SWAMIVIVEKANANDA SCHOOL OF ENGINEERING & TECHNOLOGY

DEPARTMENT OF CIVIL ENGINEERING

LECTURE NOTES ON

ENTREPRENEURSHIP AND MANAGEMENT AND SMART TECHNOLOGY

SEMESTER-5TH

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Chapter – 1

Entrepreneurship

Concept / Meaning of Entrepreneurship:-

Entrepreneurship is the ability and willingness to develop, organize, manage and run a business enterprise, along with any of its risk in order to make a profit. The most prominent example of entrepreneurship is the starting of new business.

Need of Entrepreneurship:-

Entrepreneurship is important as it has the ability to improve standard of living and create wealth, for both the entrepreneurs and the related businesses. Entrepreneurs also help enterprise change with innovation, where new and improved product, facilitate new markets to be developed.

- Entrepreneurship helps to start and manage your own business and also helps the economy in a lot of ways. For startups, it contributes prominently to the GDP of the country as entrepreneurship primarily involves production and supply of goods and services with a profit making motive. This is one of the most important needs for entrepreneurship.
- An entrepreneur also generates employment in the country, helps in reducing un-employment as well as improving the standard of living of the employees.
- Entrepreneurship helps to get good quality product with a reasonable price to the customer.
- It helps the standard of living of the peoples.

➢ An entrepreneur gives work directly or indirectly to the people of the local area. For example: if someone opens a tea stall is in front of an institution, the employees of that institution will consume tea and snacks from that stall and the stall owner can earn some money. This is an example of indirect recruitment.

Direct recruitment:-

Direct recruitment is that the employees of that institution directly got involved in the production process.

Characteristics of Entrepreneurship:-

Success in entrepreneurship isn't just about your idea or your money. Plenty of people have many ideas or a lot of money to invest but they would never properly manage to find success in their business.

If you want to be an entrepreneur take a deep breathe to think and evaluate whether you are having the following characteristics.

1. Self-motivation:-

One of the most important behavior of entrepreneur is self-motivation. When you want to get success, you must have the ability to push yourself. You aren't answerable to anyone that's why it is your duty for self-analysis and correction in case of need as an entrepreneur, and sometimes it is hard to point out any fault as you are sole responsible for your business here pressure comes to you to think twice before taking any decision. You need to be dedicated to your plan and keep moving forward.

2. Understand what you offer:-

As an entrepreneur, you need to know what you are producing, and giving to the customer how it fits into the market's demand. Whether it's a product or a service, you need to know when it's time to thinks a little bit, and involve new ideas as per recruitments.

3. Take risks:-

Taking risk is most important part of entrepreneurship. A successful entrepreneur knows that sometimes it's important to take risks. Always playing it safe can never leads success to a business owner.

4. Know how to network:-

Making public relation is an important part of entrepreneurship. How much you can connect with people and make your network stronger the success of your business depends on that. Being able to connect with peoples and identify partnership opportunities can take you a long as a business owner.

5. **Basic money management skills and knowledge**:-

We often consider successful entrepreneurs as "Great Image" those who don't should worry most about managing the day to day works, expenditure and work process and it's true that you just may need an accountant or other team members to assist you manage the business. However, if you would like to achieve success you must still have basic money management skills and knowledge.

6. Flexibility:-

To a certain stage, you need to be flexible as an entrepreneur. Be ready to change as needed. As you are in the top position of your industry you should be ready to adopt any changes in process in the market as per requirement.

7. Passion:-

Finally successful entrepreneurs should passionate enough for their works. They think deeply about their product development or batter service providing. Passion is what will help you find motivation when you are depressed and it will drive you forward.

Quality of an Entrepreneur:-

Successful entrepreneurs have many qualities other than common people. They are self-confident and positive. They are disciplined self-starters. They are ready for any new ideas which cross their path. The main quality of the entrepreneur are discussed below.

1. Disciplined:-

These person remain focused towards their work and making profit out of that. They always tries to eliminate all the interruptions or diversions that comes on the path of their work. They have excellent plan, and outline the strategies properly for the completion of their work in a proposed time. They are disciplined enough to take decisions everyday towards the achievement of their goal.

2. Confidence:-

There is no place for any kind of confusion in the mind of an entrepreneur. He should never questions about their success or failure. They should set their mind as such a way that he could always keep himself on the top position and not even thoughts of failure should come to his mind. He should always think himself as winner. They should confident enough to take their business to the top.

Open minded:-

Entrepreneurs can see possibilities of business opportunity in every event and condition and tries to grab that opportunity. New and creative ideas are always being generated with work flow and productivity, people skills and potential new businesses.

3. Competitive:-

Many companies are formed because of the market demand and in the hope to make profit. An entrepreneur knows that he can do his job better than another competitor. As many same business are opened in the market it is the owner's job to play his strategies like a sports and his goal should be to win it. There should always be a competition on his mind from his competitors and from himself. And also he should have the potential to hold the best position in the market.

4. Creativity

Creativity is having to create connections between apparently separate events or situations. Entrepreneurs often come up with solutions which are the mixture of other items. They're going to repurpose products to promote them to new industries.

Type of Entrepreneurship:

Entrepreneurs are those who have a passion for bringing changes to the globe. They have a particular set of skills to be effective leaders and innovators. Since there are such a large amount of variety of business, there are many kinds of Entrepreneurship.

Though entrepreneurship is that the overall process of evolving, introducing and running a business, there are many various types of entrepreneurship. People have fluctuating ambitions and vision for the sort of business they want to create. Every one operates their business based on their own nature, skills and characteristics. Some people thinks that with hard work they can find success, while others may use capital to help them get there.

Different types of Entrepreneurship are discussed below.

1. Small business Entrepreneurship

A majority of businesses are small business. People interested in small business Entrepreneurship are most likely to make a profit that supports their family and a helps to acquire a diffident lifestyle. They don't look for large scale profits or venture capital funding. Small business Entrepreneurship is often when a person owns and runs their own business. They typically involve local employees and family members. Local grocery stores, hair dressers, small boutiques, consultations and plumbers will come under this category of Entrepreneurship.

2. Large company Entrepreneurship

Large company Entrepreneurship is when a company has a fixed amount of life cycles. This type of Entrepreneurship is for advanced professional who knows how to withstand innovation.

3. Scalable startup Entrepreneurship

This kind of Entrepreneurship is when Entrepreneurs believe that their company can change the world. They often receive funding from venture investors and employ dedicated employees.

4. Social Entrepreneurship

An entrepreneur who wants to solve social problems with their products and services is in this category of Entrepreneurship. Their main goals is to make the world a better place.

5. Innovative Entrepreneurship

Innovative entrepreneurs are people who are constantly coming up with new ideas and innovations. They take those ideas and turn them into business organizations.

6. Hustler Entrepreneurship

People who are willing to work hard and put in constant effort are considered hustlers Entrepreneurs. They often start small and work towards growing a bigger business with hard work rather than capital.

7. Imitator Entrepreneurship

Imitators are Entrepreneurs who use others business ideas as inspiration but work to improve them. They look to make certain products and services better and more profitable.

8. Researcher Entrepreneurship

Researchers take their time when starting their own business. They want to do as much investigates as possible before offering a product or service.

9. Buyer Entrepreneurship

An Entrepreneur is a type of entrepreneur who uses their wealth to fuel their fortune to buy business that they think will be successful. They identify promising business and look to buy them.

Functions of an Entrepreneurs:

Entrepreneur may be a person who is responsible for setting up a business or an enterprise. Entrepreneur is one who has the creativity skills for innovation and who looks for prime achievement.

He works for the betterment of the people, he open up many employment opportunities and leads to the growth of other sectors. He is a person who brings in overall change through new innovation for the maximum social well beings. In this process the entrepreneur accelerates personal, economic as well as human development.

The main three entrepreneur functions are discussed below.

Risk bearing functions:

It is the most important and precise function of an entrepreneur. Every business involves some amount of risk. The production of goods and services are always related to future demands. The future demand is inexact and irregular, because it got impacted by the changes in fashion or taste and liking of the customers.

Since this irregular task started by the entrepreneur, he has to accept the risk. If his estimations prove to be wrong, then in the entire business sphere no other factor of production shares the loss gained by the entrepreneur.

Administration and decision making function

i) Conceiving the idea of business.

The entrepreneur conceives the thought of a particular business which suits his nature, skills and resources. He makes an in depth study of the condition of market and business forecasts. After making an in depth study of economic feasibility, he decides the business that he has got to start.

ii) Estimation of details of business and implementation of the same.

After arriving at a conclusion about the character of business, the entrepreneur works out the details of business i.e. what, how and when to produce and from where the resources are to be arranged.

iii) Supervision and control of business activities.

The entrepreneur has got to supervise and control the day-to-day business actions to undertake the business objectives. For this he properly coordinates between various factors of production. Because the risk of business operations directly affect his economy, he keeps a vision and control on the business affairs and avoids unnecessary expenses.

iv. Distributive Functions

The entrepreneur organizes various factors of production and sets them to figure. It, therefore, becomes his responsibility to make proper distribution of funds among all the factors of production i.e. each factor of production must be properly waged.

Barriers in entrepreneurship

In to-day's world, each people of us dreams of being an entrepreneur and starting up something that we are addicted to. It's all about making a difference within the world of business and solving the discomfort areas of the target audience through our offering of product and services. But to start a new business there are many obstacles comes into your route which are discussed below.

1. Finance:

We all have ideas that are unique and can make an amazing business startup. But no matter how good your idea is. You will always need constant finances and funding from the stakeholders to begin the process and take the first step towards your journey to be an entrepreneur. And getting a sound financial investment or funding can be one of the biggest challenges for entrepreneurship as many of Banks, private investors and organizations find it quite difficult to believe in the startup ideas owing to the risk of failure and losing their money.

2. Fear of not to be success:

We all go through the fear of failure. And when the fear is related with the risks and risks taken in the path of business and entrepreneurship, the level of fear increases to many extends.

3. No strategic plan in place:

Lack of proper planning and strategy in proper place of need is one of the most common boundary for entrepreneurship. Many of us think to start a business out of an interest without having any kinds of long term vision and plan in mind.

4. Human resources issues:

Businesspersons cannot handle and run a business alone. We require the support of human resources withstand in the market.

Employees with the required knowledge, skill, and experience are needed for the competence of the business processes and high levels of productivity.

5. Stringent Rules and Regulations of the market:

It is not very easy for businesspersons to enter the new market as there are quite many rules and regulations executed by the Government authorities. Plus there are various laws and agreements to be obeyed to such as taxation, environmental regulations, licenses, property rights and much more that act as the barriers to entrepreneurship.

6. Fewer opportunities:

Even though there is a lot of talent in the market with the ambitious entrepreneurs vibrant with the ideas, but the opportunities presented to them are quite less and fewer reasons such as partiality and fraud act as the barriers to entrepreneurship.

7. Less market experience:

The experts always mention that one should never hurry in setting of a business. It is quite necessary to gain a relative amount of work experience by working in the industry field or sector of choice and as per the education levels.

8. Lack of risk-taking capacity:

Lack of risk taking capacity is the physiological mindset and viewpoint towards the business and acts as one of the major barriers to entrepreneurship.

Entrepreneur vs. Manager

The main difference between entrepreneur and manager is their role in the organization. An entrepreneur is the owner of the company. Entrepreneur is a risk taker; they take financial risk for their organization. The entrepreneur has a vision and efforts on successes and profit.

Who is an entrepreneur?

Basically speaking, an entrepreneur is a one-man who runs an organization. However, such a person usually has some unique ideas that allow him to be successful in his business. He is essentially motivator and a leader. He brings new business ideas to execution thus starting of his project.

A successful entrepreneur is usually a responsible person. He is answerable for the success or the failure of his firm and he takes this responsibility very seriously. And meanwhile he is the only person in-charge he is automatically the leader. In fact leadership qualities are one of the main motive of an entrepreneur.

Who is a manager?

A manager on other hand is not an owner of an organization. Instead he is the one who is responsible for the management and administration of group of people or a department of the organization. His day to day job is to manage his employees and confirm the organization runs smoothly. A manager must possess some of the same qualities as an entrepreneur, like leadership, responsibility, decisiveness etc. He must also be a good person for people. So qualities such as friendliness and understanding are also very important in a manager.

Entrepreneur Vs. Manager

Entrepreneur	Manager
1. Entrepreneur is a visionary and bears the financial risk.	1. Manager works for salary and does not have to bear any administration risk.
2. Focuses on starting and expending the business ideas.	2. Focus on daily smooth function in plant or industry.
3. Key motivation for entrepreneur is achievements	3. Manager's motivation comes from the power that comes with their position.
4. Reward for all the efforts is profit he earns from the enterprise.	4. Remuneration is the salary he draws from the company.

