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Participant Handbook

Sector
**Apparel, Made-ups and
Home Furnishing**

Sub-Sector
**Apparel, Made-ups and
Home Furnishing**

Occupation
Packer



Reference ID: **AMH/Q1407, Version 1.0**
NSQF Level 3

Packer

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Shri Narendra Modi
Prime Minister of India

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



Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Apparel / Made-Up's / Home Furnishing
for

SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying to National Occupational Standards of

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About this book

This Participant Handbook is designed to enable training for the specific Qualification Pack(QP). Each National Occupational (NOS) is covered across Unit/s.

Key Learning Objectives for the specific NOS mark the beginning of the Unit/s for that NOS.

- Plan and Organize packing processes
- Carry out the process of packing
- Maintain health, safety and security in the packing department
- Maintain workarea, tools and machines
- Comply with industry, regulatory and organizational requirements

Symbols used in the book have been listed below.

Symbols Used



Key Learning
Outcomes



Steps



Time



Tips



Notes



Unit
Objectives



Exercise



1. Orientation and Introduction

Unit 1.1 - Apparel Industry and Role of a Packer



Key Learning Outcomes

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

1. Familiarise with the Apparel Sector
2. Identify the roles and responsibilities of a Packer

UNIT 1.1: Apparel Industry and Role of a Packer

Unit Objectives

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

1. Familiarise with the Apparel Sector
2. Identify the roles and responsibilities of a Packer

1.1.1 Apparel Sector – Industry Overview

Indian Textile and Clothing (Apparel) industry is the second largest manufacturer in the world. The Indian textiles and clothing sector is expected to grow at 10.01 percent in the next 10 years from the current value of INR3.92 lakh crores in 2012–13 to INR10.54 lakh crores in 2021–22. Of these, the garments sector is estimated to grow at an average rate of 15.44 percent over the years, thereby accounting for about 70 percent of the total production. The demand for domestic consumption for home textiles and garments is expected to increase rapidly. In fact, the garments sub-sector alone is estimated to increase by seven times from INR 51400 crores in 2012–13 to INR3.70 lakh crores in 2021–22.

The Indian textile sub-sector has traditionally been contributing significantly to the economy and manpower as well as to the structural changes in the manufacturing sector. As of 2012, the sector contributed 4 percent of the GDP, 32 percent of the manufacturing sector and 9 percent of total exports. The sector's output is expected to grow at an annual average rate of 10 percent in the next 10 years, thereby increasing its worth to INR 10.5 lakh crores in 2022. Several factors that would contribute to the growth would include:

- Rising income levels are expected to increase the demand for home textiles and garments from domestic consumers is expected to increase.
- Free trade agreements provide India a comparative advantage in the export segment as compared to its competitors – China, Bangladesh and Pakistan – as they create opportunities for manufacturers to supply to potential markets in East Asia.
- Low production cost continues to be an advantage for the sector and, consequently, demand from existing foreign markets continues to increase.
- Structural changes in the sector, with a shift from vertically disintegrated to integrated large firms, with automated machines for yarn and fabric production.
- Increased spending on research and development to enter the specialized fabrics and technical textiles sector.
- Favourable policy environment to support domestic and foreign investments and the implementation of schemes to enhance the production capacity and improve technology.

Ready Made Garments

The ready-made garments section has grown rapidly in the last few years. Both exports and domestic demands shall drive sector growth in future.

The ready-made garments segment comprises men's, women's and kid's clothing, which may be used for either private (home/office wear) or commercial (uniforms for school, waiters and flight crew) purposes.

- Men's wear is the biggest segment in the ready-made garment segment, comprising about 43 percent of its share in the total revenue generated. This is followed by women's wear, with a share of 38 percent; 10

percent share of boys wear and 9 percent for girls wear in the total revenue generated by the ready-made garment segment.

- Changing lifestyles and consumption patterns are expected to drive the sector's supply of casual wear with an 11 percent growth, which would drive demand for workforce with specialised skills in western formals design, blended fabrics and increased application work on clothes.

Actual and Projected size of Indian Textile Industry

In 2011 global trade in textiles and apparel was around US\$ 705 billion. This was approximately 4% of the total global trade of all commodities estimated at ~ US\$ 15 trillion. During the period 2000 to 2010 the textile and apparel trade has grown at a modest CAGR of 6.4% per annum. Further, the Global Textile and Apparel, or T&A, trade is expected to grow to USD 1 trillion by 2020.

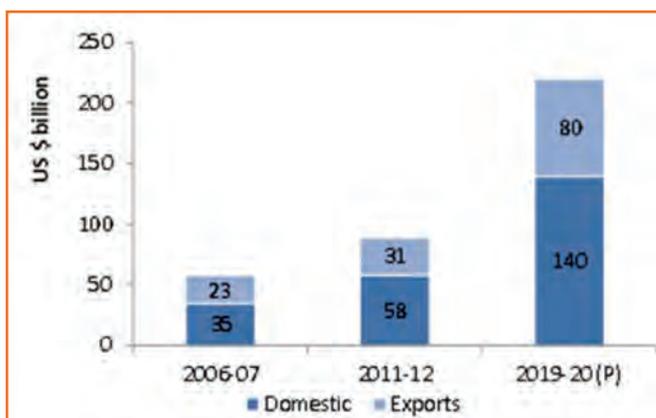


Fig 1.1.1: Major Textile Exporters to the World (% share)

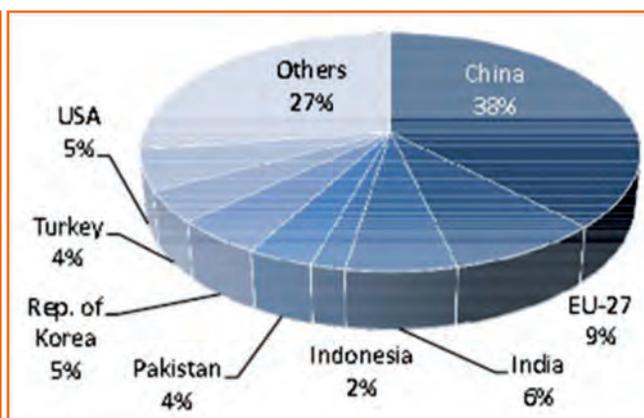


Fig 1.1.2: Major Textiles and Clothing Regions in India

Source: Office of Textile Commissioner and IMAcS Analysis

- **Gujarat and Maharashtra:** Most large companies across all sectors of the value chain, including spinning, weaving, home textiles and garments, are located here. Key players include Aravind Mills, Raymond, Welspun, Bombay Dyeing, Alok, Century Textiles.
- **Karnataka and Kerala:** Bangalore and Mysore have a few garment firms. Some major garment exporters include Gokaldas Exports and Shahi Exports.
- **Tamil Nadu:** Major cities that serve as textile hubs are Tirupur, Coimbatore, Madurai and Karur; known for apparels, spinning mills, silk and home textile units, respectively. Key players include Loyal Textiles, KG Denim, Asian Fabric. Tamil Nadu accounts for the largest textiles and clothing production of INR 761820 crores, which also employs the largest number of workers (2.63 million) in textile factories. This state is followed by Gujarat, which has an annual textile production valued at INR 49165 crores.
- **There are more than 70 textiles and clothing clusters in India** accounting for about 80 percent of the total production. There are 39 power loom clusters and 13 ready-made garment clusters in India.
- **Bhiwandi and Malegaon** are the two largest power loom clusters. Major ready-made garments clusters are located in Delhi, Mumbai, Gurgaon, Nagpur, Madurai and Salem, with annual turnover of more than INR 1000 crores since 2003. The state of Maharashtra has 10 textile clusters. Other major states in terms of the number clusters are Tamil Nadu, Andhra Pradesh, Karnataka, Kerala and Uttar Pradesh (seven clusters each).

Employment Scenario in the Sector

It also provides employment to approximately 35 million persons directly & approximately 55 million persons indirectly. India is among the very few countries which have presence across the entire supply chain, from natural and synthetic fibres right up to finished goods manufacturing. It has presence in organised mill sector as well as decentralised sectors like handloom, power loom, silk, etc.

Currently, 15.23 million people are employed in the textile sub-sector across yarn and fabric, home textiles, technical textiles and readymade garments. Fifty-one percent of the total workforce is engaged in the manufacturing of readymade garments, followed by yarn and fabrics with 26 percent. Human resource requirement in the sector is expected to reach

21.54 million by 2022 translating into 6.31 million additional employment opportunities during the period 2013-22.

Sub Sector	Employment in Millions	
	2017	2022
Spinning Weaving and Finishing of Textiles	3.14	3.18
Manufacture of Other Textiles	10.64	13.78
Manufacture of Wearing Apparel	4.28	4.58
Overall	18.06	21.54

Fig 1.1.3: Sub Sectors in Apparel Industry

1.1.2 Made-ups and Home Furnishings

The made-ups sub-sector is growing at a steadily increasing pace in the country. The wide variety of products that come under this sub-sector are not only include necessities but also functional and luxury products. Made-ups sub-sector is divided into three (3) broad categories:

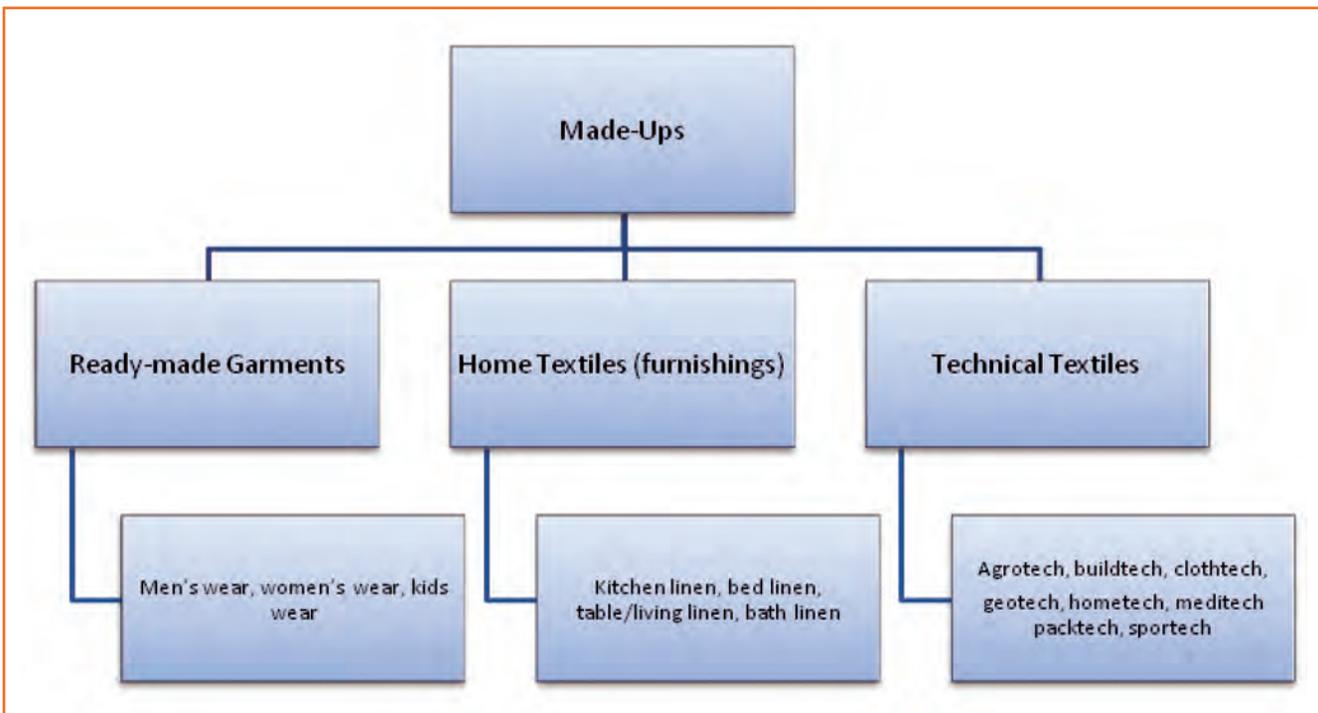


Fig 1.1.4: Made-ups and Home Furnishing Sub-sector

Indian is among one of the biggest exporters in Apparel and Made-ups industry. In Home Textiles India is second only to China in global exports, whereas in apparels, India is among the top 10.

Product	Total World Export	Major Contributor			India's Contribution		Other Competing Countries
		Country	Share & Value	Ranks	Share & Value	Ranks	
Apparel	193400159	China	6 1 2 2 4 3 6 0 (31.65%)	1	7 4 2 9 9 7 5 (3.8%)	7	Italy, Bangladesh, HK, Vietnam
Home Textiles	55921991	China	2 4 0 1 5 8 5 3 (42094%)	1	3 9 7 3 0 4 2 (7.10%)	2	

Fig 1.1.5: Textile Exports by Major Countries and India ('000 USD) * Source NSDC Skill Gap Study – Textile & Clothing

As evident from the Figs above, India is fast becoming one of the leading global players in the Home Furnishings/Textile. Home Furnishings industry offers wide varieties of products like bedspreads, furnishing fabrics, curtains, rugs, cushion covers etc. Indian Home Furnishings Market is forecasted to increase at an annual growth rate (CAGR) of 8 percent over next five years. The industry will reach a value of approximately US \$5.29 billion by 2018. The Indian Home Furnishing industry provides a unique blend of modern technology and ethnic techniques to bring out products that are one of the best



Fig 1.1.6: Home Furnishing

in the world. The increase in the spending power of the Indian working class is also expected to contribute in the growth of domestic consumption of made-ups and home furnishings industry

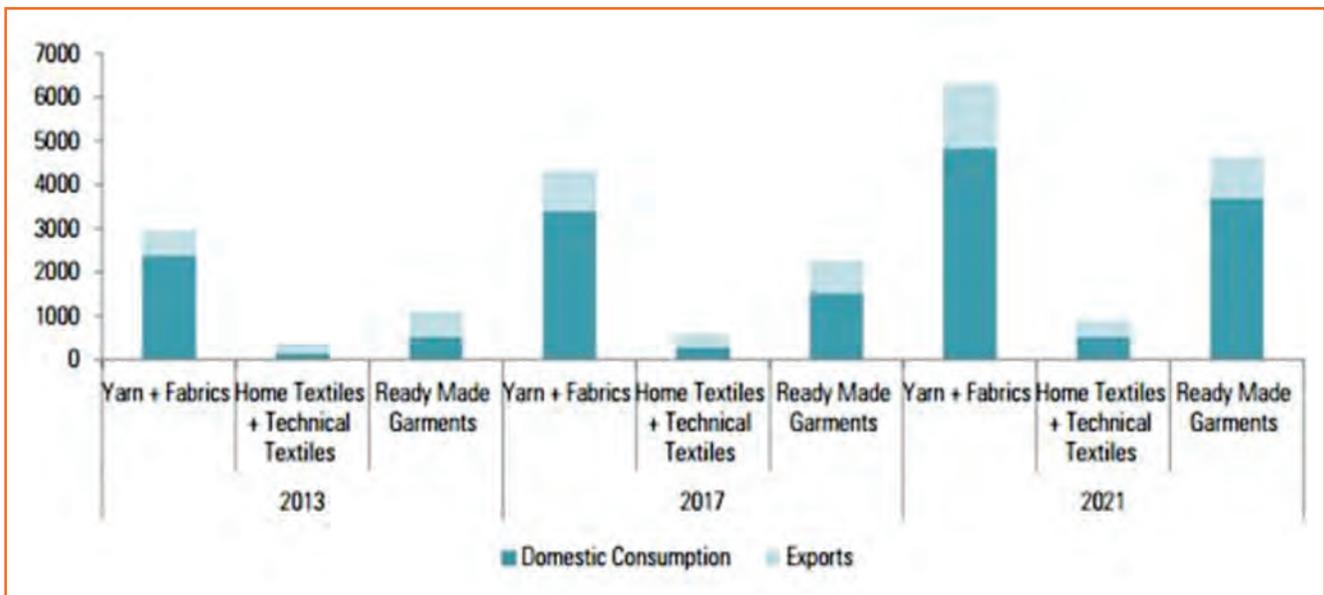


Fig 1.1.7: Estimated Domestic Consumption of Indian Textile Production (in INR '000) * Source NSDC Skill Gap Study – Textile & Clothing

With increased demand and competition from countries like China, the demand of skilled workforce/kaarigars in the Home Furnishings industry is bound to increase in coming years.



Fig 1.1.8: Apparel Made-ups

1.1.3 Packer

A Packer in the finishing department is responsible for packing finished garments, home furnishing and made up articles, in polybags and cartons according to their colours and sizes as given in the order details. The packer plays an important role in the finishing department of a garment industry. He is responsible for checking and ensuring that correct labels, packaging, cartons etc. are used as per the buyer's instructions.



Fig.1.1.9: Packer

1.1.3.1 Role and Responsibilities of a Packer

- Understand the packing mode and styles as per customer instructions.
- Arrange for all essential materials and accessories required for packing.
- Identify the tools and equipment's required for packing.
- Identify the buyer's needs and follow the checklist for packing.
- Segregate damaged and defective goods and rectify repairable faults.
- Maintain accurate packing records.
- Ensure that the packed materials are stored safely and securely in the warehouse.
- Weigh packed materials and arrange them in cartons.
- Mark and label cartons.
- Measure, weigh, and count products and materials.
- Record product, packaging, and order information on specified forms and records.
- Prepare for the dispatch of the materials.
- Communicate effectively with supervisors and co-workers.

2. Plan and Organize Packing Processes



Unit 2.1 - Finishing Department Workflow

Unit 2.2 - Packing and Objectives of Packing

Unit 2.3 - Different Methods of Packing

Unit 2.4 - Materials and Accessories Required for Packing

Unit 2.5 - Different Carton Packing Types and Carton Sizes



Key Learning Outcomes

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

1. Identify and understand the material required for packing
2. Understand different methods of packing
3. Identify and use correct cartons for packing goods

UNIT 2.1: Finishing Department Workflow

Unit Objectives

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

1. Understand the garment finishing work flow
2. Familiarise with various processes in packing

2.1.1 Garment Finishing Process

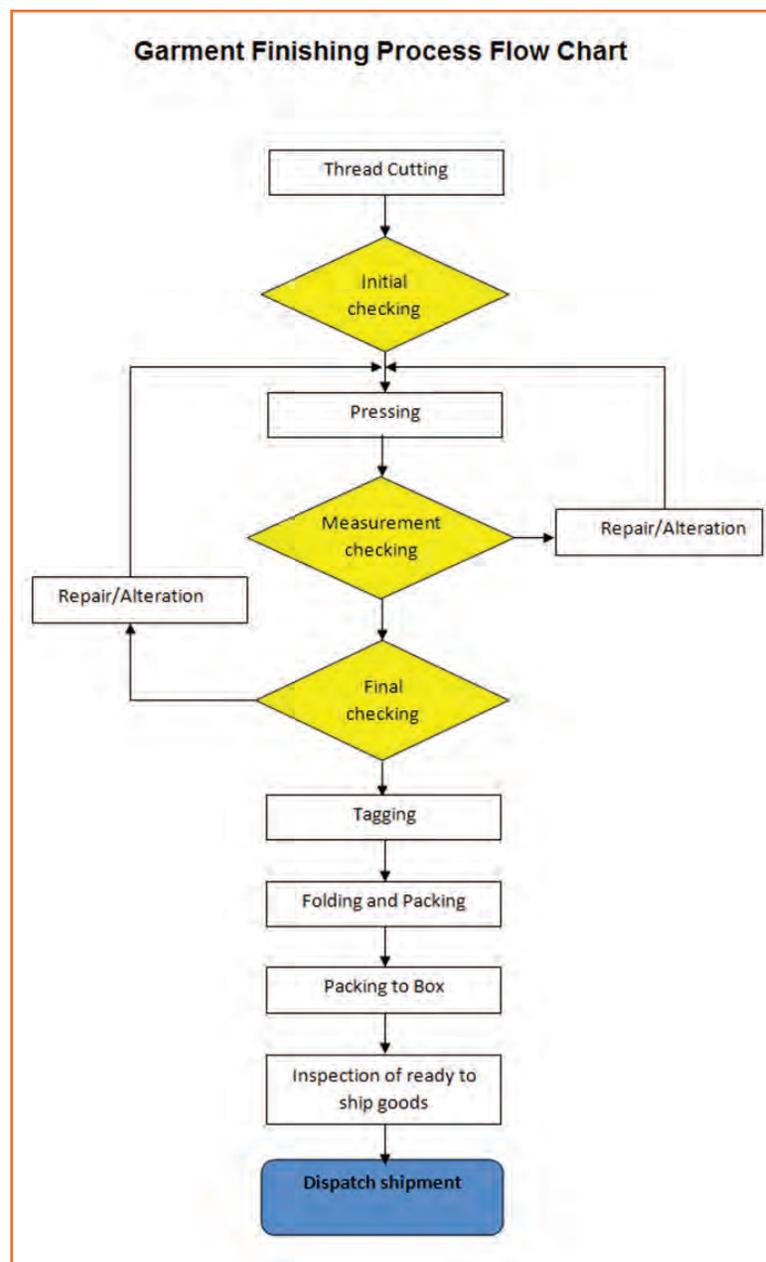


Fig.2.1.1: Garment Finishing Process

Thread Cutting: The garments have thread tails and the uncut threads which need to be trimmed in the finishing department. This trimming process can be done either manually or with the help of a thread trimming machine. The thread trimming machine sucks out all loose threads



Fig.2.1.3: Initial Checking

Pressing: Pressing of garment is to ensure, there are no folds in the garment. To have a good result, usage of Vacuum pressing tables is a must.



Fig.2.1.5: Tagging

Folding and packing: Pressed garments are folded in a specified dimension and packed as per buyers requirement into Individual poly bags which are then packed into bigger cartons.



Fig.2.1.7: Packing to box



Fig.2.1.2: Thread Cutting

Initial Checking: The complete garment is checked , inside and out, by the finishing checkers. It is important that this checking is executed so that garment detailing, care labelling, trim etc. are confirmed.



Fig.2.1.4: Pressing

Tagging: Price tags and hang tags are attached to the garment using kimble gun or thread and is an integral part of finishing process.



Fig.2.1.6: Folding and packing

Packing to box: The packed garments are then packed into bigger cartons, which are marked and labelled in preparation for dispatch.

Dispatch shipment: A packing list for the shipment is prepared by the packing in-charge. The finishing department informs the concerned merchant after packing is completed for the order.



Fig.2.1.8: Dispatch shipment

Industry Visit

The purpose of visiting an apparel manufacturing unit is to get hands on knowledge about various processes involved in the work of a packer. During the visit you have to interact with packers and supervisors to understand how packing is done in industry. Make sure that you keep a notebook handy and note down any important points that come up during your interaction at the apparel manufacturing unit. When you go to an apparel manufacturing unit, you should:

- Analyze the garment finishing process like; thread cutting, pressing and tagging etc.
- Ask questions to packers/supervisors if you have any query.

Exercise



1. Tags, such as price tags and hang tags are attached to the garment by means of a Kimble gun or threads.
 - a) True
 - b) False
2. The packing in-charge prepares a packing list for the shipment.
 - a) True
 - b) False
3. Draw a Garment Finishing Process Flow Chart.

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UNIT 2.2: Packing and Objectives of Packing

Unit Objectives

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

1. Understand objectives of packing
2. Familiarise with packing process flow

2.2.1 Packing

It is the process used to handle, protect or transport an article. After completing the manufacturing process the goods have to be packed and prepared for dispatch. Packing can also be defined as a system of preparing the ready goods for transport.

2.2.2 Objectives of Packing

- **Protection of the garment:** Packing is mainly done to ensure that the garment is protected and the quality of the garment is maintained by protecting it from moisture, dust and other natural elements.
- **Identification of product:** In each package, the labelling and tagging is unique and can be remembered.
- **Reduction in costs:** An efficiently packed product can reduce costs for both the manufacturer and the purchasers.
- **Product promotion:** A neatly and attractively packed product adds to the promotional value of the product. The packaging used in packing acts as an advertising medium.
- **Security:** To control the chances of theft, packing plays an integral part.
- **Convince:** Packages can have features that can add convince in distribution, handling, stacking, display, reusing and disposal.

