

CHAPTER-1

→ What is entrepreneurship?

- Entrepreneurship is defined as the process of running the individual business.

→ What is entrepreneur?

- One who creates any business in the face of risk and uncertainty for the purpose of achieving profit and growth by necessary resources.

→ Concept of entrepreneur?

- Risk bearer

- Organiser

- Innovator → new ideas

→ Characteristics of entrepreneur?

- Desires for responsibility.

- Preference for moderate risk.

- Confidence to succeed.

- Desires for immediate feedback.

- High level of energy.

- Future orientation.

- Skilled at organising.

- Value achievement over money.

→ Function of entrepreneur?

- Innovation

- Risk taking.

① According to type of business?

- It focus on business only
- ex - Reliance

② According to use of technology?

- It focus on science and technology.
- Ex - Tesla,

③ According to use motivation?

- The great motivation on only people.
- Ex - D. bibeka Bindra

④ According to use growth?

- By J's they focus on banking and growth.
- Ex - By J's

⑤ According to use area?

- The focus section of specific area.
- Ex - Eln most.

⑥ According to use gender and age?

- The focus gender equality and service to man time.

⑦ According to use sale of operation

- The focus section sale of operation
- Ex - SBI.

Entrepreneur vs manager manager:-

- A manager role represented within in hierarchy of an organization.
- The ^{position} ~~position~~ of a manager in a organization comes from top to fourth position.
- The manager is the communication lien between executive team and employees working under them.

Function of a manager:-

1. Acts as middlemen between upper management and their employees.
2. Acts as middlemen between customers and the organization.
3. Teaches employees skills to complete the project.
4. Hires employees
5. Conducts performance review

6. making decision both department Problems
- manager simply an employ in organization

Entrepreneur:-

- Basically, An entrepreneur is an innovative person, who runs it's own business.
- An entrepreneur is a risk bearer, organization and innovator.
- Entrepreneur are self confident and optimistic.
- Entrepreneur are energetic, diligent, Creative and the dynamics leader.
- Entrepreneur focus on all the relevant circumstances of the business.

Forms of business ownership?

a. Sole-Proprietorship form

b. Partner forms

a. Sole-Proprietorship form

A sole proprietorship has a business own by only one person.

Ex- 72% of all U.S.A business.

→ It is the easiest and cheapest job
business and you can use your
own name but you need a valid
licence and you are subject to
Central Government rules and
regulation.

Advantages:-

- The business is your own control completely.
- You take your own important decision
- You will give your own ~~tax~~ income taxes.

Disadvantages:-

- Sole proprietorship not suitable for many people business.
- Some time it needs extra talent to make business successful.

b. Partner forms:-

- Partnership it's a business owned ~~owned~~ jointly by ~~two~~ or more people.

- Ex- DeDD, micro shop, google etc.
- Example of Partner ship.
- Setting of a partner ship business is relatively easy and inexpensive.
- There are so many criteria like

Advantages of Partner ship

- Diverse group of talented individuals.
- It makes financing easier.
- Partner can ~~agree~~ legally to allow the partnership to survive if one or more partners die.

Dis advantages of Partner ship

- Peoples are not comfortable with the share decision making by the partner.

* Types of industry and startups

Definition of Startup:-

A startup is a company to solve a problem where the solution is not obvious and success is not guaranteed is called startup.

* Features of startup:

- a. Innovation (New ideas)
- b. Age
- c. Growth
- d. Risk
- e. Flexibility
- f. Solving a Problem
- g. Work team
- h. Scalability

There are eight features for a start up company.

a. Innovation

A business need to have a differentiation ~~competition~~ in order to gain advantage in the market.

b. Age!

A company in the early stage has brand management, sales and hiring employees. It may be on the market less than 3 years or two 7 years still a startup company.

C. Growth:-

A startup is company with grow and expand rapidly.

D. Risk:-

There are several uncertainty present and change of high failure rate for this reason a startup should need risk.

Flexibility:-

The startup company should take they dynamic quality like adversities and the bussiness need to ready to meet customer requirement.

Solving a Problem:-

- A company must focus on existing problem and look forward for up coming situations.

Work team:-

- working team defines less than 100 people.

Scalability:-

- A bussiness modes that is scalable & repeats it can go with out the need to increasing human or financial resources.

Industry Types

- a. Primary :- (Raw material industry)
Ex- Jute Production
- b. Secondary :- (Manufacturing and construction)
Ex cotton thread making
- c. Tertiary :- (Service industry)
Ex selling books
- d. Quaternary :- (Information service)
Ex IT & communication.

Types of business

- a. Business Entrepreneurship.
- b. Trading Entrepreneurship.
- c. Industrial Entrepreneurship.
- d. Corporate
- e. Agriculture
- f. Retail
- g. Service

a. Business Entrepreneurship: -
The idea of new product or service & then create a business to materialized their idea.

b. Trading entrepreneurship: -

This belongs to trading activities.
ex- Furniture business.

c. Industrial entrepreneurship: -

- A manufacture to identifies the potential need of customers to tailor to marketing needs.

d. Corporating entrepreneur: -

- A person who demonstrates his innovating skill and organizing ~~corporate~~ corporating and managing.

e. Agriculture entrepreneur: -

Here agricultural activity is raising & marketing of crops, fertilizers, pesticides etc.

f. Retail-entrepreneur: -

- This business is related to daily need of human being.

→ kerosine, controller, Rice, edible, wheat.

g. Service entrepreneur: -

This business related to service sector like.
- ex- Health service etc.

* Entrepreneurial Supportive Agencies -

→ There are institutional supports, like

- (i) Promotional
- (ii) Financial
- (iii) Technical
- (iv) marketing
- (v) Training
- (vi) other.

(i) Promotional

- Directorate of industries of industrial state Govt.
- The state small industries corporation.
- National small industries corporation
- The small scale industries corporation.

(ii) Financial :-

- The state financial corporation
- The industries finance corporation of india.
- Commercial banks.
- mutual funds

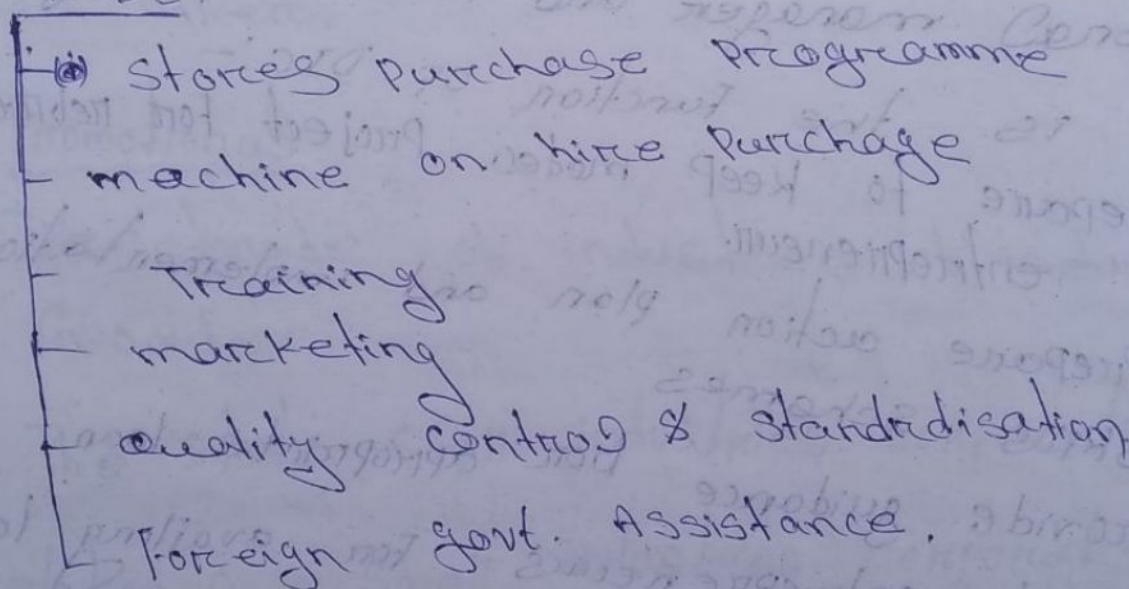
District Level agencies -

- a DIC - District industries centre 1978
- The district industry centre started in 1978 to promote district level small scale industry.
- DIC are implementing arm of central & state govt. of various schemes and programmes.
- Ex - PMIDY
- DIC - consist of general manager, personnel manager and project manager.
- what is the function of DIC:-
 1. To prepare to keep modes of Project for reference entrepreneurs.
 - To prepare action plan and implementation of skills schemes
 - To provide guidance for appropriate loan.
 - To assist entrepreneurs for availing land and tools, furniture, and fixtures.
 - To appropriate licence, permit, clearance
 - To conduct training programme
 - Technical consultant district regulatory development authority (CORDA)
 - To conduct product developed work appropriate to small industry.

2. National Small Industrial Corporation - (NSIC)

- Setup - 1955 by Govt. of India
- To promote and development of small scale industry
- Various activities undertaken by NSIC include supply of indigenous and imported machine on easy hire purchase and lease terms marketing of the product of small industry.

NSIC:-



- NSIC provides a complete package of financial assistance in the following areas.
- Supply of both indigenous & imported machine on easy hire purchased terms.
- marketing of small industry product with in the country.
- Technical training in several industry trades to create a technical culture in the young entrepreneurs.

SIDBI :- Small industry development Bank of India.

SIDBI stands from Small industry development bank of India. in response to a long standing demand for small scale centre to an apex level national institution for promotion, financing & development of industry in the small scale centre.

-> SIDBI of 1989, a large capital base of ₹ 150 crore, success, availability experience man with developed banking skills carved out of IDBI's professional staff

-> SIDBI became operational on April 2, 1990

Factor of SIDBI :-

a. The environment

b. Operational strategy

c. Growing operation

d. Supportive service

a. The environment :-

- India economy has been in transition for most part of the last 5 years, the industrial policy, Fiscal Policy, Public Sector Policy, Foreign investment Policy, trade policy and monetary policy, credit Policy have been in various stage of liberalisation.

- SIDBI has been reining its strategy and business Polys in collaboration with the Police with changes at the national level.

b. Operational Strategy:-

- Flow of credits to the small scale sector to direct & indirect financing mechanism.
- The share of direct assistance in the total assistance has steadily gone up.
- SIDBI extends resource support to non-banking financial companies by way of lines of credit.
- SIDBI now focusing lasting basics, memoranda of understanding with many leading banks.

c. Growing operation:-

- SIDBI has emerged as a measure to provide a wide of financial services to be small scale sector.

d. Supportive Service:-

Technology adoption, Technology exchange, Transfer and upgradation, management development, S.H.G group quality promotion, voluntary organisation.

* KVIC - Khadi and Village Industries Commission

The Khadi & Village Industries Commission established by an Act of Parliament is Statutory organisation engaged in Promoting and developing Khadi and Village industry for providing employment opportunities rural areas and strengthening rural economy.

→ KVIC has been identified one of the major organisation. in Decentralised sector for generating non-form employment opportunity.

* main objectives :-

- a. Providing employment in rural area
- b. Producing saleable articles
- c. The wider objective of creating self-reliance amongst the people and building up a strong rural community spirit.

Function of KVIC :-

- To plan and organize training of persons employed or desirous of seeking employed employment in khadi and village industries.
- To build up reserve of raw materials, implements and supply them to persons engaged in production of khadi industries.
- To promote the sale or marketing of khadi products.
- To provide financial assistance in the development of industries.
- To undertake experiments and pilot projects.