Forms of business ownership:

The different forms of business ownership are discussed below.

1. **Sole proprietorship:**

A business owned and operated by a single individual is the most common form of business structure in India.

The advantages with a sole proprietorship include comfort and cost of creation. Simply declaring you are in business and ask for any licenses and permits, you may need; use of profits – since all profits from the business belong completely to you, the owner flexibility and control you make all the decisions and direct the entire business operations; very little government guidelines and ease of ending the business.

There are many disadvantages also, however including unlimited liability all business loans are personal loans. Meaning you could lose everything you won if the business fails or losses a major grievance, limited sources of financing based on your creditors.

2. **Partnership**:

A business that's is owned and operates by two or more people and therefore the least used kind of enterprise within the India. There are two basic varieties of partnerships, general and limited. In an exceedingly general partnership, all partners have unlimited responsibility, while during a limited partnership, a minimum of one partner has responsibility is limited only to his or her investment while a minimum of one other partner has full responsibility.

The benefits of a partnership include ease of organization simply creating the articles of partnership – combined knowledge and skills using the strengths of every partner for better business, decision-making, greater availability of financing and very little Government regulations.

The disadvantages of partnership business are, including unlimited liability all businesses loans are personal loans, reconciling partner disagreements and action each partner is responsible for the actions of all the others. Sharing of profit all money earned has to be shared and distributed to the partners as per the articles of partnership; and limited lifespan the partnership ends when a partner dies or withdraws.

3. **Private Corporation**:

A business's legal body is formed by the State whose assets and responsibilities are cut loose from its owners. While there are also public establishments who stock are traded on a public stock exchange most small business are private corporations.

A non-public corporation is owned by a small group of individuals who are typically involved in managing the business. Forming an organization requires developing a legal document called the “Articles of incorporation” and submitting them to the State with in which the Corporation wishes to reside.

Types of Industries

The industries are classified in three categories like stuff, size and ownership which are discussed below.

1. Raw Materials

- Agro based industries:

These industries use plants and animal based products as their raw materials. Examples – Food Processing, Oil, Cotton Textile, Dairy Products and leather industries.

- Mineral based industries.

Mineral based industries are supported on mining and use “Mineral Ore” as raw materials. These industries also provide to other industries. They’re used for heavy machinery and building materials.

- Marine based industries

Marine based industries use raw materials from sea or ocean. Example, Fish Oil.

- Forest based industries.

These industries use raw materials from the forest goods like wood. The industries connected with Forest are paper, pharmaceutical and furniture.

2. Size

Size of industries are measured by what proportion money is invested, number of employees and goods produced.

- Small-scale industries.

Small-scale industries have less capital and technology invested in them. There's manual labour seen here. Example – Basket weaving, Pottery and handicrafts.

- Large Scale industries

Large scale industries are the precise opposite of small-scale industries. Here the capital invested is large and advanced technology is in use here. Example – Automobile, Steel manufacturing, Thermal power plants etc.

3. Ownership

- Private Sector

Private industries are businesses that owned and operated by a personal or group of people.

- Public Sector

Public industries are owned and managed by the Government. Example – Hindustan Aeronautics Limited (HAL), Bpcl, Sail etc.

- Joint Sector industries

These industries are jointly operated by the State and Individuals – Example – MarutiUdyog, Vodafone Idea (VI) etc.

- Co-operative Sector

Co-operative industries are operated by the suppliers, producers or workers of raw material. Example – Amul India, Omfed etc.

Concept of Startup:

A startup may be a new company founded by one or more entrepreneurs to develop a novel product or service and convey it to the market. By its nature, the standard startup tends to be a shoestring operation, with initial funding from the founders or their friends and families.

Entrepreneurial support agency.

District Industry Centre:

The industrial rule 1977 contained the concept of District Industries Centre (DIC). DIC program was initiated on 1st May 1978 as a centrally supported scheme. It absolutely was a landmark measure in development of cottage and small industries in smaller towns in India. DIC's were started with a view to supply integrated administrative frame work at the district level for industrial promotion. It is aimed to providing all assistance and support to entrepreneurs in various states. These centers are responsible for effective promotion of cottage and small scale industries at district levels. These centers also provide support, facilities, concessions and service to develop small, cottage and district industries centers, and small scale units.

National Scale Industries Corporation (NSIC):

It is a mini Ratna PSU established by the Government of India in 1955. It comes under Ministry of Micro, Small and Medium Enterprises of India. NSIC is the nodal office for several schemes of Ministry of MSME such as performances & credit Rating Single Point Registration. MSME data Bank National SC ST Hub etc.

Government of India to promote small and potential entrepreneurs of independent India decided to establish a Government agency which can mediate and provide help to small scale industries (SSI). As such they established National Small Industries Corporation with objectives to provide machineries on hire purchase basis and assisting and marketing in exports.

Odisha Small Industries Corporation (OSIC):

It was established on 3rd April, 1972 as an absolutely owned Organization of state of Odisha. The essential objective of the Corporation is to help, assist and promote the MSMEs within the State for his or her sustained growth and development to prepare the industrialization process within the State. This is often the sole corporation within the State completely engaged within the development of the MSMEs which form the back bone of industrial sector in the State.

Small Industries Development Bank of India:

It's a development institution in India, headquarters at Luck now and having its offices everywhere the country. Its purpose is to provide refinance facilities and short term loans to industries and is the Principal Financial organization within the Micro, Small and Medium Enterprises MSME) Sector.

National Bank for Agriculture and Rural Development (NABARD):

It's is an Apex development Finance institution fully owned by Government of India. The Bank has been assigned with "matters concerning Policy, Planning and Operations within the field of credit for agriculture and other economic activities in rural areas in India. NABARD is active in developing financial inclusion policy.

Commercial Bank:

A commercial bank may be variety of bank that has services like accepting deposits, making business loans and offering basic investment products that's is operated as a business for profit.

Khadi and Village Industries Commission (KVIC):

The Khadi and Village Industries Commission (KVIC) may be a legal body formed in April 1957 by the Govt. of India under the Act of Parliament, "Khadi and Village Industries Commission Act of 1956". It's an apex organization under the Ministry of Micro, Small and Medium Enterprises, with reference to Khadi and Village Industries within India, which seeks to – "Plan, Promote, Facilitate, organize and assist within the establishment and development of Khadi and Village Industries in the rural areas in coordination with other agencies engaged in rural development wherever necessary.

Technology Business Incubator (TBI):

A technology business incubator (TBI is a type of business incubator focused on supporting startups which use modern technologies as the primary means of innovation. In several countries, including India, China and the Philippines there have been Government initiatives to support TBIS.

Science & Technology Entrepreneur Park:

At Birla Institute of Technology, Mesra, Ranchi is that the First Science Technology Entrepreneurs Park approved and established by National Science and Technology Entrepreneurship Development Board (NSTEBD), Department of Science and Technology, Government of India. The Science and Technology Entrepreneur's Park (STEP) Programme was initiated to produce a reorientation in approach to innovation and entrepreneurship involving education, training, research, finance, management and Government.

Chapter – 2

Market Survey and Opportunity Identification

Business Planning:-

A business plan may be a formal papers containing business goals, the methods on how these is achieved and therefore timeframe within which these goals have to be achieved. It also describes the character of the business, background, information on the organization, the organization's financial projections and therefore the policies it intends to implement to attain the stated targets. In its whole, this document is a road map that has provides direction to the business, written business plans are often requires to get obtain a bank loan or other kind of financing.

Small Scale Industries (SSI):

Small Scale Industries (SSI) are those industries during which manufacturing, providing services, productions are done on a tiny low small scale or micro scale. For examples, these are the ideas of small scale industries: Napkins, tissues, chocolates, tooth pick, Water bottles, small toys, papers, pens etc. Small scale industries play a crucial role in social and economic development of India. These industries need a one-time investment in machinery, plants and industries which may well be on an ownership basis, hire purchase or lease basis. But it couldn't exceed 1 crore rupees. Allow us discuss intimately about it.

Essentially Small Scale Industries comprise of small enterprises who manufacture goods or services with the assistance of relatively smaller machines some workers and employees.

Basically, the enterprises must constitute the rules and guidelines set by the Government of India at the time being such limits are as follows:

- For manufacturing units for Goods, investment in plant and machinery must be in between 25 lakhs to 5crore.
- For Service Providers – investment in machinery must be between 10 lakhs to 2crores.

In developing countries like India, these small scale industries are the lifeline of the economy. These are generally labor-intensive industries. In order that they create much employment. They also help with per capita income and resources utilization within the economy. They're a very important sector of the economy from a financial and social point of view.

Tiny Units:

A small unit is defined as an industrial or business enterprises whose investment in plants and machinery isn't quite 25 lakhs.

Government of India has taken variety of steps to promote them. However, with the recent measures, small-scale and cottage industries facing both internal competition moreover as external competition.

Ancillary Unit:

An industrial unit which is engaged or is proposed to be engaged within the manufacture or production of parts, components, intermediaries or the execution of services and also the undertaking supplies or proposes to provide not but 50% of its production or services because the case could also be more other industries takings and whose investment in fixed assets in plant and machineries whether continued ownership terms or on lease or on hire purchase, doesn't exceed 75 lakhs rupees.

Development of Ancillary Industry in India:

The programme of anciliarisation includes motivation of public and private sector units to offload production of components, parts, subassemblies, tools, intermediates, services etc. to ancillary units. The programme of ancillary development has specific advantages, services etc. to ancillary units. The programme of ancillary development has specific advantages for both large as well as small industries and also for the total economy of the country. The large scale units have the advantages in the form of savings in investments, inventories, employment of labor etc. and getting the items of the desired specifications while the small scale units have the advantage of getting assures market for their products, availability of technical support and improved technology from the parent units.

Service Sector Units.

The Service sector, also called tertiary sector, is that the third of the three traditional economic sectors. The opposite two are primary sector, which covers areas like farming, mining and fishing and therefore the secondary second which covers manufacturing and making things. The service sector provides services, instead of producing material commodities. Activities within the service sector include retail, banks, hotels, land, education, health, welfare work, computer services, recreation, media, communications, electricity, and gas and water facility.

Time Schedule Plan

Depending upon the issue and length of your project, your project management schedule can range from one sequential task list to complex web of consistent tasks and desires still, there are solid steps you may desire develop a solid project schedule and ensure all aspects of your project are properly planned and accounted for.

Once you get the steps down then you'll want to own the correct tools to create sure you're able to implement and maintain this process in your project scheduling with a project scheduling software you'll schedule all of your projects on line, create task lists for your team and manage their schedules likewise a calendar view to remain.

Step – 1: Write Down your Tasks:

First you are going to work out on what you have to do. It might sound clear, but this is the stage where you are likely to forget a couple of activities. Once the project schedule is produced, you want remember to add them in until you realize that no one has done them.

The best way around this is to involve the team. You could start off the list with everything that you know needs to be included (like the boarder project management activities such as risk management meetings and key reporting dates). Then get the team together to add to it. Use their specialist knowledge to ensure that every element of the project is carefully planned. You may find it easier to do this with a few short meetings over a couple of days to allow people to redirect on what needs to be done. It's amazing what you'll remember on the commute home, so plan in some time to update the project schedule before it is completed.

Step – 2: Establish the Order of Tasks:

Founding an order is one among the key things when engaged on a project management schedule. In any case you wouldn't run off without putting your safety belt on first, and project scheduling is that the same. You can't schedule everything to begin at the identical time. For one thing, your project team would be too busy to try to it all.

Step – 3: Create Some Milestones:

A project milestone could be a particular point in time that marks the completion of something or another significant moment on the plan. For instance, the top of a phase, the beginning of a product build or a date that the factory is offered for manufacturing to start.

Puts milestone on your project schedule in appropriate places and link them to the relevant tasks.

Step – 4: Calculate the Time Scale:

Once you have got a listing of linked tasks with milestones, you'll be able to add in any fixed dates. As an example, many projects management applications will automatically schedule your project to begin to-day, but you would possible by continuing another work that won't allow you to start your new planned project and you may will start that after a few months.

So undergo the dates and confirm that they're all as you would expect. You can alter them manually or add in any additional dates as required.

Step – 5: Allocate People to Tasks:

Your plan is nearly complete. But for the proper execution of your planned work, at first you have to add the details of the people assigned for doing that particular work. This is important because if you do not fix your working persons then there may be caused confusion on the work, and the working efficiency will be hampered and it will take more time for completion of your work.