2.2.3 Packing Flow Chart

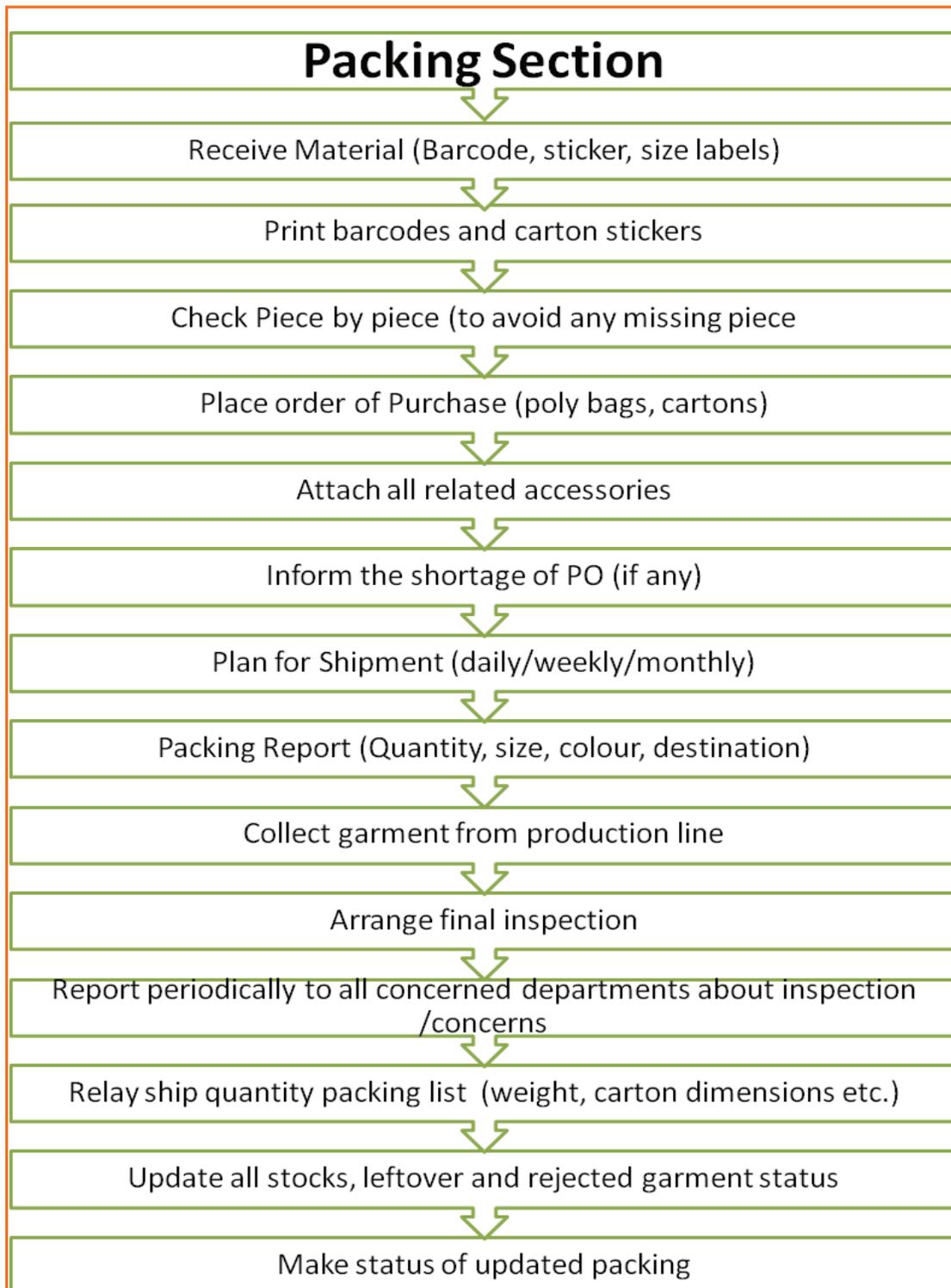


Fig.2.2.1: Packing flow chart

Exercise

1. Which of the followings are the objectives of packing?
 - a) Reduction in costs
 - b) Product promotion
 - c) Convince
 - d) All the above
2. An efficiently packed product can reduce costs for both the manufacturer and the purchasers
 - a) True
 - b) False

UNIT 2.3: Different Methods of Packing

Unit Objectives

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

1. Identify and understand different methods of packing

2.3.1 Introduction

There are various methods of packing which are followed by the finishing section. The packer has to pack the garment as per the method preferred by the buyer.

Following is the most used packing types:

1. Stand up pack
2. Flat Pack
3. Hanger Pack
4. Dead Man Pack

Stand Up Pack

- This type of packing is normally used for shirts.
- Tissue paper, back support clips, Inner collar, PUC outer portion and butterfly are some of the materials used in this style of packing.
- The normal sizes used in this method are 8" x 12" and 10" x 14".
- It is an attractive pack and this enhances the appeal of the garments to the customer. The main drawback of this method of packing is that it is time consuming and once unpacked, it is difficult to repack.



Fig.2.3.1: Stand Up Pack



Fig.2.3.2: Flat Pack

Flat Pack

- This method of packing is mainly used for ladies garments. It is very similar to the Stand Up pack method, but lesser packing materials are used.
- Tissue paper, back support, clips and poly bag are the only materials used in this packing method
- The normal sizes used in this method are 8" x 10" and 10" x 12".
- Since it uses lesser packing materials it is much cheaper than the Stand Up but it is less attractive as it does not present the garment as clearly as the Stand Up method.

Hanger Pack

- It is a popular method used for packing Blazers, coats, pants and children's garments. The garment is packed and transported by hanging it on a hanger.
- Poly bag and hanger are the only materials used in this packing method.
- Since very few materials are used this is the cheapest and convenient method of packing and unpacking.



Fig.2.3.3: Hanger Pack

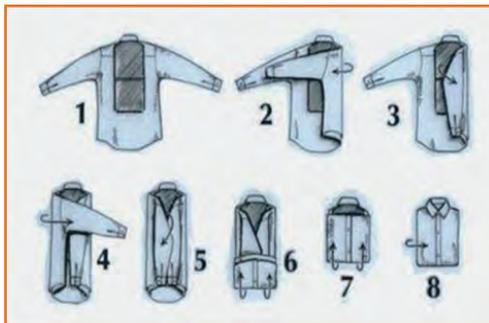


Fig.2.3.4: Dead Man Pack

Dead Man Pack

- This method of packing is used for shirts. The sleeves are folded in the front or back of the shirt and pinned together and the garment is then folded in the centre.
- Pins or clips and poly bag are the only materials required in this packing method.
- This method is very cost effective. The garment can be easily examined in packed condition also making it very convenient for customers.

Specialty Packing

Decorative/special packaging for goods especially for gifting purpose is known as specialty packing. This packing enhances the beauty of the products/gifts. This type of packing may include ribbons, colourful images etc. Specialty packing is also done during holidays etc. to build the image/brand of the company.



Fig.2.3.5: Specialty Packing

Industry Visit

The purpose of visiting an apparel manufacturing unit is to get hands on knowledge about various processes involved in the work of a packer. During the visit you have to interact with packers and supervisors to understand how packing is done in industry. Make sure that you keep a notebook handy and note down any important points that come up during your interaction at the apparel manufacturing unit. When you go to an apparel manufacturing unit, you should:

- Understand the packing and objectives of packing.
- Identify and understand different methods of packing.
- Discuss with a packer why the packing is done.
- Ask questions to packers/supervisors if you have any query.

UNIT 2.4: Materials and Accessories Required for Packing

Unit Objectives

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

1. Identify material and accessories required for packing
2. Use material and accessories required for packing

2.4.1 Materials and Accessories Required for Packing

Materials and accessories are very important to support the process of packing. The main purpose of packing materials and accessories are to improve the quality of the garment and to make the garment look attractive and presentable. It also protects the garment from dust, water and other elements.

The following are the most popularly used materials and accessories:

Poly Bag: Poly bags are used for all types of packing. There are different types of poly bags used for different packing methods:

1. **Plain poly bag:** It is used to pack all kinds of garments and is widely used in the industry.
2. **Gazetted Poly bag:** Is a larger poly bag and has an extra 2 inch width which extends from the top layer of the bag at the mouth portion of the bag. The extra inches protect the garment from slipping out of the bag.
3. **Poly bag with hangers:** Is used both in hanger pack as well as stand up pack.



Fig.2.4.1: Plain polybag



Fig.2.4.2: Back Support Board

Back Support Board: This is used to achieve correct folding size both in flat pack and stand up packing methods. It is made of cardboard and placed under the garment. The back support enhances the shape of the garment and makes it look more presentable. The packer should ensure that the back support board is of the correct dimension, correct thickness and has no sharp edges.

Inner Collar Band: It is made of plastic. It is used for packing shirts and is placed inside the shirt collar to provide support to the collar and give it a good shape.



Fig.2.4.3: Inner Collar Band

Outer Collar Band: It is made of poly vinyl chloride sheet and is used along with the inner collar band to provide support to the collar. It is placed inside the folds of the shirt collar.

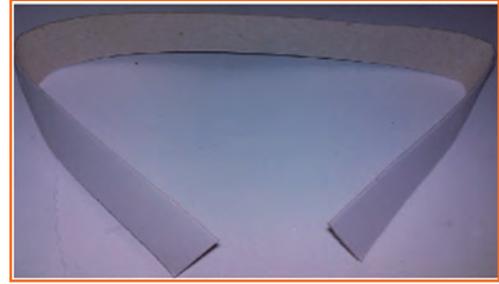


Fig.2.4.4: Outer Collar Band



Fig.2.4.5: Butterfly

Butterfly: It is also known as collar butterfly. It is used to give a raised appearance to the collar points to enhance its presentation. It is used on the neck button between the collar points. Single layer, double layer and bubbled butterfly are the different types of butterflies used by packers.

Plastic Clips: Plastic clips are used to hold the folded edges of the garment in position. It is made out of plastic. Depending on the required firmness of the grip, Plain and gripper type are the different types of plastic clips used by the packers. The gripper type gives a firmer grip than the plain type.



Fig.2.4.6: Plastic clips



Fig.2.4.7: Pins

Pins: Are made out of metal and is used to join two parts of a garment together. It holds the fold of a garment firmly and ensures that the fold stays in place. Plain and ball head type are the two different types of pins used by packers.

Tissue Paper: It is used in all types of packing to ensure that the pressed garments remain crease free. Like the back support board, this is also placed in between the garment folds. Since this serves the same purpose of the back support board is more economical, it is more popularly used.



Fig.2.4.8: Tissue Paper

Crepe Paper: It is made in a range of thickness and softness. Crepe paper is used to prevent creasing and crushing of a garment. They are also used for decorative purpose.



Fig.2.4.9: Crepe Paper



Fig.2.4.10: Cello Tape

Cello Tape: It is used in the final stage of packing. It is an adhesive tape used for sealing the carton. It comes in different sizes and is sold in a roll form. The width of the tape to be used depends on the carton size.

Clothes Hanger: It is used mainly for the hanger pack method of packing. Wire hanger, wooden hanger and plastic hanger the types of hangers used.



Fig.2.4.11: Hanger



Fig.2.4.12: Hand Tags

Hand Tags: Hand tags are an information card which is attached to the garment. The tag will provide information about the cost, fabric details, brand name, size etc. The tag is attached to the garment by the packer either using a plastic string or thread. Tags are generally made of plastic or paper.

Photo-in-lay

Photo of the packed garment on the packet.



Fig.2.4.13: Photo-in-lay Pack

UNIT 2.5: Different Carton Packing Types and Carton Sizes

Unit Objectives

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

1. Identify different cartons for packing goods
2. Use correct cartons for packing goods

2.5.1 Introduction

Delivery of garments is done to the buyers, in cartons. As per instruction of the buyer Garments are kept in a carton, in a polybag. Garments are loaded in cartons in a chosen quantity of size and colour. This quantity is called assortment. Sustaining the chosen assortment and categorisation is important. This shows what sizes and colours should go with each carton.

The most used carton packing types

Solid colour solid size pack: All garments are of same size and color (For example, Garments-42, color-Red, Size-Small)

Color	S
Green	300

Fig.2.5.1: Solid colour solid size pack

Solid colour assorted size pack: According to this strategy all the garments are of the same color but there is a variation of sizes (For Example, Garments-42, Color-Red, Size- Small, Medium and long ratio with1:2:1)

color	S	M	L
Green	200	300	400

Fig.2.5.2: Solid colour assorted size pack

Assorted colour solid size pack: The colour of the garments is different but the size is same (Garments- 42, Size-medium, Color-Red and Blue)

Color	S
Green	200
Red	300

Fig.2.5.3: Assorted colour assorted size pack

Assorted colour assorted size pack: Garments are of different colors and sizes (Garments-42, Color-Red and blue, Size-Small and Medium)

Color	S	M	L
Green	100	200	300
Yellow	300	500	400
Blue	200	250	150

Fig.2.5.4: Assorted colour assorted size pack

Example of an assorted packing order:

Packing : Assorted color, assorted size

Ctn No	Ctn	Colour	Size			Pcs/Ctn	Total pcs	Remarks
			S	M	L			
1-134	134	GRAVEL	2	4	2	8 Pcs	1,072 Pcs	
		NEW/ CREAM	2	4	2	8 Pcs	1,072 Pcs	
		TIBET NATURAL	2	4	2	8 Pcs	1,072 Pcs	
		BLACK	2	6	4	12 Pcs	1,608 Pcs	
Total	134		8	18	10	36 Pcs	4,824 Pcs	

Fig.2.5.5: Assorted colour assorted size pack - Packing

2.5.2 Carton Sizes and Types

The most important container for shipping goods is "Carton". Buyer usually gives written instruction as to the creation of the cartons. Cartons should be effectively strong so that they can carry the garments to the buyer in far off states and even different nations, undamaged. Some buyer also likes to use additional ply board to upsurge safety of their goods.

Types of Cartons

Folding Cartons: Folding cartons may it be a paperboard carton or paperboard boxes, there are some of the most usual types of boxes for packing. A pack comprising a tie is a folding carton or nowadays some t-shirts and casual shirts also come in this packing.



Fig.2.5.6: Folding cartons

Rigid Boxes: Rigid boxes (set-up boxes) are tougher and do not fold or collapse as folding cartons do. They are frequently used for valuable. They are used when the product within is heavy and in need of extra support. These days designer ties/handkerchiefs etc. come in this type of packing.



Fig.2.5.8: Corrugated boxes



Fig.2.5.7: Rigid boxes

Corrugated Boxes: Corrugated boxes are commonly referred to as brown cardboard boxes and are used for outermost packing. They are also known as shipper or master packs

Cartons are made of multiple plies of the special type of paper. Number of plies indicates the quality of the carton.

- 3 plies
- 5 plies
- 7 plies

The packages are packed into small cartons called inner cartons and placed inside the main or master cartons. This way of packaging keeps the garment safe and away from damage.

Inner carton



Fig.2.5.9: Deferent types of plies of cartons

Inner cartons are smaller cartons. An outer carton often contains a number of inner cartons. For example, an outer carton must contain forty shirts and they should be divided into four inner cartons.

Master carton

The master carton is the outer carton which holds all the smaller inner cartons. The surface of the outer carton is marked with various details of its contents for example the quantity of units and shipping details. The master carton is designed to protect the smaller units.

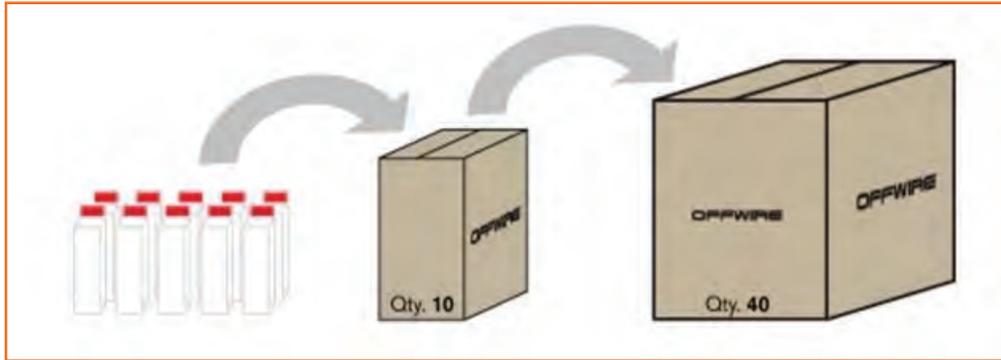


Fig.2.5.10(a): Carton Packaging



Fig.2.5.10(b): Carton Packaging

Exercise

1. What are the types of Cartons?
 - a) Rigid Boxes
 - b) Corrugated Boxes
 - c) Master Carton
 - d) All the above
2. The master carton is the outer carton which holds all the smaller inner cartons.
 - a) True
 - b) False
3. What are the most used carton packing types?

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3. Carry Out the Process of Packing

Unit 3.1 - Damages and Defects /Rectifying Faults

Unit 3.2 - Labels

Unit 3.3 - Packing List

Unit 3.4 - Carton Marking

Unit 3.5 - Weighing of Packed Goods

Unit 3.6 - Preparing for Shipment

Unit 3.7 - Basics of Measurement and Mathematics

Unit 3.8 - Quality Assurance

Unit 3.9 - Folding Garments



Key Learning Outcomes

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

1. Identify different defects in garments
2. Rectify defects in garments before packing
3. Understand and identify labels
4. Use labels appropriately
5. Familiarise with packing list
6. Use packing list appropriately
7. Understand weighing of packed goods
8. Weigh goods correctly
9. Prepare for shipment of products

UNIT 3.1: Damages and Defects /Rectifying Faults

Unit Objectives

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

1. Identify different defects in garments
2. Rectify defects in garments before packing

3.1.1 Defects

Classification of defects

Certain defects are acceptable to some while unacceptable to others. Fabric for curtain inner lining may not generally be judged with stringent dealings. Whereas that for high grade dress wear may be rejected on the basis of a minuscule imperfection.

Classification is the categorization of defects into major and minor. Defects have been classified depending on several factors. In some cases defects may not be defects in the first place. For instance: Barre in knitting appears in the form of sequential horizontal lines on the fabric. This could easily be used as an effect and usefully incorporated in products. Laddering can be achieved as an effect by deliberately deactivating a needle in the bed.

Sometimes the classification depends on the frequency of the defect. A small hole in the fabric may not cause problems but repeated small holes will obviously be problematic and thus a major defect. The classification of some depends on degree of visibility. For instance registration issues can be ignored if there is only minor misalignment. Variation in matching of dyed shade is acceptable within certain limits. Defects are classified as under:

1. **Major Defect:** A defect that, if conspicuous on the finished product, would cause the item to be second. A 'Second' is an example of major defects. It is a garment with a conspicuous defect that affects the saleability or serviceability of the item.
2. **Minor Defect:** A defect that would not cause the product to be termed as a second either because of severity or location.
3. **Critical defect:** Critical defects are also defined as a defect that is likely to result in hazardous or unsafe conditions for an individual in using the product and that does not meet the mandatory guidelines.

A critical defect in garments may cause accident to the wearer and may malfunction when wearer out wearing a garment with critical defect. Critical defects are those which would render the item unusable, or could cause harm to the user or someone in the vicinity of the product. An item will often fail product inspection if a single critical defect is found within the order.

These faults have to reported immediately to the supervisor. In case of not reporting, the defects will not be rectified and result is rework.

Marker Making Defects

- Size Mixing. Components not correctly labelled in marker.
- Patterns facing incorrect direction on napped fabrics.
- Patterns facing in different direction (either way) on a one-way fabric.
- Garment Components omitted during marker making
- Patterns misaligned with respect to the fabric grain.
- Line definition poor (e.g., too thick chalk, indistinctly printed line) leading to inaccurate cutting.
- Mismatched checks and stripes.

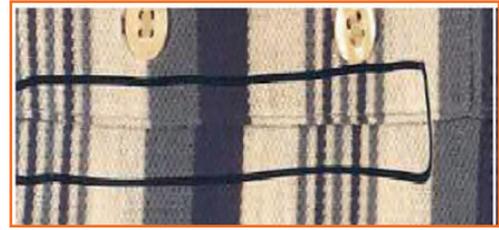


Fig.3.1.1: Marker Making Defects

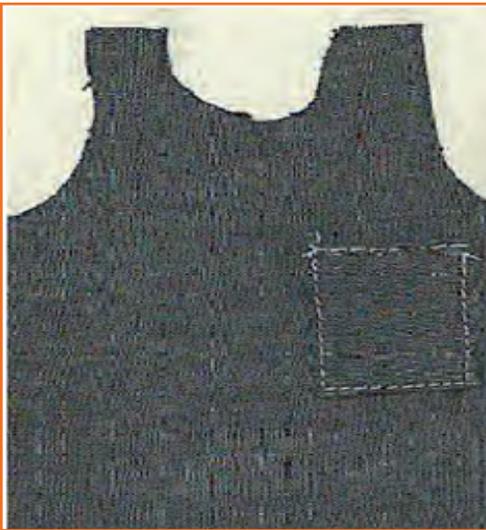


Fig.3.1.2: Plies misaligned

Common Spreading Defects

Plies misaligned:

- Incorrect tension of plies
- Fabric spread too tight or too loose, causing parts not to fit in sewing and finished garments not to meet size tolerances.
- Spread distorted by the attraction or repulsion of plies caused by excessive static electricity.
- Plies not all facing in correct direction (whether —one way as with nap, or —one way either way as with some check designs)
- Unacceptable damages situated in garment parts

Common Cutting Defects

- **Inaccurate cutting:** Distorted garment parts. Top and bottom plies of different size
- **Notches:** Misplaced, too deep, or omitted
- **Drill marks:** Misplaced not perpendicular through the spread
- **Frayed edges, fused edges:** Caused by a faulty knife not sharp enough, or rotating at too high a speed
- Marker incorrectly positioned on top of spread
- Slits opened inaccurately or omitted
- Mixed plies resulting in Shaded Garment parts when assembled
- Mixed Size parts resulting in uneven appearance
- Inconsistent Grain and Surface of the Skin



Fig.3.1.3: Cutting Defects

Bundling and Ticketing

Numbering or Pasting of a number sticker on all the components of all the garments. The number acts as the identification of the component and the lot from which the component is cut.

- **Bundling:** Assembling the cut components in small batches of pre-defined number as per the requirements of production system.
- **Ticketing:** The process of attaching a ticket to all the bundles that provides basic information about the bundle and the components in the bundle.

Important Points

- Numbering should be done on wrong side of fabric only.
- Number stickers should be checked for glue
- Numbering of a ply twice or skipping of a ply should not occur
- The information on bundle tickets must be accurate
- Care must be taken to avoid mixing of components of different sizes in a bundle
- Sewn on shade marking tickets falling off, damaging fabric, omitted, misplaced or wrongly numbered
- Adhesive shade marking tickets falling off or sticking too hard , omitted, misplaced, wrongly numbered
- Bundles or boxes not stacked in box, or rolled in correct order in bundles or rolled or folded too tightly causing creases
- Work tickets, coupon payment tickets or progress tickets omitted , misplaced or mixed makes both quality and quality control difficult
- Wrong Size , Wrong Shade, wrong type of trimmings put in Bundle



Fig.3.1.4(a): Unmatched Trimmings



Fig.3.1.4(b): Matched Trimmings

Common Problems of Fusing

- **Discoloration after fusing:** The temporary or permanent change in shade, color of a fabric caused by the action of heat on certain dyes during fusing.



Fig.3.1.5(a): Normal Fabric

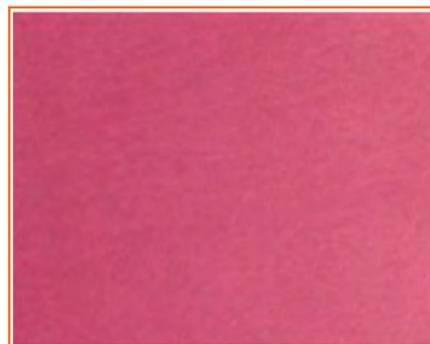


Fig.3.1.5(b): Discoloration after fusing

Strike through

- Strike through means that the adhesive resin appears on the outer face of the fabric being fused



Fig.3.1.6(a): Ideal fusing in fabric



Fig.3.1.6(b): Strike through in a fabric



Fig.3.1.6(c): Interlining shrinking

Strike Back



Fig.3.1.7(a): Ideal fusing



Fig.3.1.7(b): Strike Back

Shine / Glazing and Discoloration

- The temporary or permanent change in shade, colour of a fabric caused by the action of heat on certain dyes during fusing.



