a full set of banners if you would like to create advertisements on-line.

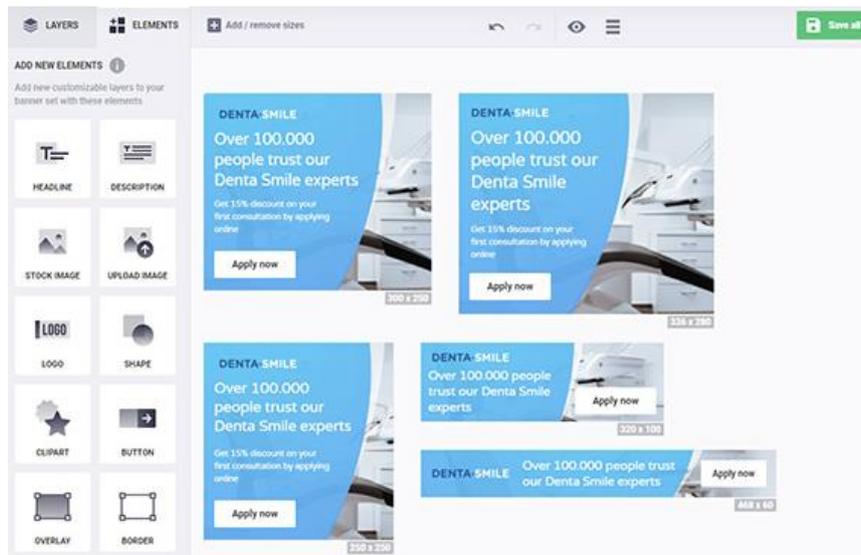


Fig2.2: Using Banner snack Banner Generator to create a poster

Therefore, it'll be simple to style them for various channels in less time than if you'd have done it singly. However, it's one issue to style your ads and a completely new thing to pick wherever to put them.

Based on your demographic analysis, however, you may be able to slender your search to some specific channels of media distribution appropriate for your campaign.

At constant time, you'll advertise on websites and blogs further. During this case, you wish to research a minimum of a couple of advertising platforms and choose the one that manages to fulfill all your desires in terms of placements, costs, and network.

6. Brainstorm for contemporary concepts

Take all the data you manage to collect up to the current step relating to your merchandise and your targeted audience.

Think conjointly regarding the delivery channel you have got chosen for your advertisements. supported your findings, you'll currently begin group action for contemporary and inventive new concepts for your campaign.

Write down some words, phrases, ideas. mix them and don't stop till you return up with a minimum of a dozen of doable calls to action, copy texts and visual representations of however your banners, flyers or videos ought to seem like.

7. The planning method

Obviously, this is often the toughest a part of the complete advert creation method. Everything you probably did up to now, one another previous steps, ready you for this one. Now, it's time to place your power to figure and truly style your banners, flyers or brochures.

Take the highest 3 or 5 concepts from your previous sketches and use them to make raw advertisements. If you're victimization Banner snack as your main advert maker, all of you comes are mechanically saved on-line. You'll revisit to them to create modifications or, you'll share them along with your peers for valuable inputs.

8. Deliver your advertisements

Once the Designs can be delivered on-line, supported your hand-picked delivery channels, you'll begin your campaign.

Currently, you wish to outline your budget and choose the factors on that you're reaching to publish your banners on every channel specially.

Each advertising platform (or social media platform that has paid advertising) can allow you to choose your own parameters of delivery, supported demographics, age groups, forms of websites, industries, countries, and regions etc.

You have already known your audience at the fourth step of this guide. Now, you only ought to apply that specific info consistent with the specifications of every hand-picked channel.

9. Quantifying and analyzing the results

This is conjointly a very important step in your campaign, perhaps the foremost vital of all.

After your campaign has finished, you wish to begin analyzing however your audience reacted to your banners and whether the complete method was a thriving one.

This knowledge is additionally vital for your future campaigns. you may begin your future style processes supported your initial results and check out to enhance them.

Conclusion

When we rely on advertising style, most folks imagine that it starts with the style and ends with the fixing of a delivery channel.

However, if you wish your job to be not solely skilled however conjointly thorough, you would like to try to everything by the book. This suggests that you just must be compelled to perceive the whole method behind ad blitz. It starts with in-depth analysis of your company and merchandise to be publicized, followed by in depth analysis on the market and therefore the targeted population.

When you get to really style the banners, you already recognize precisely what to expect from your campaign. You recognize what styles of people build the audience you're addressing your messages to and the way to properly quantify the results.

It's currently easier than ever to style knowledgeable banner because of the on the market on-line tools like Banner snack. However, you'll be able to build things even easier by hunting every of those steps and base your style on actual information. It's quite attainable that once you'll get to the sixth step, you'll have already got some concepts in mind, a minimum of a place to begin from that to travel on together with your style.

2.1.2 How to lead Creative Advertising Process

Brand leaders should be able to inspire, challenge, question, direct and choose, throughout the artistic advertising method. If you knew that being a more robust advertising consumer would end in better work, would you be doing it? As we tend to interact consultants, the respect we tend to show will either inspire greatness or crush their artistic spirit. Being higher the least bit parts of

promoting are a few things you'll learn through a mix of marketing coaching and on-the-job expertise.

Leading the artistic advertising process:

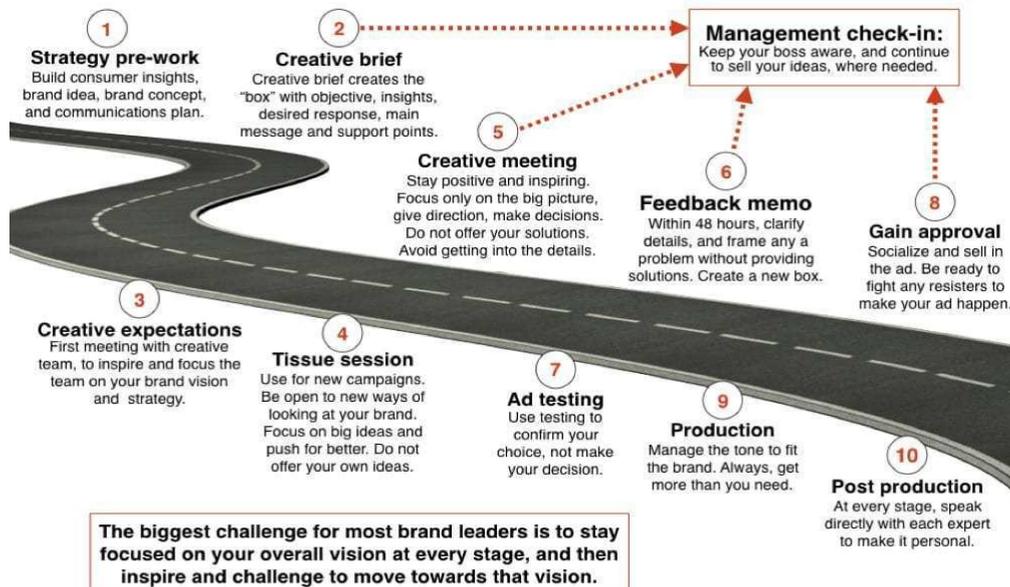


Fig2.3: Advertising method

1. Strategy pre-work

The whole positioning and brand set up preparation build it easier to put in writing an excellent artistic temporary. Lead on finding the patron insights and consumer enemy, perceive the whole positioning, and whole plan. In your whole set up, confirm you write a tightly centered whole communications set up. Solely once you've got done your preparation must you take a pen to the artistic temporary.

2. Centered artistic temporary

Sit along with your agency and switch your preparation into an ingenious temporary. Discussion each purpose. Think about the temporary like making a strategic box the ad should play among. The temporary should have one objective, a tightly outlined target market with made shopper insights, one crystal clear desired shopper response of whether or not you would like customers to envision, think, feel or do, and one main message you recognize can encourage the patron target to reply absolutely. For additional confidence, lay out your whole positioning into a brand conception you'll look at and validate with customers.

3. Artistic expectations

Just once language off on the temporary, request an off-the-cuff meeting with the artistic team to assist convey your vision, passion, strategy, and needs. It invariably surprises Maine that the primary time most marketers meet their artistic team is at the first creative meeting, that is sometimes 3 weeks once the artistic team has begun to work on your whole. It feels like old-school approach for the account team to regulate each the consumer and inventive team, keeping them at arm's length. I think the simplest advertising comes from an extremely relationship along with your artistic team.

4. Tissue session

When you have a wholly new campaign or you're engaged on an insecure campaign, you ought to raise to carry an off-the-cuff tissue session wherever the artistic team presents roughed out abstract concepts, typically with hand-drawn visuals, with an easy headline and outline of a story. This meeting is a wonderful likelihood to induce your hands dirty, perceive wherever the team needs to travel, either encouraging them to more explore some concepts or point out however some ideas won't match.

5. Artistic meeting

How you show up at the primary artistic meeting is crucial to the complete project. You're currently on the "hot seat," and you ought to feel the pressure. You're being judged the maximum amount as you're thinking that you are there to evaluate the work. Keep positive and specialize in big-picture selections.

6. Feedback note

Work it out with the agency earlier than time that you simply can provides a feedback note forty-eight hours once the artistic meeting. This note is your likelihood to collect your thoughts, equalization your artistic instincts along with your strategic thinking. The note ought to clarify details you probably did not have an opportunity to speak concerning within the artistic meeting. Wherever you're stuck, frame it as a drag, however, avoid giving your specific solutions. Use the note as an opportunity to make a brand-new box for the artistic team, from the box you created with the artistic temporary. Offer them your issues, not your solutions.

7. Advertising testing

The use of ad testing depends on temporal order, budget, or degree of risk. Wherever you've got a brand-new major campaign, look at the concepts you're feeling have the simplest likelihood to specific your whole positioning, communicate the most profit, break through the litter, and encourage customers to get. You'll use qualitative focus cluster feedback to assist ensure your instincts, or quantitative testing to copy and predict however it should liquidate the market.

8. Gain approval

It is essential to stay your boss aware at each stage. Use your 1st meeting along with your boss to state your vision for the project. Through every update meeting, keep your boss aligned with each call. However, you mostly got to sell-in the ad! With each nice ad I ever created, there have been several resisters. However, with each attainable dangerous ad on the table, I gave the impression to be the sole electrical device, who was making an attempt to not build it. Own your vision, own your favorite ad, and realize the way to form it happen.

9. Production

The production method may be an awfully sophisticated component of the project. Remember, you've got zero experience in any production space. Don't even fake you are doing. Your main role is to deliver as getting ready to the first script that was approved whereas managing the tone to make sure it fits your whole. Throughout the shoot, try and get a lot of choices than you would like, simply just in case, because it might look totally different within the final edit space.

10. Post-production

As you progress to the post-production stage, you become even less of skilled. Many consumers attempt to keep getting ready to their agency account person. I think you ought to speak directly with each skilled (editors) you're employed with. A private approach can change you to induce the foremost out of every of the consultants. Your greatness happens through their greatness.

Importance of Advertising

Advertising plays an awfully necessary role in today's age of competition. Advertising is one issue that has become a necessity for everyone in today's day to day life, be it the producer, the traders, or the client.

Advertising is vital for the shoppers.

Just imagine tv or a newspaper or a radio channel while advertisement!

Advertising plays an awfully necessary role in customers life. Customers are the people that purchase the merchandise solely when they're created alert to the product obtainable within the market. If the merchandise isn't publicized, no client will return to grasp what product are obtainable and cannot purchase the merchandise even though the product was for his or her profit. An added issue is that advertising helps individuals notice the simplest product for themselves, their kids, and their family. After they return to grasp concerning the vary of product, they're ready to compare the product and purchase so they get what they need when outlay their valuable cash. Thus, advertising is vital for the shoppers.

Advertising is vital for the vendor and firms manufacturing the product. Yes, advertising plays important role for the producers and the sellers of the product, because advertising helps increasing sales.

Advertising helps producers or the businesses to grasp their competitors and arrange consequently to fulfill up the amount of competition.

If any company needs to introduce or launch a brand-new product within the market, advertising can create a ground for the merchandise. Advertising helps creating individuals alert to the new product, so the shoppers return and look at the merchandise.

Advertising helps making goodwill for the corporate and gains client loyalty when reaching a mature age.

Types of Advertising & profit prices

Advertising may be an elementary a part of doing business. A successful advertising program creates public interest and persuades shoppers to shop for merchandise. The cash a little business spends on associate degree ad campaign is an investment and a hard and fast price tied on to a profit and loss account, therefore it's not solely necessary to line a budget, however it's additionally very important to possess a strategic specialize in the proper merchandise and within the right advertising medium. To induce the simplest come on investment, it's necessary to know the various sorts of advertising and build a calculated edges and price comparison that supports the general strategy of promoting goals and budget.

Broadcast Media

Broadcast media, which has tv and radio. Tv is one in every of the foremost vital and price effective advertising mediums for corporations trying to find new shoppers as a result of the ads will be targeted domestically yet as nationwide. TV ads grab a consumers' attention whether they're within the area or not, creating the ads a lot of accessible than radio advertising. however, radio remains a decent pay in native markets for smaller businesses. Prices to supply tv or radio advertising embody production yet as airtime and depend upon however elaborate the planning, talent fees and time of day it airs.

Print Media

Print media includes magazines, newspapers, phone books, billboards and junk items. This necessary advertising vehicle reaches an oversized, board audience. Trade publications, those specific to associate degree business or profession, supply a viable place for businesses to pay targeted advertising greenbacks. Associated prices of medium are determined by the scale, placement and time of year and embody creation cerebation, production and development prices.

Infomercials

A sort of broadcast media, infomercials disagree from tv commercials as a result of they're generally 30-minute product demonstrations versus a 30-second product placement. However, they're an efficient means that to introduce a replacement product to the market. Broadcast on typical tv and cable, infomercials provoke shoppers through product education and savvy presentation ways.

Online

Online advertising includes paid ads on program results, banner ads on on-line magazines, blogs, microorganism videos and social media sites. The web is quick turning into a medium of selection for tiny businesses as a result of ads will be targeted to specific population demographics and locations and are tributary to any budget. Compared to ancient advertising choices, on-line advertising is comparatively cheap, track in a position and measurable. Prices related to on-line advertising embody graphic style, copyrighting prices and pay-per-click fees.

2.1.3 Advertising Budget and Factors

Advertising Budget is that the quantity of cash which might be or has got to be spent on advertising of the merchandise to push it, reach the target shoppers and build the sales chart endure the face and provides affordable profits to the corporate.

Before finalizing the advertising budget of a company or a corporation, one has got to take a glance on the favorable and unfavorable market conditions which is able to have a bearing on the advertising budget. The market conditions to observe out for are as follows:

- Frequency of the advertising
- Competition and litter
- Market Share of the merchandise
- Product Life Cycle Stage

Frequency of the advertising

This means the amount of times advertise has been shown with the outline of the merchandise or service, within the granted time slots. So here, if any company wants a lot of advertising frequency for its product, then the corporate can have to be compelled to increase its advertising budget.

Competition and litter

The companies might have several competitors for its product. And conjointly there are lots of advertisements shown that is named litter. the corporate has got to then increase their advertising budget.

Market Share

To get a decent market share compared to their competitors, the corporate ought to have an improved product in terms of quality, uniqueness, demand and catchy advertisements with resultant response of the purchasers. All this can be attainable if the advertising budget is high.

Product Life Cycle Stage

If the corporate could be a newcomer or if the merchandise is on its introduction stage, then the corporate has got to keep the budget high to form place within the market with the prevailing players and to possess frequent advertisements. Because the time goes on and products becomes older, the advertising budget will come back down as then the merchandise doesn't would like frequent advertising.

When the market conditions are studied totally, then the corporate has got to start its advertising budget consequently. For setting advertising budget, there are four methods:

They are as follows.

Percentage of Sales: During this technique, the budget is set on the idea of the sales of the merchandise from previous year records or from the expected future sales. This can be a pure prediction based mostly technique and best applicable to the businesses that have mounted annual sales. However, if just in case there's a demand for a lot of promotional activities then this technique encompasses a disadvantage as a result of there'll be decrease in advertisements because the budget is mounted.

Affordability: This technique is mostly utilized by the tiny firms. solely the businesses that have funds and may afford advertising prefer this technique. The businesses will choose advertising at any time in whole year whenever they need cash to pay. The number spent conjointly varies from time to time as per the advertisements takes place.

Best guess: This technique is essentially for newcomers World Health Organization have simply entered the market and that they don't have any data or say they're not tuned in to how the market is and the way a lot of to pay on advertising. Thus, this technique is applied by the upper level executives of the corporate as they're the sole practiced folks.

Notes



UNIT 2.2: Creative Brief

Unit Objectives



At the end of this unit, you will be able to:

- Introduce Creative brief.
- Understand what advertising effectiveness is.
- Understand advertisements department role.
- Explain the purpose of evaluating a campaign.
- Understand Advertisement Budget, Vision and Objectives.
- Understand that how company deals with third party vendors.

2.2.1 Introduction

Before they start the planning method, advertising professionals work on explaining and outlining the advertising set up in an exceedingly artistic transient. This is often a document for the artistic team, the advertising director, and therefore the consumer that provides a transparent objective for the copy material and explains the general conception of the campaign. The artistic transient is sort of a game plan—without it, the promotional material might not achieve success. You are doing not need to use a specific style, like AP vogue, once finishing the artistic transient. However, grammar, spelling, punctuation, and brief writing are still necessary. Here are many broad classes to contemplate once finishing the artistic transient.

Key Consumer insight

The key shopper insight demonstrates a transparent understanding of the consumer's general behaviors, beliefs, and attitudes as they relate to the message topic. It conjointly considers general opinions and thoughts concerning the topic matter. Let's say you're developing an ingenious transient for a cookie complete. Research and careful audience analysis will reveal key insights into shopper behaviors, like the very fact that several customers believe that alleged healthy cookies don't style nearly as good as their high-calorie, sugar-filled counterparts. This information can assist you as you style your promotional material.

Advertising downside

The phrase "advertising problem" doesn't see addressing a drag at intervals the promotional material itself, or challenges in advertising to the key audience. The term refers to the product's biggest consumer-related obstacle. Within the cookie example higher than, the advertising downside is that buyers face an alternative between shopping for great-tasting cookies that are

loaded with calories and sugar and buying ones that are low in sugar and calories however don't style nearly as good. The advertising strategy ought to address a shopper want or consumer-related downside. While not this, the promotional material can seem pointless.

Advertising objective

The advertising objective explains the meant effects of the promotion on the audience and clearly articulates the general goal. The goal isn't merely to influence the audience. Deem however you would like the audience to feel or believe about the featured product or service.

Target shopper

The target customers are individuals you specifically wish to speak the message to. Totally perceive the audience, contemplate their psychographics, or the analysis of their lifestyles and interests. conjointly embrace info concerning demographics, as this issue influences the audience's regular experiences. Clarify why you've chosen this explicit audience. Why would these individuals be interested in the featured product or service? however would they assist the organization win its goals? What are the advantages of targeting this explicit group? respondent these queries can help justify the choice of the audience.

Competition

In this section of the artistic transient, perform a whole assessment of the competition that considers strengths and weaknesses. Specifically, examine the competitor's history, products, services, brand, and target audiences. Analyzing key competitors can assist you articulate your company's or product's marketplace niche, that is incredibly necessary. You wish to ascertain however your product or company stands out from similar merchandise or firms.

Key shopper profit

The key consumer profit describes what the patron would gain from mistreatment the publicized product or service. This section conjointly discusses however the merchandise or service solves the advertising downside set out earlier within the artistic transient. Narratives, testimonials, and typically analysis findings will be used as support within the actual promotional material, that helps enhance its power.

Support

The support section explains the validity of the projected advertising set up. It creates a case for why the campaign can inspire the audience or make them believe that the claims are true. This is often significantly necessary as a result of to secure the advertising account, you wish to persuade your consumer or high-level executives that the set up can work. Embrace proof from third-party sources like external analysis studies or polls. Conjointly embrace feedback from focus teams to influence the consumer that the advertising set up is effective.

2.2.2 Advertisement Departments

The seven Main Departments of Advertising agency

One of the simplest ways in which to grasp however the advertising world functions is to understand how it works. We tend to already apprehend that there are many various forms of advertising agencies. Some agencies could have many staff whereas others might not have such a big amount of. This ends up in larger advertising agencies being divided into departments specializing in terribly specific components of the advertising method. Smaller firms on the opposite hand typically mix roles and departments to best apply their resources and facilities.

The inventive department is answerable for developing and planning the campaign for the shopper across varied mediums. Their job is to return up with concepts that produce a requirement for the customer's product among their target market.

The inventive team consists of the many departments like copywriting, graphic planning, writing and internet development. As an example, the copy director and therefore the stage director are answerable for copy and planning severally.

After the proposal for a project has been approved, the client servicing team provides the inventive team with a quick that highlights the wants of the client. The inventive team then discusses and finalizes on an inspiration, that is then given to the planning and copywriting divisions. They then create the ultimate promotion and provides it to the account planners to check its effectiveness.

Media Buying:

In advertising agency, the media shopping for team makes positive all the advertisements seem at the right time within the correct place. they're those answerable for making certain that ad house has been bought for the campaign in newspapers, magazines, radio, television, digital media, and out of doors media. The media team works terribly closely with the shopper sexual union and inventive groups to see however and what quite exposure the client wants for an efficient campaign. The department usually consists of a gaggle of media executives light-emitting diode by a media manager.

Production:

Certain massive ad organizations like full-service agencies could contain in-house production department to handle the execution of the client's campaign. The assembly team's main responsibility is that the campaign's provision. They're those who are answerable for tasks like setting schedules, reapproval printers, photoshoots and hiring administrators for videos and commercials. They work terribly closely with the media-buying team to form positive a campaign plan is with success dead.



Fig2.6: Advertising agency, agency department, agency role, production

Human Resources:

There's no denying the importance of the unit of time department in any business. Like in the other organization, the unit of time department monitors the hiring and firing of staff, sick leaves, and

therefore the overall well-being of the workplace. They additionally make sure that all processes are administered by the corporate is in line with state and national rules.

Finance:



Fig2.7: Advertising agency, agency department, agency role, finance

All financial transactions of the agency bear this department. The finance division is answerable for handling employees' payments, trafficker prices, everyday expenses, worker edges and the other price that will be borne by the agency.

A finance manager and finance executives/accountants usually head the department.

2.2.3 Advertisement Budget

Following are the factors that are thought about IN crucial the advertisement budget

1) Company objectives:

Using the objective task methodology, linkage between advertising expenditure and company objective can be established. The advertising expenditure varies relying upon company philosophy and priorities.

2) The merchandise Life Cycle:

This contains a vital influence on the ad budget and corporations use the complete history methodology for deciding a way to pay on the merchandise.

3) The budgeting period:

Usually firms have a yearly budget however some might prepare long term budget that match the semi-permanent objectives.

4) The competitor's strategies:

Product classes, that have stiff competition, witness a larger expenditure on advertising. For instance, in India tv makers pay quite the manufacturer of ear buds. (manufactured chiefly by Johnson& Johnson). Once competitors increase their advertising expenditure others are forced to follow them.

5) Affordability:

While the affordability level depends upon the advertiser's priorities ceilings on what quantity to pay is mounted by the advertisers to avoid overspending.

6) Crisis management:

Even the best-laid plans will be affected by the changes in the marketplace. Advertisers must keep keeping aside contingency funds that will be used to tackle sudden market challenges.

7) The kind of product:

Consumer merchandise want additional advertising than industrial products. Among shopper merchandise looking things like dentifrice, shampoo and soaps ought to be publicized systematically in order to maintain their complete position.

8) Importance of middlemen:

In product classes wherever middlemen or retailers must push the merchandise, makers might pay more on dealer commission than advertising. In commonest durable goods like televisions, VCRs, microwave ovens then on, the influence of outlets is terribly robust. in contrast to impulse purchase merchandise such as chew gums, chocolate and frozen dessert, that so use additional of advertising.

9) Scope of the market:

If the publiciser needs to approach the national market his budget has approach the national market his budget has got to be way more than that needed for native or regional market.

10) The standard of the campaign:

When the advertising campaign is putting and is inventive, it is instantly noticed by shoppers. In this case the advertisers needn't pay on shopping for media, time and house. To compensate on poor quality campaign AN publiciser might need to pay additional on media, to get pleasure from an equivalent degree of visibility.

How to Create an Invoice Approval Process

Invoice submission is another common practice that a standardized approval process can improve. On a monthly basis, you might receive invoices from vendors, contractors, or even internal employees seeking reimbursement, so creating a repeatable, reliable approval process will help ensure that everyone is correctly paid on time.

To create an invoice approval process, follow this outline of steps:

Vendor Mails or Submits Invoice Through an Online Portal to Accounts Payable: The vendor submits their invoice to the correct department or single approver (typically accounting or accounts payable). If using an online portal, the invoice is automatically routed to the correct person or department.

Review Invoice for Compliance: This is the initial review made by the approving body. Compliance will differ based on the specific organization, but in general, the invoice should be checked for accuracy and include any necessary support documentation. There are two options here:

Invoice Meets Requirements: The invoice can move on to the next stage in the approval process.

Invoice Does Not Meet Requirements: The invoice is returned to the vendor, who will update and resubmit the invoice.

Internal Department Has Required Information from Vendor: For an invoice to be processed and payment sent, the approving body often must include supporting information or documentation about how and why they approved the invoice. So, build a step into your process to verify that the required support documentation is included.

Support Material Included: The invoice is placed in the payment queue, processed, and sent to the submitter.

Support Material Not Included: The invoice is placed on hold until the approving body compiles all necessary documentation. Once this happens, the invoice returns to the final review stage and if approved, is placed in the payment queue and then processed.

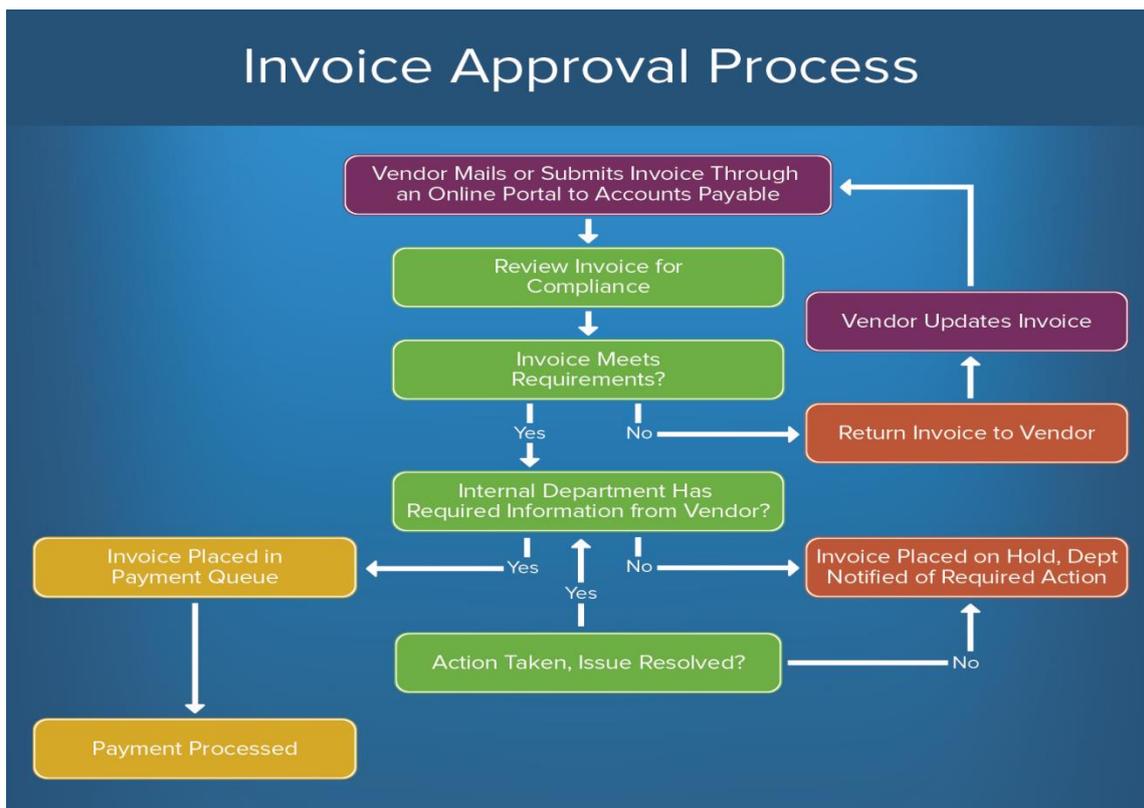


Fig2.7: Invoice approval process

How to Create a Project Plan and Budget Approval Process

Every project that a corporation adopts should 1st suffer a series of approvals. With such a large amount of competitor comes, budgets, and departments, associate approval method helps organize and rank comes.

To create a project set up and budget approval method, follow this define of steps:

Submit Project Proposal: this is often the initial submission, wherever groups outline and request the project they require to require on. you'll be able to notice a project set up guide here.

Estimate Baseline prices and Schedules and rank Projects: In these phases, draft a budget and timeline supported your project proposal, and roughly rank comes. There is also some back and forth between these 2 steps before advancing to succeeding step.

Evaluate Funding Alternatives and Scenarios: It's necessary to think about alternatives - each to your project specifications and budget - within the event that your proposal is rejected. incorporate a step to draft different choices, or aspects of your initial set up.

Approve or Reject Projects: The proposal is reviewed by the approving body and either approved or rejected.

Approved: If approved, funding is allotted for your project and you'll be able to hold a project kickoff.

Rejected: If rejected, the proposal is terminated. However, you'll be able to additionally build a step for submitters to revise the project set up and render for approval.

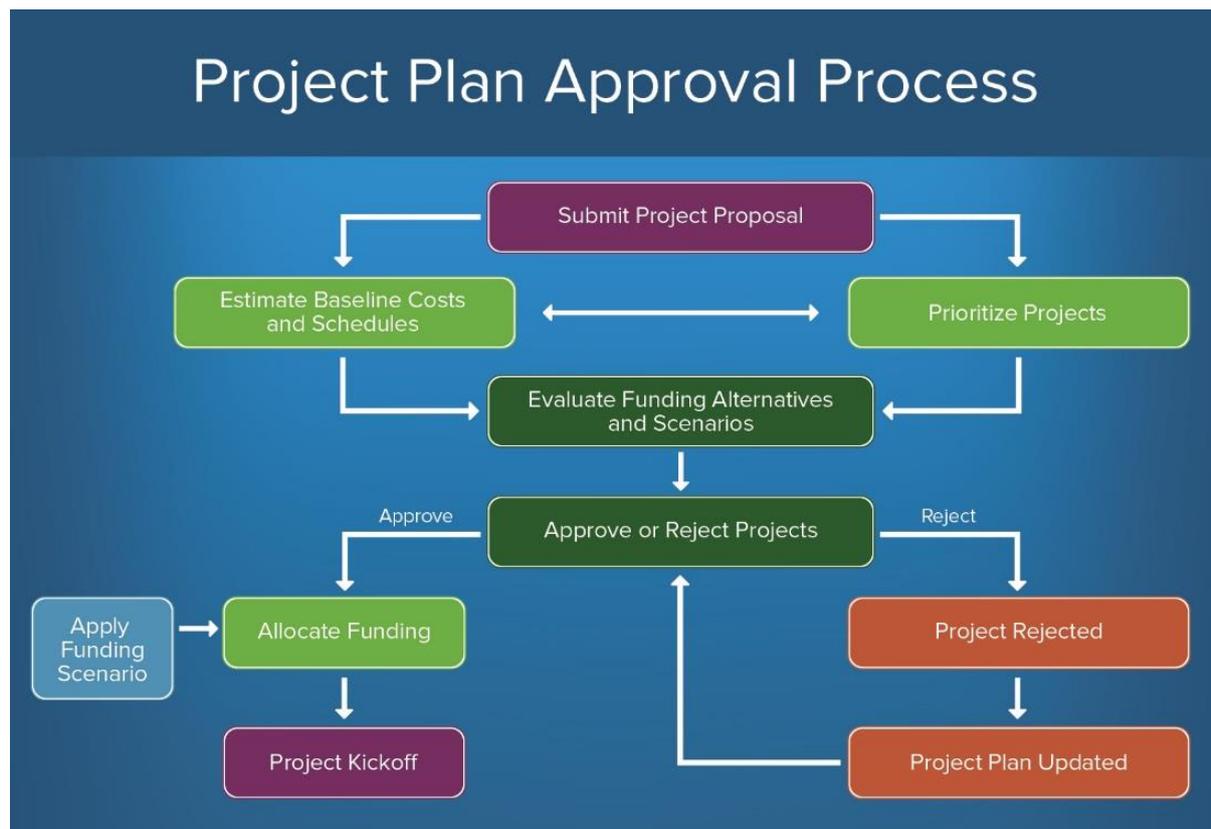


Fig: Project plan approval process



3. Soft Skills And Communication Skills



- Unit 3.1 - Introduction to the Soft Skills
- Unit 3.2 - Effective Communication
- Unit 3.3 - Grooming and Hygiene
- Unit 3.4 - Interpersonal Skill Development
- Unit 3.5 - Social Interaction
- Unit 3.6 - Group Interaction
- Unit 3.7 - Time Management
- Unit 3.8 - Resume Preparation
- Unit 3.9 - Interview Preparation



UNIT 3.1: Introduction to Soft Skills

Unit Objectives

At the end of this unit, you will be able to:

- Understand the basic meaning of Soft Skills, their components and their benefits.
- Understand Work Readiness and its significance.

3.1.1 What is a Soft Skill?

These are personal characteristics that describe an individual's ability to interact with people and situations around. Soft skills can be explained as a group which comprises personality

Traits, social graces, language, habits, sociability and optimism that characterise relationship with other people. Soft Skills complement hard skills which are occupational requirements of a job and many other activities. They are related to feelings, emotions, insight. Soft skills have to do with who we are than

what we know. For instance – the soft skills required for doctor would be empathy, understanding, active listening and a good bedside manner. Soft skills also determine how satisfied and happy one remains in professional and personal situations.



Fig 6.1.1: Soft Skills

3.1.1 Components of Soft Skills

- **Adaptability:** It is the ability of an individual to manage change. It's about how fast and smoothly a person is able to blend in and be productive in a changed environment
- **Emotional Strength:** This involves managing mood and having control over it. An emotionally strong person succeeds in directing his moods and emotions such as anger frustration and excitement
- **Leadership Quality:** How one manages conflict in personal and professional situation and convinces people reflects upon his leadership quality
- **Team Playing Ability:** It is the ability to manage different types of people and make them work harmoniously with each other
- **Decision Making:** This reflects upon how one manages his time and other resources in efficient and productive manner
- **Interpersonal Communication:** This is an individual's ability to effective communication with other and in the process creating a positive image of him
- **Negotiation Skills:** This is how one negotiates with others and reduces the level of stress in work, professional and personal environment

3.1.1 Benefits of Soft Skills

Some of the benefits of Soft Skills are as:

- Increased credibility with customers
- Increased customer satisfaction
- More productive employees
- Out service the competition
- Recognition from the industry, employer and peers
- New employment opportunities
- Increased ability to perform on the job

3.1.1 Work Readiness

Work readiness involves you having what employers call “the right attitude”. At the most basic level you should have:

- A positive attitude to spend some days at workplace
- The capacity to function in a mature environment without the support of other co-workers
- An allegro attitude to the owner
- A clear interest at work to be done
- Expectations of the work that a fresher will be able to do at a workplace with commercial goals to achieve
- The willingness to be supervised, follow instructions and wear safety gear as directed
- The confidence to ask questions to clarify instructions
- Pride in appropriate personal presentation
- The ability to communicate appropriately in an adult working environment
- The capacity to acknowledge customers and provide the assistance recommended by the employer
- A commitment to maintaining their reliability and punctuality for the whole of the period spent in the workplace
- Completed a preparation for workplace learning program which includes OH&S practices, acceptable behaviour in the workplace (including child protection issues) and emergency contact procedures.



Fig 6.1.2: Work readiness

UNIT 3.2: Effective Communication

Unit Objectives

At the end of this unit, you will be able to:

- Do public speaking.
- Describe likes and dislikes of a person.
- Know basic etiquette of conversation.

3.2.1 Introduction

We are living in an information age where communication is an integral part of our lives. We have to send, receive and process huge number of messages every day. But effective communication is more than just passing information to each other. An effective communication is nothing but understanding the emotion behind the information. Effective communication helps us develop relationship at home, work, and in social situations by excavating our connections to others and improving teamwork, problem solving and decision making.

Effective communication skill is a learned skill, it is more effective when it's spontaneous than formula.

3.2.1 The Communication Process

The process of conveying information through the exchange of thoughts, ideas, feelings, intentions, attitude by speech, gesture, writing etc. is known as communication. It is the meaningful exchange of information between two or more participants.

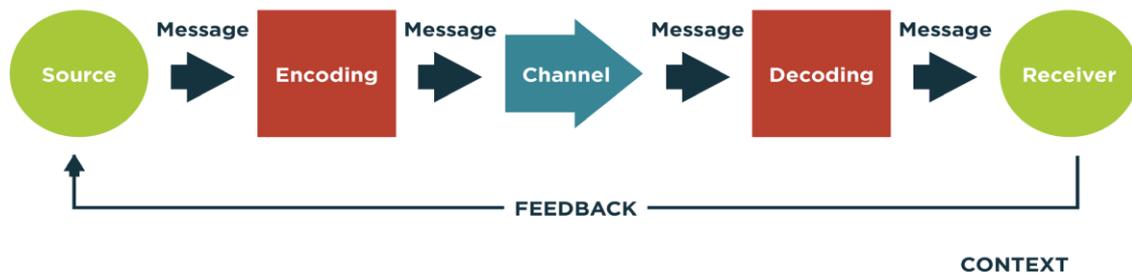


Fig 6.2.1: The communication process

Communication requires a sender, a message, a medium and a recipient. Communication process is not complete if a receiver does not understand the sender's message.

Communication with other involves three steps:

- **Message:** First of all the information exists in sender's mind. It could be a concept, an idea, a formation or a feeling.
- **Encoding:** A message is sent to the receiver in encoded language/format.
- **Decoding:** Lastly the receiver translates the words or symbols into a concept or information that a person can understand.

3.2.1 Verbal and Non-Verbal Communication

There are three main types of communication. These are:

Verbal Communication: It means you listen to a person to understand what message the person is trying to convey. The speaker has the advantage of immediate feedback. This type of communication is best for conveying emotions and can involve storytelling and critical conversations.

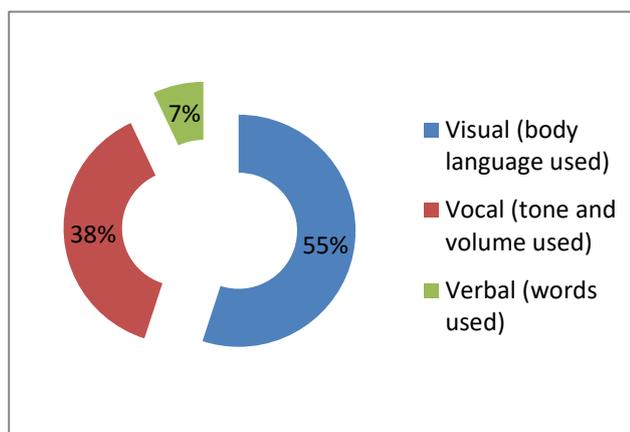


Fig 6.2.3: Percentage of type of communicators

Written Communication: Letters, books, newspapers are few of the examples of written communication. Printed media, emails can also be

categorised into this communication. They are asynchronous, can reach many readers and are best for conveying information.

Nonverbal Communication: A nonverbal communication can also be called Body language because this communication does not involve any verbal interaction but mere observation of the people involved in the communication. Both verbal and written communications convey nonverbal communication and are also supported by body language, eye contact, facial expression, posture, touch and space.

According to a study only seven-member of a receiver's comprehension of a message relies on sender's actual words, 38th relies on paralinguistic communication (tone, pace and volume of speech) and 55th relies on nonverbal cues.

Research shows that once people are lying they're more doubtless to blink more frequently, shift their weight and shrug.

3.2.1 Communicating Effectively

There are various reasons why communication is not effective and successful. These failures are because of the barriers in communication which occurs at any stage in the communication process. Barriers may lead to one's message becoming misleading and therefore at risk of wasting both time and money by causing confusion and misunderstanding. Effective communication involves overcoming these barriers and conveying a flawless and concise message.

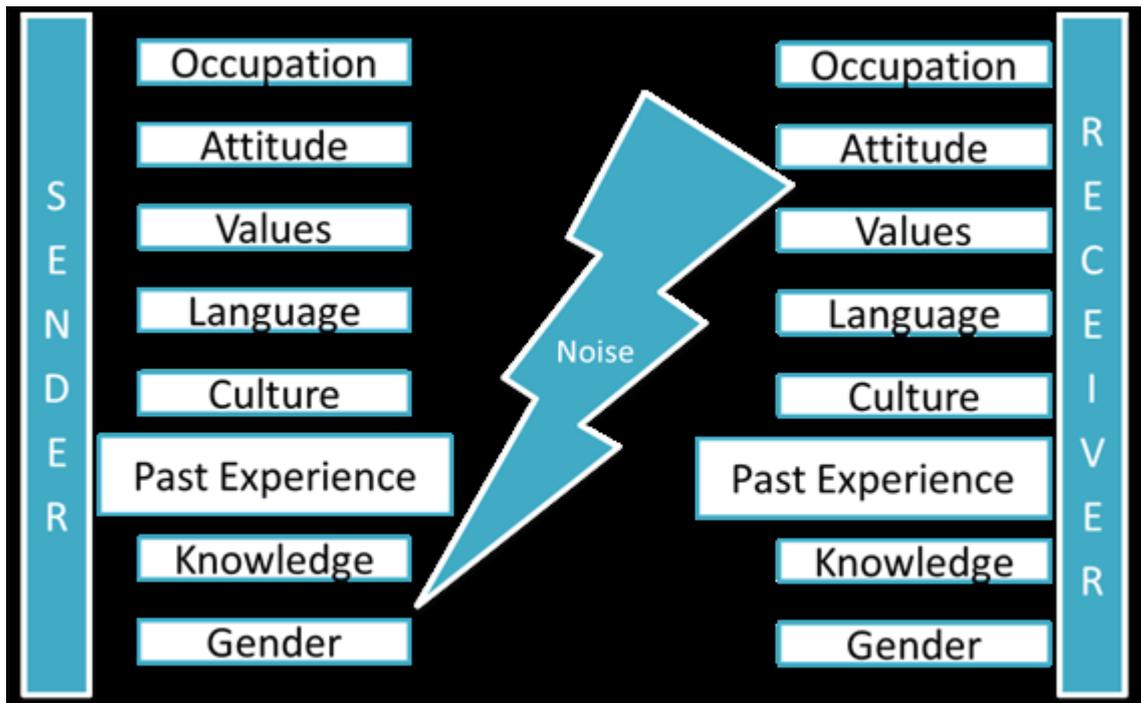


Fig 6.2.4: Communicating effectively between sender and receiver

A skilled person should remember these barriers and try to reduce their impact by regularly checking understanding or by giving correct feedback.

Dealing with Barriers

- Use simple, easily understood word. Over complicating makes things confusing
- While speaking in other language always prepare beforehand
- Always give or take feedback to ensure the effectiveness of communication
- Be alert to cues
- Listen, listen, listen ...
- Test your understanding
- Share opinions, perceptions

3.2.1 Effective Communication-Practice

Active Listening

Listening is one of the most significant skills one can have. To become a better listener it is important that you practice active listening at all time of verbal communication

Some tips for active listening

- **STEP 1:** Concentrate what the person is talking about and not on noise or other external distractions.
- **STEP 2:** Understand his emotions and you get it all right. Is the speaker angry, happy or plainly inquisitive?
- **STEP 3:** When the speaker is saying or telling something, don't break the chain of his thoughts.
- **STEP 4:** Don't avoid completing sentences of the speaker. Let them speak and speak only after they finish.
- **STEP 5:** It's alright if you haven't understood at first chance. Request to repeat the information.
- **STEP 6:** Practice makes a man perfect. Listen intently, focus and ignore other noises. Listen more and talk when required.

It takes lots of concentration and determination to be active listener. Previous habits are arduous to break and if you're listening habits are not good then you have to break those. Start listening deliberately and prompt yourself frequently that your goal is to hear truly what the other person is saying.

UNIT 3.3: Grooming and Hygiene

Unit Objectives



At the end of this unit, you will be able to:

- Maintain cleanliness and hygiene.
- Keep their dress clean and tidy.
- Maintain positive body language while speaking.
- Enable to perform more of the do's than the don'ts.
- Learn about good eating habit and their impact on health.
- Avoiding bad things such as gutkha and alcohol.
- Learn about AIDS and its prevention.

3.3.1 Personal Grooming

An art of keeping your body and mind clean is Personal Grooming. It is very important that everyone should take care of their hygiene n cleanliness. Due to this, one would not just look good but feel healthy to. Taking care of your body appearance is imperative. Once you enter your store/department you need to be dressed in full uniform as per company standards, and also properly groom yourself as per the service ethics.

Personal grooming not only makes us presentable but also makes us feel confident about ourselves. Good personal hygiene is essential for good health. Habits that are considered personal grooming include, bathing, dressing, applying makeup, hair removal and taking care of one's teeth, nails and skin.

Appearance

- The front line person/team is the brand ambassador of the company, just like the face is to your body. The customers visiting the stores are greeted by this team and lend their assistance. Hence they are expected to present a neat & clean looks

- When in store premises, even during off-duty hours, a well-dressed appearance needs to be maintained. They are expected to be in uniforms (including shirt, trousers, shoes & socks) which must be worn clean & ironed
- We should take care about no stains, broken buttons, or loose thread present on the uniform.
- You should always clean & polish your shoes. Sandals/slippers/sports shoes and white socks should not to be worn during on duty
- Nails must be trimmed and clean
- Hair should be neatly combed before commencing duty. For female members hair should be tied up if longer than shoulder length. Display ID cards when on duty is a must since accountability is important for the customers

3.3.1 Specific Uniform Guidelines

S.No.	Specifically for Men	Specifically for Women
1	Uniform prescribed should be clean and pressed	Women having long hair should tie it with rubber band or hair clips and not keep it loose.
2	Shoes should be clean and polished	They should avoid bright color nail polish and long nails as they'll be a cause to distract customers or harm the merchandise on display.
3	Hair must be short, clean & tidy.	Minimum, non-flashy jewellery should be worn.
4	One is expected to have a clean shaven look	Dangling earrings, noisy anklets & bangles must not be worn on the floor
5	In case of beards/moustaches, must be trimmed, neat & tidy	Only very light make-up to be applied (lip-stick of very light shades only)
6	Nails should be cut or trimmed neatly at regular intervals	Any type of earrings studs & bracelets are not to be worn on the floor during official hours

3.3.1 Body Posture

- Staff always needs to keep their hands clean as they mostly will be handling merchandise or in contact with customers
- Avoid biting nails on the floor.

