



# PM JANMAN (Entrepreneurship Development Programme)

For PVTGs Tribal beneficiaries  
Trainer Manual



**The National Institute for Entrepreneurship & Small  
Business Development (NIESBUD)  
Ministry of Skill Development and Entrepreneurship,  
Government of India**

## **CONTENT**

<b>Unit – I Overview of PM JANMAN Scheme</b>	<b>1</b>
<b>Unit – II Self Help Group SHGs</b>	<b>11</b>
<b>Unit – III Introduction to Self-Employment</b>	<b>24</b>
<b>Unit – IV Creating Plan for a Small Business</b>	<b>27</b>
<b>Unit – V Financial Literacy</b>	<b>36</b>
<b>Unit – VI Digital Literacy</b>	<b>43</b>
<b>Unit – VII Marketing Support</b>	<b>53</b>

# Unit - I

## Overview of PM JANMAN Scheme

### Background

The vulnerable tribal group or PVTG (previously known as a Primitive tribal group), in the context of India, is a sub-classification of Scheduled Tribe or section of a Scheduled Tribe, that is considered more vulnerable than a regular Scheduled Tribe and they are residing in 16 States of the country. The Dhebar Commission (1960-1961) found that within the Scheduled Tribe classification an inequality existed in the rate of development of certain tribes over others. As a result in the fourth Five Year Plan the sub-category "Primitive tribal group" was created within the grouping of Scheduled Tribe to identify groups considered to be especially lacking in modern development. The features of such a group include a pre-agricultural system of existence that is practice of hunting and gathering, zero or negative population growth, and extremely low levels of literacy in comparison with other tribal groups. Today a total 75 groups were identified as Primitive Tribal Group as per the recommendations. The PVTGs depend on various livelihoods such as food gathering, Non-Timber Forest Produce (NTFP), hunting, livestock rearing, shifting cultivation and artisan works. Most of their livelihoods depend on the forest. The forest is their life and livelihood. They collect various NTFP items such as honey, gum, amla, bamboo, shrubs, fuel wood, dry leaves, nuts, sprouts, wax, medical plants, roots and tubes.

The government is trying their best to improve the condition of these Primitive Vulnerable Tribal Groups (PVTGs) and ministry of Tribal Affairs has introduced various schemes for their social and economic development in the country. These Scheme therefore seeks to priorities their protection and development. The Scheme seeks to adopt a holistic approach to the socio-economic development of PVTGs.

The economic backwardness of PVTG community can be removed by developing the entrepreneurship among the community. If they are motivated to opt the entrepreneurial activities then the problem of unemployment can be solved and the region will be able to compete with the rest of the country. Hence, it is important to encourage men and women of PVTG community to take up entrepreneurship as a career for the growth and development of the region as well as country.

### Objectives

The scheme is a fully funded by the Ministry of Skill Development & Entrepreneurship with the following objectives:

- To train the 500 Trainers from reputed NGOs of JSS and MoTA from the respective districts for implementation of the project.
- To reach out to 42908 PVTG beneficiaries, promote cluster formation (PVTG-VDVKs), encourage MFP processing, agriculture and non-farm activities for income boost.
- Train and support PVTG-VDVKs, provide capacity building and promote value addition and entrepreneurship.
- Encourage farm / non-farm enterprise development, focus on traditional and diverse skills, meet the demands of the larger economy, and prioritize sustainability and eco-friendly practices.
- Advocacy and entrepreneurship Awareness creation and livelihood generation activities among target groups.
- Skill Development & Enhancement as per the requirement of the people of PVTG community.
- Providing linkages with government schemes for starting their venture.
- Providing mentoring and handholding support to the target segment for setting up enterprises with the support of various schemes and programmes.

The scheme will help formalize the PVTGs Tribal with above objectives and will open up new opportunities to this sector to move up the economic ladder.

### Eligibility of States/UTs

The Scheme is available for beneficiaries belonging to only those States/UTs which have notified Rules and Scheme under PVTGs (Pradhan Mantri Particularly Vulnerable Tribal Group) The Dhebar Commission (1960-1961) found that within the Scheduled Tribe classification.

### Capacity Building & Financial Literacy

#### (Training Phase)

#### Orientation Programme for Trainers

The Institute presents the proposal to undertake Orientation programme for Trainers to impart training among the Trainers of reputed NGOs of JSS and MoTA to implement the project on Entrepreneurship Development. The Institute will not only give the entrepreneurial knowledge among the target group but also will provide handholding support to the beneficiaries. The Institute wishes to conduct Trainers Training Programme for 500 participants.

- **Awareness Creation-Prepare the trainees for self-employment Readiness:**

In the last of training, the Institute will prepare beneficiaries for personality development. This would include development of negotiation skills, presentation skills, and communication skills etc.

- **Capacity Building and Skill Training:**

The capacity building and skill development training will be given to the identified prospective PVTGs from the kendras on various skill development programmes, all aspects of marketing, financial literacy, and value addition on raw produce of forest as well as of agricultural origin and non-farm produce. The advanced training would be conducted for the existing PVTGs entrepreneurs on various trades such as Food Processing, Mushroom, Bee Keeping and honey Processing, Jewellery Making, Handloom, Cane and bamboo Utility and many more potential trades to be imparted with components incorporated from the lines of Project Vishwakarma projects. Also, support on formation as a business entity and other regulatory guidelines & and documentation would be addressed to drive the VDVKCs towards self-sustenance.

- **Training on Entrepreneurship & Skill Development-The trainees will be trained on entrepreneurial and the Managerial Skills**

The trainees will be imparted the training on Soft Skills and live skills. They will also be aware of the importance of Health, Hygiene safety etc. The need assessment will be done for skill training based on local resource and value chain analysis. The skill training will be imparted based on the value chain analysis.

1. **Post Training Support including Financial and Marketing linkages and Branding of tribal products**

- **Mentoring and Handholding support for setting up the enterprises:**

The institute will help budding and new-generation Entrepreneurs by giving them mentoring and handholding support for setting up of new enterprises. The Institute will help in guiding the trainee's group formation, Registration, arrangement of finance and market linkages.

- **Monitoring of trainees**

The Reputed NGOs may be involved for implementation support. The NIESBUD will monitor the progress of the project regularly through its state /head office by using the intervention of IT and offline also. The NIESBUD will continuously monitor them for one year and see that it should run their business smoothly. Additionally, the institute will continue to extend handholding support to them for a period of 01 years. Engaging infrastructure from TRIFED or respective SIA.

### PROGRAMME METHODOLOGY

The programme methodology consists of lectures, discussions, exercises, case studies. The training methodology will employ a Facilitated Learning Approach. It will be a mix of facilitator-led courses which will have in-house and practical activities along with self-learning sessions.

## Target

It was informed by TRIFED that 60000 PVTG may be covered under Van Dhan Scheme, it is proposed to cover 42908 beneficiaries as a pilot project. However, the remaining target may be covered in the IInd Phase after the successfully completion of the Pilot Project.

## Exemptions from the MSDE

The PVTGs beneficiaries training will be run at gram panchayat bhawan or any govt. venues of rural areas of 15 states. Therefore, the Institute is requesting from the MSDE to exemption from AEBAS. This project is unique in its nature and short skill training will be organized based on value addition in their existing product base. Therefore, the accreditation be exempted.

## Convergence with other departments

To make this project more fruitful the Institute will do convergence of their schemes and budget sharing will be done by Ministry of Skill Development & Entrepreneurship Government of India and Ministry of Tribal Welfare Government of India. Beside this the convergences will be done with the different government departments.

- TRIFED
- State Tribal Departments
- District Industries Centre
- Banks and Financial Institutions
- District Administration
- State Skill Development Mission
- Department of Social Welfare
- Education & Academic, vocational training Institutions of repute
- Incubation Centers
- Mini Tri food Processing units of MoFPI

The convergence efforts by the individual Government departments, local bodies, industry associations, industry players, and other stakeholders will be taken in concerned. Such convergence will result in making the training programme more successful.

## Outcome of Project

- The PVTG Communities will be not only enhancing their skill but will aware about the importance of SHG formation, Financial Literacy, Education, Health and Hygiene and Safe Drinking water.
- Credit access/ loans will be provided to the needy beneficiaries, who want to open micro enterprises or involved income generation activities after the successful training. The ource of financial assistance will be providing from Banks, Micro-Finance Institutions and other Financial Institutions.
- Sustainability and improvement of living of the PVTG beneficiaries.
- Through cluster formation (PVTG-VDVKs), encourage MFP processing along with agriculture and non-farm activities for boosting income.
- The capacity-building interventions along with providing necessary tools and machines, would assist promote value addition and entrepreneurship.

## 01 Days Awareness Programme under PM JANMAN

<b>01 Days Awareness Programme Schedule</b>	
1	Overview of PM-JANMAN/ TRIFED/ NIESBUD/VDVKs
2	Discussion on their present activity and their product.
3	Discussion on what are the other activities/ opportunities available in the area.
4	Possibility of value addition in their present activity.
5	Discussion what can be done to enhance their present skill and their product and also for the opportunity available with reference to identification of opportunity/support ecosystem will be provided to them/ awareness about skill training/ financial and digital literacy/ about bank procedure and formalities/ availability of raw material/ marketing and packaging.
<b>Note : For 1 to 4 sessions 45 minutes and for 5<sup>th</sup> session 120 minutes i.e. 5 hour awareness excluding lunch.</b>	

### **5 Days EDP Schedule Under PM-JANMAN**

<b>Schedule</b>	
1	Inauguration
2	Overview of PM-JANMAN scheme.
3	Entrepreneurship – conversion of business skill/ opportunities into a successful enterprise.
4	Opportunities Identification and product development.
5	Capacity building on soft and hard intervention
6	Significance of SHGs and its formation.
7	Basic accounting and book keeping for SHGs & VDK.
8	Support ecosystem
9	Bank procedure & formalities- Opening of SHGs/ individuals business A/c and documentation.
10	Registrations required for business development VDK/ ecommerce/ Udyam Adhar/ Forest Licences/FSSAI/Organic certificates etc.
11	Business Plan
12	Product packaging and branding.
13	Market survey.
14	Exposer visit
15	Interaction with successful VDK/ Entrepreneur.
16	Marketing linkages.
17	Financial literacy
18	Digital literacy
19	Organize and participation in trade fairs/melas.
20	Feedback
21	Assessment
22	Valedictory of the programme

## Mentoring & Handholding

<b>Mentorship</b>					
1	1st Month	Week 1	Week 2	Week 3	Week 4
2	2nd Month	15 Days		15 Days	
3	3rd Month	15 Days		15 Days	
4	4th Month	Monthly			
5	5th Month	Monthly			
6	6th Month	Monthly			
7	7 to 9th Month	Quarterly			
8	10 to 12th Month	Quarterly			



**FOLLOWUP (FORMAT) MENTORING & HANDHOLDING  
OUTCOME SHEET ASSESSMENT**

**A. VDVks**

**1. General Introduction**

1	Name of Member of VDVk	
2	Name of the Training and Dates	EAP,EDP, SDP Date:
3	NIESBUD Registration Number	NS
4	Received the Training Completion Certificate form NIESBUD	YES/NO IFYES, INSTITUTE-NIESBUD
5	Mobile No.	
6	Email:	
7	Address	
8	Name of Activity	
9	Address of VDVk	
10	Number of Members of VDVk	
11	Activity aligned to Baseline Survey (Yes/No)	

**2. Entrepreneurial Competencies for Enterprise Development**

SL.NO	PARTICULARS	BEFORE TRAINING	AFTER TRAINING
1	Entrepreneurial Motivation		
2	Capacity Building		
3	Business Opportunity Identification		
4	Market Survey and Marketing Strategy		
5	Entrepreneurship Support Ecosystem		
6	Digital Marketing		
7	E-Commerce		
8	Bank Procedure and Formalities		
9	Preparation of Business Plan		
10	Health and Hygiene		
11	Skill Training		

### 3. Registration>Returns

SL.NO	PARTICULARS	AFTER TRAINING
1	SHG Formulation /Registration	
2	Regular Meeting	
3.	Account Opening	
4.	Regular Transaction(Thrift and lending)	
5	Federation formed	
	G.S.T(Enclosed Copy)	
6	Pan Card (Enclosed Copy)	
7	FSSAI (Enclosed Copy)	
9	Operational premises to SHG	
8	Procurement of Machinery and equipment	
9	Distribution of Tool Kits	
10	Any other. (Enclosed Copy)	

### 4. Back Ward Forward Linkages

SL.NO	PARTICULARS	BEFORE TRAINING	AFTER TRAINING
1	purchase of raw materials		
2	Value addition in products		
	Type of Value addition		
3	Sorting grading and processing		
4	marketing/sale of the product		
5	Social media Linkages		
6	E-Commerce /Quick Commerce Tie-up.		
7	Digital tie-up.		
8	Credit Linkages		
9	Packaging and designing of the Product		
10	Marketing Support		

**5. [A] Credit Linkage /Micro Finance**

SL.NO	PARTICULARS	BEFORE TRAINING	AFTER TRAINING
1	Linkages to Bank/Micro Finance		
	If yes name of the Institution		
	Address		
2	Amount Applied		
3	Business Plan/Project Report		
4	Sanction Date		
5	Sanction Amount		
6	Disbursed or not		
7	If Disbursed First Date/Last date of Disbursement		

**6. Digital Linkage**

SL.NO	PARTICULARS	BEFORE TRAINING	AFTER TRAINING
A.	Registered with any digital platform like Paytm/Google Pay/ Phone Pay		
B.	Can Operate-You Tube, , Facebook, WhatsApp, SMS, EMail, Computer		

**7. E-Commerce Platform**

SL.NO	PARTICULARS	BEFORE TRAINING	AFTER TRAINING
A.	Whether registered with any E- Commerce platform. (Like: ONDC,GEM, Amazon/Flipkart/ Myntra/Zepto etc.)		

**8. Comments of Mentoring Agency**

<b>SL. NO</b>	

**9. Photograph of Product/shop**

<b>SL.NO</b>	<b>PARTICULARS</b>	<b>BEFORE TRAINING</b>	<b>AFTER TRAINING</b>
1	Product		
2	Activity with owner and Mentoring Agency.		

Signature of  
MA

Signature of  
Trainee

Signature of  
SIA

\*\*\*\*\*

## Unit – II

### Self Help Group SHGs

#### Self Help Group (SHG):

Self Help Group is a small economically homogeneous affinity group of 10-20 rural poor people voluntarily formed to share and mutually agreed to contribute to a common fund to be lend to its members for meeting their productive and emergent credit needs as per group decision.

SHGs promote small savings from their members, which is kept with the Bank in a common fund in the name of the SHGs.

- The SHG gives small loans to its members from the common fund. The purpose, amount, rate of interest, schedule of repayment etc are to be decided by the group itself.
- After successful operation of six months, Bank can consider credit linkage of SHGs subject to fulfilment of certain pre-lending conditions.
- Only one person form one family can become member SHG.

#### Pancha Sutra of SHGs

- Regular meetings
- Regular savings
- Internal loaning
- Timely repayment
- Proper book keeping

#### Eligibility Criteria for the SHGs to avail loans:

- SHGs should be in existence at least since the last 6 months as per the books of account of SHGs and not from the date of opening of SB account.
- SHGs should be practicing 'Panchasutras' i.e. Regular meetings, Regular savings, Regular internal lending, Timely repayment and Up to date books of accounts.
- Qualified as per grading norms fixed by Bank.
- The existing defunct SHGs are also eligible for credit if they are revived and continue to be active for a minimum period of 3 months.

#### Documents Required for Credit Linkage

The following steps need to be adopted for preparing the documents required for SHG credit linkage.

<b>Step-1:</b>	Identify SHGs which need to be graded
<b>Step-2:</b>	Facilitate grading of SHGs as per the suggested process
<b>Step-3:</b>	For SHGs graded 'A', ascertain credit requirements from recently prepared MCP. In case MCP for the SHG has not been prepared, facilitate conduct of SHG meetings to determine their credit requirement of members
<b>Step-4:</b>	Facilitate passage of resolution authorizing sending of application for bank loan. (Resolution to be signed by all members).
<b>Step-5:</b>	Guide the SHG to prepare loan application, signed by office bearers.
<b>Step-6:</b>	Facilitate preparation of 'inter-se agreement' and 'loan agreement form' by the SHG
<b>Step-7:</b>	Ensure that all signatories/ office bearers have their photographs (color and passport size-3 copies each) and a seal for the SHG is available.