Step – 6: Review Regularly:

It is impossible to create the perfect project schedule on the first attempt. Your schedule will also change as the project evolves especially if you make modifications to the project scope. Have a formal review at least once a month, although you'll probably be looking at and change your plans much more frequently than that.

Agencies to be contacted for project implementation

There are two basic types of organizational units engaged in and supporting public projects delivery. Public Projects Management Office (PPMO) and advisory bodies.

PPMOS have been established in many countries. Their objective is always to improve public project delivery. This organization gives all types of help to implementation of a new project.

Supply and Demand:

Supply and demand, in economics, relationship between the quantities of a commodity that producers wish to sell at various prices and the quantity that consumers wish to buy. It is the main model of price determination used in economic theory. The price of a commodity is determined by the collaboration of supply and demand in a market. The resulting price is mentioned to as the equilibrium price and represents an agreement between producers and consumers of the goods.

Potential areas of Growth:

Every business owner wants his/her business to grow and expand at a fast rate. There are many ways by which a small business can grow and expand rapidly.

Develop a Solid Marketing Plan.

A well-developed solid marketing plan helps to ensure that one person not only got stuck to his expansion program but also helps to apply his marketing resources wisely and suitably. This is because growing a small business usually requires a large investment of time and money.

Segment Your Market for Growth

The business can also be expanded by figuring out the new corners of the market. The research must be done in such a way that it is easy to identify a feasible segment of the consumers one can target by either searching the internet or checking with the local chamber of commerce.

Diversifying Your Product and Service Offerings:

Adding a new product or a service will help the business owner to open up new region and expand the business in a new direction. Diversifying helps to protect the customer base and also helps to create multiple income streams which help to fill seasonal loss and increase sales and profit margins.

Use New Technology to Stay Competitive.

Technological changes frequently help the business to grow or hurt the expansion goals. For example, expansion of business facility along with advanced technologies helps to increase the efficiency and also helps to expand the operations.

Identifying Business Opportunities:

To be a successful entrepreneurs, we need to be frequently innovating and looking for chances to grow our startups. But how do you find out new opportunities to take your start up to new markets and growth levels? Here are four ways to identify more business opportunities.

1. Listen to your potential, clients and past leads.

After you are pointing potential costumers hear to their needs, wants, challenges and frustrations together with your industry. Have they used similar products and services before? What did they like and dislike? Why did they are available to you? What are their objections to your products of services?

This can facilitate your to search out opportunities to develop more tailored products and services.

2. Listen to your customers

After you are rebuke your customers, hear that they are saying about your industry, products and services. What are their frequently asked questions? Experiences? Frustrations? Feedback and complaints?

This valuable customer information will help you identifying key business opportunities to expand and develop your current products and services.

3. Look at your opponents

Do a little competitive analysis (don't let it lead to competitive paralysis though) to see what other startups are doing, and more importantly, not doing? Where are they falling down? What are they doing right? What makes customers to go them over you?

Investigating your competitors will help you identify key business opportunities to expand your market reach and develop your products and services.

Look at industry trends and insights

Subscribe to industry publications, join relevant associations, set toggle alerts for key industry terms and news and follow other industry experts on social media.

FINAL PRODUCT SELECTION

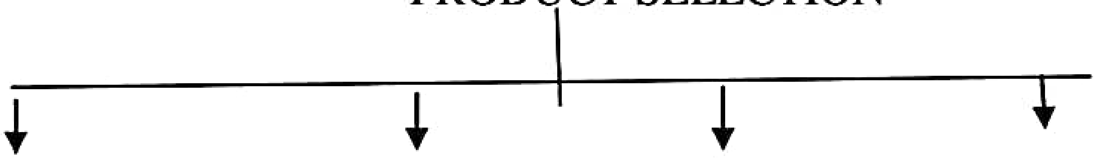
Product Selection

Product selection is the process in which retailer choose the shape or material of the product as per market demand

Term included in product selections.

- Material
- Shape
- Color
- Price

PRODUCT SELECTION



Demand and supply characteristics	Frequency of Consumption	Nature of use	Product Characteristics
↓	↓	↓	↓
Standard Products	Fast moving consumers goods	Consumers goods	Product Class
Job order Products	Consumer Durables	Industrial Goods	Product line
			Product mix

Concept of Product Selection.

- Product selection is a decision process, in which few product concept for further development.
- As entrepreneur establishes a business unit with a modest investment in a small scale level.
- As he senses business occasions from the changing environment, keeps on adding improving and dropping different types of product.
- A small business unit progressively becomes large through additional investments.

Chapter –3

Project Report Preparation

Project Report:-

A project report is a document which provides details on the overall picture of the future business. The project report gives an account of the project proposal to determine the prospects of the proposed plan.

Project report is a written document relating to all investments. It contains data on the basis of which the project has been evaluated and found possible. It consists of information on economic, technical, financial, managerial and production aspects. It enables the entrepreneur to know the inputs and helps him to obtain loan from Banks or financial institution.

Preliminary Project Report (PPR):

Preliminary Project report is a formal document that describes specific activities, actions, incidences or subjects of a project to explain progress of the project up to a certain point in time (but not later than completion time). This document is presented and communicated at Project Status Meeting to explain what goals, deliverables and results are produced and what activities are still in progress. The document serves as the basis for developing the Final Project Report.

A typical preliminary project report for projects highlights the following data.

- Problem need – A clear explanation of the problem or need the project aims to handle.

- Proposed solution – A brief description of how to address the problems/need.
- Work effort – An analysis summary of work relevant to the project.
- Status – Current state of project work, including activities completed and unfinished.
- Evaluation – An analysis and calculation of project work by specific criteria such As cost-effectiveness, feasibility, manageability, presentation, and others.
- Schedule – A time line with specific milestones and events related to project work.

Detailed Project Report (DPR):

Detailed Project Reports (DPR) are the outputs of planning and design phase of a project. DPR is a very detailed and expanded plan for a project indicating overall programme, different roles and responsibilities, actions and resources required for the project to be more accurate.

A DPR is a final, detailed evaluation report on the project and a blue print, for its execution and ultimate operation. It provides details of the basic programme, roles and responsibilities, and all the activities to be carried out, the resources required and possible risk with recommended measure to counter them.

Techno Economic Feasibility:

Impartial of Techno-Economic Possibility studies/detailed project reports is to determine the technical possibility and financial capability of the project, evaluate the risks associated with the project and compute pending actions that are required to be taken. It helps a client to get the detailed estimation of a project.

Coverage:

Techno-Economic Feasibility studies/detailed project reports cover the following based on the clients requirement.

- Market: It covers probable future sales revenue of the product based on estimated sales volume and price.
- Raw Materials &Fuel: It estimates the capability of the quality and quantity of the raw materials and fuel for the project, make an estimate of its cost.
- Plant sitting, location & infrastructure: It assesses the existing infrastructure and actions required to develop the infrastructure necessary to set up the project.
- Project Technical Concept: This is core deliverable of the project and covers plant capacity, equipment's siding, storages, plant auxiliaries, system engineering, electrical engineering, civil engineering, control and automation engineering, quality control and assurance, captive power plant and waste Head recovery system (WHR) based on the project requirement.
- Logistic: Inbound and outbound logistics and logistics planning.
- Environment: Applicable Regulatory Frame work and Environmental impact of project.
- Implementation Planning.

Project Viability:

Project capability depends on a number of factors in addition to economic ones and the decisions go ahead with a project or not will depend on multiple criteria. The evaluation of project viability must seek to identify cases where investments of scares resources are likely to lead to actual losses and to avoid these projects. In designing a project, planners must have established the social financial and economic capability.

Chapter - 4

Management Principles

Definition of Management: -

Management is the administration of an organization, whether it is a business, a not-for profit organization, or Government body. Management includes the activities of setting the strategy of an organization and managing the efforts of its employees (or of volunteers) to achieve its objectives through the application or available resources, such as financial, natural, technological and human resources. The term "management" may also refer to those people who manage an organization – Managers.

Principle of Management: -

Management is essential to any organization that wishes to be efficient and achieve its aims without someone in a position of authority there would be organization revolution with no structure and very little, if any focus. It has been said that management has four basic functions – Planning, Organizing, Leading and Controlling. Some important points of principle of management discussed below.

(1) Division of work:

This principle of management is based on the theory that if workers are given a particular task to do, they will become skilled and more efficient in it than if they had a wider range of tasks. Therefore, a process where everyone has a dedicated role will be an efficient one.

(2) Authority:

This principle looks at the concept of managerial authority. It looks at how authority is compulsory in order to ensure that managerial commands are carried out. If managers did not have the authority, then there would be lack of the ability to get work carried out. Managers should use their authority and responsibility properly.

(3) Discipline:

This principle relates to the fact that discipline is necessary within an organization for it to run successfully. Organizational rules, values and structures need to be met.

(4) Unity of command:

There should be a clear chain of command in place within an organization. An employee should know exactly whose instructions to follow.

(5) Unity of Direction:

Work should be organized in a way that means employees are working in coordination toward a shared objective or goal using a shared method or technique.

(6) Subordination individual interest to the collecting interests:

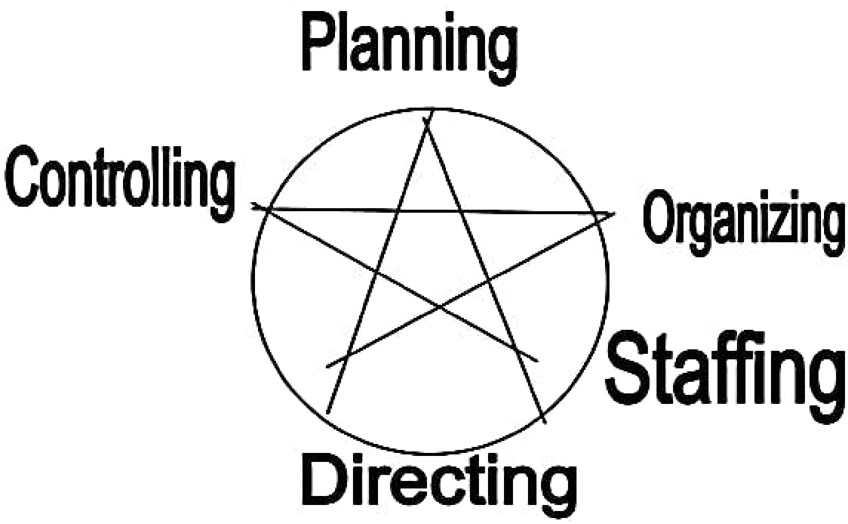
The interests of the organization as a whole should take priority over the interests of an individual employee or group of employees. This encourages team spirit and collective mentality of all for one and one for all.

(7) Remuneration:

In order to motivate and be reasonable to employees, they should be paid a reasonable rate for the work they carry out. An organization that under pays will struggle to attract quality workers who are motivated.

Functions of management:

Functions of management are planning, organizing, staffing, directing, motivation, leadership, communication, coordinating and controlling.



1. Planning

- It is the basic function of management.
- It deals with checking out a future course of action and decision in advance. It is the most appropriate course of action for achievement of pre-determined goals.
- Planning decides in advance what to do, when to do and how to do.
- A plan is a future course of action.
- It is an exercise in problem solving and decision making.
- Planning is determination of course of action to achieve desired goals.

2. Organizing

- It is the process of bringing together, financial and human resources and developing productive relationship between them for achievement of organizational goals.
- To organize business involved determining and providing human and non-human resources to the organizational structure.
- Organizing as a process involves
- Identification of activities
- Assignment of duties
- Project of authority and creation of responsibilities.

3. Staffing

- It is the function of managing the organization structure and keeping it worked.
- Staffing has assumed greater importance in the recent years, increase in size of business complication of human behavior etc.
- The main purpose of staffing is to put right man to right job
- Managerial function of staffing involves managing the organization structure through proper and effective selection, evaluation and development of personnel to fill the roles designed us the structure.

Staffing involves

- Man power planning.
- Recruitment selection and placement.
- Training and Development.
- Promotions and transfer.

4. Directing

- It is that part of managerial function which motivates the organizational methods to work efficiently for achievement of organizational purposes.
- It is considered life-spark of the enterprise which sets it in motion the action of people because planning, organizing and staffing are the more preparation for doing the work.

A direction has the following elements.

- Supervision
- Motivation
- Leadership
- Communication

Supervision: Implies managing the work of subordinates by their superiors.

- It is the act of watching and directing work and workers.

Motivation: Means inspiring, motivating or encouraging the subordinates with zeal to work positive, negative, monetary, non-monetary, incentives may be used for this purpose.