- Manage body odour & bad breath to be under control as they are offensive to the customer.
- Maintain straight & upright posture on the shop floor.
- Slouching on the floor, hands in pockets, hands on the hips are not courteous to the customer & hence should be avoided.

It just takes a few seconds for people to assess others when they meet for the first time. The other person creates an opinion based on appearance, body language, mannerisms and how one is dressed. For creating a first positive good impression always follow these things:

- Be on time
- Be yourself and be at ease
- Present yourself appropriately
- Always smile
- Be courteous and attentive
- Be positive

3.3.1 Positive Body Language

While meeting someone for the first time always remember that not only you should talk positively but your body language also needs to be positive. There are some tips for positive body language as:

- Avoid your pockets. Keep your hands out of your pocket. Hand in pocket shows we are uncomfortable and unsure of ourselves. Keeping our hand in open indicates confidence and show that people has nothing to hide.
- Don't Fidget. Fidgeting is a clear sign of nervousness. An individual who can't keep still is an individual who is worried, tense and not confident. Keep your gesture calm and under control.
- Keep your eyes forward. This indicates that you are interested in communication with other.
- Stand up straight with your shoulders back. It communicates confidence.
- Take wide steps. It makes you seem purposeful and suggest a personal tranquillity and denotes confidence.

- Firm handshake. Grip other persons hand firmly and confidently instead of getting a palm full of dead fish. Firmness adds warmth and enthusiasm to the handshake. But make sure that you don't crush the other person's hand and don't hold on too long.
- Don't cross your arms when meeting other persons. This is a protective posture.
- Use contact to show appreciation.

3.3.1 Personal Hygiene

What is Personal Hygiene?

Personal Hygiene is the set of practices to follow to preserve one's health. Maintaining a high level of personal hygiene will help to increase self-esteem while minimizing the chances of developing infections. Poor personal hygiene can have significant implications on the success of job applications or chances of the promotion.



Fig 6.3.1: Good habits for personal hygiene

3.3.1 Physical Fitness

Apart from following these hygienic practices, one should also be physically fit. Physical fitness is an outcome of regular exercise. Exercise may be of many different forms like jogging, morning-walk, weight-lifting, gym, swimming, cycling, yoga and many more.

Advantages of Physical Fitness

- It maintains optimal body weight.
- It reduces risk of diseases.
- It boosts confidence and self esteem.
- It reduces stress, anxiety and depression.

Healthy Eating

We can follow hygienic practices and exercise regularly, but what we eat has the biggest impact on our health. To be healthy, one has to eat healthy. But what do we mean by eating healthy?

Eating a healthy, balanced diet provides nutrients to our body. These nutrients give us energy; keep our brain active and our muscles working.

What are healthy eating habits?

- Always try to eat home-made food
- Avoid oily food
- Always cook and eat fresh food
- Avoid junk food like burgers, carbonated drinks etc.
- Eat fruits regularly
- Drink lot of water

Things to be avoided

There are certain habits that have severe ill-effects on one's health. Such habits should be avoided for a healthy life.

Alcoholism

It's the tendency during which one consumes alcohol to manage difficulties or to avoid feeling unhealthy.

Alcohol has the potential to interrupt almost every organ in the body as well as the brain. Uncontrolled consumption of alcohol not only affects a drinker's health but also human relationship and social standings.

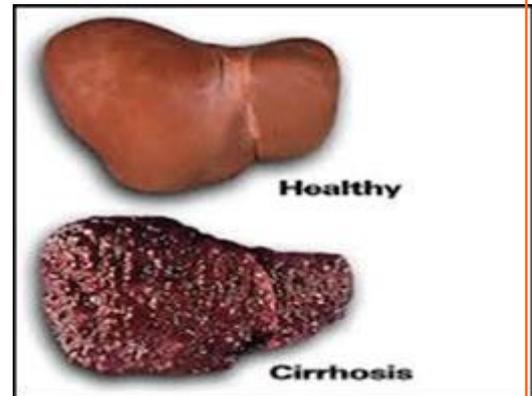


Fig 6.3.2: Liver affected with alcoholism

Its effects:

- Health increase risk of heart diseases, cancer, impaired immune system, liver infection (Cirrhosis) etc.
- Reduced work focus and drop in performance
- Degradation in social and economic status
- Withdrawal symptoms like anxiety, trembling, fatigue, headache and depression etc.

Tobacco

Tobacco is the second largest cause of death in the world. It claims one death in every six seconds. Smoking is a practice of burning a substance and inhaling the smoke coming out of it. Common smoking implements include cigarette, bidi, hookas and pipes. According to a report every year 4.9 million people die worldwide as a result of smoking. Smoking is prime cause of lung cancer. According to a study male smoker lose an average of 13.2 years of life while a female smoker loses 14.5 years of their life. Smoking increases 50 % chances of heart diseases than a non smoker.

Chewing tobacco is a product consumed by placing a portion of it between the cheek and upper gum or upper lip teeth and chewing. Having tobacco increases the risk of oral cancer.

Its effects:

- It is the biggest reason for oral cancer which effects mouth, tongue, cheek, gums and lips
- Chewing tobacco lessens a person's sense of taste and ability to smell
- Smokers face a greater risk of suffering from lung cancer

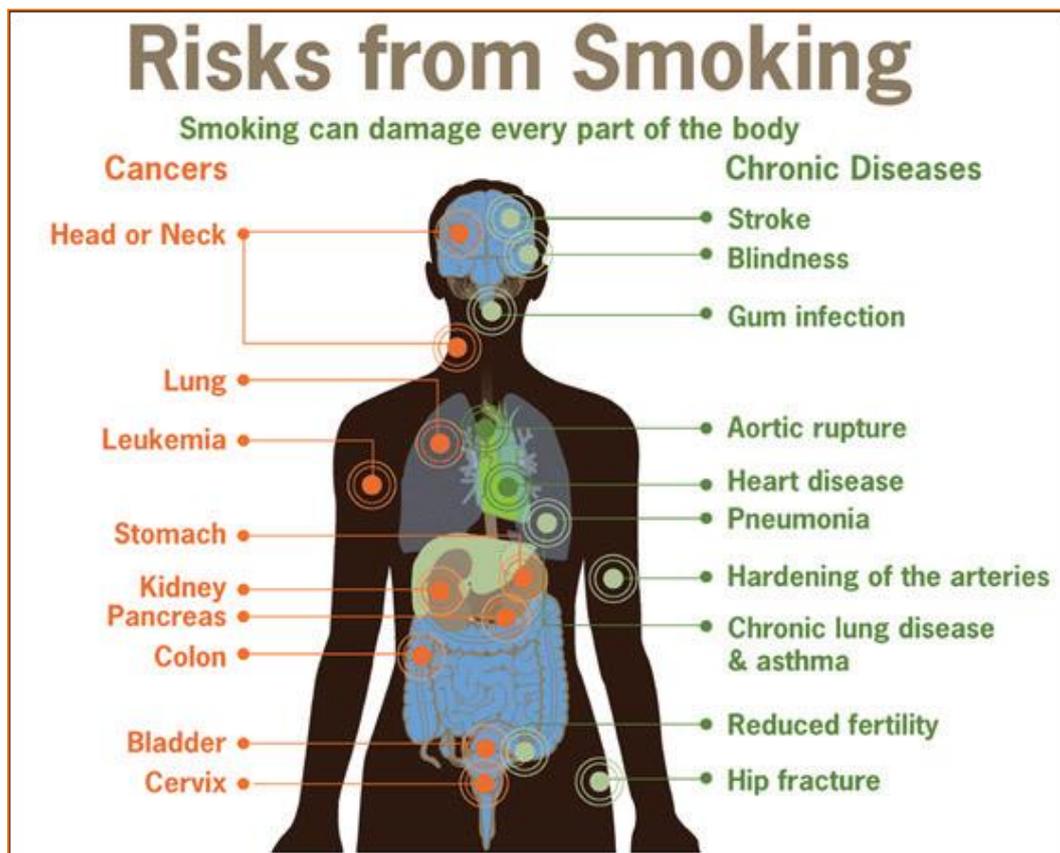


Fig 6.3.3: Risks from smoking

Gutkha

Gutkha is extremely habit-forming and an acknowledged substance. Excessive use of gutkha can cause loss of appetite; promote uncommon sleeping pattern and loss of concentration beside different tobacco related issues. A gutkha user may be simply illustrious by prominently stained teeth ranging from dirty yellow orange to scarlet black. The stains are powerful to remove by normal brushing sometimes want the attention of dentist. According to a world adult tobacco survey 53.5% of Indians use tobacco products. Gutkha's each sachet contains 4000 chemicals, including 50 that cause cancer, Betel nut, Tobacco, Flavouring.

Impact of Gutkha on health

- Loss of sensation in tongue
- Disfigured mouth
- Increased sensitivity to heat, spices, cold and spices
- Inability to open the mouth
- Swelling, lumps, rough spots on gums or in other places inside the mouth

- Unexplained bleeding in mouth
- Difficulty in swallowing and finally Mouth Cancer

3.3.1 AIDS/HIV Awareness

The full form of AIDS is Acquired Immunodeficiency Syndrome. AIDS is caused by HIV (Human immunodeficiency Virus). It is the last stage of the HIV infection, if a person is HIV positive, he/she is suffering from AIDS.

According to a survey number of AIDS patients in India is between 2 to 3.1 million almost 50 % of total patients of AIDS. More men are HIV positive than women. A total of population of 0.29% females are suffering from AIDS while 0.43 % males are suffering.

AIDS is transmitted by:

- Unprotected sexual relationships
- Contaminated blood transfusion
- Hypodermic Needles
- From infected mother to child

As per studies in India HIV/AIDS is largely due to unsafe sex worker interactions. About 86 % HIV incidents in the country is from unprotected sex. Migrant workers, truck drivers and majority of men who have sex with men pose greater risk of infecting their spouse and unborn children. People between 18-29 age groups accounts for 31 % of AIDS burden.

There are no medicines or vaccines for AIDS so far. The treatment and medicines which are available in the market are expensive and have side effects.



Fig 6.3.4: Aids awareness ribbon

AIDS is not a disease like cancer or malaria, but is a condition that weakens a person's ability to fight diseases (immune system). AIDS not only affects you, but also has severe impact on family and friends. Even one mistake is enough to get HIV positive.

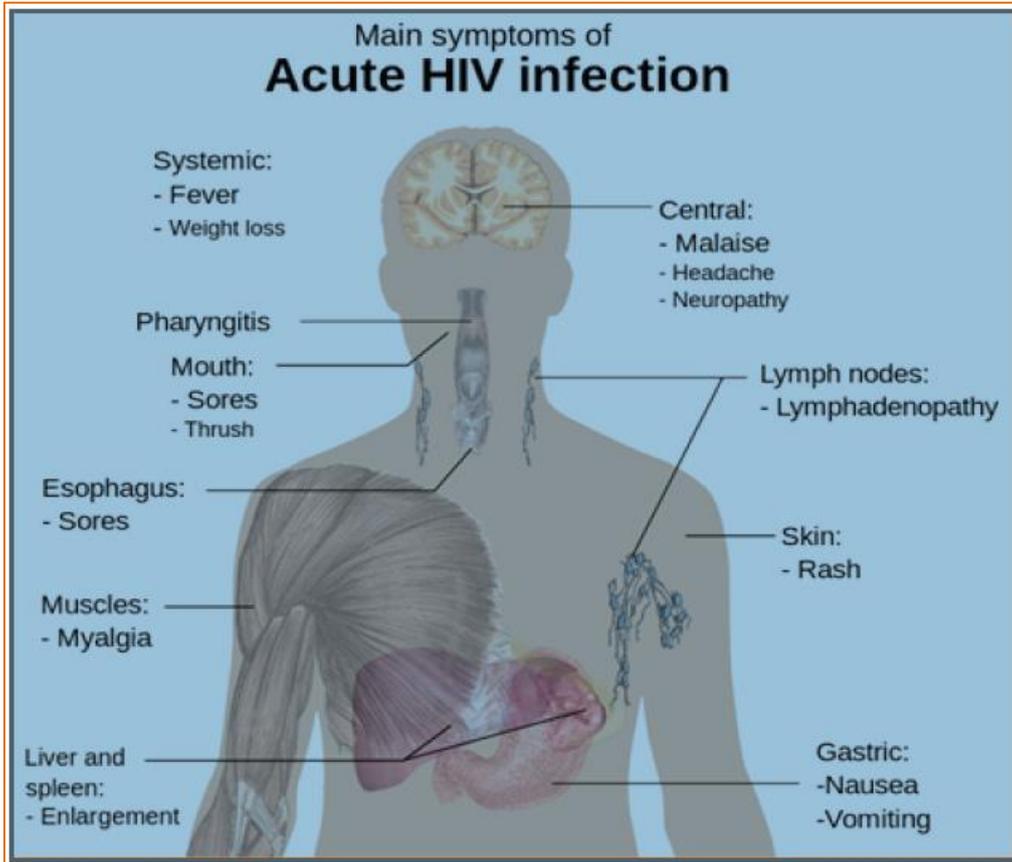


Fig 6.3.5: Main symptom of acute HIV infection

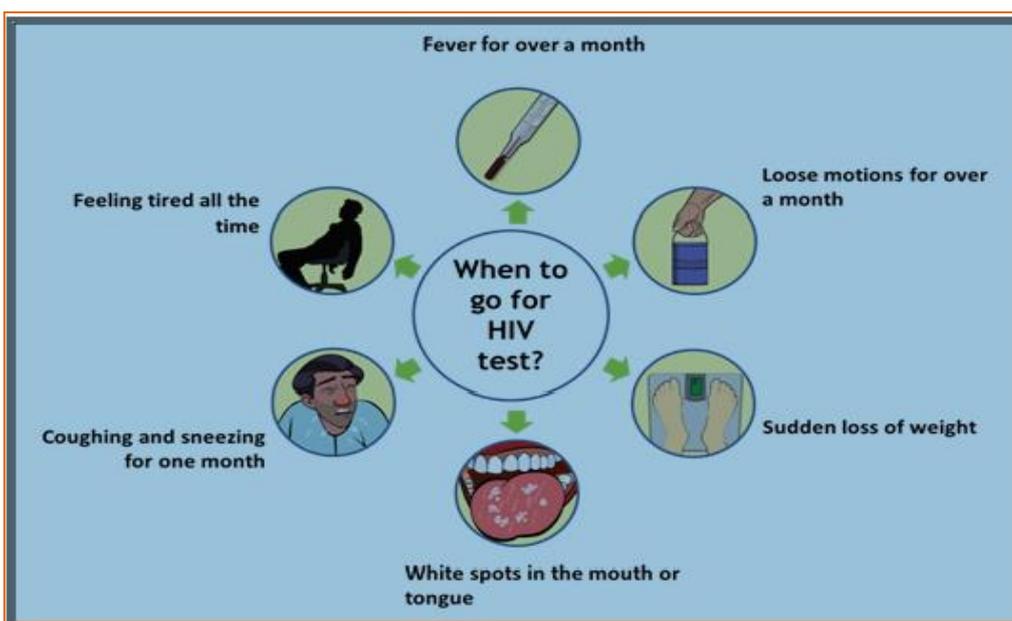


Fig 6.3.6: General symptoms of acute HIV infection

Stay faithful

- In India large number of people move around for work, mostly men.
- Are you one of them?
- Take care. See that you don't catch any infection from AIDS.
- Even one visit to a sex worker may result in HIV infection.
- So it is advisable to avoid multiple sex-partners and always use protection (condoms/nirodh) during intercourse.

AIDS does NOT spread through

- Sitting close
- Working together
- Hugging
- Touching hands
- Mosquito bite
- Saliva or cough
- Taking care
- Sharing clothes
- Eating together or sharing utensils

UNIT 3.4: Interpersonal Skill development

Unit Objectives



At the end of this unit, you will be able to:

- Develop a positive attitude and behaviour
- Understanding Goal Setting
- Motivated for team participation at work
- Learn how to manage relations
- Learn about Stress and anger management skills
- Learn to develop leadership qualities

3.4.1 Introduction

Interpersonal skill development is the blend of different traits of day to day life that play an important role in creating our impression in other's mind. It starts from inside. The role of interpersonal skill development is to help us understand how to make choices about our attitudes and actions. It enables us to understand:

- Where are we now?
- How change and growth occur successfully?
- How we can change our attitude to get results we want and to be more effective in work and personal life?

One can learn to control over many aspects of our job and their environment by making appropriate choices and responses.

These include various traits like:

- Positive Attitude
- Motivation
- Goal Setting

- Team Work
- Managing Relations
- Etiquette
- Stress and Anger Management
- Conflict Resolution

3.4.1 Positive Attitude

What is attitude?

- Our approach...
- Our outlook towards situations and others...
- The emotions we express towards others.
- Our attitude must be positive and hopeful.

Remember:

- Luck favours those who help themselves
- Don't wait for things to happen make them happen
- Stay away from negative influences
- Start your day with something positive
- Learn to like the things that need to be done
- Positive attitude shows in the following ways:
- Positive thinking
- Constructive things
- Creative thinking
- Optimism
- The motivation and energy to accomplish goals.
- An approach of happiness

Positive attitude results in happiness as well as success. Positivity not only affects you and the way you look at the world, but it also affects work environment and people around you.

Story of Carrot, Egg and Coffee Beans

Raju works as a Supervisor in a factory. He is not happy with his job. One day he spoke about his dejection to his elderly friend, Prashant, who runs a small canteen for the factoryworkers. “Prashant I am not satisfied with my job. There are so many problems in the factory. If I solve one, another one crops up. The problems seem to be never ending. I am quite fed up and wish to quit.”

Prashant said nothing. He quietly put three pots with water on the stove. He put some carrots into one pot, some eggs into another and coffee beans into the third pot. The water in the pots began to boil. Raju wondered what was going on! “Oh, here I am with my tale of woes, and this illiterate cook goes about his business!”

After some time, Prashant switched off the stove and put the carrots, eggs and the beans in different bowls. He then said, “My friend, what do you see here?” “Carrots, eggs and coffee”, said Raju irritably. “Of course! Now come and feel them one by one”, said Prashant. “Oh God!

What do you want to prove?” asked Raju controlling his anger. “The carrots have turned soft. The egg is hard boiled beneath its shell and the coffee is stronger in aroma”. “Exactly” said Prashant “Each of them faced the same degree of heat, but each reacted differently. The carrots that were so hard before became soft and weak. The egg was fragile with its thin outer shell, but after boiling it became hardened and the inner liquid portion became hard boiled. But the coffee beans are unique. After boiling in water, they became stronger and richer. So my friend, tell me, are you the carrot, the egg or the coffee bean? How do you respond to difficult situations? Are you like the carrot that is hard to look at but with the slightest difficulty becomes weak and soft? Are you the egg born with a soft heart but became tough and stiff after a difficult or a bitter experience? Or are you like the coffeebean that gets stronger and tougher and reaches its peak in extreme adversity or difficulty?

When things get worse, you get better.

“Thank you Prashant. You’ve opened my eyes. I shall strive and do my best.”

3.4.1 Goal Setting

Goal setting is a powerful method for considering your ideal future. The method of setting goals helps you to decide on where you wish to go in life.

Goal setting consists of establishment of specific, measurable, achievable, realistic and time targeted aim. Goal setting helps individuals work towards their own objectives. Goals are a kind of motivation that sets the standard for self-satisfaction with performance. Achieving the goal one has

for oneself is a measure of success and having the ability to satisfy job challenges is a way one measures success in the workplace. Set SMART goals:

- S : Specific
- M: Measurable
- A: Attainment
- R: Relevant
- T: Time bound

Identify:

- What you want to achieve,
- Where you have to concentrate your efforts
- Also spot the distractions that can, lead you astray.

First create your “big picture” (the next 10 years):

- Identify the large-scale goals that you just wish to achieve.
- Then break these down into the smaller targets that you simply should hit to succeed in your life goals.
- Once you have your plan, you begin working on it to achieve these goals.

Setting goal is important for an individual because:

- Goals narrow attention and direct efforts to goal related activities.
- Goals lead to more effort.
- One works through setbacks if he is pursuing a goal.
- It develops and changes individual’s behaviour.

Categorization of Goals

To give a broad balanced coverage of all important areas in your life set goals in all the important categories of your life such as:

- **Career:** What level do you want to reach in your career or where you want to reach?

- **Financial:** How much you want to earn, by what stage? How it is related to your career goals?
- **Education:** Is there any specific knowledge you want to acquire in life? What information and skills you need to acquire in order to achieve your goals?
- **Family:** How you want to be seen by your spouse and family members?
- **Health:** Do you want to stay healthy in your old age? What are you planning to achieve this?
- **Public Service:** If you want to make the world a better place, what will you do?

3.4.1 Team Dynamics

A team is made up of a group of people associated to a common purpose. Teams are especially made to conduct complex works. A team is an example where a people share a goal. This creates a dynamic bond amongst the team members as they are dependent on one another for success. For example a sports team wins or loses as a whole.

Team members need to learn:

- How to assist each other
- Realize their true potential
- Prepare the atmosphere that is familiar with each member to work beyond their strength.

Factors of Team Dynamics

- Tolerance and Cooperation
- Set aside feelings of caste, creed, profession
- Put up with each other
- Identify strengths of each
- Who can do what

In a team, there is no room for personal gains and definitely not betrayals. In a team:

- A single person cannot achieve a big task single handedly.
- Big and difficult tasks can be accomplished only through collective effort, through teams.

- In a team, the team members stand by each other during good and bad times alike.
- Work together towards a common goal.
- Divide the task and share the burden.
- Help and accept help from others.

Story : Small Fishes and Big Fish

Once there was a shoal of tiny red fish living in the sea. One among them was a little different. His name was Swimmy and he was black in colour. Swimmy was the fastest swimmer in the shoal. The fish would swim around in the sea looking for food. One day when they were busy searching for lunch, Swimmy who was far ahead of the others seeing a big fish coming in their direction. The big fish was also looking for his lunch---smaller fish. Swimmy was scared! If the big fish would spot his shoal, all of them would be eaten up. Swimmy thought hard of a way out and quickly came up with a plan. He quickly swam back to his shoal and told all the fish about the big fish and also explained his plan to escape from being eaten. When the big fish came closer he was shocked to see an even bigger fish swimming in his direction with its huge jaws wide open. Frightened that he would get eaten up, the big fish swam away. If he had looked carefully, he would have realised that the huge fish was actually all the tiny red fish swimming very closely together in such a way that they looked like one big fish. And little black Swimmy, being different, became the eye of the 'huge' fish!

3.4.1 Managing Relations

We all have different personalities, different desires and wishes, and different ways of showing our emotions that affects people around us.

70% of the workplace learning is informal, once people discuss with each other at work they really are learning to do their job better. Friendlier staff is effective communicators, more productive and trustworthy more by employers and colleagues.

Tips for improving relations with people around us:

- Observe how you react to people such as do you reach to a conclusion before you know all the facts.

- Look honestly how you think and interact with other people.
- Look at work environment. Do you seek attention for accomplishments or give chance to others.
- Accept your weaknesses courageously and work on them.
- Take responsibility for your actions.
- If you think someone is hurt by you, apologise directly.

3.4.1 Etiquette

Etiquettes are rules to operating behaviour regarded as good and acceptable in personal and professional life. Etiquette includes:

Making Positive Impression

- Stand straight, make eye contact and turn towards people when they are speaking and genuinely smile at people.
- Follow the dress code prescribed by the organization.
- When meeting someone for the first time always shake hands with a gentle firmness.
- Always arrive early to work each day.

How you treat with people

- Think how you treat your supervisors and colleagues.
- Don't make value judgments on people's importance at workplace. Respect every individual equally.
- Respect people's personal space at workplace.

Communicating at Workspace

- Keep workspace professional and neat.
- Don't interrupt other people on the workplace.
- Limit personal calls especially when you are working in a manufacturing unit.

- Eat and smoke to the designated areas only otherwise it may disturb other people.

Work etiquette tells the individual a way to behave when handling situations in an exceedingly working environment however the trivial situation is. It also applies to co-worker interaction and communication with colleagues.

Work Ethics

Work ethics is a value based on hard work and attentiveness. Work ethics include:

- **Discipline:** It takes a certain level of commitment to finish your tasks every day. Only with discipline one can stay fixed on goals and determined to complete his assignment.
- **Commitment to work:** A strong sense of commitment to work affects how an individual work and the amount of work he does. When a worker is committed to work he turns up on time, puts in his best efforts and completes the projects to the best of his ability.
- **Punctuality:** It shows that you are dedicated to your work, interested in the work and capable of handling responsibility. Being punctual shows your professionalism and commitment to work.
- **Ownership and responsibility:** Ownership and responsibility stretches in all aspects of an employee's job. Co-workers value the employees' ability to give honest feedback. Supervisors rely on the high moral standards trusting him not create problems and being responsible.
- **Striving to excel:** Keep yourself updated with new developments and knowledge of your field. Learn new skills, techniques, methods required to uplift your career. Workers exhibiting a good work ethic are usually selected for higher positions, increased responsibility as well as promotion. Workers who do not exhibit good work ethic can be regarded as incompetent and failing to provide a fair value to the employer for the salary.

3.4.1 Stress and Anger Management

Anger is a normal and a healthy emotion. Anger management may be critical for people who find it difficult to keep it under control. There are many health issues related to an unresolved anger like heart attack, high blood pressure, anxiety, depression, colds and flu/fever and digestive problems. If your heart beats faster and you breathe quickly, tension in your shoulder or clenching your fists

bewares your body may be showing sign of anger, take steps to calm yourself down. Once you will be able to recognize the signs of anger you can calm yourself down.

Always remember:

- Avoid unnecessary stress, learn to say no and take control of your environment
- Express your feelings instead of boiling them up
- Accept the things you can't change
- Learn to forgive
- ANGER is only one letter away from DANGER
- Anger can destroy lives, destroy relationships
- Put yourself in other's shoes
- Don't react immediately
- Post pone for a few seconds whatever you wish to say or do
- Take a deep breath
- Speak when you have calmed down

3.4.1 Conflict Resolution

What is a Conflict?

A problem or a situation that may be difficult to understand or to deal with.

Why do we need to resolve conflicts?

- If a problem is not solved or addressed at the right time it may blow out of proportion
- An unsolved problem can be like Cancer which spreads and translates itself into all other areas in life
- Unsolved problems may lead to increased levels of bitterness and frustration
- It may foster bad habits like back-biting, gossiping, etc
- Persons involved in conflict may lose focus and target each other's character instead of the specific behaviour to be modified

How to work out Conflicts?

- **STOP** . . . before you lose your temper and make the conflict worse.
- **SAY** . . . what you feel is the issue. What is the reason of disagreement? What do you like?
- **LISTEN** . . .to others ideas and feelings.
- **THINK** . . . of solutions that satisfy both the parties

If you still can't agree, ask someone else to help you work it out.

3.4.1 Leadership Skills

The ability to lead effectively depends on variety of key skills. These skills are extremely sought after by employers as they involve managing a number of individuals in such a way on inspire, enthuse and build respect. Some of the qualities that every good leader should possess are:

- **Honesty:** If you make honest and ethical behaviour a key value your team will follow the suit.
- **Ability to delegate:** delegating task to one of the appropriate person is the one of the most important skills that needs to be developed. The key to delegation is to identify the core strengths of the team and capitalizing on them.
- **Good communications skills:** Being able to communicate clearly is quite important.
- **Confidence:** Keeps morale of the team high even in the tough times.
- **Commitment:** If you expect your team to work hard and produce quality content then you should lead by example.
- **Positive Attitude:** Keeping teams motivated towards continued success of the company.
- **Creativity:** During the critical situations it is important to think out of the box solutions than to prefer the set course of action.
- **Be decisive:** Plan for the unexpected and nothing will surprise you. If you have thought of things go wrong in a particular task you will be able to make confident decisions on corrective actions when necessary.
- **Focus on the big picture:** Plan future strategies for your department and communicate them to supervisors and staff members. Set realistic and measurable individual and team goals and communicate your expectations within the context of massive picture.

How to become a leader:

- Use initiative to act on opportunities. Become a frontrunner before other people view you together.
- Take responsibility of own objectives, set priorities.
- Attempt to solve the matter instead of to pass on to others.
- Go the extra mile when asked to do tasks. Go beyond your job description.
- Show enthusiasm.
- Take ownership of the issues. Anticipate potential issues, take pre-emptive action and act quickly to resolve the issues.
- Introduce enhancements to the ways in which things are done.
- Develop innovative practices. Value innovative thinking.
- Learn new skills that may enhance capability.

UNIT 3.5: Social Interaction

Unit Objectives



At the end of this unit, you will be able to:

- Understand what social interaction is and what social interaction behaviour are.
- Give a brief description about him/her in public.
- Follow daily duties.
- Cooperate with peers, family and other members in society.

3.5.1 Social Interaction

Social interaction is a process through which we respond to people talking with us. It includes acts where people perform toward each other and responses they give in return. Social interaction has a number of behaviours. Some of them are:

- **Exchange:** Exchange is the most elementary kind of social interaction. It's a human process by that social behaviour is exchanged for some kind of reward for equal or greater value.
- **Competition:** It's a process by which two or more individuals plan to accomplish a goal that just one can attain. It will lead to psychological stress, a lack of cooperation in social relationship, difference and even conflict.
- **Cooperation:** It's a process in which people work together to achieve shared goals. Task cannot be completed without their cooperation.
- **Conflict:** Social conflict is the struggle for agency or power among a society to achieve control of scarce resources. It happens when two or more individuals oppose each other in social interaction to achieve incompatible goals.
- **Coercion:** People or teams are forced to provide in to the desire of other people or teams.

3.5.1 Self- Introduction

We all, in our lifetime, have to introduce ourselves to the others. The introduction usually lasts for around 2 minutes to 3 minutes. It is very important that it gives the first impression to other about us. It has a great impact on your self-esteem and self-confidence. It's helpful in:

- Feeling better about yourself
- Boosting your confidence
- Building your self esteem
- Making friends
- Feeling in control

Points for Self Introduction

Following are some self-introduction points:

- **Wishes:** It is the first thing that we need to do before addressing a gathering. At this point we need to make effort to grab the attention of audience. You have to wish depending on the time either, Good Morning, Good Afternoon or Good Evening.
 - Good Morning! My dear friends
 - Respected Sir! Good morning
 - Special or lovely or cool morning to you all
- **Purpose:** We have to tell the purpose of coming in front of the audience. We can say I have come here to tell you about myself.
- **Name:** Here you tell about your name..... . To grab the eye of the audience, you have got to present your name differently. If you know you can tell the meaning of your name or nay famous celebrity along with your name.
- **Father's Name:** Here you have to say concerning your father's name. begin your father name as Mr. or Prof. or Dr.
- **Family:** It's a good chance to inform about your family, therefore tell the small print what you want to tell about them.
- **Profession:** Tell about your profession what you're doing at the moment.
- **Location:** Tell about your present location, wherever you're staying and if you would like you can also tell with whom you're living. You can also tell about your native place. It is better to describe about or tell about your place which is famous for.

- **Hobbies/Habits:** Hobbies means what you like in your leisure and habit means your regular activities. This part tells about your nature and your life style, be careful while telling this.
- **Life Aim:** Tell about what is your aim in life, it will be good if your aim is high. You have to think high and reach high.
- **Achievements:** Tell about what you achieve up to now, minimum it is good to tell about three achievements and maximum five. Though achievements are small, tell them it shows your confidence but don't say I don't have any achievements.
- **Favourite Person's or Ideal:** It is good to say about your ideal persons.
- **Favourite movies, things, colour, places etc.:** if you want to tell your favourites, which tell about your tastes and preferences to others.
- **Your Strengths and Weakness:** You can tell about your strengths and weaknesses. Make sure your weakness should not be absurd or incorrigible.
- **People you like and dislike:** You have to tell what kind people you like or what kind of people you dislike. Any turning point in your life How are you different from others
- **Conclusion:** In conclusion offer a memorable answer on the question the listeners probably will have when they have listen to your public speaking speech. Tell how this aspect of your life makes you what you are and who you are. It will be perfect ending to your self – introduction.
- **Finally say thank you.**

You will have to maintain your speech according to the time, generally 3 minutes and you have to make the speech depending on the section of people you are giving the speech and what you want to reveal about yourself.

Improving self-introduction

There are a few things that you can do that helps in making your self-introduction better:

- **Listen to what you are saying to yourself:** Notice what your inner voice is saying. Take some time to listen and even write down what you are thinking.
- **Monitor you're self-talk:** Analyse that your self-talk is more positive than negative.
- **Change your introduction:** counter your negative thoughts with positive ones. Avoid speaking negative and try to look for things that might add a better spin to a tough situation

3.5.1 Our Duties and Responsibilities

There are certain duties which are laid by the Constitution of India. These duties are very to be fulfilled by every citizen of India. These are as follows:

- To bear by the Constitution and respect its ideals and establishments, the national flag and also the national anthem.
- To encourage and respect the noble ideals that galvanized our national struggle for freedom.
- To uphold and protect the sovereignty, unity and integrity of Republic of India.
- To defend the country and render national service once called upon to do so.
- To promote harmony and also the spirit of respect amongst all the people of the Republic of India transcending religious, linguistic and regional diversities.
- To forbid practices derogative to the dignity of ladies.
- To preserve the rich and diversified heritage of our culture.
- To conserve the natural surroundings like forests, lakes, rivers and wild life, and to have compassion for living creatures.
- To develop the scientific temper, humanism and the spirit of inquiry and reform.
- To safeguard public property and to retract violence.
- To try towards excellence altogether spheres of individual and collective activity so that the nation perpetually rises to higher levels of endeavour and accomplishment.

These need to be followed by every citizen of India for development of the country.

3.5.1 Cooperation

The process of groups of organisms working or acting together for their mutual benefit is called cooperation. Cooperation among family members, friends and peers is very common and healthy. It is the backbone of any society.

Family cooperation provides an avenue for a family to come closer. It increases coping skills and decision making. Some steps to promote family cooperation are:

- **Plan things together:** It calls for negotiation and compromise and teaches everyone to be more tolerant and considerate to other's viewpoint.
- **Share responsibilities:** Diving up necessary household responsibilities can be a good exercise in family cooperation.

Peer support occurs once individuals give knowledge, experience, and emotional, social or sensible help to each other. It's a distinct state of social support in this the source of support may be a peer or an individual who is analogous in ways to the recipient of the support.

The effective peer support can be in form of:

- **Social Support:** In form of positive psychological interactions with others with whom there is mutual trust and concern.
- **Experiential Knowledge:** contributes to solve problems and improve quality of life.
- **Emotional support :** Esteem, attachment and reassurance
- **Instrumental Support:** Product and services. How to be a cooperative person: For being a cooperative person following things needs to be done:
 - Listen carefully to others and make sure you perceive what they're expressing.
 - Share when you have something those others would really like to have.
 - Take Turns once there's something those no-one desires to do, or when more than one person desires to do a similar factor.
 - Compromise when you have a significant conflict.
 - Do your part the very best that you just probably can. This can inspire others to do the same.
 - Show appreciation to people for what they contribute.
 - Encourage people to do their best.
 - Make people needed. Working together may be a lot more fun that manner.
 - Don't isolate or exclude anyone. Everyone has something valuable to offer, and nobody likes being omitted.

UNIT 3.6: Group Interactions

Unit Objectives



At the end of this unit, you will be able to:

- Participate in group discussions in the class
- Give speech in the public
- Understand the importance of team building and team work

3.6.1 Group Interaction

Every day we tend to meet with teams of individuals socially and professionally. However we interact to play a big role in the impressions we tend to produce. Interaction that happens whereas a group completes a cooperative task describes how the group works. For a successful and positive group interaction these steps needs to be followed:

- Put your mobile phone away or place in silent mode.
- Greet everyone.
- Be friendly with everyone in the group.
- Show an interest in others by paying someone a compliment and listen carefully to what is being discussed.
- Be proactive and introduce yourself to others in the group.
- Sit up straight. Poor body posture is an indication of low self-esteem.
- Focus your attention on the person talking.
- Don't discount anyone's comment. Remember everyone is different and have different the ability to think.
- Think before you speak. Don't be too quick to jump into the conversation.
- Be a respect listener and observer.
- Include everyone when talking. Be sure to share eye contact with each person in the group.
- Unless there is a clear indication don't change the topic. Otherwise it will make people feel you are notinterested in the topic.

- Don't start or participate in a side conversation. Don't allow their mistake to prevent you from being a good listener.
- Make sure to smile shake hands and embrace and use each person's name when conversation and the person's name when the discussion is over.

Everything you are doing in a group setting makes an effect on everybody in the group. Don't ever suppose something doesn't matter. Everything matters. Take every chance to take part in informal and formal group interactions. Begin by creating small contributions to discussion, prepare an issue to raise or accept as true with another person's remark. Ask for other person's opinion.

3.6.1 Importance of Group Interactions

As participant group interactions is important as:

- It helps you to get a subject more deeply
- It improves your strength to think positively
- It helps in solving a serious issue
- It helps the team to go on a final decision
- It provides you the chance to listen to others' ideas
- It improves your listening skills
- It increases your confidence in communications
- It can change your behaviour

As a moderator a group interaction helps in:

- Understanding member interpersonal skills
- Identifying if a member is able to work in a team
- Understanding one's behaviour
- Selecting a perspective member in a perspective methodology

Dos and Don'ts of Group Interaction

Do's	Don't
<ul style="list-style-type: none"> • Speak pleasantly and in a well mannered way to the group 	<ul style="list-style-type: none"> • Lose your temper. A discussion isn't an argument
<ul style="list-style-type: none"> • Respect the contribution of each speaker 	<ul style="list-style-type: none"> • Shout. Use a moderate tone and medium pitch
<ul style="list-style-type: none"> • Remember that a discussion isn't AN argument. Learn to disagree in a well mannered way 	<ul style="list-style-type: none"> • Use too several gestures when you speak. Gestures like finger pointing and table thumping will appear aggressive
<ul style="list-style-type: none"> • Think about your contribution before you speak. How best can you answer the question/ contribute to the topic? 	<ul style="list-style-type: none"> • Dominate the discussion. Confident speakers ought to enable quieter students an opportunity to contribute
<ul style="list-style-type: none"> • Try to follow the discussion topic. do not introduce tangential information 	<ul style="list-style-type: none"> • Draw too much on personal experience or anecdote. Although some tutors encouragelstudents to reflect on their own expertise, keep in mind to not generalize an excessive amount of.
<ul style="list-style-type: none"> • Be aware of your visual communication when you are speaking 	
<ul style="list-style-type: none"> • Agree with and acknowledge what you find fascinating 	<ul style="list-style-type: none"> • Interrupt. Wait for a speaker to complete before you speak

3.6.1 Team Work

Team work is a critical part of professional life. They can have a big impact on:

- The profitability of an organisation.
- People enjoy their work.
- Staff retention rates.
- Team and individual performance.
- Company reputation.

Importance of Team Building

Team building activities not only boost morale of the team members, but it can also increase the success rate of the teams. Team building is an important activity as it:

- **Facilitates better communication:** Activities that create discussion results in open communication among the employees, and among employees and management. This improves office environment also the quality of work.
- **Motivates employees:** The more comfortable team members are to share their ideas and opinions, the more confident they will be. This motivates them to take on new projects or challenges .
- **Promotes creativity:** Working closely with other team members increase creativity and promotes new ideas.
- **Develops problem-solving skills:** Team building activities that require team members to work closely to solve problems improves the ability to think rationally and logically. Teams that determine when a problem arises and knows the solution can work better when a real problem occurs.
- **Breaks the barrier:** Team building increases trust among workers.

Do and Don'ts of working in a Team:

- **Don't argue in public:** if you have a disagreement with someone in the team find a neutral place to discuss the situation.
- **Do encourage each other:** when things get tough the tough gets going. Contribute to the team in trying situation.
- **Don't talk behind the backs:** if you have trouble with some team member don't share with others. Go directly to the person in a kind and compassionate manner and share what is in your mind.
- **Do lend a hand:** if a team members is asking for help don't hesitate in helping him.
- **Don't be the weakest link:** Live up to your responsibilities, meet team expectations and communicate effectively in the team.
- **Give and receive feedback:** As a part of growing team give and receive feedback respectfully and graciously.

UNIT 3.7: Time Management

Unit Objectives



At the end of this unit, you will be able to:

- Understand the importance of time management
- Develop time management skills

3.7.1 Time Management

Time management is the process of planning and practicing control over the time given to a specific task, especially to increase effectiveness, efficiency and productivity. It is an activity with the goal to increase the overall advantage of a set of activities within the limited condition of a limited time.

Some effective time management

- Delegate tasks
- Identify time wasters
- Combine activities – Plan for them
- Break down big tasks down to the smallest task possible
- Accomplish them one by one
- At the end of the day conduct a simple analysis to see which activity took time

3.7.1 Time Robbers

Time robbers are those activities which create interruption at the workplace. These activities create a deviation from the objectives which needs to be achieved. Time Robbers could be:

- Poor personal planning and scheduling
- Interruptions by people without appointments
- Poor delegation
- Poor use of the media: Telephone, Mobile, e-mail, and fax, etc

- Reading junk mail
- Lack of concern for god time management
- Lack of clear priorities

The Time Robbers can be avoided by:

- Be active all the time
- Develop and maintain an organized personal activity schedule
- Set your priorities
- Proper delegation
- Utilize modern technical media

UNIT 3.8: Resume Preparation

Unit Objectives

At the end of this unit, you will be able to:

- Understand the importance of resume
- Learn how to prepare a resume

3.8.1 Introduction

A resume is a self-declaration which once done properly shows how an individual's skills, experience and achievements match the need of the work that they wish to get. The sole purpose of a resume is one to win an interview. It convinces the future employer what he wants from the prospective employee in new career or position. It also establishes an individual as a professional person with high standards and excellent writing skills based on the fact that his resume is written well. It also helps you clarify your direction, qualifications and strengths, boost your confidence or to start out the process of committing to a job or a career modification.

One must know about a resume that:

- Your resume is an instrument to get you an interview but not a job
- Employer will be screening your resume for just 15-20 seconds. That's the time your resume will make an impact on employer

There are different sections on the resume in the same order as mentioned under:

Section	What is the employer looking for
Header	Your identity and to contact you
Objective	To check if their requirement and your objective match
Education	To check if you have the basic qualification for the job/internship you are applying for

Practical Experience/ projects	To see if you have done anything that reflects your potential capability. Also to see how different you are from your peers
Skills	How equipped you are in terms of your personality traits as well as occupational skills
Interests	Professional aspects apart, how meaningful are your life?
Other	Is there else significant and relevant you want to showcase, that will add value to your resume

Preparation work and important tips

Before you start preparing your resume make sure to follow the checklist:

- Educational documents from class ten onwards to calculate scores
- Make list of all things that you need to add to your resume. Like internships, projects, part time jobs, extracurricular activities, sports, training, skills, interests etc. the list doesn't need to be complete, you'll always add to the list as you go.

Before preparing resume always remember:

- Every point in your resume should be specific and must be supported by a number of factual information.
- Use action verbs in all your points. They catch attention immediately and make your sentences clear.
- Use bullets not paragraphs.
- Do not mention your responsibilities mention what you have accomplished.
- A common mistake we make while constructing the resume is to copy the format from our friends resume and built it based on that.

Resume Header

Purpose: You have to provide some information about yourself, so that the employer can reach you.

Mandatory fields include: Name, current address, email id, phone number, and date of birth. Your name should be written in bigger font.

Do Not:

- Include your photo
- Write RESUME as heading to the file
- Give details like family information, marital status, etc
- Add these details to the bottom of your resume or occupy more space to fill up these details

Framing the Objective

Purpose: To convey the employer what goals you have. The focus should be towards getting a particular position in a specific industry.

Always remember: Your objective should include the following:

- Position wanted
- Functional area
- Industry wanted
- Be specific and restrict it to minimum words.
- Your objective should be different to each role you apply to
- While writing the objective, keep the employers requirement in mind. The objective is not what you desire from the company, it's about company's need.

Education

The next session in your resume is to highlight your educational qualifications.

Purpose: For the employer to know whether you have basic qualification for the job for which you are applying or not.

Always Remember:

- To write all educational qualifications from class 10 to highest education.
- For class 10 and 12 – include school/college name, Board, Stream/Specialization (If any), year of study, Marks.
- For undergraduate – include College name, University name, Degree and Specialization, year of study.
- Write all your qualifications in reverse chronological order, i.e. the latest qualification on top.
- You may write the educational qualifications in a tabular format or in a simple one after the other order.

Projects and Internships

The next part of your resume includes the hands on work that you have done, like projects, internships, in-plant training, part time jobs, volunteering, starting up a company and other initiatives. The number and the nature of initiatives taken define whether to keep one heading or detail them under different headings.

Purpose: This is a mandatory part of a resume, as your hands on work and the initiatives you have taken apart from your curriculum in what will reflect your real strength as well as separate your resume from your peers.

Remember:

- The heading should be – title / project name, role, company/organisation name, -2 lines description about
- The specific time period.
- Time period is must.
- The entries under each heading must be in reverse chronological order.
- Be very specific on what you have accomplished. Add numbers and facts wherever possible.

Do Not:

- Do not write simple statements. It does not give employer a clear picture of the work you have done. Thus the employer can assume that you have done an internship for the certificate.

Skills

Heading: You can have multiple headings under skills. Common heading can include:

- **Soft Skills:** must include, they showcase your personality traits.
- **Core occupational skills:** Optional include if you possess any core skills. These are skills you possess relevant to the role you are applying for.
- **IT Skills:** Optional, suggestive to include if you are applying for IT/software related roles.

Remember:

- List your skill and add a point which supports your skill the best.
- Make specific points. Add numbers and facts wherever possible.
- Pick only three to four soft skills that describes you the best.
- Dig your past to discover the best of these skills you possess and the best example you can quote to support it.

Interests

In this section of your resume carefully choose which of interests you want to showcase on your resume so that they can make your life seem meaningful.

The interests you showcase talk about your character. These interests frequently come up as a subject of discussions during the interviews, therefore sagely choose what to show.