<b>Step-8:</b>	Guide the SHGs to visit the bank branch for completion of documentation formalities (only signatories/ office bearers are required to visit the bank branch with necessary books of accounts, passbook and application forms).
----------------	--

### Term Loan (TL) and Cash Credit Limit (CCL) calculation for SHGs.

- **Term Loan (TL)** – Term loan is a loan from a bank for a specific amount that has a specified repayment schedule and a floating interest rate.
- **Cash Credit Limit (CCL)** – The Cash Credit Limit is a loan facility/ overdraft facility extended to the SHG by a bank. This loan limit is sanctioned for a period of 5 years based on the corpus/ savings of the SHG up to the end of 5 years. The drawing limit for each year can be fixed with aggregate ceiling as multiple of actual pooled corpus reached.

#### *Example*

##### **Fixation of Credit Limit**

- No. of SHG members: 15;
- Periodicity of meetings and savings: Once a month;
- Monthly savings amount of each SHG member :Rs.100/-;
- Total monthly savings by the group : Rs.100 x 15 = Rs.1500/-;
- Projected savings of the group after 5yrs. :Rs.1500 x 60(month) = Rs.90,000/-; and
- CCL that can be sanctioned for 5yrs (8 times of saving at the end of 5 years):Rs.90, 000 x 8(times) = Rs.7, 20,000/-.

##### **Fixation of Drawing Power [DP] assuming that the group saves regularly**

- **1<sup>st</sup> year:** Savings = 1500 x 12 (month) = Rs 18000  
**DP for 1<sup>st</sup> year:** 6 times of corpus or minimum **Rs 1,00,000**
- **2<sup>nd</sup> year:** Savings till 24 months = 1500 x 24(month) = Rs 36,000  
**DP for 2<sup>nd</sup> year:** Eight times of corpus or minimum **Rs 2,00,000**
- **3<sup>rd</sup> year:** Savings till 36 months = 1500 x 36 (month) = Rs 54,000  
**DP for 3<sup>rd</sup> year:** minimum **Rs 3,00,000**

An SHG can avail either CCL or the Term loans or both, as per their requirements.

*(Refer RBI Master Circular on NRLM – 01July 2017)*

**Self Help Group Loan Application Form**

To  
The Branch Manager

\_\_\_\_\_ Bank  
\_\_\_\_\_ Branch

Dear Madam/Sir,

**Sub:-Application for credit linkage**

Affix passport Size photograph	Affix passport Size photograph	Affix passport Size photograph
Name :	Name:	Name:
Designation:	Designation:	Designation:
Address:	Address:	Address:
Mobile:	Mobile:	Mobile:

1. We, the duly authorized representatives of \_\_\_\_\_ (name of SHG) \_\_\_\_\_ village/city \_\_\_\_\_ Block \_\_\_\_\_

District hereby apply for a loan aggregating Rs.\_\_\_\_/- (Rupees \_\_\_\_\_ only)by way of Cash Credit (CC) / Term Loan (TL) for on-lending to our members. A copy of resolution taken by our Self Help Group in this regard is attached.

2. A copy of the member-wise requirement of loan is enclosed (*Compulsory from 3<sup>rd</sup> linkage onwards*)
3. We agree to repay the loan amount as per the repayment schedule which may be fixed by the Bank.
4. A copy of the Inter-se Agreement executed by all the members of the group authorizing us *inter alia* to borrow on behalf of the SHG is enclosed.
5. We hereby declare that the particulars given above are true and correct to the best of our knowledge and belief.
6. We hereby authorize the Bank to disclose all or any particulars or details or information relating to our loan accounts with the Bank, to any other financial institution including NABARD, Government or any agency as may be considered necessary or desirable by the Bank. It will be in order for the Bank to disqualify the SHG from receiving any credit facilities from the Bank and or recall the entire loan amount or any part thereof granted on this application, if any of the information pertaining to the group, furnished herewith is found incorrect and/or containing misrepresentation of facts.
7. A copy of the financial status of our SHG as on .....(date) is attached.

Yours faithfully,

- 1.
- 2.
- 3

**[Signature of Authorized Representatives of SHG with Seal]**

## Specimen of Resolution by SHG for taking loan from bank

Name of SHG:

Address:

Date of Formation:

Total no of Members:

Name of Facilitating Agency:

-----  
Resolution for taking loan from bank

Today on .....(Date), at the meeting of ..... (name of SHG) at..... (meeting place of SHG/ address) in presence of all its members, it is resolved that our.....(name of SHG) will seek loan of Rs ....., (in words) from bank. It has also been further resolved that Smt ..... (Designation); Smt ..... (Designation ..... ) and Smt (Designation ..... ) will sign all the necessary document related to the loan application to bank on behalf of the ..... (name of SHG). We all members hereby agree to the above decision.

Sl N o	Name of SHG members	Name of Father/Husb and	Gender (Male/ Female)	Signature /Thumb Impression
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

Signature  
(Designation .....)

Signature  
(Designation .....)

Signature  
(Designation .....)

Seal of Self Help Group



**Details of Member wise Loan Requirement (As per Micro Credit Plan)**

(Compulsory from 3<sup>rd</sup> credit linkage onwards)

Name of the SHG:-

Date of formation:

Address

No. of Members:

Member-wise details of proposed investment, sources of fund & resultant Net Surplus of the family

S.N.	Name of member*	Purpose of investment	Amount of loan Required from SHG (Rs.)	Total Annual Income from various sources :-IGAs, Wages, Grants from Govt. etc. (Rs)	Total Annual Expenditure (Rs.)	Annual net income before repayment of loan installment (Rs.)	Annual repayment for the proposed loan & existing loan, if any (Rs.)	Annual Surplus (Rs.)
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
<b>Total</b>								

(\*) To be written in order of priority & rotation plan as decided in SHG meeting

**Specimen of INTER-SE AGREEMENT TO BE EXECUTED BY THE MEMBERS OF THE SELF HELP GROUP**

THIS AGREEMENT made on this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_ BETWEEN

Si n o	Members Name	Name of Father/ Husband	Gender (Male /Female)	Ag e
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
16				
17				
18				
19				
20				

who are members of the \_\_\_\_\_ group, hereinafter referred to collectively as "The Self Help Group (SHG) Members" which expression shall, unless repugnant to the context or meaning, include every members of the said SHG and their respective legal heirs, executors and administrators.

WHEREAS all SHG members are residents of \_\_\_\_\_ Village / \_\_\_\_\_ City.....in \_\_\_\_\_ Block of ..... District of .....State and are known to each other.

WHEREAS the SHG members above named have joined voluntarily together and formed the SHG with intent to carry on savings and credit and other economic activities for mutual benefit subject to the terms and conditions hereinafter appearing:

NOW THEREFORE THIS AGREEMENT WITNESSETH THAT :-

1. Each member of the SHG shall save a sum of Rs. \_ (Rupees \_\_\_\_\_ only) or such sum as may be decided by the Group, on (weekly fortnightly/monthly) basis during the scheduled SHG meeting. The accumulated corpus of the SHG shall be given on loan to members based on their need and recovered along with interest as decided by the SHG members.

2. The SHG will take the responsibility for maintaining appropriate books of accounts to ensure transparency in transaction among SHG members
  
3. Each member shall strive for the success of the SHG and shall not act in any manner detrimental to the business interests of the SHG. The SHG members shall be jointly and severally liable for all the debts contracted by the SHG.
  
4. All assets and goods acquired by the SHG shall be in the joint ownership of all the members of the SHG and shall ordinarily be in the constructive custody of such member as may be authorized by the Group and shall be kept at the place of business at \_\_\_\_\_ which shall not be changed without consent of the SHG members. All assets and goods acquired by the SHG shall be in the joint ownership of all the members of the SHG and shall ordinarily be in the constructive custody of such member as may be authorized by the Group and shall be kept at the place of business at \_\_\_\_\_ which shall not be changed without consent of the SHG members.
  
5. The SHG members hereby duly elect and appoint  
 Shri/Smt/Kum. \_\_\_\_\_ as \_\_\_\_\_,  
 Shri/Smt/Kum \_\_\_\_\_ as \_\_\_\_\_  
 Shri/Smt/Kum \_\_\_\_\_ as \_\_\_\_\_  
 to look after and manage the day to day affairs of the SHG's activities and also act in their name and on their behalf in all matters relating thereto. The authorized representatives, may however, be removed at any time by majority vote of the members and new representatives elected.
  
8. Each of the SHG members hereby agrees to abide by and ratify all such act, deeds and things as the authorized representatives may do in the interest of the said activities.
  
9. The authorized representatives shall take decisions in the day to day working of the SHG and each representative shall actively involve herself and co-operate in looking after the day-to-day affairs of the SHG activities in particular to attend to the following activities.  
 - Every member of the SHG hereby authorizes the representatives to apply for the loan on behalf of the SHG and execute necessary agreements/documents on behalf of the SHG for the purpose. The authorized representative may collect loan amounts from the bank on behalf of SHG, deposit the same in the savings account of the SHG for on-lending to members in accordance with the decision of the SHG and also deposit recovery of loan installment from members in the loan account/s of SHG with the bank.
  
10. The SHG members hereby specifically authorize the representatives:-
  - i. To open Savings, Fixed Deposits and other accounts in  
 .....Branch of..... Bank approved by  
 the SHG and operate the same under the joint signature of any two of the following  
 authorized representatives:  
 Shri/Smt/Kum \_\_\_\_\_  
 \_\_\_\_\_  
 Shri/Smt/Kum \_\_\_\_\_  
 \_\_\_\_\_  
 Shri/Smt/Kum \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

- ii. To keep or cause to be kept proper books of accounts of the savings, made by the SHG Members, loans granted to them and the recoveries made from them and render every year the full accounts to the SHG members for their approval and adoption;
- iii. To receive all payments due to the SHG and issue requisite receipts or acknowledgments for and on behalf of the SHG;
- iv. To institute and defend on behalf of the SHG members any legal proceedings and safeguard the interests of each member of the said SHG and for this purpose engage or disengage any lawyer or advocate or agent and incur the necessary legal expenses in connection therewith.

11. In the event of death of any of the members of the SHG, his/her legal heirs shall be entitled to the benefits and be liable for the obligations of the deceased member under this agreement.

6.

12. It is agreed that no new person shall be inducted as a member of the SHG without consent of all the existing members.

IN WITNESS WHERE OF \_\_\_\_\_ the aforesaid member of the SHG have set their respective hands hereunto at the place \_\_\_\_\_ and on \_\_\_\_ day of \_\_\_\_\_ month \_\_\_\_\_ year first in appearing.

S.N	Name of member of the SHG	Signature/s/Thumb of the impression
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		
16		
17		
18		
19		
20		

WITNESS

ES:-1.

2.

(Note: The SHG shall not consist more than 20 persons).

**Financial Statement of .....(name of SHG) as on .....(date)**

Particulars	Amount (Rs)
Total Savings of members:	
Total interest and other incomes:	
Revolving Fund/ Grant Assistance received from project/ department/ other agencies	
Other Receipts (Specify .....)	
<b>Total</b>	

(Amount in Words ..... )

We certify that the above statement is true and can be verified from the books of accounts maintained by our Self Help Group.

Signature  
(Designation.....)

Signature  
(Designation.....)

Signature  
(Designation.....)

.....)

Seal of Self Help Group

**Format 1: SHG Grading format for Fresh Linkage**

**A. Basic Information:-**

Name of the SHG:

Village: .....Gram Panchayat:.....Block:.....District:.....

Date of formation of the SHG:.....Date of opening of Bank S/B A/C:.....

Period considered for Grading: From.....to.....

**(Usually last 6 months)**

**B. Details of Grading /Evaluation Exercise:**

S.N.	Indicator	Allotted Marks	Formula for determining Marks	Marks obtained
1	<b>Regularity of Meeting:</b>			
(a)	Regularity of holding meetings by SHG	10	$\frac{\text{No. of meetings held} \times 10}{\text{No. of meetings required to be held as per rule of SHG}}$	
(b)	Regularity of Attendance of members in the meetings	10	$\frac{\text{Average no. of members attended the meetings} \times 10}{\text{Total no. of members of the SHG}}$	
2	<b>Regularity of Savings by members</b>	10	$\frac{\text{Amount of savings deposited by the members} \times 10}{\text{Amount of savings required to be deposited as per rule of SHG}}$	
3	<b>*Velocity of Lending to members from Group Corpus</b>	20	More than 1.5 :- 20 More than 1.0 up to 1.5:-15 More than 0.5 up to 1.0:-10 More than 0.2 up to 0.5:- 5 Up to 0.2:- 0	
4	<b>Regularity in Repayment of loan by members</b>	20	$\frac{\text{Amount of recovery against Demand} \times 20}{\text{Amount of Demand (required to be paid as per repaymentschedule)}}$	
5	<b>Updated Record keeping:</b>			
a)	Resolution Book	4	Maintained up to date :- Full marks Maintained , but not up to date:- Half MarksNot maintained:- 0 (no Mark)	
b)	Cash Book	8		
c)	Savings Ledger	4		
d)	Loan Ledger	4		
e)	General Ledger	6		
f)	Individual Pass Book	4		
	<b>Total</b>	<b>100</b>		

\*Velocity of lending from Group Corpus= $\frac{\text{Amount lent to the members from Group Corpus}}{\text{Average amount of Group Corpus}}$

- **A Grade: 80 or more marks**
- **B Grade: 70-79 marks**
- **C Grade: 60-69 marks**
- **D Grade: less than 60 marks**

**Only A & B graded SHGs are to be considered for credit linkage**

**Format 2: SHG Grading format for Repeat Linkage**

**A. Basic Information:-**

Name of the SHG:

Village: .....Gram Panchayat:.....Block:.....District:.....

Date of formation of the SHG:.....Date of opening of Bank S/B A/C:.....

Period considered for Grading: From.....to.....