Fig.3.1.9: Fusing distortion

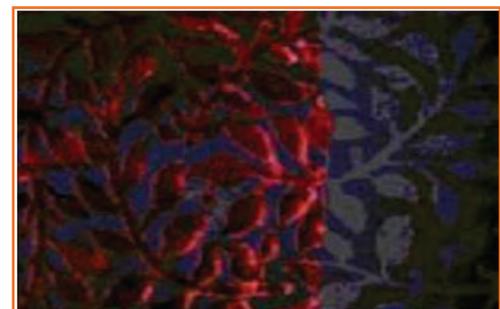


Fig.3.1.8: Glazing and Discoloration

Fusing distortion

- Fusing distortion means garment panels are distorted during the fusing process. This problem should be prevented as distorted garment panel after fusing cannot be corrected other than discarded as waste.

Fusing delamination

- Fusing delamination, sometimes appear as bubbling or rippling is the complete breakdown of bond between fusible interlining and fabric surface. It is normally found after the garment has been dry cleaned or washed.

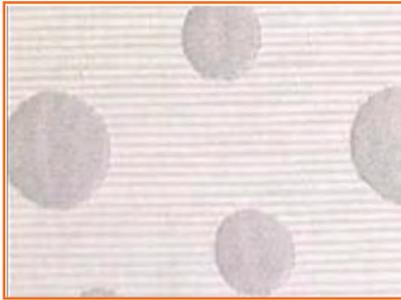


Fig.3.1.10(a): Ideal fusing

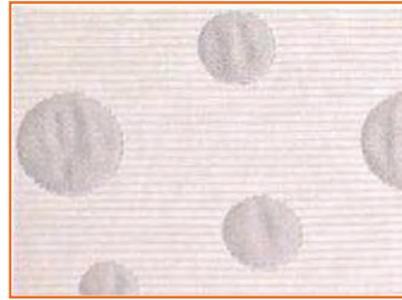
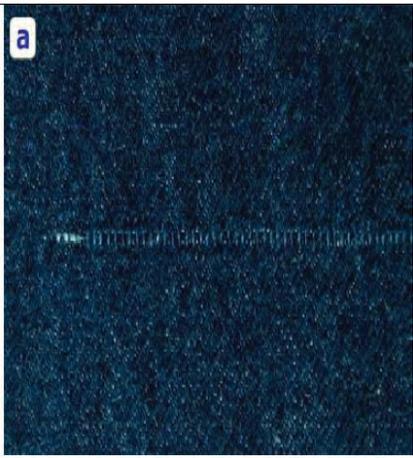
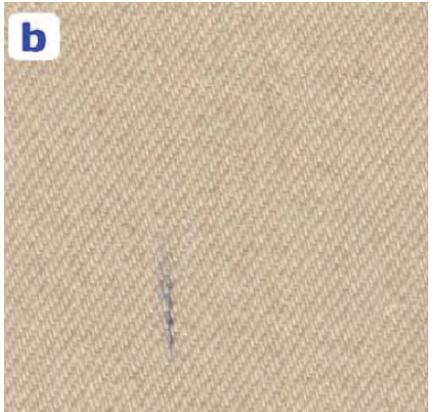
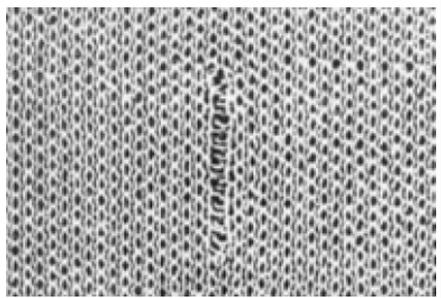
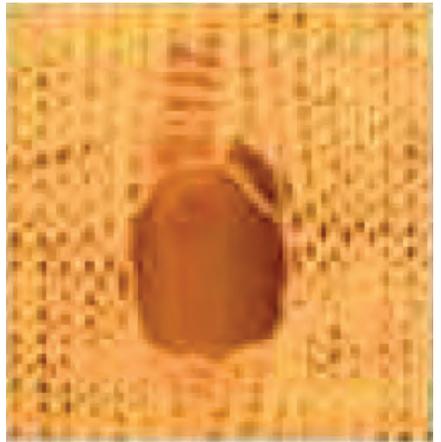
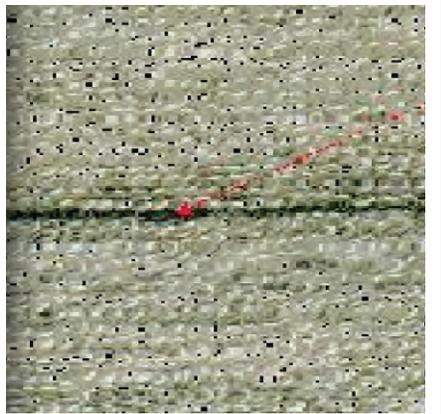
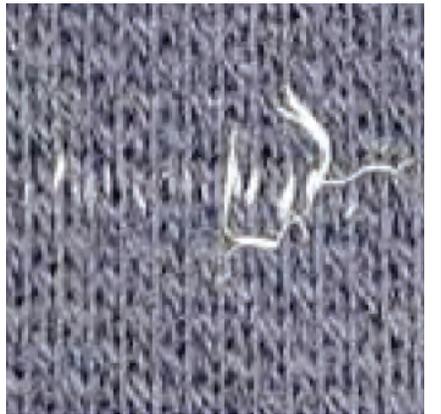


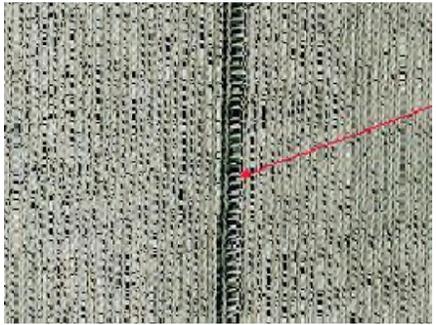
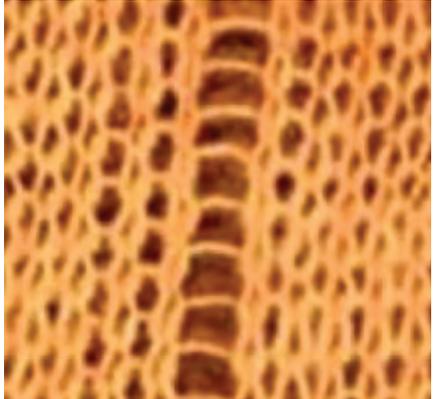
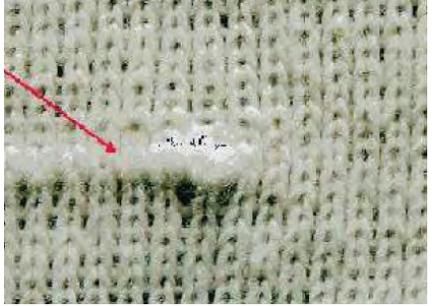
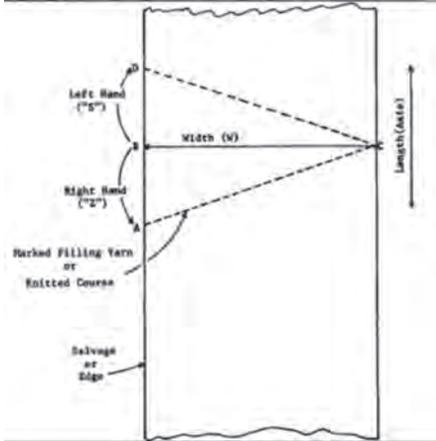
Fig.3.1.10(b): Fusing delamination

Common Fabric Defects

Defect	Explanation	Severity	Photograph
Defects of Woven Fabric			
Dropped Pick	Caused by the filling insertion mechanism on a shuttle less loom not holding the filling yarn, causing the filling yarn to be woven without tension. The filling yarn appears as "kinky."	Major	
End Out	Caused by broken yarn and loom continuing to run with left end.	Major	
Slub	Usually caused by an additional piece of yarn that's woven into fabric. It can even be caused by thick places in the yarn. Often is caused by fly waste being spun in yarn in the spinning process.	Major or Minor	

Knots	Caused by tying spools of yarn together	Usually Minor	
Mixed End (Yarn)	Yarn of a different fiber blend used on the wrap frame, resulting in a streak in the fabric.	Usually Major	
Mixed Filling	Caused by bobbin of lightweight yarn or different fiber blend used in filling. Will appear as a distinct shade change	Major	
Soiled Filling or End	Dirty, oil looking spots on the wrap or filling yarns, or on package-dyed yarn	Major	

Defects of Knitted Fabric			
Drop Stitches	Results from malfunctioning needle or jack. can appear as holes or missing stitches.	Major	
Hole	Caused by broken needle.	Major	
Missing Yarn	Occurs in circular knit. Caused by one end of yarn missing from feed and machine is running continuously.	Major	
Mixed Yarn	Occurs in wrap knit. Results from wrong fiber yarn (or wrong size yarn) placed on wrap. cloth might appear as thick end or different color if fibers have different affinity for dye.	Major	

<p>Needle Line</p>	<p>Caused by bent needle forming distorted stitches. Usually vertical line.</p>	<p>Major or Minor</p>	
<p>Runner</p>	<p>Caused by broken needle. Can appear as vertical line. (Most machines have a stopping device to prevent machine once a needle breaks.)</p>	<p>Major</p>	
<p>Slub</p>	<p>Usually caused by a thick or heavy place in yarn, or by lint getting onto yarn feeds.</p>	<p>Major or Minor</p>	
<p>Askewed or Bias</p>	<p>Condition wherever filling yarns are not square with warp yarns on woven fabrics or wherever courses don't seem to be square with wale lines on knits.</p>	<p>Major or Minor</p>	

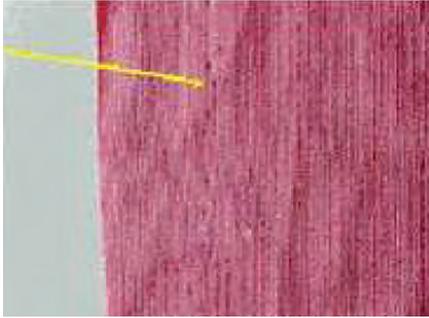
<p>Pin holes</p>	<p>Holes along selvage caused by pins holding fabric while processes through stenter frame</p>	<p>Major if extends into body of fabric</p>	
<p>Straying End</p>	<p>Caused when an end of yarn breaks and loose end strays and is knit irregularly into another area.</p>	<p>Major</p>	
<p>Bowing</p>	<p>Usually caused by finishing in knits ,the course lines lie in an arc across width of goods.</p>	<p>Major on stripes or patterns Minor on Solid color</p>	

Fig.3.1.11: Woven and Knit Fabric Defects

Accessories Defect

Zippers

Slider defect

Won't Lock: Not apparent without testing by placing Zipper slider in locked position and applying tension.

Faulty Dimension: Not readily apparent. May cause either a hard or a loose operating zipper. Either condition may result in zipper failure before garment is worn out.

Crushed Slider: May be due to improper garment pressing or due to padding or compensating springs in the presses not being in best condition.

Tarnished: Does not generally interfere with operating qualities but is a matter of appearance only. Judging" this as a defect depending upon degree of tarnish. Burn or Rough Spots Not immediately apparent. Can cause snagging and early wear on the upper tape. Lock Prong Interferes Indicated by pull-tab not staying in locked position or slider not moving freely after being released from locked position.

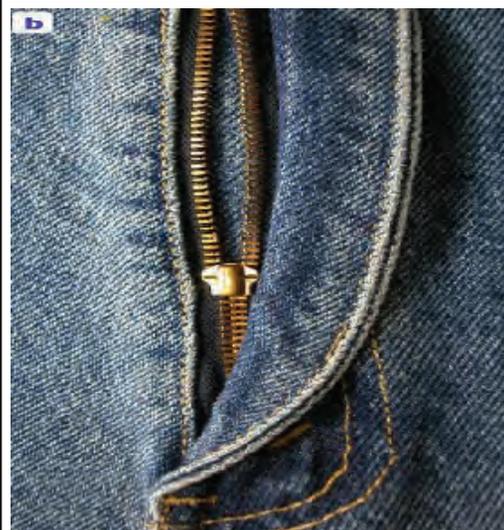
Weak Slider Bodies: Can best be determined with correct testing equipment. However, manifests itself by slider becoming compressed or crushed below minimum pressure or becoming distorted enough to form hard operation.

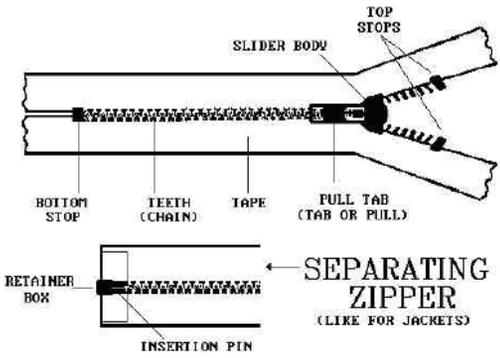


Chain or Teeth Defect

Improper Dimensions: Not always apparent unless slider works with great difficulty or operates too easily. Zipper' may give initial satisfactory operation but fail after only moderate use and especially after laundering or dry cleaning.

Miss meshed and Unmeshed Teeth: Readily visible, particularly in large. Usually results in inoperable zipper. Missing Teeth: Readily visible, will result in early failure of the zipper.



	<p>Misplaced Teeth: This refers to a tooth being out of position, and occasionally may involve two or three teeth. Seriousness ranges from trifling to almost as serious as a missing tooth depending upon the degree of misplacement and general design of zipper.</p> <p>Off color: This defect is quite apparent. Zipper makers usually carry an entire range of tape colours. because of similarity of different colours, one may be mistaken for another. it's also possible, because of color similarities or distinction in dye lots that the {two the 2} halves of the zipper can have two different shades of tape.</p> <p>Humpy Chain: readily noticeable by its waviness. Causes issue at sewing operation and distorts finished garment's look.</p> <p>Cord not attached to Tape: because of skipped stitches during operation of sewing cord to tape. Not readily apparent however under strain, cord and teeth can rip away from tape and render zipper and garment unusable. Length: Improper zipper length for given opening.</p>	
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<p>Top or Bottom Stop Defects</p>	<p>Missing Top or Bottom Stop: Readily apparent and will end in zipper failure. If facilities for attaching a top or bottom stop don't seem to be available, then the complete zipper ought to get replaced. In some instances, bottom stops are hooked up at garment plant. an improperly or poorly attached bottom stop is also result of carelessness on a part of the operator or of improper functioning of the bottom stop machine.</p>	
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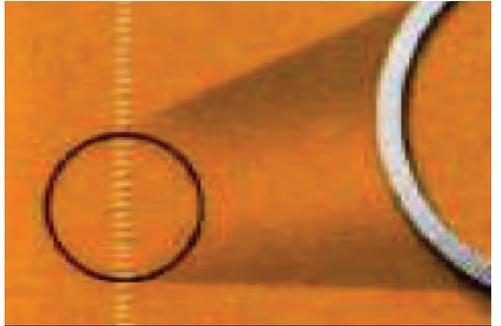
Snap Fasteners

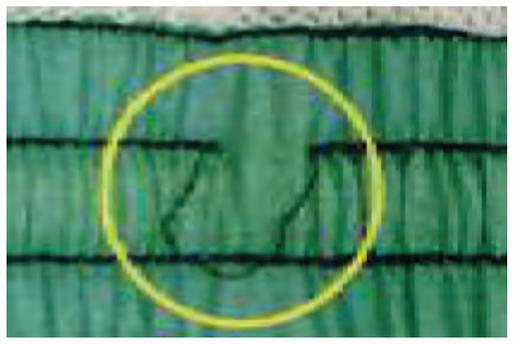
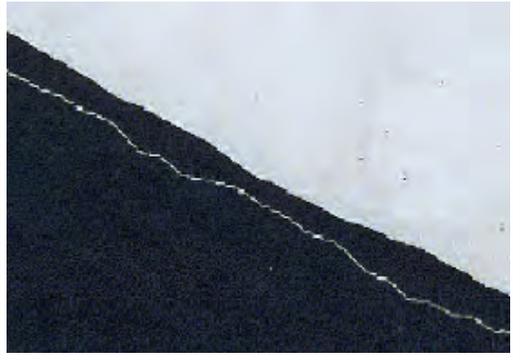
<p>Hard Action</p>	<p>In light-weight goods this may result in stud or socket pulling through the material. The snap fastener manufacturer can be of help in recommending proper tension of stud in socket for weight of garment material.</p>	
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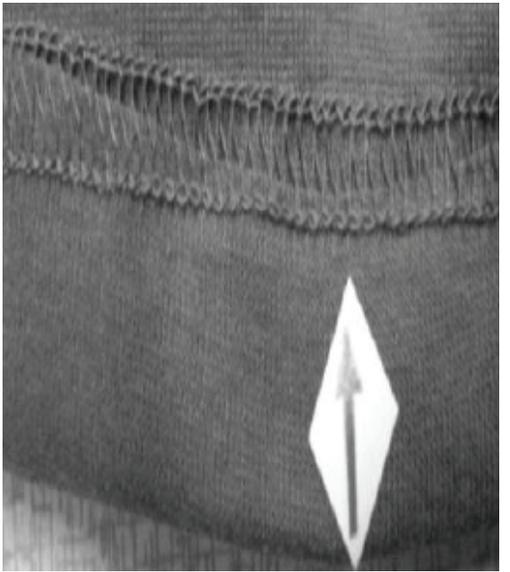
<p>Light Action</p>	<p>Snap fastener does not stay closed because of lack of proper tensions. Same comment applies as for tight closure.</p>	
<p>Hooks & Eyes</p>	<p>Improperly Applied: This is usually caused by a careless operator or improperly adjusted attaching equipment, and corrections are usually simple when apparent.</p> <p>Improper Alignment: Gauges are available for attaching equipment to assure proper alignment in positioning. this can be a necessary if garment is to own a properly tailored look. If the top of the zipper is extended into the waistband of the garment, than the hook and eye ought to be offset to prevent it from hit the zipper material.</p> <p>Poor Finish: May be the result of improper finishing or pocking of the metal surface and, while this defect dose not interferes with the functional operation, it may not leave the desired finished appearance of the garment.</p> <p>Tight/Loose Closure: Attaching equipment bad fit with an adjustable feature permitting secure application of hook and eye to either light-weight or heavyweight goods. If closures seem too tight, then one should instantly check the attaching equipment for correct adjustment.</p>	
<p>Buttons</p>		
<p>Rough or Dull Surfaces</p>	<p>This fault is not so serious except in cases of extreme roughness or poor surface appearance.</p>	
<p>Non-Uniform. Inaccurately Spaced Chipped or Blocked Sew Hole:</p>	<p>This type of defects cannot be noted during the garment manufacturing operation and can slip inspection unnoticed but it frequently causes needle breakage or cut thread.</p>	

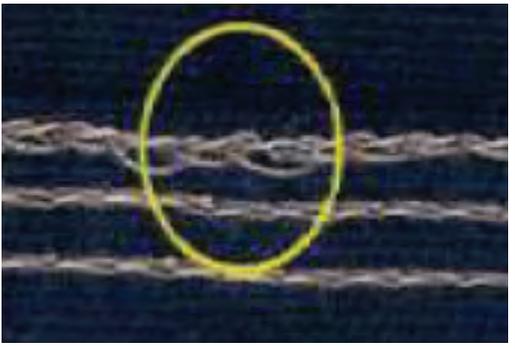
Fig.3.1.12: Accessories Defect

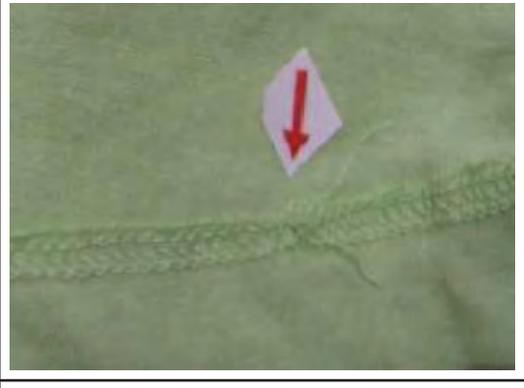
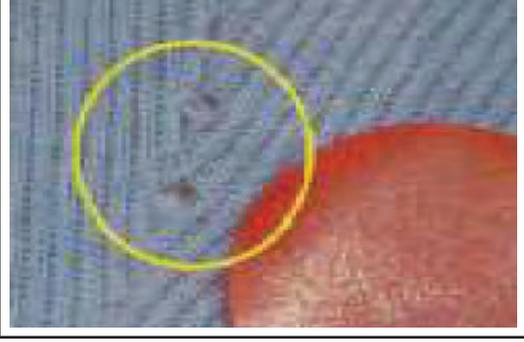
Stitch and Seam Defects

Type of Defects	Description	Photograph
Broken stitches	Caused due to: <ul style="list-style-type: none"> • Too thick/ too thin a thread for the needle • Needle heat • Operator working non-rhythmically • Too tight tension 	
Skipped stitches	Caused due to: <ul style="list-style-type: none"> • Hook irregularly failing to pick up the loop of thread from a needle's eye 	
Seam Grinning	Caused due to: <ul style="list-style-type: none"> • The Seam itself may open and produce a Gap between two pieces of fabric • Arising from too loose a tension or too large stitch length or use of a wrong stitch type. 	
Unbalanced stitch	Caused due to: <ul style="list-style-type: none"> • Arising from unbalanced tension of needle thread and bobbin/looper thread. 	

<p>Improperly formed Stitches</p>	<p>Caused due to:</p> <ul style="list-style-type: none"> • Bad thread tension • Ill fitting machine components 	
<p>Irregular or incorrect shape of sewing line</p>	<p>Caused due to:</p> <ul style="list-style-type: none"> • Badly set guide, • Handling error 	
<p>Twisted seams</p>	<p>Caused due to:</p> <ul style="list-style-type: none"> • Improper alignment of fabric parts, • Mismatched notches, components off grain 	
<p>Mismatched stripes or checks</p>	<p>Caused due to:</p> <ul style="list-style-type: none"> • Mishandling by operator • Incorrect cutting 	

<p>Insecure stitching back</p>	<p>Caused due to:</p> <ul style="list-style-type: none"> • Rows do not cover the first row of stitching-Manual error 	
<p>Uneven width of inlay</p>	<p>Caused due to:</p> <ul style="list-style-type: none"> • Bad handling by operator • Incorrectly set guide, incorrectly set folder 	
<p>Linings too full, too tight.</p>	<p>Caused due to:</p> <ul style="list-style-type: none"> • Operator twisted or stretched extensively during Sewing 	
<p>Uneven Stitch Density</p>	<p>Caused due to:</p> <ul style="list-style-type: none"> • Operator causing the machine to snatch and does not allow the machine to control fabric feeding. 	
<p>Wrong Stitch density</p>	<p>Caused due to:</p> <ul style="list-style-type: none"> • Too high SPI give rise to jamming and rupture of fabric • Too low SPI give rise to weak seams and seam grinning 	

Mismatched seams	<p>Caused due to:</p> <ul style="list-style-type: none"> Edges of the upper and lower fabric parts not matched during sewing, causing the seams to shift 	
Loose Stitch	<p>Caused due to:</p> <ul style="list-style-type: none"> Unbalanced seam sewing thread tension not set properly 	
Extraneous part caught in the seam	<p>Caused due to:</p> <ul style="list-style-type: none"> Handling error 	
Garment parts Cockling, Pleated, Twisted, Showing Bubbles	<p>Caused due to:</p> <ul style="list-style-type: none"> Handling error Usage of wrong interlining/fusing under improper conditions 	

<p>Components of features wrongly positioned or misaligned</p>	<p>Caused due to:</p> <ul style="list-style-type: none"> • Incorrect marking • Incorrect sewing not following the marker 	
<p>Seam Slippage</p>	<p>Caused due to:</p> <ul style="list-style-type: none"> • Insufficient thread tension • Low count, unbalanced weave and filament yarns. 	
<p>Thread Breakage</p>	<p>Caused due to:</p> <ul style="list-style-type: none"> • Improper m/c settings • Incorrect threading • Excessive needle heat • Incompatible needle, thread and fabric, damaged machine parts 	
<p>Yarn Severance</p>	<p>Caused due to:</p> <ul style="list-style-type: none"> • Incorrect needle point • Damaged needle • High machine speed 	

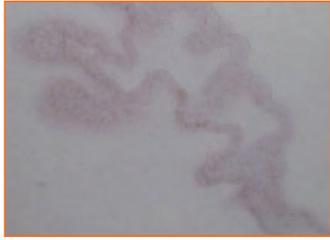
Puckering	<p>Caused due to:</p> <ul style="list-style-type: none"> • Tension pucker • Feed pucker • Puckering due to differential shrinkage • Puckering due to structural jamming 	
Ragged Edges	<p>Caused due to:</p> <ul style="list-style-type: none"> • Knives on automatic sewing machine not dipping smoothly. 	
Uncut thread	<p>Caused due to:</p> <ul style="list-style-type: none"> • Operators' negligence • Malfunctioning thread trimmer in automatic machines 	
Oil stains	<p>Caused due to:</p> <ul style="list-style-type: none"> • Malfunctioning machines 	

Fig.3.1.13: Stitching Defect

3.1.2 Rectification of Defects

In the finishing department the garment goes through a lot of processes. These processes involve machine and human handling, which may cause damages to the garment.