* Implementing Agencies :-

→ 5,549 registered institutions

→ 27 public sector banks

→ REGP = Rural employment generation programmes

* Grouping of industries:-

- i. mineral based industry.
- ii. Forest based industry.
- iii. polymer & chemical based industry.
- iv. Hand made paper and Fibre industry.
- v. Service industry.

* major schemes by KVAFSU:-

- REGP :- Rural employment generation Programme.
- ISEC - Interest subsidy eligibility certification
- RISE - Rural industries service centre.
- IBY - Janshree Bima Yojane
- RICS - Rural industries consultancy services
- PEP - People education service.

* Science and Technology Entrepreneurs Parks:-

→ The Science and Technology Entrepreneur Parks (STEP) Programme was initiated to provide a re-orientation in the approach to innovation and entrepreneurship involving Education.

Training, research, finance, management and the government to promote innovation based enterprises

* objective of (STEP): -

- To link between universities, academic and research and Development institution on one hand and industry on other hand.
- To Promote entrepreneurship among science and technology persons, many of whom are seeking jobs
- To Provide R&D Research & development support to small scale industry.
- To Promote Entrep. Enterprises.

Examples

- a) ~~EDITA~~ Entrepreneurship development institute of India (Ahmedabad)
- b) NIESBUD: - New Delhi (Delhi)
 - National institute for entrepreneurship and small business development.
- c) NISIEP: - (Hyderabad)
 - National institute of small industry extension and training.

* NABARD :-

Full form:- National bank for agriculture and rural development.

Definition :-

→ The reserve bank of India (Creditor) provides financial assistance to NABARD to improve rural prosperity.

* Background of NABARD :-

→ The Committee was formed on 30 March, 1979 under chairmanship of Shri Biswambaran borra member of planning Commission Govt. of India

* Functions of NABARD :-

→ Promotion and Development

→ Rebining

→ Financing

→ planning

→ monitoring and supervision.

* Institutes coming under NABARD:

RRBS → Regional rural banks

StCS → State co-operative bank

DCCBS → District Central cooperative bank

PACS → Primary agriculture credit Society.

Definition:

→ NABARD is an apex development bank authorized for providing & regulating credit and other facility for the promotion & development of agriculture, small scale industries, cottage & village industry, handicrafts & other rural crafts & other allied economic activities in rural areas.

* Commercial banks:

→ The Indian commercial banking system consist of 297 scheduled bank's.

→ Lending is an important strategy of banking. It creates economic activities both direct and indirect for socioeconomic growth.

→ Commercial banks play an important role in extension of financial assistance particularly for meeting the working capital requirements of the section.

→ Ex. State bank of India (SBI), ICIC, HDFC,

* OSIC:- Odisha Small Industries Corporation:-

- Established, 3rd April, 1972
- Objective :- This Corporation is to aid, assist and Promote MSME, micro small medium entrepreneurship.
- In the state govt, the growth and sustainable development to gear up the industrialization process takes place.
- OSIC is working with different sectors, to provide quality raw material to the MSME.
- Provides quality building material.
- It assist marketing.

→ MSME Related activities:-

- Product marketing
- Service " "
- Brand " "
- Consortium

* TBI:- Technology Business Incubator:-

- Technology business incubator is an entity, which helps technology-based start-up business, which all necessary supports that start-up needs to evolve and grow in to mature business for economic development.

* what is technology incubation:-
 → The assistance given to start-ups venture through the transfer of complex administration and unique environment with the objective of enhancing their opportunities of survival in the early period of business.

* Function of technology incubation:-
 → Helps startups in their early stages
 → Speed Funding
 → mentoring and training.

Incubator

* Description of management principles:-
 1. Identification of organizational goals.
 2. Line of action to be followed.
 3. Various stages of action.
 4. Methods to achieve goals.
 5. Organizing.
 6. A single command and control system.
 7. Efficient selection of personnel.
 8. Clear definition of duties.
 9. Initiative and responsibility.

Chapter - 2

market survey and opportunity identification

1. what is a Business plan?

→ A Business Plan is a document in which a business already under way is identified, described and analyzed, examining its technical, economic and financial feasibility.

→ The plan develops all of the ~~produce~~ procedures and strategies necessary in order to convert the business opportunity into an actual business project.

→ It provides an answer to simple questions about a new business or a business.

SSI:-

→ Small scale industries are industries which manufacture production & rendering of service are done a micro small.

→ This industry make one time investment in machinery plant, equipment it does not exceed 10 crore in annual turnover does not exceed 50 crore.

Ancillary units:-

→ Ancillary units are small forms that manufacture supply intermediate goods to large forms & master units.

→ Ancillary industry manufacture parts.

Tiny units

→ A tiny unit is defined as an industrial or business enterprise whose investment in plant and machinery is not more than 25 lakh.

→ Tiny sectors are spinal cord of our corporate industries as they provide a variety of non-conventional, low technological product and the objective of these units are to develop the standard of living.

Service sector unit:-

→ Activities in service sector units are retail banks, hotels, real estate, education, health, social work, media & communication, water supply.

Time schedule plan:-

→ The time schedule is a contractual document between the client and the contractor each for the sequence and progress of work.

<u>Ex- Time Frame</u>	<u>Activity</u>	<u>Remark</u>
Feb 2011	initial discussion with the mottsw, stakeholder meeting with national EPI and Family planner officials, County health teams, Partners.	Decision to work in Bony and Lota Consensus to work only on Facility-based integration for routine immunization
Apr-may 2011	Formative research to inform details of integration model.	Sensitivity and stigma regarding postpartum women's use of Family planning services revealed
Feb 2012	Training of staff at 5 Facilities each in Bony and Lota.	Addressing perception regarding uses.

Agencies to be contacted for project implementation.

① SWOT analysis:-
S - strength, O - opportunity
W - weakness, T - threats.

② Project cost

a. Land:-

→ Area of land, cost of land and conversion charges.

b. Site and land development:-

→ It should cover the land levelling, fencing, compound wall, internal roads, drainage specification, unit cost and the total cost should be furnished.

c. Civil structure:-

→ The civil structure comprises of factory building, raw material and finished products godowns, office laboratory, quarters, garage, canteen etc.

d. Plant & machinery:-

Indigenous components, major suppliers, quantities, unit cost and the total cost of the plant and machinery including the misc. equipment should be given.

e. Source of finance:-

→ The total project cost and source of fund

f. Techno-economic Parameters:-

should cover the capacity of the plant, year wise capacity utilisation, quantity of feed manufacture, commission on sale of feed.

g. Cash Flow Analysis:

→ Considering the capacity utilisation and also the various techno-economic parameters, income and expenditure streams have to be worked out to arrive at the gross profit.

h. Document and clearances Required:

→ Site plan, structural drawing, quantities and detailed cost analysis of various structures certified by an architect. Price quotations and specification for various items of plant machinery, approval from state electricity board for load connection.

* Assessment of Demand and supply and potential areas of growth:

→ Demand forecasting and sales forecasting are important for any marketing planning and control as it serves the basis for comparison over a period of time.

Common marketing terms used in market forecasting market.

→ Area where buyers and sellers come together and exchange goods and services and money transfer takes place between them.

Potential market:

It consist of all the consumers who show interest in a specific product / service of an organization.

Qualified available market:

It consist of consumers from available markets who ~~also~~ fulfill all the qualification laid down or stipalated by laws or as social norms.

Market Demand:

It is the total quantity of products or services that is bought by specified customer group in a specific geographical in a specified time period in a specified marketing environment under a specified marketing programme.

Area market potential:

→ Appropriate allocation of marketing resources to different geographical territories, so that maximum profit can be earned, it is essential to know the individual market potential of different areas.

Multiple factor index:

→ This method is most suitable for consumer goods where consumers are there and it is difficult to list them all. In this method certain weights are assigned to factors affecting sales of consumer goods.

Brand development index:

→ Percentage of brand sales in particular area in relation to the percentage of country population in that area.

Aggregate sales force opinion:

→ In this method sales persons are asked to give future sales estimate in their territory. Although simple but the method is not widely used as there are possibility of providing very pessimistic or optimistic by sales person without considering company policies and larger economic trends.

Expert opinion: -

opinion may be obtained in no. of ways. They can be interviewed separately or called at one place and opinion asked for in the form of a group discussion.

Quantitative technique:

This includes many mathematical and statistical techniques which take into consideration part data combine them and by using suitable formulas, future estimate are worked out.

5 Identify business opportunity: -

① what is already selling?

→ The easiest way to identify a business opportunity is to see what is already selling.

② what problems do you have in your own life?

→ Odds are if you have an issue with something there are other people who share this exact same issue.

③ Solve an existing problem with a new solution.

- Another great way to identify a potential business opportunity is by finding a new solution to an existing problem.

④ what do people come to you for advice on:-

- A great way to identify a potential business opportunity is by asking yourself, "what do people come to me for advice on?"

⑤ which business get the most funding?

→ You can see which startups are getting funding and see if there is trend is it personal finance?, Transport?, Aerospace?

6. use google search intent:
→ what you can do to identify a potential business opportunity is to go into google and type in "How to opportunity is to go into operation."

7. what do people with a similar background to you do?
→ The best thing to do here is type in your back ground plus "business idea" we all have different back grounds, some of us are into finance, others into art and others into history, There have been successful business for each of these different categories.

8. what freelancers have the most demand on freelance networks.

→ There are multiple freelance networks out there that business owners go to so that they can outsource various activities.

9. what you tube channels podcasts and blogs are most popular.

→ You can identify a business opportunity with in anyone of these mediums. if we can see that people are tuning in to watch, listen, and read certain types of content we know there is a demand for it.

10. what products get the best reviews on Amazon?

→ In order to innovate and make the current products better, you want to look at the two to three, star reviews on Amazon

11) what products get the best reviews on Amazon?

12) what can you do better than every one else?

→ If you can pick up on the various things that you can do better than your average person you can monetize that. You will find that most people want to be able to do what you can do with relative ease.

13) what industries can you cut out the middle man?

→ A conventional business model is where you have a manufacturer, a ~~retail~~ retailer, and a customer. You can now purchase directly from the manufacturer. Only when the customer buys from you.

* Final Production selection:-

→ Supply - Gap:-

→ The size of utilized market demand which constitutes a source of business opportunities will dictate, to great extent the need to select a particular product.

→ Fund:-

→ The size of funds that can be mobilized is another important factor. The adequate fund is needed to develop produce, promote sell and distribute the product selected.

→ Technical implications:-

→ The production process for the product needs to be considered. There is a need to know the technical implications of the selected produce time.

→ Profitability / marketability! -

→ The product that has the highest profit potential is often selected. However a product may be selected on the basis of its ability to utilize idle capacity or complement the sale of the existing products. The product must be marketable.

→ Availability of qualified personnel! -

→ qualified personnel to handle the production and marketing of the product must be available. The cost of producing the product must be kept to the minimum by reducing wastages.

→ Government policies! -

→ This is quite often an uncontrollable factor. The focuses of government policies can affect the product.

→ Government objectives! -

→ The contribution of the products to the realization of the company's short and long-range objectives must be considered before selection. The company goal may be the achievement of sales growth, sales stability or enhancement of the company's social value.

Project report Preparation chapter-3

marketing and business prospects:-

- a. The Product mix, capacity of the plant, year-wise capacity utilisation and actual quantity of products produced per year.
- b. Areas of marketing of the product and strategies i.e., talukas, district or state-wise quantities proposed for sale, method of sale, agencies/contractors, method of transportation of products, incentives or commission proposed to be paid, expenditure on publicity and brand name should be indicated. It should also cover the proposed marketing network in terms of staff and material.

* Socio-economic benefits:-

- The no. of villages, farmers and number of animals benefited and also number of person employed either directly or indirectly in this activity.

Schedule of implementation:-

The proposed implementation schedule of the scheme may be indicated starting from purchase of land till commercial production.