**(Usually last 6 months)**

**B. Details of Grading /Evaluation Exercise:**

S.N.	Indicator	Allotted Marks	Formula for determining Marks	Marks obtained
1	<b>Regularity of Meeting:</b>			
(a)	Regularity of holding meetings by SHG	5	$\frac{\text{No. of meetings held} \times 10}{\text{No. of meetings required to be held as per rule of SHG}}$	
(b)	Regularity of Attendance of members in the meetings	5	$\frac{\text{Average no. of members attended the meetings}}{\text{Total no. of members of the SHG}} \times 10$	
2	<b>Regularity of Savings by members</b>	10	$\frac{\text{Amount of savings deposited by the members}}{10 \text{ Amount of savings required to be deposited as per rule of SHG}} \times 10$	
3	<b>*Velocity of Lending to members from Group Corpus</b>	10	More than 1.5 : 10 More than 1.0 up to 1.5 - 7 More than 0.5 up to 1.0: 5 More than 0.2 up to 0.5: 2 Up to 0.2: 0	
4	<b>Regularity in Repayment of loan by members</b>	15	$\frac{\text{Amount of recovery against Demand}}{\text{Amount of Demand (required to be paid as per repayment schedule)}} \times 20$	
5	<b>Updated Record keeping:</b>			
a)	Meeting Resolution Book	4	Maintained up to date :- Full marks Maintained , but not up to date:- Half Marks Not maintained:- 0 (no Mark)	
b)	Cash Book	8		
c)	Savings Ledger	4		
d)	Loan Ledger	4		
e)	General Ledger	6		
f)	Individual Pass Book	4		
<b>Operations in Cash Credit/ Term loan A/c and Credit history:</b>				
6	a) Number of transactions in last 12 months (Dr. & Cr.)	10	i) 12 or more:- 10	
			ii) 6 to less than 12 :- 6	
			iii) Less than 6 :- 0	
	b) Servicing of interest charged in CC A/c	10	i) Within 1 month :- 10	
			ii) Within 2 month:- 6	
			iii) After 2 months:- 0	
	c) Occasions of overdrawing in CC A/c due to charging of interest etc. during last 12 months	5	i) Never :- 5	
			ii) On 2 occasions :- 3	
			iii) On more than 2 occasions :- 0	
<b>Total</b>		<b>100</b>		

\*Velocity of lending from Group Corpus=  $\frac{\text{Amount lent to the members from Group Corpus}}{\text{Average amount of Group Corpus}}$

- **A Grade: 80 or more marks**
- **B Grade: 70-79 marks**
- **C Grade: 60-69 marks**
- **D Grade: less than 60 marks**

Only A & B graded SHGs are to be considered for enhancement of CC limit / repeat dose of T/L

**Specimen of ARTICLES OF LOAN AGREEMENT FOR USE BY BANKSWHILE  
FINANCING SELF-HELP GROUPS**

The Articles of Agreement made on this \_\_\_\_ day of \_\_\_\_\_ 20\_\_ at \_\_\_\_\_ By and Between M/s \_\_\_\_\_ [name of the SHG] an unregistered association of persons/individuals having its office at \_\_\_\_\_ represented by its authorized representative

Shri/Smt. \_\_\_\_\_ (Name) \_\_\_\_\_ (Designation);

Shri/Smt. \_\_\_\_\_ (Name) \_\_\_\_\_ (Designation)

and Shri/Smt. \_\_\_\_\_ (Name)

\_\_\_\_\_ (Designation, who are fully authorized by all the

members of the SHG, ( a copy of such Authorization is

annexed hereto and forms part of this agreement), hereinafter referred to as the "Borrower" which expression shall unless repugnant to the subject or context thereof, mean and include members of the unregistered association for the time being, their respective successors, legal heirs, administrators and

assigns of the one part and \_\_\_\_\_ (name of the Bank) a body corporate constituted under the \_\_\_\_\_ Act, having its Head Office at

\_\_\_\_\_ and the Branches, inter-alia, one at

\_\_\_\_\_ herein after called "the Bank" which expression shall unless repugnant to the subject or context thereof mean and include its successors and assignees of the second part.

Whereas the borrower is an unregistered association of persons who have inter-se agreed to help each other as self-help group with a view to developing and ameliorating the socio-economic conditions of their members.

Whereas having formed the association as a Self Help Group, the Borrower as per application dated \_\_\_\_\_ made by the

said

Shri/Smt. \_\_\_\_\_ (Name) \_\_\_\_\_ (Designation);

Shri/Smt. \_\_\_\_\_ (Name) \_\_\_\_\_ (Designation)

and Shri/Smt. \_\_\_\_\_ (Name) \_\_\_\_\_

\_\_\_\_\_ (Designation, duly authorized to

borrow in terms of its resolution dated \_\_\_\_\_ [copy

enclosed] requested the Bank to \*grant a Term Loan/extend Cash Credit facility\* of Rs. \_\_\_\_\_/- up to the limit of Rs. \_\_\_\_\_

\_\_\_\_\_/-

(Rupees \_\_\_\_\_ only) for on-lending to its members.

And whereas the Bank has agreed to grant the \* Term Loan /extend Cash Credit facility\* to the borrower on certain terms and conditions. (\* deleted whichever is not applicable)

And whereas the Bank and the borrower are desirous of reducing the agreed terms into writing. Now, therefore, this agreement witnesses as follows:

1. The Bank has agreed to grant and the borrower has agreed to borrow by way of Term Loan Cash / Credit (clean) up to the limit of Rs. \_\_\_\_\_/- (Rupees \_\_\_\_\_ - only) and the Bank has opened (SPECIFY THE KIND OF LOAN ACCOUNT) \_\_\_\_\_ A/C No. \_\_\_\_\_ of date \_\_\_\_\_ - in the name of the Borrower in its book of accounts.

1. \*In case the facility availed is Cash Credit the Borrowers will operate the Cash Credit accounts satisfactorily and within the limit and the Borrower shall repay the outstanding liability in the account inclusive of interest and other charges debited from time to time on demand without demur.

2. \*In case loan availed is Demand Loan, without prejudice to the right of the Bank to recall the loan on demand the Borrower undertakes to repay the loan with interest and other



within the period stipulated in terms of sanction.

3. \*In case the credit facility availed of by the borrower is a Term Loan the same shall be repayable in installments in the manner specified herein-below in the repayment schedule. (to be specified) Besides the borrower will pay interest at the rates that may be prescribed for such lending by RBI/NABARD from time to time.  
(\*Delete whichever is not applicable)
4. It is clearly understood by and between the parties hereto that in the event of the borrower's failure to utilize the proceeds of the credit facility for the purpose for which the same has been made available by the bank to the borrower, the borrower shall repay immediately on demand without demur together with interest without prejudice to Bank's right to initiate other legal action.
5. The borrower shall pay interest on the loans to be calculated on the daily balances in the loan account and be debited thereto at quarterly rests or as the Bank may decide.
6. The borrower should utilize the proceeds of the credit facility for the purpose of lending to its members to improve the socio-economic conditions of their members and their families. That the loan will not be used for any speculative purpose / activities prohibited by law.
7. The borrower shall repay the credit facility availed of together with interest payable as per the interest rates that may be fixed by RBI/NABARD from time to time for such lending
8. The borrower shall be liable to repay the facility on demand together with the interest and other charges payable by the borrower to the bank in accordance with the rules of the Bank.

**REPAYMENT SCHEDULE:**

For Cash Credit:

Each withdrawal of principal loan from the C.C. A/C is to be repaid within 12 months of such withdrawal. Interest debited to a/c is to be repaid / deposited into the A/C promptly so that outstanding balance of the CC A/C does not exceed the sanctioned limit under no circumstances.

For Term Loan:

Principal loan is to be repaid in .....equal monthly / quarterly / half-yearly installments. Interest debited to the A/C is to be repaid / deposited promptly.

In witness where of the parties hereto have affixed their signature on the \_\_\_\_\_ date and the \_\_\_\_\_ month and \_\_\_\_\_ year first herein above written.

1) FOR THE BORROWER- SHG

2) FOR THE BANK

- 1.
- 2.
- 3.

**[Signature of Authorized representatives  
representative (Office bearers) with office seal]  
with office seal**

**[Signature of Authorized  
(Branch Manager)**

## Unit III

# Introduction to Self-Employment

### Meaning, characteristics, and significance of self-employment

#### Meaning – Self-Employment

Self-employment refers to a work arrangement in which an individual operates his/her own business, works as an independent contractor, or freelancer rather than being employed by an external organization or employer. In essence, self-employed individuals are those who earn their livelihood by starting their own activities.

#### What is Entrepreneurship?

Entrepreneurship is a practice and a process that results in creativity, innovation and enterprise development and growth. It refers to an individual's ability to turn ideas into action involving and engaging in socially useful wealth creation through application of innovative thinking and execution to meet customer needs, using one's own labour, time and ideas.

#### Meaning – Entrepreneur

An entrepreneur is a person who creates and develops a business idea and takes the risk of setting up an enterprise to produce a product or service which satisfies customer needs. Entrepreneur refers to the person and entrepreneurship defines the process.

#### Characteristics of an Entrepreneur

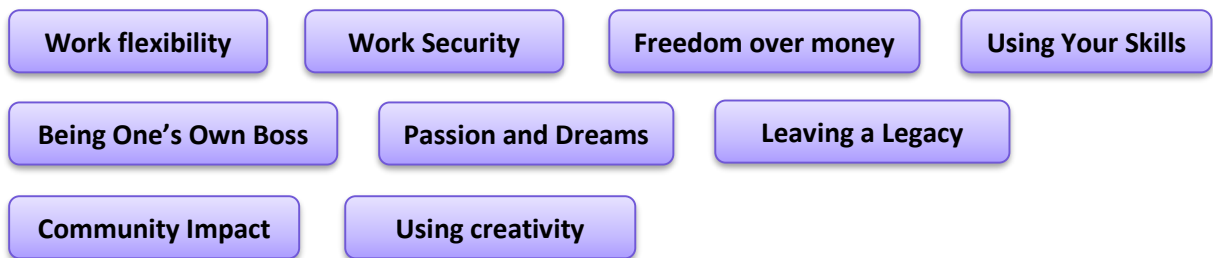
- **High need for Achievement:** Entrepreneurs with a high need for achievement are motivated to set and accomplish challenging goals in their businesses, driven by the desire for personal success and the pursuit of excellence in their endeavors.
- **Determination:** An approach of never-say-die. Entrepreneurs/ Self-employed keep pushing forward, even when faced with obstacles.
- **Moderate risk bearing:** Entrepreneurs/ Self-employed prefer a middle-of-the road strategy while handling tricky situations. They understand that success often involves stepping out of one's comfort zone and taking chances.
- **Exploring opportunity:** Alert to opportunities and using them to their advantage.
- **Problem-Solving:** Entrepreneurs encounter challenges regularly and must be skilled problem solvers. They approach problems with a solution-oriented mindset.
- **Using Feedback:** It is important for the Entrepreneur to know how they are learning from the experience of self and others when they work on their goals.
- **Adaptability:** The business landscape is constantly changing, and entrepreneurs need to adapt to new trends, technologies, and market conditions to stay competitive.
- **Flexibility:** Entrepreneurs are open to change and can pivot their business strategies when needed to respond to market shifts.
- **Communication and Interpersonal skills:** Effective communication is essential for pitching ideas, negotiating deals, and building relationships with customers and partners. Entrepreneurs can deal with people at all levels.
- **Motivation:** Entrepreneurs have the inner passion and determination to achieve their goals. They also influence others in their community by setting an example, taking initiatives and creating success stories throughout their journey.
- **Managing stress:** Entrepreneurship can be challenging, and setbacks are common. Resilience allows entrepreneurs to bounce back from failures and keep moving forward.

## Significance of Entrepreneurship:



## Why should a PVTGs take up entrepreneurship instead of wage employment?

Entrepreneurship offers a pathway to gain more control over one's work, earn more money and follow one's passion. PVTGs may choose entrepreneurship over traditional employment for several reasons: -



## Business Opportunity Identification

### Business Idea

A business idea is a short and precise description of the basic operations of an intended business. A good business starts with a good business idea. Before one can start a good business one needs to have a clear idea of the sort of business one wants to run.

A successful business meets the needs of its customers. It gives people what they need or want. A business idea will tell: -

- **WHICH**

*Which need does one's product or service satisfy for one's customer?* One's business idea should always have the customer and the customer's needs in mind. It is important to find out what one's future customers want when one works out the business idea.

- **WHAT**

*What type of product or service will one's business sell?* One's business idea should be based on products one knows about or services one is good at. There must be products or services that people are willing to pay for. Analyzing various business ideas will help one to focus on the type of business one will be good at.

- **WHO**

*Who will buy one's products or services?* Customers are an essential part of every business. It is important to be clear about the customers one intends to sell to. Will one sell to a specific type of customer or to everyone in an area? There must be enough people who are able and willing to pay for one's products and services or the business will not make a profit.

- **HOW**

*How one is going to sell one's products and services?* If one plans to open a shop this is clear, but a manufacturer or service operator can sell in many different ways. A manufacturer can, for example, either sell directly to customers or to retailers.

Business ideas are identified through positive, creative thinking. They can come from different sources such as ideas built on local resources, local needs, local activities, interests and hobbies.

**What makes a good business idea?**

A good business idea is one that is based on:

- A product or service that customers want.
- A product or service one can sell at a price customers can afford.
- An idea which provides solution to the need of the customers.
- The knowledge of skills one has or one can get.

**All good businesses begin with a good idea that has been well thought through.**

## Unit – IV

### Creating Plan for a Small Business

#### Selection of Legal Entity and Procedures & Formalities for Bank Finance

##### Types of Legal Entity



##### Some key elements of few legal entities:

Steps	Proprietorship	Partnership	Self Help Group (SHG)	One Person Company
<b>Registration</b>	No formal registration is Required	It can be registered or unregistered	It can be registered or unregistered	Registered with the Ministry of Corporate Affairs under the Companies Act, 2013.
<b>Name of the Entity</b>	Choice of Name can be used. No approvals required	Choice of Name can be used. No approvals required	Choice of Name can be used. No approvals required.	Name must be approved by the Registrar of Company.
<b>Legal Status of Entity</b>	It is not recognized as a separate legal entity.	It is not recognized as a separate legal entity.	It is not recognized as a separate legal entity.	One Person Company is a separate legal entity registered under the Companies Act, 2013.
<b>Member (s) Liability</b>	Proprietor has unlimited liability and is responsible for all the liabilities of the Proprietorship.	Partners have unlimited liability and is responsible for all the liabilities of the Partnership.	All group members are liable for overall liability of the group	Director and Nominee Director have limited liability and is liable only to the extent of his/her share capital.
<b>Minimum and Maximum Number of Members</b>	One	Minimum Two and Maximum 100	Minimum seven and Maximum 20	One
<b>Transferability</b>	Not transferable	Not transferable	Ownership cannot be transferred	Ownership can be transferred

Steps	Proprietorship	Partnership	Self Help Group (SHG)	One Person Company
<b>Documents required for opening a business account for legal entity</b>	<ul style="list-style-type: none"> <li>• Passport size photograph</li> <li>• Pan in the name of Proprietor</li> <li>• Registration certificate in case of registered concern.</li> <li>• License issued by the municipal corporation under shop and establishment act./Udyam Registration.</li> <li>• Utility bill such an electricity/ water/ landline telephone bills.</li> </ul>	<ul style="list-style-type: none"> <li>• Copy of registration certificate</li> <li>• Copy of partnership deed</li> <li>• Pan card in the name of partnership</li> <li>• List of all partners</li> <li>• Partnership letter signed by all partners in their individual capacity.</li> <li>• Letter of authorization power of attorney signed by all partners who will operate the accounts</li> </ul>	<ul style="list-style-type: none"> <li>• Copy of minutes of the meeting</li> <li>• List of members of group</li> <li>• Resolution to authorize who will operate the account</li> <li>• KYC of all members of group</li> </ul>	<ul style="list-style-type: none"> <li>• Copy of certification of incorporation</li> <li>• Copy of memorandum and Article of Association.</li> <li>• Copy of certificate of commencement of business</li> <li>• Pan card in the name of company</li> <li>• A board resolution to open the bank account.</li> <li>• List of board of directors.</li> </ul>

### Registrations

Procedure for Aadhar Udyamita: <https://udyamregistration.gov.in/Government-India/Ministry-MSME-registration.htm>

How to Register for GST: <https://www.gst.gov.in/>

Click on Register Now under Taxpayers (Normal)

PAN Enrollment: <https://www.onlineservices.nsdli.com/paam/endUserRegisterContact.html>

FSSAI : <https://fssai.gov.in/>

### Business Plan

A business plan is a written summary of your proposed business. It includes information about the plans, operations and financial details, its marked opportunities, and strategies, as well as the entrepreneur's personal background.

### Why Business Planning is necessary

- To summarize the financial objective
- To summarize the operational objective
- To provide future clarity on all aspects of an individual's business
- Effective means of defining the goals and steps needed to reach them.