The Packer should be able to segregate and quarantine damaged/ defective pieces and rectify repairable faults.

Defect Name	Cause	Remedy	Image
Oil stain	When the garment comes in contact with grease covered machine parts, it may leave some stains on the garment. This may be also caused due to careless handling of garments.	Oil stains can be removed by using an aerosol petroleum-based solvent pre-treatment spray, or a pump-type detergent-based pre-treatment spray.	
Water Spots	When the wet fabric is left for too long before drying it might cause water spots on the fabric. It can result into color migration leaving blotches on the fabric.	Can be removed by using spot lifter chemicals.	
Crease Mark	Crease marks are caused when the fabric is folded or ironed incorrectly during the finishing process.	Creases can be removed by re ironing the garments.	
Shrinkage	Shrinkage is primarily due to high tension during the knitting, dyeing and the finishing processes.	Steam iron can be used.	
Untrimmed threads	Is caused if the loose threads are not trimmed properly by the finishing department.	Trim the loose threads manually by the help of a clipper or by using a loose thread trimming machine.	

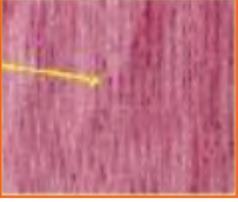
Misaligned buttons	This is caused due stitching error.	Can be sent back to the stitching department for realigning the buttons.	
Gout	Caused by a foreign matter accidentally woven into the fabric.	The foreign matter can be pulled out using a plucker.	
Pin Holes	Caused by broken needle, yarn breakage at knot, or improper cleaning.	Non repairable if the pin holes extends to the body of the fabric and is visible in the finished product.	
Seam Tears	Caused by turning equipment's used to reverse garments	The garment can be sent to the stitching department for the seam to be re stitched.	
Iron spots	Caused if the surface of the steam iron used is dirty.	Spot lifter chemicals can clear iron spots.	
Crease Removal	Caused during manufacture or during movements of garment due to crushing or incorrect handling.	Ironing (with spraying of water) will rectify this fault	

Fig.3.1.14: Rectification of defects

UNIT 3.2: Labels

Unit Objectives

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

1. Understand and identify labels
2. Use labels appropriately

3.2.1 Introduction

There is communication via a garment label is between the buyer and product. A garment label comprises of various information of the garments. The informations like buyer name, country of origin, types of fabric, types of yarn, fabric configuration, garments size, special instruction about care etc. If there is no label, a garment cannot be sold in the foreign market.

3.2.2 Types of labels

There are mainly two types of label and these are:

1. Main Label
2. Sub Label

Those are discussed in the below:

Main Label

Main label comprises the Brand logo/name of the buyer such as H&M, American Eagle, Nautica etc. Brand name is the significant feature for any product. Because the customers are targeted the Brand during buying any product. A Brand name is the mental gratification about the product from the customer's point of view. A main label is totally certified the right quality of the brand.



Fig.3.2.1: Main label

Sub Label

Sub Label is not a label by itself but it includes different types of label. These are in the following:

- Care Label
- Size Label
- Price Label
- Composition Label
- Special Label
- Flag Label

All kinds of Sub Labels are discussed in the following:

Care Label:

Another eminent type of label is the Care label. It helps the clients to distinguish and understand how the product should be cared. It designates diverse types of care instruction about the garments like Bleaching, Washing, Drying, Laundering and Pressing, if it can be maintained in directed way, then the garments will achieve greater sturdiness and garments shade will be perfect for its highest period of time.

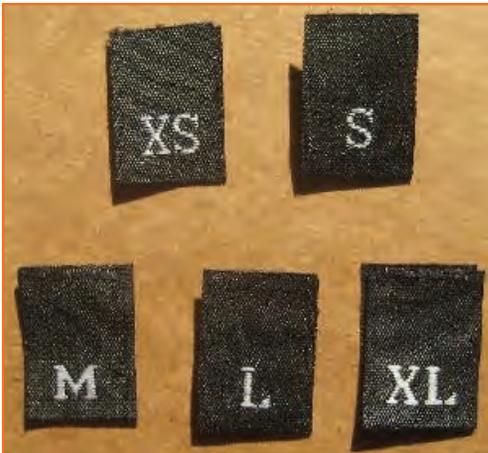


Fig.3.2.3: Size label

Price Label:

Price label indicates the price of the garments.



Fig.3.2.5: Composition label



Fig.3.2.2: Care label

Size Label:

Size label indicates the size of the garments. Size labels are indicated as S, M, L, XL, where S for small, M for medium, L for large and XL for extra large.



Fig.3.2.4: Price label

Composition Label:

Composition label specifies the manufacturing details and composition percentage of any garments. That means, it shows which fabrication (Cotton Sub denim, Cotton Regular denim etc.) and composition percentage (95% Cotton 5% Spandex, 100% Cotton etc.) have followed during its manufacturing.

Special Label:

Sometimes the buyer directed to use special label in the garments to entice the consumers on their items. Examples of special labels are 100% silk, 100% Cotton and 100% Leather etc.



Fig.3.2.6: Special label



Fig.3.2.7: Flag label

Flag Label:

Flag label is a very minor label covers Brands name or Brands logo of the buyer. It is attached in the side seam of bottom parts of the garments.

Manufacturer Label: Manufacturer label includes the manufacturer’s code given by buyers. Most of the international buyers source garments from different part of the world and deal out those garment across the world. In case buyer needs to trail the manufacturer of a particular product, they use this code.

Batch Mark Label: A label that signposts which sewing line or batch has manufactured that particular garment. This label generally is not asked by buyers or brands. Few garment manufacturers add this label for the interior value and quality inspection process and correct which line had made the garment and which checker had check the same. This label is usually attached at side seam under wash care label.



Fig.3.2.8: Batch Mark label

Care instructions on care labels

- **Laundering:** It is a process of washing a garment with a detergent solution or bleach to remove dirt and stains.



Fig.3.2.9: Washing Instructions

- **Chlorine bleach:** A process carried out in aqueous medium before, during or after the washing process to remove stains or improve the whiteness of the fabric



Fig.3.2.10: Bleaching Instructions

- **Dry cleaning:** A garment cleaning process by means of organic solvents such as petroleum and fluorocarbon. This process consists of cleaning, rinsing, spinning and drying.



Fig.3.2.11: Dry Cleaning Instructions

- **Tumble drying:** It is a process of removing residual water from a washed textile article, by treatment with hot air in a rotating drum.



Fig.3.2.12: Drying Instructions

- **Ironing:** A method of pressing using a heated iron. This is a process used to remove the creases in a garment.

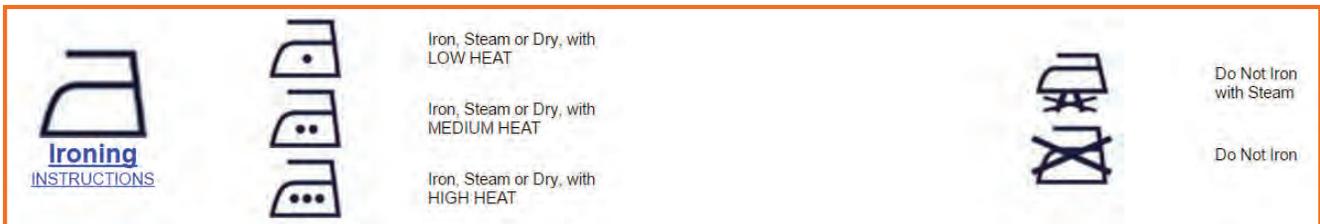


Fig.3.2.13: Ironing Instructions

Care Labeling Systems

International care labelling system: The international Symposium system was introduced in 1963 in Paris. International association for textile care labelling (GINETEX) replaced the international Symposium system in 1975. Below mentioned symbols are used in GINETEX system.

The number inside the **washtub** indicates the maximum permissible temperature of washing.

'CL' inside the triangle indicates that **chlorine bleaching** is possible.

The dots (1, 2 or 3) inside the **iron symbol** indicate the maximum temperature at which ironing can be done.

The letters (A, P or F) inside the circle indicate the **dry-cleaning process** with the solvent to be used.

A circle inside a square indicates the particular garment can be **tumble-dried**

The image shows five GINETEX care labeling symbols: a washtub with '70°C' inside, a triangle with 'CL' inside, an iron with three dots inside, a circle with 'A' inside, and a square with a circle inside.

Fig.3.2.14: Care Labeling Systems

Japanese care labelling system: The Japanese care labelling system uses basic symbols and are very different from the other care labelling system.

SYMBOL	INSTRUCTION
	May be ironed directly at 180-210°C
	Machine wash at 95°C or less water temperature
	Hand wash in water temperature of 30°C or less
	Wring softly by hand or spin dry by machine quickly.
	Lay flat to dry
	Use chlorine bleach.
	Any dry-cleaning agent can be used

Fig.3.2.15: Japanese care labelling system

British care labelling system: The British care labelling system uses graphic symbols.

SYMBOL	INSTRUCTIONS
	Washtub indicates washing.
	Triangle indicates bleaching.
	Iron indicates ironing.
	Circle indicates dry-cleaning.
	Square indicates drying.
	Cross superimposed on any of the preceding five symbols indicates that such a treatment or process should be used.

Fig.3.2.16: British care labelling system

3.2.3 Labelling Categories

1. Mandatory labelling
2. Voluntary labelling

Voluntary labelling

It is not a mandatory label and is affixed to the garment only if the manufacturer chooses to. The following are examples of voluntary labelling

1. **Brand labelling:** Brand labels work as a popular tool in advertising. The brand label bears the name of the brand under which the garment was manufactured.



Fig.3.2.17: Labelling

2. **Union labelling:** Union labelling assures the customer that the garment was made under fair and good working conditions.

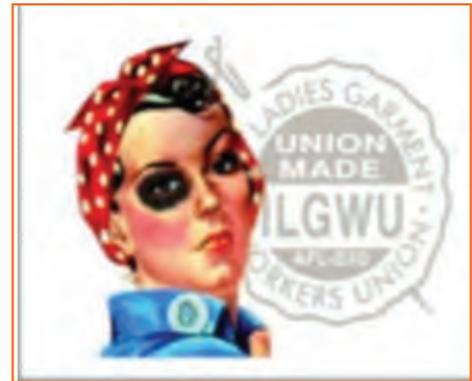


Fig.3.2.18: Union labelling

Mandatory labels

Mandatory labels are labels which are regulated by law. The information is mandatory and has to be declared by the manufacturer. Information related to health and safety, environmental issues etc. are mentioned on mandatory labels.

Silk regulation 1932, Wool product labelling act 1939 (amended in 1986), Fur products labelling act 1952 (amended in 1980), Permanent care labelling regulation 1972 are the few regulatory for mandatory labels.

Exercise 

1. Main Label and Sub Label are the types of Labels.
 - a) True
 - b) False
2. _____ is not a mandatory label and is affixed to the garment only if the manufacturer chooses to.
 - a) Mandatory labelling
 - b) Composition Labelling
 - c) Voluntary Labelling
 - d) All the above

3. Describe Sub Labels.

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UNIT 3.3: Packing List

Unit Objectives

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

1. Familiarise with packing list
2. Use packing list appropriately

3.3.1 Introduction

It is very important for the packing section to pack goods as per the packing list provided by the merchandiser. The packer has to pack the goods as per ratio/assortment and this is then inspected.

The packing list is then used by the commercial department to make final packing list for forwarding agent and customs dept. to determine the total shipment weight and volume and whether the correct cargo is being shipped. A merchandiser should prepare a clear packing list so that all the purpose could be served.

The sample packing list below will help understand the how a packing list is made.

Sample Packing List-1

		Sunday, August 10, 2013
Buyer	ABC	
Item Description	LOOSE KNIT SHAKER RIB L/SLV CARDIGAN	
Style	M-S-9S066-AST-GO	
Po Number	M-S-018700	
Order Qty	4,824 Pcs	
Ship Qty	4,824 Pcs	
Total Carton	134 Ctn	

Fig.3.3.1: Sample Packing List-1

Packing : Assorted color, assorted size

Ctn No	Ctn	Colour	Size			Pcs/Ctn	Total pcs	Remarks
			S	M	L			
1-134	134	GRAVEL	2	4	2	8 Pcs	1,072 Pcs	
		NEW CREAM	2	4	2	8 Pcs	1,072 Pcs	
		TIBET NATURAL	2	4	2	8 Pcs	1,072 Pcs	
		BLACK	2	6	4	12 Pcs	1,608 Pcs	
Total	134		8	18	10	36 Pcs	4,824 Pcs	

Fig.3.3.2: Packing : Assorted color, assorted size

Net Weight : 13 Kgs
 Gross Weight : 16 Kgs
 Carton Meas : 30" X 18" X 17"
 Total CBM : 20.1536

Commercial department final packing list

Carton main shipping marks for both long side:

Style : M-S-9S066-AST-GO PO : M-S-018700
 Carton :of..... Made in : BANGLADESH
 Gross Weight : Kgs Net Weight : Kgs
 Color Code : AST QUANTITY : 36 Pcs

Carton side shipping marks for both short side:

Color(s)	S	M	L	TOTAL
GRAVEL	2	4	2	8 PCS
NEW CREAM	2	4	2	8 PCS
TIBET NATURAL	2	4	2	8 PCS
BLACK	2	6	4	12 PCS
TOTAL	8	18	10	36 PCS

Fig.3.3.3: Carton Measurement: 30" X 18" X 17"

Sample Packing List-2

<u>Packing List</u>													
BUYER :	SAY TAZ												
SHIP QTY :	8,876 PCS												
CTN QTY :	370												
NET WEIGHT :	KGS												
GROSS WEIGHT :	KGS												
CTN MEAS :													
DESCRIPTION :	MEN'S LONG SLEEVE SHIRT 100% COTTON.												
MADE FOR :	USA												
COLOUR	PCS CTN	SIZE											TOTAL PCS
		14.5	15	15.5	16	16.5	17	17.5	18	18.5	19	20	
Navy	24	24	24	120	120	192	192	168	168	168	144	120	1440
L.T Blue	24	24	24	120	120	192	192	168	168	168	144	120	1440
Pink	24	24	24	120	120	192	192	168	168	168	144	120	1440
Yellow	24	24	24	120	120	192	192	168	168	168	144	120	1440
Sage	24	24	24	120	120	192	192	168	168	168	144	120	1440
White	24	24	24	120	120	192	192	168	168	168	144	120	1440
Total =		144	144	720	720	1152	1152	1008	1008	1008	864	720	8640
UNASSORTED ALL COLOUR AND SIZE:												+ 236	
												Total Pcs = 8876	

Fig.3.3.4: Sample Packing List-2

Industry Visit

The purpose of visiting an apparel manufacturing unit is to get hands on knowledge about various processes involved in the work of a packer. During the visit you have to interact with packers and supervisors to understand how packing is done in industry. Make sure that you keep a notebook handy and note down any important points that come up during your interaction at the apparel manufacturing unit. When you go to an apparel manufacturing unit, you should:

- Understand and different categories and types of labels.
- Discuss about the label systems of different countries.
- Familiarise with packing list
- Ask questions to packers/supervisors if you have any query.

Exercise



1. Without correct info commercial dept. cannot prepare final packing list.
 - a) True
 - b) False
2. The packer has not to pack the goods as per ratio/assortment and this is then inspected.
 - a) True
 - b) False
3. Draw a sample pick list.

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UNIT 3.4: Carton Marking

Unit Objectives

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

1. To ensure that the package meets shipping regulations.
2. To ensure that the package is handled properly.
3. To conceal the identities of the contents.
4. Help the receivers to identify the shipment.
5. To ensure that it is in compliance with environment and safety standards.

3.4.1 Introduction

Carton marking and labelling is necessary and a very important process in preparing for shipping the cartons.

Carton marking guide

The buyer usually specifies how the carton has to be labelled and marked to facilitate easy identification by receivers.

Exporters normally need to put the following markings on cartons to be shipped:

- Shipper's mark
- Country of origin (U.S.A.)
- Weight marking (in pounds and in kilograms)
- Number of packages and size of cases (in inches and centimeters)
- Handling marks (international pictorial symbols)
- Cautionary markings, such as "This Side Up" or "Use No Hooks" (in English and in the language of the country of destination)
- Port of entry
- Labels for hazardous materials (universal symbols adapted by the International Air Transport Association and the International Maritime Organization)



Fig.3.4.1: Carton marking

Pictorial markings on cartons

Various pictorial marks can also applied to the carton on the basis of its contents, the carton may be handled by those who do not speak either the language of the country of origin or destination and pictorial markings are very helpful to overcome this.

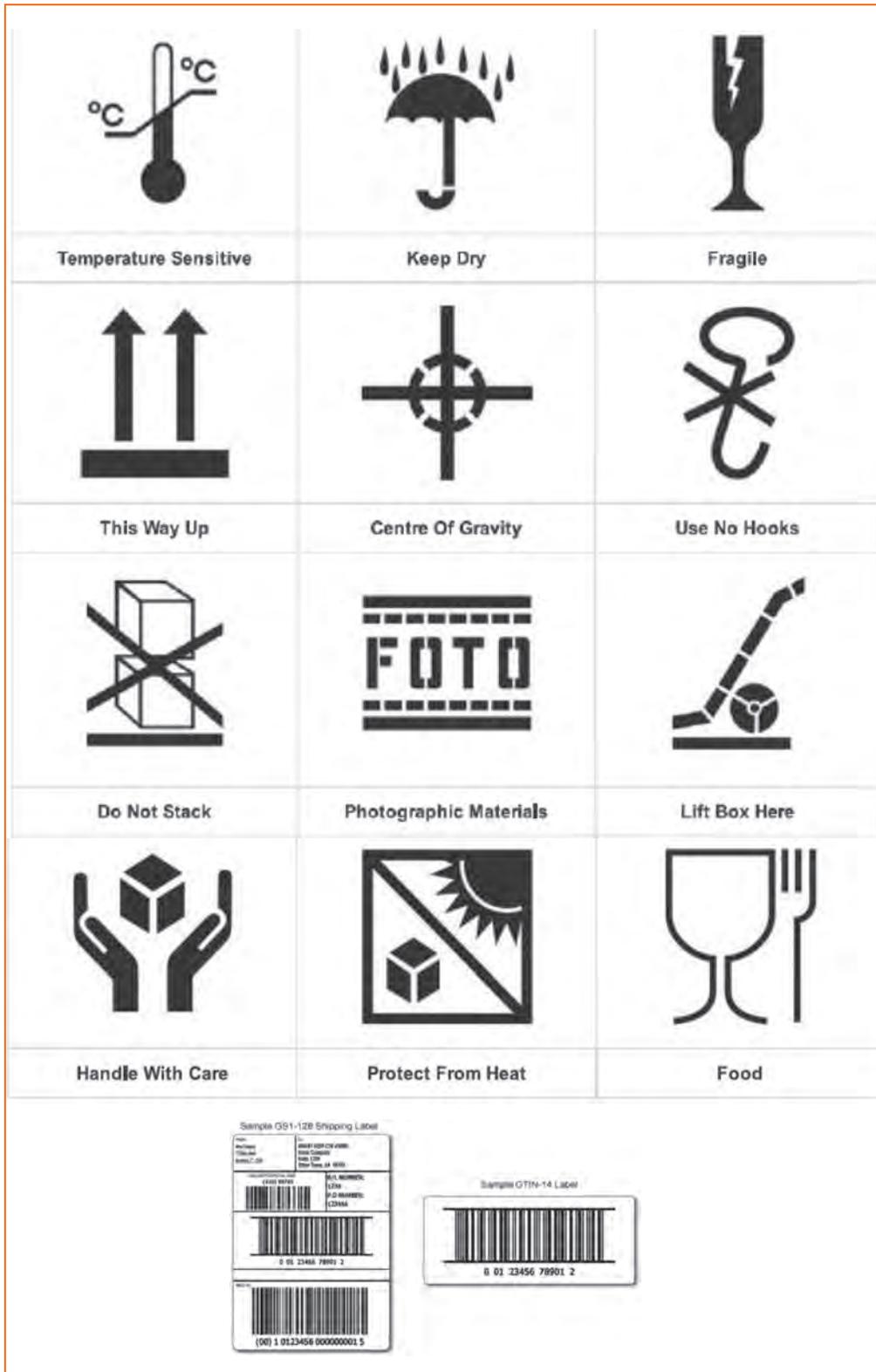


Fig.3.4.2: Pictorial markings on cartons

UNIT 3.5: Weighing of Packed Goods

Unit Objectives

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

1. Understand weighing of packed goods
2. Weigh goods correctly

3.5.1 Introduction

The packed cartons have to be weighed and measured in order for it to be prepared for dispatch. Equipment's that are used for weighing and measuring packages should bare a stamp of Government approval. This is to ensure that the equipment has been made of a particular standard and also confirms the accuracy of the weight.

Government stamps generally take the form of either:

- A lead plug embedded into the equipment on which is stamped a numbered crown and year
- A series of stickers attached to the equipment

Information plates on some equipment also give other required details. The following are examples of the stamps and stickers seen on approved weighing and measuring equipment:



Fig.3.5.1: CE Stamp



Fig.3.5.2: Stamp - Approved

The packages have to be appropriately marked in the units used in the country that the package will be dispatched to or as specified.

- India uses the Metric system of measurement.
- Britain uses Imperial system of measurement.
- U.S uses United states customary units.

Table of approximate conversions

LENGTH:METRIC TO U.S	WEIGHT (MASS):METRIC TO U.S
1 m = 1.09 yd	1 kg = 2.20 lb
1m = 2.28 ft	1 g = 0.04 oz
2.54 cm = 1 in.	0.45 kg = 1 lb
0.30 m = 1 ft	7.35 g = 1 oz

Fig.3.5.3: Approximate conversions

3.5.2 How to Calculate Net and Gross Weight

Net weight is the total weight of an item (gross weight) minus the weight of any containers or packaging also confined within the gross weight. To determine the net weight you must know both the total weight of the object and the tare weight, or the weight of everything except the item you are seeking the net weight for.

Determine the gross weight of the object of interest by placing the object, including the container or packing, on the scale. Write down the reading on the scale, known as the **gross weight**.



Fig.3.5.4: Weight Calculation

Take away the object to be weighed, from the container or packaging and place aside. Place all of the packaging or the containers on the scale and record the total weight, known as the tare weight. Deduct the tare weight from the gross weight using a calculator to obtain the net weight. In a nutshell, **Gross Weight** is the total weight of a cargo of goods, including their packaging, like pallets, crates.

Net Weight is the weight, or mass, of the goods themselves without any packaging. **Tare** is the weight of packaging or a container without the goods.

UNIT 3.6: Preparing for Shipment

Unit Objectives

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

1. Prepare for shipment of products

3.6.1 Introduction

The products which are packed, are stored in the storeroom until it is ready to be shipped. If the products have to be exported, there are various documents that have to be prepared to facilitate the shipment.

Shipping advice

Shipping advice is a document which is sent to the buyer. It helps the buyer to track the goods as per details and importer can plan import permission procedures accordingly. The following details are stated in the shipping advice.

- Purchase order/ Contract number
- Customer identification number
- Number of packages and their contents
- Weights of the package
- Dimensions of the package
- Delivery address
- Dispatch date

Copy of the commercial invoice/Bill

This document is used by the government to determine the true value of good when the package passes through customs.

Copy of packing list

The packing list is more detailed and informative than the packing list used in the packing department. It mentions the contents of each individual item and also its weight and measurements.

Export licence

It is a document which is issued by the government to authorise the shipment of specific goods in specific quantities to the mentioned destination.

Insurance certificate

This document assures the consignee that the insurance will cover the loss or damage to the cargo during transit.