SWOT Analysis:-

- The strengths, weaknesses, opportunities and threats should be discussed separately.

Project Cost:-

i. Land:-

Area of land, cost of land and conversion charges

ii. Site and land development:-

→ It should cover the land levelling, Fencing/Compound wall, internal roads, drainage etc. The specifications, unit cost and the total cost should be furnished.

iii. Civil structure:-

→ The civil structure comprises of factory building, raw material and finished products godowns, office, laboratory, quarters, garage, canteen etc.

iv. Plant and machinery:-

→ Imported components, major suppliers, quantities, unit cost and the total cost of the plant and machinery including the misc.

→ The quotations along with the specification is required to be enclosed.

v. Electrical system:-

→ Covering transformer, diesel generators, internal and external electrification and also the deposits to be paid to the state electricity boards.

→ The specifications of transformer as well as generators along with the quotations should be furnished.

vi. Water supply and other utilities:-

→ Source of water, specification and expenditure on water supply system, cost of boilers for steam generation etc.

vii. vehicles:-

→ Number and cost along with justification on requirement of the various vehicles, price quotations from the dealers along with specification should be furnished.

viii. Pre-operative and Preliminary expenses:-

→ The item-wise cost and justification should be given.

ix. Contingencies:-

→ Percentage of contingencies and its reasonableness.

x. margin money for working capital:-

→ The margin money for working capital may be worked out taking into account the requirements of various raw material, packing material, fuel etc.

Sources of Finance:-

→ The total project cost and source of funds (equity, subsidy, loan etc.)

Techno-Economic Parameters:-

→ Should cover the capacity of the plant, year wise capacity utilisation, quantity of feed manufactured, commission on sale of feed, transportation charges, power and fuel charges, packing material charges, salaries and wages, marketing expenses and other overheads.

Economics of the Project and cash flow Analysis:-

→ Considering the capacity utilisation and also the various techno-economic parameters, the income and expenditure streams have to be worked out to arrive at the gross profit.

Documents and clearances required:

→ site plan structural drawings, quantities and detailed cost analysis of various civil structures certified by an architect, price quotations and specifications for various items of plant and certified machinery, approval from state electricity board for load connection.

* 13 ways to identify a business opportunity for beginners:-

1. what is already selling:-

→ As we said before, the goal isn't to reinvent the wheel. The easiest way to identify a business opportunity is to see what is already selling.

→ example - you can type into google best selling lamps.

2. what problems do you have in your own life:-

→ odds are if you have an issue with something there are other people who share this exact same issue. Ask yourself, "what issue do I constantly run into."

3. solve an existing problem with a new solution.

→ Another great way to identify a potential business opportunity is by finding a new solution to an existing problem.

4. what do people come to you for advice on?:-

→ A great way to identify a potential business opportunity is by asking yourself, what do people come to me for advice on? Are you good at basketball? Are you fast reader?

5. which businesses get the most funding? -

→ A/c to tech crunch in 2019, venture capital funds invested \$62 billion dollars in U.S startups. A lot of this funding is public knowledge.

6. use google search intent? -

→ Have you ever type something into ~~google~~ google and then you see a drop-down list of potential terms you could be searching for.

→ example: - why can, why can not lose weight

7. what do people with a similar background to you do?

→ we all have different backgrounds, some of us are into finance, other into art, and others into history. There have been successful businesses for each of these different categories.

8. what freelancers have the most demand on freelance networks.

→ There are multiple freelance networks out there that business owners go to so that they can outsource various activities.

9. what youtube channels, Podcasts, And blogs are most popular.

→ over 2 billion people log into youtube each month. 140 million Americans listen to Podcasts and 75% of users who use the internet read blogs.

10. what products get the best reviews on Amazon

→ Amazon, for all of its products, allows customers to leave reviews. on these reviews, you can see what people are saying about the product in question.

11. what can you cut a step out of to make something faster/easier? -

→ As Americans, we all want to accomplish things very quickly. That's why some of the most successful products and companies out there are the ones that help us save time.

12. what can you do better than everyone else? -

→ similar to what people come to you for advice on ask yourself, "what can you do better than every one else."

13. what industries can you cut out the middle man? -

→ Dropshipping has gained a lot of popularity over the last few years and there's no surprise. A conventional business model is where you have a manufacturer, a retailer, and a customer.

* Final Production selection; -

→ supply - gap: - The size of the utilized market demand which constitutes a source of business opportunities will dictate. to great extent the need to select a particular product. The product with the highest chances of success as reflected in it's demand will be selected.

→ Fund: - The size of funds that can be mobilized is another important factor.

→ The adequate fund is needed to develop, produce, promote, sell and distribute the product selected.

→ Technical implications:-

→ The product that has the highest profit potential is often selected. However a product may be selected on the basis of its ability to utilize idle capacity or complement the sale of the existing products. The product must be marketable.

→ Availability of qualified personnel:-

→ Qualified personnel to handle the production and marketing of the product must be available. The cost of producing the product must be kept to the minimum by reducing wastages. This is achievable through competent hands.

→ Government Policies:-

→ This is quite often an uncontrollable factor. The focuses of government policies can significantly influence the selection of the product.

→ Government objectives:-

→ The contribution of the products to the realization of the company's short and long-range objectives must be considered before selection. The company goal may be achievement of sales, growth, sales stability or enhancement of the company social.

Preliminary project report:-

- ① Name of the project
- ② Sectoral area
- ③ Total financial outlay
- ④ Details of the external development agencies.
- ⑤ Financial arrangement.

Total external assistance	Counterpart	Funds being made available by total			
			state Govt	center Govt.	others 5Way
	implementing agency				

- ⑥ Project duration.
- ⑦ location of project.
- ⑧ Previous phase of any
- ⑨ statutory clearance required.
- ⑩ statutory clearance obtained
- ⑪ Detail of Feasibility studies done of any.

⑫ implementing agency

⑬ Basic design of the project

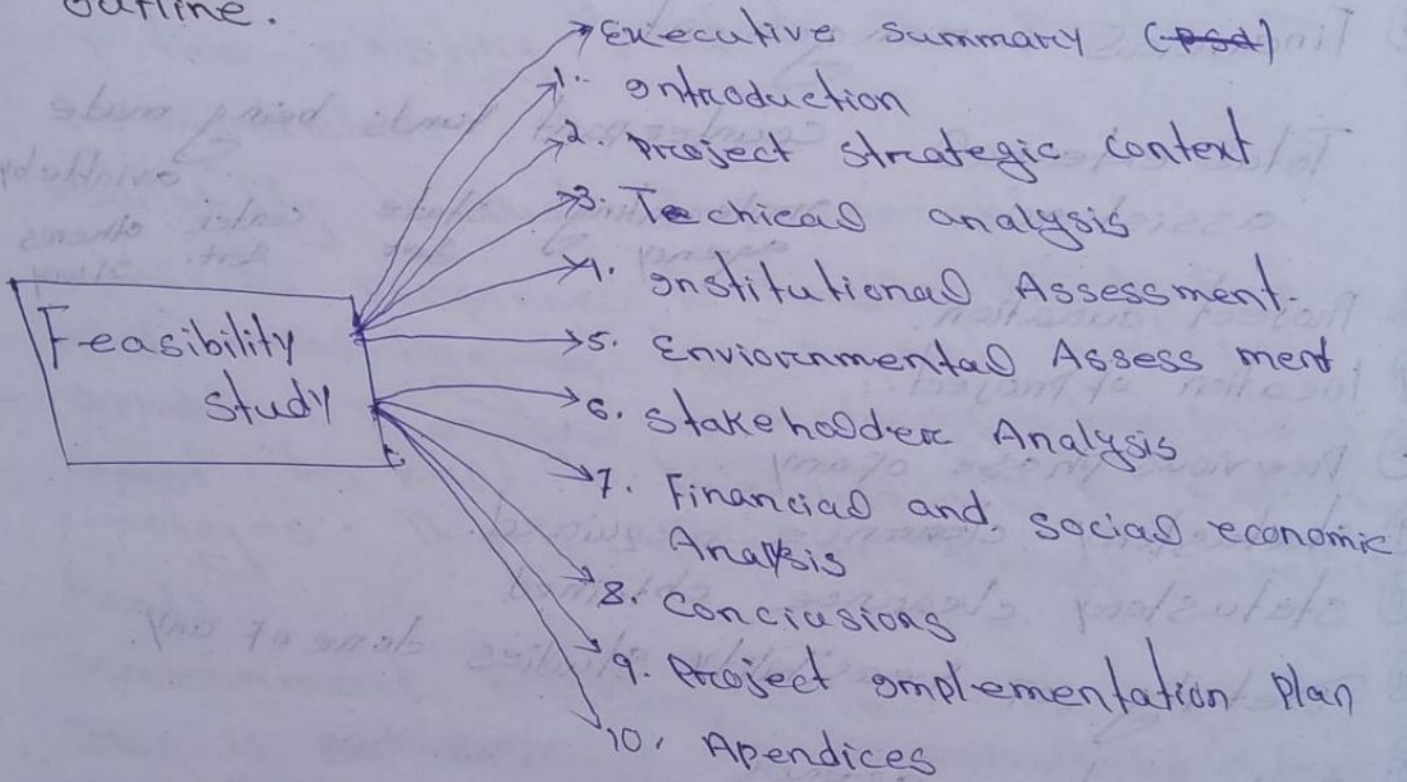
- Goals, ties and objectives
- Activities involved
- outputs of the project
- out come of the project
- Foreign component and technical coop component.

⑭ Target population / ~~groups~~ groups:

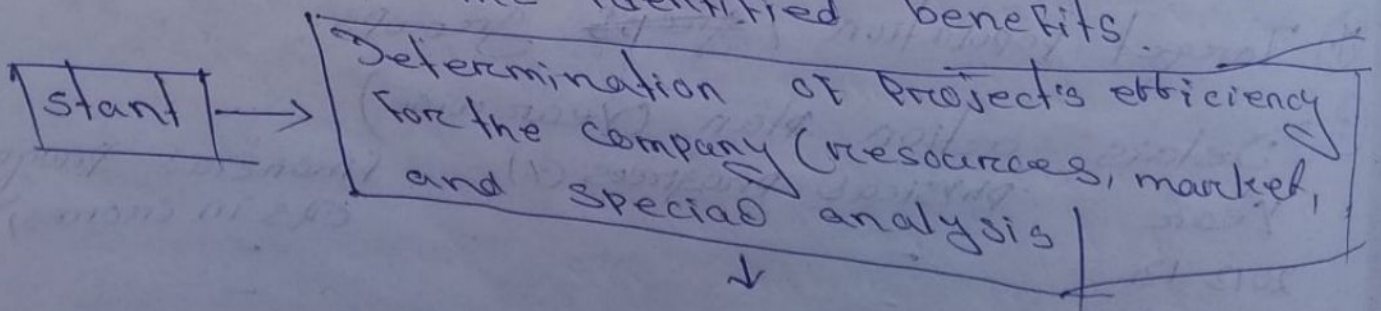
⑮ Details action plan (year wise)

Year	Physical progress (%)	Financial progress CRs in crores,
2012-13	-	-
2013-14	-	-
2014-15	-	-

- ⑥ Quantitative and qualitative target indicators
- ⑦ Environmental sustainability of the Project.
- ⑧ Land acquisition / Resettlement and Rehabilitation involved
- ⑨ Information regarding Projects in similar under taken previously
- ⑩ Overall view of Feasibility study contents and outline.



A Project is economically viable if the economic benefit of the project exceeds its economic cost, when analyzed for society as a whole. ... economic viability analysis can also include a cost effectiveness analysis to determine whether the project in the lowest-cost alternative to achieve the identified benefits.