Leadership: May be defined as a process by which manager guides and influences the work of subordinates in desired direction.

Communication: Is the process of passing information, experience, opinion etc. from one person to another. It is a bridge of understanding.

5. Controlling :

It implies measurement of success against the standards and correction of deviation if any to ensure achievement of organizational goal.

- The purpose of controlling is to ensure that everything occurs in conformities with the standards.
- An efficient system of control helps to predict deviations before they actually occur.
- Controlling is the measurement and correction of performance activities of subordinates in order to make sure that the enterprise objectives and plans desires to obtain them.

Level of Management of an Organization.

There are basically three types of management that are Top level Management, Middle level Management and lower level Management.

Top Level Management:

- This level of management consists of the senior most executive level of an organization.
- Their main task is to lay down overall goals, policies and strategies for the organization and to communicate with the middle level of management.
- Managing Director, Board of Director, Chairperson, Chief Executive officer, Chief Technology Officers are in top level of management.
- They perform – making strategies and goals of the organization.
- Taking financial decisions.
- They are policy makers.

Middle Level Management

- This level of management consists of managerial working between top level and lower level.
- They understand and implement the policies, manage all activities, ensure availability of resources and implementation of policies framed by top level management.
- They consist of Divisional Heads and Sub-Divisional Heads.
- Departmental heads like Purchase Manager, Sales Manager, and Finance Manager Etc.

Lower Level Management.

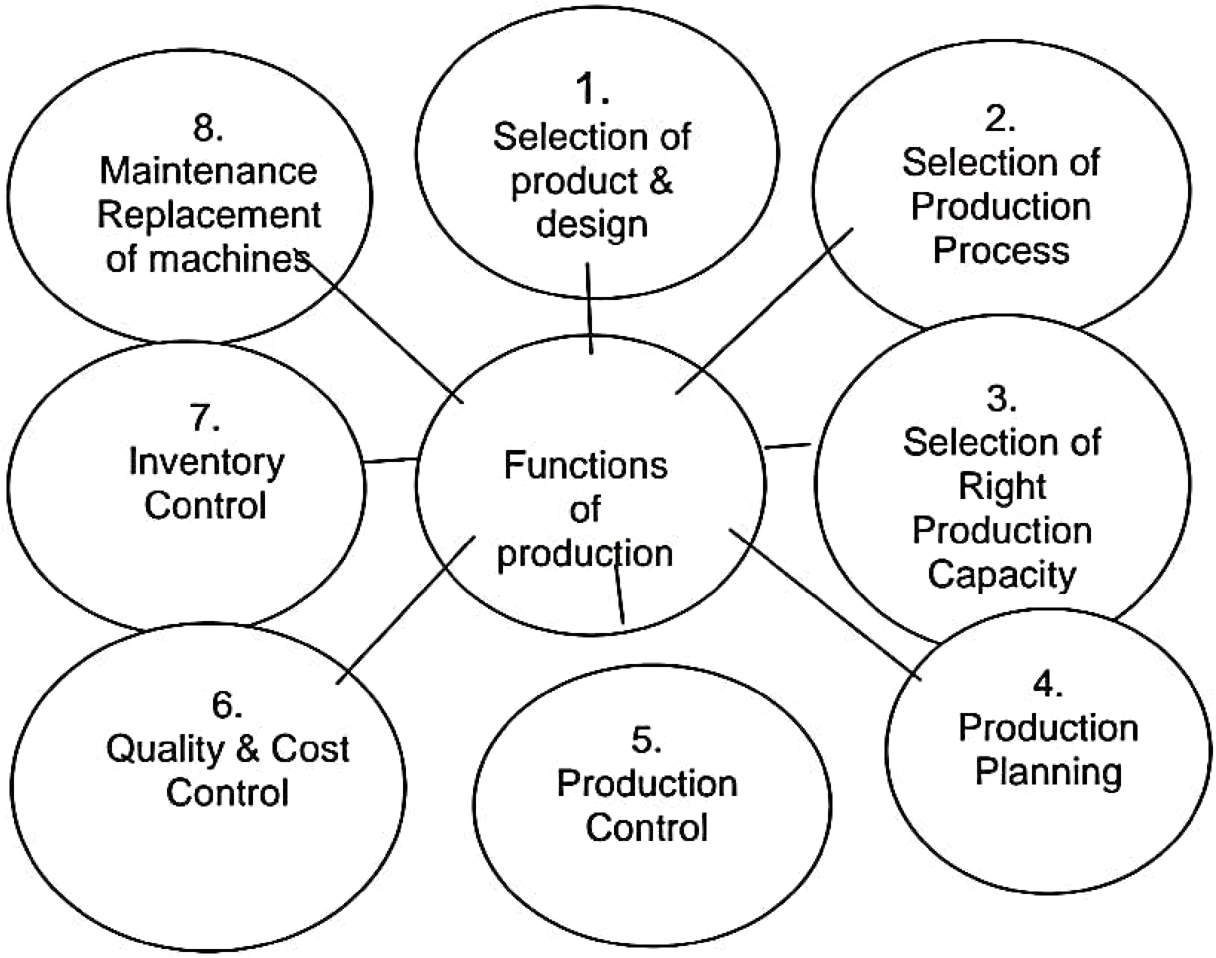
- This level of management operates between middle level management and operative worker force.
- This level consist of –
  - Supervisors
  - Foremen
  - Inspectors
- Their function is to provide the job training to the workers.
- Ensure the performance of the workers
- Giving feed back to the workers
- Act as a link between the management and the workers.

Chapter - 5

Functions Areas of Management

a) Production Management.

Function of Production Management



The components of functions of production management are as follows: -

1. Selection of product and design.
2. Selection of production process.
3. Selecting right production capacity.
4. Production planning.
5. Production control
6. Quality and cost control.

7. Inventory control, and
8. Maintenance and replacement of machines.

The above functions of production management are briefly discussed below.

1. Selection of product and design.

Production Management first selects the right products for production. Then it selects the right design for the product. Care must be taken while selecting the product and design because the survival and success of the company depend on it. The product must be selected only after detailed estimation of all the other alternative products. After selecting the right product the right design must be selected. The design must be according to the customer's requirements. It must give the customers maximum value at the lowest cost. So, production management must use techniques such as value engineering and value analysis.

2. Selection of production process.

Production management must select the right production process. They must decide the type of technology, machines, materials handling system etc.

3. Selecting right production capacity.

Production management must select the proper production capacity to match the demand for the merchandise. This is often because more or less capacity will create problems. The production manager must plan the capacity for both short and long term production. He must use break-even analysis for capacity planning.

4. Production planning.

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

"Routing" means deciding the trail of labor and also the sequence of operations. The most objective of routing is to search out the most effective and most economical sequence of operations to be followed within the manufacturing process. Routing ensures a smooth flow of work.

"Scheduling" means to come to a decision when to start and when to complete a particular production activity.

5. Production control

Production management also includes production control. The manager has to monitor and control the production. He needs to learn whether the particular production is completed as per plan or not. He must compare actual production with the plans and finds out the deviations. He then takes necessary steps to correct these deviations.

6. Quality and cost control.

Production management also includes quality and cost control quality and value controls are given plenty of importance in today's competitive world. Customers everywhere the world want good-quantity products at cheapest prices. To satisfy this demand of consumers, the production manager must continuously improve the standard of his products. Along with this he must also take essential steps to reduce the cost of his products.

7. **Inventory control,**

Production Management also includes inventory control. The production manager must monitor the amount of inventories. There must be neither over stocking nor under stocking of inventories.

If there's is an overstocking then the capital are going to be blocked and therefore the materials is also damaged, massed or misused.

If there's is an under stocking then production won't happen as per schedule and deliveries are going to be affected.

8. **Maintenance and replacement of machine.**

Production management ensures proper maintenance and replacement of machines and equipment's. The production manager must have an efficient system for continuous inspection (routine checks), cleaning, oiling, maintenance and replacement of machines, equipment's, spare parts etc. This prevents breakdown of machines and avoids production halts.

Activity of Production Management

The production management activities are as follows:

1. **Planning:**

The first activity which a manager should do is to plan. If you've got many things to manage, then its better that first you sit down and draw an idea so if things go confused, you're ready.

2. Delegating

Once a thought is prepared, then it's not the manager must implement the plans, but his subordinates are those responsible to implement the plan. However, if the task has not been delegated then the work will fail.

3. Training

One among the foremost common management activities in any organization is to coach employees. New employees are always made to travel through difficult training exercises. These training exercises are done not only to boost employee capabilities but also to bring the workers vision and mission and work culture.

4. Motivating

Business is extremely dynamic in nature and becomes confusing and stressful. At such times, employees might lose their motivation. It's the task of the manager to evaluate this and thereby spend time in motivating the workers.

5. Organizing

Organizing could be a very qualitative process quite quantitative. The best organizer is one who is in a position to perform multiple tasks, taken an occasion planner or an orchestra manager as an example.

6. Managing operations

Within the durables and FMCG (Fast Moving Consumable Goods) market, operations can run at a large scale. At one end production is going on at another end sale, and therefore the third end is taken by finance and collections. Running such huge operations requires a manager who is sound in operational activities.

7. Managing change

And in all toughest things to handle is to alter. One and all and employees gets comfortable in his/her own comfort zone. Which is dangerous for a Company. Any growth that comes within a corporation comes through change.

8. Taking Responsibilities

You'll can take tough decisions and ensure proper implementation providing you assume responsibility for your actions.

9. Evaluating

Employee appraisals growth holding is tired in the hands of the manager. Through proper appraisals, managers can keep their staff motivated.

Productivity:

The classic productivity definition is "a way to measure efficiency". In an economic context, productivity is how to measure the output that comes from units of input. Example: One acre of land that produces 50 kg of wheat that is not very productive. But one acre of land that produces 1000 Kg of wheat is better return of your planting.

Productivity is to getting the results you want with less time and effort when you're trying to understand how to be productive, what you're really seeking is a way to achieve your goals while having time to spend on what matters.

Quality Control:
Quality control (QC) is a process through which a business seeks to ensure that product quality is maintained or improved. Quality control requires the business to create an environment in which both management and employees struggle for perfection. This is done by training personnel, creating benchmarks for product quality and testing products to check for statistically significant variations.

Production Planning and Control:
Production planning and control is a programmed process that plans, manages and controls the allocation of human resources, raw material and machinery to achieve maximum efficiency.

Production planning is a sequence of steps that empower manufacturers to work smarter and improve their production process in the best possible manner. This helps manufacturer's work smarter by efficiently managing internal resources to meet customer demand.

Objective of Production Planning and Control:
Having reliable production planning and control software in your company makes it easy to:

- Ensure cost efficient production process.
- Promote timely delivery of goods.
- Minimize production time.
- Improve customer satisfaction.
- Coordinate with departments about production to ensure things are on the same page.
- Ensure the right man is assigned with right work.

b) Inventory Management:

What is inventory management?

In simple term, inventory management is a set of all those processes which you utilize to supervise and organize your goods or materials in your facility.

A component of supply chain management, inventory management, supervises the flow of goods from manufacturers to ware houses and from these facilities to point of sale.

It involves a retailer seeking to acquire and maintain a proper produce range while managing orders, logistics, returns and related costs are kept in check.

Need of Inventory Management:

It is critical for an organization today to understand its inventory to achieve both efficient and fast operations, that too, at an affordable cost. An effective management of inventory helps in reducing costs which further keeps accounts and finances in check.

From customer's point of view it helps you to provide better customer services through fast delivery and low shipping charges, hence meeting customer expectations.

1. **Tracking inventory:**

. A good system will help you keep track of your inventory and after centralized view of stock across sales, channels – how much is in stock and where it will also allow allocating inventory to specific sales channels, which is important if you have warehouses and distribution centers at multiple locations, thus, enabling warehouse management.

2. **Control your cost:**

Keeping reports about your inventory helps you understand which stocks are doing well, versus which are just taking up self-space. Lack of the right inventory at the right time can mean back orders, excess inventory etc.

3. **Improve your delivery:**

Last delivery due to stock-outs is bound to give you a bad reputation. For tracking, it is important for you to know when the vendor is shipping inventory and when it will arrive. This helps you to manage customer expectations by delivery as, when and where they want.

4. **Manage Planning and Forecasting**

The software can help you improve demand forecasting by analyzing data trends from well performing stocks. This minimizes your holding and handling costs improves revenues and frees up cash flows. Also by planning and forecasting your delivery on customer expectations better.

5. **Reduce the time for managing inventory.**

With good inventory management solutions, you can reduce the time taken to keep track of all the products you have on hand and on order. Additionally you save the time taken up in inventory recounts if your records are in place.