Remember:

- List interests which are meaningful and display some learning.
- Support the interest you have listed
- Make points specific and add supporting fact to it.
- Do not just list random cluster of interests like: adventure, guitar, reading, environment
- Never include interests like partying, watching movies etc. they create wrong impression.

References

Give References

The very last thing on your resume ought to be a list of 2-4 professional references. These are all those who you're not related to, but whom you have handled in a professional manner. You would possibly think about previous leader, faculty member or volunteer coordinator to include on your reference page.

- Include the name of the reference, their relationship to you, mailing address, e mail and telephone number.
- The place you're applying to could contact these people, therefore always call them in advance to allow them to understand that you are using them for a reference and are presently applying for a job.

Points to Remember

- Make sure that the length of your resume doesn't exceed a pair of pages
- Does a thorough recheck and confirm there are fully no errors in your resume. No grammatical errors, no spelling mistakes, no punctuation errors
- Run through your resume time and again for to create enhancements and phrasing sentences better
- Choose a professional font in a size eleven or twelve. You can use multiple fonts for different elements of resume, but try to limit it most of two fonts. Instead changing between fonts, strive creating specific sections bold or italicized instead
- The font size of your header and the introduction to a part may be a size fourteen or sixteen

- Your text should be printed in solid black ink. Ensure to deactivate any hyperlinks so that they don't print in blue or other contrastive colour
- Your page ought to have one inch margin all the way around with 1.5 or 2 point line spacing. The body of your resume ought to align left and your header should be centred at the top of the page

UNIT 3.9: Interview Preparation

Unit Objectives



At the end of this unit, you will be able to:

- Understand the procedure of interview
- Go thorough mock interviews
- Understand how to present them during an interview
- Motivated to work after the training period is over

3.9.1 Interview

An interview is a conversation between two or more individuals (the interviewer(s) and the interviewee) wherever queries are asked by the interviewer to get information from the interviewee. An interview is the first and last hurdle you need to cross in order to get employment.

Common Types of Interview

Traditional HR Interview: Most of the interviews are face to face interviews. The most traditional is a one-tone conversation with the Human Resources Executive where the candidate's focus should be on the person asking question. You are advised to maintain good eye contact, listen keenly and answer promptly.

Panel Interview: In this situation, there is more than one interviewer. A panel ranging from two to ten members may conduct this part of the selection process. This is an ideal chance for you to display group management and group presentation skills.

Technical interview: The objective of this interview is to basically evaluate technical knowledge. Majority of the questions will be based on the skills sets mentioned in the candidate's resume.

Telephonic Interview: Telephonic interviews are used for initial screening of candidates who live far away from the job site.

Before going for an interview, it is important to have clarity of the role you are applying for. It's also important that for you to know where you are applying and whom will you be talking to. Your answers should tell the employer that you are the match they are looking for.

This requires you to do a small research on the following fields:

- Company & Field
- Job Description
- Yourself (Skills, Values & Interests)
- Resume (Experience)

If you were an employer, you would have chosen a person who is sure of himself, calm and confident. So it's important that you are:

- Confident
- Relaxed
- Sure of yourself
- Prepared
- Before, during and after the interview, it is important for you to be prepared.
- Dress Professionally

It is important that you dress professionally. It is a proven fact that the way we dress makes a huge difference in the way we are perceived. 90% of the way you communicate with other people is through body language (gestures, expressions, etc.) and the first Impression we make. It is very simple to make a great first impression.

For a good first impression it is important those we:

- Smell good
- Have a professional appearance
- Pay attention to your grooming
- Make eye contact

- Know what and how you speak
- Our overall personality contributes to our complete perception

How to dress for Interview

Men	Women
Long-sleeved buttoned shirt (clean and pressed)	Conservative pump, no stilettos
Dark shoes (cleaned and polished) and dark socks	Jewellery -One set of earrings (preferably knobs)
Get a haircut (short hair is always best)	No bangles
No Jewellery (chains, earrings, piercing)	Minimal use of makeup
No beards or Tattoos	

3.9.1 During the Interview

- Be confident, not arrogant
- Sell yourself - Keep your energy up
- Maintain your posture
- Be positive, don't complain
- Know your resume and accomplishments

It isn't sufficient to have ideas. They have to be expressed effectively in the interview. The parameters that the candidates are assessed on during the interview are very simple. These are the parameters that this training program has prepared you for.

3.9.1 Active Listening

- Clarity on ideas and expressions
- Correct language
- Good body language
- Fluency
- Ideas should be expressed fluently in the right tone, right voice, and right articulation



4. First Aid and CPR

Unit 4.1 – First Aid and CPR





Key Learning Outcomes

At the end of the module, you will be able to:

- Identify different methods of first aid
- Perform first aid
- Understand CPR
- Perform CPR in case of emergency

UNIT 4.1: First Aid & CPR

Unit Objectives



At the end of this unit, you will be able to:

- Apply first aid on an injured person
- Understand the procedures of doing CPR

.1.1 First Aid

First aid is the help given to any individual suffering from an unforeseen illness or injury, with care provided to preserve life, stop the condition from worsening, and/or promote recovery. It includes initial intervention during a serious condition before skilled medical help being accessible, like performing CPR while waiting for the ambulance, also because the complete treatment of minor conditions, such as applying a plaster to a cut. First aid is usually performed by the layman, with many of us trained in providing basic levels of first aid, and others willing to try and do thus from acquired information. Mental health first aid is an extension of the idea of first aid to cover mental health.

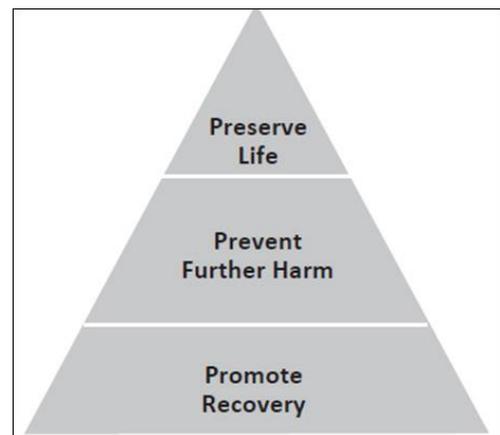


Fig 4.1.1: First aid objective pyramid

There are many situations which may require first aid, and many countries have legislation, regulation, or guidance which specifies a minimum level of first aid provision in certain circumstances. This can embrace specific coaching or equipment to be obtainable within the work area (such as an Automated External Defibrillator), the availability of specialist first aid cover at public gatherings, or necessary first aid coaching among learning institutes. First aid, however, doesn't essentially need any specific equipment or previous information, and may involve improvisation with materials offered at the time, usually by undisciplined persons.

Vital Signs	Good	Poor
Heart beat	60-100 beats per minute	<60 or >100 per minute
Respiration	14-16 breaths per minute	<14 breaths per minute
Skin	warm, pink, dry	cool, pale, moist
Consciousness	alert, oriented	drowsy or unconscious

Awareness	Assessment	Action	Aftercare
Observe	Assess what is required to be done	Do what you can	Once you have assisted the victim, stay with him/her till expert care arrives
Stop to help	Ask yourself 'Can I do it?'	Call for expert medical help	
		Take care of your and the bystander's safety	

While delivering First Aid always remember:

- Prevent deterioration
- Act swiftly, deliberately and confidently
- Golden Hour – First 60 minutes following an accident
- Platinum Period – First 15 minutes following an accident
- Prevent shock and choking
- Stop bleeding
- Loosen victim's clothes
- Regulate respiratory system
- Avoid crowding/over-crowding
- Arrange to take victim to safe place/hospital
- Attend to emergencies first with ease and without fear

- Do not overdo. Remember that the person giving first aid is not a doctor

Injury	Symptom	Do's	Don'ts
Fracture	<ul style="list-style-type: none"> • Pain • Swelling • Visible bone 	<ul style="list-style-type: none"> • Immobilise the affected part • Stabilise the affected part • Use a cloth as a sling • Use board as a sling • Carefully Transfer the victim on a stretcher 	<ul style="list-style-type: none"> • Do not move the affected part • Do not wash or probe the injured area
Burns (see Degrees of Burn table)	<ul style="list-style-type: none"> • Redness of skin • Blistered skin • Injury marks • Headache/seizures 	<ul style="list-style-type: none"> • In case of electrical burn, cut-off the power supply • In case of fire, put out fire with blanket/coat • Use water to douse the flames • Remove any jewellery from the affected area • Wash the burn with water 	<ul style="list-style-type: none"> • Do not pull off any clothing stuck to the burnt skin • Do not place ice on the burn • Do not use cotton to cover the burn
Bleeding	<ul style="list-style-type: none"> • Bruises • Visible blood loss from body • Coughing blood • W o u n d / I n j u r y marks • Unconsciousness due to blood loss • Dizziness • Pale skin 	<ul style="list-style-type: none"> • Check victim's breathing • Elevate the wound above heart level • Apply direct pressure to the wound with a clean cloth or hands • Remove any visible objects from the wounds • Apply bandage once the bleeding stops 	<ul style="list-style-type: none"> • Do not clean the wound from out to in direction • Do not apply too much pressure (not more than 15 mins) • Do not give water to the victim
Heat Stroke/Sun Stoke	<ul style="list-style-type: none"> • High body temperature • Headache • Hot and dry skin • Nausea/Vomiting • Unconsciousness 	<ul style="list-style-type: none"> • Move the victim to a cool, shaded place • Wet the victim's skin with a sponge • If possible apply ice packs to victim's neck, back and armpits • Remove any jewellery from the affected area • Wash the burn with water 	<ul style="list-style-type: none"> • Do not let people crowd around the victim • Do not give any hot drinks to the victim

Unconsciousness	<ul style="list-style-type: none"> • No movement of limbs • No verbal response or gestures • Pale skin 	<ul style="list-style-type: none"> • Loosen clothing around neck, waist and chest • Check for breathing • Place the victim's legs above the level of heart • If victim is not breathing, perform CPR 	<ul style="list-style-type: none"> • Do not throw water or slap the victim • Do not force feed anything • Do not raise the head high as it may block the airway
-----------------	---	--	--

1st Degree Burn	2nd Degree Burn	3rd Degree Burn	4th Degree Burn
<p>Will recover it in a few days.</p> <p>Action Required: Place under running water</p>	<p>Serious but recovers in a few weeks.</p> <p>Action Required: Place clean wet cloth over the burnt area</p>	<p>Very Serious and will require skin grafting.</p> <p>Action Required: Place a clean dry cloth over the burnt area</p>	<p>Extremely Serious and requires many years with repeated plastic surgery and skin grafting, is life threatening.</p> <p>Action Required: Leave open and prevent infection.</p>

.1.1 Splints and Aids of Torso

A splint can also be called a bandage that immobilizes a broken bone. Generally this is often done by handling rigid objects like sticks or boards. For a few injuries, however, this is not attainable and also the alone possibility is to tie the broken limb to the body.

Splints

When applying a splint, don't commit to straighten the break. This may solely cause additional injury and additional pain. Instead, simply apply the splint to the break the way it is.

When using rigid material

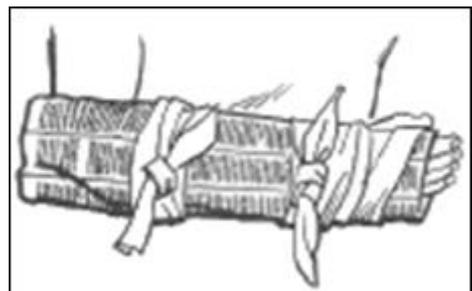


Fig 4.1.2: Splinting arm

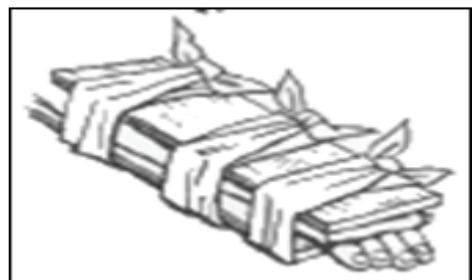


Fig 4.1.3: Splinting wrist

Always use long enough items to reach the joints beyond the break. For instance, once splinting a forearm, the fabric ought to be long enough to touch each the wrist joint and therefore the elbow. This helps keep the fabric in place and prevents an excessive amount of pressure from being applied to the wound.

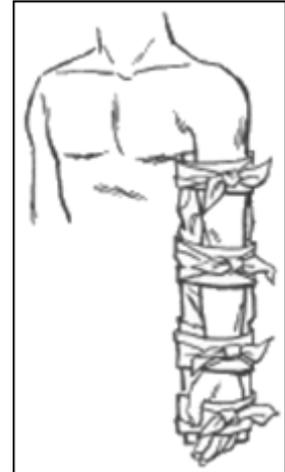


Fig 4.1.4: Splinting elbow

- Always place cushioning between the rigid material and the body to stay the victim comfy. Tie knots between the rigid material and the body (in mid-air) once doable. This makes them easier to untie. If this can be impossible, tie knots over the rigid material
- To splint the forearm, surround the split with rigid material and snugly bandage it to the arm with wide cloth strips. A newspaper or magazine, curled into a "U" form, works alright
- Splint the wrist joint within the same approach. The whole forearm needs to be immobilized
- To splint the elbow, use enough rigid material to travel from the armpit to the hand. The entire arm ought to be immobilized. Don't plan to straighten or bend the elbow; splint it in position
- To splint the upper leg, use long items of rigid material which will reach from the ankle joint to the armpit. On top of the hips, tie long straps round the torso



Fig 4.1.5: Splinting upper leg

- To splint the lower leg, use rigid material long enough to travel from the knee to the foot. The foot ought to be immobilized and unable to turn. Make sure to use a lot of cushioning, particularly round the ankle.

Fig.: Splint the lower leg

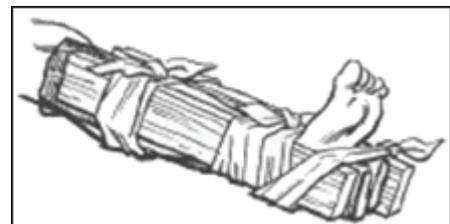


Fig 4.1.6: Splinting lower leg

4.1.1 CPR

Basic life support (BLS) is also a level of medical aid that is used for victims of life-threatening diseases or injuries until they'll be given full medical aid at a hospital.

First aid is as simple as first principle – airway, respiration and CPR (cardiopulmonary resuscitation). In any scenario, apply the DRSABCD Action plan.

DRSABCD stands for:

- **Danger:** Always check the danger to you, any bystanders and then the injured or sick person. Ensure you do not place yourself at risk once going to give assistance to of another person.
- **Responses:** Is the person conscious? Do they respond when you check with them, hold their hands or squeeze their shoulder?
- **Send for help:** Call ambulance
- **Airway:** Is the person's airway clear? Is that person breathing? If the person is responding, they're acutely aware and their airway is evident, assess how you'll be able to help them with any injury. If the person isn't

responding and he is also unconscious, then you have to check their airway by opening their mouth and having a glance within. If their mouth is clear, tilt their head gently back (by lifting their chin) and check for respiration. If the mouth isn't clear, place the person on their side, open their mouth and clear the contents, then tilt the head back and check for respiration.

- **Breathing:** Check for respiratory by searching for chest movements (up and down). Listen by bringing your ear near to their mouth and nose. Check for respiratory by bringing your hand on the lower part of their chest. If the person is unconscious but breathing, flip them onto their side, delicately ensuring that you simply keep their head, neck and spine in alignment. Monitor their respiratory till you hand over to the ambulance officers.



Fig 4.1.7: Basic life support chart

- **CPR (cardiopulmonary resuscitation):** If an adult is unconscious and not breathing, ensure they're flat on their back and then place the heel of 1 hand within the centre of their chest and your alternative hand on top. Press down firmly and smoothly (compressing to at least one third of their chest depth) thirty times. Provide two breaths. To induce the breath in, tilt their head back gently by lifting their chin. Pinch their nostrils closed, place your open mouth firmly over their open mouth and blow firmly into their mouth. Keep going with the thirty compressions and 2 breaths at the speed of roughly five repeats in 2 minutes till you hand over to the ambulance officers or another trained person, or until the person you're resuscitating responds.
- **Defibrillator:** For unconscious adults who are not breathing, an automated external defibrillator (AED) is applied. An AED also called a machine that delivers an electric shock to cancel any irregular heart beat (arrhythmia), in an attempt to get the normal heart beating to re-establish itself. Please ensure that a trained person is there to apply the AED. If the person responds to defibrillation, turn them onto their side and tilt their head to maintain their airway

Airway

Once you have assessed the patient's level of consciousness, evaluate the patient's airway. Remember, if the patient is alert and talking, the airway is open. For a patient who is unresponsive, make sure that he or she is in a supine (face-up) position to effectively evaluate the airway. If the patient is face-down, you must roll the patient onto his or her back, taking care not to create or worsen an injury. If the patient is unresponsive and his or her airway is not open, you need to open the airway. Head-tilt/chinlift technique can be used to open the airway.

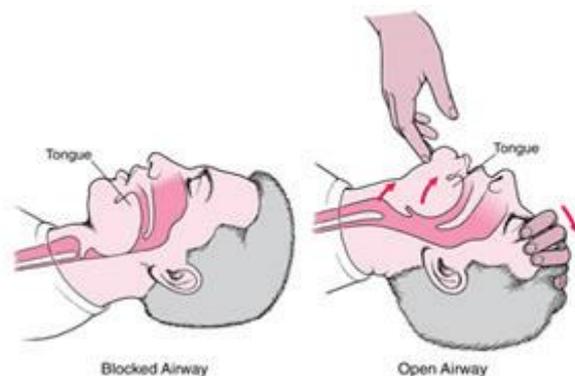


Fig 4.1.8: Blocked and open airway

Head-tilt/chin-lift technique

- To perform the head-tilt/chin lift technique on an adult:

- Press down on the forehead while pulling up on the bony part of the chin with 2 to 3 fingers of the opposite hand.
- Tilt the head past a neutral position to open the airway whereas avoiding hyperextension of the neck.

Cardiopulmonary resuscitation

Cardiopulmonary resuscitation circulates blood that contains oxygen to the very important organs of a patient in cardiac arrest once the heart and respiration have stopped. It includes chest compressions and ventilations also the use of an automatic external defibrillator.

Compressions: One part of CPR is chest

compressions. To make sure optimal patient outcomes, high quality CPR should be performed.

You'll guarantee high-quality CPR by providing high-quality chest compressions, ensuring that the:

- Patient is on a firm, flat surface to allow for adequate compression. In an exceedingly non-healthcare setting you might find it on the grounds, whereas in an exceedingly healthcare setting you may find it on a stretcher or bed.
- The chest is exposed to make sure correct hand placement and also the ability to envision chest recoil.
- Hands are properly positioned with the heel of 1 hand within the centre of the chest on the lower 1/2 sternum with the opposite hand on top. Most rescuers realize that interlacing their fingers makes it easier to supply compressions while keeping the fingers off the chest.
- Arms are as straight as attainable, with

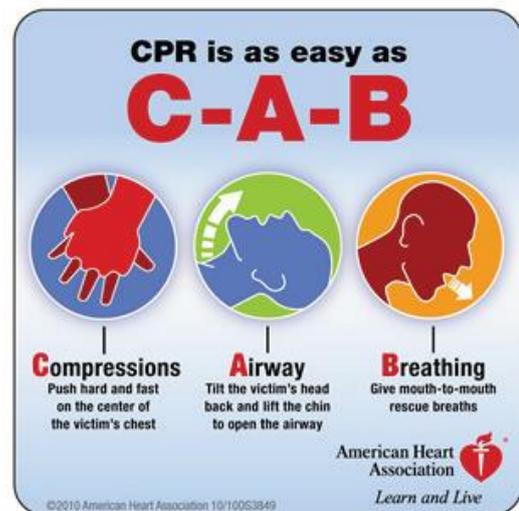


Fig 4.1.9: CPR chart

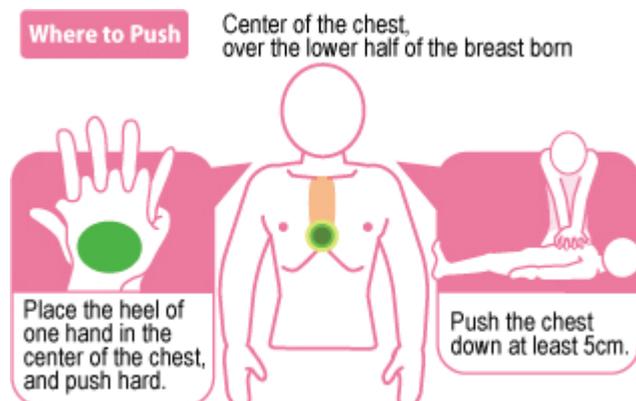


Fig 4.1.10: Doing CPR

the shoulders directly over the hands to build up effective compressions. Lockup elbows can help maintain straight arms.

- Compressions are given at the proper rate of a minimum of a hundred per minute to a most of one hundred twenty per minute, and at the correct depth of a minimum of two inches for an adult to promote adequate circulation.
- The chest should be allowed to completely recoil between every compression to allow blood to flow back to the heart following the compression.
- For adult co-workers, CPR consists of thirty chest compressions followed by two ventilations.

Ventilations: Ventilations supply oxygen to a patient who is not breathing. One can give ventilation via several methods including:

Mouth-to-Mouth

- Open the airway past a neutral position with the help of the head-tilt/chin-lift technique.
- Pinch the nose shut and build a whole seal over the patient's mouth along with your mouth.
- Provide ventilations by blowing into the patient's mouth. Ventilations ought to be given one at a time. Take a break between breaths by breaking the seal slightly between ventilations and then taking a breath before re-sealing over the mouth.

Pocket mask

CPR respiration barriers, like pocket masks, produce a barrier between your mouth and also the patient's mouth and nose. This barrier will help to guard you from contact with patient's blood, vomits and saliva, and from breathing the air that the patient exhales.

- Assemble the mask and valve.
- Open the airway past the neutral position with the help of the head-tilt/chin-lift technique from the patient's side when alone.
- Place the mask over the mouth and nose of the patient starting from the bridge of the nose, and then place the bottom of the mask below the mouth to the chin (the mask shouldn't extend past the chin).
- Seal the mask by putting the "webbing" between your index finger and thumb on the top of the mask above the valve whereas putting your remaining fingers on the side of the

patient's face. along with your different hand (the hand nearest to the patient's chest), place your thumb on the bottom of the mask while putting your bent index finger beneath the patient's chin, lifting the face into the mask. Your bent index finger under the patient's chin, lifting the face into the mask.

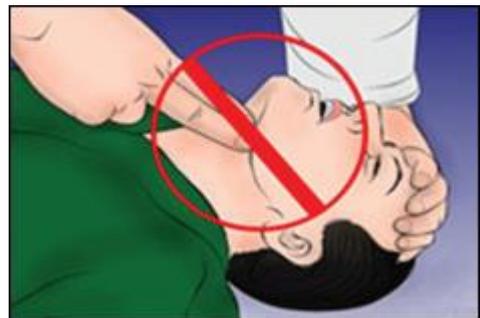
Performing CPR for an Adult



Step 1: Check the scene for immediate danger: Check that you're not putting yourself in harm's manner by administering the CPR to somebody unconscious. Do whatever you think is necessary to move yourself and the other person to safety.

Step 2: Assess the victim's consciousness: Gently tap on his or her shoulder and ask them "if they are ok?" in a loud and clear voice. If he or she gives a positive response then the CPR is not required. Instead, undertake basic first aid and take measures to prevent or treat shock, and assess whether or not does the victim needs emergency services. If the victim does not respond, continue with the subsequent steps.

Step 3: Do not check for a pulse: Unless you're a trained medical professional, odds are you'll spare too much valuable time to look for a pulse when you should be doing compressions.



Step 4: Check for breathing: Check that the airway is not blocked. If the mouth is closed, press with your thumb and forefinger on both cheeks at the end of the teeth and then look inside. Remove any visible obstacle that is in your reach but never push your fingers inside too far. Place your ear near to the victim's nose and mouth, and listen for slight breathing. If the victim is coughing or breathing normally then you don't have to perform CPR.

Step 5: Place the victim on his or her back: Make sure he or she is lying as flat as possible-this can stop injury while you're doing chest compressions. Tilt their head back by



exploitation your palm against their forehead and a push against their chin.

Step 6: Place the heel of 1 hand on the victim's **breastbone**, a pair of finger-widths on top of the meeting space of the lower ribs, precisely within the middle of the chest.



Step 7: Place your second hand on top of the first hand, Palms down, interlock the fingers of the second hand between the first.



Step 8: Position your body directly over your hands, in order to straighten your arms and somewhat rigid. Don't flex the arms to push, however, lock your elbows, and use your upper body strength to push.



Step 9: Perform thirty chest compressions. Press down with each hand directly over the breastbone to perform a compression that helps the heartbeat. Chest compressions are a lot of crucial for correcting abnormal heart rhythms (ventricular fibrillation or pulseless ventricular tachycardia, heart rapidly quivering rather than beating). You ought to press down by about two inches (5 cm)



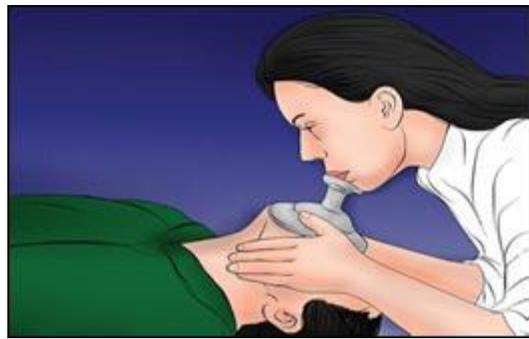
Step 10: Minimize pauses in chest compression that occur when dynamic suppliers or getting ready for a shock. Commit to limit interruptions to less than ten seconds.



Step 11: Make sure the airway is open. Place your hand on the victim's forehead and 2 fingers on their chin and tilt the head back to open the airway. If you find a neck injury, pull the jaw forward instead of lifting the chin. If jaw thrust fails to open the airway, do a careful head tilt and chin raise. If there are not any signs of life, place a respiratory barrier (if available) over the victim's mouth.



Step 12: Give 2 rescue breaths (optional). If you're trained in mouth-to-mouth resuscitation and totally assured, provide 2 rescue breaths once your thirty chest compressions are complete. If you've never done mouth-to-mouth resuscitation before, or you're trained however rusty, stick with solely chest compressions.



Step 13: Repeat the cycle of thirty chest compressions. If you're conjointly doing rescue breaths, keep doing a cycle of thirty chest compressions, and then a pair of rescue breaths; repeat the thirty compressions and a pair of a lot of breaths. You ought to do mouth-to-mouth resuscitation for two minutes (5 cycles of compressions to breaths) before spend time checking for signs of life.

4.1.1 CPR Using AED



Step 1: Use an AED (automated external defibrillator). If an AED is accessible within the premises, use it as soon as possible to jump-start the victim's heart. Ensure that there aren't any puddles or standing water in the premises.



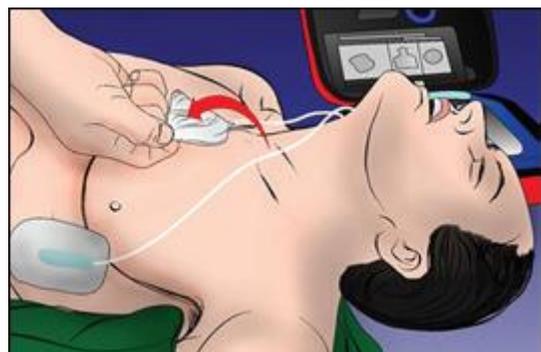
Step 2: Expose the victim's chest totally. Remove any metal necklaces or underwire bras. Check for any body piercings, or evidence that the victim includes a pacemaker or implantable cardioverter defibrillator (should be indicated by a medical bracelet) to avoid shocking too close to those spots. Confirm the chest is completely dry and the victim isn't in a puddle. Note that, if the person has a lot of chest hair, you ought to shave it, if possible. Some AED kits come with razors for this purpose.



Step 3: Attach the sticky pads with electrodes to the victim's chest. Follow the directions on the AED for placement. Move the pads at least one inch (2.5 cm) off from any metal piercings or implanted devices. Ensure that nobody is touching the person, when you apply the shock.



Step 4: Press analyse on the AED machine. If a shock is required for the patient, the machine can notify you. If you do shock the victim, ensure nobody is touching him/her.



Step 5: Don't remove pads from the victim and

resume CPR for another five cycles before using the AED again. Stick on adhesive electrode pads are meant to be left in place.

4.1.1 Chain of Survival

Chain of Survival could be a sequential process for providing treatment to victims of SCA outside of a hospital setting. Additional individuals will survive SCA if the subsequent steps occur in fast succession:

- Cardiac arrest is instantly identified and the emergency response system is begun
- CPR is started with an emphasis on chest compression
- Rapid medical care could start
- Effective life support is started
- Integrated post-cardiac arrest care is given
- Quick execution every step is important because the possibilities of survival decrease 7 to 10 % with each passing minute.

4.1.1 Safety Signs at the Shop Floor

Health and safety signs

A sign informs and instructs about safety and health at work by means of a signboard, a colour, an illuminated sign or acoustic signal, a voice or hand signal. Some important signs which could be used at a shop are as below:



Fig 4.1.10: Safety sign



5. IT Skills



- Unit 5.1 - Introduction to Computer
- Unit 5.2 - Basic Computer Knowledge
- Unit 5.3 - Components of Computer
- Unit 5.4 - Concept of Operating System
- Unit 5.5 - MS Word
- Unit 5.6 - MS PowerPoint
- Unit 5.7 - MS Excel
- Unit 5.8 - Internet Concepts



Key Learning Outcomes



At the end of the module, you will be able to:

- Familiarise with computers
- Identify and use basic uses of a computer
- Familiarise with a computer motherboard
- Familiarise with a computer operating system
- Use Microsoft Word, Excel and PowerPoint
- Familiarise with Internet and use e-mails

UNIT 5.1: Introduction to Computer

Unit Objectives



At the end of the unit, you will be able to:

- Define the computer
- Recognise its various parts
- Differentiate the advantages and disadvantages of computer

5.1.1 What are computers?

Computer is one of the greatest technologies of all times. An innovative electronic device that takes raw data as input from the user and processes these data under the control of set of instructions which is called program, to give the result the output. The first fully electronic computers, announced in the 1940s, were huge machines. The computer of today's time is thousands of times faster and in any size you want. They can fit on your desk, on your lap, or even in your pocket. Computers work through an interface of hardware and software. Computers work through an interaction of hardware and software.

Hardware = Internal Devices + Peripheral Devices: All concrete parts of the computer (or everything that we can touch) are known as hardware. The most significant piece of hardware is a tiny quadrangular chip inside the computer called the central processing unit (CPU), or microprocessor. It's the "brain" of the computer— the part that interprets instructions and performs calculations. Hardware items such as your monitor, keyboard, printer, mouse and other components are often called hardware devices.

Software = Programs: Software provides "intelligence" to the computer. Software refers to the instructions, or programs, that tell the hardware what to do. A word-processing program that you can use to write letters on your computer is a type of software. The operating system (OS) is software that manages your computer and the devices linked to it. Windows is a well-known operating system.

5.1.1 Advantages of Computers

Compared to conventional systems, computers offer many notable benefits. The main benefits offered by computers are as follows:

- High Accuracy
- Superior Speed of Operation
- Large Storage Capacity
- User-friendly Features
- Portability
- Platform independence
- Economical in the long term



Basic parts of a Computer

Fig 5.1.1: Basic parts of a computer

Components like keyboard and mouse are known as input devices as they are used to feed data to the computer. Components like Monitor and printer are known as output devices as we get processed data from them.

UNIT 5.2: Basic Computer Knowledge

Unit Objectives



At the end of the unit, you will be able to:

- Use computer.
- Explain the web, email services

5.2.1 What can you do with computers?

In the workstation, many people use computers to keep chronicles, records, analyze data, do research, and manage projects. At home, you can use computers to find information, track finances, store pictures and music, play games, and connect with others—and those are just a few of the opportunities. You can also use your computer to link to the Internet, a network that associates computers around the world. With Internet access, you can interconnect with people all over the world, communicate with them and find a vast amount of information. Some of the most prevalent things we can do with computers are cited in this chapter.

5.2.1 The Web

The World Wide Web is an enormous warehouse of information. The web is the most prevalent part of the Internet, partly because it exhibits most information in a visually pleasing format. Headlines, text, and images can be combined on a single webpage—along with sounds and animation. A website is a collection of interconnected WebPages. The web contains millions of websites and billions of WebPages.

Surfing the web means reconnoitring or exploring it. You can find information on the web about almost any topic possible. For example, you can read news stories and movie reviews, check airline schedules, book a hotel, find places to dine, see street maps, search the route to reach a place, get the weather forecast for your city, or research a health condition.

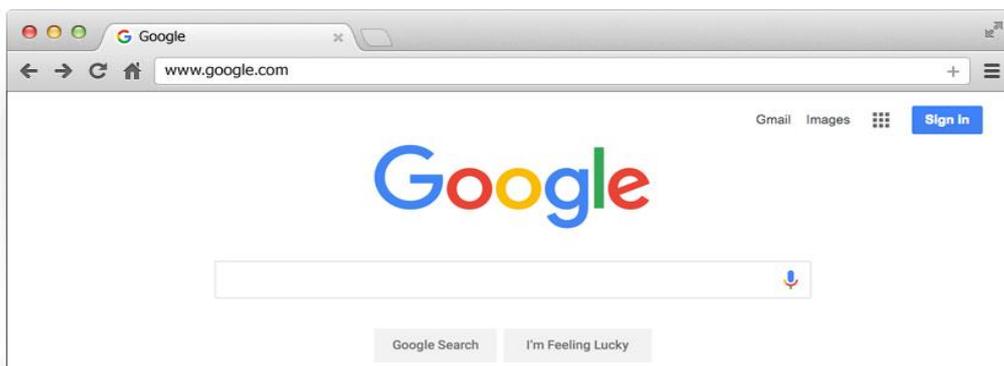


Fig 5.3.1: Google webpage

5.2.1 E-mail

Who writes letters these days? Email which is a short form for electronic mail, is the most appropriate way to communicate with others to date. When you send an e mail message, it arrives almost instantly in the receiver's email inbox. You can send email to many people at the same time and you can save, print, and forward email to others. You can send almost any type of file in an email message, including documents, pictures, and music files.



Fig 5.3.2: Email services

5.2.1 Instant Messaging

Instant messaging is like having a real-time conversation with another person or a group of people. When you type and send an instant message, the message is instantly visible to all participants. Unlike an email, all participants have to be online (connected to the Internet) and in front of their computers at the same time.



Fig 5.3.3: Instant messaging services

Interaction by means of instant messaging is called chatting.

5.2.1 Pictures, Music and Movies

If you have a digital camera, you can move your images from the camera to your computer. Then you can print them, create slideshows, or share them with others by e mail or by posting them on a website. You can also listen to music and watch movies on your computer. Computer has become a prominent source of entertainment.



Fig 5.3.4: Pictures, Music & Movies

UNIT 5.3: Components of Computer

Unit Objectives



At the end of the unit, you will be able to:

- Know the different parts and components of computer.

5.3.1 Motherboard

The motherboard is the main element inside the case. It is a large rectangular board with combined circuitry this connects the several parts of the computer as the CPU, RAM, Disk drives (CD, DVD, Hard disk or any others) as well as any other peripherals linked via the ports or the expansion slots. Components directly attached to the motherboard include the following.

The central processing unit (CPU)

The central processing unit (CPU) performs most of the calculations that allow a computer to function and is sometimes referred to as the “brain” of the computer. It is usually cooled by a heat sink and fan.



Fig 5.3.1: Components of a computer

The chip set

The chip set aids communication between the CPU and the other components of the system, including main memory.

RAM (Random Access Memory)

RAM (Random Access Memory) stores all run processes (applications) and the current running OS.

The BIOS

The BIOS includes boot firmware and power management. The Basic Input Output System tasks are handled by operating system drivers.

Internal Buses

Internal Buses connect the CPU to various internal components and to expansion cards for graphics and sound.



Fig 5.3.2: Computer Hardware

UNIT 5.4: Concept of Operating System

Unit Objectives



At the end of the unit, you will be able to:

- Familiarise with the concept of operating system
- Work with Windows
- Add or Remove desktop icons, make or delete a folder etc

5.4.1 Windows XP

Windows XP is a personal computer operating system created by Microsoft as part of the Windows NT family of operating systems. Basically it lets you use different types of applications or software on the operating system. For example, it allows you to use a word processing application to write a letter and a spread-sheet application to track your financial information. Windows XP is a graphical user interface (GUI).

Learn more about Windows XP by exploring it

There are various versions of Windows, when you install any version of Windows on your operating system it is called 'upgrade' your system. Below are the images of different versions of windows for your more clarity.

Desktop: The desktop is your work surface in place of a physical workspace at home or work. It is the screen you see once your computer has finished booting up and you are ready to get started.

Wallpaper (Desktop Background): The image on your desktop is called Wallpaper or Desktop Background

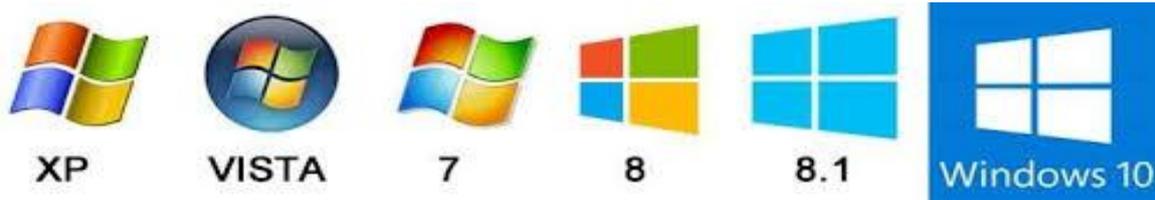


Fig 5.4.1: Evolution of windows

5.4.1 Tools and Parts of an Operating System

Icons: The small pictures are shortcuts to programs called icons. Double-click icons to start a program. Clicking the Start button also shows a list of programs and other options on the computer.

Taskbar: The blue bar across the bottom of the screen is called the Task Bar.

System Tray: It is an area where you can access programs that are running in the background. The more programs you have in this area, the longer it takes for the computer to boot up. The system tray of a desktop area has icons as shown in the image to indicate which programs are currently running in the background. Once you single click on the left-facing arrow button you would be able to open and see what else is there.



Fig5.4.2: Desktop

Volume Controls: The speaker icon will open the volume controls. Once you do the single click on an icon you can make a quick volume change. Click and drag on the bar to raise or lower the overall volume, or click in the check box to mute all sound as shown in the picture.

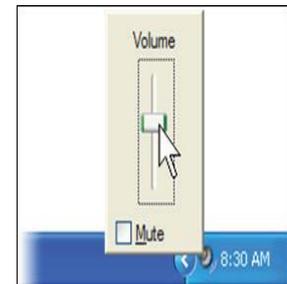


Fig 5.4.3: Volume controls

To view sound settings, right click on the sound icon in task bar and left click on open volume control or double click on the sound icon. To change the volume settings, click and move the volume bars up and down in specific categories. To set volume balance, click and move balance bars right and left. To mute, click the check box below the volume categories.

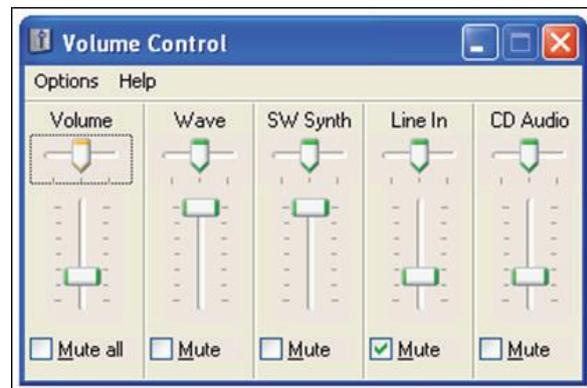


Fig 5.4.4: Volume control

External Hardware: You might run across this icon on your operating system frequently. This appears every time any piece of external hardware is plugged in. for e.g. USBs like pen drives, digital cameras, external hard drives, etc.

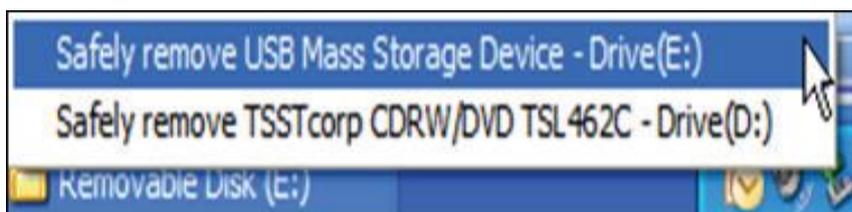


Fig 5.4.5: Safely remove drop down box



Fig 5.4.6: Safe to remove hardware pop up box

Windows Updates: A yellow shield with an exclamation mark on it will appear, if the computer has any updates from Microsoft to be

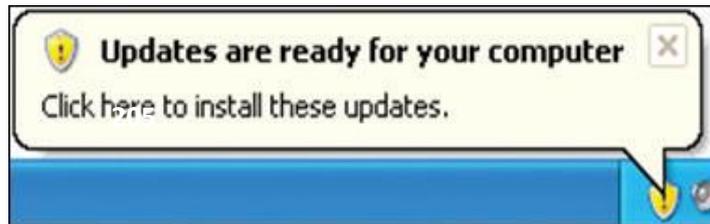


Fig 5.4.7: Windows update pop up box

downloaded. Make a single click on the icon to identify what needs to be done as shown in the picture, once you single click, your computer will walk you through the steps.

Power: There are 2 symbols for power one is a battery and the alternative is a power cord with a blue lightning bolt. The latter symbol means the laptop is plugged into the wall outlet and is charging. The battery symbol means the laptop is running purely off of batter Power.

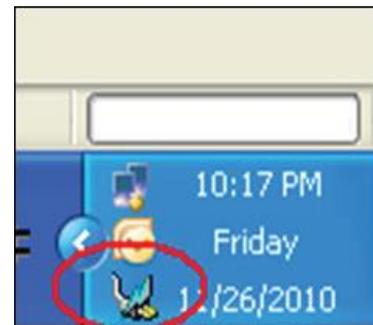


Fig 5.4.8: Power icon



Fig 5.4.9: Wireless network icon

Wireless: Laptop computers are capable of connecting to a wireless network to achieve access to the web. To connect to a network, right click on the wireless icon and select.

View Available Wireless Networks: In the Window that appears, select the network from the list that you just need to connect to and click on the Connect button that may appear within the lower right corner.



Fig 5.4.10: Available wireless network

5.4.1 Add or Remove Desktop Icons

You can add or delete Icons or Desktop Shortcuts from the Desktop area.

To add an Icon:

- **Step 1:** Click on the *Start* button.
- **Step 2:** Put your mouse over *All Programs*. A menu will appear with all of your programs.
- **Step 3:** Go to the program that you want to create a shortcut for and *Right-click* on it. A menu will appear.
- **Step 4:** Point to *Send To*.
- **Step 5:** Left click on *Desktop (create shortcut)*.

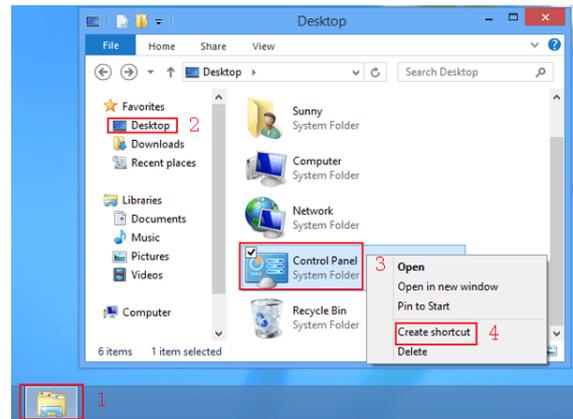


Fig 5.4.11: Create Control Panel Shortcut

To remove an icon:

- Left click on the icon.
- Hit the *Delete* button on your keyboard.
- When your computer asks if you are sure you would like to delete this program, click on the *Delete Shortcut* button. The window that popped up is called a Dialog Box.



Fig 5.4.12: Deleting shortcut icon

Dialogue box: A dialog box is window that appears once your pc encompasses a question for you. Generally a dialog box appears just to tell you something. You must click on the OK button to acknowledge that you simply have scan the message before you'll be able to continue. For example:

- **Step 1:** Double click on the *My Documents* folder on the desktop.
- **Step 2:** Locate the folder titled *Travel Class*, and right click on it.
- **Step 3:** Left click on *Rename*.
- **Step 4:** Type *eBay* and press the enter key on the keyboard.
- **Step 5:** A dialog box will appear to inform you that you cannot rename the folder to "eBay" because an item by that name already exists.

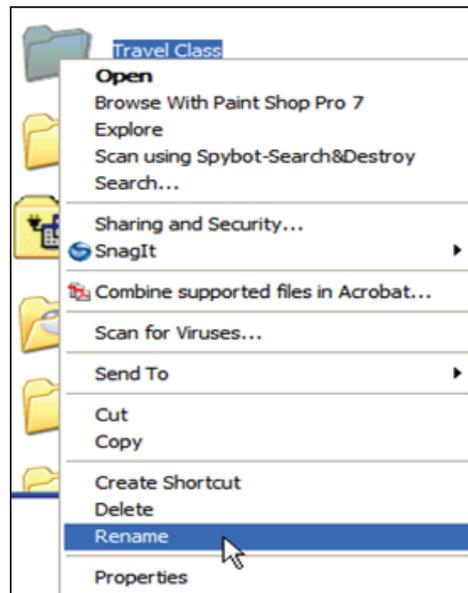


Fig 5.4.13: Renaming a file or folder

5.4.1 Create a Folder

Some individuals wish to keep folders on their desktop to keeping vital files in. (You might also use the My Documents folder for this purpose.)