## Components of a Business Plan

<b>1</b>	<b>General description of business</b>	<ul style="list-style-type: none"> <li>• Name of business, business location and address</li> <li>• Nature of business activity</li> <li>• Type of business organisation (proprietorship, partnership, private limited, cooperative)</li> <li>• Any further explanation summarising why the business will be successful</li> </ul>
<b>2</b>	<b>Personal background</b>	<ul style="list-style-type: none"> <li>• Name of business owner(s), promoter(s)</li> <li>• Educational, professional background</li> <li>• Relevant experience in business-related activities</li> </ul>
<b>3</b>	<b>Market plan</b>	<ul style="list-style-type: none"> <li>• Business market area and targeted customers/ customer groups</li> <li>• Why you will be able to compete with existing products/ services and how do you compare competitors (price, quality, appearance, performance,)</li> <li>• Past, current, future (projected) market demand for your product/service (if possible in terms of volume/units per day/months)</li> <li>• Suppliers and supply terms and conditions</li> <li>• Unit pricing and list of all items/services being offered</li> <li>• How you will be selling your produce (direct, dealers)</li> <li>• Tip: Include the market research survey report as an annex</li> </ul>
<b>4</b>	<b>Business management plan</b>	<ul style="list-style-type: none"> <li>• Who will be the actors in this business</li> <li>• Specify their roles and the division of labour (if applicable)</li> <li>• How will the business work be organised (e.g. working shifts, working times, working conditions)</li> </ul>
<b>5</b>	<b>Financial plan</b>	<p><b>Investments required</b></p> <ul style="list-style-type: none"> <li>• Fixed assets/starting equipment (e.g. land, tools, machinery)</li> <li>• Preliminary expenses               <ul style="list-style-type: none"> <li>○ Pre-operative expenses (e.g. legal fees, licensing fees, bank charges,)</li> <li>○ Start-up expenses (e.g. water, electricity connection, cleaning of premises, etc.)</li> </ul> </li> <li>• Working capital (raw materials, rent, water, transport, salary, contingency, electricity, etc.)</li> </ul>
<b>6</b>	<b>Sources of raising funds</b>	<ul style="list-style-type: none"> <li>• Total requirements               <ul style="list-style-type: none"> <li>○ Own contributions/investments</li> <li>○ Family/friends contributions</li> <li>○ Already secured loans, credits etc</li> <li>○ Total funds available</li> </ul> </li> <li>• Deficit/funding gap               <ul style="list-style-type: none"> <li>○ Loan support required</li> </ul> </li> </ul>
<b>7</b>	<b>Operating plan forecast</b>	<ul style="list-style-type: none"> <li>• Projected operating income statement               <ul style="list-style-type: none"> <li>○ Income from sales</li> <li>○ Less cost of production and overhead/fixed costs</li> </ul> </li> <li>• Net profit</li> <li>• Break even analysis</li> <li>• Cash flow projection</li> </ul>

## Template to calculate Project Cost (term loan and working capital)

### A. Fixed Capital

S. No.	Particulars	No.	Rate (Rs.)	Amount(Rs.)
1.	<b>A.1.Land &amp; Buildings:</b>			
2.	<b>A.2. Plant &amp; Machineries</b> (list all the machineries required for the project)			
3.	<b>A.3. Other Fixed Assets</b> (all furniture and fixtures required for the project)			
4.	<b>A.4. Preliminary &amp; Pre-Operative Expenses</b>			
	<b>Total Fixed Capital(A1+A2+A3+A4):</b>			
	<b>GRAND TOTAL</b>			

### B. Working Capital

S.No.	Particulars	Qty. kg/ltr	Rate (Rs.)	Amount (Rs.)
1.	<b>B.1. Raw Material (per month/ year):</b>	-	-	
2.	<b>B.2. Manpower (per month/ year):</b>			
3.	<b>B.3. Utilities (per month/ year):</b>			
4.	<b>B.4. Misc. or Other Expenses (per month/ year):</b>			
	<b>Total Working Capital (B1+B2+B3+B4)</b>			

**Total Project Cost = Total Fixed + Total Working Capital**

## Cost of Doing Business

Ram Prasad is a cobbler, doing the business of shoe repairing in his village, but now he wants to expand his business after getting a loan. He wants to open a shop in Tehsil, which is only 2 Km from the village. He has estimated the following fixed and variable costs for his business.

Fixed Cost	Cost Per Month	Variable Cost	Cost Per pcs.
Rent	20,000	Raw Material	
Interest + Installment	5,000	Leather	175
Salary		Adhesive/ nail/gum etc.	30
Staff (02)	18,000	Packaging	20
Ram Prasad Salary	25,000	Labour	75
Water & Electricity	2,000		
Machinery	5,000		
<b>Total</b>	<b>75,000</b>	<b>Total</b>	<b>300</b>

**Fixed Cost:** Fixed cost are the cost of business that does not change even increase or decrease in the number of goods and services produced.

**Variable cost:** Variable cost are the cost that change as the volume change.



## Calculation of breakeven point and profit

### Profits = Total Revenue - Total Expenses

The breakeven point is the level of sales at which your total revenue equals your total expenses, resulting in zero profits or losses. To calculate the breakeven point, you need to know your fixed costs and the contribution margin per unit. The formula for breakeven point is:

### Breakeven Point (in units) = Fixed Costs / Contribution Margin per Unit

Understanding these financial metrics is essential for entrepreneurs and businesses to make informed decisions about pricing, expenses, and growth strategies, helping them work toward financial stability and success.



We know the 'Break-even point' is the quantity of sale that the business must achieve to meet its fixed cost. At break-even point, the business makes zero profit.

$$\text{Break Even Quantity} = \frac{\text{Fixed Cost}}{\text{Margin}}$$

The Breakeven Quantity for Ram Prasad's business will be:

$$\text{Break Even Quantity} = \frac{75000}{200} = 375$$

Let's now calculate the profit for different levels of production for Ram Prasad using the below template:

Quantity	Sales (A)	Total Fixed Cost (B)	Total Variable Cost (C)	Profit/Loss (A-B-C)
300	1,50,000	75,000	90,000	-15,000
375	1,87,500	75,000	1,12,500	0
400	2,00,000	75,000	1,20,000	5,000
500	2,50,000	75,000	1,50,000	25,000
600	3,00,000	75,000	1,80,000	45,000
700	3,50,000	75,000	2,10,000	65,000
750	3,75,000	75,000	2,25,000	75,000

### Sale price @ Rs. 500/- per piece.

**Q.** Assuming that Ram Prasad is able to sell 500 shoes without spending any money on sales staff. If he hires a sales staff at the salary of Rs. 10,000 per month, he can increase his sales from 500 to 700 per month. Should he hire the sales staff or not?

**A.** So, we can see that the profit will increase from Rs. 25,000 to Rs. 65,000 if the quantity sold increases from 500 to 700. This is an increase of Rs.40,000 per month while the salary for the sales staff is only Rs. 10,000 per month. So, Ramprasad can earn an extra profit of Rs. 30,000 by hiring the sales staff.

### Tips for Managing Funds, Cash Flow and Cost

- i. **Receiving Cash Payments Daily from Sales:** Receiving money from customers every day for things they buy.
- ii. **Receiving Payments in Parts/Installments for a Service:** Receiving money bit by bit over time from someone for a service provided to the customer.

- iii. **Managing Cash Received in Lump Sum after Completion:** Handling a large amount of money all at once after finishing a job or task.

**Cash Flow- case study: Himanshu's Carpentry.**

Himanshu is a carpenter. The analysis of financial transactions showed different business activities during the four days of his business.



**Basic information of the business**

Name: **Omsai Furniture Shop**

Business: **Carpentry**

Owner: **Himanshu**

Helper: **Ramu**

Customer: **Jashoda, Meena, Jaya, Savitri**

**First day:**

1. In the beginning of first day, Himanshu had Rs.6000 in the bank account and Rs.500 cash in hand.
2. Himanshu sold a table of Rs.3000 to Meena.
3. Himanshu sold the goods of Rs.1000 on credit to Jaya, which she will pay on 3rd day.
4. Himanshu paid telephone bill of Rs.500/-
5. Himanshu made salary payment of Rs.2000 to Ramu.
6. Himanshu sold the goods of Rs.2500 on credit to Savitri which she was to pay next day.
7. Himanshu paid rent of Rs. 3500/- to landlord.

**Second day:**

8. Himanshu sold a chair for Rs.1000 to Jaya in cash.
9. Himanshu purchased raw material of Rs.1000 on credit from the vendor. He will pay that amount on the fourth day.
10. Himanshu sold another table for R. 3000 to the customer.
11. Himanshu had given Rs.2000 on credit to Jashoda.

**Third day:**

12. Himanshu got Rs.5000 from his uncle on an occasion

**Fourth day:**

13. Himanshu bought a mobile for Rs. 5000/-

**Cash Flow:**

Particulars	First day	Second day	Third day	Fourth day	Fifth day
Opening balance		3500	8000	14000	8000
Cash	500				
Bank	6000				
Sale in cash	3000	1000+3000=4000			
Sale on credit		2500	1000		
Balance Amount					
Others Income			5000		
<b>Total Income</b>	<b>9500</b>	<b>10000</b>	<b>14000</b>	<b>14000</b>	
Purchase on cash					
Payable account	500			1000	
Personal Expenses		2000		5000	
Salary	2000				
Loan payment to bank					

Rent	3500				
<b>Total Expenses</b>	<b>6000</b>	<b>2000</b>	<b>NIL</b>	<b>6000</b>	
Closing balance Income & Expenditure	3500	8000	14000	8000	

## Do's and Don'ts of Running a Small Business



## Methods to Handle Resources

A skill-based business needs careful planning and resource management to start and run successfully. The chapter will discuss the essential importance of securing adequate space, raw materials, and finance as well as methods for obtaining and managing these essential resources.

### Getting the resources



### How to manage resources



### Time and Cost Estimation

Time and cost estimation is a vital skill for the PVTGs s, skilled craftsmen often working in fields like carpentry, potter, or sculptor. Accurate estimation begins with a thorough understanding of project requirements and scope.

## Government Schemes and E-Commerce

### Key elements of various relevant Government schemes

Sr. No.	Name of Scheme	Link for additional information
1	<b>MUDRA</b> (Micro Units Development and Refinance Agency Ltd.)	<a href="https://www.mudra.org.in/">https://www.mudra.org.in/</a>
2	<b>PMEGP</b> (Prime Minister's Employment Generation Programme)	<a href="https://msme.gov.in/1-prime-ministers-employment-generation-programme-pmegp">https://msme.gov.in/1-prime-ministers-employment-generation-programme-pmegp</a>
3	<b>Standup India Scheme</b>	<a href="https://www.standupmitra.in/Home/SUISchemes">https://www.standupmitra.in/Home/SUISchemes</a>
4	<b>Startup India</b>	<a href="https://seedfund.startupindia.gov.in/">https://seedfund.startupindia.gov.in/</a>
5	<b>SVANidhi Scheme</b> (PM PVTGs 's Atma Nirbhar Nidhi)	<a href="https://pmsvanidhi.mohua.gov.in/">https://pmsvanidhi.mohua.gov.in/</a>
6	<b>PVTGs Scheme</b>	<a href="https://govtschemes.in/pmPVTGs-yojana#gsc.tab=0">https://govtschemes.in/pmPVTGs-yojana#gsc.tab=0</a>
7	<b>Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)</b>	<a href="https://www.cgtmse.in/">https://www.cgtmse.in/</a>
8	<b>Atal Pension Yojana</b>	<a href="https://www.india.gov.in/spotlight/atal-pension-yojana">https://www.india.gov.in/spotlight/atal-pension-yojana</a>
9	<b>Pradhanmantri Suraksha Bima Yojna</b>	<a href="https://financialservices.gov.in/insurance-divisions/Government-Sponsored-Socially-Oriented-Insurance-Schemes/Pradhan-Mantri-Suraksha-Bima-Yojana(PMSBY)">https://financialservices.gov.in/insurance-divisions/Government-Sponsored-Socially-Oriented-Insurance-Schemes/Pradhan-Mantri-Suraksha-Bima-Yojana(PMSBY)</a>
10	<b>Pradhan Mantri Jeevan Jyoti Bima Yojana</b>	<a href="https://financialservices.gov.in/hi/insurance-divisions/Government-Sponsored-Socially-Oriented-Insurance-Schemes/Pradhan-Mantri-Jeevan-Jyoti-Bima-Yojana(PMJJBY)">https://financialservices.gov.in/hi/insurance-divisions/Government-Sponsored-Socially-Oriented-Insurance-Schemes/Pradhan-Mantri-Jeevan-Jyoti-Bima-Yojana(PMJJBY)</a>
11	<b>NMDFC</b> (National Minorities Development and Finance Corporation)	<a href="https://nmdfc.org/">https://nmdfc.org/</a>
12	<b>National Small Industries Corporation (NSIC)Scheme</b>	<a href="https://www.nsic.co.in/">https://www.nsic.co.in/</a>
13	<b>National Backward Classes Finance &amp; Development Corporation (NBCFDC)</b>	<a href="https://nbcfdc.gov.in/">https://nbcfdc.gov.in/</a>
14	<b>National Scheduled Castes Finance &amp; Development Corporation (NSFDC )</b>	<a href="https://www.nsfdc.nic.in/">https://www.nsfdc.nic.in/</a>
15	<b>International Cooperation Scheme</b>	<a href="https://msme.gov.in/international-cooperation#:~:text=It%20is%20a%20demand%20driven,and%20development%20of%20MSME%20sector">https://msme.gov.in/international-cooperation#:~:text=It%20is%20a%20demand%20driven,and%20development%20of%20MSME%20sector</a>

\*\*State Governments also run their own schemes.

### Important e-commerce platforms

Online Markets For Listing Products	
<b>Open Network for Digital Commerce (ONDC)</b>	<a href="https://ondc.org/">https://ondc.org/</a>
<b>Government e Marketplace (GeM)</b>	<a href="https://gem.gov.in/">https://gem.gov.in/</a>
<b>Go Coop</b>	<a href="https://gocoop.com/">https://gocoop.com/</a>
<b>Amazon Karigar</b>	<a href="https://sell.amazon.in/grow-your-business/amazon-karigar">https://sell.amazon.in/grow-your-business/amazon-karigar</a>
<b>Amazon</b>	<a href="http://www.amazon.com/www.amazon.in">www.amazon.com/www.amazon.in</a>
<b>Craftsvilla</b>	<a href="https://www.craftsvilla.com/">https://www.craftsvilla.com/</a>

<b>The India Craft House</b>	<a href="https://theindiacrafthouse.com/">https://theindiacrafthouse.com/</a>
<b>Auth India</b>	<a href="https://authindia.com/">https://authindia.com/</a>
<b>Ebay</b>	<a href="http://www.ebay.com">www.ebay.com</a>
<b>Flipkart</b>	<a href="http://www.flipkart.com">www.flipkart.com</a>
<b>Etsy</b>	<a href="http://www.etsy.com">www.etsy.com</a>
<b>India Mart</b>	<a href="http://www.indiamart.com">www.indiamart.com</a>
<b>Snapdeal</b>	<a href="http://www.snapdeal.com">www.snapdeal.com</a>
<b>Myntra</b>	<a href="http://www.myntra.com">www.myntra.com</a>
<b>Paytm</b>	<a href="http://www.paytm.com">www.paytm.com</a>
<b>Shopclues</b>	<a href="http://www.shopclues.com">www.shopclues.com</a>
<b>Facebook Market place</b>	<a href="http://www.facebook.com">www.facebook.com</a>

## Unit-V Financial Literacy

### Importance of Being Financial Literate

Financial literacy is important for everyone because it empowers individuals with the knowledge and skills to handle the complexities of personal and business finance. It enables us to make informed decisions about saving, budgeting, investing, and managing debt, ultimately leading to financial well-being and security. Financially literate individuals are better equipped to plan for major life events like education, homeownership, and retirement, reducing the risk of financial hardship and debt traps. Moreover, financial literacy plays an important role in protecting individuals from scams and fraud.

### Some basic but important financial terms

Financial literacy is essential for everyone, including craftsmen. Here are some simple financial terms that can help PVTGs understand basic financial concepts:

#### Important basic financial terms and their meaning :

- Income** : The money you earn from your craft or job.
- Expense** : The money you spend on various things, like materials, tools, or daily living costs.
- Budget** : A plan that helps you track your income and expenses, ensuring you don't spend more than you earn.
- Savings** : Money you set aside for future needs or emergencies.
- Loan** : Money borrowed by you from someone else.
- Interest** : The extra money you pay when you take loans or earn when you save or invest money.
- Assets** : Things of value that you own, like tools, equipment, or property.
- Liabilities** : Financial obligations that you owe, such as loans or credit card balances.
- Investment** : Putting your money into some assets with the hope of earning a profit.
- Credit Score** : A number that represents your creditworthiness.
- Emergency Funds** : Money set aside for unexpected expenses or emergencies.
- Simple Interest** : Earning or paying interest on only the original amount of money (principal).