Models/Techniques of inventory management.

There are varieties of inventory management techniques which may help in efficient inventory management. They are as follows: -

ABC Analysis:

ABC analysis stands for Always Better Control Analysis. It's an inventory management technique where inventory items are classified into three categories namely – A, B and C. The items in "A" category of inventory are closely controlled because it consists of high-priced inventory which may be less in number but are very expensive. The items in "B" category are relatively lesser expensive inventory as compared to "A" category and the number of items in "B" category is moderate. So control level is also moderate. The "C" category consists of a high number of inventory items which require lesser investment so the control level is minimum.

Just in Time (JIT) method:

In just in time method of inventory control, the corporate keeps only the maximum amount inventory because it needs during the assembly process with no excess inventory in hand the company saves the cost of storage and insurance. The company orders further inventory when the old stock of inventory is close to replacement. This is a little risky method of inventory management because a little delay in ordering new inventory can lead to stock out situation. Thus this method requires proper planning so that new orders can be timely placed.

Material Requirement Planning (MRP) Method:

Material requirements planning is an inventory control method in which the manufacturers order the inventory after considering the sales forecast. MRP system integrates data from various areas of the business where inventory exists. Based on the data and demand in the market, the manager would carefully place the order for new inventory with the material suppliers.

Economic Order Quantity (EOQ) Model:

Economic order quantity technique focuses on taking a decision regarding how much quantity of inventory should the company order at any point of time and when should they place the order. In this model, the store manager will reorder the inventory when it reaches the minimum level. EQO model helps to save the ordering cost and carrying costs including while placing the order. With the EOQ model, the organization is able to place the right quantity of inventory.

Minimum Safety Stocks:

The minimum safety stock is the level of inventory which an organization maintains to avoid the stock out situation. It is the level when we place the new order before the existing inventory is over. Like for example, if the total inventory in an organization is 18000 units, they place a new order when the inventory reaches 15,000 units. Therefore, the 3000 units of inventory shall form part of the minimum safety stock level.

VED Analysis:

VED stands for Vital Essential and Desirable. Organizations mainly use this technique for controlling spare parts of inventory. Like a higher level of inventory is required, for vital parts they are very costly and essential for production. Others are essential spare parts, which absence may slow down the production process, hence it is necessary to maintain such inventory. Similarly an organization can maintain a low level of inventory for desirable parts, which are not often required for production.

Fast, Slow & Non-moving (FSN) methods:

This method of inventory is very useful for controlling obsolescence. All the items of inventory are not used in the same order, some are required frequently, while some are not required at all. So this method classifies inventory into three categories, Fast-moving inventory, slow-moving inventory and non-moving inventory. The order for new inventory is placed based on the utilization of inventory.

c) **Financial Management**:

Financial management means planning, organizing, directing and controlling the financial activities like procurement and utilization of funds of the enterprise. It means applying general management principles of monetary resources of the enterprise.

Objectives of Financial Management.

The financial management is usually concerned with procurement, allocation and control of economic resources of a priority. The objectives may be –

1. To confirm regular and adequate supply of funds to the priority.
2. To make ensure adequate return to the shareholders, which will depend upon the earning capacity, market price of the shares, expectations of the shareholders.
3. To make ensure optimum funds utilization. Once the funds are procured, they ought to be utilized in maximum possible way at least cost.
4. To confirm safety on investment i.e. funds should be invested in safe ventures so adequate rate of return is achieved.

Functions of Financial Management;

1. **Estimation of capital requirements.**

   A Finance Manager must make estimation with regards to capital requirements of the corporate. This may rely on expected costs and profits and future programmes and policies of a priority. Estimations should be made in an adequate manner which increases earning capacity of the enterprise.

2. **Determination of capital composition**

   Once the estimation are made the capital structure should be decided. This involves short term and long run debt equity analysis. This can depend upon the proportion of equity capital a company having and additional funds which have to be raised from outside parties.

3. **Choice of sources of funds.**

   For added funds to be procured, a corporation has many choices like –

   a. Issue of share and debentures
   b. Loans to be taken from banks and financial institutions
   c. Public deposits to be drawn like in kind of bonds.

4. **Investment of funds**

   The finance manager needs to arrange to allocate funds into profitable schemes so there's safety on investment and regular return is feasible.

Working Capital

Working capital or variable capital is noted the one use produced goods like raw materials. They're are used directly and just one in production. They get converted into finished goods. Money spent on them is fully recovered when goods made out of them are sold within the market.

Management of Working Capital

A company's capital essentially consists of current assets and current liabilities. Current assets refer to those assets which will be converted into cash within one year, like debtors, and stock and prepaid expenses that have already been purchased for current liabilities are the day-to-day debts incurred by a business in its operation. These may well be credit purchases made from vendors (creditors) and outstanding expenses (expenses that are yet to be paid).

Thus, capital management refers to monitoring these two components or the short-term liquidity of your firm. Three fundamental parameters that facilitate you to manage assets requirements better and indicate your liquidity standing of your firm are:

1. **Working Capital Ratio**

   It's a ratio between this assets and current responsibilities. It signifies this liability of a company to pay of its short-time financial obligations.

2. **Collection Period Ratio**

   Also referred to as the debtors or accounts receivables turnover ratio, this ratio is indicative of a company's ability to convert its debts into cash. The lesser number of days it takes to release its payments from its debtors, the better profits are earned for your business.

3. Inventory Turnover Ratio

Also called the stock turnover ratio, this ratio monitors the time an organization takes to converts its goods into cash. Lower the time taken, higher is that the company's stock efficiency.

Costing

- Costing means that to evaluate and finalize the price of a product.
- To finalize the cost of a commodities a company see some factors and evaluate all the expenses like raw material cost, transportation cost, labor cost, all types of taxes, electricity bill, then profit of the owner.
- Add all expenses then total number of unit's product divided by all expenses then you find the price of one unit of product.

Break Even Analysis

Break Even analysis in economics, business and cost accounting refers to the point in which total cost and total revenue are equal. There is no loss no profit.

Formula for Break Even Analysis

Break Even quantity = fixed costs / (sales price per unit – variable cost per unit)

Where:

- Fixed costs are costs that not change with varying output (e.g. Salary, Rent, Machineries.
- Sales Price per unit is the selling price (unit selling price) per unit.

- Variable cost per unit is the variable costs incurred to create a unit.

Brief Idea about Accounting Terminologies

Book Keeping

Book keeping is the recording of financial transactions and is part of the process of accounting in business transactions include purchases, sales, receipts and payments by an individual person or an organization/corporation.

Journal Entry

A journal entry is the act of keeping or making records of any transactions either economic or non-economic.

Transactions are listed in an accounting journal that shows a company's debit and credit balances. The journal entry can consists of several recording each of which is either a debit or a credit.

Petty Cash Book

The petty cash book is in which all petty or small payments made through petty cash funds are recorded systematically. Petty cash book is maintained by the petty cashier.

Profit and Loss (P&L) Account

The profit and loss (P&L) statement may be a plan that summarizes the revenues, costs and expenses incurred during a particular period, usually a fiscal quarter or year.

Balance Sheet:

In financial accounting a record or statement of mandatory position or statement of economic condition may be a summary of the financial balances of a private organization.

d) Marketing Management:

Marketing

The activity of showing and advertising a company's products in the best possible way.

Concept of Marketing

In marketing business will design strategies that satisfy customers' needs increase sales, maximize profit and beat their competition. That is true statement, but many might ask "what philosophy is the best for a company in setting marketing strategies?

The main 5 marketing concept are discussed below.

1. The production concept
2. The product concept
3. The selling concept
4. The marketing concept
5. The societal marketing concept

1. The production concept

The production concept is the most operations-oriented than any of the other marketing concepts on this list. It speaks to the human truth that we prefer products that are easily available and inexpensive. This concept was founded during the production era of early capitalism in the mid-1950s. During that era, business concerned themselves primarily with production, manufacturing and efficiency issues. This is also the time when the "says law" was created exciting the idea of supply and demand.

The basic idea of this concept is that businesses will produce widely cheap product in maximum volumes to maximize profitability and scale. Businesses assume that consumers are primarily interested in product availability and low prices while customer's needs might not be fully addressed.

2. The product concept

The product concept is not so much about the production and business output but focuses more on the customer.

Potential customers favors products that offer quality performance or innovative features.

This marketing concept believed in potential customers and how their brand loyalty is closely tied to options of products, the quality of those product and the benefits they get from the product and the business they invest in.

This is seen most commonly with our passion with TATA products and looking forward to their new Products and features upon launch.

3. The selling concept

The selling concept is the bread and butter of marketing efforts as it believes that people will not buy enough of a business's product. So businesses need to encourage them to do so. Of course, in to-day's marketing we know that selling is not the way to full marketing success.

4. **The marketing concept**

The marketing concept is the concept of competition. It is a marketing concept that believes that the success of business depends on the marketing efforts that deliver a better value proposal than its participants.

5. **The societal marketing concept**

The societal marketing concept is the most advanced and modern day applicable marketing mind set to have. It is a marketing concept that believes in giving back to society by producing better products that help the world to be a better place.

Marketing Management:

Marketing management is the process of decision making, planning and controlling the marketing aspects of a company in terms of the marketing, concept, somewhere within the marketing system. Some of the details of this process are as follows:

Marketing Techniques:

1. **Keep Adding Something new**

Every time you introduce something new to your business, you create an opportunity to get more sales. For example, something as simple as adding new information on your web site creates another selling opportunity when prospects and customers visit your site to see the new information. Adding a new product or service to the list of those you already offer usually produces to big increase in sales.

2. **Become a Valuable Resources**

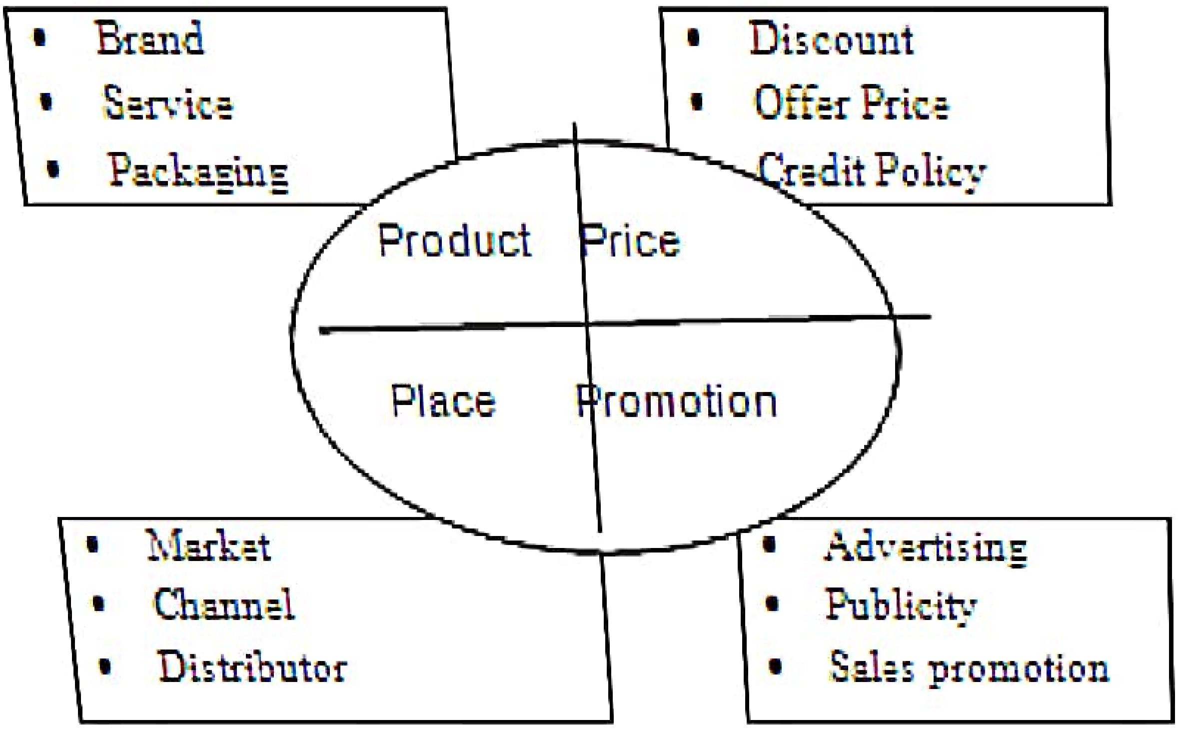
Look for ways you can be a resource for your prospects and customers. Supply them with free information. Help them do hings faster, easier, and with low expenses. You get another opportunity to sell something every time they come back to you for help.