- **Step 1:** Find an empty area on your desktop with no icons or windows in the way.
- **Step 2:** Right click on the empty space.
- **Step 3:** Point to *New*. (You do not need to click.)
- **Step 4:** In the menu that pops out, left click on *Folder*.
- **Step 5:** Your new folder has been created and is waiting for a name. *Don't click!* Just start typing to give the folder a name.
- **Step 6:** When finished, hit the enter key on the keyboard or click beside the folder. Your new folder is ready to receive files

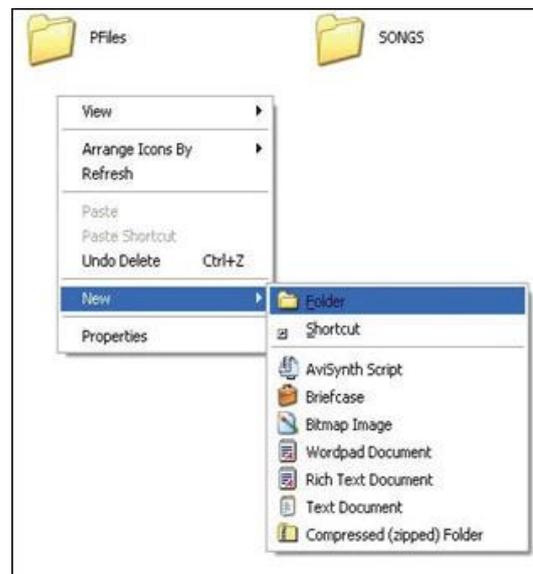


Fig 5.4.14: Creating a file or folder

5.4.1 Place Your Favourite Webpage as a Desktop Icon



You can create a shortcut of your favourite web page directly on your Desktop:

- **Step 1:** To create the shortcut, you must first open your Internet browser. (Double click on the Internet Explorer icon.)
- **Step 2:** Type in the web address of the page you want to view and hit the enter key on your keyboard.
- **Step 3:** Once the website is open, restore down the windows to that you can view the Desktop space partially behind the opened webpage.
- **Step 4:** Either, point your mouse at the icon to the left of the web address in the address bar as shown below. Hold down your left mouse button and drag the small icon onto empty space of your Desktop. Let go and a shortcut of your webpage will be created on your Desktop.

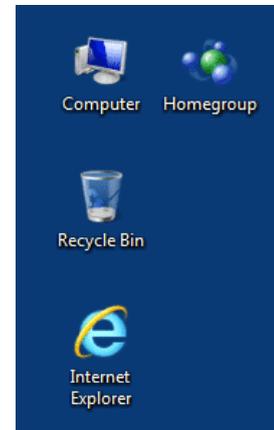


Fig 5.4.15: Icons on desktop

5.4.1 Managing Multiple Windows



Your taskbar area shows that windows are open, if you open a lot of windows from the same program, they're going to begin to stack up. Let's open a lot of windows and see what happens.

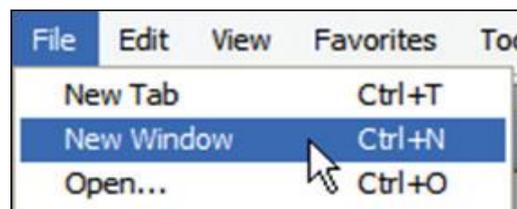


Fig 5.4.16: Opening new window

- **Step 1:** In Internet Explorer, click on the *File* menu and then on *New Window*.
- **Step 2:** In the *address bar* type Yahoo.com and hit the *enter* key on the keyboard.
- **Step 3:** Repeat the first two steps at least 5 times and go to different



Fig 5.4.17: Multiple internet explorers

websites such as *Google.com*, *abc.com*, *nbc.com*, *msnbc.com*, *pbs.org*, *fox8.com*, *andnews.com*. Your taskbar will start to get full. Once you have seven windows open, they will all group together under one item. Normally, if your things aren't grouped along, you would be able to select one item from the taskbar to navigate to that window. After they are all stacked, you have to click on the group and go from there.

- Left click on the group of stacked Internet Explorer windows in the taskbar to open the list.

5.4.1 The Keyboard

A computer keyboard is same as a typewriter keyboard with some extra keys.

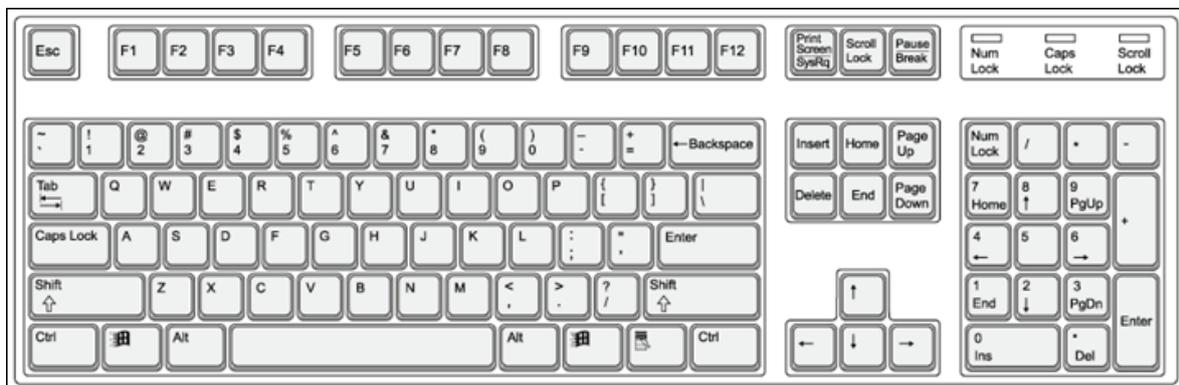


Fig 5.4.18: QWERTY Keyboard

The ESC key in the upper left corner will close any menus or dialogs you have opened but do not want to select an item from. (Try to open the Start menu and then click on the Esc key.)



Fig 8.4.19: Esc Key

The Function keys along the top of the keyboard each key has its special utilisation, often in conjunction with the ALT, CTRL or a combination of both keys, depending on the application you are using. F1 generally opens the program's Help options. It is different for every application.



Fig 5.4.20: Function keys

In the bottom left corner are three keys unique to the keyboard – CTRL, Windows, and ALT:

- **The CTRL key** is used in conjunction with other keys to perform various functions. (I.e. CTRL+P will open the print window when in Microsoft Word.)
- **The Windows key** works like pressing the Start button on the screen.
- **The ALT key** is another helper key used in conjunction with other keys.
- **The Caps Lock key** is used in typing. Pressing this key once will make all letters you type CAPITALIZED. Press the Caps Lock key again to turn typing into small letters.
- **The Shift key** is used in typing to make one capital letter. To capitalize a letter, press the Shift key and hold it down, then press the letter you want capitalized. Release the Shift key and continue to type.
- **Page Up** and **Page Down** move the cursor through a document page by page, either up or down.
- **The Arrow keys** help you move the cursor around the screen (when using a program like Microsoft Word) or across a line of text when typing in a text box.
- **The Insert key** is used when typing to replace words you have already typed.
- **The Delete key** removes text you have typed that is to the right of the cursor or to send selected items to the Recycle Bin.
- Pressing the **Home key** sends your cursor to the beginning of a line of text. Pressing the **End key** sends the cursor to the end of a line.
- To the right of the spacebar you see another **Alt key, Windows key, and Ctrl key**. Notice the new Application key. Pressing this key is the same as pressing the right mouse button (right clicking).
- **The Backspace key** removes text you have typed that is to the left of the cursor.
- **The Enter key** gives a new line (like a carriage return) when you are typing. At other times the Enter key works like a left mouse click.



Fig 5.4.21: Enter, Backspace & Delete buttons

5.4.1 Common Windows Commands

One feature of Windows is that there are usually some ways to perform an action. This table shows the Windows Command, with the Menu, Keyboard and Toolbar ways to inform the computer to perform that action.

Common Windows Commands	
Key	Description
Alt+F	File menu options in current programme
Alt+E	Edit options in current programme
Alt+Tab	Switch between open programmes
F1	Universal help in almost all windows programme
F2	Rename a selected file
F5	Refresh the current programme window
Ctrl+S	Save current document file
Ctrl+X	Cut select item
Shift+Del	ect item
Ctrl+C	Copy select item
Ctrl+Ins	Copy select item
Ctrl+V	Paste
Shift+Ins	Paste

Ctrl+K	Insert hyperlink for selected text
Ctrl+P	Print the current page or document
Home	Goes to beginning of current line
Ctrl+Home	Goes to end of document
End	Goes to end of current line
Ctrl+End	Goes to end of document
Shift+Home	Highlights from current position to beginning of line
Shift+End	Highlights from current position to end of line
Ctrl+Left arrow	Moves one word to the left at a time
Ctrl+Right arrow	Moves one word to the right at a time
Ctrl+Esc	Opens Start Menu
Ctrl+Shift+Esc	Opens Windows Task manager
Alt+F4	Close the currently active programme
Alt+Enter	Open the properties of the selected item

UNIT 5.5: MS Word

Unit Objectives



At the end of the unit, you will be able to:

- Learn the concept of and practice MS-Word.
- Format a document.
- Print a document etc.

5.5.1 Concepts of word processing - MS Word

Most people who use a computer daily use word processing skills. Word processing skills enable us to prepare text documents like letters, memos, and different correspondence. Most up-to-date word processing software package permits us to create text documents that embody photos and drawings.



Fig 5.5.1: MS Word icon

5.5.1 Creating a Word Document

Once the document that has opened, type a short paragraph of why you are taking this mini-session. For example, are you new to Microsoft Word 2007 or are you up your software your skills? Keep in mind to purposely misspell some words. Later in the session you'll use this paragraph to learn the way to spell check and use basic Word 2007 functions.

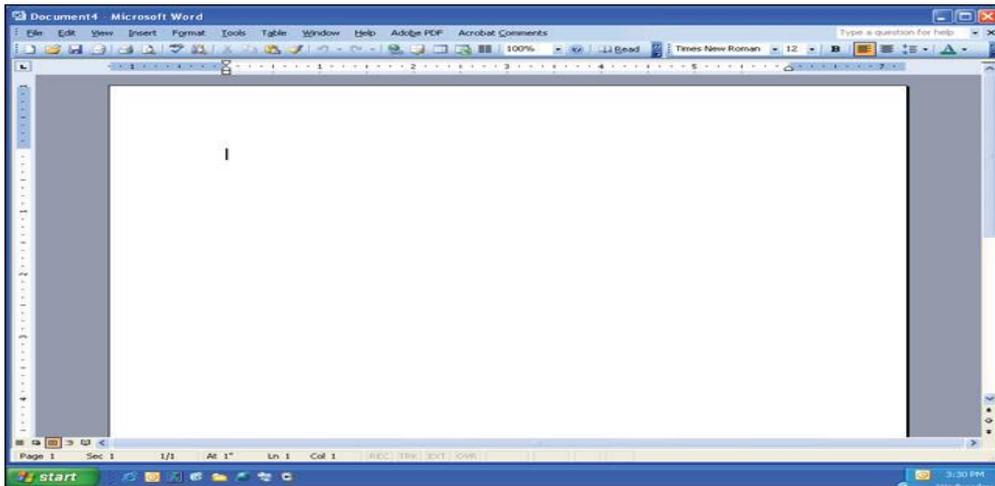


Fig 5.5.2: MS word blank page

The above image shows components of the Word window, that also contains a document in the window. This view displays rulers at the top and along the left aspect that indicate the size of the page.

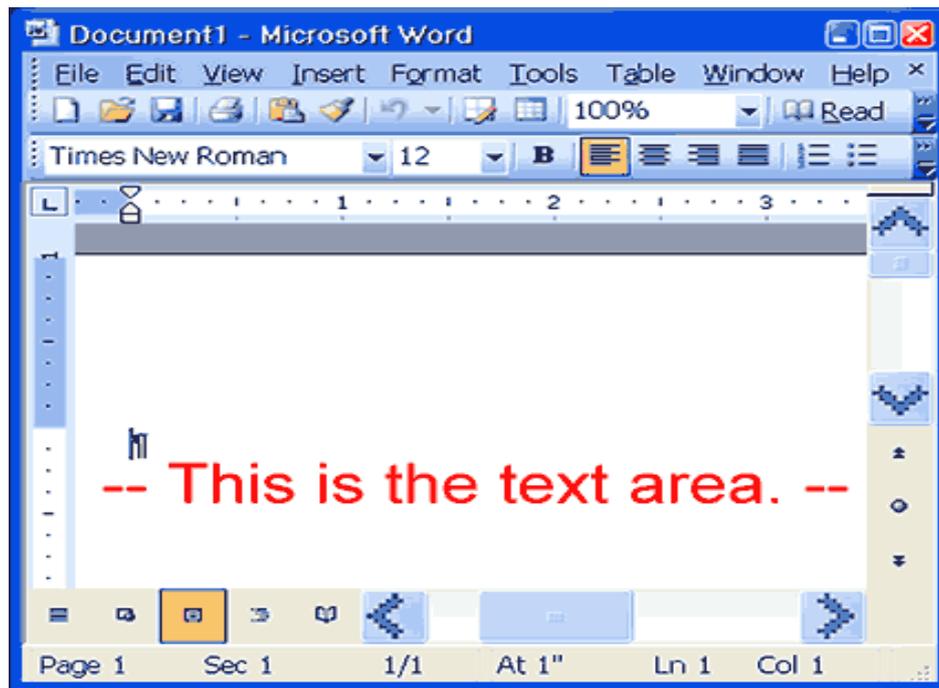


Fig 5.5.3: Text area of MS word

5.5.1 Saving a Document



A Command is used for a first-time save or if you have created revisions to a document and want to replace the previous version with the new revised document. Use the 'Save as' command to save a revised document to a new name, so keeping the original as it was before revisions or to save a copy of a document in a different folder.

- **Step 1:** Save your document in the "My Documents" folder.
- **Step 2:** In the 'File Name' box enter the document name.
- **Step 3:** Check to make sure in the 'Save as Type' box the word document is (*.docx.)*.



Fig5.5.4: Saving a document

5.5.1 Change Font Type and Size

As shown within the image below, the document that you have just created, you are currently going to format the font size and type different fonts and sizes can offer character to words in your document i.e. once you are creating your resume, you use bold as an 'eye-catcher' also, font size affects word characteristics.

- **Step 1:** Highlight the text you wish to change the font and size for; in this practice highlight your name.
- **Step 2:** Click on the font menu, select Theme font for e.g. Arial Black and then select the size of the font (let's say 16) as shown in the image below.

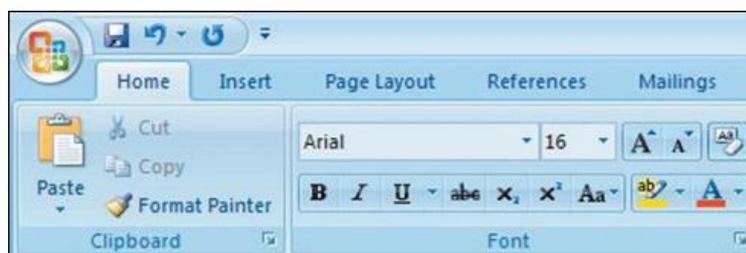


Fig 5.5.5: Changing font type and size

- **Step 3:** Now click on SAVE in the Quick Access Toolbar to save your document (Refer to the second picture below, for saving your document).

5.5.1 Create Headers and Footers by Inserting Texts

Headers and Footers in the word document are needed to insert information like text, page numbers and date. Information on either header or footer can appear in all current document pages by default, you don't have to re-type in the header or the footer column once you add a new page to your current document. The header information appears at the top of the page whereas the footer information appears at the bottom of the page.

Follow to the simple steps and refer to the image below to make it work:

- **Step 1:** Click on the option 'insert' right next to 'Home' from the bar above the word page and select 'Header'.
- **Step 2:** Choose a style you like, (for now use blank).
- **Step 3:** Let's use your last name to fill it; now hit enter.
- **Step 4:** Add today's date and then highlight your last name and date.
- **Step 5:** Click on the Home tab from the menu.
- **Step 6:** Now select 'Home' from the bar and then click on 'left justification button'.
- **Step 7:** finally click 'close Header and Footer'.

NOTE: the Header Menu will close and return you to your document to continue typing.

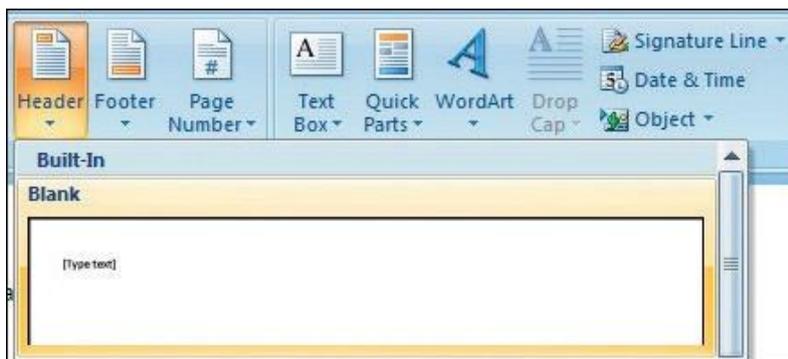


Fig 5.5.6: Header & Footer



Fig 5.5.7: Closing header & footer



Fig 5.5.8: Formatting

5.5.1 Indents and Spacing



Spacing your word document in a right way!

To prepare project reports which needs paragraphs in double line spacing so it is very important to understand how you would be able to change the space between lines and paragraphs by doing the following:

- **Step 1:** Select the paragraph or paragraphs you wish to change.
- **Step 2:** Click on the Home Tab then click 'Paragraph' Dialog Box.
- **Step 3:** Click the 'indents and spacing' Tab.
- **Step 4:** In the 'Line Spacing' section, adjust your spacing accordingly.
- **Step 5:** The image below shows visual version of how your page would be like.

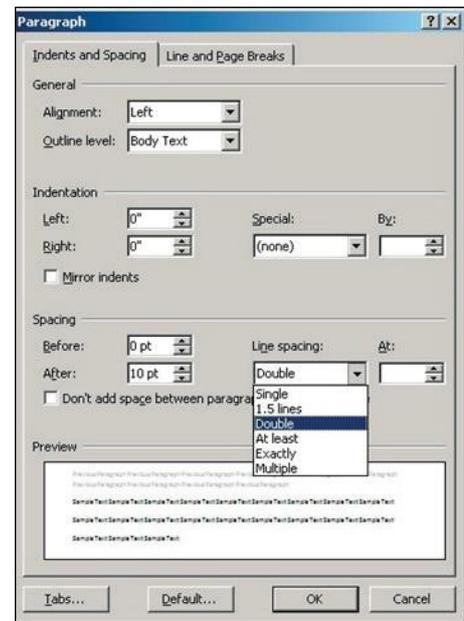


Fig 5.5.9: Paragraph formatting

5.5.1 Modifying Margins

MS-Word 2007 allows you to preview how your paper will look if the margins are modified. The page margins can be modified through the following steps:

- **Step 1:** Click the 'page layout' tab from the bar.

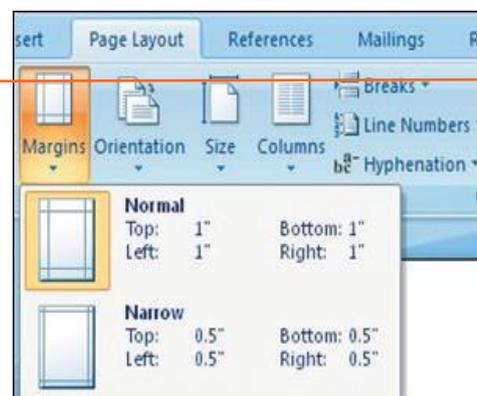


Fig5.5.10: Margins

- **Step 2:** Now select 'Margins' from there.
- **Step 3:** Click a default margin Or,
- **Step 4:** Click custom margins and complete the dialog box.

NOTE: As you roll over each Margin preset, it will show you how the document will look when it is modified



5.5.1 Lists

Lists enable you to format and organize text with numbers, bullets, or in an outline. Instead of using numbers for steps, an outline list is used to show an example of a type of number lists.

Bulleted and Numbered Lists

Bulleted lists have bullet points, numbered lists have numbers, and outline lists combine numbers and letters depending on the organization of the list.

How to add list to the existing text?

- **Step 1:** Select the text you wish to make a list.
- **Step 2:** Click a bulleted or numbered lists button from the paragraph tab on the home tab. Now, to create a new list in your document, place your cursor where you want the list to begin. Click a bulleted or numbered lists button and start typing.

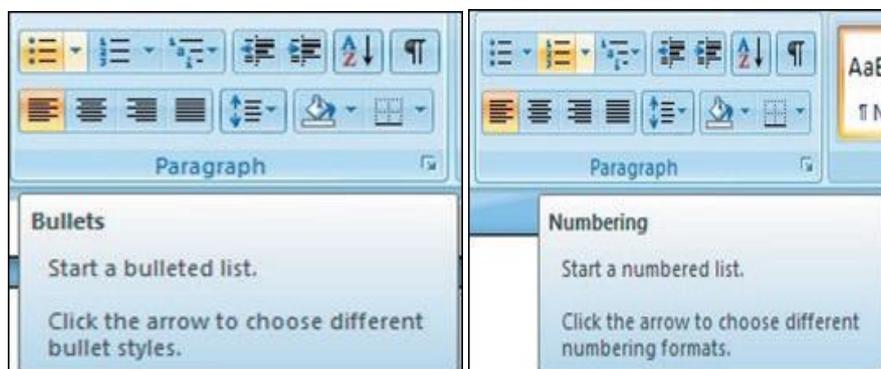


Fig 5.5.11: Bulleted & Numbered lists

Formatting Lists

- **Step 1:** The bullet image and numbering format can be changed by using the bullets or numbering dialog box.
- **Step 2:** Select the entire list to change all the bullets or numbers, or place the cursor on one line within the list to change a single bullet.
- **Step 3:** Right click once.
- **Step 4:** Click the arrow next to the bulleted or numbered list.
- **Step 5:** Now, select a bullet or numbering style.

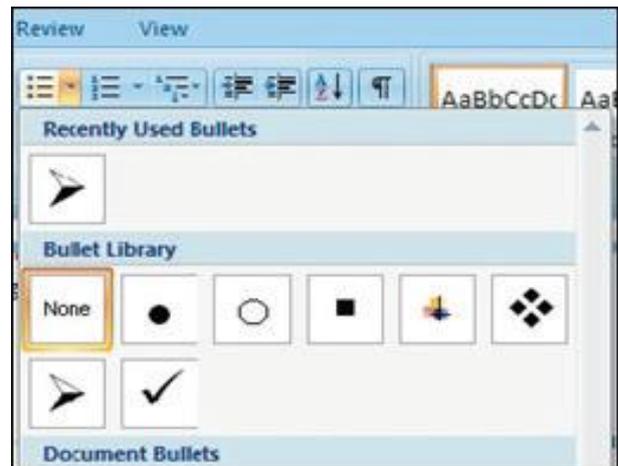


Fig 5.5.12: Different bullets

5.5.1 Spelling and Grammar

There are many features in Ms-Word 2007 to help you proof-read your document these features include:

- Spelling and Grammar
- Thesaurus
- AutoCorrect
- Default Dictionary
- Word Count

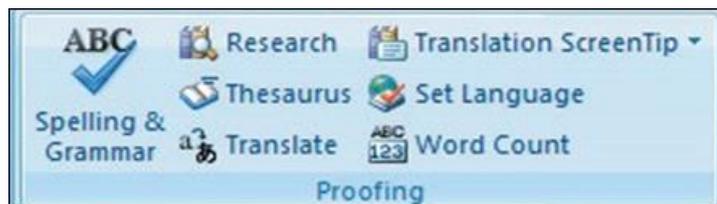


Fig 5.5.13: Spelling & Grammar

The most common feature used is the spelling and grammar checker tool. To check the spelling and grammar of your document:

- **Step 1:** Place the cursor at the beginning of the document or the beginning of the section that you want to check.



Fig 5.5.14: Spell Check

- **Step 2:** Click the 'Review' Tab on the Ribbon.
- **Step 3:** Click 'Spelling & Grammar' on the Proofing Group.

Note: Any errors will display a dialog box that permits you to choose an additional appropriate spelling or phrasing. Go through the spelling and grammar checker to correct any spelling errors you may have created in your document. Once the spelling and grammar checker has completed, you will see a dialog box that notifies you 'The spelling and grammar check is completed'.

Word Count

To count words in one selection, you can select the words you want to count. The status bar displays the number of words in the section for e.g. 50/1,200 means that the section accounts for 50 words out of the total number of 1200 in the document.

Note: To select the sections of text that are not next to each other, select the first section and press hold down CTRL (from the keyboard) and select the additional section.

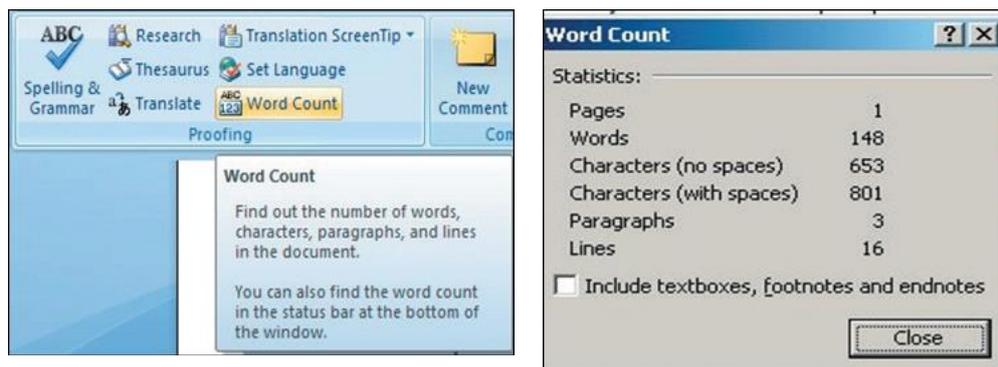


Fig 5.5.15: Word Count

5.5.1 Different Editing Modes in Word

Insert mode and an overtyping mode. When insert mode (default) is active, the data you can type is inserted at the insertion point where as when over-type mode is active the information is active it isn't inserted however; replaces text as you sort. To modify between the two modes double click on the OVR letters on the standing bar.

Another interesting fact about the word document is that it's not just a document to write things however you can add expression to your document by inserting pictures with the document,

currently let's see however this will be done. Invariably bear in mind to not use any copyright image if you are using any pictures from the internet.

The insert picture method supports graphics that may be are too large to fit on the clipboard. The default setting for inserting or pasting pictures is "In Line With Text." The Advanced Word options, located in the office Button Commands Gallery, allow you to change the default settings to any of the available text wrapping styles.



Fig 5.5.16: Sample Image

5.5.51 Inserting an Image and Table



- **Step 1:** Place the insertion point at the location where the image has to be placed in the document.
- **Step 2:** Select Insert tab>> illustrations gallery.
- **Step 3:** Now select Insert picture.



Fig 5.5.17: Inserting an image

- **Step 4:** Enter desired no. of columns and rows at insert table dialog box
- **Step 5:** Now select AutoFit behaviour
- **Step 6:** Click OK

5.5.1 Inserting a Blank Page

The blank page command permits you to manually insert a blank page at the required location. When you fill a page with text or graphics, Microsoft office Word inserts an automatic page break and starts a new page. However, you'll manually add pages or delete pages by adding page breaks or deleting page breaks. Refer to the image



Fig 5.5.20: Inserting a blank page

5.5.1 Inserting a Page Break



You can insert a page break anywhere in the document, or you can specify wherever Microsoft Word positions automatic page breaks. If you insert manual page breaks in documents that are quite many pages in length, you might have to frequently re-break pages as you edit the document. To avoid the difficult of manually re-breaking pages, you can set choices to control where word positions automatic page breaks. Refer to the image below.

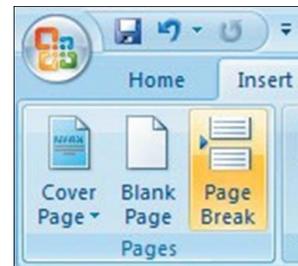


Fig 5.5.21: Inserting a page break

- **Step 1:** From the insert Tab, select Cover Page, the cover page drop down menu will be displayed.
- **Step 2:** Select from the pre-formatted options under Cover Page.
- **Step 3:** To insert a blank page or a page break, position your insertion point at a desired location.
- **Step 4:** Now, from the insert tab, select blank page or page break as shown in the image below.



5.5.1 Inserting a Cover Page

- **Step 1:** From the insert Tab, select Cover Page, the cover page drop down menu will be displayed.
- **Step 2:** Select from the pre-formatted options under Cover Page.
- **Step 3:** To insert a blank page or a page break, position your insertion point at a desired location.
- **Step 4:** Now, from the insert tab, select blank page or page break as shown in the image below.

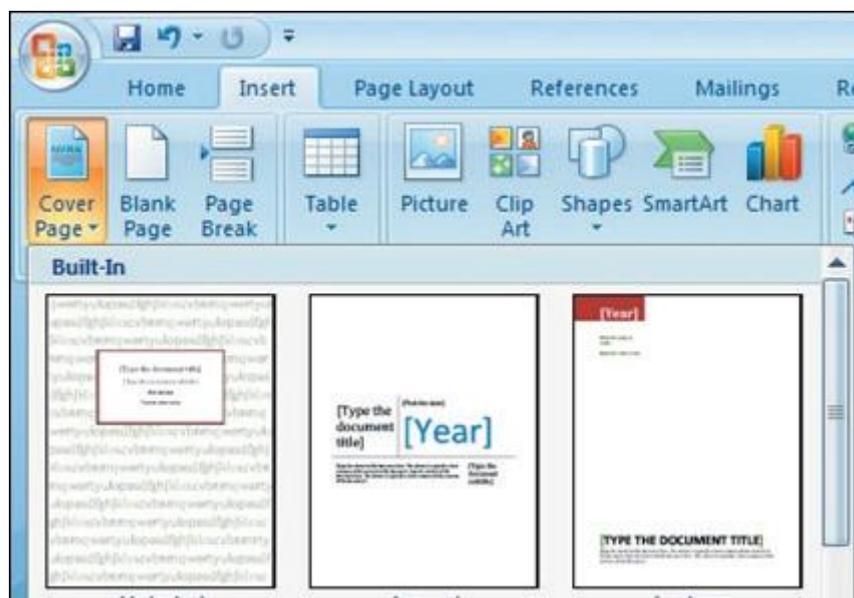


Fig 5.5.22: Inserting a cover page

5.5.1 Printing the Word Document



- **Step 1:** Click the 'Home' key, select 'Print', and then 'Print' again.
- **Step 2:** Choose the printer you will be printing from (Black & White, or Color printer).
- **Step 3:** Once you have selected the printer of your choice, reassure to check if you have selected the right and the complete document for printing.
- **Step 4:** Once all above steps are performed, select 'OK' to print your work.

- **Step 5:** Now that your document is ready and has been printed as well, let's see how can we close and exit this word document completely.



Fig 5.5.23: Printing the word document

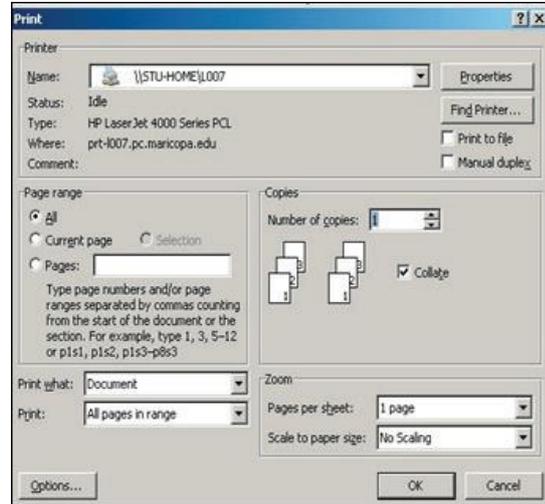


Fig 5.5.24: Print Dialog Box

5.5.1 Closing and Exiting Microsoft Word

It's always good to reassure that your word file has been saved before closing or exiting the word.

Note: Closing word would only close the current document however the word would remain open.

Exiting word would exit the program completely. (You may not have to follow this; it basically depends on what MS word you are having in the system).

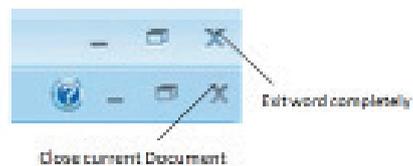


Fig 5.5.25: Closing & Exiting MS Word

UNIT 5.6: MS Power point

Unit Objectives



At the end of the unit, you will be able to:

- Practice MS-Power point
- Make a new presentation
- Format a slide as well

PowerPoint is the presentation graphics software in the Microsoft Office suite. PowerPoint has predefined layouts, themes, and templates to create dynamic and professional presentations.

5.6.1 Opening PowerPoint

To open PowerPoint in Windows, click on the:

- **Step 1:** Start button --> Programs --> Microsoft PowerPoint. *OR*
- **Step 2:** Double-click on the PowerPoint icon on the desktop.

When PowerPoint is opened, by default a blank Title slide appears as the first slide in your new presentation. However, to change the layout of an open slide, click on the Layout button in the Home tab.



Fig 8.6.1: MS PowerPoint logo

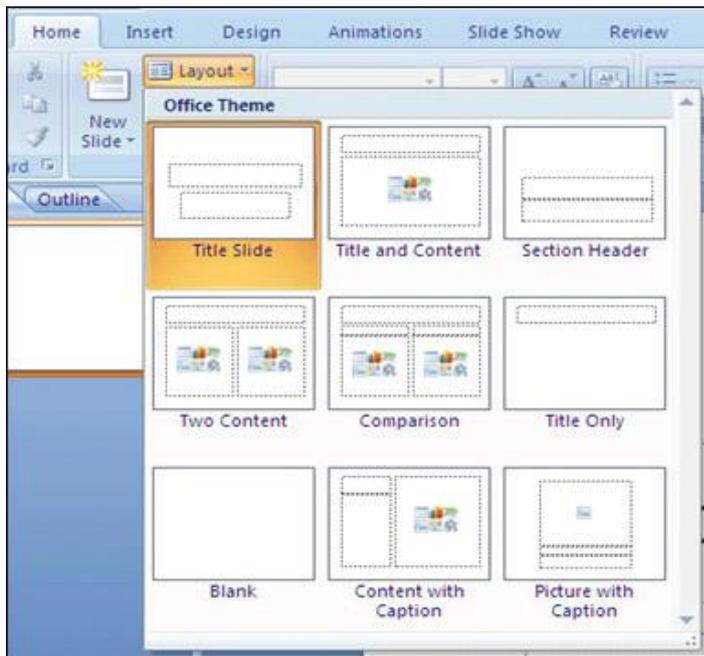


Fig 5.6.2: Selecting a layout

If the PowerPoint is already open, to begin a new presentation, click on the office button on the top left corner of the screen and choose New.

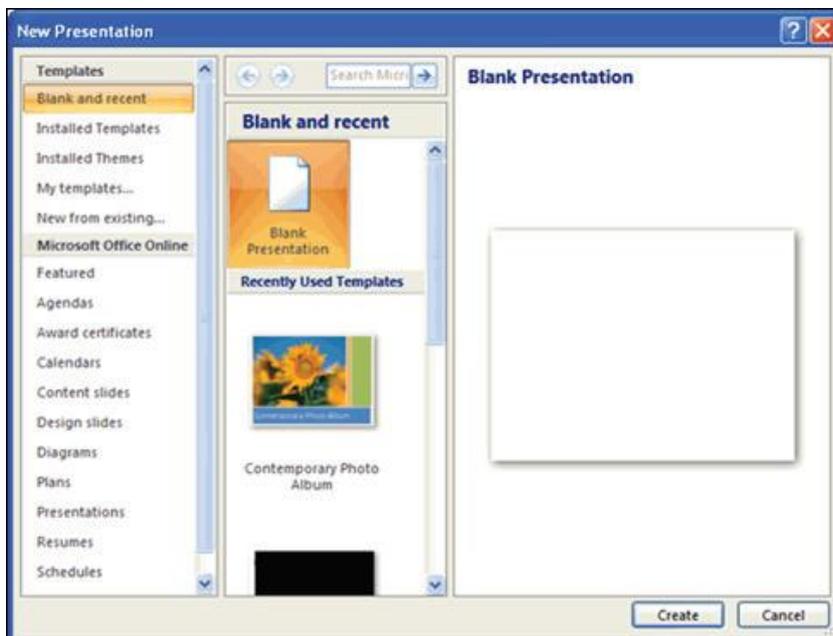


Fig 5.6.3: Selecting a template

The New Presentation window can appear. Blank presentation is chosen by default. You wish to click create and a new presentation can open in the PowerPoint window.

5.6.1 PowerPoint – Understanding the screen

- **Office Button:** It contains the main File Functions: New, Open, Save, Save as, Print, Print Preview, etc
- **Ribbon Tabs:** Each Ribbon Tab displays a Ribbon that provides a set of Tool Groups. Click on the arrow to open a dialogue box with more options
- **Command Tabs:** Office 2007 applications automatically open to the Home command tab, which contains formatting options needed to create a basic document. Specialized features can be accessed from other command tabs
- **Slide and Outline Tabs:** The Slides tab shows thumbnail images of your slides, allowing you to rearrange, add, delete, hide slides and view set transitions as you work. The Outline tab shows the content of your slides, making it easy to rearrange your text
- **Slide:** In this area you enter the content of your slides. Slides contain placeholders (enclosed by dotted borders) containing text, pictures, and charts
- **Notes Panel:** This is where you can enter notes. If you wish to enter longer notes, you can go to the View tab and select Notes Page
- **View Buttons:** These three buttons include:
 - Normal View - shown here
 - Slide Sorter - This allows you to shuffle your slides
 - Slide Show - This shows the slides as viewed during presentation
- **Zoom Slider:** This allows you to zoom in and out on the Slide Panel

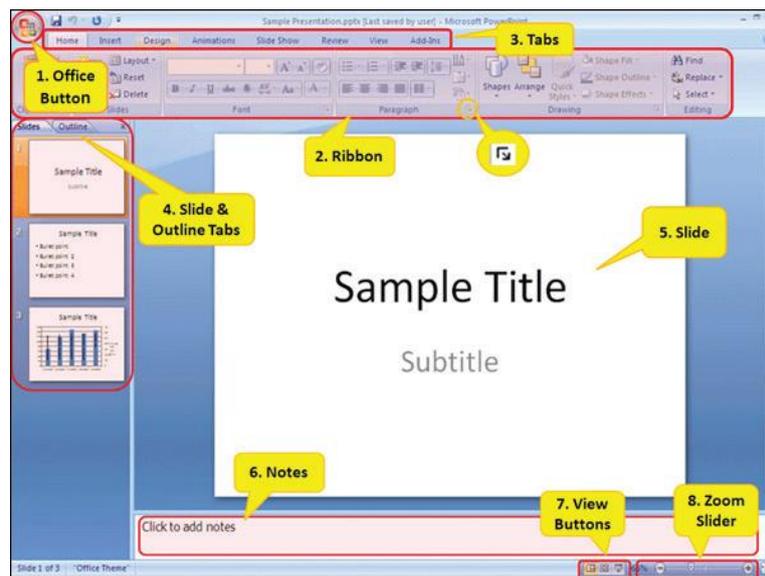


Fig 5.6.4: Power point Screen

5.6.1 Saving a PowerPoint

- Click the Save button on the Quick Access toolbar.
OR
- Click the Microsoft Office Button, and then click Save As.



Fig 5.6.5: Saving a power point

In the File name box, enter a new name for the presentation, or do nothing to accept the suggested file name. In the Save as type list, select the file format that you want, and then click Save.

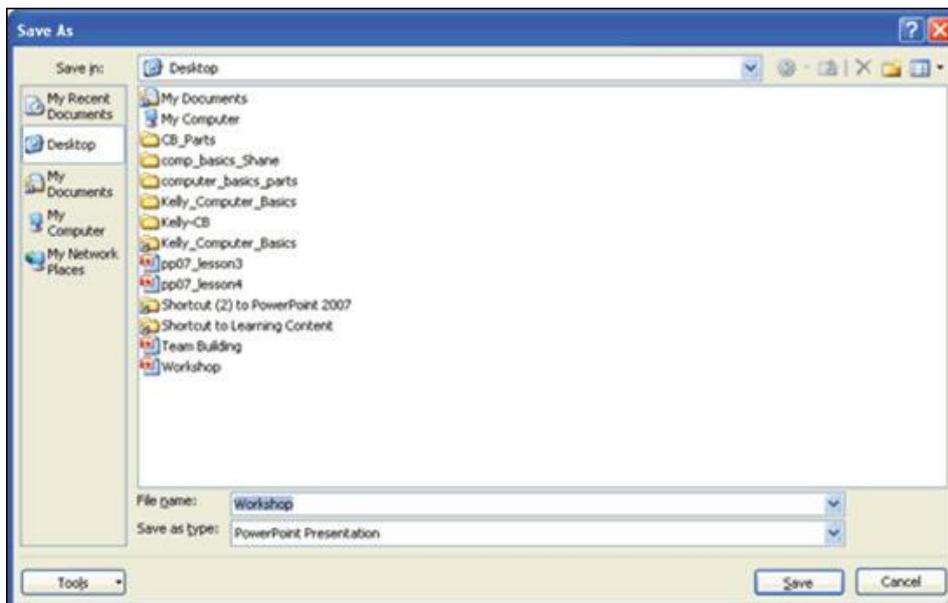


Fig 5.6.6: Save as dialogue box

5.6.1 Working with Slides

Insert a New Slide

- **Step 1:** Click the New Slide command in the Slides group on the Home tab. A blank slide will be inserted after your active slide.
- **Step 2:** If you wish to choose the layout while creating your new slide, click the on the New Slide button and choose a theme.

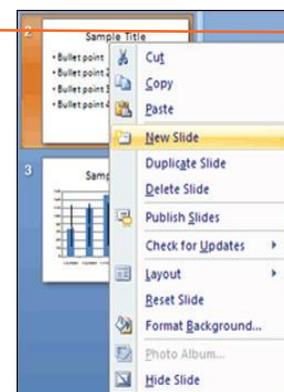


Fig 5.6.7: Inserting a new slide

To insert a new slide using the Quick Menu, in the Slides panel right click the slide after which you want a new slide inserted and select New Slide.

Copy and paste a slide

- **Step 1:** Select the slide you want to copy.
- **Step 2:** Click the Copy command on the Home tab.
- **Step 3:** Click inside the Slides tab on the left task pane. A horizontal insertion point will appear.
- **Step 4:** Move the insertion point to the location where you want the copy of the slide to appear.
- **Step 5:** Click the Paste command on the Home tab. The copied slide will appear.
- To insert a new slide using the Quick Menu, in the Slides panel right click the slide after which you want a new slide inserted and select New Slide.
- **Step 6:** You can use the keyboard shortcut Ctrl+C to copy the slide and Ctrl+V to paste it.



Figure 5.6.8: New Slidebutton

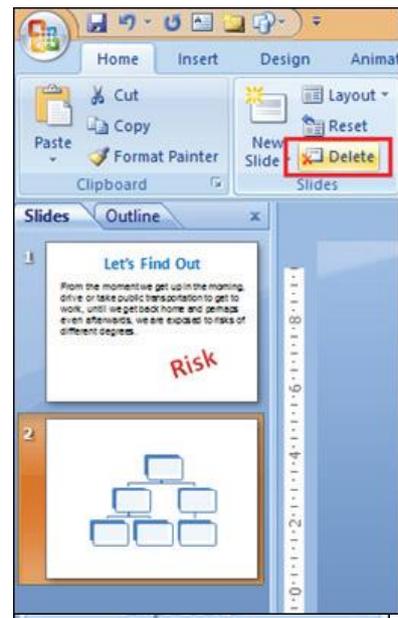


Fig5.6.9: Deleting a slide

Delete a slide

- **Step 1:** Select the slide you want to delete and click the Delete command in the Slides group on the Home tab.

Move a slide

- **Step 1:** On the Slides tab in the left task pane, select the slide you want to move.
- **Step 2:** Click and drag the slide to a new location. The insertion point will appear.
- **Step 3:** Release the mouse button.
- **Step 4:** The slide will appear in the new location.

5.6.1 View Tabs



Different views allow you to manage different aspects of your presentation.

- **Step 1:** Normal View is the default view. It splits the window into Slide Frame, Notes, and the left frame where you can choose either Slides Thumbnails or Outline.
- **Step 2:** Slide Sorter is thumbnails view of all the slides in the presentation. The slides are displayed horizontally
- **Step 3:** Slide Show plays the presentation from the beginning with animation.

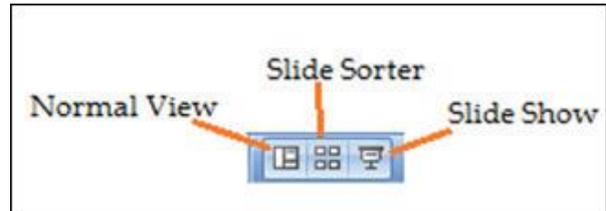


Fig 5.6.10: Slide views

5.6.1 Animating Text and Images



In PowerPoint, you can add animation to text and objects to draw the audience's attention and add flair to your presentation.

- **Step 1:** Select the object or text box you wish to animate.
- **Step 2:** In the Animations tab under the Animations group, select an option from the animate drop-down menu. As you hover your mouse over each choice PowerPoint will preview the effect on your slide.

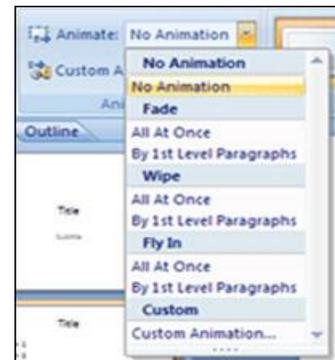


Fig 5.6.11: Text Animation

NOTE: Remember that animations are applied only to the article or the text box selected. For adding animation across many slides you may need to add them to every.

To apply a custom animation effect:

- **Step 1:** After you select the text or object on the slide you want to animate, select the Animations tab.
- **Step 2:** Click Custom Animation in the Animations group. The Custom Animation task pane will appear on the right.
- **Step 3:** Click Add Effect in the task pane to add an animation effect to the selected text or object.
- **Step 4:** Select Entrance, Emphasis, Exit, or Motion Path to display a submenu of animation effects for the category.
- **Step 5:** To customize the speed, properties and timing of your animation, on the Custom Animation Pane click on the effect you wish to modify.
- **Step 6:** To modify an animation, use the options in the Modify: [Effect] section of the Custom Animation Pane. These options will change depending on the effect selected.



Fig 5.6.12: Custom Animation

Hint: If the button on the Custom Animation Pane says "Change" instead of "Add Effect" click outside the object to deselect it and then click on it again.

5.6.1 Removing Animations



There are two methods:

1. Animations group (remove all at once):
 - Select the slide and then the object with the animation you would like to remove
 - In the Animations tab under the Animations group click on the Animate pull-down menu and select No Animation
2. Custom Animation Pane (remove one by one):
 - Select the slide with the animation you would like to remove

- If the Custom Animations pane is not visible, click on the Custom Animation button in the Animations group on the Animations tab
- In the Modify: [Effect] list select the animation to be removed
- Click Remove

5.6.1 Working with Charts



A chart is a tool you can use to communicate your data graphically.