Industry Visit

The purpose of visiting an apparel manufacturing unit is to get hands on knowledge about various processes involved in the work of a packer. During the visit you have to interact with packers and supervisors to understand how packing is done in industry. Make sure that you keep a notebook handy and note down any important points that come up during your interaction at the apparel manufacturing unit. When you go to an apparel manufacturing unit, you should:

- Analyse how packers:
 - » Ensure that the package is handled properly and meets shipping regulations.
 - » Conceal the identities of the contents.
 - » Weigh goods correctly
 - » Help the receivers to identify the shipment.
- Understand the different measurement systems used in various countries.
- Understand the pictorial markings on cartons.
- Ask questions to packers/supervisors if you have any query.

Exercise

1. The packed products are stored in the warehouse until it is ready to be dispatched.
 - a) Carton
 - b) Room
 - c) Warehouse
 - d) All the above
2. _____ document assures the consignee that the insurance will cover the loss or damage to the cargo during transit.
 - a) Export License
 - b) Insurance Certificate
 - c) Commercial invoice
 - d) Packing list
3. What is shipping advice?

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UNIT 3.7: Basics of Measurement and Mathematics

Unit Objectives

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

1. Understand measurements.
2. Identify Different standards of measurements
3. Convert units appropriately.

3.7.1 Introduction to Measurements

If you are given a few bricks and asked to construct a wall in a straight line, what would you do? Before doing anything, you might ask how long this straight line is. In asking this question, you are trying to understand the outline of the structure in terms of some numbers. For instance, by “how long”, you are asking for the “length”.

- Measurement is the method of conveying a number to anything as a feature such as height, weight, length, width, volume, etc. Typically, this assignment of numbers is according to a standard measurement such as feet, kilo, meter and litre.
- For example, the height of a person is measured in feet and inches.

3.7.2 Why and Where Measurements is Needed?

How often do you buy an object that does not fit your room or buy a dress that is oversized or does not fit at all? Perhaps, rarely or never. But, how do you decide if a piece of clothing fits you or not? You take measurements.

- In your daily work too, you need measurements to get the right size and shape of things.
- In construction, for example, you may need to measure the height of a roof and capacity of a container.
- Similarly, you may need to measure the angle and slope of a ramp.

Typically, depending on the trade rules and local custom, the units of measurements vary. For example, in some places, meters may be prominent and in some others feet.

- As a Helper Mason, you need to be conversant with the various units of measurement and their conversion.
- To understand one system of measurement in terms of another system, conversion is needed.

3.7.3 Different Modes of Measurements

Depending on what you are measuring, there will be a mode of measurement. Here are a few modes of measurements.

- Linear measurement - For measuring the distance between two points, linear mode of measurement is used. Examples of linear measurements are length, breadth, height, and thickness of a wall.

- Measurement of Area - For measuring the amount of space inside the boundary of a flat and 2-dimensional object, area is used as a mode of measurement. The space covered by the boundary of your house is a typical example of area.

Note: Linear measurements help you to measure even an area.

- Volume measurement - For measuring the capacity, which is the amount of space within a 3-dimensional object, volume is used as a mode of measurement. An example of volume measurement is the capacity of water that can be occupied in a tank of a certain length, breadth, and height.
- Weight measurement - For measuring the quantity or heaviness of any object, weight is used as a mode of measurement. For example, the heaviness of a cement bag.

3.7.4 Measuring Aids and Units

Each mode of measurement is measured with the help of a measuring aid. Here are a few measuring aids.

- **Linear measurement:** Use the mason square or measuring tape to measure the distance between two points. The popular unit of measurement is in meters or feet. Note that linear measurements help you to determine area and volume too.

Note: Linear measurements help you to determine area and volume too.

- **Weight measurement:** Use weighing machines to measure the quantity of any object. The unit of measurement is in kilograms or tons.
- **Angular measurement:** Use the compass or the measuring tape to measure the size of the angle between two straight lines that meet at one point.
- For compass, the unit of measurement is in degrees.
- For measuring tape, the unit of measurement is in feet and meters.

3.7.5 Taking Measurements

Follow the precautions while taking measurements:

- While using the mason square or measuring tape, be consistent in using either meters or feet.
- While using the compass, make sure that you do not commit the parallax error.
- While using the tube level, ensure that there is no air bubble in the tube.

3.7.6 Different Standards of Measurement

FPS, CGS and MKS are the three standardized systems of units used to measure the fundamental quantities length, mass and time.

- In Foot-Pound-Second (FPS) system the unit of length is foot, unit of mass is pound and unit of time is second.
- In Centimeter-Gram –Second (CGS) system the unit of length is centimeter, unit of mass is gram and unit of time is second.
- In Meter-Kilogram-Second (MKS) system the unit of length is meter, unit of mass is kilogram and unit of time is second.

3.7.7 Conversion Tables

The following tables will help you to convert quantities from one standard system to other.

Length	Area	Capacity	Weight
1 mile = 1.609 km	1 sq. mile = 2.59 km ²	1 gallon = 4.5461 litres	1 ton = 1.016 tonnes
1 yard = 0.9144 m	1 acre = 0.4047 hectares	1 US gallon = 3.785 litres	1 lb. = 0.4536 kg
1 foot = 0.3048 m	1 acre = 4046.86m ²	1 pint = 0.5683 litres	1 oz. = 7.3495 g
1 inch = 25.4 mm	1 sq. yard = 0.8361 m ²	1 cu. inch = 16.3871 cm ³	1 US ton = 0.9072 tonnes
	1 sq. foot = 0.0929 m ²		
	1 sq. inch = 645.16 mm ²		

Fig.3.7.1(a): Conversion Tables

Length	Area	Capacity	Weight
1 km = 0.6214 miles	1 km ² = 0.3861 mile ²	1 litre = 0.22 gal.	1 tonne = 0.9842 ton
1 m = 1.0936 yards	1 km ² = 247.105 acres	1 litre = 0.2642 US gal.	1 tonne = 1.1023 US ton
1 m = 3.2808 feet	1 hectares = 2.4711 acres	1 litre = 1.7598 pint	1 kg = 2.2046 lb.
1 mm = 0.0394 inches	1 m ² = 10.7639 feet ²	1 m ³ = 219.969 gal.	1 kg = 35.274 oz.
	1 mm ² = 0.0016 inches ²	1 m ³ = 35.3147 feet ³	

Fig.3.7.1(b): Conversion Tables

Note: Use the calculator for the conversion of quantities from one standard to the other.

Conversion from FPS to CGS - Example

If a man is 6 feet tall, what is his height in centimetres?

- One foot is equal to twelve inches; hence, 6 feet is equal to six times of twelve that is equal to 72 inches.
- As one inch is equal to 2.54 centimetres, 72 inches is equal to 2.54 times of 72 that is equal to 182.88 centimetres.

Conversion from CGS to MKS - Example

How many kilograms are in 1563 grams of cement?

- 1000 grams would make one kilogram of cement.
- Hence, 1563 grams of cement has 1.563 kilograms.

Conversion from FPS (Cubic Yard) to FPS (Cubic Foot) - Example

How many cubic yards is 54 cubic feet.

- 1 yard is equal to 3 feet.
- Hence, 1 cubic yard is equal to 3x3x3 feet that is equal to 27 cubic feet.
- Hence, 54 cubic feet is equal to 2 times 27, that is, 2 cubic yards.

Conversion from FPS to CGS - Example

If distance travelled by you from city A to City B is 50 miles, then calculate the distance in kilometres.

- 1 mile is equal to 1.6 kilometres.
- Hence, 50 mile is equal to 5 X 1.6 that is 80 kilometres.

UNIT 3.8: Quality Assurance

Unit Objectives

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

1. Understand quality structure of the organisation
2. Maintain quality while working

3.8.1 Quality

Quality is of utmost importance in any aspect of business. Quality equals to customer stratification. In the garment industry quality control plays a major role right from the initial stage of procuring raw materials to the final finished garment. Quality is based on many aspects. The garment has to be as per order, free or defects and within the given budget and time frame.

Some common factors involved in garment quality are:

- Fabric Quality
- Quality of accessories
- Quality of cutting
- Quality of machines
- Quality of sewing
- Quality of washing
- Quality of finishing
- Quality of Packing

In an organisation, the quality assurance department is responsible for establishment and maintenance of all activities and functions aiming at attaining the required quality.

3.8.1.1 Organisational Structure



Fig.3.8.1: Organisational Structure in Quality Department

Quality assurance manager

- Plays an important role and responsible for assuring that products meet certain standards in quality.
- Responsible for developing and testing and inspecting methods and.
- Monitor testing procedures and ensures all tests are performed as per procedures.
- Ensures all safety standards are met and is responsible for the welfare of the people in the department.

Cutting checker

- Responsible for checking and inspecting cut parts.
- Responsible for reporting any fault or problem relating to spreading, cutting and bundling of cut parts. Inline and Random inline checker.
- Responsible for checking semi stitched garments.
- Responsible for feeding back faults to the cutting department.
- Responsible for generating reports relating to all inline inspection.

End of line checker

- Responsible for doing the final inspection on all the sewn garments.
- Responsible for generating final inspection reports.

Packer

- Responsible for checking quality of goods at the time of packing.
- Informing supervisors about any defects and getting them rectified.
- Ensuring the packing material is of high quality.
- Ensuring all paperwork is complete before final shipping.

3.8.2 Understanding Quality Standards

Maintaining quality standards as per the buyer's instructions is very important for every manufacturer. Repeat orders from the buyers will vastly depend on the quality standards set and maintained by the manufacturer.

People in the quality department have to follow specifications given in the Specification sheets, Trim cards and swatch cards to match the quality standards that the buyer expects from them.

Swatch Cards

The quality and colour of the garment are checked using swatch cards.

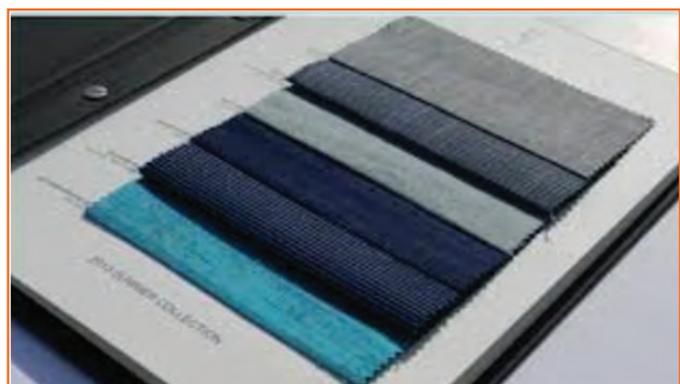


Fig.3.8.2: Swatch Cards

Trim Cards

Trim cards or sample cards give specifications of the accessories and trim samples that are used in the garments. It helps the buyer to select the trims and accessories he would like on the garment ordered by him.



Fig.3.8.4: Trim Cards

Button Sizes: Button sizes are an important factor for quality checking. A packer has to ensure that the buttons used in garments are of the size, colour and shape specified in the design specification. In button sizes, ligne(L) is the traditional unit for measuring buttons.



Fig.3.8.5: Different Sizes of Buttons

A packer has to ensure that the quality of the garments is according to specification so that high quality material is prepared for shipping.

3.8.3 Packaging Defects

Some common packaging defects are:

Defects	Description	Image
Package Defects	<ul style="list-style-type: none"> When discrepancies are found in carton labeling information, pack quantities/quality or methods of packaging. Correct packages should be sourced. 	
Product in Carton incorrect	<ul style="list-style-type: none"> Mixed sizes in same carton, mixed sizes within same garment i.e. warm-up's, incorrect carton count, incorrect style / size / color etc. Any mis-packed cartons should be considered defective and replaced. 	
Polybag Not as specified	<ul style="list-style-type: none"> Incorrect polybag size, ventilation holes, missing / incorrect recycle info, incorrect material etc. Polybags that are not to specification should be considered defective and repackaged. 	

<p>Stickers / hangtags / Carton labels (missing/incorrect)</p>	<ul style="list-style-type: none"> • Missing / incorrect carton labels, UPC labels, price tickets, hangtags, hangtags bleeding etc. • These labels, tickets etc. should be replaced immediately. 	
<p>Missing labels/tags</p>	<ul style="list-style-type: none"> • No tags/labels attached to the package/carton leading to problem in identification and tagging. 	

Fig.3.8.6: Defects

Industry Visit

The purpose of visiting an apparel manufacturing unit is to get hands on knowledge about various processes involved in the work of a packer. During the visit you have to interact with packers and supervisors to understand how packing is done in industry. Make sure that you keep a notebook handy and note down any important points that come up during your interaction at the apparel manufacturing unit. When you go to an apparel manufacturing unit, you should:

- Understand quality structure of the organisation.
- Know about the common factors involved in garment quality.
- Analyse how packers maintain quality while packing.
- Ask questions to packers/supervisors if you have any query.

UNIT 3.9: Folding Garments

Unit Objectives

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

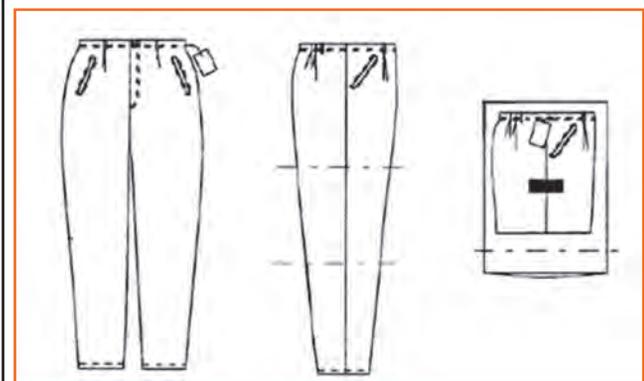
1. Identify methods of folding garments for packing
2. Fold garments appropriately

3.9.1 Folding Garments

Different types of garments are made and packed in an apparel/garment organisation. These have to be correctly folded before packing them in bags, cartons etc. Some methods of folding garments for packing are given below:

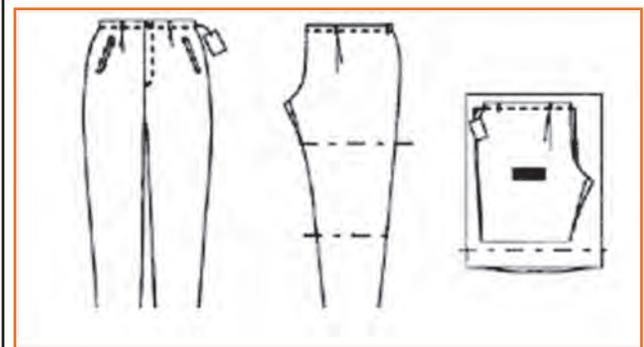
1a. Pant Folded Side to Side

- Close zipper and waist buttons.
- Fold pant in half, with inseam to out seam keeping ends of waistband to inside of pant.
- Fold leg in thirds, fold bottom edge to above knee and fold up to waist edge.



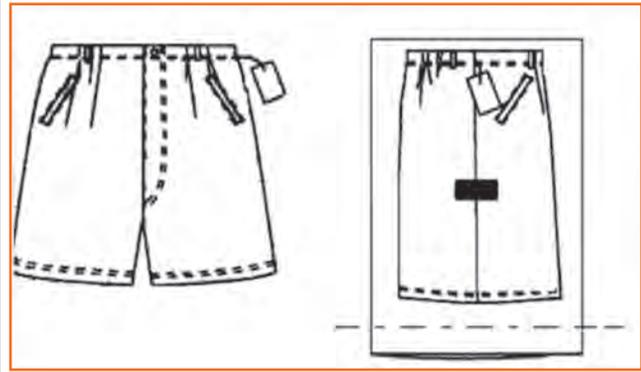
1b. Pant Folded Front to Back

- Close zipper and waist buttons.
- Fold pant front to back with fold at rise.
- Fold leg in thirds – bottom edge to above knee and fold up to waist edge.



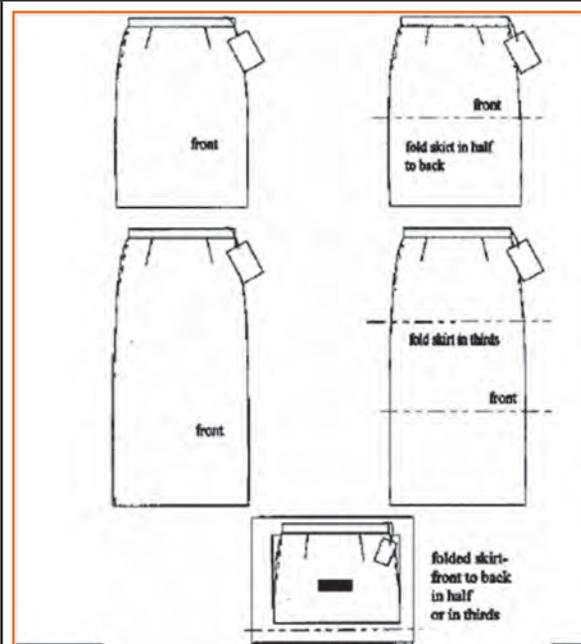
2. Shorts

- Close zipper and waist buttons.
- Fold short in half with inseam-to-inseam keeping ends of waistband to the inside of short.



3. Short or Long Skirt

- Close zipper and waist buttons.
- Lay skirt flat – front to back.
- Fold short skirt in half bringing hem to waist.
- Fold long skirt into thirds.



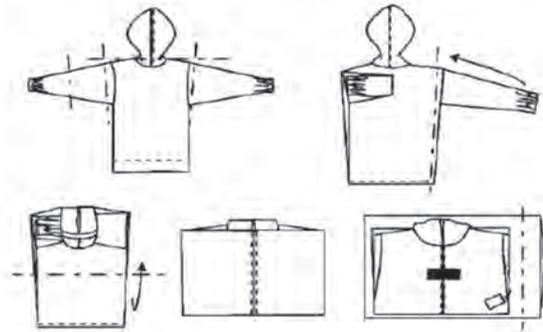
4. T-Shirt

- Fold the arms straight across back.
- Fold the shirt side seams across back of shirt.
- Fold the bottom edge of shirt about 2-inches from the bottom.
- Fold the shirt in half.



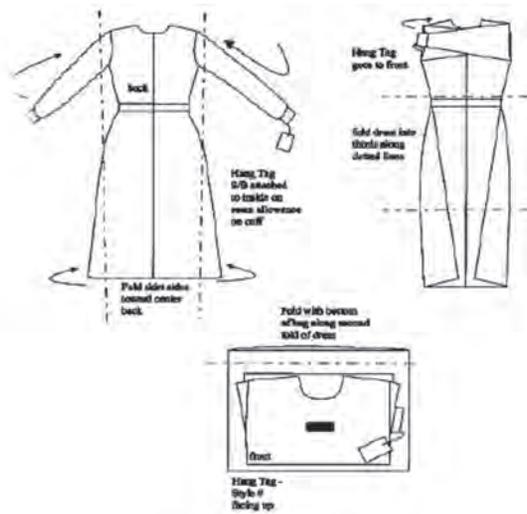
5. Hooded Jackets

- Fold left sleeve in half – fold back to side seam.
- Fold right sleeve back to meet left sleeve.
- Fold hood down.
- Fold in half.



6. Long Sleeve Full Skirt Dress

- With dress laid flat, fold skirt sides toward center back.
- Fold left sleeve back.
- Fold right sleeve over left sleeve with hangtag going toward front.
- Fold dress into thirds.



7. Short Sleeve Full Skirt Dress

- With dress laid flat, fold skirt sides toward center back.
- Fold right sleeve back, fold left sleeve forward.
- Fold dress into thirds.

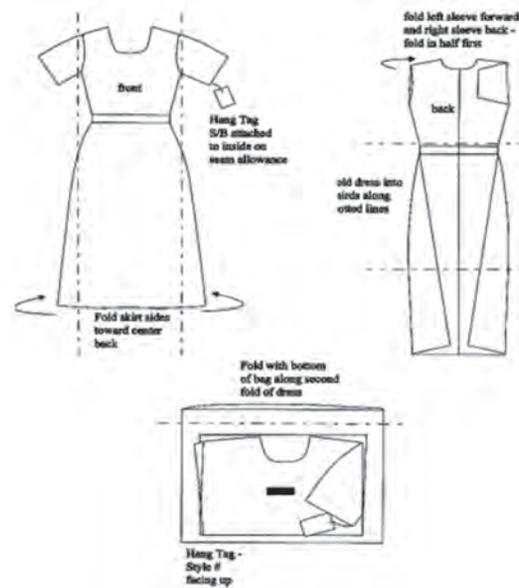


Fig.3.9.1: Folding process of garments

Industry Visit

The purpose of visiting an apparel manufacturing unit is to get hands on knowledge about various processes involved in the work of a packer. During the visit you have to interact with packers and supervisors to understand how packing is done in industry. Make sure that you keep a notebook handy and note down any important points that come up during your interaction at the apparel manufacturing unit. When you go to an apparel manufacturing unit, you should:

- Understand the methods of folding garments for packing.
- Analyse how packers fold garments such as; pant, shirt, T-shirt etc. appropriately.
- Ask questions to packers/supervisors if you have any query.

Exercise



1. While folding a pant from front to back you have to close zipper and waist buttons.
 - a) True
 - b) False
2. While folding skirt fold short skirt into thirds.
 - a) True
 - b) False
3. How will you hold a pant from side to side?

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4. Maintain Health, Safety and Security in the Packing Department



Unit 4.1 - Maintain Health, Safety and Security in the
Packing Department



Key Learning Outcomes

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

1. Comply with health and safety related instructions applicable to the workplace.
2. Use and maintain personal protective equipment as per protocol.
3. Maintain a healthy lifestyle and guard against dependency on intoxicants.
4. Follow environment management system related procedures.
5. Identify and correct (if possible) malfunctions in machinery and equipment.
6. Report any service malfunctions that can not be rectified.
7. Store materials and equipment in line with manufacturer's and organizational requirements.
8. Safely handle and move waste and debris.
9. Minimize health and safety risks to self and others due to own actions.
10. Seek clarifications, from supervisors or other authorized personnel in case of perceived risks.
11. Monitor the workplace and work processes for potential risks and threats.
12. Carryout periodic walk-through to keep work area free from hazards and obstructions, if assigned.
13. Report hazards and potential risks/threats to supervisors or other authorized personnel.
14. Participate in mock drills/ evacuation procedures organized at the workplace.
15. Undertake first aid, fire-fighting and emergency response training, if asked to do so.
16. Take action based on instructions in the event of fire.
17. Follow organization procedures.

UNIT 4.1: Maintain Health, Safety and Security in the Packing Department

Unit Objectives

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

1. Comply with health and safety related instructions applicable to the workplace.
2. Use and maintain personal protective equipment as per protocol.
3. Maintain a healthy lifestyle and guard against dependency on intoxicants.
4. Follow environment management system related procedures.
5. Identify and correct if possible) malfunctions in machinery and equipment.
6. Report any service malfunctions that can not be rectified.
7. Store materials and equipment in line with manufacturer's and organizational requirements.
8. Safely handle and move waste and debris.
9. Minimize health and safety risks to self and others due to own actions.
10. Seek clarifications, from supervisors or other authorized personnel in case of perceived risks.
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12. Carryout periodic walk-through to keep work area free from hazards and obstructions, if assigned.
13. Report hazards and potential risks/threats to supervisors or other authorized personnel.
14. Participate in mock drills/ evacuation procedures organized at the workplace.
15. Undertake first aid, fire-fighting and emergency response training, if asked to do so.
16. Take action based on instructions in the event of fire.
17. Follow organization procedures.



Fig.4.1.1: Maintaining Health, Safety and Security at Workplace

4.1.1 Introduction

Features in garment industry that could be improved to prevent injuries include; communication, involvement of employees in decision making, education and training of employees and management on prevention strategies, and the ergonomic conditions at the plant.

The clothing industry is usually considered as a safe place to work. Compared to other industries, there are fewer serious risks in clothing factories. The hazards in clothing industry are different from others. The major health risks in this industry come from more subtle hazards whose effect build up over time.