3. **Separate Yourself from Your Competition.**

Find or create a reason for customers to do business with you instead of with someone else offering the same or similar products. For example, do you provide faster results easier procedures, personal attention or a better guarantee?

Concept of 4 Ps:

The 4 Ps of marketing is a favors concept that summarizes the 4 basic pillars of any marketing strategy: Product, Price, Place and Promotion.



Product:

The product is what the company sales. It might be a product like soft drink in the beverage industry or dresses in clothing store. It could also be services, such as consulting or a paid speaking or even a therapy session.

In short, the product is everything that is made available to the customer.

In the 4 Ps strategy, defining this means understanding what your offer needs in order to stand apart from competitors and with over customers.

In other words, what makes your product so great or unique? Because if you don't stand out it's going to be hard to succeed.

Price:

Price is simple, it refers to how much you charge for your product (or service). And although it's simple to understand it's really hard to come up with the "right price". The one that doesn't just drive the most amount of sales but also drivers the most profit.

Place:

"Place" is another word for location. As they say in marketing it's all about the location. Place take a very vital role in marketing or doing business. For every business proper place is need to do a business in proper way.

Promotion:

In every business promotion is very much necessary, without the promotion of the product no customers know about your product. So for promoting their business or product a company spent crores of rupees.

e) Human Resource Management.

Function of personnel management.

Functions of personnel management are divided into two types that (i) Managerial functions (2) Operative functions which are discussed below.

1. Managerial Functions

The managerial functions of a personnel manager involve "POSDCORB" i.e. Planning, Organizing, Staffing, Directing, Coordinating, Reporting and Budgeting of those who actually perform the operative functions of the personnel department.

The following are the managerial functions (viz – Planning, Organizing, Directing and Controlling) performed by a personnel department.

A) Personnel Planning

Planning lays down a predetermined course to do something such as what to do, how to do, where to do, who is to do etc. A personnel manager plans in advance the trend in wages, labor market, union demands etc. By through planning, most of the future problems can be predicted.

B) Organizing

According to J.C. Massic, "An organization is a structure, a frame work and a process by which a co-operative group of human being allocates its task among its members, identifies relationships and integrates its activities towards common objectives.

C) Directing

This function relates to guidance and stimulation of the subordinates at all levels. The personnel manager directs and motivates the employees of his department so that they work willingly and effectively for the achievement of organizational goals.

D) Controlling

A personnel manager has to constantly watch whether there is any deviation from the planned path controlling is concerned with remedial actions. Continuous monitoring of the personnel policies relating to training, labor, turnover, wage payments, interviewing new and separated employees etc. is the back bone of controlling.

2. Operative Functions

The operative functions of the personnel department are also called service functions. These include –

a) Procurement function
b) Development
c) Promotion, transfer and termination function.
d) Compensation Function.
e) Welfare Function.
f) Collective bargaining Function.
g) Miscellaneous Functions.

a) Procurement function

i) Recruitment i.e. finding the possible source from where required labor supply will come.

ii) Getting information regarding prevailing wages rates and job requirements.

iii) Selecting the best candidate by following a systematic selection procedure.

iv) Maintain the records of employees.

b) Training or Development Function.

The training of the new employees and also of those who are being promoted is the crucial function of personnel Department. A training program is created for this purpose. The training increases the skills and abilities of the employees.

c) Promotion, transfer and termination function.

The performance of the employees is evaluated for the purpose of taking decisions concerning the employment merit rating are undertaken for evaluation of the performance of the employees.

d) Compensation Function.

The employees should get adequate and equitable payment for the work being done by them.

e) Welfare Function.

These activities relate to physical and social wellbeing of the employees and includes –

a) Provision of medical facilities such as First Aid, Dispensaries etc.

b) Suggesting ways and means by which accidents can be eliminated or minimized.

c) To apply the labor law effectively.

f) Collective Bargaining Function.

a) To assist in the negotiations which are held with the union leaders.

b) To know the grievances of employees and following their problems properly.

g) **Miscellaneous Functions.**

a) To advise the line managers regarding administration of personnel policies.

b) To secure co-ordination of all personnel activities

c) To have an effective communication system.

Manpower Planning

Main power planning is also called as Human Resource Planning consists of putting right number of people, right kind of people at the right place, right time, doing the right things for which they are suited for the achievement of goals of the organization.

Recruitment.

Recruitment refers to the overall process of identifying, attracting, and screening, short listing and interviewing suitable candidates for jobs (either permanent or temporary) within an organization. Recruitment can also refer to processes involves in choosing individuals for unpaid roles. Managers, Human resource generalists and recruitment specialists may be tasked with carrying out recruitment, but in some cases public sector employment agencies, commercial recruitment agencies or specialists search consultancies are used to undertake parts of the process. Internet based technologies which support all aspects of recruitment have become widespread, including the use of artificial intelligence.

Source of Manpower

The sources of man power of an organization are basically of two types;

1) Internal sources of recruitment.
2) External sources of recruitment.

Internal Recruitment:

Is a recruitment which takes place within the concern or organization. Internal sources of recruitment are readily available to an organization. Internal sources again primarily of three types – Transfer, Promotions and Reappointment of ex-employees is one of the internal sources of recruitment in which employees can be invited and appointed to fill vacancies in the concern. There are situations when ex-employees provide voluntary applications also.

Internal recruitment may lead to increase in employee's productivity as their motivation level increases. It also saves time, money and efforts. But a drawback of internal recruitment is that it refrains the organization from new blood. Also, not all the manpower requirements can be met through internal recruitment. Hiring from outside has to be done.

External Recruitment.

External sources of recruitment have to be asked from outside the organization. External sources are external to a concern. But it involves lot of time and money. The external sources of recruitments include, advertisements, employment exchanges, employment agencies, education institutes, labor contractors, recommendations etc.

Advertisement -

It is an external source which has got an important place in recruitment procedure. The biggest advantage of advertisement is that it covers a wide area of market and scattered applicants can get information from advertisements. Medium used is News Paper, Television, and Internet etc.

Employment Exchange -

There are certain employment exchanges which are run by Government. Most of the Government undertakings and concerns employ people through such exchanges. Now-a-days recruitment in Government agencies has become compulsory through employment exchange.

Employment Agencies:-

There are certain professional organizations which look towards recruitment and employment of people i.e. these private agencies run by private individuals, supply required manpower to needy concerns.

Educational Institutions

There are certain professional institutions, which serves as an external source for recruiting fresh graduates from these institutes. This wing of recruitment done through such educational institutions is called campus recruitment. They have special recruitment cells, which helps in providing jobs to fresh candidates.

Recommendations.

There are certain people who have experience in a particular area. They enjoy good will and a stand in the company. There are certain vacancies which are filled by recommendations of such people. The biggest drawback of this source is that the company has to reply totally on such people which can later on prove to be inefficient.

Labor Contractors.

These are the specialist people who supply man power to the factory or manufacturing plants. These contractors, workers are appointed on contract basis, i.e. for a particular period of time under certain terms and conditions. When these contractors leaves the organization people who are appointed by them have also to leave the organization.

Selection Process.

The selection process can be defined as the process of selection and short listing of the right candidates having the necessary qualifications and skills set to fill the vacancies in an organization. The selection process varies from industry to industry, company to company and even amongst departments of the same company. The selection process divided into some categories which are discussed below.

- **Preliminary Interview**

This is a very general and basic interview conducted so as to eliminate the candidates who are completely unfit to work in the organization. This leaves the organization with a pool of potentially fit employees to fill their vacancies.

- **Receiving Applications**

Potential employees apply for a job by sending applications to the organization. The application gives the interviewers information about the candidates like their bio-data, work experience, hobbies and interests.

- **Screening Applications**

Once the applications are received they are screened by a special screening committee who choose candidates from the applications to call for an interview. Applicants may be selected on special criteria like qualifications, work experience etc.

- **Employment Tests**

  Before an organization decides a suitable job for any individual they have to judge their talents and skills. This is done through various employment tests like intelligence tests, aptitude tests, proficiency tests, personality tests etc.

- **Employment Interview**:

  The next step in the selection process is the employee interview. Employment interview are done to identify a candidate's skill set and ability to work in an organization in detail. Purpose of an employment interview is to find out the suitability of the candidate and to give him an idea about the work profile and what is expected of the potential employees.

Final Selection and Appointment letters.

This is the final step in the selection process. After the candidate has successfully passed all written tests interview and medical examination, an e-mail or an appointment letter is send to the employee regarding his confirmation about the selection for the job.

Method of Employment Testing.

Employment testing is the practice of administering written, oral or other tests of a means of determining the suitability or desirability of a job applicant. The premise is that if scores on a test correlate with job performance, then it is economically useful for the employer to select employees based on scores from the test.

Types of Test.

Different types of assessments may be used for employment testing, including personality tests, intelligence tests, work samples, and assessment centers some compare better with job performance than with others employees often use more than one maximize analytical power.

Performance Assessment Tests.

Performance-based assessment testing is a process to find out if applicants can do the job for which they are applying. It is done through tests, which are directly administered and judged by hiring managers who will be supervising the potential hire.

The tests reflect real business tasks that candidates have to perform, should they be selected for the role. The tests are open ended time bound, business related questions which applicant need to submit their responses in order to prove their abilities.

Personality Tests

Personality tests may potentially be useful in personnel selection of the well-known Big Five Personality traits only thoroughness correlates substantially with traditional measures of job performance, and that correlation is strong enough to be predictive. However, other factors of personality can correlate considerably with none-traditional aspects of job performance such a leadership and effectiveness in a team environment.

Cognitive Ability Test

Tests of cognitive ability can assess general intelligence and correlate very highly with overall job performance. Individuals with higher levels of intellectual ability tend to perform better on their jobs. This is especially true for jobs that are particularly intellectually demanding.

Job-knowledge Tests.

Employers administer takes job knowledge tests of the applicants. Candidate must already go through knowledge test regarding his job before being hired. Job knowledge tests are particularly useful when applicants must have specialized or technical knowledge that can only be acquired through extensive experience or training job knowledge tests are commonly used in fields such as computer programming, law, financial management and electrical or mechanical maintenance.

Situation Judgment Tests

Situation judgment tests are commonly used as employee-selection and employee screening tools and have been developed to predict employment success. These tests present realistic theoretical scenarios in a multiple choice format. Applicants are asked to tell what they would do in a difficult job related situation.

Methods of Training and Development

There are several training and development (T&D) methods available. By the job types and requirement training and methods are different in different firms. But in some cases the method are same which are discussed below.

a) On the job methods.

This method refers to the training in which a person learns a job by actually doing/performing it. A person works in a place do the job, and learn and develops his ability at the same time.

The on the job methods are sub-divided in different types which are discussed below.

1. Understudy:

In this the employee is trained by the supervisor of the company. The trainee is attached with his or her senior or supervisor which called understudy. For example a new employee will spent some months with the old/ experienced employees or supervisors for assistant.

2. Job rotation:

Job rotation refers to shifting of job of an employee from one job to another on regular intervals of time.

3. Special Projects:

The trainees may do work on special projects related with department concerns. But in this, the trainees will acquire the knowledge of the assigned work and also learn how to manage the work.

4. Experience:

When the employee works in a company by years and years his experience increases and the employee became more efficient in his work.

5. Coaching:

In this, the supervisor or other superior staff of the company gives coaching to the employees which is known as class room training.

b) Special courses and lectures.

These are the most traditional and even famous today, method of developing personnel. Special courses and lectures are either designed by the company itself or by the professional's schools. Companies then sponsor their trainees to attend these course or lectures.

3) **Conferences and seminars**:

In this the participants are required to enhance their thoughts, ideas, viewpoints, by attending conferences and seminars.

4) **Vestibule Schools**:

Large organizations frequently provide what are described as vestibule schools a preliminary to actual shop experience. Central Tool Room and Training Centre (CTTC) is a central Government undertaking vestibule school/institute which provides training to various technical students.

5) **Apprentices Training**:

Apprenticeship training is provided by the various companies, where a person take training from the company and after completion of the training the trainee gets an experience certificate which helps him to acquire batter position in the same job or to find a better job with extra facilities.

Payment of Wages:

With the growth of industries in India, problems relating to wages or salary to the person employed in industry took an unfair things. The industrial units were not making payment of wages or salary to their workers in regular basis and amount of wages is also not uniform.

The payment of wages Bill 1935, based upon the same principle as the earlier bill of 1933 but thoroughly revised was introduced in the legislative Assembly on 15th February 1935.