Chart elements

Let's familiarize with different chart element:

- **Titles:** There are two types of titles:
 - Chart Title placed above the chart (default).
 - Axes Titles placed besides the axes (The vertical axis is referred to as the Y axis, while the horizontal axis is referred to as the X axis.)
- **Legend:** The chart key, which displays captions (and/or color coding) to the series on the chart.
- **Data:** This is the range of cells (displayed in excel) that make up a chart. The chart is updated automatically whenever the information in these cells changes.

Inserting Charts

- **Step 1:** Select the Insert tab.
- **Step 2:** Click the Insert Chart command to open the Insert Chart dialog box.
- **Step 3:** Click a chart to select it.
- **Step 4:** The chart will appear on your slide, and Excel will open as a split screen with dummy data already filled in.
- **Step 5:** You add your data and labels to the Excel spreadsheet and the chart will be automatically updated on your slide.

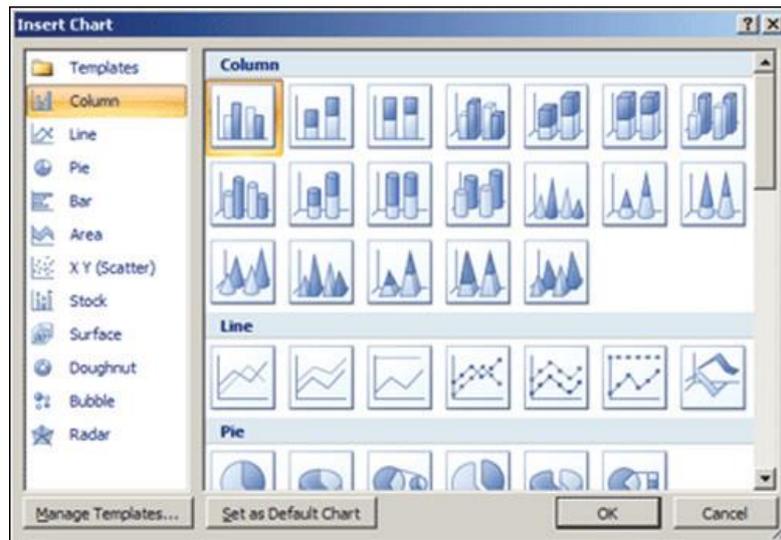


Fig 5.6.13: Charts

- **Step 6:** When finished, click the Close Window in the upper right hand corner of Excel to close the worksheet.

Changing To a Different Chart

- **Step 1:** You can change your present chart to a different format by right-click on the chart and select Change Series Chart Type. This opens the Change Chart Type dialog.
- **Step 2:** Make a selection and press OK.

Edit source data

- **Step 1:** Select the chart
- **Step 2:** Select the Design tab
- **Step 3:** Click the Edit Data command. An Excel spreadsheet with the current source data will appear
- **Step 4:** After you edit the data in the spreadsheet, the changes will appear on the slide
- **Step 5:** Close Excel without saving the spreadsheet

Modifying the chart layout

- **Step 1:** Select the chart
- **Step 2:** Click on the Design tab
- **Step 3:** Scroll through the options in the Chart Layout group, or click the More drop-down arrow to see

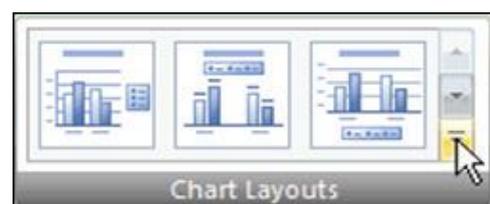


Fig 5.6.14: Chart Layout

all available chart layout options

- **Step 4:** Select a chart layout by clicking on it. The chart layout will change on the slide

Modify specific areas of the chart layout

- **Step 1:** Select the chart.
- **Step 2:** Select the Layout tab.
- **Step 3:** Locate the Labels group.
 - Chart Title: Add, remove, or re-position the chart title.
 - Axis Titles: Add, remove, or re-position the text used to label each axis.
 - Legend: Add, remove, or re-position the chart legend.
 - Data Labels: Click this command to display or hide data values next to each chart element.
 - Data Table: Adds a table summarizing your data to the chart.



Fig 5.6.14: Modify chart

UNIT 5.7: MS Excel

Unit Objectives



At the end of the unit, you will be able to:

- Work on MS-Excel
- Format cells and cell content
- Use formulas
- Make Charts and Pivot Table

MS surpass stands for - Microsoft Excel is one of the foremost common electronic spreadsheet applications supported by both Mac and computer platforms. As with a paper spreadsheet, you'll be able to use excel to prepare your data into rows and columns and to perform mathematical calculations.

MS Excel helps in:

- Managing data online
- Creating visually persuasive charts, and thought-provoking graphs
- Creating and expense reports
- Building formulas and editing them
- Balancing a check book



Fig 8.7.1: MS Excel logo

This tutorial teaches you how to create an Excel spreadsheet.

Before you start making spreadsheets in excel, you will need to line up your excel setting and become familiar with many key tasks and options like a way to minimize and maximize the Ribbon, configure the quick Access toolbar, switch page views, and access your excel choices.

5.7.1 Exploring the Excel Environment

The tabbed Ribbon menu system is how you navigate through Excel and access the assorted excel commands. If you have used previous versions of excel, the Ribbon system replaces the traditional menus. On top of the Ribbon in the upper-left corner is the Microsoft office Button. From here, you'll access important options like New, Save, Save As, and Print. By default, the short Access Toolbar is pinned next to the Microsoft office Button and includes commands like Undo and Redo.

At the bottom-left space of the spreadsheet, you will notice worksheet tabs. By default, 3 worksheet tabs appear each time you create a new book. On the bottom-right space of the spreadsheet you will find page view commands, the zoom tool and the horizontal scrolling bar.

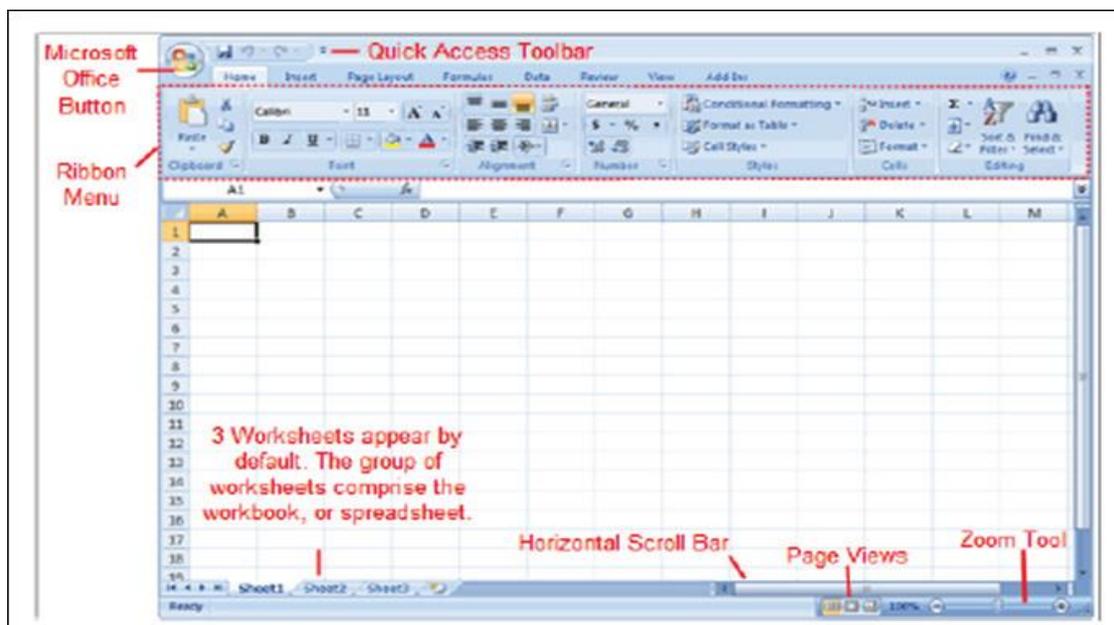


Fig 5.7.2: Excel Window

5.7.1 Zoom In and Out

- **Step 1:** Locate the zoom bar in the bottom-right corner.
- **Step 2:** Left-click the slider and drag it to the left to zoom out and right to zoom in

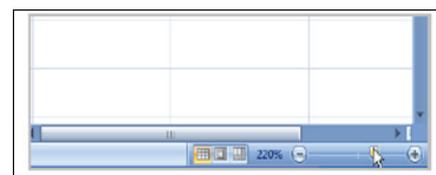


Fig 5.7.3: Zoom in and out

To Scroll Horizontally in a Worksheet:

- **Step 1:** Locate the horizontal scroll bar in the bottom-right corner.
- **Step 2:** Left-click the bar and move it from left to right.

5.7.1 Page Views

- **Step 1:** Locate the Page View options in the bottom-right corner. The Page View options are Normal, Page Layout, and Page Break.
- **Step 2:** Left-click an option to select it.

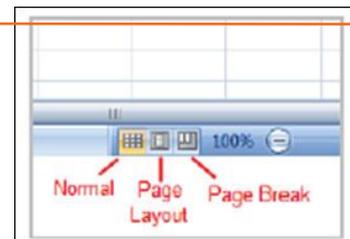


Fig 5.7.4: Page Views

5.7.1 Add Commands to the Quick Access Toolbar

- **Step 1:** Click the arrow to the right of the Quick Access toolbar.
- **Step 2:** Select the command you wish to add from the drop-down list. It will appear in the Quick Access toolbar.

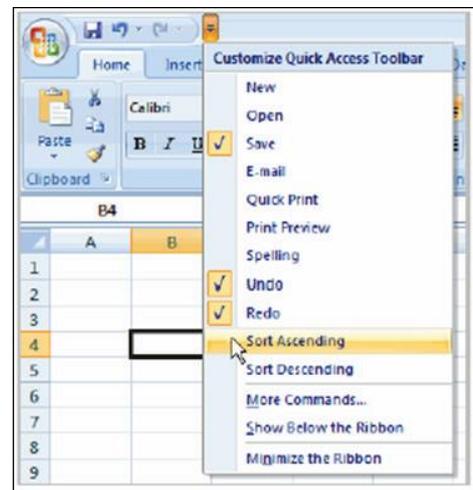


Fig58.7.5: Quick access toolbar

The Save, Undo, and Redo commands appear by default in the Quick Access toolbar.

The Microsoft Office Button

The Microsoft office Button appears at the top of the stand out window. Once you left-click the button, a menu appears.

From this menu, you'll be able to produce a new spreadsheet, open existing files, save files in a type of ways and print. You'll be able to also add security features, send, publish and closefiles.



5.7.1 Change the Default Excel Options

- **Step 1:** Click the Excel Options button. Dialog box will appear.
- **Step 2:** Select a category on the left to access different Excel options.
- **Step 3:** Modify any of the default settings.
- **Step 4:** Click OK. You will have to be compelled to skills to insert text and numbers into excel workbooks to be ready to use it to calculate, analyze, and organize data. During this lesson, you will learn how to create a new workbook, insert and delete text, navigate a worksheet and save an excel workbook.

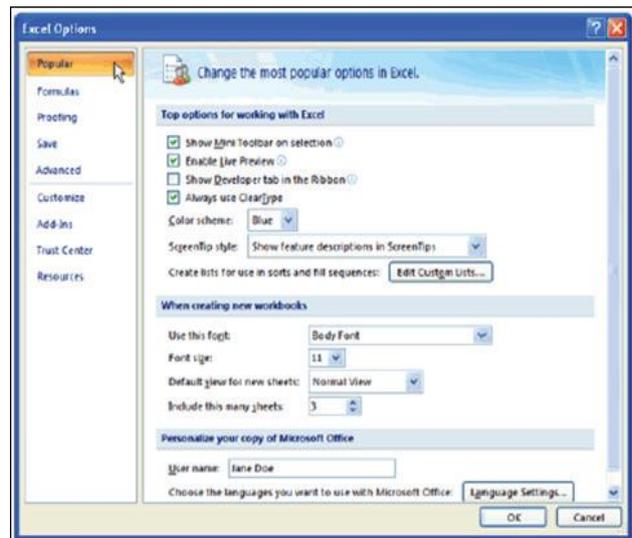


Fig 5.7.6: Excel Options

5.7.1 Create a New Blank Workbook

- **Step 1:** Left-click the *Microsoft Office Button*.
- **Step 2:** Select *New*. The New Workbook dialog box opens, and Blank Workbook is highlighted by default.
- **Step 3:** Click *Create*. A new, blank workbook appears

in the window

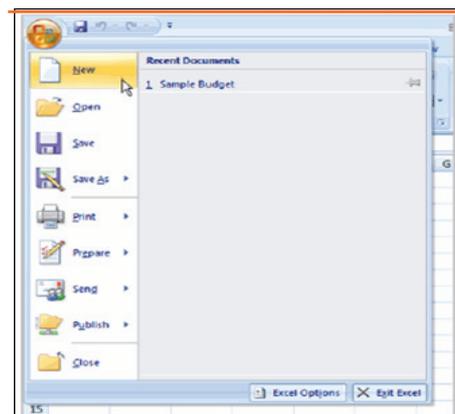


Fig 5.7.7: Creating blank workbook

5.7.1 Insert Text

- **Step 1:** Left-click a cell to select it. Each rectangle in the worksheet is called a cell. As you select a cell, the cell address appears in the Name Box.

- **Step 2:** Enter text into the cell using your keyboard. The text appears in the cell and in the formula bar.

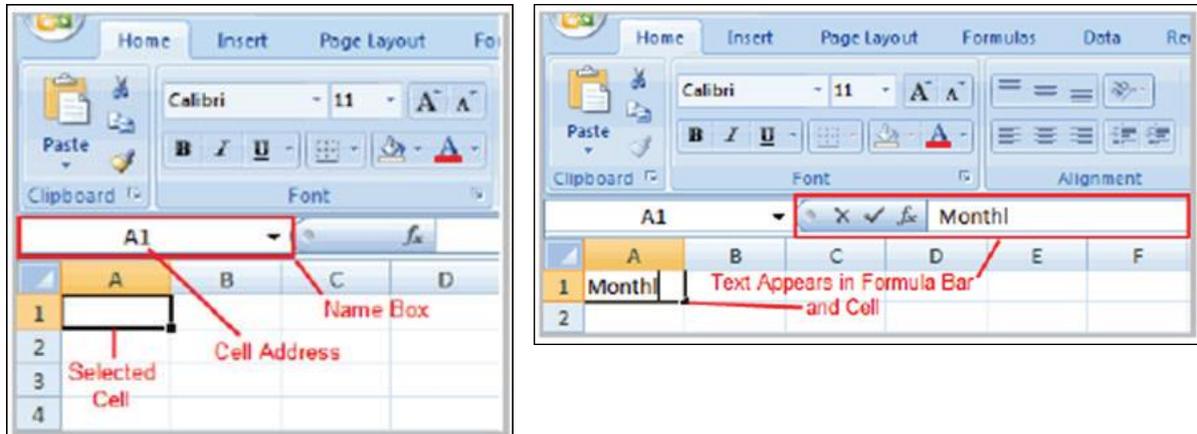


Fig 5.7.8: Workbook

5.7.1 Cell Addresses

Each cell contains a name, or a cell address, based on the column and row it is in. For example, this cell is C3 since it is wherever column C and row 3 intersect.

You can also select multiple cells at the same time. A group of cells is known as a cell range. Instead of a single cell address, you will refer to a cell range using the cell addresses of the first and last cells in the cell range, separated by a colon. As an example, a cell range that included cells A1, A2, A3, A4, and A5 would be written as A1:A5.

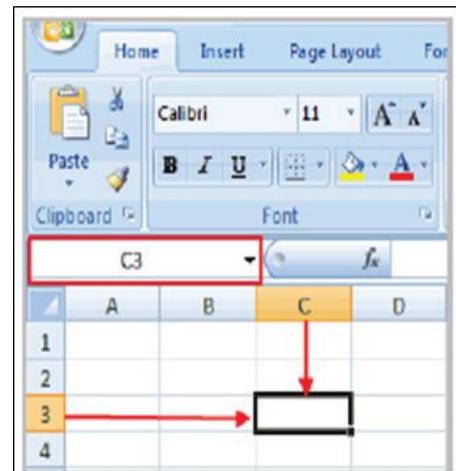


Fig 5.7.9: Cell Address

Edit or Delete Text

- **Step 1:** Select the cell.
- **Step 2:** Press the Backspace key on your keyboard to delete text and make a correction.
- **Step 3:** Press the Delete key to delete the entire contents of a cell. You can also make changes to and delete text from the formula bar. Just select the cell and place your insertion point in the formula bar.

5.7.1 Move across a Worksheet Using the Keyboard

- **Step 1:** Press the Tab key to move to the right of the selected cell
- **Step 2:** Press the Shift key and then the Tab key to move to the left of the selected cell
- **Step 3:** Use the Page Up and Page Down keys to navigate the worksheet
- **Step 4:** Use the arrow keys

To Save the Workbook:

- **Step 1:** Left-click the Microsoft Office Button
- **Step 2:** Select Save or Save As
- **Step 3:** Save As allows you to name the file and choose a location to save the spreadsheet
- Choose Save As if you'd like to save the file for the first time or if you'd like to save the file as a different name
- Select Save if the file has already been named

You can save a workbook in many ways, but the two commonest are as an excel workbook, that saves it with a 2007 file extension, and as an excel 97-2003 workbook, that saves the file in a compatible format therefore those who have earlier versions of excel can open the file.

When you open a new, blank workbook, the cells, columns, and rows are set to a default size. You do have the ability to alter the size of each, further as to insert new columns, rows, and cells as needed.

To Modify Column Width:

- **Step 1:** Position the cursor over the column line in the column heading and a double arrow will appear
- **Step 2:** Left-click the mouse and drag the cursor to the right to increase the column width or to the left to decrease the column width

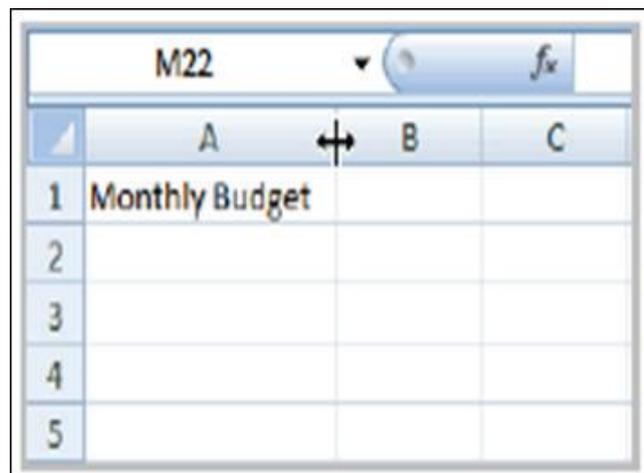


Fig 5.7.10: Modifying column width

- **Step 3:** Release the mouse button

To Modify the Row Height:

- **Step 1:** Position the cursor over the row line you want to modify, and a double arrow will appear.
- **Step 2:** Left-click the mouse and drag the cursor upward to decrease the row height or downward to increase the row height.

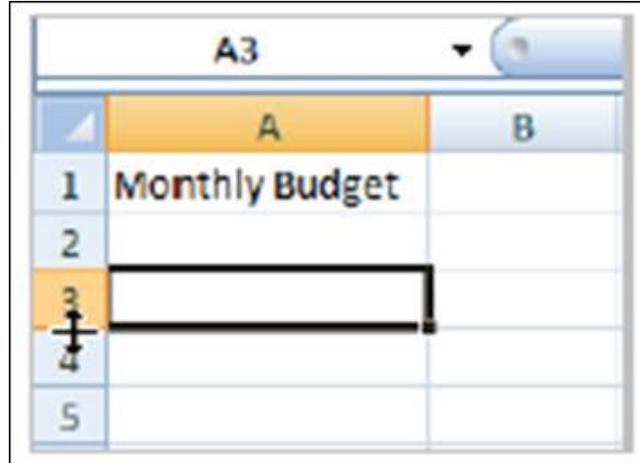


Fig 5.7.11: Modifying row height

- **Step 3:** Release the mouse button.

To Insert Rows:

- **Step 1:** Select the row below where you want the new row to appear.
- **Step 2:** Click the Insert command in the Cells group on the Home tab. The row will appear
- **Step 3:** The new row always appears above the selected row.

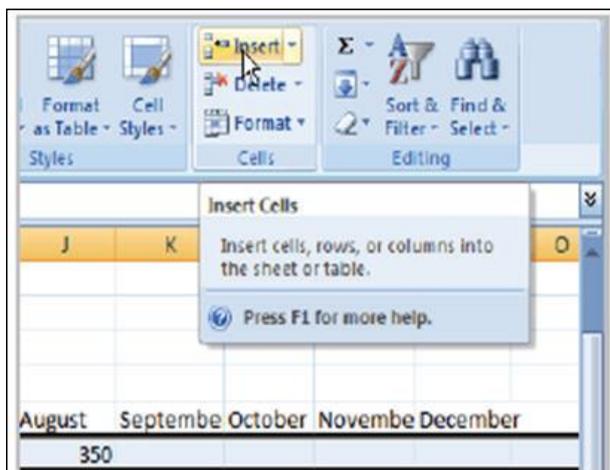
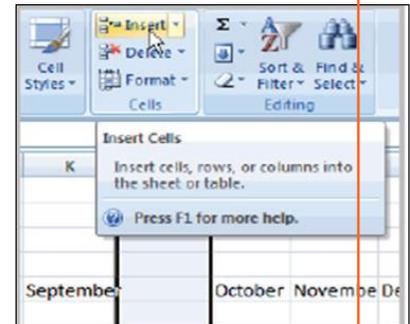


Fig 5.7.12: Inserting row

To Insert Columns:

- **Step 1:** Select the column to the right of where you want the column to appear.
- **Step 2:** Click the Insert command in the Cells group on the Hometab. The column will appear. The new column continually appears to the left of the selected column. For example, if you wish to insert a column between September and October, choose the October column and click on the Insert command.
- Make sure that you select the complete column to the right of where you want the new column to appear and not just the cell. If you choose simply the cell and then click Insert, only a new cell can appear.

**Fig 5.7.13: Inserting column****To Delete Rows and Columns:**

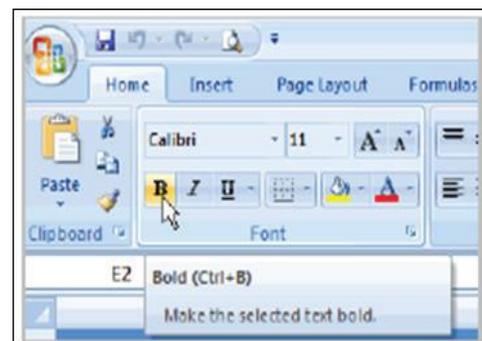
- **Step 1:** Select the row or column you'd like to delete.
- **Step 2:** Click the Delete command in the Cells group on the Home tab.

5.7.1 Formatting

Once you have entered information into a spreadsheet, you will need to be able to format it.

To Format Text in Bold or Italics:

- **Step 1:** Left-click a cell to select it or drag your cursor over the text in the formula bar to select it.
- **Step 2:** Click the Bold or Italics command. You can select entire columns and rows, or specific cells. To select the entire column, simply left-click the column heading, and the entire column can appear as selected. To select specific cells, simply left-click a cell and drag your mouse to select the opposite cells. Then, release the mouse button.

**Fig 5.7.14: Bold Text Format**

To Format Text as Underlined:

- **Step 1:** Select the cell or cells you want to format.
- **Step 2:** Click the drop-down arrow next to the Underline command.
- **Step 3:** Select the Single Underline or Double Underline option.

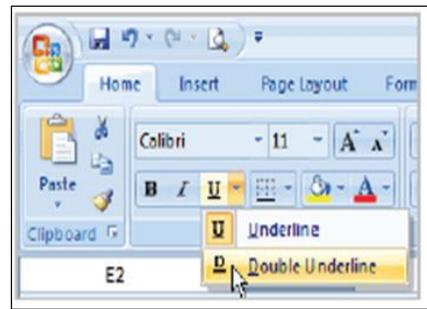


Fig 8.7.15: Underlined Text Format

To Change the Font Style:

- **Step 1:** Select the cell or cells you want to format.
- **Step 2:** Left-click the drop-down arrow next to the Font Style box on the Home tab.
- **Step 3:** Select a font style from the list.

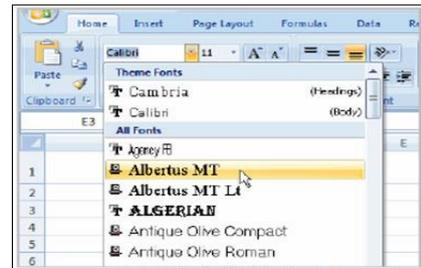


Fig 5.7.16: Changing font style

To Change the Font Size:

- **Step 1:** Select the cell or cells you want to format.
- **Step 2:** Left-click the drop-down arrow next to the Font Size box on the Home tab.
- **Step 3:** Select a font size from the list.

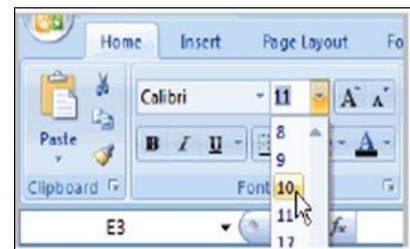


Fig 5.7.17: Changing Font Size

To Change the Text Colour:

- **Step 1:** Select the cell or cells you want to format.
- **Step 2:** Left-click the drop-down arrow next to the Text Colour command. A colour palette will appear.
- **Step 3:** Select a color from the palette.



Fig 5.7.18: Changing Font Color

OR

- **Step 1:** Select More Colours. A dialog box will appear
- **Step 2:** Select a colour

- **Step 3:** Click OK

To Add a Border:

- **Step 1:** Select the cell or cells you want to format.
- **Step 2:** Click the drop-down arrow next to the Borders command on the Home tab. A menu will appear with border options.
- **Step 3:** Left-click an option from the list to select it. You can change the line style and colour of the border.

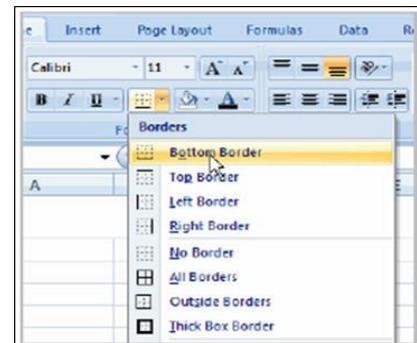


Fig 5.7.19: Adding Border

To Add a Fill Color:

- **Step 1:** Select the cell or cells you want to format.
- **Step 2:** Click the Fill command. A colour palette will appear.
- **Step 3:** Select a colour.

OR

- **Step 1:** Select More colours. A dialog box will appear.
- **Step 2:** Select a colour.
- **Step 3:** Click OK.



Fig 5.7.20: adding a fill color

You can use the fill colour feature to format columns and rows, and format a worksheet so that it is easier to read.

To Format Numbers and Dates:

- **Step 1:** Select the cell or cells you want to format.
- **Step 2:** Left-click the drop-down arrow next to the Number Format box.
- **Step 3:** Select one of the options for formatting numbers.

By default, the numbers appear in the General category, which

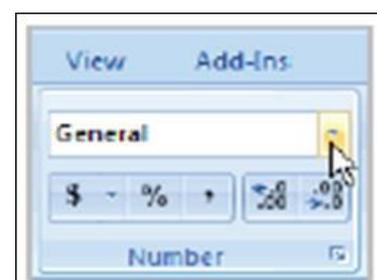


Fig 5.7.21: Format numbers and dates

means there is nospecial formatting.

5.7.1 Calculations and Analysis



Excel could be used to calculate and analyze numerical data; however, you need to know how to write formulas to maximize Excel's strength. A formula is an equation performs a calculation using cell values in the worksheet.

To Create a Simple Formula that Adds Two Numbers:

- **Step 1:** Click the cell where the formula will be defined (C5, for example).
- **Step 2:** Type the equals sign (=) to let Excel know a formula is being defined.
- **Step 3:** Type the first number to be added (e.g., 1500).
- **Step 4:** Type the addition sign (+) to let Excel know that an add operation is to be performed.
- **Step 5:** Type the second number to be added (e.g., 200).
- **Step 6:** Press Enter or click the Enter button on the Formula bar to complete the formula.

To Create a Simple Formula that Adds the Contents of Two Cells:

- **Step 1:** Click the cell where the answer will appear (C5, for example).
- **Step 2:** Type the equals sign (=) to let Excel know a formula is being defined.
- **Step 3:** Type the cell number that contains the first number to be added (C3, for example).
- **Step 4:** Type the addition sign (+) to let Excel know that an add operation is to be performed.
- **Step 5:** Type the cell address that contains the second number to be added (C4, for example).
- **Step 6:** Press Enter or click the Enter button on the Formula bar to complete the formula.

	A	B	C
1			
2			
3	Primary Job		\$1,500.00
4	Part-time Job		\$200.00
5	Total Income		=1500+200, \$2,000.00

	A	B	C	D
1				
2				
3	Primary Job		\$1,500.00	\$1,799.00
4	Part-time Job		\$200.00	\$250.00
5	Total Income		=C3+C4	\$2,049.00
6				

	A	B	C	D
24	Credit			
25	Visa	8/5/2008	\$75.00	\$0.00
26	Mastercard	8/5/2008	\$37.42	\$23.51
27	Discover	8/5/2008	\$30.52	\$30.00
28	Store Credit Card	8/5/2008	\$87.56	\$66.79
29	Total		\$1,397.48	
30	Remaining		=C5-	
31				

Fig 5.7.22: Simple Formula

To Copy and Paste Cell Contents:

- **Step 1:** Select the cell or cells you wish to copy.
- **Step 2:** Click the Copy command in the Clipboard group on the Home tab. The border of the selected cells will change appearance.
- **Step 3:** Select the cell or cells where you want to paste the information.
- **Step 4:** Click the Paste command. The copied information will now appear in the new cells.

To select more than one adjoining cell, left-click one of the cells, drag the cursor until all the cells are selected, and release the mouse button. The copied cell will stay selected until you perform your next task, or you can double-click the cell to deselect it.

To Cut and Paste Cell Contents:

- **Step 1:** Select the cell or cells you wish to cut.
- **Step 2:** Click the Cut command in the Clipboard group on the Home tab. The border of the selected cells will change appearance.

- **Step 3:** Select the cell or cells where you want to paste the information.
- **Step 4:** Click the Paste command. The cut information will be removed from the original cells and now appear in the new cells.

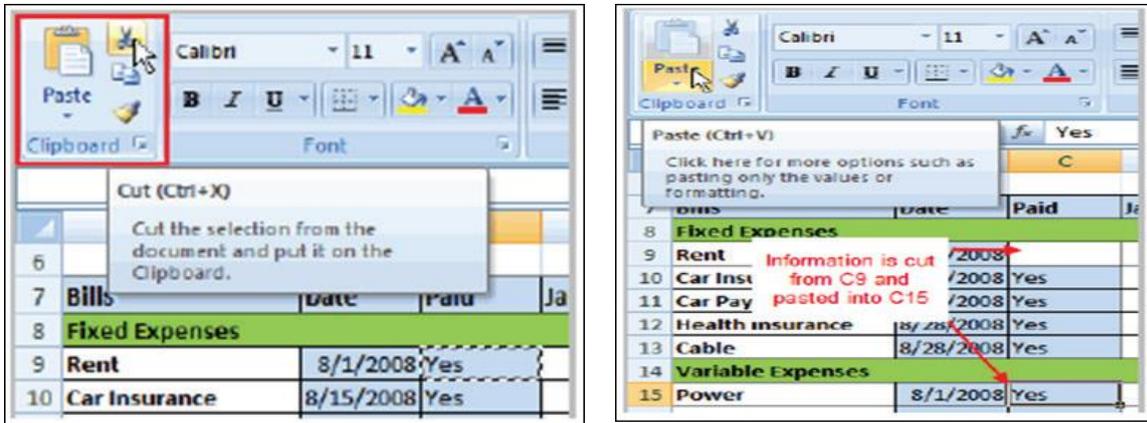


Fig 5.7.23: Cut Paste a cell

To View the Spreadsheet in Print Preview:

- **Step 1:** Left-click the Microsoft Office Button.
- **Step 2:** Select Print.
- **Step 3:** Select Print Preview. The spreadsheet

will appear in Print Preview view.

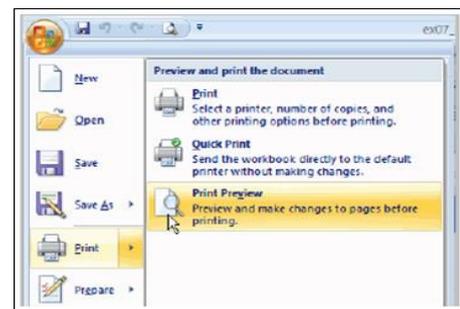


Fig 5.7.24: Print Preview

Click the Close Print Preview button to return to the Normal View.

Exploring Print Preview:

If you are in Print Preview, you can use many of the same features that you can from the Ribbon; however, in PrintPreview you can see how the spreadsheet will appear in hard form.

To Modify Margins, Column Width, or Row Height While in Print Preview:

- **Step 1:** Click the Print Preview command on the Quick Access toolbar, or select Print Preview from the Microsoft Office Button menu. The spreadsheet opens in print preview mode.

- **Step 2:** However your cursor over one of the black marginmarkers until a double arrow appears.
- **Step 3:** Left-click and drag the marker to the desired location.The change will be reflected in the spreadsheet.

To Modify Margins:

- **Step 1:** Select the Page Layout tab.
- **Step 2:** Left-click the Margins command.
- **Step 3:** Choose one of the predefined settings or enter custom margins.

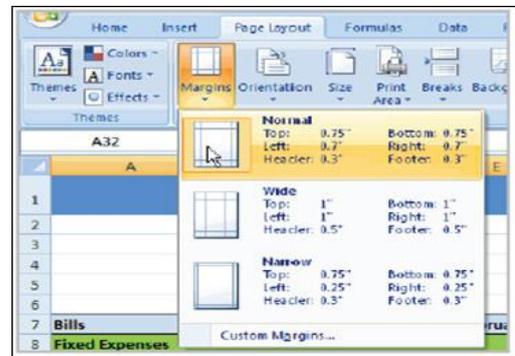


Fig 5.7.25: Modifying margins

5.7.1 Change Page Orientation

- **Step 1:** Select the Page Layout tab.
- **Step 2:** Left-click the Orientation command.
- **Step 3:** Select either Portrait or Landscape.

Portrait gets the page oriented vertically, while Landscape orients the page horizontally.

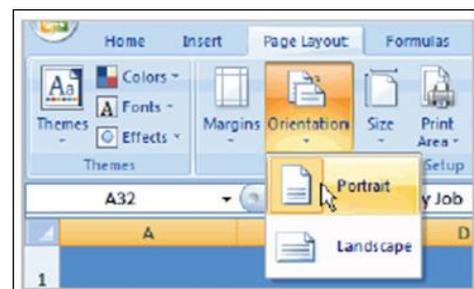


Fig 5.7.26: Page Orientation

To Change the Paper Size:

- **Step 1:** Select the Page Layout tab.
- **Step 2:** Click the Size command.
- **Step 3:** Select a size option from the list.

To Print from the Microsoft Office Button:

- Left-click the Microsoft Office Button.
- Select Print. The Print dialog box appears.
- Select a printer if you wish to use a printer other than the default setting.
- Click Properties to change any necessary settings.

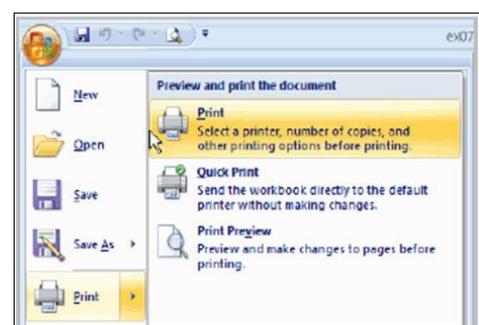


Fig 5.7.27: Print

- Choose if you want to print specific pages, the whole worksheet, a selection, the active sheet or the complete workbook.
- Select the number of copies you'd like to print.
- Click OK.

5.7.1 Excel's Different Functions

There are many different functions in Excel 2007. Some of the more common functions include:

Statistical Functions:

- SUM - Used to add a range of cells together.
- AVERAGE - This formula can calculate the average of a range of cells.
- COUNT - Used to count the number of chosen data in a range of cells.
- MAX - We can identify the largest number in a range of cells with it.
- MIN - Used to identify the smallest number in a range of cells.

Financial Functions:

- Interest Rates
- Loan Payments
- Depreciation Amounts

Date and Time functions:

- DATE - Converts a serial number to a day of the month.
- Day of Week.
- DAYS360.
- TIME - Returns the particular time.
- HOUR - Converts value to an hour.
- MINUTE - Converts value to a minute.
- TODAY - Returns value to today's date.
- MONTH - Converts value to a month.
- YEAR - Converts value to a year.

You don't have to memorize the functions but should have an idea of what each can do for you.

To Calculate the Sum of a Range of Data Using AutoSum:

- **Step 1:** Select the Formulas tab.
- **Step 2:** Locate the Function Library group. From here, you can access all the available functions.
- **Step 3:** Select the cell where you want the function to appear. In this example, select G42.
- **Step 4:** Select the drop-down arrow next to the AutoSum command.
- **Step 5:** Select Sum. A formula will appear in the selected cell, G42.
- **Step 6:** This formula, =SUM (G2:G41), is called a function. AutoSum command automatically selects the range of cells from G2 to G41, based on where you inserted the function. You can alter the cell range, if necessary.
- **Step 7:** Press the Enter key or Enter button on the formula bar. The total will appear.

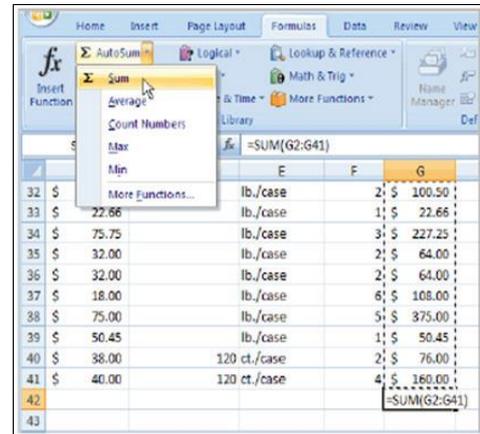


Fig 5.7.28: Calculate Sum Range

To Edit a Function:

- **Step 1:** Select the cell where the function is defined
- **Step 2:** Insert the cursor in the formula bar.
- **Step 3:** Edit the range by deleting and changing necessary cell numbers.
- **Step 4:** Click the Enter icon.

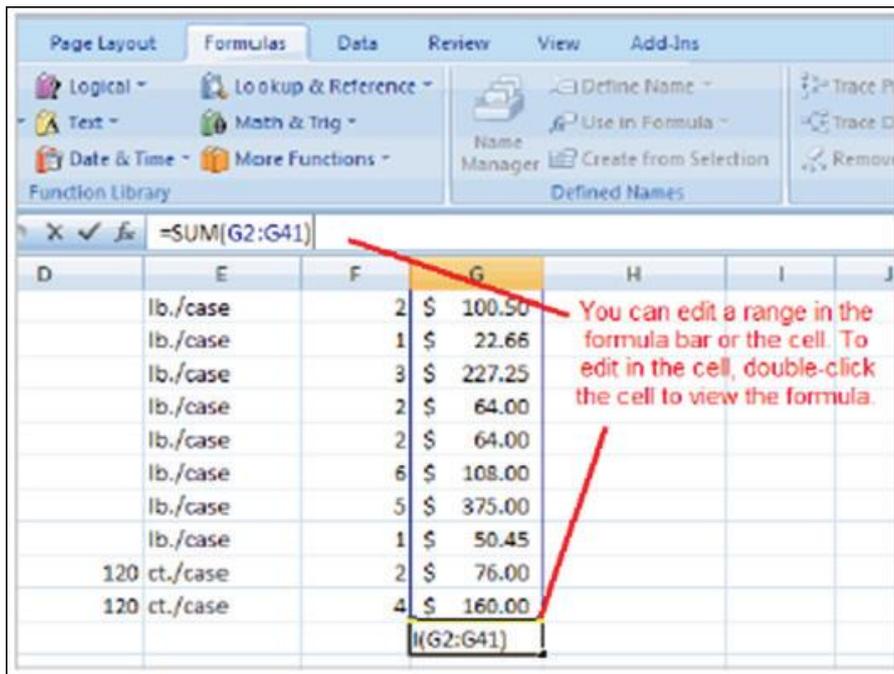


Fig 5.7.29: Edit a Function

To Format Information as a Table:

- **Step 1:** Select any cell that contains information.
- **Step 2:** Click the Format as Table command in the Styles group on the Home tab. A list of predefined tables will appear.
- **Step 3:** Left-click a table style to select it.
- **Step 4:** A dialog box will appear. Excel has automatically selected the cells for your table. The cells will appear selected in the spreadsheet, and the range will appear in the dialog box.
- **Step 5:** Change the range listed in the field, if necessary.
- **Step 6:** Verify the box is selected to indicate your table has headings, if it does. De-select this box if your table does not have column headings.
- **Step 7:** Click OK. The table will appear formatted in the style you chose.

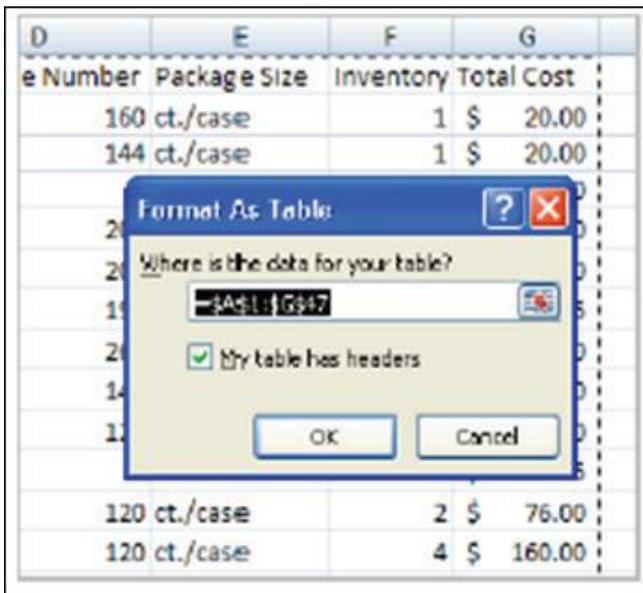


Fig 5.7.30: Formatting information

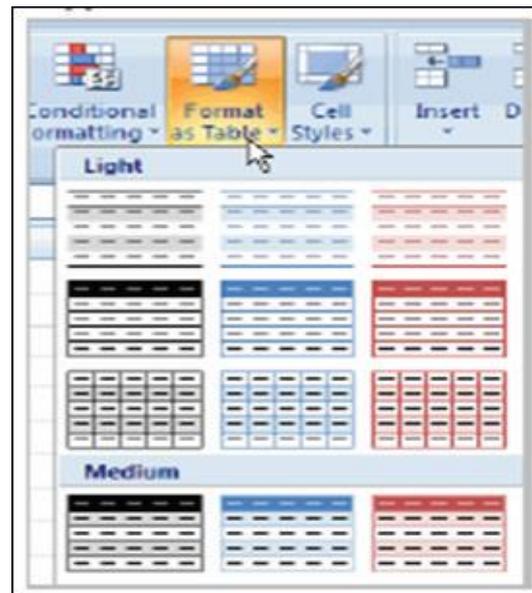


Fig 5.7.31: Formatting table

5.7.1 Aligning Text

Excel 2007 left-aligns text (labels) and right-aligns numbers (values). This makes data easier to read, but you do not have to use these defaults. Text and numbers can be defined as left-aligned, right-aligned, or centred in Excel.

To Align Text or Numbers in a Cell:

- **Step 1:** Select a cell or range of cells.
- **Step 2:** Click on either the Align Left, Centre, or Align Right commands on the Home tab.
- **Step 3:** The text or numbers in the cell(s) take on the selected alignment treatment.
- Left-click a column label to select the entire column or a row label to select an entire row.

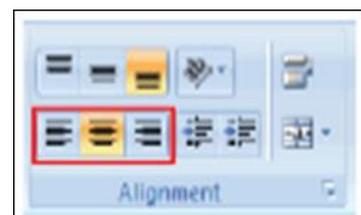


Fig 5.7.32: Cell Alignment

Changing Vertical Cell Alignment:

You can also define vertical alignment of a cell. In Vertical alignment, information in a cell can be located at the top of the cell, middle of the cell, or bottom of the cell. The default is bottom.

To Change Vertical Alignment from the Alignment Group:

- **Step 1:** Select a cell or range of cells.
- **Step 2:** Click the Top Align, Centre, or Bottom Align command.

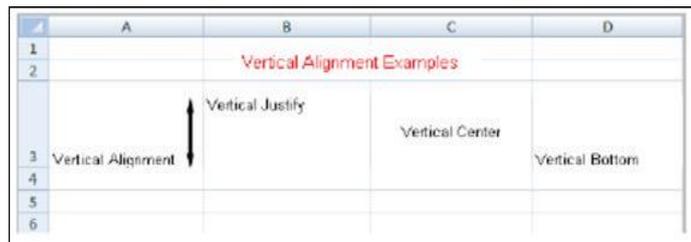


Fig 5.7.33: Vertical cell alignment

Changing Text Control:

- **Step 1:** Text Control allows you to control the way Excel 2007 presents information in a cell.
- **Step 2:** There are two common types of Text control: Wrapped Text and Merge Cells.

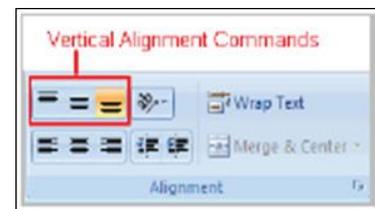


Fig 5.7.34: Vertical Alignment commands

- **Step 3:** The Wrapped Text wraps the contents of a cell across several lines if it's too large than the columnwidth. It increases the height of the cell as well.
- **Step 4:** Merge Cells can also be applied by using the Merge and Centre button on the Home tab

To Change Text Control:

- **Step 1:** Select a cell or range of cells.
- **Step 2:** Select the Home tab.
- **Step 3:** Click the Wrap Text command or the Merge and Centre command.