**Example of simple interest calculation :** If one keep a deposit of Rs.10,000 for a period of 3 years at a simple interest rate of 11% per annum. Then he would receive Rs.3300/- as simple interest at the end of 3<sup>rd</sup> year. [ **Formula : Simple Interest = (Principal ) X (Period) X ( Interest Rate) ]**

**Compound Interest :** Earning or paying interest on both the original amount of money (principal) and any previously earned or charged interest. [ **Compound Interest = Amount – {Principal X (1+Interest Rate/Frequency)<sup>(PeriodXFrequency)}</sup>}]**

Note : Frequency : Annually = 1, Half Yearly = 2, Quarterly =4]

**Example of compound interest calculation:** If you keep a deposit of Rs.10,000 for a period of 3 years at an interest rate of 11% per annum compounded annually. Then you would receive Rs.3676/- as compounded interest at the end of 3<sup>rd</sup> year

Principal =Rs. 10,000	Rol=11% pa	Freq = Ann.	Period=3 Yrs	
Principal at the beginning	Rol %	Frequency	End of Period	New Principal Amount
10000	1100	Annually	1 <sup>st</sup>	11100
11100	1221	Annually	2 <sup>nd</sup>	12321
12321	1355	Annually	3 <sup>rd</sup>	13676

- Net Worth** : The difference between your total assets and total liabilities.
- Financial Goal** : A specific objective, like saving for a vacation or paying off a debt, that you aim to achieve with your finances.
- Insurance** : A financial product that provides protection against certain risks, such as health, auto, or property insurance.
- Tax** : Money you are required to pay to the government based on your income or expenses.
- Income Tax** : A tax on your earnings, which may vary depending on your income level and deductions.
- GST** : A tax payable on buying Goods and Services from the provider.
- Expense Tracking** : Keeping records of your expenses to better understand where your money goes.
- Retirement** : The period of your life when you stop working, often associated with a pension or savings plan to support yourself.
- Financial Advisor** : A professional who can provide guidance on managing your finances and investments.

These basic financial terms can help PVTGs s start to understand and manage their finances more effectively.

### Types of Financial Transactions:

Financial transactions are the exchanges of money or assets between individuals, businesses, or institutions. They are a fundamental aspect of finance and can range from simple personal transactions like buying groceries to corporate business transaction. Here are some pointers on financial transactions:

- **Cash Transactions:** These involve the exchange of physical currency, such as coins and banknotes.
- **Electronic Transactions:** Most modern transactions occur electronically through bank transfers, credit/debit card payments, or digital payment using BHIM UPI Apps
- **Investment Transactions:** Buying and selling stocks, bonds, real estate, and other investment instruments.
- **Loan Transactions:** Borrowing and repaying loans from financial institutions or individuals.
- **International Transactions:** Transactions involving foreign currencies and cross-border payments.
- **Business Transactions:** Transactions between companies, including purchases, sales, and payments to employees or suppliers.

Remember that the nature and complexity of financial transactions can vary widely, so it's essential to be well-informed and cautious when engaging in any financial exchange.

### Financial Goals

Financial goals can vary widely from person to person, depending on individual circumstances, priorities, and life stages. Here are some different types of financial goals that people commonly set:

Emergency Funds	Loan Repayment Term Savings	Home ownership	Education Term Savings
Health	Wealth Building	Income Growth	Retirement
Budget & Expenses	Tax Planning Savings	Travel	Specific Investment

Your financial goals should align with your values, priorities, and life circumstances. They can change over time, so it's essential to regularly review and adjust your goals as needed to stay on track and adapt to changes in your life.

## Process of Setting Financial Goals

Setting financial goals is an important step in achieving financial success and security. Here are some pointers to help you set and achieve your financial goals:



Setting and achieving financial goals is a journey that requires discipline and commitment. It's essential to stay patient and persistent, even when faced with challenges or setbacks. By following these pointers and staying focused on your goals, you can work towards a more secure financial future.

## Savings and Expenses

- Implement techniques to be able do smart savings and expense sensibly.

SR No	Smart Savings	Sensible Expenses
1	Set Clear Goals	Create a Spending Plan
2	Create a Budget	Differentiate Between Needs and Wants
3	Pay Yourself First	Prioritize Expenses
4	Automate Savings	Limit Impulse Purchases
5	Emergency Fund	Comparison Shop
6	Invest in Tax Saving Products	Use Cash or Debit Card
7	Eliminate High-Interest Debt	Track Your Spending
8	Save more from Unexpected Heavy Incomes	Cut Unnecessary Subscriptions
9	Increase Savings Over Time	Re-Negotiate your existing subscriptions
10	Invest Wisely	Plan for Large Expenses

Achieving financial balance involves both saving and spending wisely. Regularly review your financial situation, adjust your goals and expenses as needed, and make informed financial decisions to secure your financial future.

## For how long should we save?

Age	25	35	45
Amount save every year (₹)	1000	1000	1000
No. of years saved	40	30	20
Amount of Oursaving (₹)	40000	30000	20000
Interest earned at 10% per annum (₹)	422878	142033	39900
Total amount at the age of 65 (₹)	462878	172033	59900

►The longer we save, the more our savings will grow. The more we save, the more we will be prepared for emergencies and non-working old age and not dependent on others for meeting our needs. As our savings grow, we will not have to borrow to meet our needs.

►When we save for longer periods, our savings will multiply many times as it earns interest.












## How can we save when we do not have enough money even to meet our regular expenses ?

The common refrain is that we do not earn enough so we cannot save. The truth is that everyone needs saving and can save. We should keep aside a portion of our earnings as saving from day one of our earning life. The important thing is that we should start saving early and regularly in our life, even if it is a small amount. And if we get some unexpected profit/earning, we should save all or most of it. This will reduce our worries of future financial needs and help us in dealing with unexpected expenses.

If we earn ₹ 100, we can save ₹ 20 and if we earn ₹ 10, we can save ₹ 2. If we keep aside ₹ 20 out of ₹ 100 we earn, then in 5 earning days, we would have saved one day's earning. In 100 earning days this would mean savings equivalent to 20 earning days plus interest. Is it not amazing !!!!

Income per day	₹ 100
Expenses per day	₹ 80
Saving per day	₹ 20
Saving in a month	20x30= ₹ 600
Saving in a year	600x12= ₹ 7200
Interest at 8% per annum	₹ 318
Saved amount at the end of the year	₹ 7518
This amount is equal to 75 days income	

## Set your Goals

SR		Needs	Money required	When?	No. of days	Saving per day
1.		Bicycle	₹1500	3 months	30x3= 90	₹ 1500/90 = ₹ 17
2.		Sewing Machine	₹5000	5 months	30x5=150	₹ 5000/150 = ₹ 33
3.		Farm tools	₹3600	6 months	30x6=180	₹ 3600/180 = ₹ 20
4.		Cattle	₹10000	1 year	365x1=365	₹ 10000/365 = ₹ 27
5.		Small Shop	₹20000	2 years	365x2= 730	₹ 20000/730 = ₹ 27
6.		Higher Education	₹50000	5 Years	365x5=1825	₹ 30000/1825 = ₹ 27
7.		Marriage of Daughter	₹80000	10years	365x10=3650	₹ 80000/3650 = ₹ 22
8.		Own house	₹100000	15 Years	365x15=5475	₹ 100000/5475 = ₹ 18
9.		Secure Old Age	₹300000	25Years	365x25=9125	₹ 300000/9125 = ₹ 33
10.						
11.						
12.						
13.						
14.						
15.						
<b>TOTAL DAILY SAVINGS REQUIRED</b>						<b>₹ 224</b>

## Basic Difference between Savings and Current Account

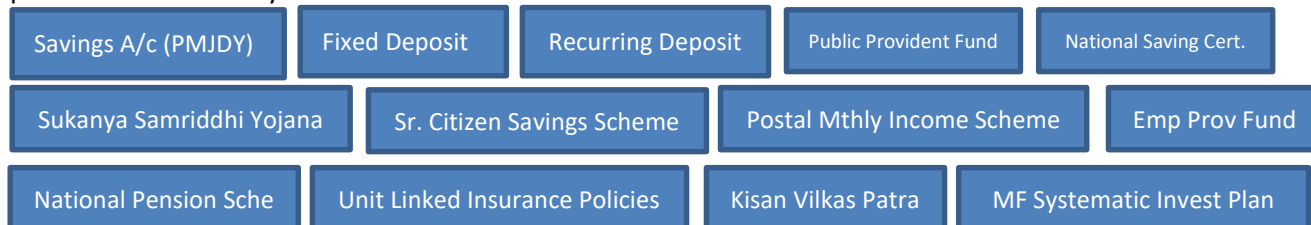
Savings accounts and current accounts are two common types of bank accounts, each serving different purposes. Here are the key differences between them:

Parameters	Savings Bank Account	Current Account
<b>Basic Purpose</b>	To save money	To do daily transactions
<b>Access to Funds in the Account</b>	Restricted	No Restrictions
<b>Interest applicability</b>	Receives Quarterly Interest	No Interest
<b>Cheque Writing facility</b>	Yes	Yes
<b>ATM cum Debit Card</b>	Yes	Yes
<b>Internet Banking</b>	Yes	Yes
<b>Mobile Banking</b>	Yes	Yes
<b>Minimum Balance Requirement</b>	Required	Not Required

## Savings and Insurance Products

### Savings Products

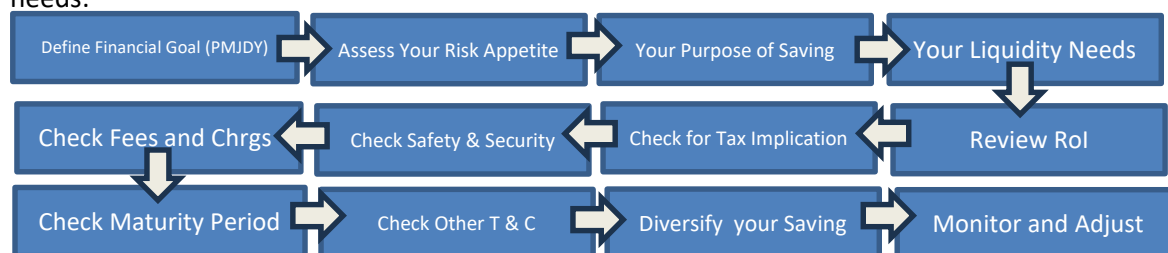
India Financial System offers a variety of savings products to cater to the diverse financial needs and preferences of different type of investors its population. Here are some of the different savings products available to you:



Each of these savings products serves different financial goals and risk appetites, and they may offer tax benefits as well. It's important to assess your financial objectives and risk tolerance before choosing the most suitable savings product for your needs. Additionally, consider consulting a financial advisor for personalized guidance.

### Appropriate Savings Product

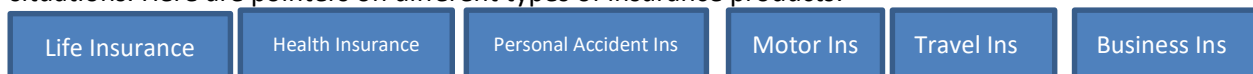
Selecting the right savings product is crucial for achieving your financial goals and optimizing your financial well-being. Here's a step-by-step guide on how to choose a savings product that suits your needs:



Remember that there's no one-size-fits-all solution when it comes to savings products. The right choice depends on your individual financial situation, goals, and preferences. Regularly reassess your savings strategy to ensure it remains in line with your evolving financial needs and objectives.

### Insurance Products

Insurance is a crucial financial tool that provides protection and financial security in various life situations. Here are pointers on different types of insurance products:



These are some of the key insurance products available to address various aspects of life, health, property, and financial security. Choosing the right insurance products depends on your individual circumstances, needs, and risk tolerance. It's essential to carefully assess your insurance needs and consider seeking advice from insurance professionals or financial advisors to make informed decisions. One should take care to update nominee's name in the insurance policy to avoid confusion whom the insurance company has to handover the claims benefit in case of an untimely death of the policy holder.

### Awareness and prevention of financial frauds

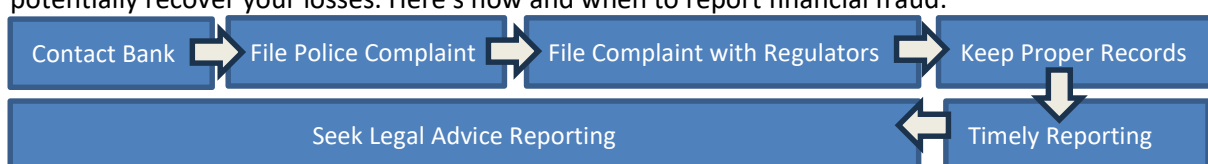
Identifying potentially financially fraudulent transactions is crucial for protecting your finances and assets. While not all unusual transactions are fraudulent, certain red flags should prompt further investigation. Below are some signs of potentially fraudulent transactions. Also, there are some preventive measures you can take to avoid falling victim to fraud:

Potential Fraud indicators	Actionable to Avoid Frauds
Unrecognized or Unauthorized Transactions	Protect Personal Information
Large, Unexplained Withdrawals or Transfers	Secure Passwords and PINs
Multiple Small Transactions	Be Cautious with Online Transaction
Out-of-Pattern Activity	Monitor Accounts Regularly
ATM or Point-of-Sale Skimming	Protect Your Devices
Suspicious Online Activity	Be Wary of Unsolicited Contacts
Unexpected Changes in Account Information	Educate yourself about common scams and fraud
Duplicate Charges	Shred Sensitive Documents
Phishing Emails or Calls	Backup and Storage
Unauthorized Issuance of Credit Cards	Check Credit Reports
Unexpected Loans or Lines of Credit	Be Skeptical of Too-Good-to-Be-True Offers
Altered or Counterfeit Cheques	Secure Mail and Trash
Delayed or Missing Statements	Protect Your Social Media
Inconsistent Documentation:	Report Suspicious Activity
Unusual Investment or Financial Adviser Behavior	Consider Identity Theft Protection Services

Being vigilant and proactive is essential in protecting your financial accounts and personal information from potential fraud and identity theft. By implementing preventive measures and staying vigilant, you can reduce the risk of falling victim to financial fraud and protect your financial well-being.

### Filing complaints with appropriate authorities

Reporting financial fraud to appropriate authorities in India is crucial to protect your rights and potentially recover your losses. Here's how and when to report financial fraud:

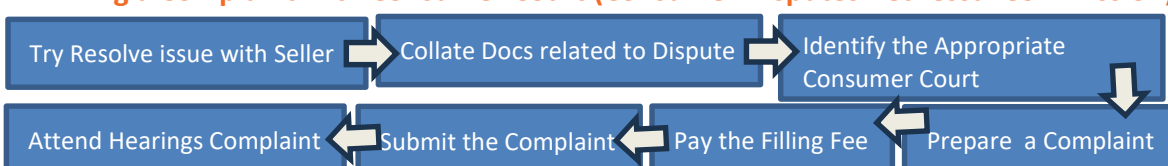


It's essential to report financial fraud promptly to increase the chances of apprehending the perpetrators and recovering your losses. Taking swift action can also prevent further damage and protect others from falling victim to similar scams.

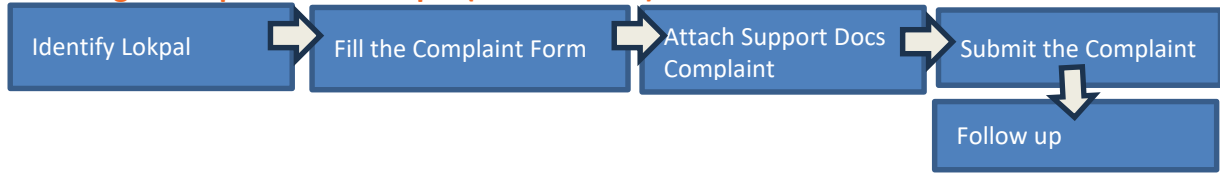
### Procedure of lodging a complaint with a Consumer Court, Lokpal, CPGRAMS

Lodging a complaint with various consumer protection and grievance redressal authorities in India involves specific steps. Here's how you can file complaints with Consumer Courts, Lokpal (Ombudsman), and the CPGRAMS (Centralized Public Grievance Redress and Monitoring System):

#### 1. Filing a Complaint with Consumer Court (Consumer Disputes Redressal Commission):



### 2. Filing a Complaint with Lokpal (Ombudsman):



### 3. Filing a Complaint with CPGRAMS (Centralized Public Grievance Redress and Monitoring System):



It's important to follow the specific procedures outlined by each authority and provide accurate and complete information when filing a complaint. Be prepared to cooperate with any additional requests for information or documentation during the resolution process.