Act of 1936:

The payment of Wages Bill 1935 was passed by the Assembly and it got effective on 23rd April, 1936. It came on the statute book as "THE PAYMENT OF WAGES ACT, 1936". In this act some clearly mentioned points are discussed below.

Regular Pay:

In this Payment of Wages Act 1936 mentioned that to give regular payments of the employees working in a concerned, firm and this act also emphasize against unauthorized deductions of wages made by the employer.

Mode of Payment:

Under this Act, payment has to be made by cash on hand to the employees or by cheque and accounts payment.

Deduction from Wages:

An organization is allowed for deduction of authorized wages as mentioned in the Act. This includes fines (Section 8), Absence from duty (Section – 9), Damages or loss (Section – 10).

Chapter – 6

Leadership and Motivation

a) Leadership:

Leadership is the ability of a person or a group of persons to influence the subordinates of an organization.

Leadership is the art of doing things by taking all the responsibility of an organization. The employees are influenced by their leader and do the work properly. Every employee of an organization is not leader. The person who always want to do something new and thinks about his subordinates and the organization that person could be a good leader.

A good listener can be a good leader because he/she always listens to their subordinates carefully and solves their problem. Leadership is not a born talent it comes with experience.

Need/Importance of Leadership:

Leadership plays an important role in an organization. No organization can work effectively without effective leadership. Leaderships is an important function of the management which helps to enhance the productivity of employees and to achieve organizational goals. Some important points of leadership are discussed below.

- **Influence the subordinates:**

A leader impresses his subordinates with his leadership capacity. He advises them to put their best efforts to achieve the organizational goals.

- **Helps subordinates in fulfilling their needs.**

  A good leader make personal relationship with his subordinates and tries to solve their needs. Employees follow a leader in an organization because he provides them security and the opportunities to earn wealth, gives them right work and try to understand their emotions.

- **Introducing changes in organization.**

  The business environment is changing at a quick manner. So in order to face the changes, many alternatives have to be introduced in the organization. Since the people are already comes under the influence of the leader, the leader can easily make them agree to implement these changes.

- **Solving dispute effectively.**

  A good leader can effectively solve every type of dispute in between the organization, which may be employee vs. Employee or employee's. Employer by his. A good leader always allows his subordinates to express their views.

- **Training and development of subordinates**.

  A leader helps in providing training and development of the employees. He always guides them about modern technology and techniques of work.

Qualities of a Leader:

The qualities of a good leader are discussed below.

1. **Confidence:**

A good leader should always be confident. He have his own decision making capacity, he do his work very confidently and smoothly.

2. **Inspire others:**

Another quality of a good leader is that he always inspires the other subordinates by his work. Other can learn from the leader and they also try to enhance their productivity.

3. **Good listener:**

A good leader must be good listener. He always listens to his subordinates in patience and tries to resolve their problems without getting angry.

4. **Decision-making capabilities:**

A good leader have a great decision making capacity. He always takes decision very quickly and effectively as per the need of the situation.

5. **Creativity and Innovation:**

A good leader have full of creativity and innovative idea. He always shows his creativity in the organization for problem solving.

Functions of a Leader:

The functions of a leader are as follows.

1. **Develops Team Work:**

In an organization the three main things are the leader, subordinate and environment. They are all inter-dependents. It is the leader's responsibility to make them unite.

2. **Representative of Subordinates.**

The leader is a bridge between the employees and top management. The employees shares their problems to the administration through leader.

Manager	**Leader**
- People work for a Manager	- People follow the leader
- To take strategic vision and break it down into a road map to be followed by the team.	- Honesty and integrity, to get the people to believe you is the journey.
- A person becomes a manager by position	- A person becomes a leader by his personal qualities.
- Manager always thinks about the organization	- Leader things about the employees as well as the organization.
- The employees are to obey the Manager's order	- Employees follows the leader
- Manager performs all the functions of management	- Leader influences the people to work properly.
- Manager is stable	- Leader is temporary
- Manager is a selected person by his educational qualification	- Leader is a elected person whose working period is only before the next election.

- A manager's concern is organizational goals	- A leader's concern is group goals. - The leader is a bridge between the employees and top management. The employees share their problem to the administration through leader.

Manager vs Leader

The leader always utilize his power properly he never misuse his power. He always uses his power for the good will of the organization and the employee.

Style of Leadership:

A leadership style is a leader's method of providing direction, implementing plans and motivating people various authors have proposed many different leadership styles. Some of them are discussed below.

Autocratic:

The autocratic leadership style particularly emphasizes the distinction between controlling leaders and their followers. These types of leaders make sure to create mainly a distinct professional relationship. They regard direct supervision as fundamental in maintaining a successful environment and followership. Authoritarian leadership styles often follow the vision of those that are in control and may not necessarily be compatible with those that are being led. Examples of authoritarian styles leadership: A police officer directing traffic, a teacher ordering a student to do their assignment, and a supervisor instructing a subordinate to clear a work station.

Democratic:

The democratic leadership style consists of the leader sharing the decision-making abilities with group members by promoting the interests of the group members and practicing social equality.

The boundaries of democratic participation tend to be restricted by the organization or the group needs and the instrumental value of people's attributes (Skills, attitude, etc.). The democratic styles encompasses the notion that everyone; by virtue of their human status, should pay a part in the group's decisions. However, the democratic style of leadership still requires guidance and control by a specific leader.

Participative:

Participative leadership style is a leadership style in which all members of the organization work together to make decisions. Participative leadership generally follows some steps which are discussed below.

1. **Discuss in a group:**

In this techniques the leader call for a meeting and all the members do discussion about the issues and needs of the company.

2. **Provide information:**

The leader shares the information to all his subordinate to making decision with the group.

3. **Share Ideas:**

The subordinates share the ideas with each other to solve the problem.

4. Make decision:

The group makes the decisions based on the ideas and information.

5. Implement decision:

All members of the organization implements the decision collectively.

B. Motivation

Definition:

Motivation means inspiring, stimulating or encouraging the subordinates with zeal to work. Positive, negative, monetary, non-monetary incentives may be used for this purpose.

Characteristics of motivation:

Some of the characteristics of motivation are as follows:

1. Motivation is a Psychological concept:

Motivation has to come from each individual. There are two factors in motivation. (a) Fundamental needs like, Food, Cloth and shelter; and (b) Ego satisfaction, like recognition from others achievements opportunities which act as powerful motivator behavior.

2. Motivation affects the Whole Individual:

Every person want to always be successful in life and for this motivation affects the individual the most. The person motivation can works like a chain, when one person got motivated by someone, some other person could also get motivated by seeing that particular person.

3. Motivation is an unending process:

Human is a social animal. As a social animal his wants are unlimited, if one's need got fulfilled then he starts to want another thing. He always wants more and more in life. If his basic need is adequately satisfied then he never motivates himself and he loses his zeal of work. So human always motivate himself to get more.

4. Goal oriented behavior:

Motivation leads to an action that is goal oriented. Motivation leads to fulfillment of organizational goals and satisfaction of personal needs.

5. Positive Motivation:

Positive motivation helps the employees for doing work effectively. If a person who is unhappy but if someone motivate him by telling positive things then the unhappy person again starts his work properly.

Importance of Motivation:

Motivation is one of the most important aspects of management. A well-motivated employee is a true asset of an organization. It is the duty of the manager to motivate his employees and subordinates.

Some important point of motivation are discussed below.

1. **High Efficiency:**

With motivation of the employee of an organization the management of the organization can enhance the efficiency. Motivation helps the employees to show their talents and knowledge in the organization.

2. **Utilization of Resources:**

Motivation helps to energizing the employees. So they give their best to the organization. A motivated employee tries to minimize his wastage and costs to better their performances.

This will make the organization to maximize their potential and make the best use of their limited resources.

3. **Reduction in Labor Turnover:**

This is an important aspect of the importance of motivation. Higher motivation also helps in better job performances which lead to job satisfaction among employees. So the employees do not want to miss an opportunity and want to do more and better work.

4. **Ready for change:**

Every organization's function is a very dynamic business environment. And with changes in the technology the organization also must change to adopt the new technology.

When the technological changes occur in the organization sometimes employees hesitates to adopt such changes.

But motivated employees are likely to adopt the change.

5. **Achieving organizational goals:**

The best way to motivate employees is to line up their personal goals with the organization. The motivated employees then work energetically to achieve not only their personal goals but also the goals of the company.

6. Helps with Attitude of Employee:

Sometimes some employees of an organization have a negative or indifferent attitude. But the manager can motivate them to change their attitudes.

Factors affecting motivation:

Relationship between Co-workers

Work place is all about the people working together to achieve the organizational goal, so it's important that all the coworkers respect each other and never show disrespect to each other. If employees have good understanding of the work and how their duties adding value to the organization then it is easier to create a work place where respect and responsibility prevails.

Leadership role at workplace:

Leader plays a very vital role in an organization. The leader should know how to deal with different employees.

Managing dispute at workplace:

Whenever people from different background or group of people work together then there are chances that some dispute will arise. So it's important to manage the dispute in such a way that will not affect the environment of an organization.

Theories of Motivation (Maslow):

Maslow's hierarchy of needs is a theory is a psychology proposed by Abraham Maslow in his 1943 paper "A theory of human motivation" in Psychological Review. There is little scientific basis to the theory. Maslow subsequently extended the idea to include, his observations of human's innate curiosity. His theories parallel many other theories of human developmental psychology. Some of which focus on describing the stages of growth in humans. He then created a classification system which reflected the universal needs of society as its base and then proceeding to more acquires emotions.

Maslow's hierarchy of needs is used to study how humans intrinsically partake in behavioral motivation. Maslow used the term "physiological", "safety" "belonging and Love", "Social needs" or "esteem" and "Self-actualization" to describe the pattern through which human motivation generally move.

This means that in order for motivation to arise at the next stage, each stage must be satisfied within the individual themselves.

Method of improving Motivation:

Some important method for improving motivations are discussed below.

1. Positive Attitude:

To improve motivation in the workplace a person always have positive attitude. It creates a good will of employees.

2. Define purpose of work:

No one likes to do work for no reason. So in the work place the work must be designed by the superior is such a way that the work don't look like work it feels just like a game. So the manager must be design the work schedule for the employees in such a the employee can enjoy their work.

3. Give some target oriented Assignment.

Give the employee or team an assignment and a deadline and then turn them free. This gives the employees the freedom to work and their motivation is at highest.

4. Focus on the Big target:

It does not matter of what business you are in, there are always small tasks that may seem insignificant. As a Manager, you must know that those small tasks play a very vital role in the productivity and success of the company. Unfortunately, the team members may not be aware of the fact. The Manager can increase motivation in the workplace by helping the subordinate's forces on the big target rather than the small job.

5. Be clear about your expectation:

To improve motivation in the work place, be clear about what you want to be done. A big success starts from a small effort. So focus on that small effort, be clear what to do and how to do then choose a efficient team for the task.

Importance of Communication in Business.

Communication is one of the most important factors of business. It may fasten the organization in one thread. Some of the important points of communication are discussed below.

1. Smooth Running of an Organization.

The smooth running and functioning of an organization depends upon the communication. It is the main part of the organization. It provides the basis of direction and leadership. Without proper communication, performance and achievements of the goal may not be possible.

2. **Decision making.**

Communication always helps in decision making. It helps the management to take important decision and conduct different operations. The quality of work depends upon effective communication in an organization.

3. **Planning and Coordination.**

Communication is very helpful in planning and coordinating the activities of business. If the communication is good, useful, suggestions will come from the subordinates to the superiors. This would be helpful in plan building.

4. **Higher productivity at Minimum Cost.**

Good communication between owners and employees plays a vital role in obtaining maximum production with the minimum of cost. Communication provides necessary will to work. Good communication will make the employees fill more secure in the organization.

5. **Morale Building.**

Communication in an organization is the basic of morale building. Under an effective system of communication, it is quite convenient for the employees to tell their grievances to the management. Communication creates mutual trust and faith.

Type of Communication.

There are different ways to share information with each other. The communication are basically divided into four types.

1. **Verbal:**

Verbal communication means to use of language to transfer information through speaking. It is the common types of communication used in an organization. It is used in the organization during presentation, video-conferences and by phone calls.

2. **Non-verbal:**

Non-verbal communication is the use of body language, facial expressions to delivery information to other. For example, you smile when you hear good idea or information. Non-verbal communication is helpful when trying to understand others feelings.

3. **Written:**

Written communication is the act of writing typing or printing like letters and numbers to deliver information. It is helpful because it provides a record of information for reference. Writing is commonly uses to share information through mails, letters, pamphlets etc.

4. **Visual:**

In visual communication we use photographs, drawings, sketches, charts and graphs to convey information. Visual are basically used in advertisement.