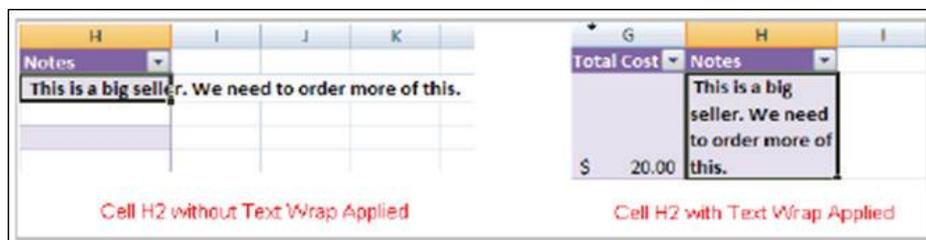


Fig 5.7.35: Text wrapping

To Name a Worksheet:

- **Step 1:** Right-click the sheet tab to select it
- **Step 2:** Choose Rename from the menu that appears. The text is highlighted by a black box

- **Step 2:** Type a new name for the worksheet
- **Step 3:** Click off the tab. The worksheet now assumes the descriptive name defined

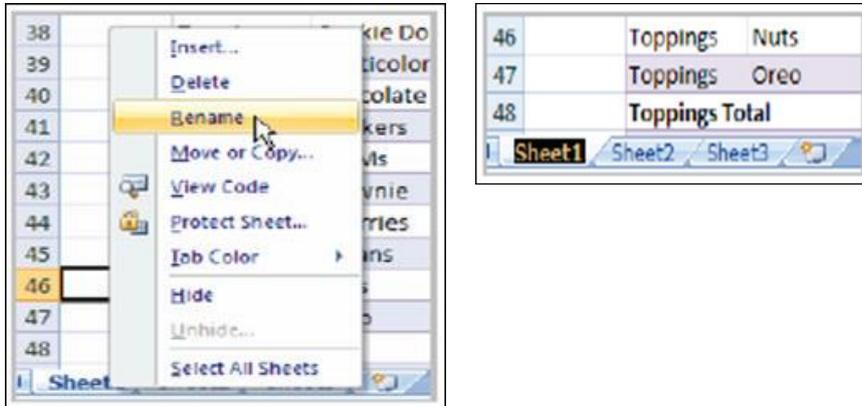


Fig 5.7.36: Renaming a worksheet

To Insert a New Worksheet:

Step 1: Left-click on the Insert Worksheet icon. A new worksheet appears. It will be named Sheet 4, Sheet 5, or whatever the next sequential sheet number may be in the workbook.

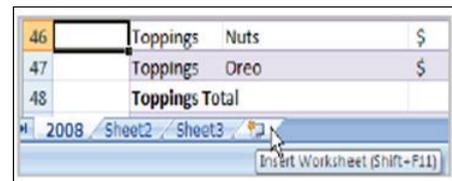


Fig 5.7.37: Insert a new worksheet

To Delete One or More Worksheets:

- **Step 1:** Click on the sheet(s) you want to delete.
- **Step 2:** Right-click the sheet(s) and a menu appears.
- **Step 3:** Select Delete.

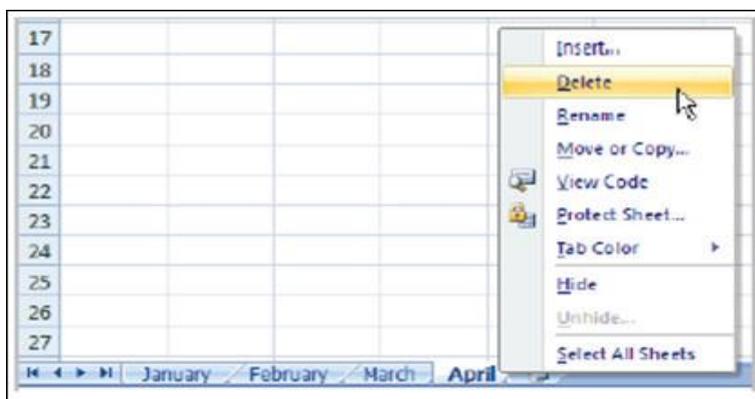


Fig 5.7.38: Deleting a worksheet

UNIT 5.8: Internet Concepts

Unit Objectives



At the end of the unit, you will be able to:

- Understand internet concepts
- Recognise the different types of URLs
- Use MS-Outlook

5.8.1 URL Concepts

The full form of URL is Uniform Resource Locator. It is the worldwide address of documents and other resources on the World Wide Web. The URL is divided into two different elements. The primary part of the URL is called a protocol identifier as it helps us distinguishing what protocol to use. The second part of the URL is called a resource name and it indicates the IP address or the domain name where the resource is located. The protocol identifier and the resource name are separated by a colon and two forward slashes it is more clearly understood by looking in to the following example: the two URLs below purpose two different files at the domain pcwebopedia.com. Here the primary one specifies an executable file that should be fetched using the FTP protocol; the second specifies a web page that should be fetched using the HTTP protocol:

1. ftp://www.pcwebopedia.com/stuff.exe
2. <http://www.pcwebopedia.com/index.html>

Different Kinds of URLs

There is a wide range of URLs, as well as different terms to describe what a URL looks like. Let's have a better understanding of various URLs and their types with an example:

- **Messy:** Such URL has many distorted and jumbled numbers, letters on it that makes slight organizational sense i.e. <http://www.example.com/woeiruoiei909305820580>.
- **Dynamic:** Dynamic URLs are the end result of database queries that provide content output based on the result of that query. The URL ends up looking quite mangled, alias "messy",

which usually consist of the characters like: &, %, +, =, \$. Dynamic URLs are often found as part of consumer-driven websites: shopping, travel, or anything that requires changing answers for many different user queries.

- **Static:** A static URL is the opposite of a dynamic URL. The URL is “hard-wired” into the Web page’s HTML coding. Static URL does not alter or adjust; it cannot be compromised; depending on what the user requests.
- **Obfuscated:** Obfuscated, or hidden, URLs are mostly used in phishing scams. Basically, a familiar URL is distorted in some way to make it seem legitimate. As soon as the user clicks on the obfuscated URL redirected to a malicious website.

There are a lot of clues and information that you can garner from a simple URL, including:

- What kind of server the Web page is hosted on
- What kind of organization the Web page belongs to
- Where the Web page is located in the world
- The names of the directories on the website

By carefully looking at the different parts of any Web address, you can quickly determine quite a bit of useful information. In addition, by simply deleting parts of the URL, you can learn more about the website than what might be actually publicly accessible. For example:

- **http://www.widget.com/blog/music/:** This points to a resource online, and the URL tells you that yes, indeed, it does point to an online resource. Let’s go further back.
- **http://www.widget.com/blog/:** By moving backwards in the URL from right to left, we can see that we’re now at the blog section of this publication.
- **http://www.widget.com:** The home page of the website.

Of course, this is a very simple example. However, by dissecting complex URLs one step at a time, quite a bit of information can be uncovered.

5.8.1 How to create Your E-mail account (Outlook)



You can create a new or additional Outlook account by following the same account creation wizard. You can follow the steps listed below to configure your Microsoft Outlook Express email client to work with your email account:

- **Step 1:** Open Outlook Express and select Tools E-mail Accounts from the main menu. The E-mail Accounts wizard will appear.
- **Step 2:** Click Add a new e-mail account. Click Next.
- **Step 3:** Select the server type. Most ISPs and webmail services use POP3 servers. Click Next.
- **Step 4:** Enter your Name.
- **Step 5:** Enter your E-mail Address.
- **Step 6:** Enter the incoming mail server and outgoing mail server information you obtained from your ISP or webmail service.
- **Step 7:** Enter your user name if it is different from the user name that automatically appears in the wizard form.
- **Step 8:** Enter your password.
- **Step 9:** Click Test Account Settings to test the information you entered in the wizard and confirm that it is valid.
- **Step 10:** Click Next.
- **Step 11:** Click Finish.

Note: If you do not have an Outlook email account, you can select Microsoft Office Outlook from your computer's Start menu. The wizard will open, and you can follow the steps above to create an Outlook account.

Fig 5.8.1: Creating E-mail account in Outlook

5.8.1 Sending an Email



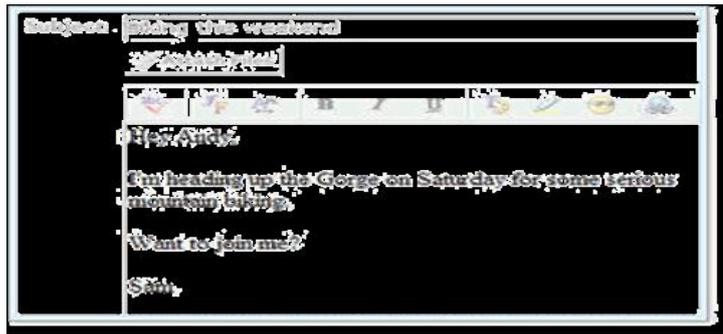
STEP 1: Open Outlook. Now click on Compose button.



STEP 2: As you click, a new page will open

STEP 3: In the Tool box, (refer to the image below) type the email address of the person you want to send an E-mail to

STEP 4: Now, In the Subject box as shown in the image; type the subject of the message, a few words to give the receiver an idea of what the email is all about.



STEP 5: In the large box under the tools, compose the body of an email as shown in the image. Once the writing and addressing your email is done, click the Send button.



5.8.1 Reading Emails

Outlook takes care of all email under mail folders. Initially, all of your incoming email messages arrive in your Inbox folder (except suspected spam which goes directly into your Spam folder). To read an email message, open a mail folder and then click on email's subject.

- **Step 1:** Select the Inbox in the navigation pane.
- **Step 2:** If you see Inbox is in bold, it indicates that you have unread messages.
- **Step 3:** The number of unread messages is indicated by the number to the right of the word Inbox in parentheses.
- **Step 4:** Click a message in the inbox once, and Outlook will display it in the reading pane (if that feature is turned on).
- **Step 5:** You need to double-click a message, to open the message in a new window.

NOTE: Unread messages are displayed in bold text in order to make it easy for a reader to identify how many mails are new or still unread.

Now, to open and read an email, click on email's subject (bold or not) in the Subject column and you will be able to read your email.

5.8.1 Replying E-mails

Often, it is seen that once the mail is read, viewer looks for the option of reverting to that email to the sender or to add more recipient. Well! This can be done in two separate ways with Outlook i.e. there are two options as given below:

- **Reply:** It allows you to respond to the sender only.
- **Reply all:** Reply all, allows responding to the sender and everyone else who received the message. This includes all email addresses listed in the To box and the Cc box, except your own email address.

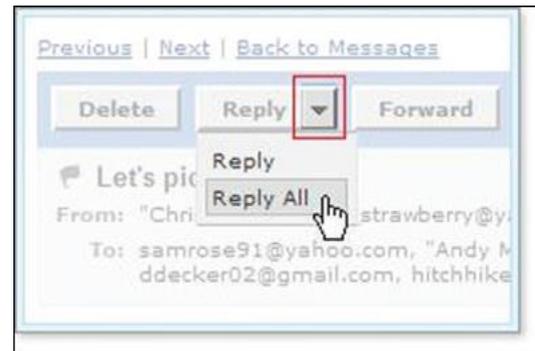


Fig 5.8.2: Replying to e-mail

- Now, Open the your email and click the drop down arrow given at the Reply button, then opt for Reply to reply to the sender only or Reply All to reply to all recipients of the email message.

NOTE: To reply to the sender only, you can also click the Reply button and not the arrow.

- **Step 1:** Click Reply on the Standard toolbar while viewing the message you want to reply to. Outlook will create a pre-addressed reply form to the email address the original email came from.
- **Step 2:** Enter text into the body of the form.
- **Step 3:** Click the Send button when you're ready to send your email message.

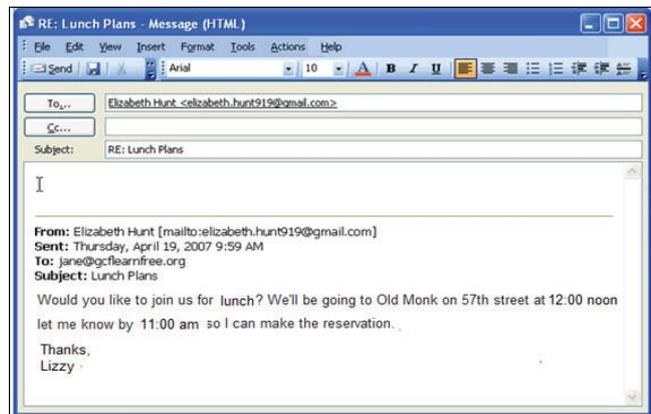


Fig 5.8.3: Email

Tip: Original email which you received from the sender will always be included when you are replying to the sender however, this original text, is editable, you can type your reply anywhere in the text box. In fact, some of the information or whole mail can be deleted in the original message. Different

colours can be used (if required) to differentiate between your reply followed by the original text in the same image.

5.8.1 Receiving Email Attachments

You know you have received an email with an attachment when you see a paper clip sign next to the email's subject in the mail folder. Open the message to see what type of file is attached.

In a mail folder, click the subject of an email message that includes an attachment (the paper clip icon appears to the left of the subject).

When the message opens, a link to download the attachment appears in the message header, and if the attachment includes images, thumbnails appear at the bottom of the messages.



Fig 5.8.4: Receiving E-mail attachment

5.8.1 Opening and Saving Attachments

When you click the link to an attachment, Outlook automatically uses AntiVirus™ installed on your system scan the file for viruses. Virus scanning can often "clean" a file that may have viruses, so that you can safely open and download the file onto your computer.

1. Open the email message with the attachment
2. Click the file name or thumbnail to allow Outlook to scan the file
3. Antivirus scans the attachment and displays the results above the message header.
 - If Norton Antivirus detects a virus, you can't download the file.
 - If Antivirus doesn't detect a virus, you can download the file.

- To download a virus-free attachment, click the Download File button.
4. The File Download window prompts you to open or save the file. (The appearance of this window varies, depending on your operating system and other factors.)
 5. You can click the Open button to view the attached file in its original application (such as Microsoft Word or Acrobat Reader), or you can click the Save button to download the file and save it on your computer.

Tip: When you open a file without saving it, your browser automatically downloads it to a temporary location on your computer. When you close the file, your browser deletes the temporary file.

5.8.1 Sending Attachments with Outgoing Email Messages

You can send all types of files as attachments, including word processor or spreadsheet documents, audio files, image files (such as .bmp, .jpg, .gif), and more but not .exe (executable files).

Notes: With Outlook, effective email virus protection is automatic. Anti-virus software in Mail automatically detects and cleans viruses in incoming and outgoing email and attachments.

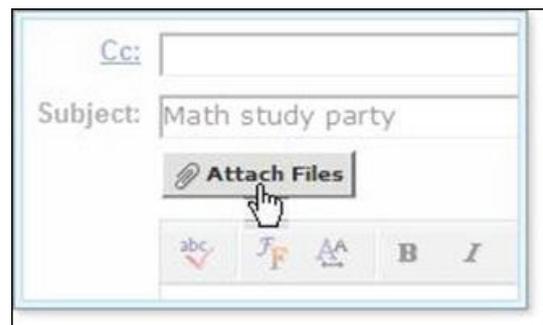


Fig 5.8.5: Attaching files in e-mail

1. While composing a message, click the Attach Files button (You can attach files at any time before sending the message.). The Attach Files page opens. Click the first Browse button.
2. The Choose File or Open File window opens (depending on your operating system).
3. Locate the file you want to attach, select it, and click the Open or OK button. The selected file and its location appear in the first attachment box.
4. To attach more files, click the next Browse button, and repeat step 4.
5. You can attach one or more files up to a total combined size of 10 MB.
6. When all the files you want to send are listed, click the Attach Files button.

Tips:

- You cannot attach the same file multiple times to the same email message.
- If you need more attachment boxes, click the Attach More Files link. Outlook adds another box.



6. Employability & Entrepreneurship Skills



Unit 6.1 - Personal Strengths & Value Systems

Unit 6.2 - Digital Literacy: A Recap

Unit 6.3 - Money Matters

Unit 6.4 - Preparing for Employment & Self Employment

Unit 6.5 - Understanding Entrepreneurship

Unit 6.6 – Preparing to be an Entrepreneur





Key Learning Outcomes

At the end of this unit, you will be able to:

- Explain the meaning of health
- List common health issues
- Discuss tips to prevent common health issues
- Explain the meaning of hygiene
- Understand the purpose of Swacch Bharat Abhiyan
- Explain the meaning of habit
- Discuss ways to set up a safe work environment
- Discuss critical safety habits to be followed by employees
- Explain the importance of self-analysis
- Understand motivation with the help of Maslow's Hierarchy of Needs
- Discuss the meaning of achievement motivation
- List the characteristics of entrepreneurs with achievement motivation
- List the different factors that motivate you
- Discuss how to maintain a positive attitude
- Discuss the role of attitude in self-analysis
- List your strengths and weaknesses
- Discuss the qualities of honest people
- Describe the importance of honesty in entrepreneurs
- Discuss the elements of a strong work ethic
- Discuss how to foster a good work ethic
- List the characteristics of highly creative people
- List the characteristics of highly innovative people
- Discuss the benefits of time management
- List the traits of effective time managers
- Describe effective time management technique
- Discuss the importance of anger management
- Describe anger management strategies
- Discuss tips for anger management

- Discuss the causes of stress
- Discuss the symptoms of stress
- Discuss tips for stress management
- Identify the basic parts of a computer
- Identify the basic parts of a keyboard
- Recall basic computer terminology
- Recall basic computer terminology
- Recall the functions of basic computer keys
- Discuss the main applications of MS Office
- Discuss the benefits of Microsoft Outlook
- Discuss the different types of e-commerce
- List the benefits of e-commerce for retailers and customers
- Discuss how the Digital India campaign will help boost e-commerce in India
- Explain how you will sell a product or service on an e-commerce platform
- Discuss the importance of saving money
- Discuss the benefits of saving money
- Discuss the main types of bank accounts
- Describe the process of opening a bank account
- Differentiate between fixed and variable costs
- Describe the main types of investment options
- Describe the different types of insurance products
- Describe the different types of taxes
- Discuss the uses of online banking
- Discuss the main types of electronic funds transfers
- Discuss the steps to prepare for an interview
- Discuss the steps to create an effective Resume
- Discuss the most frequently asked interview questions
- Discuss how to answer the most frequently asked interview questions
- Discuss basic tailoring shop terminology
- Discuss the concept of entrepreneurship
- Discuss the importance of entrepreneurship
- Describe the characteristics of an entrepreneur

- Describe the different types of enterprises
- List the qualities of an effective leader
- Discuss the benefits of effective leadership
- List the traits of an effective team
- Discuss the importance of listening effectively
- Discuss how to listen effectively
- Discuss the importance of speaking effectively
- Discuss how to speak effectively
- Discuss how to solve problems
- List important problem solving traits
- Discuss ways to assess problem solving skills
- Discuss the importance of negotiation
- Discuss how to negotiate
- Discuss how to identify new business opportunities
- Discuss how to identify business opportunities within your business
- Understand the meaning of entrepreneur
- Describe the different types of entrepreneurs
- List the characteristics of entrepreneurs
- Recall entrepreneur success stories
- Discuss the entrepreneurial process
- Describe the entrepreneurship ecosystem
- Discuss the government's role in the entrepreneurship ecosystem
- Discuss the current entrepreneurship ecosystem in India
- Understand the purpose of the Make in India campaign
- Discuss the relationship between entrepreneurship and risk appetite
- Discuss the relationship between entrepreneurship and resilience
- Describe the characteristics of a resilient entrepreneur
- Discuss how to deal with failure
- Discuss how market research is carried out
- Describe the 4 Ps of marketing
- Discuss the importance of idea generation
- Recall basic business terminology

- Discuss the need for CRM
- Discuss the benefits of CRM
- Discuss the need for networking
- Discuss the benefits of networking
- Understand the importance of setting goals
- Differentiate between short-term, medium-term and long-term goals
- Discuss how to write a business plan
- Explain the financial planning process
- Discuss ways to manage your risk
- Describe the procedure and formalities for applying for bank finance
- Discuss how to manage your own enterprise
- List important questions that every entrepreneur should ask before starting an enterprise

UNIT 6.1: Personal Strengths & Value Systems

Unit Objectives

At the end of this unit, you will be able to:

- Explain the meaning of health
- List common health issues
- Discuss tips to prevent common health issues
- Explain the meaning of hygiene
- Understand the purpose of Swacch Bharat Abhiyan
- Explain the meaning of habit
- Discuss ways to set up a safe work environment
- Discuss critical safety habits to be followed by employees
- Explain the importance of self-analysis
- Understand motivation with the help of Maslow's Hierarchy of Needs
- Discuss the meaning of achievement motivation
- List the characteristics of entrepreneurs with achievement motivation
- List the different factors that motivate you
- Discuss how to maintain a positive attitude
- Discuss the role of attitude in self-analysis
- List your strengths and weaknesses
- Discuss the qualities of honest people
- Describe the importance of honesty in entrepreneurs
- Discuss the elements of a strong work ethic
- Discuss how to foster a good work ethic
- List the characteristics of highly creative people
- List the characteristics of highly innovative people
- Discuss the benefits of time management
- List the traits of effective time managers
- Describe effective time management technique
- Discuss the importance of anger management
- Describe anger management strategies
- Describe stress management strategies

6.1.1 Health, Habits, Hygiene: What is Health

As per the World Health Organization (WHO), health is a “State of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity.” This means being healthy does not simply mean not being unhealthy – it also means you need to be at peace emotionally, and feel fit physically. For example, you cannot say you are healthy simply because you do not have any physical ailments like a cold or cough. You also need to think about whether you are feeling calm, relaxed and happy.

Common Health Issues

- Allergies
- Asthma
- Skin Disorders
- Depression and Anxiety
- Diabetes
- Cough, Cold, Sore Throat
- Difficulty Sleeping
- Obesity

Tips to Prevent Health Issues

Taking measures to prevent ill health is always better than curing a disease or sickness. You can stay healthy by:

- Eating healthy foods like fruits, vegetables and nuts
- Cutting back on unhealthy and sugary foods
- Drinking enough water everyday
- Not smoking or drinking alcohol
- Exercising for at least 30 minutes a day, 4-5 times a week
- Taking vaccinations when required
- Practicing yoga exercises and meditation

How many of these health standards do you follow? Tick the ones that apply to you?

1	Get minimum 7-8 hours of sleep every night.	
2	Avoid checking email first thing in the morning and right before you go to bed at night.	
3	Don't skip meals – eat regular meals at correct meal times.	
4	Read a little bit every single day.	
5	Eat more home cooked food than junk food	
6	Stand more than you sit.	
7	Drink a glass of water first thing in the morning and have at least 8 glasses of water through the day.	
8	Go to the doctor and dentist for regular checkups	
9	Exercise for 30 minutes at least 5 days a week	
10	Avoid consuming lots of aerated beverages	

What is Hygiene?

As per the World Health Organization (WHO), “Hygiene refers to conditions and practices that help to maintain health and prevent the spread of diseases.” In other words, hygiene means ensuring that you do whatever is required to keep your surroundings clean, so that you reduce the chances of spreading germs and diseases.

For instance, think about the kitchen in your home. Good hygiene means ensuring that the kitchen is always spick and span, the food is put away, dishes are washed and dustbins are not overflowing with garbage. Doing all this will reduce the chances of attracting pests like rats or cockroaches, and prevent the growth of fungus and other bacteria, which could spread disease.

How many of these health standards do you follow? Tick the ones that apply to you.

1	Have a bath or shower every day with soap – and wash your hair with shampoo 2-3 times a week	
2	Wear a fresh pair of clean undergarments every day	
3	Brush your teeth in the morning and before going to bed	
4	Cut your fingernails and toenails regularly	

5	Wash your hands with soap after going to the toilet	
6	Use an anti-perspirant deodorant on your underarms if you sweat a lot	
7	Wash your hands with soap before cooking or eating	
8	Stay home when you are sick, so other people don't catch what you have	
9	Wash dirty clothes with laundry soap before wearing them again	
10	Cover your nose with a tissue/your hand when coughing or sneezing	

See how healthy and hygienic you are, by giving yourself 1 point for every ticked statement! Then take a look at what your score means.

Your Score

- **0-7/20:** You need to work a lot harder to stay fit and fine! Make it a point to practice good habits daily and see how much better you feel!
- **7-14/20:** Not bad, but there is scope for improvement! Try and add a few more good habits to your daily routine.
- **14-20/20:** Great job! Keep up the good work! Your body and mind thank you!

Swachh Bharat Abhiyan

We have already discussed the importance of following good hygiene and health practices for ourselves. But, it is not enough for us to be healthy and hygienic. We must also extend this standard to our homes, our immediate surroundings and to our country as a whole.

The 'Swachh Bharat Abhiyan' (Clean India Mission) launched by Prime Minister Shri Narendra Modi on 2nd October 2014, believes in doing exactly this. The aim of this mission is to clean the streets and roads of India and raise the overall level of cleanliness. Currently this mission covers 4,041 cities and towns across the country. Millions of our people have taken the pledge for a clean India. You should take the pledge too, and do everything possible to keep our country clean!

What are Habits?

A habit is a behavior that is repeated frequently. All of us have good habits and bad habits. Keep in mind the phrase by John Dryden: "We first make our habits, and then our habits make us." This is

why it is so important that you make good habits a way of life, and consciously avoid practicing bad habits.

Some good habits that you should make part of your daily routine are:

- Always having a positive attitude
- Making exercise a part of your daily routine
- Reading motivational and inspirational stories
- Smiling! Make it a habit to smile as often as possible
- Making time for family and friends
- Going to bed early and waking up early
- Some bad habits that you should quit immediately are:
- Skipping breakfast
- Snacking frequently even when you are not hungry
- Eating too much fattening and sugary food
- Smoking, drinking alcohol and doing drugs
- Spending more money than you can afford
- Worrying about unimportant issues
- Staying up late and waking up late

Tips

Following healthy and hygienic practices every day will make you feel good mentally and physically. Hygiene is two-thirds of health – so good hygiene will help you stay strong and healthy!

Negotiable Employee Safety Habits

Every employer is obligated to ensure that his tailoring shop follows the highest possible safety protocol. When setting up a business, owners must make it a point to:

- Immediately report unsafe conditions to a supervisor
- Recognize and report safety hazards that could lead to slips, trips and falls

- Report all injuries and accidents to a supervisor
- Wear the correct protective equipment when required
- Learn how to correctly use equipment provided for safety purposes
- Be aware of and avoid actions that could endanger other people
- Take rest breaks during the day and some time off from work during the week

6.1.1 Self-Analysis – Attitude, Achievement Motivation

To truly achieve your full potential, you need to take a deep look inside yourself and find out what kind of person you really are. This attempt to understand your personality is known as self-analysis. Assessing yourself in this manner will help you grow, and will also help you to identify areas within yourself that need to be further developed, changed or eliminated. You can better understand yourself by taking a deep look at what motivates you, what your attitude is like, and what your strengths and weaknesses are.

What is Motivation?

Famous American psychologist Abraham Maslow wanted to understand what motivates people. He believed that people have five types of needs, ranging from very basic needs (called physiological needs) to more important needs that are required for self-growth (called self-actualization needs). Between the physiological and self-actualization needs are three other needs – safety needs, belongingness and love needs, and esteem needs. These needs are usually shown as a pyramid with five levels and are known as Maslow's Hierarchy of Needs.

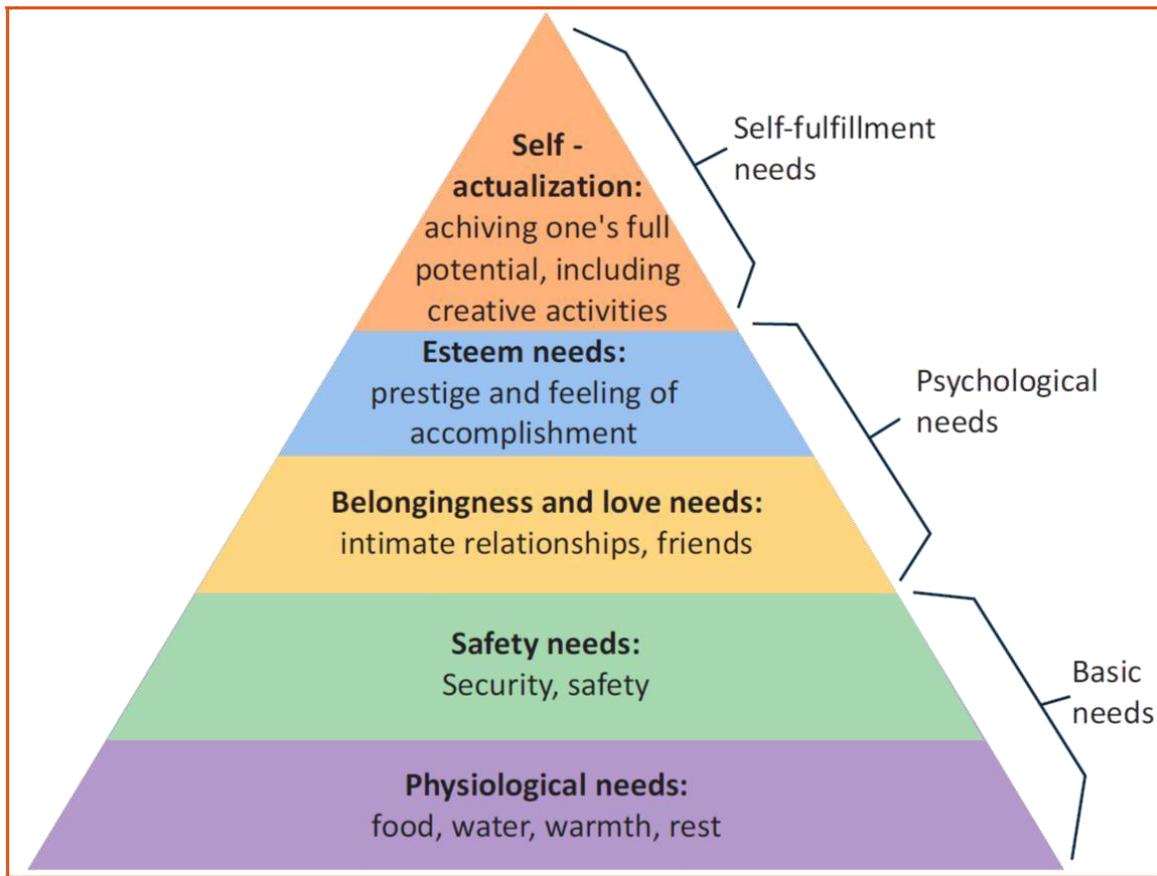


Fig 6.2.1: Maslow's Hierarchy of Needs

As you can see from the pyramid, the lowest level depicts the most basic needs. Maslow believed that our behavior is motivated by our basic needs, until those needs are met. Once they are fulfilled, we move to the next level and are motivated by the next level of needs. Let's understand this better with an example.

Rupa comes from a very poor family. She never has enough food, water, warmth or rest. According to Maslow, until Rupa is sure that she will get these basic needs, she will not even think about the next level of needs – her safety needs. But, once Rupa is confident that her basic needs will be met, she will move to the next level, and her behavior will then be motivated by her need for security and safety. Once these new needs are met, Rupa will once again move to the next level, and be motivated by her need for relationships and friends. Once this need is satisfied, Rupa will then focus on the fourth level of needs – her esteem needs, after which she will move up to the fifth and last level of needs – the desire to achieve her full potential.

Characteristics of Entrepreneurs with Achievement Motivation

- Entrepreneurs with achievement motivation can be described as follows:
- Unafraid to take risks for personal accomplishment
- Love being challenged Future-oriented Flexible and adaptive
- Value negative feedback more than positive feedback
- Very persistent when it comes to achieving goals
- Extremely courageous
- Highly creative and innovative
- Restless - constantly looking to achieve more
- Feel personally responsible for solving problems

Think about it:

- How many of these traits do you have?
- Can you think of entrepreneurs who display these traits?

How to Cultivate a Positive Attitude

The good news is attitude is a choice. So it is possible to improve, control and change our attitude, if we decide we want to! The following tips help foster a positive mindset:

- Remember that you control your attitude, not the other way around
- Devote at least 15 minutes a day towards reading, watching or listening to something positive
- Avoid negative people who only complain and stop complaining yourself
- Expand your vocabulary with positive words and delete negative phrases from your mind
- Be appreciative and focus on what's good in yourself, in your life, and in others
- Stop thinking of yourself as a victim and start being proactive
- Imagine yourself succeeding and achieving your goals

1.1.1 What is Attitude?

Now that we understand why motivation is so important for self-analysis, let's look at the role our attitude plays in better understanding ourselves. Attitude can be described as your tendency (positive or negative), to think and feel about someone or something. Attitude is the foundation for success in every aspect of life. Our attitude can be our best friend or our worst enemy. In other words:

“The only disability in life is a bad attitude.”

When you start a business, you are sure to encounter a wide variety of emotions, from difficult times and failures to good times and successes. Your attitude is what will see you through the tough times and guide you towards success. Attitude is also infectious. It affects everyone around you, from your customers to your employees to your investors. A positive attitude helps build confidence in the tailoring shop while a negative attitude is likely to result in the de-motivation of your people.

What Are Your Strengths and Weaknesses

Another way to analyze you is by honestly identifying your strengths and weaknesses. This will help you use your strengths to your best advantage and reduce your weaknesses.

Note down all your strengths and weaknesses in the two columns below. Remember to be honest with yourself!

Strengths	Weaknesses

2.1.1 Honesty & Work Ethics: What is Honesty?

Honesty is the quality of being fair and truthful. It means speaking and acting in a manner that inspires trust. A person who is described as honest is seen as truthful and sincere, and as someone who isn't deceitful or devious and doesn't steal or cheat. There are two dimensions of honesty – one is honesty in communication and the other is honesty in conduct.

Honesty is an extremely important trait because it results in peace of mind and builds relationships that are based on trust. Being dishonest, on the other hand, results in anxiety and leads to relationships full of distrust and conflict.

Qualities of Honest People

Honest individuals have certain distinct characteristics. Some common qualities among honest people are:

They don't worry about what others think of them. They believe in being themselves – they don't bother about whether they are liked or disliked for their personalities.

They stand up for their beliefs. They won't think twice about giving their honest opinion, even if they are aware that their point of view lies with the minority.

They are thinking skinned. This means they are not affected by others judging them harshly for their honest opinions.

They forge trusting, meaningful and healthy friendships. Honest people usually surround themselves with honest friends. They have faith that their friends will always be truthful and upfront with them.

They are trusted by their peers. They are people who can be counted on for truthful and objective feedback and advice.

Honesty and employees: When entrepreneurs build honest relationships with their employees, it leads to more transparency in the tailoring shop, which results in higher work performance and better results.

Honesty and investors: For entrepreneurs, being honest with investor's means not only sharing strengths but also candidly disclosing current and potential weaknesses, problem areas and solution strategies. Keep in mind that investors have a lot of experience with startups and are aware that all

new companies have problems. Claiming that everything is perfectly fine and running smoothly is a red flag for most investors.

Honesty with oneself: The consequences of being dishonest with oneself can lead to dire results, especially in the case of entrepreneurs. For entrepreneurs to succeed, it is critical that they remain realistic about their situation at all times, and accurately judge every aspect of their enterprise for what it truly is.

Importance of Honesty in Entrepreneurs

One of the most important characteristics of entrepreneurs is honesty. When entrepreneurs are honest with their customers, employees and investors, it shows that they respect those that they work with. It is also important that entrepreneurs remain honest with themselves. Let's look at how being honest would lead to great benefits for entrepreneurs.

Honesty and customers: When entrepreneurs are honest with their customers it leads to stronger relationships, which in turn results in business growth and a stronger customer network.

6.1.1 What are Work Ethics?

Being ethical in the tailoring shop means displaying values like honesty, integrity and respect in all your decisions and communications. It means not displaying negative qualities like lying, cheating and stealing.

Tailoring Shop ethics play a big role in the profitability of a company. It is as crucial to an enterprise as high morale and teamwork. This is why most companies lay down specific tailoring shop ethic guidelines that must compulsorily be followed by their employees. These guidelines are typically outlined in a company's employee handbook.

Elements of a Strong Work Ethic

An entrepreneur must display strong work ethics, as well as hire only those individuals who believe in and display the same level of ethical behavior in the tailoring shop. Some elements of a strong work ethic are:

Professionalism: This involves everything from how you present yourself in a corporate setting to the manner in which you treat others in the tailoring shop.

Respectfulness: This means remaining poised and diplomatic regardless of how stressful or volatile a situation is.

Dependability: This means always keeping your word, whether it's arriving on time for a meeting or delivering work on time.

Dedication: This means refusing to quit until the designated work is done, and completing the work at the highest possible level of excellence.

Determination: This means embracing obstacles as challenges rather than letting them stop you, and pushing ahead with purpose and resilience to get the desired results.

Accountability: This means taking responsibility for your actions and the consequences of your actions, and not making excuses for your mistakes.

Humility: This means acknowledging everyone's efforts and hard work, and sharing the credit for accomplishments.

How to Foster a Good Work Ethic

As an entrepreneur, it is important that you clearly define the kind of behavior that you expect from each and every team member in the tailoring shop. You should make it clear that you expect employees to display positive work ethics like:

Honesty: All work assigned to a person should be done with complete honesty, without any deceit or lies.

Good attitude: All team members should be optimistic, energetic, and positive.

Reliability: Employees should show up where they are supposed to be, when they are supposed to be there.

Good work habits: Employees should always be well groomed, never use inappropriate language; conduct themselves professionally at all times, etc.

Initiative: Doing the bare minimum is not enough. Every team member needs to be proactive and show initiative.

Trustworthiness: Trust is non-negotiable. If an employee cannot be trusted, it's time to let that employee go.

Respect: Employees need to respect the company, the law, their work, their colleagues and themselves.

Integrity: Each and every team member should be completely ethical and must display above board behavior at all times.

Efficiency: Efficient employees help a company grow while inefficient employees result in a waste of time and resources.

6.1.1 Creativity & Innovation

What is Creativity?

Creativity means thinking outside the box. It means viewing things in new ways or from different perspectives, and then converting these ideas into reality. Creativity involves two parts: thinking and producing. Simply having an idea makes you imaginative, not creative. However, having an idea and acting on it makes you creative.

Characteristics of Highly Creative People

- They are imaginative and playful
- They see issues from different angles
- They notice small details
- They have very little tolerance for boredom
- They detest rules and routine
- They love to daydream
- They are very curious

What is Innovation?

There are many different definitions of innovation. In simple terms, innovation means turning an idea into a solution that adds value. It can also mean adding value by implementing a new product, service or process, or significantly improving on an existing product, service or process.

Characteristics of Highly Innovative People

- They embrace doing things differently
- They don't believe in taking shortcuts
- They are not afraid to be unconventional
- They are highly proactive and persistent
- They are organized, cautious and risk-averse

6.1.1 Time Management

Time management is the process organizing your time, and deciding how to allocate your time between different activities. Good time management is the difference between working smart (getting more done in less time) and working hard (working for more time to get more done).

Effective time management leads to an efficient work output, even when you are faced with tight deadlines and high pressure situations. On the other hand, not managing your time effectively results in inefficient output and increases stress and anxiety.

Benefits of Time Management

Time management can lead to huge benefits like:

- Greater productivity
- Higher efficiency
- Better professional reputation
- Reduced stress
- Higher chances for career advancement
- Greater opportunities to achieve goals

Not managing time effectively can result in undesirable consequences like:

- Missing deadlines
- Inefficient work output
- Substandard work quality
- Poor professional reputation

- Stalled career
- Increase in stress and anxiety

Traits of Effective Time Managers

Some traits of effective time managers are:

- They begin projects early
- They set daily objectives
- They modify plans if required, to achieve better results
- They are flexible and open-minded
- They inform people in advance if their help will be required
- They know how to say no
- They break tasks into steps with specific deadlines
- They continually review long term goals
- They think of alternate solutions if and when required
- They ask for help when required They create backup plans

Effective Time Management Techniques

You can manage your time better by putting into practice certain time management techniques.

Some helpful tips are:

Plan out your day as well as plan for interruptions. Give yourself at least 30 minutes to figure out your timeplan. In your plan, schedule some time for interruptions.

Put up a “Do not disturb” sign when you absolutely have to complete a certain amount of work.

Close your mind to all distractions. Train yourself to ignore ringing phones, don't reply to chat messages and disconnect from social media sites.

Delegate your work. This will not only help your work get done faster, but will also show you the unique skills and abilities of those around you.

Stop procrastinating. Remind yourself that procrastination typically arises due to the fear of failure or the belief that you cannot do things as perfectly as you wish to do them.

Prioritize. List each task to be completed in order of its urgency or importance level. Then focus on completing each task, one by one.

Maintain a log of your work activities. Analyze the log to help you understand how efficient you are, and how much time is wasted every day.

Create time management goals to reduce time wastage.

6.1.1 Anger Management

Anger management is the process of:

- Learning to recognize the signs that you, or someone else, is becoming angry
- Taking the best course of action to calm down the situation in a positive way Anger management does not mean suppressing anger

Importance of Anger Management

Anger is a perfectly normal human emotion. In fact, when managed the right way, anger can be considered a healthy emotion. However, if it is not kept in check, anger can make us act inappropriately and can lead to us saying or doing things that we will likely later regret.

Extreme anger can:

- **Hurt you physically:** It leads to heart disease, diabetes, a weakened immune system, insomnia, and high blood pressure.
- **Hurt you mentally:** It can cloud your thinking and lead to stress, depression and mental health issues.
- **Hurt your career:** It can result in alienating your colleagues, bosses, clients and lead to the loss of respect.
- **Hurt your relationships:** It makes it hard for your family and friends to trust you, be honest with you and feel comfortable around you.

This is why anger management, or managing anger appropriately, is so important.

Anger Management Strategies

Here are some strategies that can help you control your anger:

Strategy 1: Relaxation

- Something as simple as breathing deeply and looking at relaxing images works wonders in calming down angry feelings. Try this simple breathing exercise:
- Take a deep breath from your diaphragm (don't breathe from your chest)
- Visualize your breath coming up from your stomach
- Keep repeating a calming word like 'relax' or 'take it easy' (remember to keep breathing deeply while repeating the word)
- Picture a relaxing moment (this can be from your memory or your imagination)
- Follow this relaxation technique daily, especially when you realize that you're starting to feel angry.

Strategy 2: Cognitive Restructuring

Cognitive restructuring means changing the manner in which you think. Anger can make you curse, swear, exaggerate and act very dramatically. When this happens, force yourself to replace your angry thoughts with more logical ones. For instance, instead of thinking 'Everything is ruined' change your mindset and tell yourself 'It's not the end of the world and getting angry won't solve this'.

Strategy 3: Problem Solving

Getting angry about a problem that you cannot control is a perfectly natural response. Sometimes, try as you may, there may not be a solution to the difficulty you are faced with. In such cases, stop focusing on solving the problem, and instead focus on handling and facing the problem. Remind yourself that you will do your best to deal with the situation, but that you will not blame yourself if you don't get the solution you desire.

Strategy 4: Better Communication

When you're angry, it is very easy to jump to inaccurate conclusions. In this case, you need to force yourself to stop reacting, and think carefully about what you want to say, before saying it. Avoid

saying the first thing that enters your head. Force yourself to listen carefully to what the other person is saying. Then think about the conversation before responding.

Strategy 5: Changing Your Environment

If you find that your environment is the cause of your anger, try and give yourself a break from your surroundings. Make an active decision to schedule some personal time for yourself, especially on days that are very hectic and stressful. Having even a brief amount of quiet or alone time is sure to help calm you down.

Tips for Anger Management

The following tips will help you keep your anger in check:

- Take some time to collect your thoughts before you speak out in anger.
- Express the reason for your anger in an assertive, but non-confrontational manner once you have calmed down.
- Do some form of physical exercise like running or walking briskly when you feel yourself getting angry?
- Make short breaks part of your daily routine, especially during days that are stressful. Focus on how to solve a problem that's making you angry, rather than focusing on the fact that the problem is making you angry.

6.1.1 Stress Management

We say we are 'stressed' when we feel overloaded and unsure of our ability to deal with the pressures placed on us. Anything that challenges or threatens our well-being can be defining as a stress. It is important to note that stress can be good and bad. While good stress keeps us going, negative stress undermines our mental and physical health. Therefore it is so important to manage negative stress effectively.

Causes of Stress

Internal causes of stress:

- Constant worry
- Rigid thinking
- Unrealistic expectations
- Pessimism
- Negative self-talk
- All in or all out attitude

External causes of stress:

- Major life changes
- Difficulties with relationships
- Having too much to do
- Difficulties at work or in school
- Financial difficulties
- Worrying about one's children and/or family

Symptoms of Stress

Stress can manifest itself in numerous ways. Take a look at the cognitive, emotional, physical and behavioral symptoms of stress.

Cognitive Symptoms	Emotional Symptoms
<ul style="list-style-type: none"> • Memory problems • Concentration issues • Lack of judgment • Pessimism • Anxiety • Constant worrying 	<ul style="list-style-type: none"> • Depression • Agitation • Irritability • Loneliness • Anxiety • Anger

Physical Symptoms	Behavioral Symptoms
<ul style="list-style-type: none"> • Aches and pain • Diarrhea or constipation • Nausea • Dizziness • Chest pain and/or rapid heartbeat • Frequent cold or flu like feelings 	<ul style="list-style-type: none"> • Increase or decrease in appetite • Over sleeping or not sleeping enough • Withdrawing socially • Ignoring responsibilities • Consumption of alcohol or cigarettes • Nervous habits like nail biting, pacing etc.

Tips to Manage Stress

The following tips can help you manage your stress better:

- Note down the different ways in which you can handle the various sources of your stress.
- Remember that you cannot control everything, but you can control how you respond.
- Discuss your feelings, opinions and beliefs rather than reacting angrily, defensively or passively.
- Practice relaxation techniques like meditation, yoga or tai chi when you start feeling stressed.
- Devote a part of your day towards exercise.
- Eat healthy foods like fruits and vegetables. Avoid unhealthy foods especially those containing large amounts of sugar.
- Plan your day so that you can manage your time better, with less stress.
- Say no to people and things when required.
- Schedule time to pursue your hobbies and interests.
- Ensure you get at least 7-8 hours of sleep.
- Reduce your caffeine intake.
- Increase the time spent with family and friends.