# Unit-VI

## Digital Literacy

### Digital Literacy

Individuals and communities can reap numerous benefits and opportunities from digital literacy like access to information, education and E-learning, agricultural information, weather forecasts, payments through phone etc.

#### Basics of Using mobile phones (Feature phones and Smart Phones)

##### Parts of Feature Phone



##### Using a Smart Phone

The charging port is where the charger is plugged in to recharge the phone's battery. Depending on the brand and model of the phone, it might be a USB-C, micro-USB, or Lightning port.



##### Setting up Smart Phone

- **Charge Your Phone:**
- **Turn on the Phone:** Press and hold the power button (often located on the phone's side/top) until the screen illuminates, indicating that the phone is turning on
- **Choose your language and region:** Choose your preferred language and region by following the on-screen instructions.
- Connect to the Internet via Wi-Fi.

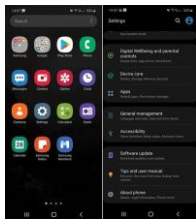


- Choose your Wi-Fi network from the list of available options and, if necessary, enter the network password. Connecting to Wi-Fi speeds up setup and app downloads.
- Insert SIM Card (if required)



- Log in with your Google account.
- Sign in with your Google (Android) account, depending on your smartphone model. Your contacts, emails, and app purchases will be synced.

- Account Services: Enable or Disable.
- You will be prompted to configure various account services, such as Google services (onAndroid). You can choose to enable or disable these services for the time being.
- Configure Screen Lock (PIN, Password, Pattern, or Face/Fingerprint Recognition):
- Configure a screen lock method for added security. PIN, password, pattern, or biometric recognition (fingerprint or face) are all options.
- **Data Restore or Transfer (Optional):** If you're upgrading from another phone, you should be able to transfer data such as contacts, messages, and apps using methods such as Google Drive (on Android).
- **Backup and restore should be enabled (recommended):** Enabling backup options causes your phone to automatically backup data such as photos etc,
- **Install and Update Applications:** Download the apps you require from the app store (Google Play for Android). Make sure you have the most recent versions of these apps.
- **Configure Settings:** Explore the phone's settings to change things like notifications, display brightness, sound, and privacy.



- **Add Email Addresses and Accounts:** Add email accounts and other online services to your phone's settings for easy access.
- **Configure Biometric Authentication (If Available):** Set up biometric authentication (fingerprint or face recognition) on your phone for added security and convenience.
- **Investigate Other Options:** Learn about extra features and settings unique to your phone model, such as gestures, accessibility options, and digital assistants.
- **Contacts and Data Sync:** Check that your contacts, calendars, and other data are properly synced with your accounts.
- **Privacy and security:** Examine and customize your security and privacy settings, including app permissions and location services.
- **Install a Screen Protector and a Protective Case (Optional):** Consider purchasing a protective case and screen protector to protect your new phone from damage.
- **Configure Payment Methods (Optional):** If you intend to make app or online purchases, add payment methods to your phone's wallet or payment settings.
- Your new smartphone is now ready for use.

### ADDING AND SAVING CONTACTS ON MOBILE PHONE (SMART PHONE)

Open the Contacts app on your Android phone or tablet. Tap Add at the bottom right. Enter the contact's name as well as an email address or phone number. To select the account into which you want to save the contact: Tap the Down arrow next to your email account. To add more information about your name: Next to "Name," press the Down arrow. When you're finished, press the Save button

**Turn on mobile data:** In the quick settings, look for the "Mobile Data" or "Data" icon. It could also be a cellular signal icon. To enable mobile data, tap this icon. When mobile data is active, the icon should change.

### DATA BACK UP

- Open Settings: Tap on the "Settings" app on your Android device.
- Scroll Down and Tap "System": Scroll down the settings menu and select "System."
- Select "Backup": Under the "System" menu, tap on "Backup."
- Turn on Back Up to Google Drive: Ensure that "Back up to Google Drive" is turned on. This will

- back up your app data, call history, device settings, and text messages to your Google account
- **Choose Account:** Tap on “Account” to select the Google account where you want to back up your data.
- **Select What to Back Up:** In the “Backup to Google Drive” section, you can choose what data you want to back up, such as apps, contacts, calendar events, and photos. Make your selections.
- **Initiate Backup:** Tap the “Back Up Now” button to start the backup process. The time it takes to complete depends on the amount of data.

## CAPTURING VIDEOS AND PHOTOS

Find and launch the camera app on your Android device in your app drawer or on your home screen. Locate the video mode option in the camera app. In most cases, it is represented by a video camera icon or a “Video” mode in the camera’s settings. Use your screen’s viewfinder to frame the subject or scene you want to capture. You can focus and adjust the exposure by tapping on the screen. Tap the record button, which is usually represented by a red circle, to begin recording. While recording, you’ll notice a timer that displays the duration of the video. Tap the same button again to stop recording. Your video will be saved to the gallery or camera roll of your device.

## VOICE DICTATION AND VOICE RECORDING

Once the microphone is turned on, begin speaking your message. Speak clearly and comfortably. Your words will be displayed as text on the screen. Review the transcribed text for accuracy before sending it. If necessary, you can make changes. When you’re finished, tap the “Send” or “Done” button to send or save the message.

## Using Basic Internet and Mobile Applications (Apps)

- Install and configure applications such as WhatsApp, Gmail, Google Maps, BHIM, and
- other social media applications such as Facebook and YouTube.
- Setting up Email and other social media accounts.
- Geo-tag locations such as workplace, shop etc.
- Use platforms for skilling and learning, including government portals.
- Basics of online shopping and using digital payment mode

## Installing apps

To access the App Store, tap the “App Store” icon on your home screen or app drawer.

- **Search for the App:** Use the top search bar to look for the app you want to install. You can also use the recommended apps section or browse through categories.
- **Choose the App:** When you’ve found the app you want, tap on it to see more information about it.
- Tap the “Install” button on the app’s detail page to install it. You may be asked to grant the app permissions. Examine the permissions and then select “Accept” or “Allow” if you agree.
- **Allow time for installation:** Your device will download and install the app. You’ll see a progressbar, and when it’s finished, you’ll be notified that the app has been installed.
- **Launch the app:** To find and open the newly installed app, tap “Open” on the notification or go to your app drawer.

## INSTALLING WHATSAPP

- It is simple to install WhatsApp on your mobile device:
- **Install WhatsApp:** Navigate to the app store for your device (Google Play for Android).
- Look up “WhatsApp Messenger.” In the search results, tap the WhatsApp Messenger icon.
- **Download WhatsApp:** To download and install the WhatsApp app on your device, tap the “Install” or “Get” button.



- Launch WhatsApp: To use the app, tap the “Open” button after it has been installed.
- Phone Number Verification: WhatsApp will request that you verify your phone number. Ascertain that you have access to the phone number you intend to use with WhatsApp.
- Enter your phone number and then press “Next.”
- Code of Verification: A verification code will be sent to you via SMS or voice call from WhatsApp. Enter the code when prompted, or WhatsApp may detect it automatically.
- Create Your Profile: Following verification, you can create your WhatsApp profile by uploading a profile photo and entering your name.
- Contacts Sync (Optional): WhatsApp may request access to your contacts. You can choose to allow this so that you can easily find and message your WhatsApp contacts.
- Begin chatting: You are now ready to start using WhatsApp. Chat with your contacts, send messages, make voice and video calls, and share multimedia files are all options.
- That’s all! You’ve installed WhatsApp on your mobile device and can now use its messaging and communication features.
- What’s app for business

### INTRODUCTION TO EMAIL:

The general steps to create an email account with a popular email service provider like Gmail, Outlook, Yahoo etc.:

- Choose an Email Service Provider:
- Open a web browser and go to the website of your chosen email service provider.
- Click on “Create Account” or “Sign Up”:
- Fill Out the Registration Form:
- Verify Your Password:
- Add Recovery Information (Optional)
- Complete Verification
- Agree to Terms and Privacy Policy:
- Set Up Your Email Profile (Optional)

**Congratulations! Your Email Account Is Created**

**Example: Searching with Google: Launch a web browser, such as Chrome, Firefox, or Safari, to begin browsing the internet.**

- Go to Google: Enter “www.google.com” into the address bar of the browser.
- Type Your Query Here: Enter your search term (for instance, “How to bake a cake”) in the search box on the Google homepage.
- Type “Enter” To start the search; press Enter or click the magnifying glass icon.
- Review Findings: A list of search results will be shown by Google. To view a result’s webpage, click on it.
- Use filters, such as the “Tools” or “More” options, and change your keywords as necessary to narrow down your search.
- **Explore Search Tools:** For more specialized searches, use extra features like images, news, or maps.
- **Visit Websites:** To access websites with more information, click on the search results.
- Use your browser’s back button to navigate back to the homepage or the search results.

### DIGITAL WALLETS ON MOBILE PHONES: BHIM UPI

Because of their convenience and ease of use, digital wallets, also known as e-wallets or wallets, have grown in popularity. It’s no surprise that these payment apps are popular, given their ability to process transactions in seconds, use the wallet both online and offline, and eliminate the need to carry physical



cash or a wallet.

- **UPI-Based Payments:** BHIM is built on the Unified Payments Interface (UPI) system, which allows users to make instant and secure fund transfers between bank accounts using their mobile phones.
- **Bank Integration:** The app is linked to your bank account, and you can use it to send and receive money directly from your bank account.
- **Multiple Language Support:** BHIM supports multiple Indian languages to make it accessible to a wide range of users.
- **QR Code Payments:** Users can make payments by scanning QR codes. Merchants and individuals can generate QR codes for receiving payments.
- **Bill Payments:** BHIM allows users to pay utility bills, mobile recharge, and other services directly from the app.
- **Check Balance:** You can check your bank account balance directly from the app.
- **Request Money:** You can send payment requests to others, making it easier to split bills or request payments from friends and family.
- **Security:** BHIM uses two-factor authentication for transactions, including a UPI PIN and mobile number verification, to ensure security.
- **Limitations:** There are transaction limits set by NPCI for BHIM transactions, both in terms of the maximum amount per transaction and the number of transactions per day.
- **Available Platforms:** BHIM is available for Android can be downloaded from their respective portals.

## FACEBOOK/META

- **Browse Facebook's website:** Go to [www.facebook.com](http://www.facebook.com) in your web browser to access Facebook.
- **Sign-Up Form:** A sign-up form can be found on the Facebook homepage. Include the necessary details, such as your first and last name, cell phone number or email address, password, birthdate, and gender.
- After providing your information, click the "Sign Up" button.
- **Profile Setup:** After your account has been verified, you can personalize it by uploading a profile photo, a cover photo, and other details. By conducting a search for them or importing your contacts, you can also get in touch with friends
- You are now registered and ready to use Facebook, so explore it. You can begin updating the platform, communicating with friends, joining groups, and doing so.
- Always check Facebook's privacy settings to limit who can see your posts and profile information.

## YOUTUBE

- Look for videos from reputable sources, educational institutions, field experts, or channels with a proven track record of providing accurate and reliable information. E.g.: PMGdisha
- **Take Notification:** Take notes on key points, concepts, or steps as you watch videos. This will help to reinforce your knowledge and serve as a reference for future use.
- **Put What You've Learned into Practice:** Use what you've learned in real-world scenarios. Hands-on experience improves retention, whether it's trying out a recipe, coding a project, or practicing a musical instrument.

## HOW TO UPLOAD VIDEOS ON YOUTUBE?

- Using the YouTube Mobile App (Android):
- **Launch the YouTube app:** On your mobile device, open the YouTube app.
- **Sign in:** Make sure your Google account is active. If you haven't already, sign in or create an account.

- **Upload Button:** At the bottom of the screen, tap the “+” (plus) button. This button is typically located in the center.
- **Choose a video:** Select a video to upload from your device’s gallery or camera roll.
- Fill in the video details, such as the title, description, privacy settings, and tags. If desired, you can also schedule the video’s release.
- **Customization:** Change other settings like monetization, captions, and video visibility.
- **Thumbnail:** You can create your own thumbnail or use one generated by YouTube.
- Tap the “Upload” button to begin uploading the video to your YouTube channel. The upload time is determined by your internet connection speed and the file size of the video.
- YouTube will process the video after it has been uploaded. You can add video elements like end screens, cards, and captions during this time.
- **Publish:** Once the video has been processed, you can choose to publish it immediately or set it as private or unlisted until you’re ready to make it public.

### GEO TAGGING IN GOOGLE MAPS

Geo-tagging in Google Maps allows users to add location information, such as names of places, addresses, or landmarks, to specific geographic coordinates on the map. Here’s how to geo-tag a location in Google Maps:

- **Open Google Maps:** Launch the Google Maps app on your mobile device or go to the Google Maps website (maps.google.com) on your computer.
- **Sign In:** Make sure you are signed in to your Google Account. If not, sign in or create one.
- **Search for the Location:** In the search bar at the top, enter the name or address of the location you want to geo-tag.
- **Locate the Place:** Google Maps will display the location on the map. Ensure it’s the correct place you want to geo-tag.
- **Drop a Pin:** To geo-tag a specific location, tap and hold on the map at the exact spot where the



place is located. A red pin or marker will appear at that location.

- **Add a Label or Name:** Click on the red pin to open a small pop-up box. You can add a label, name, or description to the location you’ve marked.
- **Save the Location:** Click “Save” or “Add Label” to save the geo-tagged location.
- **Locate the Place:** Google Maps will display the location on the map. Ensure it’s the correct place you want to geo-tag.
- **Access Geo-Tagged Locations:** To view your geo-tagged locations, click on the menu icon (usually represented by three horizontal lines or dots) in the upper-left corner and select “Your Places.” Here, you can find the locations you’ve saved.
- **Edit or Delete Geo-Tags:** You can edit or delete the geo-tags you’ve added by clicking on the location in “Your Places” and selecting the appropriate options.
- **Share Geo-Tagged Locations:** You can share these geo-tagged locations with others via email, messaging apps, or by generating a link.
- **Locate Yourself:** Navigate to your current location or the location you want to share using the map.
- **Tap on Your Location:** Tap on the blue dot on the map that represents your current location. This will open a menu at the bottom of your screen.
- **Choose “Share your location”:** Tap “Share your location” in the menu that appears at the bottom of the screen.
- **Choose How Long to Share:** You have the option of determining how long you want to share

**your location. You can choose a specific time (for example, 1 hour) or “Until you turn this off” for continuous sharing.**

- **Choose Recipient: Select the person or contact with whom you want to share your location. You can either search for a contact or choose one from your recently used contacts.**
- **Send the Invitation: After you’ve chosen a recipient, press the “Send” button. Your chosen contact will receive an invitation to view your location via your preferred messaging app.**
- **Using the Google Maps Website (from a desktop or mobile browser)**

### SEARCHING FOR GOVERNMENT PORTAL

- **DigiLocker:** DigiLocker (<https://www.digilocker.gov.in>) is a project of the Indian government that lets people store, access, and share their digital documents and certificates in a safe way.
- **Swachh Nagar App (SNKranthi):** Users could use the app to report problems to the local government, such as littering, defecating in the open, and trash that hasn't been picked up.
- Information on government portal **“www.pmjay.gov.in”** (for Pradhan Mantri Jan Arogya Yojana), or **“www.indiabudget.gov.in”** (for budget-related schemes). Digital India (<https://digitalindia.gov.in/>) aims to transform India into a digitally empowered society and knowledge economy.
- Skill India (<https://admin.skillindiadigital.gov.in/login>) is a nationwide campaign that began in 2015 with the goal of providing millions of Indians with the skills they need to find work
- Digital India (<https://digitalindia.gov.in/>) aims to transform India into a digitally empowered society and knowledge economy

### ONLINE SHOPPING

- Begin by selecting a reputable and trusted online shopping platform or marketplace. Amazon, Flipkart, Myntra, Snapdeal, and other popular options in India.
- Create an account on the chosen online marketplace if you haven't already. You must enter your name, email address, and create a password
- To find the product or service you want to buy, use the search bar or browse through the categories.
- You can narrow down the results by price, brand, reviews, and other factors.
- Click on the product listing to see more details, such as the product description, specifications, images, and customer reviews. Check that the product meets your needs.
- When you've decided to buy something, click the “Add to Cart” or “Buy Now” button. The item is added to your virtual shopping cart as a result of this action. Check the items in your cart for quantity, size, and price. At this point, you can also apply any available discounts or coupons.
- To begin the payment and delivery process, click the “Proceed to Checkout” button.
- Enter your shipping information, including your name, address, and contact information. To avoid delivery issues, make sure the information is correct.
- Select your preferred method of payment. Depending on the platform, options may include credit/ debit cards, net banking, digital wallets (e.g., Bhim UPI, Paytm, PhonePe), UPI (Unified Payments Interface), or cash on delivery (COD).
- Examine your order summary, which includes the total amount to be paid. Click “Place Order” or a similar button to confirm the order.
- Wait for your order to be delivered to the specified shipping address. Prepare to receive the package and, if necessary, provide identification.
- If you receive a damaged or incorrect product, you can usually initiate a return or refund request through the online marketplace. Follow the platform's return and exchange policies.
- After receiving your order, consider leaving a review or rating for the product and seller to assist other shoppers in making informed decisions.
- Keeping records of your online shopping orders, including order numbers, receipts, and tracking information, is a good practice for reference and tracking.