Chapter – 7

Work Culture TQM & Safety

Human Relationships Performance in an organization

Human relationship is defined as the relationship between one person and another and a group of people within a community whether at work or social gathering. Good human relation between executive and other staff will leads to an understanding which can generate cooperation and hence attainment of organizational productivity. Human resources is regard as one of the important assets of an organization. It plays crucial role in growth and success of the organization.

Employees Performance in Organization:-

An employee performance and productivity partly depends upon the quality of relation that he/she has with the management and his co-workers. When the Management takes interest in the wellbeing of the employees, it is reflected in the employee's performance, good human relation, practices such as understanding the needs and expectations of employees providing comfortable work condition, resolving conflict between management as well as co-workers create satisfied and motivated employees. It results in improvement in their overall productivity and performance.

Relations with Peers, Superiors and Subordinate:

The nature and quality of one's relationship with peers has important implication for the organization. Employees with high quality and functional peer's relationship are more likely to receive affection mentoring, are better informed and have greater excess to effective networks of support in the work place. Likewise the relations with supervisors/subordinates are important aspects for the better performance of the employee in an organization. Understand the relationship between peers, subordinate or superior from multiple prospective can also solve lot of problems in the organization. Employees have to make some adjustments to improve their relationship with peers superiors and subordinates. But in an organization where the relationship are valued more the quality of performance of an employee increases as it is positively associated with employee's job satisfaction and commitment to the organization.

TQM Concepts or Total Quality Management (TQM):-

"TQM" is the act of overseeing all activities needed to maintain a desire level of excellence. This includes the determination of a quality policy, creating and implementing quality planning and assurance and quality control and quality improvement.

Quality Policy:-

TQM requires that all stock holders in a business work together to improve the process, products, services and the culture of the company itself. TQM aims to eliminate defects and reducing wastage, in production whether it's the engineering team or the accounting department. TQM relies on a business wide mindset of optional utilization of resources.

Quality Management System:-

A Quality Management System (QMS) is defines as a formalized system that document processes procedures and responsibility for achieving quality policies and objectives. A "QMS" helps coordinate and direct an organization activity to meet customer and regulatory requirements and improve its effectiveness and efficiency on a continuous basis.

Accident Safety:-

Accident is an unexpected occurrence resulting in actual physical damage to a living being or to a non-living entity.

Accident may occur due to individual factor or work factor. Work factor like fault equipment and individual factor may be defined as inadequate performance of an individual.

Preventive measures:-

1. Personnel selection.
2. Safety training.

1. Personal selection:

Personnel factor plays an important role in accidents. An employee's susceptibility to accidents may be tested through psychological tests.

2. Safety training.

a) Environmental Factor

Many accident occur due to the over crowdedness of the work place, faulty arrangements of the material used in processing industry, improper construction of passages, staircase etc. that are found in a work place. A congenial stress free mind comfortable working atmosphere should be generated to prevent irrigation and tension of all works.

b) Involving an employees in safety

Several safety committee could be made for employee's safety. Safety campaigns should be done for employees and there should be provision to teach safety habits to the workers.

c) **Motivating safety behavior**:

If an impartial system of recordings accidents are done then many accidents can be avoided. And when the workers who or the plants or departments which have good performance record in case of safety matters will be rewarded the rate of accidents could be controlled.

General Safety Rules:

General Safety rules are developed by organization to improve the overall safety. The inputs taken from the supervisor and employees of the organization are gathered, analyzed and thereafter the general safety rules are defined. Each employee should became familiar with and follow general safety rules. Supervisors must enforce safe work practices through strict adherence to safety rules. Most accident can be prevented if everyone establishes safety rules.

Personal Protective Equipment's:

A "PPE" is a clothing or equipment designed to reduce employee's exposure to chemical, biological and physical hazards when on a work side. It is used to protect employees when engineering and administrative control are not feasible to reduce the risk to acceptable level.

Chapter – 8

Legislation

Intellectual Property Rights (IPR):-

Intellectual property rights are the rights given to persons over the creation or idea of his mind. The authority gives the creator an exclusive right for use of his creation for a certain period of time. The rights of an artiste's artistic works (such as books and other writings, music composition, paintings, computer programs etc.) are protected by copyright. For a minimum period of 50 years after the death of the author.

Patent:-

A patent is a form of intellectual property that gives the owner the legal right to eliminate others from making, using or selling the invention for a limited period of years.

Trademark:-

A trade mark is a type of intellectual property consisting of a sign, logo, design or punch-lines which identifies products or services of a particular source from those of others. So trademark is usually known as service mark. The trademark owner can be and individuals, business, organization, or any legal entity. A trademark may be locales on a package, a label, on the product.

Copyright:-

Copyright is a type of intellectual property that gives the own the exclusive right to make copies of a creative work, for a limited time. The creative work may be in a literary, artistic, educational or musical form.

Features of Factories Act 1948 with Amendment:-

The Factories Act, 1948 (Act No.63 of 1948), as amended by the Factories (Amendment) Act, 1987 (Act No.20 of 1987), served to assist in formulating national policies in India with respect to safety and health in Factories and docks in India. It distribute with various problems concerning safety, health, efficiency and wellbeing of the persons at work places. The act is administered by the ministry of labour and employment in India through its Directorate General Factory Advice Service & Labour Institutes (DGFASLI) and the State Governments through their factory inspectorates. DGFASLI advices the Central Government & State Government on administration of the Factories Act and coordinating the Factory inspection services in the various provisions are described in following chapters.

- Chapter I – Preliminary.
- Chapter II – The Inspecting Staff.
- Chapter III – Health
- Chapter IV – Safety
- Chapter IV A – Provisions relating to Hazardous processes.
- Chapter V – Welfare & Grievance.
- Chapter VI – Working hours of adults.
- Chapter VII – Employment of young persons.
- Chapter VIII – Annual leave with wages.
- Chapter IX – Special Provisions
- Chapter X – Penalties and procedures.
- Chapter XI – Supplemental

Features of Payment of Wages Act 1936:-

The features of payment of wages act 1936 are as follows:

a) The Act was formed with the intention to regulate timely payment of wages to specific class of workers.

b) The Act ensures that the salary to be paid by 7^{th} of each month in factories.

c) The Act ensures fixing of wage period, time and mode of payment of wages.

d) The Act does not cover whose wage is Rs.24, 000/- or more per month.

e) The Act provides a worker with its duty rights covered under the Act.

Chapter – 9

Smart Technology

Concept of IOT:-

IOT stands for Internet of things. The internet of things (IOT) describes the network of physical object -“thing"- that are embedded with sensors, software, and other technologies for the purpose of connecting and exchanging data with other devices and systems over the internet.

How IOT works:-

Just like internet has changed the way of work & communication with each other, by connecting us through World Wide Web (WWW), IOT also aim to take this connectivity to another level by connecting multiple devices at a time with the internet to facilitating man to machine and machine to machine interactions.

Component of IOT:-

Mainly 4 fundamental components are used in IOT system, like sensor, connectivity, Data processing, user interface. Which are discussed below:

Sensor:-

Sensors or devices help in collecting date from the surrounding. All of this collected data can have difficulty ranging from a simple temperature monitoring sensor. A device can have multiple sensors that can bunch together to do more than just sense things. For example, our mobile is a device that has multiple sensors such as GPS, Camera, Fingers unlock system etc.

Connectivity:-

Next, that collected data is sent to a storage system but it needs a medium for transport the files. The sensors can be connected to the main server through various mediums of communication and transfer data through cellular networks, satellite networks, WIFI, Bluetooth etc.

Date processing:-

Once the data is collected and gets to the main server, the software performs processing on the received data.

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

User Interface:-

Next, the information made available to the end user in some way. This can achieve by beeping the alarms on their phones or notifying through texts or emails.

Also, a user sometimes also have an interface through which they can actively check in on their IOT system. For example, a person installed a camera in his house, if he wants to check the video recordings then he can do check the device.

Characteristics of IOT:-

- "IOT" is a very dynamic and self-adopting technique.
- It comes along with self-configuration.
- It consists interoperable communication protocol.
- It has a unique identity.

- It has a Unique Identity Integrated into information network.

Dynamic and Self-Adapting Technique:-

IOT devices and systems may have the capability to adopt in certain circumstances / Scenario / context. For example A surveillance camera it changes the movement of the camera according to the circumstances like changing their mode to normal or infrared based on weather, it is day or night or changing their resolution when there is any motion is detected the surface camera adopt to the dynamic condition.

Self-Configuration:-

"IOT" devices may have self-configuring capabilities allowing a large number of devices to work together to provide certain functionalities. Such as weather monitoring. These devices have the ability to configure themselves, setup the networking and fetch the latest software upgrade with minimal user intervention.

Inter Operable Communication Protocol:-

"IOT" devices may support a number of Inter-operable communication protocol and can communicate with other devices and also with infrastructure.

Unique Identity:-

Each IOT device has an unique identity such as an "IP" address or "URL" (Universal Resource Locator). IOT device interface allow users to query the device monitor their status and control them remotely.

Integrated into Information Network:-

"IOT" devices are usually integrated into the information network that allows them to communicate and exchange data with other devices and system.

Application of "IOT":-

"IOT" holds very much importance in our day to day life now a days. It consists wireless networks, computing capabilities etc.

Smart Cities:-

"IOT" helps to maintain a healthier environment and traffic management to give street lighting facility and public safety. The popular uses that are implemented in the smart cities worldwide are road traffic. Smart traffic solution such as traffic lightings, GPS data system, location and speed finder of the vehicle are installed.

Smart Transportation:-

To achieve a higher level of safety and punctuality "IOT" is used in transportation system. The installation of CCTV cameras comes under the safety provision of IOT. Now the IOT is capable of giving the traffic navigation to the driver which can save the drivers time and avoid accidents. The smart transportation is now providing e-ticket facility.

Smart Home:-

Providing automation system to a house is called smart house system. Controlling lighting, climate, entertainment and other appliances comes under smart home system. Home security like alarm system, access control comes under the category. The devices of the house connected to the internet and controlled through a hub or gateway. The user interface for controlling the device uses tablet of desktop or a mobile phone application or a web interface that could also be accessible off site through the internet.

Smart Healthcare:-

Smart health care is a health service system that uses technologies such as wearable devices and mobile internet to dynamically access information, connect people, material and institutions related to health care. It manages and response to medical needs in an intelligent manner.

Smart health care consists of multiple participants such as patients, doctors, hospital / medical institutions and research organizations. It involves multiple dimension including disease prevention and monitoring, diagnosis and treatment, hospital management, medical research etc.

Patients can use various devices to monitor their health and get medical assistance through virtual assistance. The doctor can use this system to get a variety of intelligent clinical decision support system. That are used to improve diagnosis. The medical information can be managed through an integrated information platform that includes laboratory information management system, electronic medical record and so on.

Smart Industry:-

The industrial world is changing and getting trendier day by day; this change is called as smart industry. Here fundamental changes in the functioning of the factories and work places are made at the primary stage which makes them safer, efficient, and flexible and more environment friendly. Though this machine are now providing new interfaces such as smart tools, touch less interfaces etc for easier and safe interactions. In the work places digital signature system or face recognition system has been introduced which can improve work efficiency of the workers and prevent any forgery or cheating or neglect action in work by the workers.

Smart Agriculture:-

Increasing agricultural productivity and income adapting and building resilience to climate change, are defined as small agricultural system. Here, the weather forecast and early warning system are helpful to check the loses due to climate change.

Smart firming includes precision agriculture which is a modern concept of firming that uses "IOT" and "IT" system to make sure the crops are well maintained and helps in tracking them. It helps in calculating the overall productivity and health of the firming. According to the agriculture experts, precision agriculture is helping to provide benefits including food quality and lots more.

IOT system collect data from number of sensor attached to the weather monitoring system and send the data to cloud based applications and storage back ends. The date collected then can be analyzed and visualized by cloud based applications. According to the date analysis weather analysis can be done and information could be sent to the users.

Smart Energy Management:-

It allows condition and equipment's to automatically shut down or switch on when require. It defined as an approach in which smart electricity, thermal and gas grids are combined with storage technologies and coordinated to identify the working process between them in order to achieve a solution for an action.

Smart energy consists of smart grids, renewable energy system etc.

Smart Grids:-

Smart grid technology provides predictive information and recommendations to utilities, their suppliers and customers regarding best power management. It is a data communication network integrated with electrical grids that collects and analyses data captured in real time about power transmission, distribution and consumption small grids uses high speed. Fully integrated two way communication technologies for power exchange and real time information.

~ END ~