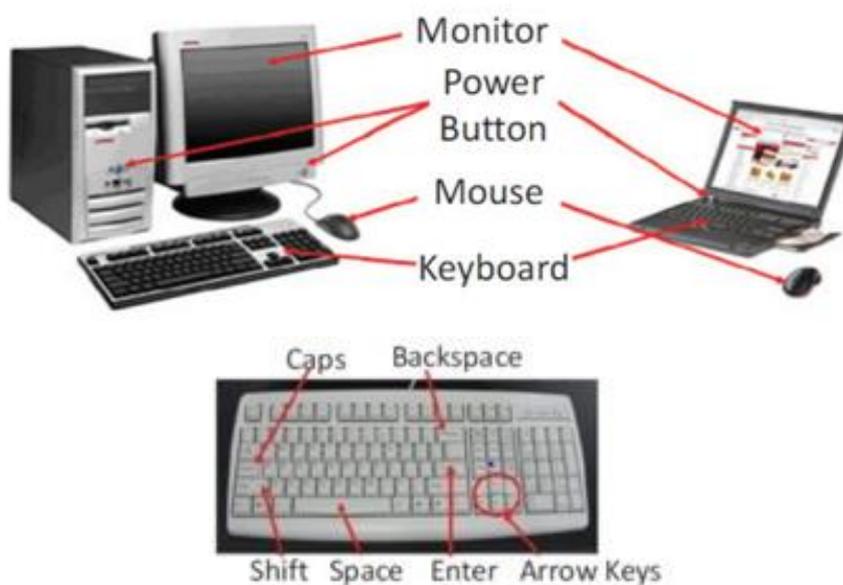
Unit 6.2- Digital Literacy: A Recap

Unit Objectives

At the end of this unit, you will be able to:

- Identify the basic parts of a computer
- Identify the basic parts of a keyboard
- Recall basic computer terminology
- Recall basic computer terminology
- Recall the functions of basic computer keys
- Discuss the main applications of MS Office
- Discuss the benefits of Microsoft Outlook
- Discuss the different types of e-commerce
- List the benefits of e-commerce for retailers and customers
- Discuss how the Digital India campaign will help boost e-commerce in India
- Describe how you will sell a product or service on an e-commerce platform

6.2.1 Computer and Internet Basics



Basic Parts of a Computer

- **Central Processing Unit (CPU):** The brain of the computer. It interprets and carries out program instructions.
- **Hard Drive:** A device that stores large amounts of data.
- **Monitor:** The device that contains the computer screen where the information is visually displayed.
- **Desktop:** The first screen displayed after the operating system loads.
- **Background:** The image that fills the background of the desktop.
- **Mouse:** A hand-held device used to point to items on the monitor.
- **Speakers:** Devices that enable you to hear sound from the computer.
- **Printer:** A device that converts output from a computer into printed paper documents.
- **Icon:** A small picture or image that visually represents something on your computer.
- **Cursor:** An arrow which indicates where you are positioned on the screen.
- **Program Menu:** A list of programs on your computer that can be accessed from the Start menu.
- **Taskbar:** The horizontal bar at the bottom of the computer screen that lists applications that are currently in use.
- **Recycle Bin:** A temporary storage for deleted files.

Basic Internet Terms

- **The Internet:** A vast, international collection of computer networks that transfer's information.
- **The World Wide Web:** A system that lets you access information on the Internet.
- **Website:** A location on the World Wide Web (and Internet) that contains information about a specific topic.
- **Homepage:** Provides information about a website and directs you to other pages on that website.
- **Link/Hyperlink:** A highlighted or underlined icon, graphic, or text that takes you to another file or object.
- **Web Address/URL:** The address for a website.
- **Address Box:** A box in the browser window where you can type in a web address.

Basic Computer Keys

- **Arrow Keys:** Press these keys to move your cursor.
- **Space bar:** Adds a space.
- **Enter/Return:** Moves your cursor to a new line.
- **Shift:** Press this key if you want to type a capital letter or the upper symbol of a key.
- **Caps Lock:** Press this key if you want all the letters you type to be capital letters. Press it again to revert back to typing lowercase letters.
- **Backspace:** Deletes everything to the left of your cursor.

MS Office and Email

About MS Office

MS Office or Microsoft Office is a suite of computer programs developed by Microsoft. Although meant for all users, it offers different versions that cater specifically to students, home users and business users. All the programs are compatible with both, Windows and Macintosh.

Most Popular Office Products

- **Microsoft Word:** Allows users to type text and add images to a document.
- **Microsoft Excel:** Allows users to enter data into a spreadsheet and create calculations and graphs.
- **Microsoft PowerPoint:** Allows users to add text, pictures and media and create slideshows and presentations.
- **Microsoft Outlook:** Allows users to send and receive email.
- **Microsoft OneNote:** Allows users to make drawings and notes with the feel of a pen on paper.
- **Microsoft Access:** Allows users to store data over many tables.

Why Choose Microsoft Outlook

A popular email management choice especially in the tailoring shop, Microsoft Outlook also includes an address book, notebook, web browser and calendar. Some major benefits of this program are:

- **Integrated search function:** You can use keywords to search for data across all Outlook programs.
- **Enhanced security:** Your email is safe from hackers, junk mail and phishing website email.
- **Email syncing:** Sync your mail with your calendar, contact list, notes in One Note and...your phone!
- **Offline access to email:** No Internet? No problem! Write emails offline and send them when you're connected again.

6.2.1 E-Commerce

What is E-Commerce

E-commerce is the buying or selling of goods and services, or the transmitting of money or data, electronically on the internet. E-Commerce is the short form for "electronic commerce."

Examples of E-Commerce:

- Online shopping Online auctions
- Online ticketing
- Electronic payments
- Internet banking

Types of E-Commerce

E-commerce can be classified based on the types of participants in the transaction. The main types of e-commerce are:

- **Business to Business (B2B):** Both the transacting parties are businesses.
- **Business to Consumer (B2C):** Businesses sell electronically to end-consumers.
- **Consumer to Consumer (C2C):** Consumers come together to buy, sell or trade items to other consumers.
- **Consumer-to-Business (C2B):** Consumers make products or services available for purchase to companies looking for exactly those services or products.

- **Business-to-Administration (B2A):** Online transactions conducted between companies and public administration.
- **Consumer-to-Administration (C2A):** Online transactions conducted between individuals and public administration.

Benefits of E-Commerce

The e-commerce business provides some benefits for retailers and customers.

Benefits for retailers:

- Establishes an online presence
- Reduces operational costs by removing overhead costs
- Increases brand awareness through the use of good keywords
- Increases sales by removing geographical and time constraints

Benefits for customers:

- Offers a wider range of choice than any physical store
- Enables goods and services to be purchased from remote locations
- Enables consumers to perform price comparisons

6.2.1 Digital India Campaign

Prime Minister Narendra Modi launched the Digital India campaign in 2015, with the objective of offering every citizen of India access to digital services, knowledge and information. The campaign aims to improve the country's online infrastructure and increase internet connectivity, thus boosting the e-commerce industry.

Currently, the majority of online transactions come from tier 2 and tier 3 cities. Once the Digital India campaign is in place, the government will deliver services through mobile connectivity, which will help deliver internet to remote corners of the country. This will help the e-commerce market to enter India's tier 4 towns and rural areas.

E-Commerce Activity

Choose a product or service that you want to sell online. Write a brief note explaining how you will use existing e-commerce platforms, or create a new e-commerce platform, to sell your product or service.

Unit 6.3: Money Matters

Unit Objectives

At the end of this unit, you will be able to:

- Discuss the importance of saving money
- Discuss the benefits of saving money
- Discuss the main types of bank accounts
- Describe the process of opening a bank account
- Differentiate between fixed and variable costs
- Describe the main types of investment options
- Describe the different types of insurance products
- Describe the different types of taxes
- Discuss the uses of online banking
- Discuss the main types of electronic funds transfers

6.3.1 Personal Finance – Why to Save

Importance of Saving

We all know that the future is unpredictable. You never know what will happen tomorrow, next week or next year. That's why saving money steadily through the years is so important. Saving money will help improve your **financial situation** over time. But more importantly, knowing that you have money stashed away for an emergency will give you peace of mind. Saving money also opens the door to many more options and possibilities.

Benefits of Saving

Inculcating the habit of saving leads to a vast number of benefits. Saving helps you:

Become financially independent: When you have enough money saved up to feel secure you can start making your choices, from taking a vacation whenever you want, to switching careers or starting your own business.

Invest in yourself through education: Through saving, you can earn enough to pay up for courses that will add to your professional experience and ultimately result in higher paying jobs.

Get out of debt: Once you have saved enough as a reserve fund, you can use your savings to pay off debt-like loans or bills that have accumulated over time.

Be prepared for surprise expenses: Having money saved enables you to pay for unforeseen expenses like sudden car or house repairs, without feeling financially stressed.

Pay for emergencies: Saving helps you deal with emergencies like sudden health issues or emergency trips without feeling financially burdened.

Afford large purchases and achieve major goals: Saving diligently makes it possible to place down payments towards major purchases and goals, like buying a home or a car.

Retire: The money you have saved over the years will keep you comfortable when you no longer have the income you would get from your job.

6.3.1 Types of Bank Accounts

In India, banks offer four main types of bank accounts. These are:

- Current Accounts
- Savings Accounts
- Recurring Deposit Accounts
- Fixed Deposit Accounts

Current Accounts

Current accounts offer the most liquid deposits and thus, are best suited for businessmen and companies. As these accounts are not meant for investments and savings, there is no imposed limit

on the number or amount of transactions that can be made on any given day. Current account holders are not paid any interest on the amounts held in their accounts. They are charged for certain services offered on such accounts.

Savings Accounts

Savings accounts are meant to promote savings, and are therefore the number one choice for salaried individuals, pensioners and students. While there is no restriction on the number and amount of deposits made, there are usually restrictions on the number and amount of withdrawals. Savings account holders are paid interest on their savings.

Recurring Deposit Accounts

Recurring Deposit accounts, also called RD accounts, are the accounts of choice for those who want to save an amount every month, but are unable to invest a large sum at one time. Such account holders deposit a small, fixed amount every month for a pre-determined period (minimum 6 months). Defaulting on a monthly payment results in the account holder being charged a penalty amount. The total amount is repaid with interest at the end of the specified period.

Fixed Deposit Accounts

Fixed Deposit accounts, also called FD accounts, are ideal for those who wish to deposit their savings for a long term in return for a high rate of interest. The rate of interest offered depends on the amount deposited and the time period, and also differs from bank to bank. In the case of an FD, a certain amount of money is deposited by the account holder for a fixed period of time. The money can be withdrawn when the period expires. If necessary, the depositor can break the fixed deposit prematurely. However, this usually attracts a penalty amount which also differs from bank to bank.

6.3.1 Opening a Bank Account

Opening a bank account is quite a simple process. Take a look at the steps to open an account of your own:

Step 1: Fill in the Account Opening Form

This form requires you to provide the following information:

- Personal details (name, address, phone number, date of birth, gender, occupation, address)
- Method of receiving your account statement (hard copy/email)
- Details of your initial deposit (cash/cherub)
- Manner of operating your account (online/mobile banking/traditional via cheque, slip books)
- Ensure that you sign wherever required on the form.

Step 2: Affix your Photograph

Stick a recent photograph of yourself in the allotted space on the form.

Step 3: Provide your Know Your Customer (KYC) Details

KYC is a process that helps banks verify the identity and address of their customers. To open an account, every individual needs to submit certain approved documents with respect to photo identity (ID) and address proof. Some Officially Valid Documents (OVDs) are:

- Passport
- Driving License
- Voters' Identity Card
- PAN Card
- UIDAI (Aadhaar) Card

Step 4: Submit All your Documents

Submit the completed Account Opening Form and KYC documents. Then wait until the forms are processed and your account has been opened!

6.3.1 Costs: Fixed vs Variable

What are Fixed and Variable Costs

Fixed costs and variable costs together make up a company's total cost. These are the two types of costs that companies must bear when producing goods and services.

A fixed cost does not change with the volume of goods or services a company produces. It always remains the same.

A variable cost, on the other hand, increases and decreases depending on the volume of goods and services produced. In other words, it varies with the amount produced.

Differences between Fixed and Variable Costs

Let's take a look at some of the main differences between fixed and variable costs:

Criteria	Fixed Costs	Variable Costs
Meaning	A cost that stays the same, regardless of the output produced.	A cost that changes when the
Nature	Time related.	Volume related.
Incurred	Incurred irrespective of units being produced.	Incurred only when units are produced.
Unit cost	Inversely proportional to the Number of units produced.	Remains the same, per unit.
Examples	Depreciation, rent, salary, insurance, tax etc.	Material consumed, wages, commission on sales, packing expenses, etc.

6.3.1 Investment, Insurance and Taxes

Investment: Investment means that money is spent today with the aim of reaping financial gains at a future time. The main types of investment options are as follows:

Bonds: Bonds are instruments used by public and private companies to raise large sums of money – too large to be borrowed from a bank. These bonds are then issued in the public market and are bought by lenders.

Stocks: Stocks or equity are shares that are issued by companies and are bought by the general public.

Small Savings Schemes: Small Savings Schemes are tools meant to save money in small amounts. Some popular schemes are the Employees Provident Fund, Sukanya Samriddhi Scheme and National Pension Scheme.

Mutual Funds: Mutual Funds are professionally managed financial instruments that invest money in different securities on behalf of investors.

Fixed Deposits: A fixed amount of money is kept aside with a financial institution for a fixed amount of time in return for interest on the money.

Real Estate: Loans are taken from banks to purchase real estate, which is then leased or sold with the aim of making a profit on the appreciated property price.

Hedge Funds: Hedge funds invest in both financial derivatives and/or publicly traded securities.

Private Equity: Private Equity is trading in the shares of an operating company that is not publicly listed and whose shares are not available on the stock market.

Venture Capital: Venture Capital involves investing substantial capital in a budding company in return for stocks in that company.

Insurance: There are two types of insurance:

- Life Insurance
- Non-Life or General Insurance.

Life Insurance Products

The main life insurance products are:

- **Term Insurance:** This is the simplest and cheapest form of insurance. It offers financial protection for aspecified tenure, say 15 to 20 years. In the case of your death, your family is paid the sum assured. In the case of your surviving the term, the insurer pays nothing.
- **Endowment Policy:** This offers the dual benefit of insurance and investment. Part of the premium is allocatedtowards the sum assured, while the remaining premium gets invested in equity and debt. It pays a lump sum amount after the specified duration or on the death of the policyholder, whichever is earlier.
- **Unit-Linked Insurance Plan (ULIP):** Here part of the premium is spent on the life cover, while the remainingamount is invested in equity and debt. It helps develop a regular saving habit.
- **Money Back Life Insurance:** While the policyholder is alive, periodic payments of the partial survival benefitsare made during the policy tenure. On the death of the insured, the insurance company pays the full sum assured along with survival benefits.
- **Whole Life Insurance:** It offers the dual benefit of insurance and investment. It offers insurance cover for thewhole life of the person or up to 100 years whichever is earlier.

General Insurance

General Insurance deals with all insurance covering assets like animals, agricultural crops, goods, factories, cars and so on.

General Insurance Products:

- **Motor Insurance:** This can be divided into FourWheeler Insurance and Two Wheeler Insurance.
- **Health Insurance:** The main types of health insurance are individual health insurance, family floater healthinsurance, comprehensive health insurance and critical illness insurance.
- **Travel Insurance:** This can be categorized into Individual Travel Policy, Family Travel Policy, Student TravellInsurance and Senior Citizen Health Insurance.

- **Home Insurance:** This protects the house and its contents from risk.
- **Marine Insurance:** This insurance covers goods, freight, cargo etc. against loss or damage during transit by rail, road, sea and/or air.

Taxes

There are two types of taxes:

- Direct Taxes
- Indirect Taxes

Direct Tax: Direct taxes are levied directly on an entity or a person and are non-transferrable. Some examples of Direct Taxes are:

- **Income Tax:** This tax is levied on your earning in a financial year. It is applicable to both, individuals and companies.
- **Capital Gains Tax:** This tax is payable whenever you receive a sizable amount of money. It is usually of two types – short term capital gains from investments held for less than 36 months and long term capital gains from investments held for longer than 36 months.
- **Securities Transaction Tax:** This tax is added to the price of a share. It is levied every time you buy or sell shares.
- **Perquisite Tax:** This tax is levied on perks that have been acquired by a company or used by an employee.
- **Corporate Tax:** Corporate tax is paid by companies from the revenue they earn.

Indirect Tax: Indirect taxes are levied on goods or services. Some examples of Indirect Taxes are:

- **Sales Tax:** Sales Tax is levied on the sale of a product.
- **Service Tax:** Service Tax is added to services provided in India.
- **Value Added Tax:** Value Added Tax is levied at the discretion of the state government. The tax is levied on goods sold in the state. The tax amount is decided by the state.
- **Customs Duty & Octroi:** Customs Duty is a charge that is applied on purchases that are imported from another country. Octroi is levied on goods that cross state borders within India.
- **Excise Duty:** Excise Duty is levied on all goods manufactured or produced in India.

6.3.1 Online Banking, NEFT, RTGS etc.

What is Online Banking

Internet or online banking allows account holders to access their account from a laptop at any location. In this way, instructions can be issued. To access an account, account holders simply need to use their unique customer ID number and password.

Internet banking can be used to:

- Find out an account balance
- Transfer amounts from one account to another
- Arrange for the issuance of cheques
- Instruct payments to be made
- Request for a cheque book
- Request for a statement of accounts
- Make a fixed deposit

Electronic Funds Transfers

Electronic funds transfer is a convenient way of transferring money from the comfort of one's own home, using integrated banking tools like internet and mobile banking.

Transferring funds via an electronic gateway is extremely convenient. With the help of online banking, you can choose to:

- Transfer funds into your own accounts of the same bank.
- Transfer funds into different accounts of the same bank.
- Transfer funds into accounts in different banks, using NEFT.
- Transfer funds into other bank accounts using RTGS.
- Transfer funds into various accounts using IMPS.

NEFT

NEFT stands for National Electronic Funds Transfer. This money transfer system allows you to electronically transfer funds from your respective bank accounts to any other account, either in the same bank or belonging to any other bank. NEFT can be used by individuals, forms and corporate organizations to transfer funds between accounts.

In order to transfer funds via NEFT, two things are required:

- A transferring bank
- A destination bank
- Before you can transfer funds through NEFT, you will need to register the beneficiary who will be receiving the funds. In order to complete this registration, you will require the following
 - Recipient's name
 - Recipient's account number
 - Recipient's bank's name
 - Recipient's bank's IFSC code

RTGS

RTGS stands for Real Time Gross Settlement. This is a real time funds transfer system which enables you to transfer funds from one bank to another, in real time or on a gross basis. The transferred amount is immediately deducted from the account of one bank, and instantly credited to the other bank's account. The RTGS payment gateway is maintained by the Reserve Bank of India. The transactions between banks are made electronically.

RTGS can be used by individuals, companies and firms to transfer large sums of money. Before remitting funds through RTGS, you will need to add the beneficiary and his bank account details via your online banking account. In order to complete this registration, you will require the following information:

- Name of the beneficiary
- Beneficiary's account number
- Beneficiary's bank address
- Bank's IFSC code

IMPS

IMPS stands for Immediate Payment Service. This is a real-time, inter-bank, electronic funds transfer system used to transfer money instantly within banks across India. IMPS enable users to make instant electronic transfer payments using mobile phones through both, Mobile Banking and SMS. It can also be used through ATMs and online banking. IMPS are available 24 hours a day and 7 days a week. The system features a secure transfer gateway and immediately confirms orders that have been fulfilled.

To transfer money through IMPS, the you need to:

- Register for IMPS with your bank
- Receive a Mobile Money Identifier (MMID) from the bank
- Receive a MPIN from the bank
- Once you have both these, you can login or make a request through SMS to transfer a particular amount to a beneficiary.

For the beneficiary to receive the transferred money, he must:

- Link his mobile number with his respective account
- Receive the MMID from the bank

In order to initiate a money transfer through IMPS, you will need to enter the following information:

- The beneficiary's mobile number
- The beneficiary's MMID
- The transfer amount
- Your MPIN

As soon as money has been deducted from your account and credited into the beneficiary's account, you will be sent a confirmation SMS with a transaction reference number, for future reference.

Differences between NEFT, RTGS & IMPS

Criteria	NEFT	RTGS	IMPS
Settlement	Done in batches	Real-time	Real-time
Full form	National Electronic Fund Transfer	Real Time Gross Settlement	Immediate Payment Service
Timings on Monday – Friday	8:00 am – 6:30 pm	9:00 am – 4:30 pm	24x7
Timings on Saturday	8:00 am – 1:00 pm	9:00 am – 1:30 pm	24x7
Minimum amount of money transfer limit	₹1	₹2 lacs	₹1
Maximum amount of money transfer limit	₹10 lacs	₹10 lacs per day	₹2 lacs
Maximum charges as per RBI	Upto 10,000 – ₹2.5 above 10,000 – 1 lac – ₹5 above 1 – 2 lacs – ₹15 above 2 – 5 lacs – ₹25 above 5 – 10 lacs – ₹25	above 2 – 5 lacs – ₹25 above 5 – 10 lacs – ₹50	Upto 10,000 – ₹5 above 10,000 – 1 lac – ₹5 above 1 – 2 lacs – ₹15

Unit 6.4: preparing for Employment & Self Employment

Unit Objectives

At the end of this unit, you will be able to:

- Discuss the steps to prepare for an interview
- Discuss the steps to create an effective Resume
- Discuss the most frequently asked interview questions
- Discuss how to answer the most frequently asked interview questions
- Discuss basic tailoring shop terminology

6.4.1 Interview Preparation: How to Prepare for an Interview

The success of your getting the job that you want depends largely on how well your interview for that job goes. Therefore, before you go in for your interview, it is important that you prepare for it with a fair amount of research and planning. Take a look at the steps to follow in order to be well prepared for an interview:

Research the organization that you are having the interview with.

Studying the company beforehand will help you be more prepared at the time of the interview. Your knowledge of the organization will help you answer questions at the time of the interview, and will leave you looking and feeling more confident. This is sure to make you stand out from other, not as well informed, candidates.

Look for background information on the company. Try and find an overview of the company and its industry profile.

Visit the company website to get a good idea of what the company does. A company website offers a wealth of important information. Read and understand the company's mission statement. Pay attention to the company's products/services and client list. Read through any press releases to get an idea of the company's projected growth and stability.

Note down any questions that you have after your research has been completed.

Think about whether your skills and qualifications match the job requirements.

- Carefully read through and analyze the job description.
- Make a note of the knowledge, skills and abilities required to fulfill the job requirements.
- Take a look at the organization hierarchy. Figure out where the position you are applying for fits into this hierarchy.
- Go through the most typical interview questions asked, and prepare your responses.
- Remember, in most interviews a mix of resume-based, behavioral and case study questions are asked.
- Think about the kind of answers you would like to provide to typical questions asked in these three areas.
- Practice these answers until you can express them confidently and clearly.

Plan your attire for the interview.

- It is always safest to opt for formal business attire, unless expressly informed to dress in business casual (in which case you should use your best judgment).
- Ensure that your clothes are clean and well-ironed. Pick neutral colors – nothing too bright or flashy.
- The shoes you wear should match your clothes, and should be clean and suitable for an interview.
- Remember, your aim is to leave everyone you meet with the impression that you are a professional and highly efficient person.

Ensure that you have packed everything that you may require during the interview.

- Carry a few copies of your resume. Use a good quality paper for your resume print outs.
- Always take along a notepad and a pen.
- Take along any information you may need to refer to, in order to fill out an application form.
- Carry a few samples of your work, if relevant.

Remember the importance of non-verbal communication.

- Practice projecting confidence. Remind yourself to smile and make eye contact. Practice giving a firm handshake.
- Keep in mind the importance of posture. Practice sitting up straight. Train yourself to stop nervous gestures like fidgeting and foot-tapping.
- Practice keeping your reactions in check. Remember, your facial expressions provide a good insight into your true feelings. Practice projecting a positive image.

Make a list of questions to end the interview with.

Most interviews will end with the interviewer(s) asking if you have any questions. This is your chance to show that you have done your research and are interested in learning more about the company.

If the interviewer does not ask you this question, you can inform him/her that you have some queries that you would like to discuss. This is the time for you to refer to the notes you made while studying the company.

Some good questions to ask at this point are:

- What do you consider the most important criteria for success in this job?
- How will my performance be evaluated?
- What are the opportunities for advancement?
- What are the next steps in the hiring process?

Remember to never ask for information that is easily available on the company website.

6.4.1 Preparing an Effective Resume

A resume is a formal document that lists a candidate's work experience, education and skills. A good resume gives a potential employer enough information to believe the applicant is worth interviewing. That's why it is so important to create a résumé that is effective. Take a look at the steps to create an effective resume:

Step 1: Write the Address Section

The Address section occupies the top of your resume. It includes information like your name, address, phone number and e-mail address. Insert a bold line under the section to separate it from rest of your resume.

Example:

Jasmine Watts
Breach Candy, Mumbai – India
Contact No: +91 2223678270
Email: jasmine.watts@gmail.com

Step 2: Add the Profile Summary Section

This part of your resume should list your overall experiences, achievements, awards, certifications and strengths.

You can make your summary as short as 2-3 bullet points or as long as 8-10 bullet points.

Example:**Profile Summary**

- A Content Writer graduated from University of Strathclyde having 6 years of experience in writing website copy.
- Core expertise lies in content creation for e-learning courses, specifically for the K-12 segment.

Step 3: Include Your Educational Qualifications

When listing your academic records, first list your highest degree. Then add the second highest qualification under the highest one and so on. To provide a clear and accurate picture of your educational background, it is critical that include information on your position, rank, percentage or CPI for every degree or certification that you have listed.

If you have done any certifications and trainings, you can add a Trainings & Certifications section under your Educational Qualifications section.

Example:

Educational Qualifications

- Masters in International Management (2007) from Columbia University with 8.8 CPI.
- Bachelor of Management Studies (2004) from Mumbai University with 87% marks.
- 10+2 with Math, Stats (2001) from Maharashtra Board with 91% marks.
- High School (1999) from Maharashtra Board with 93% marks.

Step 4: List Your Technical Skills

When listing your technical skills, start with the skills that you are most confident about. Then add the skills that you do not have as good a command over. It is perfectly acceptable to include just one skill, if you feel that particular skill adds tremendous value to your résumé. If you do not have any technical skills, you can omit this step.

Example:

Technical Skills

- Flash
- Photoshop

Step 5: Insert Your Academic Project Experience

List down all the important projects that you have worked on. Include the following information in this section:**Example:**

- | | | |
|-----------------|----------------|-----------------|
| • Project title | • Organization | • Platform used |
| • Contribution | • Description | |

Academic Projects

Project Title: Different Communication Skills

Organization: True Blue Solutions

Platform used: Articulate

Contribution: Content writing and graphic visualization

Description: Development of storyboards for corporate induction & training programs

Step 6: List Your Strengths

This is where you list all your major strengths. This section should be in the form of a bulleted list.

Example:**Strengths**

- Excellent oral, written and presentation skills
- Action-oriented and result-focused
- Great time management skills

Step 7: List Your Extracurricular Activities

It is very important to show that you have diverse interests and that your life consists of more than academics. Including your extracurricular activities can give you an added edge over other candidates who have similar academic scores and project experiences. This section should be in the form of a bulleted list.

Step 8: Write Your Personal Details

The last section of your résumé must include the following personal information:

- Date of birth
- Gender & marital status
- Nationality
- Languages known

Example:**Personal Details**

- Date of birth: 25th May, 1981
- Gender & marital status: Female, Single
- Nationality: Indian
- Languages known: English, Hindi, Tamil, French

6.4.1 Interview FAQs

Look at some of the most frequently asked interview questions, and some helpful tips on how to answer them.

Can you tell me a little about yourself?

Tips to answer:

- Don't provide your full employment or personal history.
- Offer 2-3 specific experiences that you feel are most valuable and relevant.
- Conclude with how those experiences have made you perfect for this specific role.

How did you hear about the position?

Tips to answer:

- Tell the interviewer how you heard about the job – whether it was through a friend (name the friend), event or article (name them) or a job portal (say which one).
- Explain what excites you about the position and what in particular caught your eye about this role.

What do you know about the company?

Tips to answer:

- Don't recite the company's About Us page.
- Show that you understand and care about the company's goals.
- Explain why you believe in the company's mission and values.

Why do you want this job?

Tips to answer:

- Show that you are passionate about the job.
- Identify why the role is a great fit for you.
- Explain why you love the company.

Why should we hire you?

Tips to answer:

- Prove through your words that you can not only do the work, but can definitely deliver excellent results.
- Explain why you would be a great fit with the team and work culture.
- Explain why you should be chosen over any other candidate.

What are your greatest professional strengths?

Tips to answer:

- Be honest – share some of your real strengths, rather than give answers that you think sound good.
- Offer examples of specific strengths that are relevant to the position you are applying for.
- Provide examples of how you've demonstrated these strengths.

What do you consider to be your weaknesses?

Tips to answer:

- The purpose of this question is to gauge your self-awareness and honesty.
- Give an example of a trait that you struggle with, but that you're working on to improve.

What are your salary requirements?

Tips to answer:

- Do your research beforehand and find out the typical salary range for the job you are applying for.
- Figure out where you lie on the pay scale based on your experience, education, and skills.
- Be flexible. Tell the interviewer that you know your skills are valuable, but that you want the job and are willing to negotiate.

What do you like to do outside of work?**Tips to answer:**

- The purpose of this question is to see if you will fit in with the company culture.
- Be honest – open up and share activities and hobbies that interest and excite you.

If you were an animal, which one would you want to be?**Tips to answer:**

- The purpose of this question is to see if you are able to think on your feet.
- There's no wrong answer – but to make a great impression try to bring out your strengths or personality traits through your answer.

What do you think we could do better or differently?**Tips to answer:**

- The purpose of this question is to see if you have done your research on the company, and to test whether you can think critically and come up with new ideas.
- Suggest new ideas. Show how your interests and expertise would help you execute these ideas.

Do you have any questions for us?**Tips to answer:**

- Do not ask questions to which the answers can be easily found on the company website or through a quick online search.
- Ask intelligent questions that show your ability to think critically.

6.4.1 Work Readiness Terms and Terminologies

Every employee should be well versed in the following terms:

- **Annual leave:** Paid vacation leave given by employers to employees.
- **Background Check:** A method used by employers to verify the accuracy of the information provided by potential candidates.
- **Benefits:** A part of an employee's compensation package.
- **Breaks:** Short periods of rest taken by employees during working hours.
- **Compensation Package:** The combination of salary and benefits that an employer provides to his/her employees.
- **Compensatory Time (Comp Time):** Time off in lieu of pay
- **Contract Employee:** An employee who works for one organization that sells said employee's services to another company, either on a project or time basis.
- **Contract of Employment:** When an employee is offered work in exchange for wages or salary, and accepts the offer made by the employer, a contract of employment exists.
- **Corporate Culture:** The beliefs and values shared by all the members of a company, and imparted from one generation of employees to another.
- **Counter Offer/Counter Proposal:** A negotiation technique used by potential candidates to increase the amount of salary offered by a company.
- **Cover Letter:** A letter that accompanies a candidate's resume. It emphasizes the important points in the candidate's resume and provides real examples that prove the candidate's ability to perform the expected job role.
- **Curriculum Vitae (CV)/Resume:** A summary of a candidate's achievements, educational background, work experience, skills and strengths.
- **Declining Letter:** A letter sent by an employee to an employer, turning down the job offer made by the employer to the employee.
- **Deductions:** Amounts subtracted from an employee's pay and listed on the employee's pay slip.
- **Discrimination:** The act of treating one person not as favorably as another person.
- **Employee:** A person who works for another person in exchange for payment.
- **Employee Training:** A workshop or in-house training that an employee is asked to attend by his or her superior, for the benefit of the employer.
- **Employment Gaps:** Periods of unemployed time between jobs.
- **Fixed-Term Contract:** A contract of employment which gets terminated on an agreed-upon date.

- **Follow-Up:** The act of contacting a potential employer after a candidate has submitted his or her resume.
- **Freelancer/Consultant/Independent Contractor:** A person who works for him or herself and pitches for temporary jobs and projects with different employers.
- **Holiday:** Paid time-off from work.
- **Hourly Rate:** The amount of salary or wages paid for 60 minutes of work.
- **Internship:** A job opportunity offered by an employer to a potential employee, called an intern, to work at the employer's company for a fixed, limited time period.
- **Interview:** A conversation between a potential employee and a representative of an employer, in order to determine if the potential employee should be hired.
- **Job Application:** A form which asks for a candidate's information like the candidate's name, address, contact details and work experience. The purpose of a candidate submitting a job application is to show that candidate's interest in working for a particular company.
- **Job Offer:** An offer of employment made by an employer to a potential employee.
- **Job Search Agent:** A program that enables candidates to search for employment opportunities by selecting criteria listed in the program, for job vacancies.
- **Lay Off:** A lay off occurs when an employee is temporarily let go from his or her job, due to the employer not having any work for that employee.
- **Leave:** Formal permission given to an employee, by his or her employer, to take a leave of absence from work. **Letter of Acceptance:** A letter given by an employer to an employee, confirming the offer of employment made by the employer, as well as the conditions of the offer.
- **Letter of Agreement:** A letter that outlines the terms of employment.
- **Letter of Recommendation:** A letter written for the purpose of validating the work skills of a person.
- **Maternity Leave:** Leave taken from work by women who are pregnant, or who have just given birth.
- **Mentor:** A person who is employed at a higher level than you, who offers you advice and guides you in your career.
- **Minimum wage:** The minimum wage amount paid on an hourly basis.
- **Notice:** An announcement made by an employee or an employer, stating that the employment contract will end on a particular date.

- **Offer of Employment:** An offer made by an employer to a prospective employee that contains important information pertaining to the job being offered, like the starting date, salary, working conditions etc.
- **Open-Ended Contract:** A contract of employment that continues till the employer or employee terminates it.
- **Overqualified:** A person who is not suited for a particular job because he or she has too many years of work experience, or a level of education that is much higher than required for the job, or is currently or was previously too highly paid.
- **Part-Time Worker:** An employee who works for fewer hours than the standard number of hours normally worked.
- **Paternity Leave:** Leave granted to a man who has recently become a father.
- **Recruiters/Headhunters/Executive Search Firms:** Professionals who are paid by employers to search for people to fill particular positions.
- **Resigning/Resignations:** When an employee formally informs his or her employer that he or she is quitting his or her job.
- **Self-Employed:** A person who has his or her own business and does not work in the capacity of an employee.
- **Time Sheet:** A form that is submitted to an employer, by an employee, that contains the number of hours worked every day by the employee.

Unit 6.5: understanding Entrepreneurship

Unit Objectives

At the end of this unit, you will be able to:

- Discuss the concept of entrepreneurship
- Describe the different types of enterprises
- List the qualities of an effective leader
- Discuss the benefits of effective leadership
- List the traits of an effective team
- Discuss the importance of listening effectively
- Discuss how to listen effectively
- Discuss the importance of speaking effectively
- Discuss how to speak effectively
- List important problem solving traits
- Discuss ways to assess problem solving skills
- Discuss the importance of negotiation
- Discuss how to negotiate
- Discuss how to identify new business opportunities
- Discuss how to identify business opportunities within your business
- Understand the meaning of entrepreneur
- Describe the different types of entrepreneurs
- List the characteristics of entrepreneurs
- Recall entrepreneur success stories
- Discuss the entrepreneurial process
- Describe the entrepreneurship ecosystem
- Discuss the government's role in the entrepreneurship ecosystem
- Discuss the current entrepreneurship ecosystem in India
- Understand the purpose of the Make in India campaign
- Discuss the relationship between entrepreneurship and risk appetite
- Discuss the relationship between entrepreneurship and resilience
- Describe the characteristics of a resilient entrepreneur
- Discuss how to deal with failure

6.5.1 Concept Introduction

Anyone who is determined to start a business, no matter what the risk, is an entrepreneur. Entrepreneurs run their own start-up, take responsibility for the financial risks and use creativity, innovation and vast reserves of self-motivation to achieve success. They dream big and are determined to do whatever it takes to turn their idea into a viable offering. The aim of an entrepreneur is to create an enterprise. The process of creating this enterprise is known as entrepreneurship.

6.5.1 Importance of Entrepreneurship

Entrepreneurship is very important for the following reasons:

- It results in the creation of new organizations
- It brings creativity into the marketplace
- It leads to improved standards of living
- It helps develop the economy of a country

6.5.1 Characteristics of Entrepreneurs

All successful entrepreneurs have certain characteristics in common.

They are all:

- Extremely passionate about their work
- Confident in themselves
- Disciplined and dedicated
- Motivated and driven
- Highly creative
- Visionaries
- Open-minded
- Decisive
- Have a high risk tolerance

- Thoroughly plan everything
- Manage their money wisely
- Make their customers their priority
- Understand their offering and their market in detail
- Ask for advice from experts when required
- Know when to cut their losses

6.5.1 Examples of Famous Entrepreneurs

Some famous entrepreneurs are:

- Bill Gates (Founder of Microsoft)
- Steve Jobs (Co-founder of Apple)
- Mark Zuckerberg (Founder of Facebook)
- Pierre Omidyar (Founder of eBay)

6.5.1 Types of Enterprises

As an entrepreneur in India, you can own and run any of the following types of enterprises:

Sole Proprietorship

In a sole proprietorship, a single individual owns, manages and controls the enterprise. This type of business is the easiest to form with respect to legal formalities. The business and the owner have no separate legal existence. All profit belongs to the proprietor, as do all the losses- the liability of the entrepreneur is unlimited.

Partnership

A partnership firm is formed by two or more people. The owners of the enterprise are called partners. A partnership deed must be signed by all the partners. The firm and its partners have no separate legal existence. The profits are shared by the partners. With respect to losses, the liability of the partners is unlimited. A firm has a limited life span and must be dissolved when any one of the partners dies, retires, claims bankruptcy or goes insane.

Limited Liability Partnership (LLP)

In a Limited Liability Partnership or LLP, the partners of the firm enjoy perpetual existence as well as the advantage of limited liability. Each partner's liability is limited to their agreed contribution to the LLP. The partnership and its partners have a separate legal existence.

6.5.1 Leadership & Teamwork

Leadership means setting an example for others to follow. Setting a good example means asking someone to do something that you wouldn't willingly want to do yourself. Leadership is about figuring out what to do in order to win as a team, and as a company.

Leaders believe in doing the right things. They also believe in helping others to do the right things. An effective leader is someone who:

- Creates an inspiring vision of the future
- Motivates and inspires his team to pursue that vision

Leadership Qualities That All Entrepreneurs Need

Building a successful enterprise is only possible if the entrepreneur in charge possesses excellent leadership qualities. Some critical leadership skills that every entrepreneur must have are:

Pragmatism: This means having the ability to highlight all obstacles and challenges, in order to resolve issues and reduce risks.

Humility: This means admitting to mistakes often and early, and being quick to take responsibility for your actions. Mistakes should be viewed as challenges to overcome, not opportunities to point blame.

Flexibility: It is critical for a good leader to be very flexible and quickly adapt to change. It is equally critical to know when to adapt and when not to.

Authenticity: This means showing both, your strengths and your weaknesses. It means being human and showing others that you are human.

Reinvention: This means refreshing or changing your leadership style when necessary. To do this, it's important to learn where your leadership gaps lie and find out what resources are required to close them.

Awareness: This means taking the time to recognize how others view you. It means understanding how your presence affects those around you.

Benefits of Effective Leadership

Effective leadership results in numerous benefits. Great leadership leads to the leader successfully:

- Gaining the loyalty and commitment of the team members
- Motivating the team to work towards achieving the company's goals and objectives
- Building morale and instilling confidence in the team members
- Fostering mutual understanding and team-spirit among team members
- Convincing team members about the need to change when a situation requires adaptability

Teamwork and Teams

Teamwork occurs when the people in a tailoring shop combine their individual skills to pursue a common goal. Effective teams are made up of individuals who work together to achieve this common goal. A great team is one who holds themselves accountable for the end result.

Importance of Teamwork in Entrepreneurial Success

For an entrepreneurial leader, building an effective team is critical to the success of a venture. An entrepreneur must ensure that the team he builds possesses certain crucial qualities, traits and characteristics. An effective team is one which has:

Unity of purpose: All the team members should clearly understand and be equally committed to the purpose, vision and goals of the team.

Great communication skills: Team members should have the ability to express their concerns, ask questions and use diagrams, and charts to convey complex information.

The ability to collaborate: Every member should feel entitled to provide regular feedback on new ideas.

Initiative: The team should consist of proactive individuals. The members should have the enthusiasm to come up with new ideas, improve existing ideas, and conduct their own research.

Visionary members: The team should have the ability to anticipate problems and act on this potential problem before they turn into real problems.

Great adaptability skills: The team must believe that change is a positive force. Change should be seen as the chance to improve and try new things.

Excellent organizational skills: The team should have the ability to develop standard work processes, balance responsibilities, properly plan projects, and set in place methods to measure progress and ROI.

6.5.1 Communication Skills

Listening is the ability to correctly receive and understand messages during the process of communication. Listening is critical for effective communication. Without effective listening skills, messages can easily be misunderstood. This results in a communication breakdown and can lead to the sender and the receiver of the message becoming frustrated or irritated.

It's very important to note that listening is not the same as hearing. Hearing just refers to sounds that you hear. Listening is a whole lot more than that. To listen, one requires focus. It means not only paying attention to the story, but also focusing on how the story is relayed, the way language and voice is used, and even how the speaker uses their body language. The ability to listen depends on how effectively one can perceive and understand both, verbal and non-verbal cues.

How to Listen Effectively

To listen effectively you should:

- Stop talking
- Stop interrupting
- Focus completely on what is being said
- Nod and use encouraging words and gestures
- Be open-minded
- Think about the speaker's perspective
- Be very, very patient
- Pay attention to the tone that is being used
- Pay attention to the speaker's gestures, facial expressions and eye movements

- Not try and rush the person
- Not let the speaker's mannerisms or habits irritate or distract you

How to Speak Effectively

To speak effectively you should:

- Incorporate body language in your speech like eye contact, smiling, nodding, gesturing etc.
- Build a draft of your speech before actually making your speech.
- Ensure that all your emotions and feelings are under control.
- Pronounce your words distinctly with the correct pitch and intensity. Your speech should be crystal clear at all times.
- Use a pleasant and natural tone when speaking. Your audience should not feel like you are putting on an accent or being unnatural in any way.
- Use precise and specific words to drive your message home. Ambiguity should be avoided at all costs.
- Ensure that your speech has a logical flow.
- Be brief. Don't add any unnecessary information.
- Make a conscious effort to avoid irritating mannerisms like fidgeting, twitching etc.
- Choose your words carefully and use simple words that the majority of the audience will have no difficulty understanding.
- Use visual aids like slides or a whiteboard.
- Speak slowly so that your audience can easily understand what you're saying. However, be careful not to speak too slowly because this can come across as stiff, unprepared or even condescending.
- Remember to pause at the right moments.

6.5.1 Problem Solving & Negotiation skills

Solving a problem requires a level of rational thinking. Here are some logical steps to follow when faced with an issue:

- **Step 1:** Identify the problem
- **Step 2:** Study the problem in detail

- **Step 3:** List all possible solutions
- **Step 4:** Select the best solution
- **Step 5:** Implement the chosen solution
- **Step 6:** Check that the problem has really been solved

Important Traits for Problem Solving

Highly developed problem solving skills are critical for both, business owners and their employees. The following personality traits play a big role in how effectively problems are solved:

- Being open minded
- Asking the right questions
- Being proactive
- Not panicking
- Having a positive attitude
- Focusing on the right problem

As an entrepreneur, it would be a good idea to assess the level of problem solving skills of potential candidates before hiring them. Some ways to assess this skill are through:

- **Application forms:** Ask for proof of the candidate's problem solving skills in the application form.
- **Psychometric tests:** Give potential candidates logical reasoning and critical thinking tests and see how they fare.
- **Interviews:** Create hypothetical problematic situations or raise ethical questions and see how the candidates respond.
- **Technical questions:** Give candidates examples of real life problems and evaluate their thought process.

What is Negotiation?

Negotiation is a method used to settle differences. The aim of negotiation is to resolve differences through a compromise or agreement while avoiding disputes. Without negotiation, conflicts are

likely to lead to resentment between people. Good negotiation skills help satisfy both parties and go a long way towards developing strong relationships.

Why Negotiate

Starting a business requires many, many negotiations. Some negotiations are small while others are critical enough to make or break a startup. Negotiation also plays a big role inside the tailoring shop. As an entrepreneur, you need to know not only how to negotiate yourself, but also how to train employees in the art of negotiation.

How to Negotiate

Take a look at some steps to help you negotiate:

- **Step 1:** Pre-Negotiation Preparation: Agree on where to meet to discuss the problem, decide who all will be present and set a time limit for the discussion.
- **Step 2:** Discuss the Problem: This involves asking questions, listening to the other side, putting your views forward and clarifying doubts.
- **Step 3:** Clarify the Objective: Ensure that both parties want to solve the same problem and reach the same goal.
- **Step 4:** Aim for a Win-Win Outcome: Try your best to be open minded when negotiating. Compromise and offer alternate solutions to reach an outcome where both parties win.
- **Step 5:** Clearly Define the Agreement: When an agreement has been reached, the details of the agreement should be crystal clear to both sides, with no scope for misunderstandings.
- **Step 6:** Implement the Agreed upon Solution: Agree on a course of action to set the solution

6.5.1 Business Opportunities Identification

“The entrepreneur always searches for change, responds to it and exploits it as an opportunity.” Peter Drucker

The ability to identify business opportunities is an essential characteristic of an entrepreneur.

What is an Opportunity?

The word opportunity suggests a good chance or a favorable situation to do something offered by circumstances.

A business opportunity means a good or favorable change available to run a specific business in a given environment, at a given point of time.

Common Questions Faced by Entrepreneurs

- A critical question that all entrepreneurs face is how to go about finding the business opportunity that is right for them.
- Some common questions that entrepreneurs constantly think about are:
- Should the new enterprise introduce a new product or service based on an unmet need?
- Should the new enterprise select an existing product or service from one market and offer it in another where it may not be available?
- Should the enterprise be based on a tried and tested formula that has worked elsewhere?
- It is therefore extremely important that entrepreneurs must learn how to identify new and existing business opportunities and evaluate their chances of success.

When is an Idea an Opportunity?