Packer face a substantially higher risk of muscle pain and injury than workers in other jobs. Studies also show

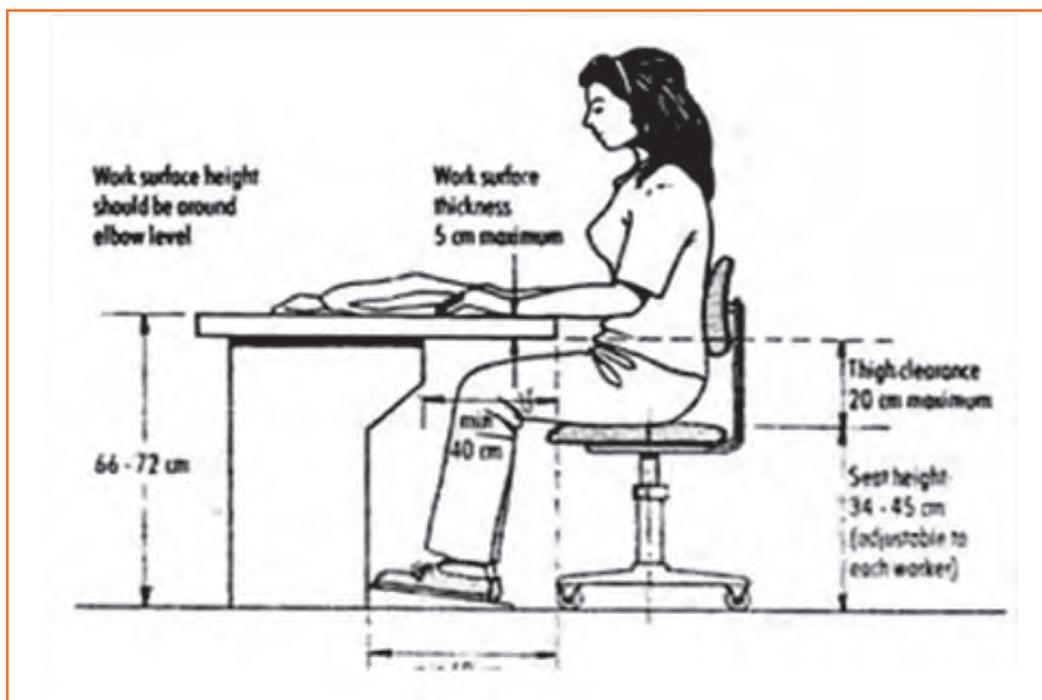


Fig.4.1.2: Body Posture

that frequency of neck and shoulder injuries increases with years of employment. Packer experience a number of cases of strain injuries. These injuries have a long-term effect on workers' health.

The physical requirements of a job are an important risk factor related to muscle pain and injury. The risks for Packer have been linked to conditions such as improper work area design, including sitting arrangements.

Factors like repeated motions, force, body-posture are associated with higher risks and rate of injury. There are other factors are linked to injuries. Some of these factors include improper height of work pace, excessive workload, lack of support from co-worker, overall work environment etc. The



Fig.4.1.3: Body Posture

factors that lead to reduction in injury rates include empowering workforce, following safety protocol, good housekeeping practices and increased support from top management.

Ergonomically-designed job ensures that an employee who is tall is given a comfortably enough space in or near his/her workspace so that the work efficiency is not hindered. Similarly, an employee who is shorter is able to reach all of his or her tools and products without upsetting comfort and safe assortment.

4.1.2 The 'Ergonomics'

Workers are usually compelled to work in the confinement of the job or workstation that previously was designed with no dynamism or change when they are hired. This leads the workforce to work in difficult postures and positions, all of which may result in work-related injuries/disorders.

The work-place related injuries often start as minor aches and pains but can develop into incapacitating injuries that affect everyday activities. Ergonomics aims at preventing injuries by monitoring the risk factors such as force, repetition, posture and vibration that can cause injuries to develop.

Injuries and illnesses among textile and apparel workers

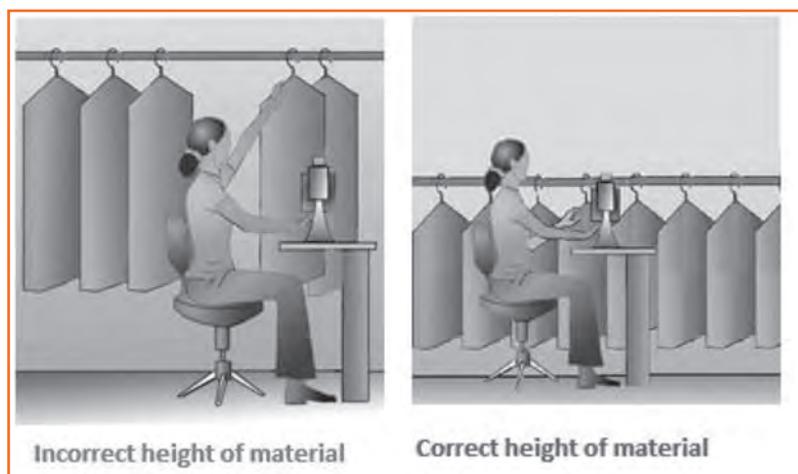


Fig.4.1.4: Situating the material

- 81% complained CTDs to the wrist.
- 70% of Packer complains of back pain.
- 49% of workers is suffering from neck pains.
- 35% report obstinate lower back pain.
- 25% have suffered a compensable increasing trauma disorder
- 14% reported CTDs to the elbow.
- 5% reported CTDs to the shoulder.
- Absenteeism increases as working conditions worsens.
- High employee turnover is associated with detrimental working conditions.
- Embroidery tasks are associated with pain in the shoulders, wrists, and hands.
- Ironing by hand is associated with elbow pain.
- Fitting fabric in frames like of work, are associated with CTDs of the hands and wrists.

Some fundamental ergonomic principals that should be followed in our workplaces are:

- **Proper tools:** Tools and equipment provided at work place should be appropriate for the specific tasks being performed. The apparatus should allow the workers to keep their hands and wrists straight – the position they would be in if they were droopy relaxed at your side. The workers should bend the tool– not the wrist. The tool should fit easily into the hand. If the grip size is too large or too small, it will be uncomfortable and will increase the risk of injury. Tools should not have sharp edges .
- **Keep repetitive motions to a minimum:** Workstations can be restructured to avoid the number of health hazards which chances due to repetitive motions that must be performed. Using a power-driven screwdriver or tools with a notch device can decrease the number of twisting motions with the arm. Work stations should have enough space for the given tasks and provide proper chairs. For deterrence of ergonomic injuries, the labour force should be encouraged to change work and take frequent but short breaks. Some tasks can be mechanical or reformatted to eliminate musculoskeletal injuries. Manufacturing tools and equipment should integrated ergonomic design codes and should not require an extreme amount of force to operate.
- **Avoid awkward postures:** The industry is such that the workforce’s job should not require you to work with your hands above shoulder height on a regular basis. Arms should be closer to the body and not raised too high. Bending of their wrists, back and neck should be avoided.
- **Use safe lifting procedures:** The employee should avoid lifting objects that are too heavy. Use more than one person or a mechanical device to reduce the load. The workstation should not require lifting objects above the head or twisting his/her back while lifting. One must keep the load close to his body. Heavy and often lifted objects should be kept between knee and shoulder height and not on the floor or above the head level.
- **Get proper rest:** It is imperative to take frequent breaks to rejuvenate the body and mind so that they don’t get injured. The workforce should be groomed to understand that they should take a break from the work not just mentally but physically too. If a person has errand which doesn’t allow him to sit, he must take intervals from his work to relax his leg muscles. If he is doing a sitting job, he ust go for a walk whenever his work permits.

For example, if you stand all day, while performing your job you should sit down to rest your legs and feet during your breaks. If you sit down, when working you should stand up and walk around during your breaks to give your back a rest and to increase circulation in your legs. By doing this the musculoskeletal injuries can be prevented.

- **Other things to consider:** Chemicals also have a part in garment manufacturing. Dyes, enzymes, solvents and other chemicals are used to create different fabric finishes and provide durability to the product. Proper ventilation and personal protective equipment are important for protection of workers engaged in chemical processing. Similarly, for workers who handle the finished material and may be exposed to excess chemicals and off-gassing, protective equipment should be used.

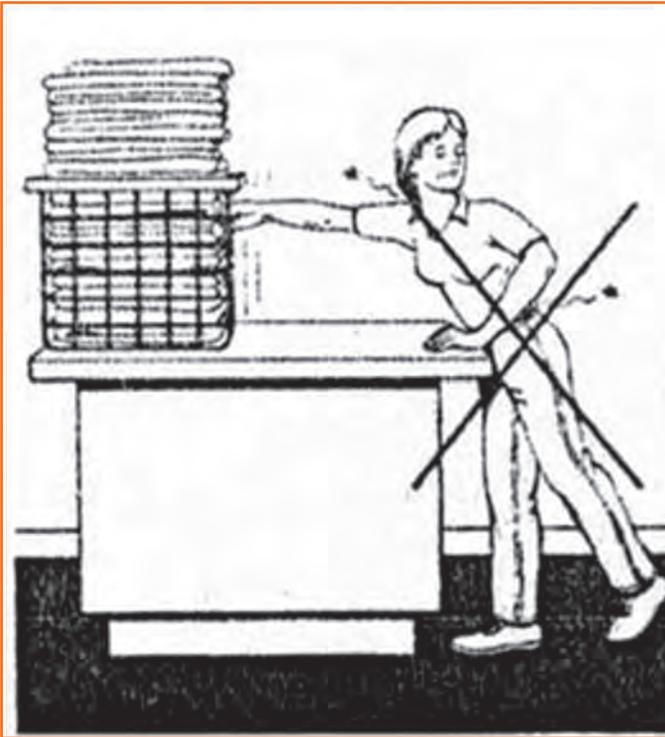


Fig.4.1.5(a): Don'ts



Fig.4.1.5(b): Don'ts



Fig.4.1.6(a): Do's

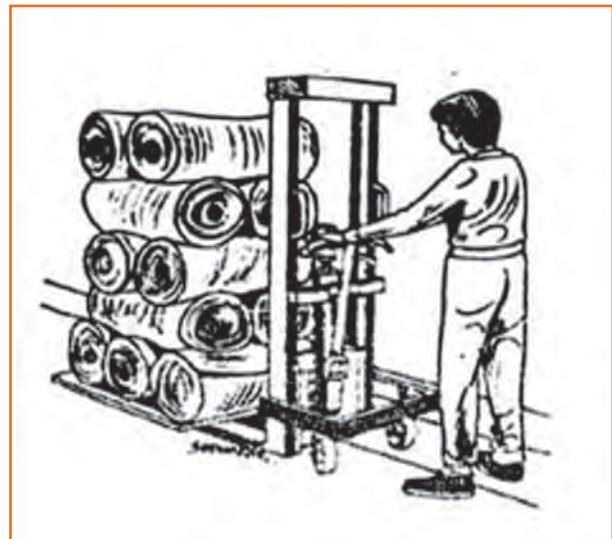


Fig.4.1.6(b): Do's

4.1.3 Environmental Control Measures

Hazardous substances in one form or another can be found in almost all small and medium-sized enterprises. The garments industry generates a lot of dust from fabrics being cut and sewn. Some fabrics release chemicals which saturate the air causing difficulties in breathing and eye irritation. Solvents used for cleaning fabrics and garments may cause fatigue, headache and dizziness. Dust and solvents, when breathed, can lead to lung diseases and

are very dangerous. Not only will this affect the well-being of your workers, it will also result in a reduction of productivity and product quality, increased absenteeism and turnover of staff. High levels of dust interfere with efficient production and require cleaning operations that may spoil materials and finished products. Improved conditions usually mean increased output, higher productivity and quality. There are simple and inexpensive ways to control most of the environmental problems. Improvements often result in cost savings, productivity benefits and increased safety of workers. The following rules provide a series of low-cost measures for sound environmental control.

4.1.3.1 Clean Regularly and Properly - Don't Spread Dust

Dust originates from fabrics and threads, from cutting and sewing to packing operations. Thus, it is very common to see small clothing enterprises with ceilings and walls full of dusty cobwebs. Even machines which are not regularly cleaned could be full of dust which may cause them to break down.

Dust increases wear and tear on machinery, necessitating more maintenance. It also negatively affects the quality of raw materials and finished products. Dust entering the respiratory system can damage the worker's lungs. Some dust can also cause allergies. Dust should be removed regularly and eliminated from the source. More comprehensive cleaning should be carried out as often as necessary. This cleaning should also include walls, ceilings, storage racks and other areas where dust accumulates. Dust on windows, walls and lamps will significantly reduce the lighting in the workplace.



Fig.4.1.7: Cleaning the Shop Floor

One low-cost cleaning method is sweeping the floor carefully with an appropriate broom and accompanying dust pan to prevent dust from spreading. Spraying water on the floor before sweeping will avoid dust remaining airborne. When dust is moistened it can be easily removed with a broom. More effective methods of controlling dust include using a vacuum cleaner or a wet mop.

4.1.4 Make Local Ventilation Cost-effective

Local ventilation should only be considered as a means of reducing chemical hazards when other means have failed. There are cost-effective ways of improving ventilation.

Use proper fans

Apart from those used for ventilating workstations, fans may be utilized to remove dangerous substances from the workplace. Contaminated air can be pushed or blown outside by having more open windows. A few points should be considered:

- There should be no obstacles between the fan and opening. Anything in the way significantly reduces the desired effect.
- The air speed should be low to reduce turbulence. In the garment industry, different fans are used; some use industrial fans or wall fans as shown in Fig. There are advantages and disadvantages for these types of fans. Industrial fans are so powerful that workers near them may be affected. Ceiling fans of the rotary type may lift the cloth being sewn, hence speed should be controlled.
- Contaminated air should not be blown in the direction of other workers on the way to the opening.



Fig.4.1.8: Using Fans

- Care should be taken that air expelled from the workplace does not affect people outside the enterprise.
- A fan may not be sufficient to remove vapours from hazardous fumes such as those sometimes used in silkscreen printing. Extractor systems to remove dust and hazardous chemicals should be installed. These systems may be quite expensive and it may be more economical to replace the hazardous chemicals.

4.1.5 Good Lighting for Quality Products

Good lighting does not mean more light bulbs and more use of electricity. Natural lighting is usually a better option than the bulbs. But if there is a difficulty in arranging for a natural lighting through windows and ventilators, it is important that the bulbs and other elements of artificial lights should be well-maintained. A good lighting arrangement is directly proportionate to an efficient workforce.

80% of the absorption of information from our surroundings are from our eye as a sense organ. Bad lighting means wrong or lesser absorption of information, leading to lower productivity. Eye strain in low light can lead to head ache and again decreases the productivity level of the worker.

It is imperative to understand the ways in which we can arrange for a good lighting without increasing the

electricity bills. First of all one has to identify if at all you need to work upon the existing brightness level in the work place. Lighting requirements are reliant on three main features:

- The environment of the working area
- The nature of the task
- The sharpness of the worker's eyesight

A sewer needs focused light at needle point, so needle lights should always be fitted. A worker packing garments requires more largely lighting. In many situations, packers work on special tiered work tops, where lights are built into the station. The age group of the workforce is also important factor to determine this. Which means, an older worker may need twice as much light as a younger one. Another way to identify the gap, in lighting problem is going around the workplace, observing the workers and asking them about their visual problems. The plan of improvements may not have much impact if the workers' eyesight is insufficient. An eyesight test for all employees should be carried out. Even if some workers do not follow advice about obtaining glasses. One will be aware of the problem and a possible reason for low efficiency and decreased productivity.

It is very unfortunate that many corporations undermine the fact that natural light is the best and the cheapest source of illumination. One had to gauge the surface area of the work area and measure the windows and skylights. Ideally the open space that includes the windows, ventilation windows and door should be one-third of the total area of work.

However a determinant of choosing the natural light is the heat that is emitted in the work place.

If there is too many machinery omitting heat, it isn't a great idea to allow the natural heat to come in and add up to the temperature.

The higher the window, the more light is in. Skylights can double the light of a low light but if made in a lower level, it faces obstacles and is blocked by the machineries and storage containers. If the factory doesn't have a skylight, one must consider to replace the opaque roofs with translucent or transparent plastic rooftops.

4.1.5.1 Make Full use of Daylight

It is important to paint the walls in lighter shades which not just give a sense of space to a room, but the workstation would look illuminated. It enhances the visual conditions and a pleasant cheerful environment is encouraged.

The matt finish of whitewash is a great idea. Many enterprises are implementing white tile ceilings. To avoid harmful glare, one should avoid gloss paint for walls. Pale colours are better than white. A slightly dimmer colour below eye level is accommodating. But one should maintain cleanliness, since lack of regular cleaning

can result in the loss of at least 10 to 20 per cent of light. Special care should be taken to clean skylights, which are sometimes difficult to reach.

These colours are much better than the black formerly used for the bodies or chrome finish for the Figs, which reflect more glare. An unsatisfactory circulation of natural light over the work area, particularly in embroidery rooms, is a problem. Considering the fact, one must change the layout of benches and machines in order to minimize shadow zones. Workstations with high lighting requirements should be moved closer to the windows and possibly be assembled together for the provision of additional lighting . However, if the workstation layout



Fig.4.1.9: Sunlight in the Shop Floor

responds well to your production needs, you may instead reorganize the delivery and height of the lamps or add needle lights which are good options.



Fig.4.1.10: Sunlight in the Shop Floor

4.1.6 Reporting an Accident and an Incident

Your responsibility requires you to be aware of potential hazards and correct reporting processes. If you notice a potentially hazardous situation, eg: a client expressing violent behavior, it is important that you report it immediately to management and fill out the appropriate forms as legally required of you.

If you are injured at work you must:

- Report the injury to management as soon as possible, and certainly within 24hours.
- Seek proper treatment for your injury.

4.1.6.1 Accidents

Always work in a safe manner to prevent accidents from occurring in the first place. Make sure that you have been given adequate information and on-the-job training about the first aid facilities and services available in your workplace, including:

- Where to find first aid kits.
- Location of first aid rooms.
- Complete, up-to-date contact details of trained first aid officers in the workplace procedures for critical accidents – such as who should be responsible for calling.
- The ambulance/doctor/nurse and what is the best method of contact, measures for evacuation of the injured person/s.
- Emergency procedure for the elimination of life-threatening chemicals commonly used in the workplace.
- Universal precautions for the control of infection.
- Who to contact for debriefing/psychological support.

Reporting of incidents and accidents is required under the Work Health and Safety (WHS) legislation. Workplaces tend to have well developed reporting procedures in place, which aim to fully understand the accident/incident and prevent any future occurrences through investment in injury prevention, based upon accurate data. Reporting and recording should also facilitate costing and associated financial loss.

Always report an accident to management immediately. There should be a form at each workplace that you (or the person involved) and any witnesses can fill out, where possible, otherwise. The form should cover the following areas:

- **Description of the occurrence:** What was the event that occurred, which required this report to be completed?
- **Nature of injury or disease:** Select the most appropriate description from a range of options. What injury or disease happened as a result of the occurrence?
- **First aid, medical treatment or hospital admission:** This section asks for a description of what was done to treat the injury or disease.
- **Part of the body affected:** Tick off which part or parts of the body were affected as a result of the occurrence.
- **Source of injury:** What actually caused the person to be injured or acquire a disease? This could be a piece of machinery or other hazardous materials for example.
- **Probable cause or causes of injury:** How was the source listed above actually responsible for the injury?
- **Investigation:** This asks a series of questions that seek to find out why the person has been injured or has acquired a disease.
- **Notification checklist:** This checklist makes sure that everyone who should have been contacted regarding the matter has been contacted and asks whether appropriate action has been taken by the authorities.
- **Preventative action:** This asks whether or not any action has been taken to prevent the occurrence from happening again.
- **Witness details:** This part is to be filled out if someone saw the occurrence happen. It is essential if any sort of legal action is to be taken.

4.1.7 Mock Drills/ Evacuations

Fire safety and evacuation plans sketch staff duties and accountabilities in time of emergency. Continuing training is required to help safeguard that the employees are conscious of those duties and responsibilities. Fire fighting trainings serve as an prospect for staff members to validate, under replicated fire conditions, that they can perform those duties and responsibilities safely and efficiently. It's also a time for them to demonstration that they are aware of defend-in-place strategies and can take advantage of your facility's fire protection features and exit facilities to protect the people in their care.

Fire drills are excellent exercise designed to evaluate staff response to a replicated emergency. They are also a test of your facility's fire safety/evacuation strategies and staff training programs. It is not essential that all fire drills run smoothly. That's okay, so long as staff and the organization learns from them and correct mistakes made. It's vital, therefore, that there be a analysis of each drill so that any problems met can be addressed. Perhaps the problems are due to unfinished or outdated fire safety/emigration plans. Perhaps there's a need for additional staff training.

The two essential components of a fire preparedness plan are the following:

1. An emergency action plan, which details what to do when a fire occurs.
2. A fire prevention plan, which describes what to do to prevent a fire from occurring.



Fig.4.1.11: Fire Safety

4.1.8 Low-cost Work-related Welfare Facilities and Benefits

Work-related welfare conveniences and facilities are never given heed to. Who cares about toilets, first-aid kits, lunch rooms or lockers? What do they have to do with the hard authenticities of production? One answer is that workforces care. During each working day, workers need to drink water or some other beverage, eat meals and snacks, wash their hands, visit a lavatory, and rest to recover from fatigue. This can be difficult or easy, unpleasant or comfortable, a health risk or an aid to hygiene and nutrition. The essential facilities in the factory show if you care about employees more or the machines.

Another good reason is that extra efforts for better facilities are often appreciated far beyond the time and money capitalized, Work-related facilities benefit workers to overcome problems which are important to them. Let workers express their priorities for improvements and give their feedback . You may be surprised at the results. Giving a hygienic and wel-maintained workplace is indirectly showing yur employees how much you care for them.

A small enterprise can be a community where workers are loyal, with good industrial relations and high morale, It can also be a place where workers look for the first chance to leave and care little about the owner's success. Which kind of initiative do you want? The series of low-cost facilities that trails will help to retain the best staffs.

4.1.8.1 Make Sure Essential Facilities Serve Their Purpose

Drinking water

Drinking water is indispensable for all workers; if this is not provided, they become thirsty and gradually dehydrated. This greatly increases fatigue and lowers productivity, especially in a hot environment. Place water vessels near each group of workers, or provide taps or cascades with clean water in a central place. This will minimize the time lost in going to get a drink. However, drinking water should not be placed in washrooms or toilets, near dangerous machines or other hazards, nor in places where it can be contaminated by dust, chemicals or other substances.

If there is any doubt about contamination, water must be thoroughly boiled or properly filtered or treated. Unhealthy water will lead to illness and therefore absenteeism from work. Before starting to use a new water source for drinking purposes, it is advisable to have it tested to make sure it conforms to the national standard for drinking water. The design, construction and operation of deep wells for the extraction of ground water should be subjected to the provisions of existing water codes. Piped water should only be used when a hygienic water supply is guaranteed. A clear distinction between potable and non-potable water taps should be made and a "Safe Drinking Water" sign should be put up near to each tap.

Drinking water vessels should be made from materials that can easily be cleaned, Even if the vessels are filled with fresh water, the water inside, if kept for even a short time, can become unhygienic. It should therefore be changed frequently. It is also imperative to make sure that drinking water is cool. If a water cooler is too luxurious, the water vessels can be placed in the coolest place in the factory. It will facilitate the water to remain cool throughout the day. They should not be left uncovered, under the sun or in a hot place. Drinking fountains for production areas are very advantageous from a hygienic point of view. They can be fitted with a jet or bubbler outlet and/or goose-neck or other outlet for filling drinking cups. The fountain should be free from sharp angles and designed to prevent unnecessary splashing. Water outlets should be above the rim of overflow level so that they will not be contaminated with waste water. The water outlet should be shielded to prevent the lips of a drinker from being placed on it. Drinking water containers should be attended by a designated person. Containers should be made of impermeable materials. A cooling device would be an advantage. (Unglazed pottery can be used, due to its unique cooling effect, in dust-free places.) Containers should be provided with suitable covers, and kept in a cool place protected from the sun. The water must be changed frequently.

To avoid the possible spread of infection, it is better to use throwaway cups or to provide separate cups for each worker and to arrange for regular washing. When containers are used, it is important to clean them regularly. Cleaning and other necessary conservation tasks should be assigned to a specific person. In addition, the provision of a competence for boiling water will enable people to make coffee or other hot beverage during breaks. Hot water is required if the enterprise has a childcare facility.

4.1.8.2 Sanitary Facilities

There are several reasons why the provision of washing facilities is important:

- Dirt and grime can be ingested and cause sickness or disease; they are, in any case, unpleasant and demoralizing.
- Washing is a necessity when women have their monthly periods.
- Washing is required for basic hygiene after using the toilet.
- Apart from the obvious basic need, sanitary facilities are required by law. Clienteles often create an impression of an enterprise through the quality of its sanitary facilities.