Project evaluation with the use of DCF method

Should a debt capital be involved

- Decision criteria
- Solvency
- Political risks
- Financial stability

yes

no

Project analysis with an opportunity to involve debt capital

Project analysis taking into account a possibility of sunk costs

Analysis of risks and uncertainty with a help of real option techniques

Is the project efficient

yes

No

Estimation of an added value of every project to company's business value using DCF Pre-money and DCF Post money

[Empty box]

Analysis of company's societal value after the project is being implemented

Decision-making

Finish

Chapter-1 management Principles D-17.11/21

→ To run a business, an organisation should have Principle of management.

→ Business activities before principle of management are discussed:-

- a) technical activities
- b) security Activities
- c) commercial activities
- d) Financial activities

Definition of management Principle:-

→ The management activities such as forecasting and planning, and organizing, commanding, co-ordinating, controlling principles are called as management Principle.

* Description of management Principle:-

a. Forecasting and planning:-

1. Identification of organizational goal.
2. Line of action to be followed.
3. various stages of action.
4. method to achieve goal.

b. Organizing:-

1. A single competent and energetic guiding authority.
2. Efficient selection of personnel.
3. clear definition of duties.
4. Initiative and responsibility.

6. Reward and efficiency

7. unit of command

8. clear and precise decision making.

9. Proper Control.

10. Supreme many of general interest in relation to individual.

c. Commanding :-

d. Co-ordinating :-

e. Controlling :-

Function of management :-

→ There are many function of management activities such as planning, organizing, staffing, directing and controlling and discussed below.

a. Planning :-

→ planning means looking ahead means to assess the future and make provision for it.

i. Identification of organization goal :-

→ The aim of many life insurance company is to ensure life or property of human being the goal is to ensure maximum number of person or the property, so that risk can be spread on persons.

ii. The line of action :-

→ The action will be to create a marketing department for a company.

iii. method to be used :-

→ Here, how to sale insurance products through agencies or brokers

b. Organizing :-

- To organizing means building up the dead structure materials and human ^{or} like organisation it requires tools like computers capital and personell.
- It has authority (CEO) or managing director
- The C.E.O / managing direction has to recruit man ferget must be Fullfilled.
- The employees must take initiative and responsibility to fullfil goal.
- minimum Paper work should be followed to reduce paper wastages, softwars computers must be used.
- Good employees must be awarded to boost the ebbiciency.

c. Directing :-

- To direct sub-ordinates or junior employees to get desired result.
- Through knowledge of direction.
- Leadership ex. setting
- Conduct periodic assessment.
- Aim at making unity energy initiative.

d. Controlling :-

- To ensure every thing is done in accordance with rules and instruction to workmen ebbective control must be. (i) Promote (ii) To prevent errors.

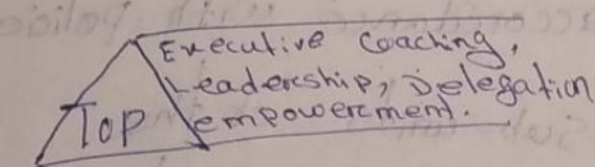
stabbing

- This is the managerial function of recruitment selection training, development, promotion and compensation of persons.
- The process of hiring the persons in various positions.

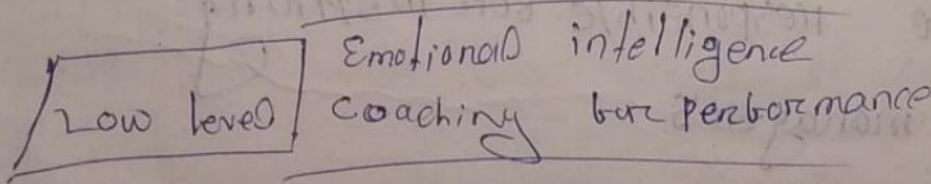
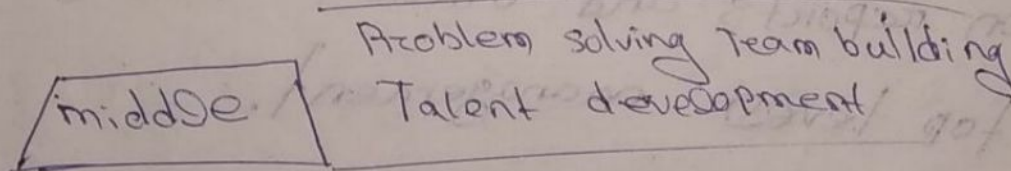
* Levels of management:-

- Levels of management is classified into three broad categories

 - a. Top level / Administrative level
 - b. middle level / executive
 - c. low level / Supervisory



Operative / First line management



- i. Top level management:-
 - It consist of board of directors chief chief executive officer managing director, the top management is ultimate source of authority.
- ii. Role of top management:-
 - a. Top management lays down the objectives and broad policies of the enterprises.

- b. It issues necessary instruction for preparation of department budget, procedure,
- c. It prepares strategic plans and policies for the enterprises.
- d. It provides guidance and directions.

* middle level of management:-

→ The branch managers and department managers are at this level.

* Role of middle level:-

→ They execute plan in accordance with policies

→ They make plans for sub-units of the organization, reports and other important data to top level management.

→ They are also responsible for inspiring lower level managers.

3. Lower level management:-

→ Lower level is also called as supervisor or operative level of management. It consists of supervisors, Foreman, section officers etc.

* Role of lower level:-

→ Assigning jobs and to various workers.

→ They guide and instruct workers for day to day activities.

- They Communicate workers Problems
- They Supervise and guide sub ordinate.
- They are responsible for providing training to the workers.
- They Prepare Periodical reports about the Performance of the workers

H.C. Mishra

Leadership is a dynamic process which involves a relationship between a leader and his followers. It is a relational process. Leadership involves a number of members and sometimes outsiders. Good leaders are made not born. If you have the desire and will power you can become an effective leader. Good leaders develop through on the job training, process of self-study, and education and experience. To inspire your workers into higher level of team work, you must be a good leader. You must be a good leader. These things come naturally but are acquired through training and study.

Chapter-05

5

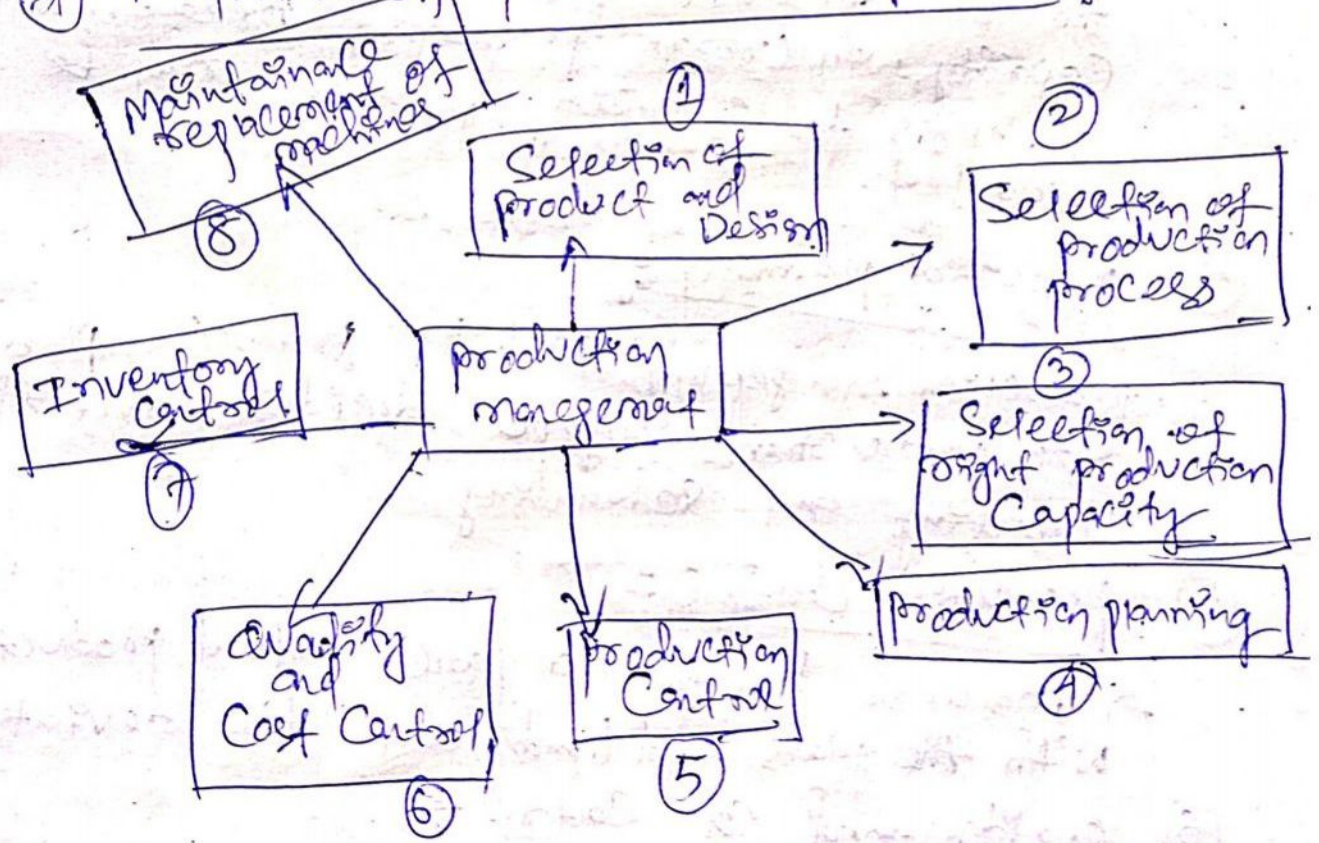
Functional areas of management

a) Production Management

- Functions, Activities -
- productivity
- quality control.
- production planning and control.

② production management means planning, organising, directing, and controlling of production activities. production management deals with converting raw materials into finished goods.

③ Functions of production management



① Selection of product and Design

①

→ production management first selects the right product for production. then it selects the right design for the product. Care must be taken while selecting the product and design because the survival and success of the company depend on it.

② Selection of production process

→ production management must select the right production process. they must decide about the type of technology machines, material handling system etc.

③ Selecting right production capacity

→ production management must select the right production capacity to match the demand for the product. this is because more/less capacity may create problems. Break-even analysis for capacity planning may be adopted.

④ production planning

production management includes production planning the production manager decides about the routing and scheduling.

⑤ production Control

→ manager has to compare actual production with the plans and finds out the deviations.

⑥ Quality and Cost Control

→ Quality and Cost Control are given a lot of importance in today's competitive world. Customers all over the world want good - quality products.

⑦ Inventory Control:

→ If there is overstocks, then the working capital will be blocked, and the materials may be spoiled, wasted, or mis-used.

⑧ Maintenance and replacement of machines:

→ production management includes & ensures proper maintenance and replacement of machines and equipments in the production. manager must have an efficient system for continuous inspection, cleaning, oiling, maintenance, and replacement of machines, spare parts.