- Always exercise caution when disclosing personal or financial information online. To ensure a safe online shopping experience in India, use secure and trusted payment methods and verify the authenticity of the online marketplace.
- Booking tickets through IRCTC- Visit the IRCTC website (<https://www.irctc.co.in>) and click on the "Register" link.

### What is internet banking?

Internet banking, also known as online banking or e-banking, is a type of digital banking service that enables individuals and businesses to conduct financial transactions and manage their bank accounts via the internet. It allows you to access various banking services without having to visit a physical bank branch. Internet banking features that are common include:

- ❖ Account Balance: Check the balances of your accounts in real time.
- ❖ Transfer money between your own accounts or to other accounts using fund transfers.
- ❖ Bill Payments: Online bill payment for utilities, loans, and credit cards.
- ❖ Transaction history can be viewed and downloaded.
- ❖ Electronic bank statements are available online.
- ❖ Banking apps for smartphones and tablets are available.
- ❖ Internet banking is safe, and it frequently requires authentication methods such as usernames, passwords, and, in some cases, two-factor authentication for added security. It provides 24-hour access to banking services via computer or mobile device.

### Privacy and Security related to Internet and Mobile Phones

- Using social media responsibly and securely
- Safeguarding mobile phones and data
- Protection from cyber frauds and scams

### Use Social Media Responsibly and Securely

Social media in India has evolved significantly, influenced by technological advancements, changing demographics, and shifts in digital culture. Please refer to <https://isea.gov.in/> portal for all security related things.

### Safeguarding mobile phones and data

It's critical to follow best practices when installing apps on your mobile device to protect your privacy and security. Here are some guidelines:

- ❖ **Apps should be downloaded from official app- stores** such as Google Play, Apple app store. These platforms scan applications for malware and security flaws.
- ❖ **Read More About App Permissions: Examine the permissions that an app requests before installing it. Only grant permissions that are required for the app to function. If an app requests too many permissions, be wary.**
- ❖ **Examine App Ratings and Reviews: Check out the app's ratings and user reviews to get a sense of its reputation and performance.** This can assist you in avoiding apps that are poorly designed or malicious.
- ❖ **Maintain Your Device: Maintain the most recent version of your device's operating system and apps. Security patches that protect against vulnerabilities are frequently included in updates.**
- ❖ **Make use of a mobile security app: Consider using reputable mobile security software to scan for malware and protect your device from threats.**
- ❖ **Make app updates automatic: Enabling automatic app updates in your device settings will ensure that you have the most recent security patches.**
- ❖ **Make use of strong passwords/Pins: Set strong, one-time-only passwords or PINs for your device and any apps that contain sensitive data**
- ❖ **Turn on Two-Factor Authentication (2FA): When 2FA is available, use it to add an extra layer of**

security to your accounts

- ❖ **Examine the app's privacy settings:** Review and adjust the privacy settings in each app on a regular basis to control what data it can access.
- ❖ **Keep an Eye Out for Phishing:** Be wary of suspicious links or emails that ask you to install apps. Before downloading, always double-check the source.
- ❖ **Connect to Secure and Trusted Wi-Fi Networks:** Connect to secure and trusted Wi-Fi networks. When conducting sensitive transactions or accessing confidential information, avoid using public or unsecured Wi-Fi networks.
- ❖ **Backup Data on a Regular Basis:** Back up your phone's data to a secure cloud service or an external device. This ensures that if your phone is lost or stolen, you can recover your data.
- ❖ **Install Security Software:** To protect your device from malicious software, consider installing reputable antivirus and anti-malware apps.
- ❖ **Remote Tracking and Wiping:** Enable "Find My Phone" (Android) to track and remotely wipe your device in the event it is misplaced or stolen
- ❖ **Use Secure Messaging Apps:** For private conversations, use end-to-end encrypted messaging apps such as WhatsApp, Signal, or Telegram.
- ❖ **Be Wary of Personal Data:** Avoid storing sensitive information such as social security numbers, passwords, or credit card information in unsecured notes or apps.
- ❖ **Log Out of Accounts:** Log out of accounts when you're done using them, especially if you're using a shared or public computer.
- ❖ **Educate Yourself:** Keep current threats and best practices for mobile security and privacy in mind. Be wary of new scams and phishing techniques.

#### Don'ts

- Side loading (installing apps from sources other than official app stores) apps from untrustworthy or unofficial sources is not recommended because they may contain malware.
- Don't ignore or accept app permissions at face value. If an app requests excessive or unnecessary access to your device, proceed with caution.
- **Install Cracked or Pirated Apps:** Downloading cracked or pirated versions of paid apps is not recommended. These can be sources of malware as well as legal problems.
- **Install from Pop-Up Advertisements:** Installing apps from pop-up ads or unsolicited messages are not recommended. Always download apps from the official app store.
- **Using Weak or Repetitive Passwords:** Use strong passwords that are not easily guessable for your accounts, and avoid using the same password across multiple apps
- **Download Apps Without Doing Any Research:** Download apps only after thoroughly researching their developer, reputation, and user feedback.
- **Permissions that are not required:** Don't give apps permissions they don't require. Examine and revoke any unnecessary permissions.
- **Select Suspicious Links:** Clicking on links in emails, messages, or websites that appear suspicious or ask you to download apps from unknown sources is not a good idea.
- **Assume that all apps are safe:** Don't assume that all apps are automatically secure. Be proactive in managing the security of your device.

#### PROTECTION FROM CYBER FRAUDS AND SCAMS

- Phishing attacks involve sending deceptive emails, messages, or websites that impersonate legitimate entities in order to trick people into disclosing sensitive information such as passwords, credit card numbers, or personal information.
- **Identity Theft:** Identity theft is committed by cybercriminals who steal personal information. They may use stolen information to open bogus bank accounts, conduct unauthorized transactions, or engage in other criminal activities.
- **Online Banking Frauds:** Cybercriminals use tactics such as phishing, fake banking apps, or malware to gain access to bank accounts, steal funds, or conduct unauthorized transactions

- **Online Shopping Scams:** Fake online shopping websites or e-commerce platform sellers may entice users with appealing deals but never deliver the purchased items or deliver counterfeit products.
- Scammers post fake job listings on websites and ask applicants to pay fees or provide personal information. These scams prey on job seekers.
- **Advance Fee Fraud:** Cybercriminals pose as lottery organizers, government officials, or wealthy individuals and ask for advance fees in order to release a fictitious windfall that never materializes.
- **Online Loan Scams:** Scammers offer quick loans while charging exorbitant interest rates or hidden fees. They frequently mishandle personal information obtained during the loan application process.
- **Scams on social media:** Cybercriminals use social media to impersonate acquaintances or create fake profiles in order to spread scams such as lottery winnings, investment opportunities, or charity frauds.
- Scammers create fake profiles on dating websites and build online relationships with victims before requesting money for various reasons
- Fraudulent investment schemes promise high returns with little risk. Victims invest money only to discover that it was a Ponzi scheme or a scam.
- **Government Grant Scams:** Fraudsters pose as representatives of government agencies and offer grants or subsidies in exchange for an upfront payment or personal information.
- **Scams via email and phone:** Unsolicited emails, phone calls, or messages that promise prizes, lottery wins, or threats in order to extort money or personal information.

# Unit-VII

## Marketing Support

### Introduction to Marketing & Branding

#### Sales

Sales are like the engine that keeps your craft business running. They allow you to buy more materials, improve your skills, and create even better products or offer better services. In simple terms, sales help you grow and succeed as a vendor or craftsman in India.

Imagine you are a carpenter, and you make beautiful wooden furniture. When people buy your furniture, it's a sale. These sales help you earn money, so you can keep doing what you love—creating wonderful pieces of furniture.

#### Key Influencing Factors for sales

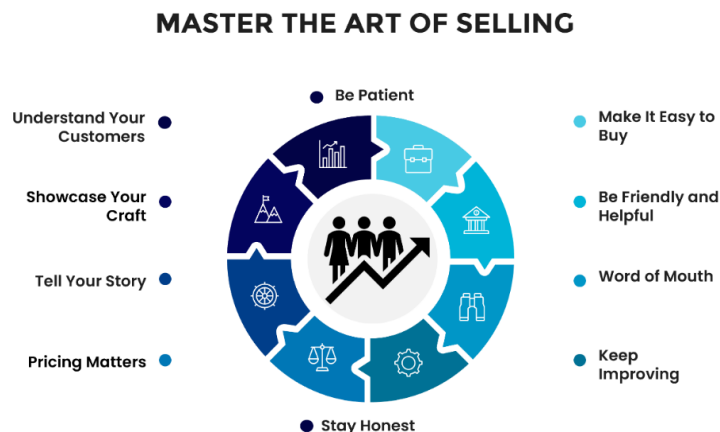


#### Identifying your target audience and potential customers

Identifying your target audience and potential customers in simple terms involves understanding who might be interested in buying your crafts or using your services. Here's how to do it.

1. Think about who might like what you offer
2. Look at your craft or service
3. Understand your target customers
4. Ask your existing customers
5. Use social media and websites
6. Start small
7. Keep learning

#### Master the art of selling your products and services





## Marketing

Marketing is the way you let people know about your craft and why they should be interested in what



you create. It's about spreading the word and creating interest in your work.

### Production orientation and marketing orientation.

Let's explain why it's important for vendors and craftspeople in India to recognize the shift from production orientation to marketing orientation in very simple terms.

#### Production Orientation

- This means focusing mainly on making your crafts or providing your services. You create wonderful products, but you might assume that people will naturally find and buy them because they are good.

#### Marketing Orientation

- This is about not only making your crafts but also letting people know about them. You show your crafts to the world, explain why they are special, and find ways to reach potential customers.

### Role of Search Engine Optimization (SEO) and Search Engine Marketing (SEM) in Marketing-Unit Objectives

#### Role of SEO and SEM in increasing branding and sales

##### SEO (Search Engine Optimization)

- Focuses on optimizing a website's content and structure to improve its organic search visibility.

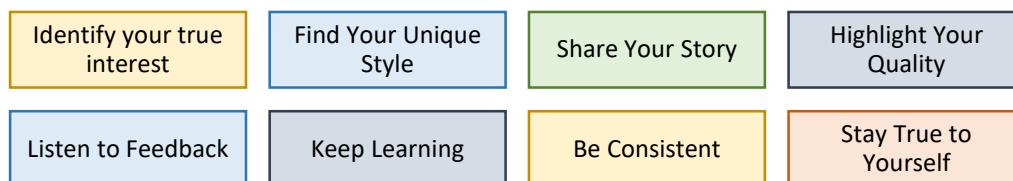
##### SEM (Search Engine Marketing)

- Involves paid advertising strategies to increase a website's visibility on search engine results pages.

**SEO** and **SEM** play a crucial role in branding by enhancing a brand's online presence, increasing visibility, and driving targeted traffic, ultimately helping to establish brand authority and recognition in the digital landscape.

### Discovering the Unique Qualities of Your Trade or Service

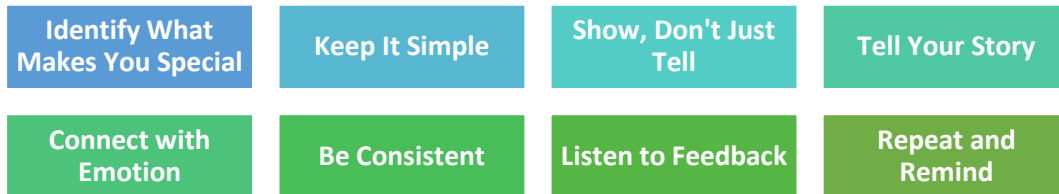
Discovering what makes your craft or service special is essential for standing out and attracting customers.





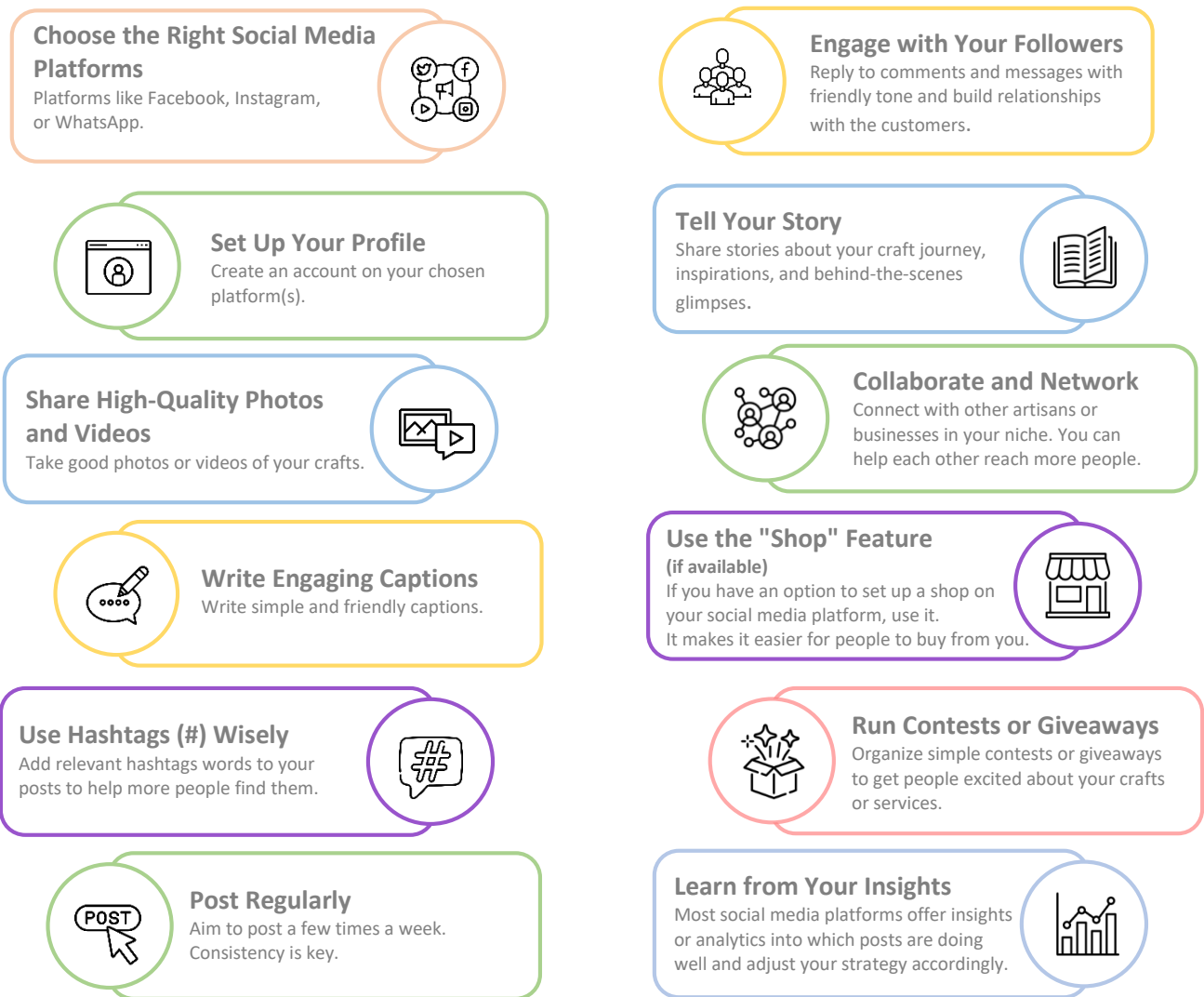
Remember, what makes your trade or service special is often a combination of your passion, style, quality, and uniqueness. Embrace these qualities, and you will naturally stand out and attract customers who appreciate what you have to offer.