- There should be a sufficient number of hygienic facilities on the work locations and each should be conveniently located to avoid long walks, waiting and hindrance. The law of the country must be monitored, but the following are the minimum requirements:
- One restroom is required for up to five men; two toilets for six to 40 men.
- One separate restroom for up to five women and two toilets for six to 30 women.
- One wash-basin for every 15 workers.



Fig.4.1.12: Signages

Ideally, there would be a separate toilet for men and women. These should be characterized as follows:

- The toilet bowl must be free from stain or odour and function properly.
- The walls of the toilet must be clean and tiles unstained.
- The ceiling of the toilet must be free from cobwebs and dust.
- Floors must be clean and safe (no broken tiles, nor slippery surface).
- Proper illumination must be provided inside the toilet.
- Toilets must have a continuous supply of water; in case water is limited in the area, water should be stocked in containers and refilled regularly.
- Mirrors and rubbish bins should be provided in the washroom.
- Soap and toilet paper should be provided.
- The washroom should provide complete privacy to users and should be fully ventilated.

4.1.9 Be Ready for Emergencies

Misfortunes can happen even if proper defensive measures are installed. So, always be prepared for emergencies and have readiness for disaster management, like cuts and bruises, eye injuries, burns, poisoning and electric shocks. Every enterprise should maintain a well-stocked first-aid box and assign at least one person from every

shift to handle emergencies. First-aid boxes should be clearly marked and situated in a place, so that they are readily reachable in an emergency. They should not be more than 100 metres away from any place on the work site. Ideally, such kits should be near a wash-basin and in good lighting conditions. Their supplies need to be regularly checked and replenished. The contents of a first-aid box are often regulated by law, with variations according to the size and the likely industrial hazards of the enterprise. A typical basic kit may include the following items in a dustproof and waterproof box:

- Sterile bandages, pressure bandages, dressings (gauze pads) and slings. These should be individually wrapped and placed in a dustproof box or bag. Adequate quantities of the different sizes should be available at all times to treat small cuts and burns.
- Cotton wool for cleaning wounds



Fig.4.1.13: First Aid

Ideally, there would be a separate toilet for men and women. These should be characterized as follows:

- The toilet bowl must be free from stain or odour and utility properly.
- The walls of the toilet must be clean and tiles unstained.
- The ceiling of the toilet must be free from torpors and dust.
- Floors must be clean and safe (no broken tiles, nor slippery surface).
- Proper illumination must be provided inside the restroom.
- Lavatories must have a continuous supply of water; in case water is limited in the area, water should be stocked in containers and refilled regularly.
- Mirrors and rubbish bins should be provided in the washroom.
- Soap and toilet paper should be provided.
- The washroom should give complete privacy to users and should be fully aired.

4.1.10 Material Labels and Safety Signage

Effective communication of your facility's safety messages is critical to maintaining a safe work environment and minimizing liability exposure. The design of your safety sign system must be done well. Product safety labels play an integral role in your company's product safety and liability prevention efforts. Most often, their job is to inform people about potential hazards and how to avoid them. Each label is part of a system – a hazard communication system – that provides visual alerts to those who install, operate and maintain your products during their useful life. And, following that, there's another type of safety label that provides information to those responsible for your product's safe disposal. The key, here, is that your system of product safety labels must be tailored to match the safety communication needs of your product, take into account the characteristics of the people you are communicating with, and comply with the latest safety label standards for your market. If your labels fail in any one of these three areas, safety communication and compliance will not be optimal. If your product safety labels are deficient in any of these areas, there may be an increased risk of accidents and your company will unnecessarily experience greater exposure to lawsuits based on allegations of 'failure to warn' and 'inadequate warnings.'

Safety signs are important facility visuals vital to communicating warnings and other safety information. Our safety sign selection includes signage for: biohazard and hazardous materials, electrical safety, first aid, lockout tagout, machine and equipment, personal protection (PPE) and much more.

Chemical, Biohazard and Hazardous Material Signs



Fig.4.1.14(a): Chemical, Biohazard and Hazardous Material Signs



Fig.4.1.14(b): Chemical, Biohazard and Hazardous Material Signs

Radiation and Laser Signs



Fig.4.1.19: Radiation and Laser Signs

Industry Visit

The purpose of visiting an apparel manufacturing unit is to get hands on knowledge about various processes involved in the work of a packer. During the visit you have to interact with packers and supervisors to understand how packing is done in industry. Make sure that you keep a notebook handy and note down any important points that come up during your interaction at the apparel manufacturing unit. When you go to an apparel manufacturing unit, you should:

- Know about the packing system.
- Understand the machine safety and maintenance rules of industry.
- Analyze how packers:
 - » Use and maintain personal protective equipment as per protocol.
 - » Maintain a healthy lifestyle and guard against dependency on intoxicants.
 - » Follow environment management system related procedures.
 - » Identify and correct (if possible) malfunctions in machinery and equipment.
 - » Store materials and equipment in line with manufacturer's and organizational requirements.
 - » Minimize health and safety risks to self and others due to own actions.
 - » Monitor the workplace and work processes for potential risks and threats.
 - » Carryout periodic walk-through to keep work area free from hazards and obstructions, if assigned.
 - » Report hazards and potential risks/threats to supervisors or other authorized personnel.
 - » Participate in mock drills/ evacuation procedures organized at the workplace.
 - » Undertake first aid, fire-fighting and emergency response training, if asked to do so.
 - » Take action based on instructions in the event of fire.
- Ask questions to Packers/supervisors if you have any query.



5. Maintain Work-Area, Tools and Machines



Unit 5.1 - Maintain Work Area, Tools and Machines



AMH/N0102

Key Learning Outcomes

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

1. Practice the machine safety and maintain machines properly.
2. Carry out basic maintenance of machine.
3. Maintain tools and equipments and handle them safely.
4. Use materials to minimize waste.
5. Carryout running maintenance within agreed schedules.
6. Carry out maintenance and/or cleaning within one's responsibility.
7. Work in a comfort position with the correct posture.
8. Use cleaning equipment and methods appropriate for the work to be carried out.
9. Dispose of waste safely in the designated location.
10. Store cleaning equipment safely after use.
11. Carryout cleaning according to schedules and limits of responsibility.

UNIT 5.1: Maintain Work Area, Tools and Machines

Unit Objectives

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

1. Maintain Hazard Free Work Environment
2. Maintain tools
3. Understand and adopt safe work practices
4. Minimize waste
5. Know different Cleaning Substances

5.1.1 Introduction

Machines are essential to modern production. However, along with accrued productivity, they have brought hazards into the workplace. proper management of machine hazards has traditionally been seen as expensive and a constraint on productivity. In general, the garment manufacturing trade is considered to be less dangerous than alternative industrial sectors and, therefore, safety policy is a low priority in several enterprises. for example, it has been ascertained that some workers remove guards protective belts from sewing machines, and manual cutting machines are operated with naked hands.

Machine breakdown is a common reason behind production delay affecting delivery schedules. Considering the importance of meeting delivery dates, a competitive enterprise cannot afford penalties for delay due to machine breakdown therefore, proper maintenance of machines to prolong their economic life, reduce breakdowns, prevent defective outputs and guarantee safe operation ought to be additional importance. protective staff against pollution from the frequent use of solvents for cleaning and the existence of cotton or other fibers within the surroundings ought to also be taken into consideration. Maintenance and safety measures to eliminate these hazards and increase machine productivity, beside affordable techniques for environmental control, are mentioned below.

5.1.2 Maintain Machines and Equipment Properly

A poorly maintained machine is inefficient, if not dangerous. it will also have frequent breakdowns and quality issues. proper maintenance isn't lost production time; it's an investment for higher productivity and lower repair prices. nonetheless in several corporations, machines are maintained only if they break down. this can be as a result of a number of reasons:

- Machines are owned by the contractors or they're leased.
- No maintenance personnel are available.
- No time to maintain machines is allotted under production time.
- There is a powerful belief that maintenance means cost.
- Some machines are not simple to maintain.

Machine down-time affects production and causes delays. Defects are also produced causing quality and productivity problems. Machine maintenance should, therefore, be planned and coordinated with supervisors and workers.

5.1.3 Maintaining Hazard Free Work Environment

Effective maintenance of work premises or housekeeping can eliminate some workplace hazards and help get a job done safely and properly. Poor housekeeping can frequently contribute to accidents by hiding hazards that cause injuries. If the sight of paper, threads, broken parts, debris, clutter and spills is accepted as normal, then other more serious health and safety hazards may be taken for granted.

Housekeeping is not just cleanliness. It includes keeping work areas neat and orderly; maintaining halls and floors free of slip and trip hazards; and removing of waste materials (e.g., paper, threads, pieces of fabric etc.) and other fire hazards from work areas. It also requires paying attention to important details such as the layout of the whole workplace, aisle marking, the adequacy of storage facilities, and maintenance. Good housekeeping is also a basic part of accident and fire prevention.

Effective housekeeping is a continuous process: it is not a hit-and-miss clean-up done occasionally. Periodic "panic" clean-ups are costly and ineffective in reducing accidents.

5.1.3.1 Purpose and Benefits of Maintaining Hazard-free Workplace

Poor housekeeping or ill-maintained workplace can result in accidents like:

- Tripping over loose objects on floors, stairs and platforms
- Being hit by falling objects
- Slipping on greasy, wet or dirty surfaces
- Striking against projecting, poorly stacked items or misplaced material
- Cutting, puncturing, or tearing the skin of hands or other parts of the body on projecting needles, wire or steel strapping

To avoid these hazards, a workplace must "maintain" order throughout a workday. Although this effort requires a great deal of management and planning, the benefits are many

Few benefits of maintaining hazard-free work place are:

- Reduced handling to ease the flow of materials
- Fewer tripping and slipping accidents in clutter-free and spill-free work areas
- Decreased fire hazards
- Lower worker exposures to hazardous substances (e.g. broken needles, dusts, vapours)

- Better control of tools and materials, including inventory and supplies
- More efficient equipment clean-up and maintenance
- Better hygienic conditions leading to improved health
- More effective use of space
- Reduced property damage by improving preventive maintenance
- Improved morale
- Improved productivity (tools and materials will be easy to find)

5.1.3.2 Planning Workplace Maintenance

A good maintenance program plans and manages the orderly storage and movement of materials from point of entry to exit. It includes a material flow plan to ensure minimal handling. The plan also ensures that work areas are not used as storage areas by having workers move materials to and from work areas as needed. Part of the plan could include investing in extra bins and more frequent disposal.

Housekeeping order is "maintained" not "achieved." Cleaning and organization must be done regularly, not just at the end of the shift. Integrating housekeeping into jobs can help ensure this is done. A good housekeeping program identifies and assigns responsibilities for the following:

- Clean up during the shift
- Day-to-day clean-up
- Waste disposal
- Removal of unused materials
- Inspection to ensure clean-up is complete

5.1.4 Maintaining Tools and Equipment

The best quality tools and equipment cannot last long if not properly taken care of. Few key points in tool and equipment maintenance are:

- **Proper Storage:** All tools and equipment should be stored properly in their designated places. Good organization is not just about saving time when you're looking for the proper tool, or even just about saving space in your garage or shed. Good organization can go a long way toward keeping tools in proper working order for longer. Do not leave tools like needles, scissors, hoops scattered around or lying on the work station. After finishing the work, all tools and equipment should be placed in their designated places
- **Regular Maintenance:** All tools that require lubricant should be regularly lubricated like scissors and hoop locks. Also, regular checks should be done to ensure the tools are working properly and if required repairs should be carried out
- **Correct Usage:** Most tools are designed to perform specific functions. Using the wrong tool for a job can pose a safety hazard to you and those around you. By using your equipment incorrectly, you can make the tool less effective for its intended use. For instance, proper needles should be used for embroidering depending on the type of stitches and fabrics used

- **Cleaning tools after use:** Tools like needles, scissors, hoops etc. should be properly cleaned after every use. This can be simply done by wiping them with a clean piece of cloth.

5.1.5 Garment Waste

“The two shocking facts about garments”

- Over 70% of the world's population use second hand clothes.
- The average lifetime of a garment is about three years.

What is Waste?

- Waste is an unwanted or undesired material or substance.
- It is also referred to as rubbish, trash, garbage, or junk depending upon the type of material and the regional terminology.
- In living organisms, waste relates to unwanted substances or toxins that are expelled from them.

Waste Management

- This the human control of the collection, treatment and disposal of different wastes. This is in order to reduce the negative impacts waste has on environment and society.
- Waste is directly linked to the human development, both technologically and socially.
- The compositions of different wastes have varied over time and location, with industrial development and innovation being directly linked to waste materials.
- Examples of this include plastics and nuclear technology. Some components of waste have economical value and can be recycled once correctly recovered.

Biodegradable Waste

- Such as food waste or sewage, is broken down naturally by microorganisms either aerobically or an aerobically.
- If the disposal of biodegradable waste is not controlled it can cause a number of wider problems including contributing to the release of greenhouse gases and can impact upon human health via encouragement of pathogens.
- It is difficult to define specifically what a waste is. Items that some people discard have value to others.
- It is widely recognized that waste materials are a valuable resource, whilst there is debate as to how this value is best realized.
- Governments need to define what waste is in order that it can be safely and legally managed.
- Different definitions need to be combined in order to ensure the safe and legal disposal of the waste.

Negative Impact on Environment

- Waste pollution is considered a serious threat by many and can broadly be defined as any pollution associated with waste and waste management practices.
- Typical materials that are found in household waste, and which have specific environmental impacts, include biodegradable wastes, batteries, aerosols, oils, acids and fluorescent tubes.

Source of Garment Waste

- Although the majority of textile waste originates from household sources, waste textiles also arise during yarn and fabric manufacture, garment-making processes and from the retail industry.
- These are termed post-industrial waste, as opposed to the post-consumer waste which goes to jumble sales and charity shops.
- Together they provide a vast potential for recovery and recycling.

History on recycling of garment wastes

- Textile recycling originated in the Yorkshire Dales about 200 years ago.
- These days the 'rag and bone' men are textile reclamation businesses, which collect textiles for reuse (often abroad), and send material to the 'wiping' and 'flocking' industry and fibers to be reclaimed to make new garments.
- Textiles made from both natural and man-made fibers can be recycled.
- It is estimated that more than 1 million tones of textiles are thrown away every year, with most of this coming from household sources. Textiles make up about 3% by weight of a household bin. At least 50% of the textiles we throw away are recyclable.

Recycling of Garment Waste

- Recycling of waste raw materials left by garment factories has emerged as a good income generating source for many people in recent times.
- As the informal sector requires small investment, it attracts a good number of investors who are employing thousands of people, mostly from under-privileged classes.
- The garment leftovers, called jhoot by the people involved in the trade, are virtually turned into useful materials.
- Every bit and pieces of waste raw materials starting from cut-pieces of clothes, zippers, buttons, thread, elastic fasteners, used plastic packets, broken cloth hangers, empty bobbins to rejected pants, shirts and t-shirts are sold from the garment factories.

Stages of recycling

- First stage of recycling starts with sorting, which is usually done by colors, type of fabric and its condition.
- The usable clothes are bought by small garment factories with one or two machines reproducing clothes with it. Children's frocks, skirts, shirts, pyjamas, pillow cases are produced with this usable portion of the wastage.
- These reproduced items are mostly sold in street side stalls all around the city. "Because of the jhoot trade the poor segment of the society can buy clothes at cheaper prices."

Use of garment wastes

- The unusable parts and extremely shredded clothes are recycled into waste cotton.
- Mattress, pillows, cushions, seat stuffing and padding in cars, public buses and rickshaws are usually done with these recycled clothes and processed cotton.
- Even bandages are being reproduced with leftover white cotton fabrics.
- While buttons, zippers, elastic fastener, hangers and plastic bags are resold to mini garment accessory sellers.
- Buttons, zipper, elastics fasteners are mostly purchased by local tailors, said an accessory seller.

Environmental and Economic benefits of Garment Recycling

- Reduces the need for landfill space.
- Textiles present particular problems in landfill as synthetic (man-made fibres) products will not decompose, while woollen garments do decompose and produce methane, which contributes to global warming.
- Reduces pressure on virgin resources.
- Aids the balance of payments as we import fewer materials for our needs.
- Results in less pollution and energy savings, as fibres do not have to be transported from abroad.

5.1.6 Common Cleaning Products

Cleaning substances are substances (usually liquids, powders, sprays, or granules) used to remove dirt, including dust, stains, bad smells, and clutter on surfaces. Purposes of cleaning agents include health, beauty, removing offensive odour, and avoiding the spread of dirt and contaminants to oneself and others. Some cleaning agents can kill bacteria and clean at the same time.

Common types of cleaning products are detailed below:

Acidic: Acidic cleaning agents are mainly used for removal of inorganic deposits like scaling. The active ingredients are normally strong mineral acids and chelants. Often, surfactants and corrosion inhibitors are added to the acid. Hydrochloric acid (also called muriatic acid) is a common mineral acid typically used for concrete. Vinegar can also be used to clean hard surfaces and remove calcium deposits. Sulfuric acid is used in acidic drain cleaners to unblock clogged pipes by dissolving greases, proteins

Alkaline: Alkaline cleaning agents contain strong bases like sodium hydroxide or potassium hydroxide. Bleach (pH 12) and ammonia (pH 11) are common alkaline cleaning agents. Often, dispersants, to prevent re-deposition of dissolved dirt, and to attack rust, are added to the alkaline agent. Alkaline cleaners can dissolve fats (including grease), oils, and protein-based substance

Neutral: Neutral washing agents are pH-neutral and based on non-ionic surfactants that disperse different types of dirt.

Degreaser: Cleaning agents specially made for removal of grease are called degreasers. These may be solvent-based or solvent-containing and may also have surfactants as active ingredients. The solvents have a dissolving action on grease and similar dirt. The solvent-containing degreaser may have an alkaline washing agent added to a solvent to promote further degreasing. Degreasing agents may also be made solvent-free based on alkaline chemicals and/or surfactants.

5.1.6.1 Commonly used Cleaning Substances

It is imperative to use the correct cleaning products and equipment on various surfaces. Cleaning chemicals and detergents should always be used conferring to the manufacturer's guidelines. Cleaning substances can be divided into four categories:

Detergents: Detergents are probably the most common cleaning substance used in the home and vary from floor cleaners, dish washing cleaners, washing powders, hand soaps and so on. These products are used to remove dirt and grease from a number of surfaces. Detergents should be diluted according to the manufacturer's instruction. A detergent will clean a surface it is applied to.

Sanitizers: Apart from general cleaning detergents, sanitizers are also commonly used cleaning agents used in the various kinds of fabrics even at home. This is because they are so convenient to use. Sanitizers comprise cleaning chemicals which are good at disinfecting and cleaning at the same time, therefore they contain a detergent as well as a sterilising agent or disinfectant.

Sterilising Agents: Sterilising agents are similar to disinfectants, but are generally used for specialised areas where sterile surfaces and objects are a precondition. These cleaning chemicals are able to kill bacteria spores, viruses and germs that may be resistant to the chemicals found in disinfectants. In order to ensure surfaces and



Fig 5.1.1: Type of Cleaning Substance

objects are sterile, sterilising chemicals are used with other cleaning methods such as steam or heating when absolute sterility is a crucial.

Disinfectants: Though disinfectants are not able to kill all bacteria spores, it is considered to be a good cleansing agent. In order to apply a disinfectant to an area, it must first be cleaned thoroughly with other cleaning chemicals, such as a detergent. This is done in order to first remove any dirt or grime on surfaces before applying a disinfectant.

Industry Visit

The purpose of visiting an apparel manufacturing unit is to get hands on knowledge about various processes involved in the work of a packer. During the visit you have to interact with packers and supervisors to understand how packing is done in industry. Make sure that you keep a notebook handy and note down any important points that come up during your interaction at the apparel manufacturing unit. When you go to an apparel manufacturing unit, you should:

- Know about the packing system.
- Understand the tools and equipment safety and maintenance rules of industry.
- Analyze how packers:
 - » Maintain tools and equipments and handle them safely and use materials to minimize waste.
 - » Work in a comfortable position with the correct posture.
 - » Dispose of waste safely in the designated location.
 - » Store cleaning equipment safely after use.
- Ask questions to Packers/supervisors if you have any query.

Exercise

1. Machine down-time doesn't affect production and causes delays.
 - a) True
 - b) False
2. Poor housekeeping or ill-maintained workplace can result which of the following accidents?
 - a) Slipping on greasy, wet or dirty surfaces
 - b) Being hit by falling objects
 - c) Cutting hand
 - d) All the above

3. How will you maintain tools and equipment for their long life?

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4. What is garment waste?

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6. Comply with Industry, Regulatory and Organizational Requirements



Unit 6.1 - Comply with Industry, Regulatory and Organizational Requirements



Key Learning Outcomes

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

1. Carryout work functions in accordance with legislation and regulations, organizational guidelines and procedures.
2. Seek and obtain clarifications on policies and procedures, from your supervisor or other authorized personnel.
3. Apply and follow these policies and procedures within your work practices.
4. Provide support to your supervisor and team members in enforcing these considerations.
5. Identify and report any possible deviation to these requirements.

UNIT 6.1: Comply with Industry, Regulatory and Organizational Requirements

Unit Objectives

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

1. Carryout work functions in accordance with legislation and regulations, organizational guidelines and procedures.
2. Seek and obtain clarifications on policies and procedures, from your supervisor or other authorized personnel.
3. Apply and follow these policies and procedures within your work practices.
4. Provide support to your supervisor and team members in enforcing these considerations.
5. Identify and report any possible deviation to these requirements.

6.1.1 Defining Compliance for Your Organization

According to Merriam Webster the dictionary definition of compliance is as follows:

1. The act or process of complying to a desire, demand, proposal, or regimen, or to coercion.
2. Conformity in fulfilling official requirements.
3. A disposition to yield to others.
4. The ability of an object to yield elastically when a force is applied.



Fig 6.1.1: Regulatory Compliance

Supervisory compliance for industries, world- wide falls under the second definition. There are many managers, general councils, and policy officers that would consent in agreement at any of the other definitions as well. Let's discuss, what is compliance? Whether an organization is confronting an external regulatory compliance from a government agency, or seeks to comply with its own organizational mandates, policies or procedures, compliance in actuality means conforming to requirements and a proof that your organization has done so. This is usually attained by the scheming and development of managerial policies that will map out the projected code of conduct.

From a policy's point of view, there are many aspects that impact an organization's policies, including legislative and regulatory requirements, organizational best practices, and the market demands. If we look at government/ public sector agencies, financial service businesses, and healthcare providers - we find that they are controlled and must develop internal policies in order to ensure compliance. The actual trial comes from the juncture of practice with the laid policy.

After that, they must adopt ways to enforce those policies and measure their effectiveness. Initially this may seem to be an easy and convenient task. But the dilemma is creating a policy – without any mechanism, may it be manual, automated, or third-part, to measure and monitor compliance of the policies is very difficult. In order to build effective policies, we must not only have an understanding of the statutory requirements that will shape

the policy within our organizations, but how these policies relate to the business practices, the workforce, the methodologies of operations and the technologies within the corporation.

Irrespective of the requirements to which an organization must obey, a well-planned model is essential which will be one that assimilates strategies with their people, processes, and technology. This includes education, monitoring, and enforcement. Organizations should look to use machineries and to develop procedures that make it easier to do the right thing or to simply disregard the policy all together. In conducting performance audits, an assessment should be made of compliance with applicable laws and regulations when necessary to satisfy the audit objectives. The auditor should design the audit to provide reasonable assurance of detecting illegal acts that could significantly affect audit objectives. The auditor also should be alert to situations or transactions that could be indicative of illegal acts that may have an indirect effect on the audit results.

6.1.2 Significance of Compliance in Indian Garment Industry

Compliance is the standard for the product which ensures that it is aligned to its industry's qualitative demands. This also includes audits and inspections which are crucial to a proper and formal work environment. Compliance and its demand is rapidly growing in today's industrial scene since globalization of manufacturing standards has also created a demand for ethically created products. This standard of compliance is crucial because of the increase in export of garments from India.

Social Compliance

The treatment of the employees by its business constitutes social compliance. This also includes their environment and their personal perspective on social responsibility as an employee. The treatment of employees regarding wages, work conditions and working hours. A compliance audit is necessary in order to determine if the company meets standard environmental laws.

Compliance Audit

Process Safety Management, Risk Management Programs, and Process Security Management are all organised and provided by audits and assessments. Compliance and its verification is carried out with audits that focus particularly on these policies and procedures. The design and implementation of these audits ensures this compliance. Additionally, all sorts of deficiencies can be addressed and solved through corrective action.