⑨ Activities of production management:

→ The activities are:

Design and Development

↓
Planning and Control

↓
Implementation of Plan

↓
Administration and Coordination

↓
Get real-time insights

↓
flexible routing

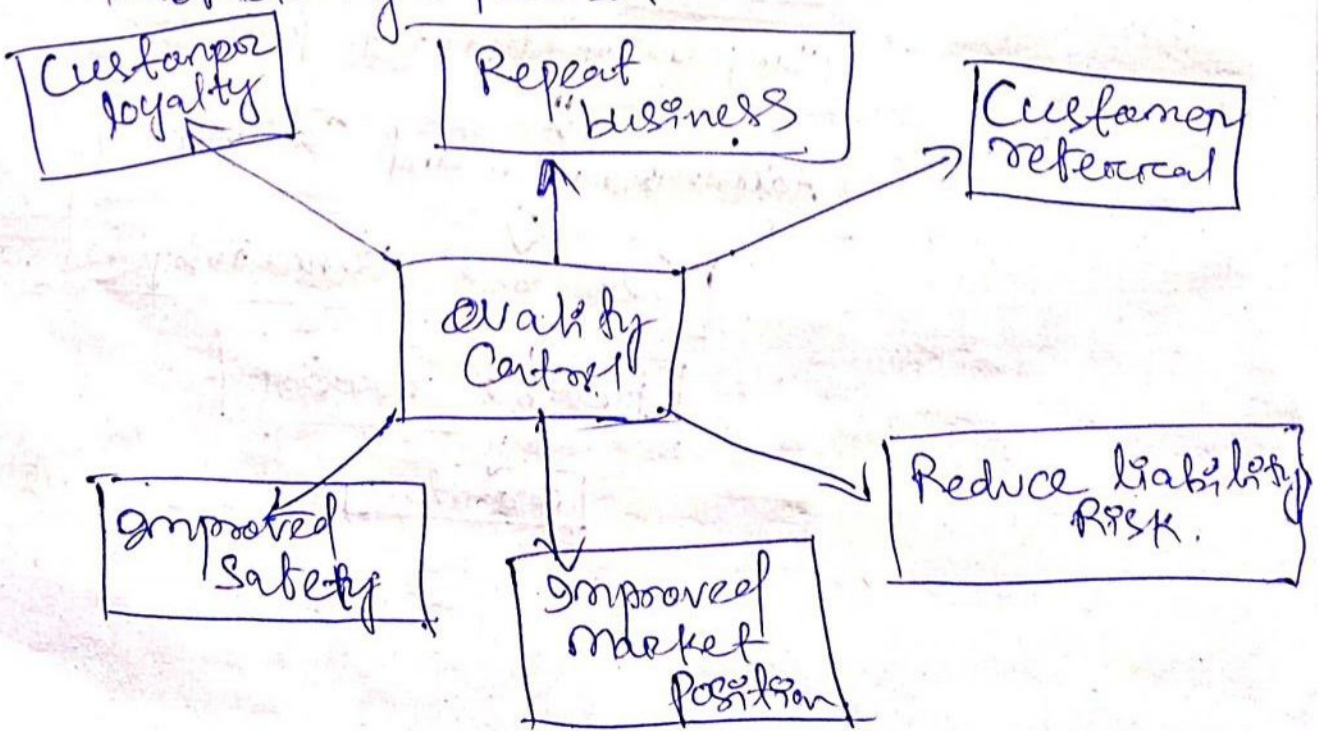
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monitor

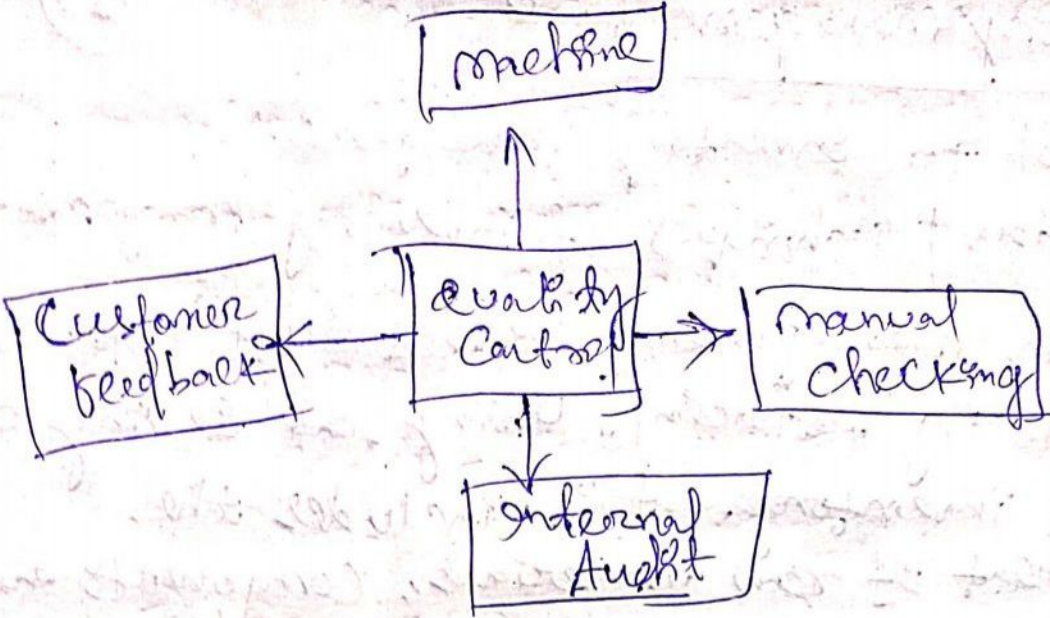
* Productivity %

- productivity is a measure of the efficiency of production.
- It is the ratio of actual output (production) to what is required to produce (inputs).
- productivity is measured as a total output for one unit of a total input.
- There are three types of productivity
 - partial factor productivity
 - multifactor productivity
 - Total " " "

* Quality Control %

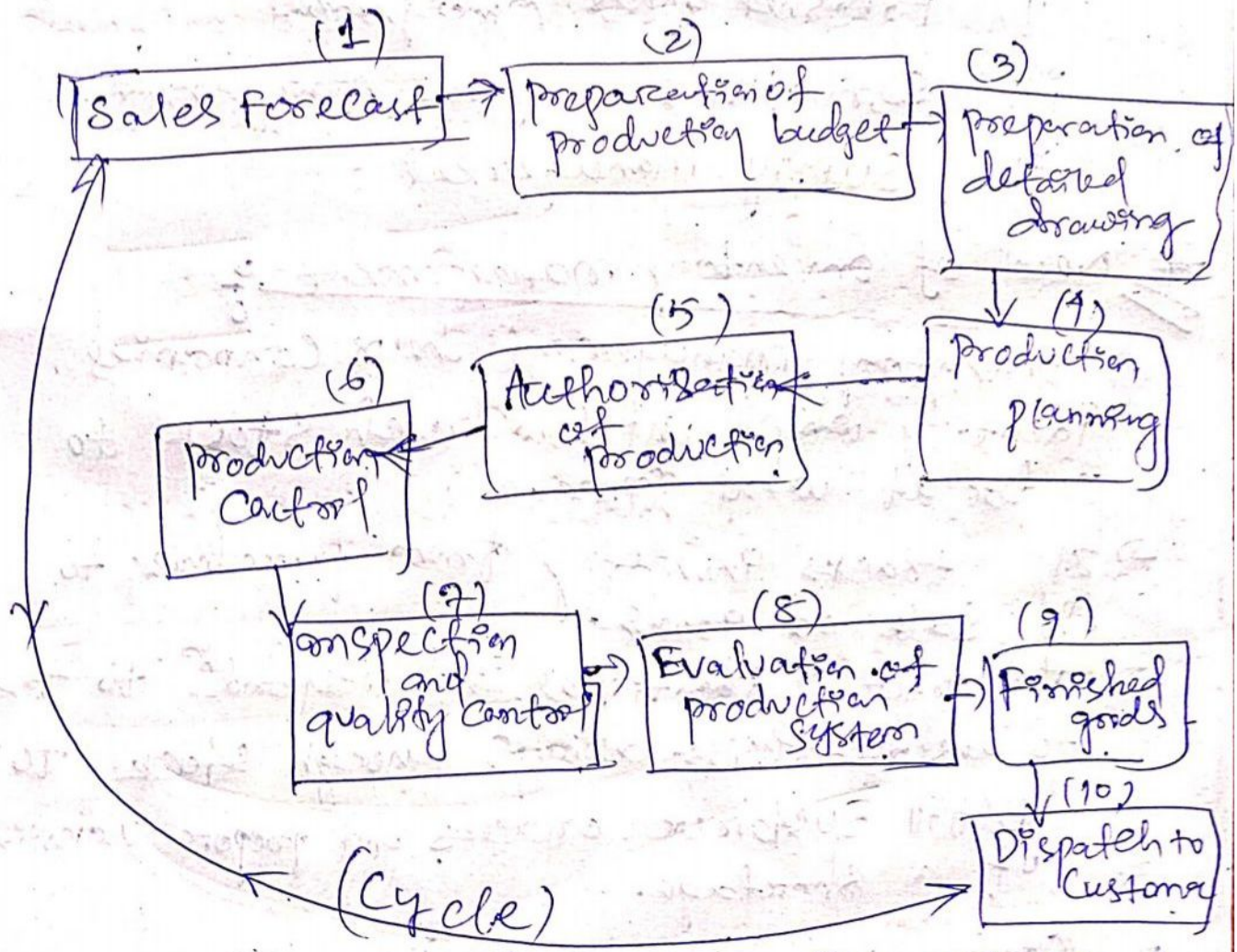
→ Quality Control involves testing units and determining if they are within the specifications for the final product. The purpose of testing is to determine the needs for corrective actions in the manufacturing process.





production planning and Control :

→ production planning is the planning of production



→ production planning and Control (PPC) is defined as a work process which seeks to allocate human resources, raw materials, and equipments/machines in a way that optimizes efficiency -

① Inventory management.

(10)

1) Need for inventory management.

2) Modes / Techniques of inventory management.

→ Inventory management refers to the process of ordering, storing, using, and selling a company's inventory. This includes the management of raw materials, components and finished products, as well as warehousing and processing of such items.

→ There are 4 types of inventory management.

i) Raw material management.

ii) Finished goods management.

iii) Semi-finished goods management.

iv) Supply management.

* Need of inventory management.

→ Inventory management helps companies identify which and how much stock to order at what time.

→ It tracks inventory from purchase to the sale of goods.

→ The practice identifies and responds to trends to ensure there's always enough stock to fulfill customer orders and proper warning of a shortage.

→ Control of costs, improving delivery of products, manage planning and forecasting.

→ Reducing the time for managing inventory.