### Communicating your USP to your target market.



Remember, your USP is what sets you apart from others, and it's what makes people want to choose your trade or service.

### Use of Social media platforms for advertising Step-by-Step Guide Using social media to Grow Your Business



### Using WhatsApp for Promotion

#### Be Patient and Keep Learning

Growing your business through social media takes time. Be patient, keep learning, and don't be afraid to try new things.

### Step-by-Step Guide Using WhatsApp for Promotion

WhatsApp is a powerful tool for trade and business in India to promote their products and services. Using geotags on WhatsApp can help you reach potential customers in your local area. Here's a simple step-by-step guide.

- **Set Up a Business WhatsApp Account:** Use a professional profile picture and write a short, clear business description.
- **Build Your WhatsApp Contact List:** Add your existing customers contacts to your WhatsApp. Encourage them to share your business profile with others.
- **Enable Location Services:** Allows WhatsApp to access your location.
- **Create Your Ad:** Compose a short and engaging message about your products or services with caption like "Visit our shop today!" or "Call now for a discount!"
- **Send Your Ad:** Tap the send button to share your ad with your WhatsApp contacts.
- **Encourage Action:** Ask your recipients to visit your shop or contact you for more details. Mention any special offers or promotions.
- **Respond Promptly:** Be ready to respond to inquiries.
- **Monitor Engagement:** Gauge the effectiveness of your ads by the user activity.
- **Repeat and Improve:** Keep using geotagged ads regularly.



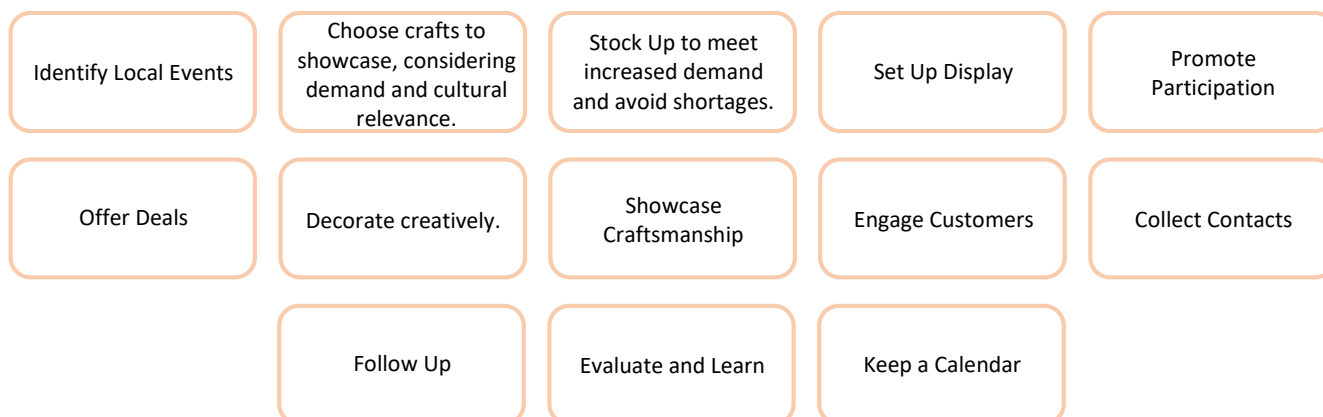
Using online/offline pamphlets, catalogues, brochures, and banners.

### Step-by-Step Guide Using Pamphlets, catalogues, brochures, and banners for Trade and Business

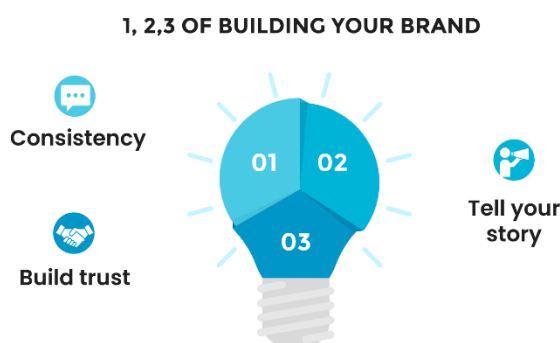


## Using local festive seasons, trade fairs, and special occasions.

A simple step-by-step guide for vendors and craftspeople in India to make use of local festive seasons, trade fairs, and special occasions to grow their business.



## Branding



Branding is about creating a strong and positive reputation for yourself and your craft. It's what people think of when they hear your name or see your products.

### Use photographs and videos for building the brand identity.

Using photographs and videos effectively to build brand identity can significantly boost the business and sales of vendors and craftspeople in India.

### Importance of Packaging

Packaging serves as a tangible representation of a business skill and creativity. This involves incorporating elements that highlight the craftsmanship style, materials used, and the overall aesthetic, creating an immediate visual connection between the packaging and the traders craftsmanship.

### Types and quality of packaging

A well-thought-out packaging strategy can contribute significantly to the success and reputation of an artisan's business.

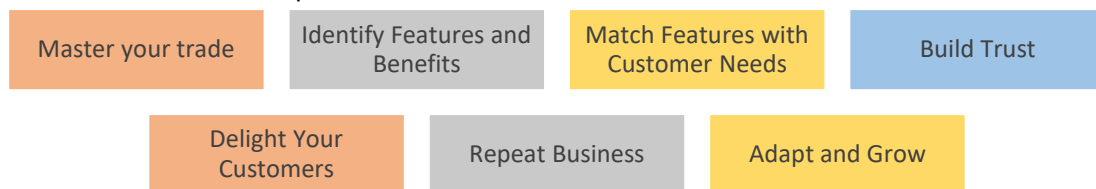


## Understand the impact of personal presentation on customers.

- **First Impressions matter**- when you meet a customer, whether at a local market or online, your appearance and presentation create the first impression.
- **Reflecting your craft's quality**- your personal presentation reflects the quality and care you put into your trade.
- **Building trust**- Neat and professional appearance builds trust.
- **Positive Interaction**- when you engage with customers, whether in person or through messages, being polite, helpful, and attentive makes customers feel valued.
- **Word of mouth**-Happy customers are more likely to spread the word about your craft.
- **Repeat business**- Personal presentation isn't just about the first sale; it's about building lasting relationships.
- **Setting yourself apart** -Customers remember artisans who stand out for their professionalism and personal touch.

## Understanding Your Trade and Meeting Customer Needs

Let us understand this in simple terms.

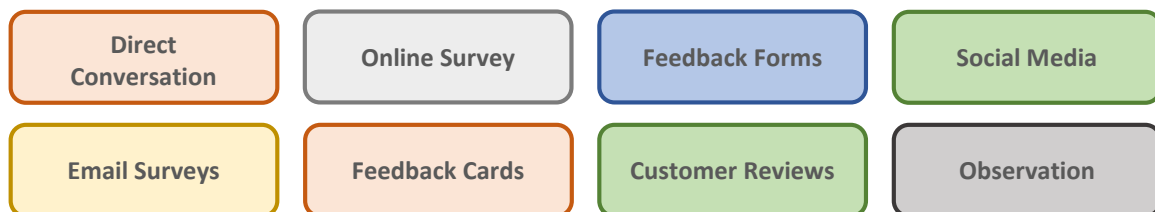


## Importance of Customer Feedback

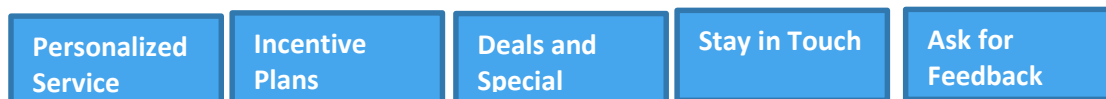
### Customer feedback is crucial for improvement.

Customer feedback is crucial for several reasons it provides an external perspective, endless learning, builds your confidence, and gives you a validation that you are creating something valuable.

## Methods to gather feedback from customers-Variious Methods to Gather Feedback



## Crafting Customer Loyalty



## Physical and Digital Marketplaces

### Understanding marketplaces and their types

Marketplaces are like busy gathering places where people come to buy and sell things. For vendor and craftspeople in India, these are super important because they help you reach more people who want to buy your beautiful crafts and services. There are two main types of marketplaces physical and digital.



## Physical Marketplaces

- Local Markets
- Craft Fairs and Exhibitions
- Specialty Stores

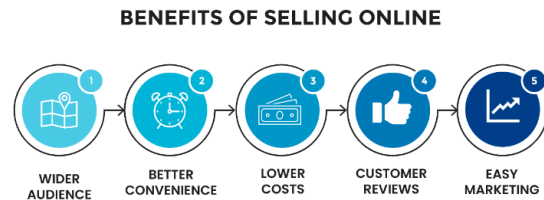
## Digital Marketplaces

- Websites
- Online Marketplaces
- Social Media Platforms like Facebook, Instagram, and Pinterest
- Craft Marketplaces Examples include Craftsvilla and IndiaMART.

### Government E- Commerce portals

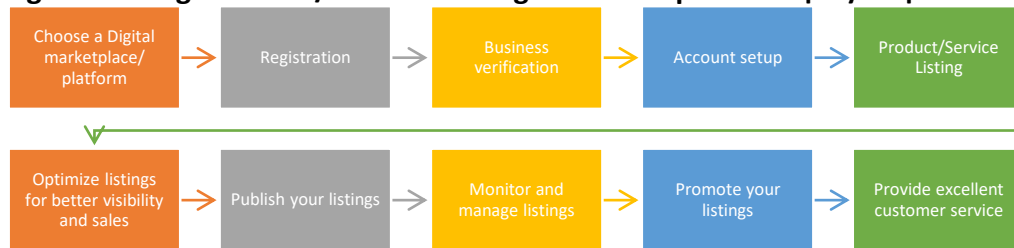
- GeM (Government e Marketplace) - The Government e Marketplace (or e-Marketplace) (GeM) is an online platform for public procurement in India. <https://gem.gov.in/>
- ONDC ( Open Network for Digital Commerce)- ONDC empowers all Indian businesses to excel in e-commerce. Quality of service is paramount on its open network, allowing businesses, big or small, to thrive by aligning their services with ONDC. <https://ondc.org/ondc-buyer-apps/>

### Benefits of Selling Online

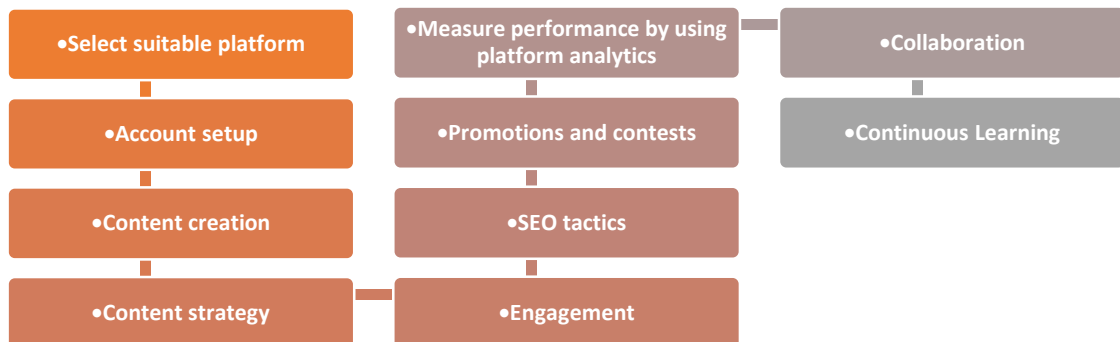


### Registration process for digital marketplaces

#### Registering and Listing Products/Services on Digital Marketplaces Step-by-Step Guide



### A step-by-step guide to use social media for sales.



### Advantages of Collective Business for Trades and Business



Best practices of the organizations like “Amul”, “Lijjat”, “Javed Habib and Mitticool” etc.

#### Lessons for Artisans and Craftspeople from Lijjat Papad

- Lijjat's women's cooperative is in India since 1959 exemplifies empowerment, sustainability, and success for artisans. Valuable lessons for various trades.
  - 1. Collective effort empowers artisans.
  - 2. Identify and use unique skills.
  - 3. Commit to unwavering quality.
  - 4. Profit-sharing fosters ownership.
  - 5. Craft businesses impact communities.
  - 6. Adopt eco-friendly practices.
  - 7. Embrace adaptability and innovation.
  - 8. Invest in branding and marketing.
  - 9. Preserve tradition while evolving.
- **Learnings from Lijjat:** collective, quality, empowerment, sustainability for artisan success.

#### Scaling of Service dominated businesses from Javid Habib

- Javed Habib's salon chain success through innovation and collaboration offers insights for scaling service businesses in India.
  - 1. Clear vision and consistent branding.
  - 2. Franchise collaboration, local expertise.
  - 3. Education, quality assurance.
  - 4. Innovation, digital presence.
  - 5. Customer-centricity, personalization.
  - 6. Community engagement, CSR.
  - 7. Diversified services.
  - 8. Quality control and monitoring.
  - 9. Market research and adaptation.
- **Learnings from Javed Habib:** Innovation, customer engagement, consistency, market trends and branding.

### Success Story: The Mitticool Clayman

Mansukhbhai Prajapati remoulded his family’s struggling pottery business to produce the Mitticool range of ingenious earthenware, including a fridge that works without electricity.

Originally from Morbi village in Rajkot, South Gujarat, Prajapati, a tenth standard dropout, began working at a tea-stall after his father discouraged him from entering the family’s pottery business. Later, he became a supervisor at a roof-tile manufacturing company and eventually, in 1989, returned to his passion for pottery by producing tavdi or tawa (frying pan) from clay.

His interest in innovation that led him to develop the Mitticool water filter, way back in 1997. A lot of rigorous experimentation went into his work on the Mitticool refrigerator, which he launched in 2002. It takes about seven days to make one Mitticool fridge. The special terracotta clay used is baked at 1,200 degree Celsius to harden it. Like any clay pot used to cool water, the fridge too works by keeping the inside temperature 10 degrees lower than the outside.

The refrigerator harnesses water’s power to remove heat through evaporation. A top upper chamber stores water, which gradually drips down the sides to the refrigerator—evaporating, and removing heat gradually from the inside chamber. A small faucet tap is also provided at the front lower end of the chamber to tap out the water for drinking use. This fridge requires no maintenance other than basic cleaning and helps reduce electricity bills, saving many rural families a substantial sum of money. Measuring 27 inches high and 15 inches wide, the fridge costs between Rs.3,000 to Rs.3,500.

In addition to the fridge, Mitticool sells a variety of other clay-made products that are affordable to the poor. Mitticool sells at least 50 refrigerators, 500 clay water filters, 500 pressure cookers, and 1,000 frying pans a month. Around 20 units of Mitticool have been exported to the UK, Africa and Nairobi. Prajapati has now been invited to Africa to set up a unit there. He attends about 2-3 exhibitions a year to market his products in hopes they will catch on in the international markets.

## Unit-VII