An idea is an opportunity when:

- It creates or adds value to a customer
- It solves a significant problem, removes a pain point or meets a demand
- as a robust market and profit margin
- Is a good fit with the founder and management team at the right time and place

Factors to Consider When Looking for Opportunities

Consider the following when looking for business opportunities:

- Economic trends Changes in funding
- Changing relationships between vendors, partners and suppliers
- Market trends
- Changes in political support

- Shift in target audience

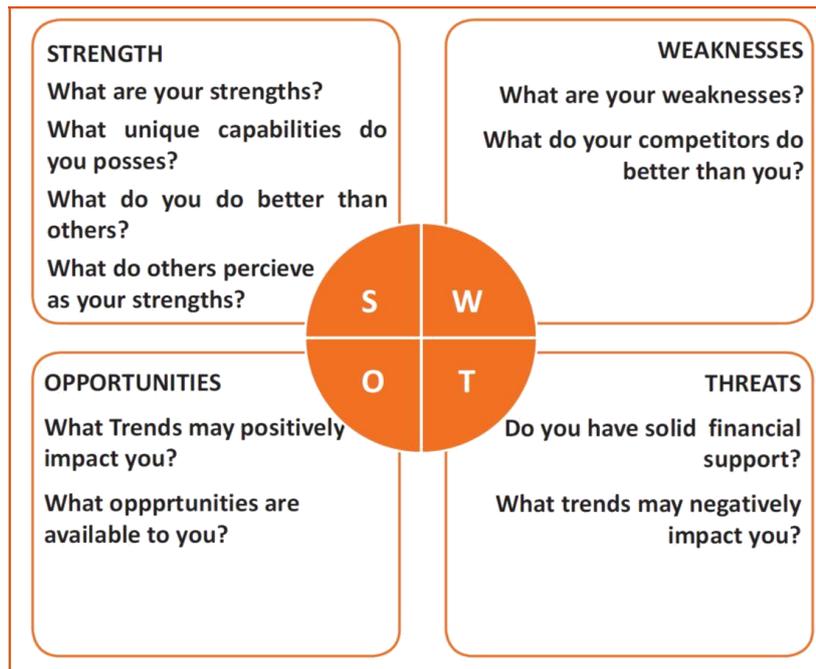
Ways to Identify New Business Opportunities

- **Identify Market Inefficiencies:** When looking at a market, consider what inefficiencies are present in the market. Think about ways to correct these inefficiencies.
- **Remove Key Hassles:** Rather than create a new product or service, you can innovatively improve a product, service or process.
- **Create Something New:** Think about how you can create a new experience for customers, based on existing business models.
- **Pick a Growing Sector/Industry:** Research and find out which sectors or industries are growing and think about what opportunities you can tap in the same.
- **Think About Product Differentiation:** If you already have a product in mind, think about ways to set it apart from the existing ones.

Ways to Identify Business Opportunities within Your Business

SWOT Analysis: An excellent way to identify opportunities inside your business is by creating a SWOT analysis.

The acronym SWOT stands for strengths, weaknesses, opportunities, and threats. SWOT analysis framework:



Consider the following when looking for business opportunities:

By looking at yourself and your competitors using the SWOT framework, you can uncover opportunities that you can exploit, as well as manage and eliminate threats that could derail your success.

Establishing Your USP

Establish your USP and position yourself as different from your competitors. Identify why customers should buy from you and promote that reason.

Opportunity Analysis

Once you have identified an opportunity, you need to analyze it. To analyze an opportunity, you must:

- Focus on the idea
- Focus on the market of the idea
- Talk to industry leaders in the same space as the idea
- Talk to players in the same space as the idea

6.5.1 Entrepreneurship Support Eco-System

An entrepreneur is a person who:

- Does not work for an employee
- Runs a small enterprise
- Assumes all the risks and rewards of the enterprise, idea, good or service

Types of Entrepreneurs

There are four main types of entrepreneurs:

- **The Traditional Entrepreneur:** This type of entrepreneur usually has some kind of skill – they can be a carpenter, mechanic, cook etc. They have businesses that have been around for numerous years like restaurants, shops and carpenters. Typically, they gain plenty of experience in a particular industry before they begin their own business in a similar field.
- **The Growth Potential Entrepreneur:** The desire of this type of entrepreneur is to start an enterprise that will grow, win many customers and make lots of money. Their ultimate aim is to eventually sell their enterprise for a nice profit. Such entrepreneurs usually have a science or technical background.
- **The Project-Oriented Entrepreneur:** This type of entrepreneur generally has a background in the Arts or psychology. Their enterprises tend to be focus on something that they are very passionate about.
- **The Lifestyle Entrepreneur:** This type of entrepreneur has usually worked as a teacher or a secretary. They are more interested in selling something that people will enjoy, rather than making lots of money.

Characteristics of an Entrepreneur

Successful entrepreneurs have the following characteristics:

- They are highly motivated
- They are creative and persuasive
- They are mentally prepared to handle each and every task

- They have excellent business skills – they know how to evaluate their cash flow, sales and revenue
- They are willing to take great risks
- They are very proactive – this means they are willing to do the work themselves, rather than wait for someone else to do it
- They have a vision – they are able to see the big picture
- They are flexible and open-minded
- They are good at making decisions

Entrepreneur Success Stories

Dhiru Bhai Ambani

Dhirubhai Ambani began his entrepreneurial career by selling “bhajias” to pilgrims in Mount Girnar on weekends. At 16, he moved to Yemen where he worked as a gas-station attendant, and as a clerk in an oil company. He returned to India with Rs. 50,000 and started a textile trading company. Reliance went on to become the first Indian company to raise money in global markets and the first Indian company to feature in Forbes 500 list.

Dr. Karsanbhai Patel

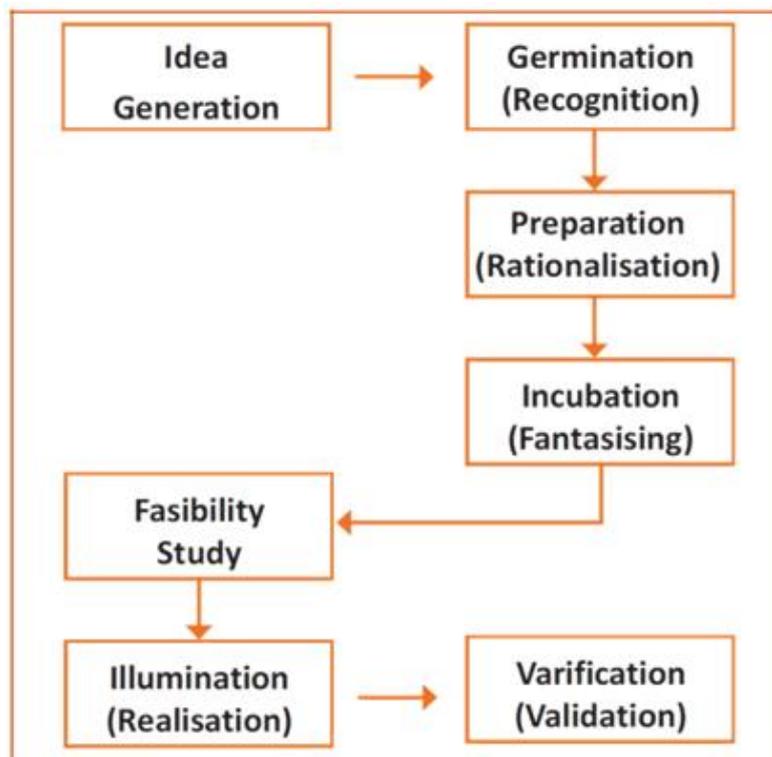
Karsanbhai Patel made detergent powder in the backyard of his house. He sold his product door-to-door and offered a money back guarantee with every pack that was sold. He charged Rs. 3 per kg when the cheapest detergent at that time was Rs.13 per kg. Dr. Patel eventually started Nirma which became a whole new segment in the Indian domestic detergent market.

6.5.1 The Entrepreneurial Process

Let's look at the stages of the entrepreneurial process.

- **Stage 1:** Idea Generation. The entrepreneurial process begins with an idea that has been thought of by the entrepreneur. The idea is a problem that has the potential to be solved.
- **Stage 2:** Germination or Recognition. In this stage a possible solution to the identified problem is thought of.
- **Stage 3:** Preparation or Rationalization. The problem is studied further and research is done to find out how others have tried to solve the same problem.

- **Stage 4:** Incubation or Fantasizing. This stage involves creative thinking for the purpose of coming up with more ideas. Less thought is given to the problem areas.
- **Stage 5:** Feasibility Study: The next step is the creation of a feasibility study to determine if the idea will make a profit and if it should be seen through.
- **Stage 6:** Illumination or Realization. This is when all uncertain areas suddenly become clear. The entrepreneur feels confident that his idea has merit.
- **Stage 7:** Verification or Validation. In this final stage, the idea is verified to see if it works and if it is useful. Take a look at the diagram below to get a better idea of this process.



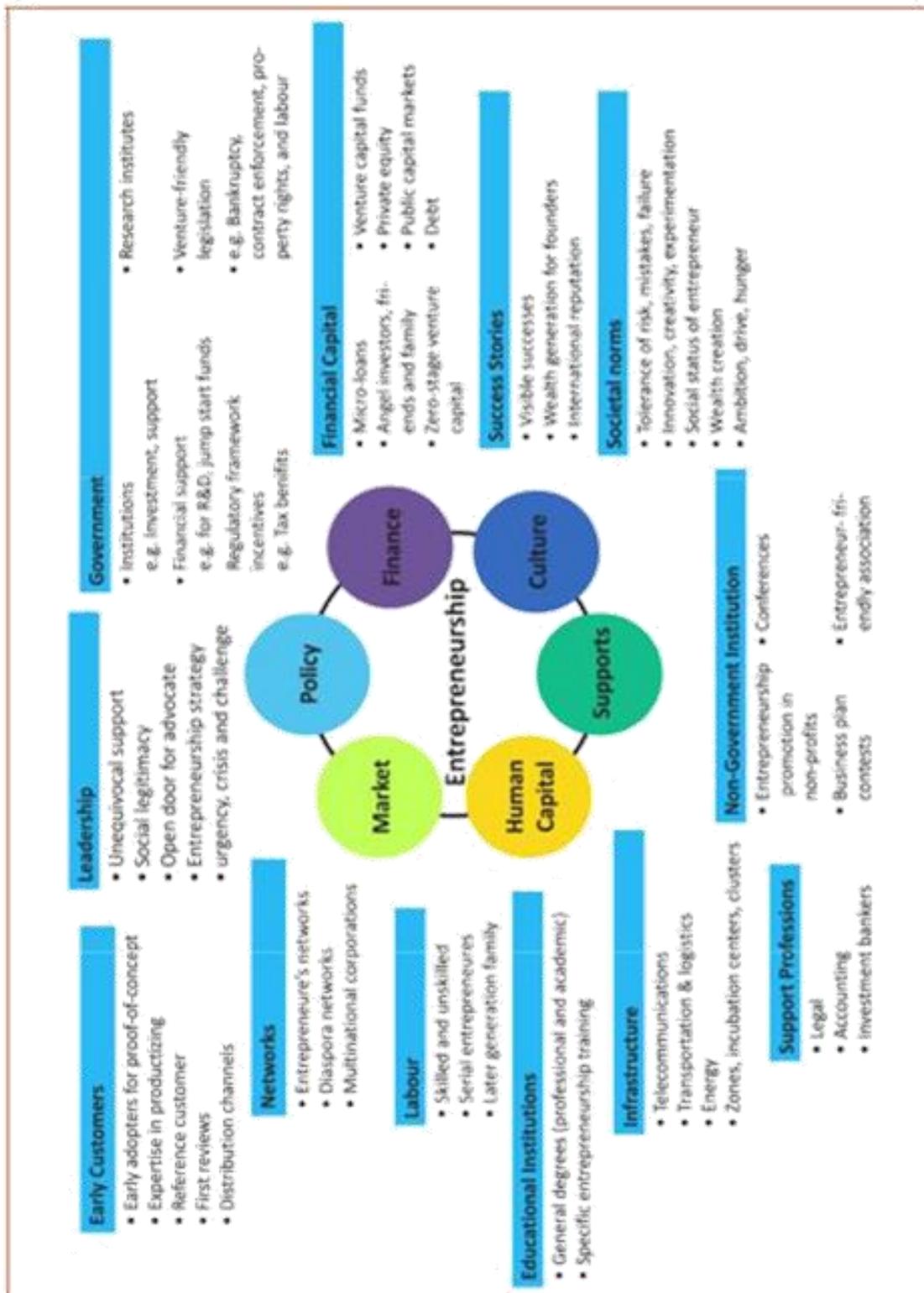
What is an Entrepreneur?

The entrepreneurship support ecosystem signifies the collective and complete nature of entrepreneurship. New companies emerge and flourish not only because of the courageous, visionary entrepreneurs who launch them, but they thrive as they are set in an environment or 'ecosystem' made of private and public participants. These players nurture and sustain the new ventures, facilitating the entrepreneurs' efforts.

An entrepreneurship ecosystem comprises of the following six domains:

- **Favorable Culture:** This includes elements such as tolerance of risk and errors, valuable networking and positive social standing of the entrepreneur.
- **Facilitating Policies & Leadership:** This includes regulatory framework incentives and existence of public research institutes.
- **Financing Options:** Angel financing, venture capitalists and micro loans would be good examples of this.
- **Human Capital:** This refers to trained and untrained labor, entrepreneurs and entrepreneurship training programmes etc.
- **Conducive Markets for Products & Services:** This refers to an existence or scope of existence of a market for the product/service.
- **Institutional & Infrastructural Support:** This includes legal and financing advisers, telecommunications, digital and transportation infrastructure, and entrepreneurship networking programmes.

These domains indicate whether there is a strong entrepreneurship support ecosystem and what actions should the government put in place to further encourage this ecosystem. The six domains and their various elements have been graphically depicted.



Every entrepreneurship support ecosystem is unique and all the elements of the ecosystem are interdependent. Although every region's entrepreneurship ecosystem can be broadly described by the

above features, each ecosystem is the result of the hundred elements interacting in highly complex and particular ways.

Entrepreneurship ecosystems eventually become (largely) self-sustaining. When the six domains are resilient enough, they are mutually beneficial. At this point, government involvement can and should be significantly minimized. Public leaders do not need to invest a lot to sustain the ecosystem. It is imperative that the entrepreneurship ecosystem incentives are formulated to be self-liquidating, hence focusing on sustainability of the environment.

Government's Role in the Entrepreneurship Ecosystem

Encouraging new ventures is a major focus for policymakers. Governments across the world are recognizing that new businesses flourish in distinctive types of supportive environments. Policymakers should study the scenario and take into account the following points whilst they formulate policies and regulations that enable successful entrepreneurship support ecosystems.

Policymakers should avoid regulations that discourage new entrants and work towards building efficient methods for business startups. Policies and regulations that favor existing, dominant firms over entrepreneurial ventures restrict competition and obstruct entry for new companies.

Instead of developing policies conceptually intended to correct market failures, policymakers should interact with entrepreneurs and understand the challenges faced by them. The feedback should be used to develop policies that incite idea exploration, product development and increased rates of deal flow.

Entrepreneurial supporters should create a database that enables identifying who the participants in the ecosystem are and how they are connected. These ecosystem maps are useful tools in developing engagement strategies.

Disruptions are unavoidable in economic and social life. However, it's important to note that economic disruption gives rise to entrepreneurial opportunities. Architects of the entrepreneurship ecosystems (entrepreneurs, mentors, policymakers and consumers,) should anticipate these dips, thus capitalizing on the opportunities they create.

The need for effective strategies to enable local entrepreneurship support ecosystems is a practical one. Better understanding of the actual ecosystems provides a framework within which policy

makers can ask relevant questions, envisage more efficient approaches, and assess ensuing outcomes.

Snapshot of the Entrepreneurship Ecosystem in India

Entrepreneurship has earned a newfound respect in India. Many Indians, with exposure to the world of business, who traditionally would have opted for a job, are setting up their own ventures. Many elements of the entrepreneurship ecosystem are beginning to come together. For example, increase in venture capitalists, government schemes and incubators, academia industry linkages, and emerging clusters and support to rural economy. All these initiatives are effective but there is a need to scale up and enrich the ecosystem further in the following ways:

- We need to review our attitude towards failures and accept them as learning experiences.
- We must encourage the educated to become entrepreneurs and provide students in schools and colleges with entrepreneurship skills.
- Universities, research labs and the government need to play the role of enablers in the entrepreneurship support ecosystem.
- Policymakers need to focus on reducing the obstacles such as corruption, red tape and bureaucracy.
- We need to improve our legal systems and court international venture capital firms and bring them to India.
- We must devise policies and methods to reach the secondary and tertiary towns in India, where people do not have access to the same resources available in the cities.
- Today, there is a huge opportunity in this country to introduce innovative solutions that are capable of scaling up, and collaborating within the ecosystem as well as enriching it.

6.5.1 Make in India Campaign

Every entrepreneur has certain needs. Some of their important needs are:

- To easily get loans
- To easily find investors
- To get tax exemptions

- To easily access resources and good infrastructure
- To enjoy a procedure that is free of hassles and is quick
- To be able to easily partner with other firms
- The Make in India campaign, launched by Prime Minister Modi aims to satisfy all these needs of young, aspiring entrepreneurs. Its objective is to:
 - Make investment easy
 - Support new ideas
 - Enhance skill development
 - Safeguard the ideas of entrepreneurs
 - Create state-of-the-art facilities for manufacturing goods

6.5.1 Risk Appetite & Resilience

Entrepreneurship and Risk

Entrepreneurs are inherently risk takers. They are path-makers not path-takers. Unlike a normal, cautious person, an entrepreneur would not think twice about quitting his job (his sole income) and taking a risk on himself and his idea.

An entrepreneur is aware that while pursuing his dreams, assumptions can be proven wrong and unforeseen events may arise. He knows that after dealing with numerous problems, success is still not guaranteed. Entrepreneurship is synonymous with the ability to take risks. This ability, called risk-appetite, is an entrepreneurial trait that is partly genetic and partly acquired.

What is Risk Appetite?

Risk appetite is defined as the extent to which a company is equipped to take risk, in order to achieve its objectives. Essentially, it refers to the balance, struck by the company, between possible profits and the hazards caused by changes in the environment (economic ecosystem, policies, etc.). Taking on more risk may lead to higher rewards but have a high probability of losses as well. However, being too conservative may go against the company as it can miss out on good opportunities to grow and reach their objectives.

The levels of risk appetite can be broadly categorized as “low”, “medium” and “high.” The company’s entrepreneur(s) have to evaluate all potential alternatives and select the option most likely to succeed. Companies have varying levels of risk appetites for different objectives. The levels depend on:

The type of industry

- Market pressures
- Company objectives

For example, a startup with a revolutionary concept will have a very high risk appetite. The startup can afford short term failures before it achieves longer term success. This type of appetite will not remain constant and will be adjusted to account for the present circumstances of the company.

Risk Appetite Statement

Companies have to define and articulate their risk appetite in sync with decisions made about their objectives and opportunities. The point of having a risk appetite statement is to have a framework that clearly states the acceptance and management of risk in business. It sets risk taking limits within the company. The risk appetite statement should convey the following:

- The nature of risks the business faces.
- Which risks the company is comfortable taking on and which risks are unacceptable.
- How much risk to accept in all the risk categories.
- The desired tradeoff between risk and reward.
- Measures of risk and methods of examining and regulating risk exposures.

Entrepreneurship and Resilience

Entrepreneurs are characterized by a set of qualities known as resilience. These qualities play an especially large role in the early stages of developing an enterprise. Risk resilience is an extremely valuable characteristic as it is believed to protect entrepreneurs against the threat of challenges and changes in the business environment.

What is Entrepreneurial Resilience?

Resilience is used to describe individuals who have the ability to overcome setbacks related to their life and career aspirations. A resilient person is someone who is capable of easily and quickly recovering

from setbacks. For the entrepreneur, resilience is a critical trait. Entrepreneurial resilience can be enhanced in the following ways:

- By developing a professional network of coaches and mentors
- By accepting that change is a part of life
- By viewing obstacles as something that can be overcome

Characteristics of a Resilient Entrepreneur

The characteristics required to make an entrepreneur resilient enough to go the whole way in their business enterprise are:

- A strong internal sense of control
- Strong social connections
- Skill to learn from setbacks
- Ability to look at the bigger picture
- Ability to diversify and expand
- Survivor attitude
- Cash-flow conscious habits
- Attention to detail

6.5.1 Success & Failures

Understanding Successes and Failures in Entrepreneurship

Shyam is a famous entrepreneur, known for his success story. But what most people don't know is that Shyam failed numerous times before his enterprise became a success. Read his interview to get an idea of what entrepreneurship is really about, straight from an entrepreneur who has both, failed and succeeded.

Interviewer: Shyam, I have heard that entrepreneurs are great risk-takers who are never afraid of failing. Is that true?

Shyam: Ha ha, no of course it's not true! Most people believe that entrepreneurs need to be fearlessly enthusiastic. But the truth is, fear is a very normal and valid human reaction, especially

when you are planning to start your own business! In fact, my biggest fear was the fear of failing. The reality is entrepreneurs fail as much as they succeed. The trick is to not allow the fear of failing to stop you from going ahead with your plans. Remember, failures are lessons for future success!

Interviewer: What, according to you, is the reason that entrepreneurs fail?

Shyam: Well, there is no one single reason why entrepreneurs fail. An entrepreneur can fail due to numerous reasons. You could fail because you have allowed your fear of failure to defeat you. You could fail because you are unwilling to delegate (distribute) work. As the saying goes, “You can do anything, but not everything!” You could fail because you gave up too easily – maybe you were not persistent enough. You could fail because you were focusing your energy on small, insignificant tasks and ignoring the tasks that were most important. Other reasons for failing are partnering with the wrong people, not being able to sell your product to the right customers at the right time at the right price... and many more reasons!

Interviewer: As an entrepreneur, how do you feel failure should be looked at?

Shyam: I believe we should all look at failure as an asset, rather than as something negative. The way I see it, if you have an idea, you should try to make it work, even if there is a chance that you will fail. That’s because not trying is failure right there, anyway! And failure is not the worst thing that can happen. I think having regrets because of not trying and wondering ‘what if’ is far worse than trying and actually failing.

Interviewer: How did you feel when you failed for the first time?

Shyam: I was completely heartbroken! It was a very painful experience. But the good news is you do recover from the failure. And with every subsequent failure, the recovery process gets a lot easier. That’s because you start to see each failure more as a lesson that will eventually help you succeed, rather than as an obstacle that you cannot overcome. You will start to realize that failure has many benefits.

Interviewer: Can you tell us about some of the benefits of failing?

Shyam: One of the benefits that I have experienced personally from failing is that the failure made me see things in a new light. It gave me answers that I didn’t have before. Failure can make you a lot stronger. It also helps keep your ego in control.

Interviewer: What advice would you give entrepreneurs who are about to start their own enterprises?

Shyam: I would tell them to do their research and ensure that their product is something that is actually wanted by customers. I'd tell them to pick their partners and employees very wisely and cautiously. I'd tell them that it's very important to be aggressive – push and market your product as aggressively as possible. I would warn them that starting an enterprise is very expensive and that they should be prepared for a situation where they run out of money.

I would tell them to create long term goals and put a plan in action to achieve that goal. I would tell them to build a product that is truly unique. Be very careful and ensure that you are not copying another startup. Lastly, I'd tell them that it's very important that they find the right investors.

Interviewer: That's some really helpful advice, Shyam! I'm sure this will help all entrepreneurs to be more prepared before they begin their journey! Thank you for all your insight!

Unit 6.6: Preparing to be an Entrepreneur

Unit Objectives

At the end of this unit, you will be able to:

- Discuss how market research is carried out
- Describe the 4 Ps of marketing
- Discuss the importance of idea generation
- Recall basic business terminology
- Discuss the need for CRM
- Discuss the benefits of CRM
- Discuss the need for networking
- Discuss the benefits of networking
- Understand the importance of setting goals
- Differentiate between short-term, medium-term and long-term goals
- Discuss how to write a business plan
- Explain the financial planning process
- Discuss ways to manage your risk
- Describe the procedure and formalities for applying for bank finance
- Discuss how to manage your own enterprise
- List important questions that every entrepreneur should ask before starting an enterprise

6.6.1 Market Study / The 4 Ps of Marketing / Importance of an IDEA

Understanding Market Research

Market research is the process of gathering, analyzing and interpreting market information on a product or service that is being sold in that market. It also includes information on:

- Past, present and prospective customers

- Customer characteristics and spending habits
- The location and needs of the target market
- The overall industry
- Relevant competitors

Market research involves two types of data:

- **Primary information.** This is research collected by yourself or by someone hired by you.
- **Secondary information.** This is research that already exists and is out there for you to find and use.

Primary research

Primary research can be of two types:

- **Exploratory:** This is open-ended and usually involves detailed, unstructured interviews.
- **Specific:** This is precise and involves structured, formal interviews. Conducting specific research is the more expensive than conducting exploratory research.

Secondary research

Secondary research uses outside information. Some common secondary sources are:

- **Public sources:** These are usually free and have a lot of good information. Examples are government departments, business departments of public libraries etc.
- **Commercial sources:** These offer valuable information but usually require a fee to be paid. Examples are research and trade associations, banks and other financial institutions etc.
- **Educational institutions:** These offer a wealth of information. Examples are colleges, universities, technical institutes etc.

6.6.1 The 4 Ps of Marketing

The 4 Ps of marketing is:

- Product,

- Price,
- Promotion and
- Place.

Let's look at each of these 4 Ps in detail.

Product

A product can be:

- A tangible good
- An intangible service

Whatever your product is, it is critical that you have a clear understanding of what you are offering, and what its unique characteristics are, before you begin with the marketing process. Some questions to ask you are:

- What does the customer want from the product/service?
- What needs does it satisfy?
- Are there any more features that can be added?
- Does it have any expensive and unnecessary features?
- How will customers use it?
- What should it be called?
- How is it different from similar products?
- How much will it cost to produce?
- Can it be sold at a profit?

Price

Once all the elements of Product have been established, the Price factor needs to be considered. The Price of a Product will depend on several factors such as profit margins, supply, demand and the marketing strategy. Some questions to ask you are:

- What is the value of the product/service to customers?

- Do local products/services have established price points?
- Is the customer price sensitive?
- Should discounts be offered?
- How is your price compared to that of your competitors?

Promotion

Once you are certain about your Product and your Price, the next step is to look at ways to promote it. Some key elements of promotion are advertising, public relations, social media marketing, email marketing, search engine marketing, video marketing and more. Some questions to ask you are:

- Where should you promote your product or service?
- What is the best medium to use to reach your target audience?
- When would be the best time to promote your product?
- How are your competitors promoting their products?

Place

According to most marketers, the basis of marketing is about offering the right product, at the right price, at the right place, at the right time. For this reason, selecting the best possible location is critical for converting prospective clients into actual clients. Some questions to ask you are:

- Will your product or service be looked for in a physical store, online or both?
- What should you do to access the most appropriate distribution channels?
- Will you require a sales force?
- Where are your competitors offering their products or services?
- Should you follow in your competitors' footsteps?
- Should you do something different from your competitors?

Importance of an IDEA

Ideas are the foundation of progress. An idea can be small or ground-breaking, easy to accomplish or extremely complicated to implement. Whatever the case, the fact that it is an idea gives it merit. Without ideas, nothing is possible. Most people are afraid to speak out their ideas, out for fear of being ridiculed. However, if are an entrepreneur and want to remain competitive and innovative, you need to bring your ideas out into the light. Some ways to do this are by:

- Establishing a culture of brainstorming where you invite all interested parties to contribute
- Discussing ideas out loud so that people can add their ideas, views, opinions to them
- Being open minded and not limiting your ideas, even if the idea who have seems ridiculous
- Not discarding ideas that you don't work on immediately, but instead making a note of them and shelving them so they can be revisited at a later date.

6.6.1 Business Entity Concepts: Basic Business Terminology

If your aim is to start and run a business, it is crucial that you have a good understanding of basic business terms. Every entrepreneur should be well versed in the following terms:

- **Accounting:** A systematic method of recording and reporting financial transactions.
- **Accounts payable:** Money owed by a company to its creditors.
- **Accounts Receivable:** The amount a company is owed by its clients.
- **Assets:** The value of everything a company owns and uses to conduct its business.
- **Balance Sheet:** A snapshot of a company's assets, liabilities and owner's equity at a given moment.
- **Bottom Line:** The total amount a business has earned or lost at the end of a month.
- **Business:** An organization that operates with the aim of making a profit.
- **Business to Business (B2B):** A business that sells goods or services to another business.
- **Business to Consumer (B2C):** A business that sells goods or services directly to the end user.
- **Capital:** The money a business has in its accounts, assets and investments. The two main types of capital are debt and equity.
- **Cash Flow:** The overall movement of funds through a business each month, including income and expenses.
- **Cash Flow Statement:** A statement showing the money that entered and exited a business during a specific period of time.
- **Contract:** A formal agreement to do work for pay.
- **Depreciation:** The degrading value of an asset over time.
- **Expense:** The costs that a business incurs through its operations.
- **Finance:** The management and allocation of money and other assets.

- **Financial Report:** A comprehensive account of a business' transactions and expenses.
- **Fixed Cost:** A one-time expense.
- **Income Statement (Profit and Loss Statement):** Shows the profitability of a business during a period of time.
- **Liabilities:** The value of what a business owes to someone else.
- **Marketing:** The process of promoting, selling and distributing a product or service.
- **Net Income/Profit:** Revenues minus expenses.
- **Net Worth:** The total value of a business.
- **Payback Period:** The amount of time it takes to recover the initial investment of a business.
- **Profit Margin:** The ratio of profit, divided by revenue, displayed as a percentage.
- **Return on Investment (ROI):** The amount of money a business gets as return from an investment.
- **Revenue:** The total amount of income before expenses is subtracted.
- **Sales Prospect:** A potential customer.
- **Supplier:** A provider of supplies to a business.
- **Target Market:** A specific group of customers at which a company's products and services are aimed.
- **Valuation:** An estimate of the overall worth of the business.
- **Variable Cost:** Expenses that change in proportion to the activity of a business.
- **Working Capital:** Calculated as current assets minus current liabilities.

6.6.1 CRM & Networking

What is CRM?

CRM stands for Customer Relationship Management. Originally the expression Customer Relationship Management meant managing one's relationship with customers. However, today it refers to IT systems and software designed to help companies manage their relationships.

The Need for CRM

The better a company can manage its relationships with its customers, the higher the chances of the company's success. For any entrepreneur, the ability to successfully retain existing customers and expand the enterprise is paramount. This is why IT systems that focus on addressing the problems of dealing with customers on a daily basis are becoming more and more in demand.

Customer needs change over time, and technology can make it easier to understand what customers really want. This insight helps companies to be more responsive to the needs of their customers. It enables them to modify their business operations when required, so that their customers are always served in the best manner possible. Simply put CRM helps companies recognize the value of their clients and enables them to capitalize on improved customer relations.

Benefits of CRM

CRM has a number of important benefits:

- It helps improve relations with existing customers which can lead to:
 - Increased sales
 - Identification of customer needs
 - Cross-selling of products
- It results in better marketing of one's products or services
- It enhances customer satisfaction and retention
- It improves profitability by identifying and focusing on the most profitable customers

6.6.1 What is networking?

In business, networking means leveraging your business and personal connections in order to bring in a regular supply of new business. This marketing method is effective as well as low cost. It is a great way to develop sales opportunities and contacts. Networking can be based on referrals and introductions, or can take place via phone, email, and social and business networking websites.

The Need for Networking

Networking is an essential personal skill for business people, but it is even more important for entrepreneurs. The process of networking has its roots in relationship building. Networking results in greater communication and a stronger presence in the entrepreneurial ecosystem. This helps build strong relationships with other entrepreneurs.

Business networking events held across the globe play a huge role in connecting like-minded entrepreneurs who share the same fundamental beliefs in communication, exchanging ideas and converting ideas into realities. Such networking events also play a crucial role in connecting entrepreneurs with potential investors. Entrepreneurs may have vastly different experiences and

backgrounds but they all have a common goal in mind – they all seek connection, inspiration, advice, opportunities and mentors. Networking offers them a platform to do just that. Benefits of Networking

Networking offers numerous benefits for entrepreneurs. Some of the major benefits are:

- Getting high quality leads
- Increased business opportunities
- Good source of relevant connections
- Advice from like-minded entrepreneurs
- Gaining visibility and raising your profile
- Meeting positive and enthusiastic people
- Increased self-confidence
- Satisfaction from helping others
- Building strong and lasting friendships

6.6.1 Business Plan: Why Set Goals

Setting goals is important because it gives you long-term vision and short-term motivation. Goals can be short term, medium term and long term.

Short-Term Goals

- These are specific goals for the immediate future. Example: Repairing a machine that has failed.
- Medium-Term Goals
- These goals are built on your short term goals.
- They do not need to be as specific as your short term goals.

Example: Arranging for a service contract to ensure that your machines don't fail again.

Long-Term Goals

- These goals require time and planning. They usually take a year or more to achieve.

Example: Planning your expenses so you can buy new machinery

Why Create a Business Plan

A business plan is a tool for understanding how your business is put together. It can be used to monitor progress, foster accountability and control the fate of the business. It usually offers a 3-5 year projection and outlines the plan that the company intends to follow to grow its revenues. A business plan is also a very important tool for getting the interest of key employees or future investors. A business plan typically comprises of eight elements.

6.6.1 Elements of a Business Plan

Executive Summary

The executive summary follows the title page. The summary should clearly state your desires as the business owner in a short and businesslike way. It is an overview of your business and your plans. Ideally this should not be more than 1-2 pages.

Your Executive Summary should include:

The Mission Statement: Explain what your business is all about.

Example: Nike's Mission Statement

Nike's mission statement is "To bring inspiration and innovation to every athlete in the world."

- **Company Information:** Provide information like when your business was formed, the names and roles of the founders, the number of employees, your business location(s) etc.
- **Growth Highlights:** Mention examples of company growth. Use graphs and charts where possible.
- **Your Products/Services:** Describe the products or services provided.
- **Financial Information:** Provide details on current bank and investors.
- **Summarize future plans:** Describe where you see your business in the future.
- **Business Description**

The second section of your business plan needs to provide a detailed review of the different elements of your business. This will help potential investors to correctly understand your business goal and the uniqueness of your offering.

Your Business Description should include:

- A description of the nature of your business
- The market needs that you are aiming to satisfy
- The ways in which your products and services meet these needs
- The specific consumers and organizations that you intend to serve
- Your specific competitive advantages

Market Analysis

The market analysis section usually follows the business description. The aim of this section is to showcase your industry and market knowledge. This is also the section where you should lay down your research findings and conclusions.

Your Market Analysis should include:

- Your industry description and outlook
- Information on your target market
- The needs and demographics of your target audience
- The size of your target market
- The amount of market share you want to capture
- Your pricing structure
- Your competitive analysis
- Any regulatory requirements

Organization & Management

This section should come immediately after the Market Analysis. Your Organization & Management section should include:

- Your company's organizational structure
- Details of your company's ownership
- Details of your management team

- Qualifications of your board of directors

- Detailed descriptions of each division/department and its function
- The salary and benefits package that you offer your people

The incentives that you offer

Service or Product Line

The next section is the service or product line section. This is where you describe your service or product, and stress on their benefits to potential and current customers. Explain in detail why your product of choice will fulfill the needs of your target audience.

Your Service or Product Line section should include:

- A description of your product/service
- A description of your product or service's life cycle

A list of any copyright or patent filings. A description of any R&D activities that you are involved in or planning

Marketing & Sales

Once the Service or Product Line section of your plan has been completed, you should start on the description of the marketing and sales management strategy for your business.

Your Marketing section should include the following strategies:

- **Market penetration strategy:** This strategy focuses on selling your existing products or services in existing markets, in order to increase your market share.
- **Growth strategy:** This strategy focuses on increasing the amount of market share, even if it reduces earnings in the short-term.
- **Channels of distribution strategy:** These can be wholesalers, retailers, distributors and even the internet.
- **Communication strategy:** These can be written strategies (e-mail, text, and chat), oral strategies (phone calls, video chats, and face-to-face conversations), non-verbal strategies (body language, facial expressions, tone of voice) and visual strategies (signs, web-pages, illustrations).

Your Sales section should include the following information:

A sales force strategy: This strategy focuses on increasing the revenue of the enterprise.

A breakdown of your sales activities: **This means detailing out how you intend to sell your products or services** – will you sell it offline or online, how many units do you intend to sell, what price do you plan to sell each unit at, etc.

Funding Request

This section is specifically for those who require funding for their venture. The Funding Request section should include the following information:

- How much funding you currently require.
- How much funding you will require over the next five years. This will depend on your long-term goals.
- The type of funding you want and how you plan to use it. Do you want funding that can be used only for a specific purpose, or funding that can be used for any kind of requirement?
- Strategic plans for the future. This will involve detailing out your long-term plans – what these plans are and how much money you will require to put these plans in motion.
- Historical and prospective financial information. This can be done by creating and maintaining all your financial records, right from the moment your enterprise started, to the present day. Documents required for this are your balance sheet which contains details of your company's assets and liabilities, your income statement which lists your company's revenues, expenses and net income for the year, your tax returns (usually for the last three years) and your cash flow budget which lists the cash that came in, the cash that went out and states whether you had a cash deficit (negative balance) or surplus (positive balance) at the end of each month.

Financial Planning

Before you begin building your enterprise, you need to plan your finances. Take a look at the steps for financial planning:

- **Step 1:** Create a financial plan. This should include your goals, strategies and timelines for accomplishing these goals.
- **Step 2:** Organize all your important financial documents. Maintain a file to hold your investment details, bank statements, tax papers, credit card bills, insurance papers and any other financial records.
- **Step 3:** Calculate your net worth. This means figure out what you own (assets like your house, bank accounts, investments etc.), and then subtract what you owe (liabilities like loans, pending credit card amounts etc.) the amount you are left with is your net worth.
- **Step 4:** Make a spending plan. This means write down in detail where your money will come from, and where it will go.
- **Step 5:** Build an emergency fund. A good emergency fund contains enough money to cover at least 6 months' worth of expenses.
- **Step 6:** Set up your insurance. Insurance provides long term financial security and protects you against risk.

Risk Management

As an entrepreneur, it is critical that you evaluate the risks involved with the type of enterprise that you want to start, before you begin setting up your company. Once you have identified potential risks, you can take steps to reduce them. Some ways to manage risks are:

Research similar business and find out about their risks and how they were minimized.

Evaluate current market trends and find out if similar products or services that launched a while ago are still being well received by the public.

Think about whether you really have the required expertise to launch your product or service.

Examine your finances and see if you have enough income to start your enterprise.

Be aware of the current state of the economy, consider how the economy may change over time, and think about how your enterprise will be affected by any of those changes.

6.6.1 Procedure and Formalities for Bank Finance

The Need for Bank Finance

For entrepreneurs, one of the most difficult challenges faced involves securing funds for startups. With numerous funding options available, entrepreneurs need to take a close look at which funding methodology works best for them. In India, banks are one of the largest funders of startups, offering funding to thousands of startups every year.

What Information Should Entrepreneurs Offer Banks for Funding

When approaching a bank, entrepreneurs must have a clear idea of the different criteria that banks use to screen, rate and process loan applications. Entrepreneurs must also be aware of the importance of providing banks with accurate and correct information. It is now easier than ever for financial institutions to track any default behavior of loan applicants. Entrepreneurs looking for funding from banks must provide banks with information relating to their general credentials, **financial situation** and guarantees or collaterals that can be offered.

General Credentials

This is where you, as an entrepreneur, provide the bank with background information on yourself. Such information includes:

- **Letter(s) of Introduction:** This letter should be written by a respected business person who knows you well enough to introduce you. The aim of this letter is set across your achievements and vouches for your character and integrity.
- **Your Profile:** This is basically your resume. You need to give the bank a good idea of your educational achievements, professional training, qualifications, employment record and achievements.
- **Business Brochure:** A business brochure typically provides information on company products, clients, how long the business has been running for etc.
- **Bank and Other References:** If you have an account with another bank, providing those bank references is a good idea.
- **Proof of Company Ownership or Registration:** In some cases, you may need to provide the bank with proof of company ownership and registration. A list of assets and liabilities may also be required.

- **Financial Situation:** Banks will expect current financial information on your enterprise. The standard financial reports you should be prepared with are:
 - Balance Sheet
 - Profit-and-Loss Account
 - Cash-Flow Statement
 - Projected Sales and Revenues
 - Business Plan
 - Feasibility Study
- **Guarantees or Collaterals:** Usually banks will refuse to grant you a loan without security. You can offer assets which the bank can seize and sell off if you do not repay the loan. Fixed assets like machinery, equipment, vehicles etc. are also considered to be security for loans.

6.6.1 The Lending Criteria of Banks

Your request for funding will have a higher chance of success if you can satisfy the following lending criteria:

- Good cash flow
- Adequate shareholders' funds
- Adequate security
- Experience in business
- Good reputation

The Procedure

- To apply for funding the following procedure will need to be followed.
- Submit your application form and all other required documents to the bank.
- The bank will carefully assess your credit worthiness and assign ratings by analyzing your business information with respect to parameters like management, financial, operational and industry information as well as past loan performance.
- The bank will make a decision as to whether or not you should be given funding.

6.6.1 Enterprise Management - An Overview

To manage your enterprise effectively you need to look at many different aspects, right from managing the day-to-day activities to figuring out how to handle a large scale event. Let's take a look at some simple steps to manage your company effectively.

Step 1: Use your leadership skills and ask for advice when required.

Let's take the example of Ramu, an entrepreneur who has recently started his own enterprise. Ramu has good leadership skills – he is honest, communicates well, knows how to delegate work etc. These leadership skills definitely help Ramu in the management of his enterprise. However, sometimes Ramu comes across situations that he is unsure how to handle. What should Ramu do in this case? One solution is for him to find a more experienced manager who is willing to mentor him. Another solution is for Ramu to use his networking skills so that he can connect with managers from other organizations, who can give him advice on how to handle such situations.

Step 2: Divide your work amongst others – realize that you cannot handle everything yourself.

Even the most skilled manager in the world will not be able to manage every single task that an enterprise will demand of him. A smart manager needs to realize that the key to managing his enterprise lies in his dividing all his work between those around him. This is known as delegation. However, delegating is not enough. A manager must delegate effectively if he wants to see results. This is important because delegating, when done incorrectly, can result in you creating even more work for yourself. To delegate effectively, you can start by making two lists. One list should contain the things that you know you need to handle yourself. The second list should contain the things that you are confident can be given to others to manage and handle. Besides incorrect delegation, another issue that may arise is over-delegation. This means giving away too many of your tasks to others. The problem with this is, the more tasks you delegate, the more time you will spend tracking and monitoring the work progress of those you have handed the tasks to. This will leave you with very little time to finish your own work.

Step 3: Hire the right people for the job.

Hiring the right people goes a long way towards effectively managing your enterprise. To hire the best people suited for the job, you need to be very careful with your interview process. You should

ask potential candidates the right questions and evaluate their answers carefully. Carrying out background checks is always a good practice. Running a credit check is also a good idea, especially if the people you are planning to hire will be handling your money. Create a detailed job description for each role that you want filled and ensure that all candidates have a clear and correct understanding of the job description. You should also have an employee manual in place, where you put down every expectation that you have from your employees. All these actions will help ensure that the right people are approached for running your enterprise.

Step 4: Motivate your employees and train them well.

Your enterprise can only be managed effectively if your employees are motivated to work hard for your enterprise. Part of being motivated involves your employees believing in the vision and mission of your enterprise and genuinely wanting to make efforts towards pursuing the same. You can motivate your employees with recognition, bonuses and rewards for achievements. You can also motivate them by telling them about how their efforts have led to the company's success. This will help them feel pride and give them a sense of responsibility that will increase their motivation.

Besides motivating your people, your employees should be constantly trained in new practices and technologies.

Remember, training is not a one-time effort. It is a consistent effort that needs to be carried out regularly.

Step 5: Train your people to handle your customers well.

Your employees need to be well-versed in the art of customer management. This means they should be able to understand what their customers want, and also know how to satisfy their needs. For them to truly understand this, they need to see how you deal effectively with customers. This is called leading by example. Show them how you sincerely listen to your clients and the efforts that you put into understanding their requirements. Let them listen to the type of questions that you ask your clients so they understand which questions are appropriate.

Step 6: Market your enterprise effectively.

Use all your skills and the skills of your employees to market your enterprise in an effective manner. You can also hire a marketing agency if you feel you need help in this area.

Now that you know what is required to run your enterprise effectively, put these steps into play, and see how much easier managing your enterprise becomes!

6.6.1 Considering Entrepreneurship

Questions to Ask Yourself before Considering Entrepreneurship

- Why am I starting a business?
- What problem am I solving?
- Have others attempted to solve this problem before? Did they succeed or fail?
- Do I have a mentor¹ or industry expert that I can call on?
- Who is my ideal customer²?
- Who are my competitors³?
- What makes my business idea different from other business ideas?
- What are the key features of my product or service?
- Have I done a SWOT⁴ analysis?
- What is the size of the market that will buy my product or service?
- What would it take to build a minimum viable product⁵ to test the market?
- How much money do I need to get started?
- Will I need to get a loan?
- How soon will my products or services be available?
- When will I break even⁶ or make a profit?
- How will those who invest in my idea make a profit?
- How should I set up the legal structure⁷ of my business?
- What taxes⁸ will I need to pay?
- What kind of insurance⁹ will I need?
- Have I reached out to potential customers for feedback

Tips

It is very important to validate your business ideas before you invest significant time, money and resources into it.

The more questions you ask yourself, the more prepared you will be to handle to highs and lows of starting an enterprise.

Footnotes:

- A mentor is a trusted and experienced person who is willing to coach and guide you.
- A customer is someone who buys goods and/or services.
- A competitor is a person or company that sells products and/or services similar to your products and/or services.
- SWOT stands for Strengths, Weaknesses, Opportunities and Threats. To conduct a SWOT analysis of your company, you need to list down all the strengths and weaknesses of your company, the opportunities that are present for your company and the threats faced by your company.
- A minimum viable product is a product that has the fewest possible features, that can be sold to customers, for the purpose of getting feedback from customers on the product.
- A company is said to break even when the profits of the company are equal to the costs.



Skill India
कौशल भारत - कुशल भारत



सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP



N.S.D.C.
National
Skill Development
Corporation
Transforming the skill landscape



Media & Entertainment Skills Council

Address: Media & Entertainment Skills Council, 522-524, 5th Floor
DLF Tower A Jasola New Delhi-110025

Email: info@mescindia.com

Web: www.mescindia.org

Phone: +911149048335/49048336

CIN No.: 00000000



978-1-111-22222-45-7

Not for Sale- For Internal Circulation only

Price: ₹