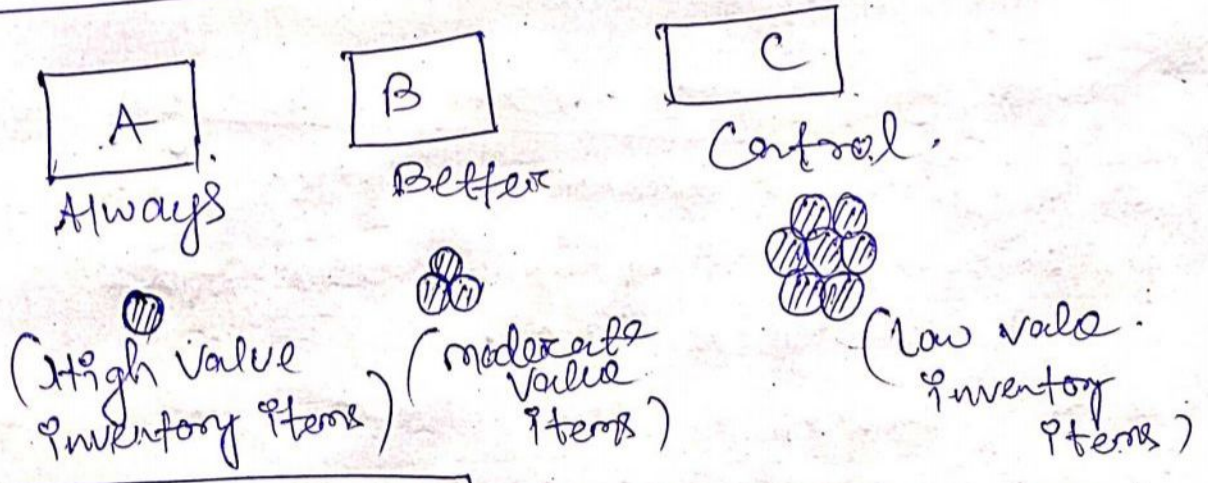
Models / Techniques of Inventory Management (11)

→ Inventory Management Techniques,

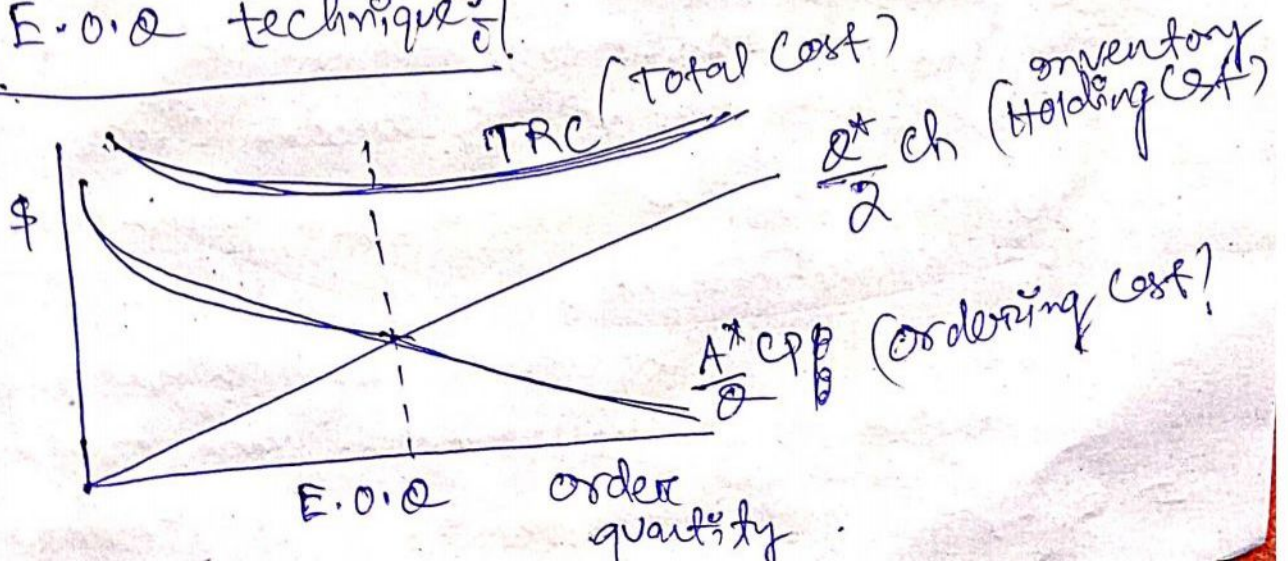
- a) Economic order quantity.
- b) Minimum order quantity.
- c) ABC analysis.
- d) Just-in-time inventory management.
- e) Safety stock - inventory.
- f) Reorder point formula.
- g) Batch tracking.

→ These are the most popular inventory management techniques are (E.O.Q) Economic order quantity & ABC analysis, inventory production quantity.

ABC Analysis



E.O.Q technique



Chapter-8 Leadership and motivation

Leadership definition:-

- Leadership is essentially a continuous process of influencing behaviour. It may be considered in context of mutual relations between a leader and his followers.
- Leadership is a dynamic process, which deserves study. It is a relational process involving interactions among leaders, members and sometimes outside constituencies.
- Good leaders are made but not born. If you have the desire and will power you can become an effective leader.
- Good leaders develop through a never ending process of self-study, ~~education~~ education, and experience. To inspire your workers into higher level of team work, there are certain things you must know and do. These do not come naturally but are acquired through continuous work and study.

→ Good leaders are continuously working and studying to improve their leadership skills.

According to Livingstone: - Leadership is the ability to awaken the desire to follow a common objective.

According to C.I. Bergard: - Leadership is the quality of behaviour of the individual where by they guide people or their activities in organized efforts.

* Need of leadership: -

- i. Imperfect organisation structure
- ii. Rapid technological, economic and social changes
- iii. Internal imbalances created by organizational growth
- iv. Nature of human membership.

i. Imperfect organisation structure: -

→ It is not possible for any organization structure to design uniformly; acceptable superior subordinate relationship. This explains the existence of informal groups within in framework of a formal organization with effective leadership.

Imperfection of a formal organization

Structure may be corrected and

the formal and informal groups may be made to work in unison.

b. Rapid Technological, Economic and Social changes: -

→ on the base of constant technological, economic and social changes, the organization is required to effect suitable changes in its operations,

→ For example! - on the event of fall in demand it may need to discontinue

Production of certain goods and services or take up production of alternative goods and services.

c. Internal imbalances created by organization growth: -

→ An organization ~~grows~~ grows in size and complexity it may develop certain imbalances.

→ For example, increase in organization activity may lead to increase in the level of management that will add to complexity of the organization structure and create problems of command.

d. Nature of human membership:—

→ Persons working in an organization come from different backgrounds and have different interests, values, beliefs, and intellectual and temperamental make up.

→ Each member is part of different social groups. Family, neighbourhood group, community and social organization are beyond control.

→ Sometimes such influence may result in conflict between individual goals and group interests.

* Quality of the leadership:—

① There must be Followers:—

→ The leader must present himself in a place where the work is actually going on.

② working relationship between leader & Followers?

→ A leader can't exist without followers. Leadership exist both in formal and non-formal.

③ Personal quality:-
→ The leader must present himself in a place where the work is actually going on.

④ Reciprocal relation:-

→ Reciprocal relationship between a leader and his follower, no enforcement is adopted.

⑤ Community interest:-

leader has own interest and follower have own interest leader must do compromise with other interest.

⑥ Guidance:-

leader guides follower to achieve a goal

⑦ Shared Function:-

- A leader shares his experience, ideas and views, which has followers.

⑧ Power relation:-

Leader drives power from hierarchy level superior.

* Function of leadership:-

→ Develop team work.

→ Determine the goal of organization.

→ Act as representative of work.

→ Provide guidance.

- Time management.
- Co-ordination.
- Good human relations.
- Proper use of Power.
- Secure effectiveness of group effect
- managerial skills.

① Develop team work: -

- Team work are the leaders, sub-ordinates in the environment.
- The leader has sense of collectivism in employees to work has a team.

② Determine the goal of organization: -

- The leader determine the final goal of the organization by has intellectual quality and he must know the root cause of the organization.

③ Act as representative of work: -

- The leader is representative of the team to reach the guides controls and gives the suitable information to the team.

④ Provide guidance: -

Proper guidance of the system gives a fruitful reaction and the loss from every circumstances ~~to the team~~, can be saved with proper guidance.

⑤ Time management:-

→ The leader know the value of time and he knows the time is fixed for all and the leader wants was a proper time management where he saves the time and to which the invest the time.

⑥ Co-ordination:-

→ The proper co-ordination makes a chain among people the co-ordination takes different value of thinking and then makes the goal achievement.

⑦ Good human relations:-

- Love, gratitude, help fullness, sacrifice, obedience respect, faith, this things make good human relations.

⑧ Proper use of Power:-

→ A leader must exercise his power to the sub-ordinate according to the law, rule and regulation of the organization. Some time good power exercise makes goal successful and power should not be misused.

⑨ Secure effectiveness of group effect:-

- A leader must have innovation, critical thinking to the resolve the complexity of problems.

⑩ Managerial Skill:-

A leader is already a manager who knows how to manage, where to manage, what to manage. Leader has skill to manage managed the team to make goal successful.

* Distinguish between manager and leader:-
Date: - 26/11/21

- | <u>Manager</u> | <u>Leader</u> |
|-----------------------------|---------------------------------|
| → manager creates goal | → Leader creates vision |
| → manager air copy | → Leaders are unique |
| → manager control risk | → Leaders takes risk |
| → manager thinks short-term | → Leaders are bit for long term |
| → manager only directs | → Leaders grow personally |
| | → Leaders create fun |

⑪ Autocratic:-

- It is also known as leader centered style. Under the style of leadership there is complete centralization of authority in the leader.
- He has all the power to take decision and he designs the work load of his employees and controls right over them.

Advantage:-

- Autocratic quick decision making.
- Strong motivation and satisfaction to the leaders who dictate them.
- Speed working.

Disadvantage:-

- Frustration, low morale.

2. Democratic:-

- under this style a leader decentralises and delegates to high authority to which sub-ordinates.
- He makes a final decision only after consultation.

Advantage:-

- Exchange ideas among sub-ordinate
- Labour absentism reduced
- Decision quality improved.

Dis-advantage:-

Time consuming and delay decision!

③ Participative:-

- under this style the manager gives complete freedom to the sub-ordinates and there is least intervention by the leader
- There is free flow of communication and the sub-ordinates are developing their independent personality

Advantage:-

- The positive effect on job satisfaction.
- max possible scope for development of sub-ordinates.

Dis advantage: -

→ Sub-ordinates do not get proper guidance and support of the leader.

motivation: - D-10/12/21
Urobinda Behera
mechanical

* Defination: -

motivation is an inspirational process which implants the member in the team to pull their weight effectively to give their loyalty to their group to carry out to ~~take~~ take properly that they have accepted.

* According to Michael Jucious: -

→ motivation is the act of stimulating some one or oneself to get a desired course of action to push the right button to get a desired reaction.

* Importance of motivation: -

1. Greater efficiency

→ motivation enhances the efficiency of the employees and of organization, when employees are motivated, they can perform with commitment and dedication.

2. Reduction in absenteeism and labour turnover: -

→ motivated employees may not remain absent or leave the organization. They develop a sense of belonging towards organization and thus improve their overall performance.

3. Team Spirit:-

→ motivation improves team spirit of employees, and this improves the work ~~in~~ environment and the overall performance of the employees and the organization.

4. Reduction in wastages and breakages:-

→ motivated employees take great care in handling machines and other resources. This will reduce wastages and breakages, thus resulting in higher benefits to the organization.

5. Cordial relations:-

→ motivation enables cordial and healthy relationship in the organization. motivation helps reduce labour grievances and disputes. It ensures sound relations between the management and the labour.

6. Promotion of innovation:-

→ motivated employees use their initiative to find out innovative ways in the ~~performance~~ performance of their operation, and such employees are more creative and help the organization to gain the competitive advantages.

7. Optimum use of resources:-

→ motivation leads to greater employee involvement and lesser wastages. This leads to optimum utilization of resources.

8. Corporate image:-
- ~~motived~~ motivated employees are more loyal to the organization. They work with a sense of commitment and dedication.
 - This improves the overall performance of the employee, which enables better results for the company.

Characteristics / Features of motivation:-

1. Interaction between the individual and the Situation:-
 - motivation is not a personal trait but an interaction between the individual and the situation.
2. Goal-directed behaviour:-
 - motivation leads to an action that is goal oriented. motivation leads to accomplishment of organizational goals and satisfaction of personal needs.
3. Systems oriented:-
- a. Internal forces:-
 - These forces are internal to the individual i.e. their needs, wants and nature.
- b. External force:-
 - These force are external to the individual which may be organizational related such as management philosophy, organizational structure,

Factors affecting motivation at work:

i. Relationship between co-workers:

workplace is all about people working together to achieve uniform goal. so, it's important that all the co-working respect each other and never show disrespect toward each other.

→ If employees have good understanding of the work other perform and how their duties are adding value to the organization then it is easier to create a workplace where respect and responsibility prevails.

ii. Leadership role at workplaces:

→ Leader plays a key role in maintaining a conducive work environment.

→ The leader should understand how to deal different employees.

iii. managing conflict at workplace:

→ whenever people from different background, or group of people work together then there are chances that a conflict will arise.

→ So it's important to manage the conflict in a way that it will not affect the environment of work place.

iv. workplace incentives:

incentive where are on achieving financial results for the company are important. other

→ The other hand they could very well be on how well on maintains workplace and add to the serenity of the organization.
workplace culture!

~~an incentive where are on achieving financial result for the company are important, on the other hand they could very well be on how well on maintains at workplace and add to the serenity of the organization.~~

→ The organizational culture dictates the norms and behaviors that people depict while at work, work culture engulfs everything at work from the way people enter the office to the way they leave, the way they dress to the way they eat.

workplace education!

Learning at business is beneficial to both the person and the organization, on one hand where it's adding to the strength of individual, similarly the business is benefiting from the skills, attitudes and behavior the working is acquiring.

① Relationship between co-workers!

• Maslow's law of motivational theory!

→ The Maslow's motivational theory is one of the best know and most influential theory on workplace motivation.

Human behaviour

Safety → needs for security and protection
physiological → needs these are biological requirement for human survive air, food, drink, sex, sleep.

* method of improving motivation:-

- i. Have a positive attitude
 - ii. Define the Purpose of work
 - iii. Don't micromanage
 - iv. Focus on the big picture
 - v. Be clear about what you expect
 - vi. Set small, easy to measure goal
 - vii. Recognise results
 - viii. Reward great work.
1. Strive for positive reinforcement as much as possible and behaviours or result need to be pointed out.
 2. No one likes to do work for no reason where the defined purpose of work your team is doing it helps them recognise the impact that it has on ~~at~~ your company
 3. Work must be productive & don't micromanage in stead give your team an assignment & dead line. This gives your employees the freedom to work.
 4. The manager should increase motivation in work place by helping his employees focus on the big picture rather than this small job ~~important~~ of them.
on front
 5. To improve motivation in the work place be very clear about what you want done. A Journey of a 1000 miles starts with a single step.

6. Small, measurable goals are often easier to complete than one huge goal, when your team members on a project.
7. Small goals provides plenty of opportunities to recognize your team hard work & then result may produced. try something like to so your appreciation & give particular recognition why the job the dead was good your employees is motivated to do again.
8. This method to improve motivation to the work place is usually reserved for the end of a big project and you can certainly reward excellent work with a bonus but don't limit your self to that.

* Stay healthy:-

→ Your employees motivation depends on there health encourage them to sleep & hours and to get regular exercise.

* Have Fun:-

Big think's like ping pong and air hockey in the office do work, The work day must be fun and the keep the team members engaged & motivated.

* Important of communication in bussiness:-

① Act is basic of co-ordination.
 → Communication acts as a basic of co-ordination among various departments, employees and the activities being performed in an organization management used communication to inform employees about the organisational goals.

② Helps in smooth working of an enterprise:-
→ Communication is a very basic requirement for the smooth and unrestricted working of an enterprise right from its birth through its continuing life. Interactions among superiors and sub-ordinates or amongst colleagues are possible only through communication.

③ Acts as basic of decision-making:-
→ Communication is the medium, which provides relevant information to managers and facilitates meaningful and right decision making.

④ It increases managerial efficiency:-
→ Effective is essential, for quick & effective performance of managerial functions. The clarity in instructions enables sub-ordinates to perform the assigned tasks efficiently and achieve organisational goals.

⑤ Promote co-operation and industrial peace:-
→ The two-way communication promotes co-operation and mutual understanding between ~~the~~ management and workers.

⑥ Establish effective leadership?
→ Effective communication skills are the key to effective leadership. It is through communication, a leader can direct his/her sub-ordinates effectively and influence them to work in the benefit of the organisation.

- ⑦ Boost morale and provides motivation.
- An efficient system of communication enables management to motivate, influence and satisfy the sub-ordinates.
 - Communication enables manager's to understand needs and motives of his/her sub-ordinates and assist them in adjusting to changes.

* Barriers to effective Communication: -

- The Process of communication has multiple barriers. The intended message will often be distorted and distorted leading to a condition of misunderstanding and failure of communication.

- The barriers to effective communication could be of many types like linguistic, emotional, physical, and cultural etc.

* Linguistic Barriers: -

- The language barrier is one of main barriers that limit effective communication.

- Communication
- The fact that each major region has its own language is one of the barriers to effective communication.

- Language is the most commonly employed tool of communication.
- Sometimes even a thick dialect may render the communication ineffective.

Psychological Barriers:-

- There are various mental and psychological issues that may be barriers to effective communication.
- Some people have stage fear, speech disorders, phobia, depression etc.
- All of these conditions are very difficult to manage sometimes and will most certainly limit the ease of communication.

Emotional Barriers:-

- The emotional IQ of a person determines the ease and comfort with which they can communicate.
- A person who is emotionally mature will be able to communicate effectively.
- A perfect mixture of emotions and facts is necessary for effective communication. Emotions like anger, frustration, humour, can blur the decision-making capacities of a person and thus limit the effectiveness of their communication.

Physical Barriers to communication

- They are the most obvious barriers to effective communication.
- These barriers are mostly easily removable in principle at least.
- They include barriers like noise, closed doors, faulty equipment used for communication.

Cultural barriers of Communication

- As the world is getting more and more globalized, any large office may have people from several parts of the world.
- Different cultures have a different meaning for several basic values of society.
- Dressing Religions or lack of them food, drinks, pets, and the general behaviour will change drastically from one culture to another.

Organisational structure Barriers

- As we saw there are many method of Communication at an organizational level.
- Each of these method has its own Problems and Constraints that may become barriers to effective communication.
- most of these barriers arise because of misinformation or lack of appropriate transparency available to the employees.

Attitude Barriers:-

- They are the introverts or just people who are not very social. other like to be social or sometimes extra clingy. Both these cases could become a barrier to communication.
- Some people have attitude issues, like huge ego and inconsiderate behaviours.
- Certain personality traits like shyness, anger, social anxiety may be removable through courses and proper training.

Perception Barriers:-

→ Different people perceive the same things differently. This is a fact which we must consider during the communication process. Knowledge of the perception levels of the audience is crucial to effective communication.

Physiological barriers:-

- Certain disorders or diseases or other limitations could also prevent effective communication between the various channels of an organization.
- The shrillness of voice, dyslexia etc. are some examples of physiological barriers to effective.

Technological barriers & Socio-religious barriers

- other barriers include the technological barriers.
- The technology is developing fast and as a result, it becomes difficult to keep up with the newest development.
- Hence sometimes the technological advance may become a barrier. In addition to this, the cost of technology is sometimes very high.
- most of the organization will not be able to afford a decent tech for the purpose of communication.

Chapter-7

Human relation: —

→ Human relation one the study of the ways in which people relate to each other in group situations. especially work and how communication skills and sensitive to other peoples's feeling can be improved.

According to Keith Davis "human relations deals with motivating people in organisations to develop team work which effectively fulfills their objectives and achieves organizational objectives"

→ The main characteristics of human relations are follows.

- i. Human relations are an important process through which an individuals attitude and work are integrated with a view to achieving a willing co-operation on their part in the "hievement" of the interests of an organization as a whole.
2. members of the organization contribute their bit to get individual and group satisfaction.
3. The st. satisfaction desired by employees may be economic social and psychological
4. Human relations in an organisation are a process of improving motivation by proper working condition, programmes, timely payment of wages and incentives etc.
5. Human relations are an integrated approach derived from different disciplines such as psychology, sociology economic and management

Concept of quality:-

→ The meaning of "quality" in Oxford dictionary is "the standard something when it is compared to other things". ISO defines quality as "the totality of features and characteristics of a product or service that bears on a ability to meet a stated or implied need."

① Producer's Perspective

- Crosby defines quality as the means to conform to standard specifications or requirements.
- Parasuraman defines quality as the concerned with meeting or exceeding customer expectations.

Consumer-based definitions:-

→ Edward defines quality in terms of the capacity to satisfy needs

Quality management:-

→ Quality management includes all the functions of the organisation to design and provide quality products and service which fulfills the needs of the customer and generate ultimate satisfaction. The core concept of quality management is quality planning, quality controlling and quality improvement.

Quality planning:-

→ The first and foremost step in quality planning is to plan and know who your customer is and what are his needs and wants. After optimising the product or service feature the organisation designs and develops the product or service. The next step is to standardise the process.

Quality control:-

- It is a very important step in quality management. It requires extensive, proper and consistent training of employees so that errors can be controlled. Consistency in products and service can be avoided by using statistically process control techniques.



The importance of peer relationships for social/emotional.

- Peer relationships provide a unique context in which children learn a range of critical social, emotional skills, such as empathy, co-operation, and problem-solving strategies. Peer relationships can also contribute negatively to social/emotional development through bullying, exclusion, and deviant peer process.

Superior-subordinate relationships:-

- The superior-subordinate relationship is the main, sometimes the only one that is formally established by the organization.

→ It is the one that as shown on the traditional organization chart. The success of the relationship between superiors and their staff will affect the efficiency of ~~there~~ their departments.

Basic concept of TQM:-

- Continuous improvement of quality
- central focus on the customer
- systematic improvement of operations
- open work environments.
- long term thinking
- Development of human resources
- management responsibility for TQM leadership.

* General safety rules:-

A. Introduction:-

→ The following general safety rules are to be followed by all applicable departments.

B. Responsibilities:-

1. Environmental health and safety Department
 - a. Develop and implement all general safety rules to be followed by employees.
 - b. Evaluate the general safety rules annually or as needed to ensure they are up to date.
- c. Be a resource for any employee with questions on general safety rules.
- d. Create and implement training programs for general safety rules.

2. manager's Supervisor's and department heads.

- a. Abide by all general safety rules set forth in the safety manual.
- b. Ensure all employees are attending training sessions as required.

3. Employees:-

- a. Abide by all general safety rules set forth in the safety manual.
- b. Provide any additional items that may need to be addressed under general safety rules.

c. Policies Practices, and Procedures:-

1. General safety rules:-

- a. observe and abide all warning signs and safety notices.
- b. No running or horseplay is allowed in the workplace.
- c. Do not take unsafe short cuts or by-pass ~~at~~ any safety devices or controls.
- d. Never throw debris, tools or other objects from any height.

2. General tools and device safety?

- a. All electrical tools will be in good repair.
- b. Keep all tools in good conditions with regular maintenance.
- c. use the right tool for the job.

3. Power tools and devices:-

- a. Never carry a tool by the cord or hose.
- b. Keep cords and hoses away from heat, oil, and sharp edges.
- c. All observers should be kept at a safe distance away from the work area.
- d. Be sure to keep good footing and maintain good balance.

4. Electrical safety:-

- a. Cords will be of three-wire grounded type whenever possible.
- b. All temporary lighting fixtures will be equipped with bulb guard.

5. Personal housekeeping:-

→ Good housekeeping is one of the best indications that a department is being well controlled and efficiently run. Poor housekeeping contributes to a host of hazards ranging from trip hazard to fire hazard.

6. Lifting:-

- a. UNE Personnel will not lift objects which appear too heavy or awkward to be lifted properly. The limit under normal conditions is fifty (50) but may be less under differing conditions.
- b. Do not lift and twist your back at the same time.
- c. Do not lean forward without bending your knees.

7. vehicle operation: -

- Tailgates will be in place
- All Personnel will wear seat belts at all times.
- All state and Federal traffic laws will be observed.

8. machine and equipment Guarding: -

a. Guarding will be provided for all machinery or equipment that has exposed, moving parts that can cause injury, such as pulleys, gear, fly wheels etc.

9. Defective or broken equipment

- Any equipment that is found to be broken or defective will be removed from use. To ensure that no one is injured by defective or broken equipment the following action should be taken: -

- DANGER - on need of repair, do not use
- The name of the person who found the equipment broken.

10. Safety suggestion: -

- please contact the EHS department to make suggestions regarding health or safety issues including.

* what is Personal Protective Equipment (PPE)

1. SAFETY FOR THE HEAD:-

- wearing a helmet offers protection and can prevent head injuries. select a sturdy helmet that is adapted to the working conditions.
- These days you can ~~prevent~~ Find many elegant designs and you can choose extra options such as an adjustable interior harness and comfortable sweatbands.

2. Protect your eyes:-

- ~~The eyes are the most complex and can prevent head injuries. select a sturdy~~
- The eyes are the most complex and fragile parts of our body. Each day, more than 600 people worldwide sustain eye injuries during their work. Thanks to a pair of safety glasses.

3. Hearing Protection:-

- Do you work in an environment with high sound levels? In this case it is very important to consider hearing protection.

4. maintain a good respiration:-

- wearing a mask at work is no luxury. definitely not when coming into contact with hazardous materials. 15% of the employees within the EU inhale vapour, smoke, powder or dust while performing their job. Dust masks offer protection against fine dust and other dangerous particles.

5. Protect your hands the right gloves:-

- Protection against vibration.
- Protection against cuts by sharp materials
- Protection against cold or heat.

6. Protection for the feet:-

- Even your feet need solid ~~for~~ protection. Safety shoes and boots are the ideal solution to protect the feet against heavy weight.

7. wear the correct work clothing:-

- Preventing accidents is crucial in a crowded workshop. That is why a good visibility at work is a must. A high visibility jacket and pants made of a strong fabric can help prevent accidents. Just like the hand protection.

worst-case scenario:-

- A classic first-aid kit is no luxury but a first-aid kit for the eyes can also be an essential first aid.

Preventing accidents:-

- It is even smarter to organise your workshop in such a way that no serious accidents can take place. A simple way to make your workshop safer is to use pictograms: indicating flammable materials.

Chapter - 08

Legislation

(1)

- a) Intellectual property Rights (IPR) / Patents, Trademarks, Copyrights.
- b) features of factories act 1948 with Amendments. (only salient points)
- c) features of payment of wages act 1936 (only salient points).

* Definition of IPR - intellectual property rights.

→ Intellectual property rights is a category of property that includes creations of human intellect. There are many types of intellectual property and some countries recognize more than others. The most well known types are Copyrights, Patents, Trademarks, Trade secrets.

→ Intellectual property rights means, the rights given to the persons over the creations of their minds.

→ Types of IPR are :-

- a) Trademarks
- b) Copyrights
- c) Industrial design of GI tag.

②

Patents :- A patent is an exclusive rights granted for an invention, which is a product of a process that provides, in general, a new way of doing something or offers a new technical solutions to a problem.

→ There are ~~three~~ ^{four} types of Patents.

- a) Utility patent
- b) Design patent
- c) Plant patent
- d) Provisional patent

a) Utility patent

→ A utility patent is a patent that covers the creation of a new or improved useful - product, process, or machine.

b) Design Patent

→ A design patent is a form of legal protection of the unique visual qualities of a manufactured item. A design patent is granted if the product has a distinct configuration.

c) Plant Patent

→ A plant patent is an intellectual property rights that protects a new and unique plants key characteristics from being copied, sold or used by others.

Q) Provisional patent

(3)

→ A provisional patent application allows you to file without a formal patent claim, oath, declaration or any information disclosure statement.

170 Features of factories act (1948) with Amendments

→ The bill amends the factories act, 1948. The act regulates the safety, health, and welfare of factory workers.

→ This emphasizes on health regulating, physical condition, forming fair policies for annual leaves and facilitating welfare amenities.

→ The major amendment proposed in factories act 1948, relating to imposing obligations upon the occupier to make a provision of personal protective equipments for workers exposed to various hazards, providing canteen facilities in factories.

→ The factories (Gujarat Amendment) ordinance 2020, introduced on July 02, 2020 aimed at amending the threshold of employees in the definition of factory.

* Features of Payment of Wages Act (1936) - (4)

→ The Payment of Wages Act regulates the payment of wages to certain classes of persons employed in industry and its importance cannot be under-estimated. The Act guarantees payment of wages on time and without any deductions except those authorized under Act.

→ The major objectives are

a) To avoid unnecessary delay in the payment of wages.

b) To prevent unauthorized deductions from the wages.

→ This Act applies first instance to the payment of wages to persons employed in any factory.

Chapter-9

a. what is IOT?

The internet of things is the network of physical objects or "things" embedded with electronics, software, sensors, and network connectivity, which enables these objects to collect and exchange data.

→ IOT allows objects to be sensed and controlled remotely across existing network infrastructure, creating opportunities for more direct integration between the physical world and computer-based systems,

→ "Things" on the IOT sense, can refer to a wide variety of devices such as heart monitoring implants, biocip transponders on farm animals, electric dams in coastal waters, automobiles with built-in sensors,

→ The devices collect useful data with the help of various existing technologies and then autonomously flow the data between other devices.

b. History of IOT?

→ The concept of the internet of Things first became popular in 1999, through the Auto-ID center at MIT and related market-analysis publications.

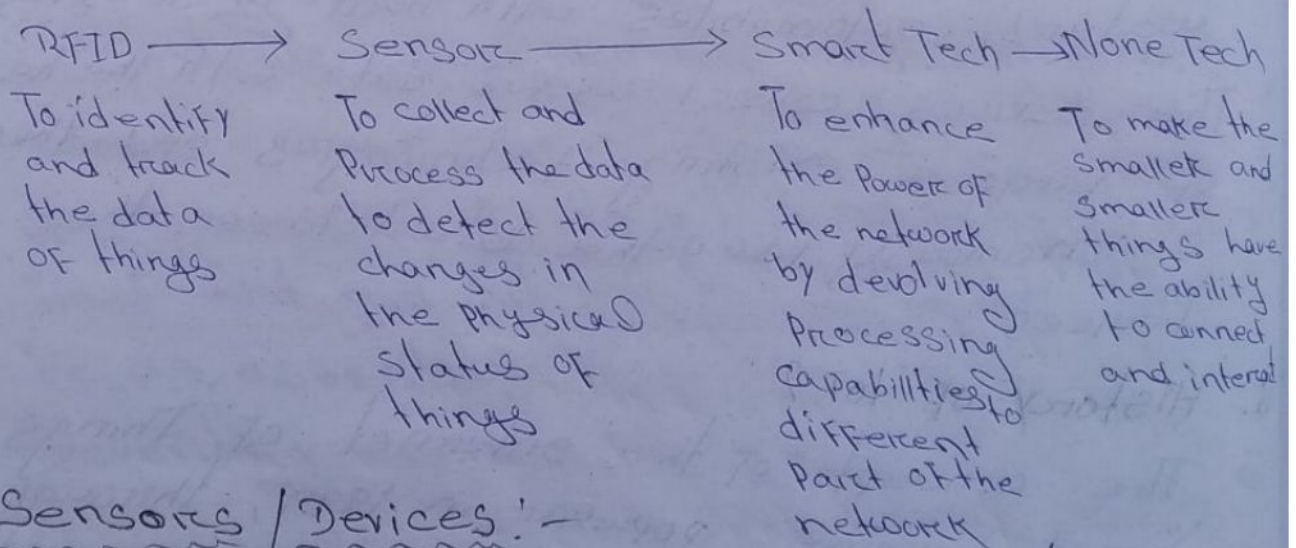
→ Radio-Frequency identification (RFID) was seen as a prerequisite for the IOT at the point.

Q. How IOT works? - ~~Chapter 2~~

⇒ Internal of Things is not the result of a single novel technology, instead, several complementary technical developments provide capabilities that taken together help to bridge the gap between the virtual and physical world.

- i. Communication and cooperation
- ii. Addressability
- iii. Identification
- iv. Sensing
- v. Actuation
- vi. Embedded information processing.
- vii. Localization
- viii. user interfaces.

~~How IOT works?~~



I. Sensors / Devices! -

⇒ First, sensors or devices help in collecting very minute data from the surrounding environment. All of this collected data can have various degrees of complexities ranging from a simple temp. monitoring sensor or a complex full video feed.

→ A device can have multiple sensors that can bundle together to do more than just sense things. For example, our phone is a device that has multiple sensors such as GPS accelerometer, camera but our phone does not simply sense things.

ii. Connectivity :-

→ The collected data is sent to a cloud infrastructure but it needs a medium for transport.

→ The sensors can be connected to the cloud through various mediums of communication and transports such as cellular networks, satellite networks, WiFi, Bluetooth, wide-area networks (WAN) low power wide area network and many more.

iii. Data Processing :-

→ once the data is collected and it gets to the cloud, the software performs processing on the acquired data.

→ This can range from something very simple, such as checking that the temp. reading on devices such as AC or heaters is within an acceptable range.

iv. User Interface :-

→ The information made available to the end-user in some way, This can be achieved by triggering alarms on their phones or notifying through texts or emails.

Q. There are 7 crucial IoT characteristics?

- Connectivity. This doesn't need too much further explanation.
- Things, Anything that can be tagged or connected as such as it's designed to be connected.
- Data, communication, intelligence, action, ecosystem.

Q. Three categories IoT?

- The three categories mentioned are Short form (immediate needs), medium form (future needs), and long form.
- The internet of things (IoT) is a developing technology which envisions a future of objects of everyday life able to communicate with the internet. These are equipped with microcontrollers, sensors, actuators, transceivers and suitable protocol stacks.
- These devices collect information that they have gathered and report it to a remote server. Based on the information, the server takes decisions.
- These decisions are sent to and carried out by actuators. It is an inclusion of a high degree of information technology integration and a comprehensive application of information resources.

SMART CITY! -

- The concept of Smart city does not have a ~~go~~ globally accepted definition. It may differ from country to country, government to government, place to place, and people to people.
- Depending upon the current development of the place, future expectations of the population and the willingness to adapt to the changes, the idea of smart city.

• IoT Smart transportation: -

- IoT in Transportation is already a big business. IoT for transportation is the networking of objects via embedded sensors, actuators and other devices.

* Smart transportation is safer?

- By combining machine learning with IoT and 5G, autonomous transportation systems have proven to reduce the "human factor" on accidents. Computers don't get distracted or fatigued or emotional.

* Smart transportation is better managed:-

- Data collection is an important key to responsible public management of infrastructure. Smart transportation not only provides detailed data points for every aspect of the transportation system, but allows administrators to better monitor operation.

* Smart transportation is more efficient? -

→ with better management comes more efficient use. Quality data can help to pinpoint area where efficiency can be improved.

* Smart transportation is cost effective?

→ Because smart transportation makes better use of the resources available, it can cut down costs thanks to preventative maintenance, lower energy consumption and fewer resources used towards accidents.

* IoT application in home automation:-

→ It has a wide variety of applications for the digital consumer. Some of the areas of home automation led IoT enabled connectivity, such as: lighting control, gardening, safety and security.

* IoT smart healthcare! -

→ IoT enables healthcare professionals to be more watchful and connect with the patients proactively. IoT devices tagged with sensors are used for tracking real time location of medical.

* IoT Smart industries? -

→ The industries internet of things being the basis for the industry 4.0 and smart factory provides connectivity for smart factories, machines, industrial management system.

* Smart agriculture :-

→ The smart agriculture refers to the usage of technologies like internet of things, sensors, location systems, robots and artificial intelligence on your farm

* Energy management :-

→ IoT energy management is a process that includes planning and management of energy consumption patterns in different industries.