In India, compliance audit consists of a thorough examination of orders, regulations, rules and directions for dealing with prudence, legality, transparency and adequacy. It is the job of auditors to collect information by reviewing documents, visually observing the site and staff interviews. This data is cross checked with applicable regulations and permits to ensure how well the operation is when sieved through applicable and required legalities.

There are three main phases of compliance audit in India:

1. **Pre-audit:** It includes planning and organising the audit; establishing the audit objectives, scope and etiquette; and reviewing the design of the program by inspecting documentation
2. **On-site audit:** It includes conducting personnel interviews, reviewing records, and making observations to assess program implementation
3. **Post-audit:** It includes briefing the management on audit findings, and preparing a final report

Therefore, Indian apparel manufacturers need to follow Government guidelines, and social compliance standards not only within their sphere of operations, but also insist their vendors, distributors, and other collaborators involved in the supply chain to do the same.

6.1.2.1 Core Labour Standards

International labour standards have grown into a wide-ranging system of gadgets on work and social policy, backed by a administrative system intended to address all sorts of complications in their submission at the national level

- Removal of Discernment in Employment and Occupation
- Freedom of Association
- Right to Collective Bargaining
- Elimination of all Forms of Forced or Compulsory Labour
- Effective Abolition of Child Labour

Apparel industry players would ensure that labour contractors don't involve forced labour or child labour and get the supply chain of the suppliers audited. Apparel Export Promotion Council (AEPC), a top organization of Indian apparel exporters, has envisioned a garment factory compliance program 'Disha' -Driving Industry towards Sustainable Human Capital Advancement. The prime objective of this body is to make India a global benchmark for social compliance in apparel Industrial. This Common Compliance Code design will prepare the Indian apparel industry on a mutual platform towards a more social and ecologically compliant industrial atmosphere.

6.1.3 India Adopting Universal Standards on Child Labour

The compliance level of garment factory is very high for Indian exporters. To ensure that all standards are being complied with, the big international companies, mindful of their branding, often generate and follow their own compliance standards. Numerous U.S. companies have incorporated "child labour" in their code of conduct, due to tenacious signal of child exploitation in the industry.

6.1.3.1 Common Compliance Code

There is a compliance exhaustion in the Apparel Industry,. Although they are trading with the global brands, the apparel sellers still don't consent that compliance is an integral management practice. The Indian apparel export industry has been indisputable to implement zero tolerance on child labour and cleanse the supply chain.

"This common compliance code will not only give the opportunity for the industry to negate international claims against child labour promotion in the garment industry, but will also help to improve the image of the industry and win more international businesses," as per PremalUdani, Chairman, Apparel Export Promotion Council (AEPC).

6.1.3.2 AEPC-Disha

Apparel Export Promotion Council (AEPC), the peak body of Indian apparel exporters, has launched an agenda, named it "DISHA" (Driving Industry towards Sustainable Human Capital Advancement) with a primary objective to aid garment exporters comply with global standards referring to child labour.

This program is directed to encourage members to follow better social practices. These practices will give them a competitive edge in the global market. That market, where industrial compliance code is progressively becoming an important factor in buying decision.

Responsibilities of Disha member factory

DISHA member factory is dedicated to stick to the DISHA common code of conduct (CCC) Principle on child labour and takes the responsibility to:

- Comprehend and classify applicable laws and acts.
- Understand general industry practices and perception.
- Establish management systems for nourishment and continual improvement.

Disha-CCC for child labour

The CCC- Common Code Of Conduct is based on various central and state laws. Some of the laws that stipulate situations on the subject of employment of children and young persons are as follows:

- No child who has not completed fourteenth year of age shall be required or allowed to work in any occupation in the factory.
- Persons who have completed fourteenth, but not eighteenth, year of age are not employed in hazardous or dangerous operations.
- No female young person shall be required or allowed to work in any factory except between 8.00 A.M. and 7.00 P.M.
- Young people are required to work only after obtaining a 'certificate of fitness' from a government medical officer not below the rank of an Assistant Surgeon. The fee for obtaining this certificate would be borne by the factory.

It will be possible for the DISHA member's factory to follow the Indian Law, re-frame policies and better practise aimed to improved environmental and social impact on factories culture, by applying DISHA CCC.

6.1.4 Role of AEPC in Indian Garment Industry

The apparel industry of India is one of the significant export segments. It enjoys a good global ranking because of its quality and price affordability. But there is an emerging need to increase effectiveness in the social domain as the industry faces various labour, compliance and background situations.

Being a labour rigorous industry, social compliance is becoming an integral issue for this sector. The apparel export promotion council of India (AEPC) under the textiles ministry is plateful domestic textile trade to follow the global norms through development and application of tools to help workshops certify, monitor and improve universal standards.

AEPC's assistance to garment exporters

AEPC brings about invaluable backing to Indian garment exporters and also the international buyers who select India as their favoured tracing terminus for garments. The body today has grown-up to become the most powerful connotation for promotion and facilitation of garment exports. With an objective of structuring a strong ground for Indian exporters, AEPC is devoted to provide various podiums which would help in increasing garment exports.



Fig 6.1.2: AEPC Logo

AEPC- Disha Initiative

AEPC in its unceasing efforts to make India a preferred sourcing end point plans to undertake a series of activities to reinforce the compliance code volume in the Indian export garment industry. The project DISHA has been originated with the aim to merge the Indian apparel manufacturers for mutual co-operation, global configuration and resource optimisation. It also focuses to create and adopt management systems to address human and ecological encounters.

Purpose of Disha programme

- To increase mindfulness among apparel companies on social and environmental standards based on applicable Indian laws.
- To progress effectiveness of apparel manufacturer.
- To promote a management system oriented thinking and approach for engaging with social and environmental issues.
- To promote a progression-based certification system that supports quantity of progress towards adoption and upkeep of yardstick practices in the Disha Common Code of Conduct (Disha-CCC).



Fig 6.1.3: AEPC Initiative

Main components of Disha

Ecological, societal and security linked compliance issues are increasing importance in fabrics and apparel sector. The competitiveness in the sector moves to new embryonic markets. Improved social sustainability of the industry and creating an atmosphere for improved compliance principles can give India the mandatory edge over its competitors in the global market. Some of the major mechanisms of the program Disha are:

- **Disha Certification:** A Disha certificate shall be awarded to the factory by AEPC upon successful and agreeable application of the social and biological management system.
- **Common Code of Conduct (CCC):** AEPC-Disha's common code of conduct is intended to lead the Indian apparel manufacturers on legal, social and environmental issues. The program creates the values for business responsibility, based on applicable Indian laws and International labour organisation (ILO) resolutions approved by the Government of India.
- **Factory Capacity Building & Training:** The common code of conduct includes orientation for the owners of apparel factories and capacity building for factory-nominated personnel on Disha-CCC and towards applying the management systems for Disha-CCC.
- **Baseline & Impact Assessment:** Initially, a factory shall undergo a pre interference baseline evaluation for gap analysis against the Disha-Common Code of Conduct (CCC) ideologies and benchmarks. Post intervention assessments on operationalization of the management systems in the factory shall be undertaken.

6.1.5 Indian Garment Industry and Social Responsibility

The apparel industry of India, is one of the biggest segments among the various industries existing. It is also one of the oldest and an eminent industry in terms of output, investment and employment. A sector which has a global market share and has earned reputation for its permanence, worth and magnificence. The industry is growing at a fast pace with change in customer taste and inclinations. There are numerous factors impacting a change in customer preferences. Few of them are here:

- Rise in disposable incomes
- Government policy focused on fast-track growth

- Convenience of shopping at departmental stores and shopping malls
- Increasing demand for branded apparels and fashion accessories
- Boom in the retail industry

6.1.5.1 International Labour Standards

The Indian apparel industry had established itself substantially not just in the domestic but global market too. The improved density from international apparel buyers to comply with labour principles and rights in Indian garment factories has resulted into a vast number of labels and code of conduct.

6.1.5.2 Corporate Social Responsibility

Corporate social responsibility (CSR) fundamentally connotes that the establishment should work in a principled way. It should work in the best interest of the parties associated with it. The notion of social accountability and responsibilities in Indian apparel sector is fastening acceptance. Increasing number of companies are tiresome to work in a mode to defend the interests of the workforce, clients, contractors and the society.

6.1.5.3 Social Responsibility in the Garment Industry

Garment firms have social responsibility associated with workforce and the surroundings. Social responsibility in the global clothing industry gives a deep examination of labour practices and values. But the ways by which the various organisations takes up to accomplish their social accountability may be different. A garment factory can fulfil its social responsibility in the following manner:

- By creating and providing a challenging environment to the workforce.
- Creation and provision of fair book of policies for any kind of employee dispute, if any.
- Affirm a safe and positive working environment for the employees.
- Prohibit child labour and abolish any kind of child abuse.
- Provision of equal opportunities to the employees to voice their feedback and have an effective policy for the solution of dispute.
- Ensure ethical recruitment, training, remuneration, appraisal and other policies.

6.1.6 Indian Apparel Trade and Compliance Standards

The Indian garment industry is aiming to reach 7.5 billion by the end of 2012, a Fig that is practically double the size of the last profit intended by the Indian Chamber of Commerce (ICC).

With the increasing globalisation, a lot of prominence has been placed on global compliance standards in the garment industry. Factories involved in the international trade must keep a proper check of the garment factory compliance at regular interludes. Therefore, every apparel export business needs to have a proper understanding of compliance rules for foreign trade.

6.1.6.1 Why Code of Ethics is Required

The code of ethics is concerned with the quality of the products and services from the workstations along with the working environment that should meet the provisions of audits and assessments. If followed sincerely, these ethics will result into:

- Cumulative national affordability in terms of social compliance.
- Growing competitiveness of small scale industrialists.
- Dropping burden on manufacturers.

Some of the compliance codes in Indian garment industry are listed below.

6.1.6.2 Working Hour & Wage Rate Compliance

- Garment workshops should ensure a confirmation that employees should get minimum wages as per the domestic law and according to their working hours spent by them in the industry.
- Employer should confirm an equal wages to both men and women employees who are performing the same work or work of a similar nature.
- Workforce employed for more than nine hours on any day or for more than 48 hours in any week, shall be qualified to wages at premium legal rates for such overtime work.
- Every employee must be entitled to one holiday in a week.
- Whenever a worker is required to work on a weekly holiday, he is to be allowed a compensatory holiday for each holiday so lost.

6.1.6.3 Workplace & Work Environment Compliance

- Businesses units should see that they are providing a proper clean, hygienic, well-ventilation, sufficient light and air to provide the workforce with standard work environment. A comfortable workstation with a clean and neat workplace is a mandate.
- Indian garment industries should ensure that the workers are given a comfortable sitting chair with back support and proper leg space.

6.1.6.4 Non-discrimination Compliance

Under federal and state laws, it is in contradiction of the law for proprietors to differentiate staffs and job applicants and/or harassment to occur with their organizations. It is also against the law to treat people unethically or bother them because of the age, disability, homosexuality, marital or domestic status, race, sex or transgender status of any relative, friend or colleague of a job applicant or employee. Employers, managers and supervisors must treat all their job applicants and employees on the basis of their individual merit and not because of irrelevant personal characteristics. They must also do their best to make sure that their employees are not harassing any other job applicant or employee.

6.1.6.5 Social Compliance in India

Religion, community, culture or belief characteristics should never be the basis of distinction among employees by the organisation. All the terms and conditions of employment should be based on a person's ability to do the job. The mandate for social compliance is growing every day. One can accomplish a dynamic and vigorous compliance system only when the workforce is provided with an equal stand to voice their concern and have consultative instrument at the workplace.

The Apparel Export Promotion Council of India (AEPC), a summit framework of Indian apparel exporters, runs all social compliance services to meet international global standards. This council trains and monitors industrial unit to upgrade the factory conditions and labour values and standards.

6.1.7 Health and Safety Compliance in Indian Garment Industry

Apparel industry has won increased attention from consumers, social workers, welfare organisations and trademarked international buyers. Many global players are demanding that their "code of conduct" should be complied to, before entering into an agreement. Nowadays, continuous observance to quality standards and employee contentment have become significant bounds for gauging the company's performance.

Apart from the growing quality of outputs that meet transnationally recognised standards, it is essential for the suppliers to improve safety and health compliance code and provide proper working atmosphere in their work locations.

Numerous overseas countries have established various international compliance standards on safety and health compliance. Exporters should follow these codes to live on in the global market. One should not under-estimate the benefits drawn from regular drilling of compliance codes of conduct which can bring higher price of yields, less employee turnover rate, smooth trade relation as well as global image & status.

6.1.7.1 Need for Compliance Codes

There is prominent impact of social compliance on company's economic outcomes. Companies should adopt compliance code to protect their goodwill and brand name in the market. The Indian apparel industry needs to be hard-hitting on compliance rather than opposing with other developing countries manufacturing low-cost garments.

6.1.7.2 Compliance Code Guidelines

Apparel factories ought to contemplate the below mentioned guidelines when complying with safety and health compliance code standards:

- Trades should comply with international standard code, such as ISO or importing countries standard code to become competitive in international markets.
- It is necessary for workers involved in loading and unloading operations.
- Young adults (between 15 to 18 years) are not allowed to work on any dangerous machine without sufficient training and supervision.
- Ear plugs or muffs should be given in places with excessive sound such as generator rooms and embroidery rooms.

- Factories should have effective fire extinguisher with proper usage instructions.
- Eye-wear and face shields should be a must, providing in areas with danger of flying objects, sparks, glare, hazardous liquids and excessive dust.

Code to protect their goodwill in the market

This industry needs to be tough on compliance rather than challenging with other developing countries manufacturing inexpensive garments. In India, the Apparel Export Promotion Council (AEPC) is committed to legal compliance and ethical business practices and encourages members/exporters to comply with all applicable laws and regulations of the country to meet international compliance standards.

The council has designed a garment factory compliance program 'Disha' (Driving Industry towards Sustainable Human Capital Advancement) that aims to spread awareness regarding the importance of compliance among apparel exporters.

6.1.7.3 Role of Apparel Export Promotion Council in India

In India, the Apparel Export Promotion Council (AEPC) is committed to legal compliance and principled business Practices. It encourages members/exporters to comply with all applicable laws and regulations of the country to meet international compliance standards. Further, the council has designed a garment factory compliance program 'Disha' (Driving Industry towards Sustainable Human Capital Advancement) that aims to spread awareness regarding the importance of compliance among garment exporters.

6.1.8 Compliance Code Guidelines for Indian Garment Industry

The Indian apparel industry supports considerably to India's export earnings. India has industrialised as a major following destination for various buyers. The USA and the EU endure to be the most domineering markets for Indian apparel industry, bookkeeping for about two-third of India's textiles exports. These countries have been demanding upon compliance to certain social, environmental and safety standards and norms by the manufacture units involved in export business. Corporate codes of conduct that discourses labour standards vary from corporation to corporation and location to location. Some of the common Indian Garment industry compliance code guidelines are:

- Exporters must not be intricate in unfair labour practices but limited to interferences in matters regarding freedom of association.
- Exporters shall recompense workforce for all hours operated. Workers on a piece rate payment scheme or any other incentive scheme should be paid according to that.
- Exporters shall not illogically restrain the liberty of movement of workers, including movement in canteen during breaks, using toilets, accessing water, or to access necessary medical attention, as a means to maintain work discipline.
- Exporters are about to offer workers with paid annual leaves as required under local laws, guidelines and processes. Exporters shall not impose any undue limitations on workers' use of annual leave or taking any type of sick or maternity leave.
- There shall be no alterations in workers remuneration for work of equal value on the basis of gender, race, religion, age, nationality, sexual orientation, social political opinion, disability or ethnic origin.

- Exporters shall not threaten female workers with firing or any other employment conclusion that adversely distresses their service status in order to avert them from getting married or becoming pregnant.
- Exporters shall confirm that proper ventilation systems are installed within their premises to prevent airborne exposures which may affect the health of workers.
- Members shall not custom any form of physical or mental, emotional violence, threats, harassment, or abuse against workers seeking to form organisations or participating in union activities, including strikes.
- Workers shall be permitted to at least 24 successive hours of rest in every seven-day period. If workers must work on a rest day, another successive 24 hours rest day must be provided.
- Exporters shall pay workers at least the legal minimum wage or the usual industry wage, the one that is Higher. This indeed is the most essential code of compliance for Indian Industry.
- Garment exporters must ensure that the minimum age requirement to unsafe employment shall not be less than 14 years. This is the most significant concern in the country. Each worker has the right to enter into and to terminate their employment freely. Indian apparel makers need to follow all the compliance rules to comply with global standards. Often companies adopt industry compliance codes to project a positive image and protect their goodwill in the market. The Indian garment industry needs to be strong on compliance instead of competing with other developing countries manufacturing inexpensive garments.

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6.1.9 India Complying with International Standards on Child Labour

Child labour has been a grave crime in India. It still exists. Children are in poverty, ignorance, and corruption due to illiteracy. Child labour superfluities under many conditions such as discernment (based on gender, ethnic, or religious issues), inaccessibility of educational and other substitutes, weak enforcement of child labour laws, etc. Large global firms, conscious of their image, often set up their own compliance standards for the exporters to ensure that all standards are being complied with.

Various companies of U.S originality have included child labour in their code of conduct, due to tenacious evidence of child exploitation in the industry. In worldwide market, the buyer's compulsory requirement is to have an audit. As India is a leading garment exporter, the level of garment factory compliance is very high for Indian exporters. The child labour issue is one of the very important aspect that the audit checks. Therefore, all the export units must be highly compliant on issues related to child labour.

6.1.9.1 Code of Conduct for Garment Exporters

- Garment exporters must safeguard that the bottom limit of the age requirement to non-hazardous employment should not be less than 14 years. Moreover, all young workers (between 14 to 18 years) must be sheltered from doing any work that is likely to be dangerous or that may be injurious to their health and physical, mental, social, or moral development. Exporters must detect all legal necessities for work being performed by lawful young workers.



7. Soft Skills And Communication Skills



Unit 7.1 - Introduction to the Soft Skills

Unit 7.2 - Effective Communication

Unit 7.3 - Grooming and Hygiene

Unit 7.4 - Interpersonal Skill Development

Unit 7.5 - Social Interaction

Unit 7.6 - Group Interaction

Unit 7.7 - Time Management

Unit 7.8 - Resume Preparation

Unit 7.9 - Interview Preparation



Key Learning Outcomes

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

1. Understand Art of Effective Communication.
2. Able to handle effective Communication with co-workers.
3. Able to handle effective Communication with Peers/ colleagues.
4. Learn basic reading and writing skills.

UNIT 7.1: Introduction to the Soft Skills

Unit Objectives

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

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

7.1.1 What is a Soft Skill?

These are personal characteristics that describe an individual's ability to interact with people and situations around. Soft skills can be explained as a group which comprises personality traits, social graces, language, habits, sociability and optimism that characterise relationship with other people. Soft Skills complement hard skills which are occupational requirements of a job and many other activities. They are related to feelings, emotions, insight. Soft skills has to do with who we are than what we know.

For instance – the soft skills required for doctor would be empathy, understanding, active listening and a good bedside manner.

Soft skills also determine how satisfied and happy one remains in professional and personal situations.



Fig.7.1.1: Soft skills

7.1.2 Components of Soft Skills

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

- **Interpersonal Communication:** This is an individual's ability to effective communication with other and in the process creating a positive image of him.
- **Negotiation Skills:** This is how one negotiates with others and reduces the level of stress in work, professional and personal environment.

7.1.3 Benefits of Soft Skills

Some of the benefits of Soft Skills are as:

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

7.1.4 Work Readiness

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

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



Fig.7.1.2: Work readiness

UNIT 7.2: Effective Communication

Unit Objectives

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

1. Do public speaking.
2. Describe likes and dislikes of a person.
3. Know basic etiquette of conversation.

7.2.1 Introduction

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

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

7.2.2 The Communication Process

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

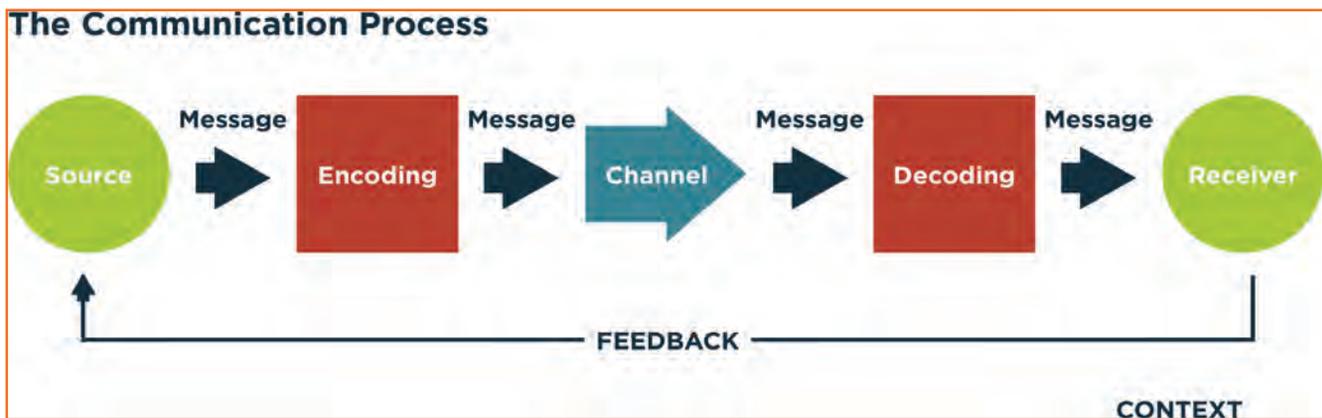


Fig.7.2.1: The Communication Process

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

Communication with other involves three steps:

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

7.2.3 Verbal and Non-Verbal Communication

There are three main types of communication. These are:

1. **Verbal Communication:** It means you listen to a person to understand what message the person is trying to convey. The speaker have the advantage of immediate feedback. This type of communication is best for conveying emotions and can involve storytelling and critical conversations.
2. **Written Communication:** Letters, books, newspapers are few of the examples of written communication. Printed media, emails can also be categorised into this communication. They are asynchronous, can reach many readers and are best for conveying information.
3. **Nonverbal Communication:** A nonverbal communication can also be called Body language because this communication does not involved any verbal interaction but mere observation of the people involved in the communication. Both verbal and written communications convey nonverbal communication and are also supported by body language, eye contact, facial expression, posture, touch and space.

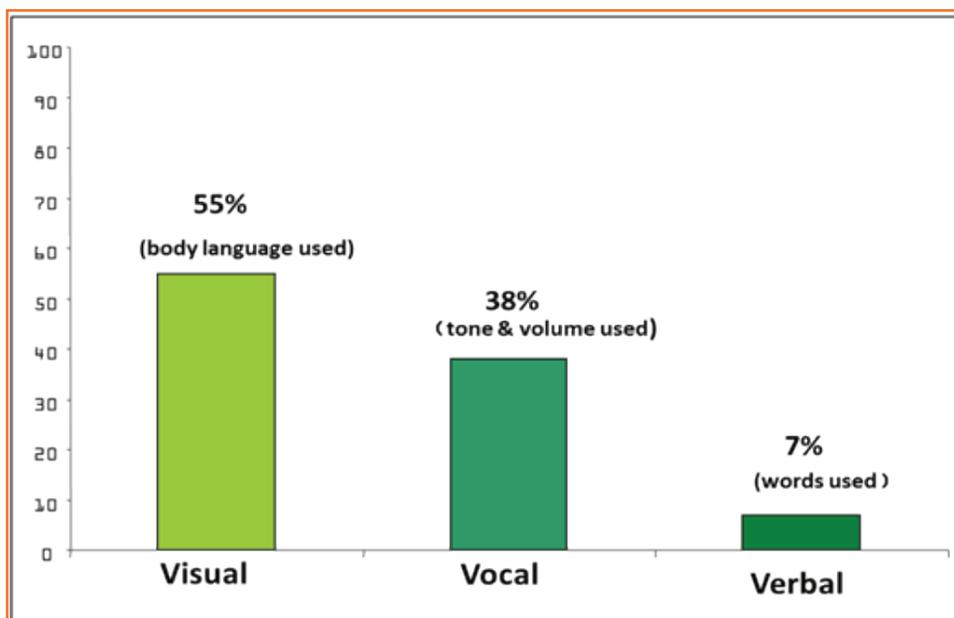


Fig.7.2.2: Categorization and ratio of Verbal and Non-Verbal Communication

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

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

7.2.4 Communicating Effectively Identifying Barriers

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

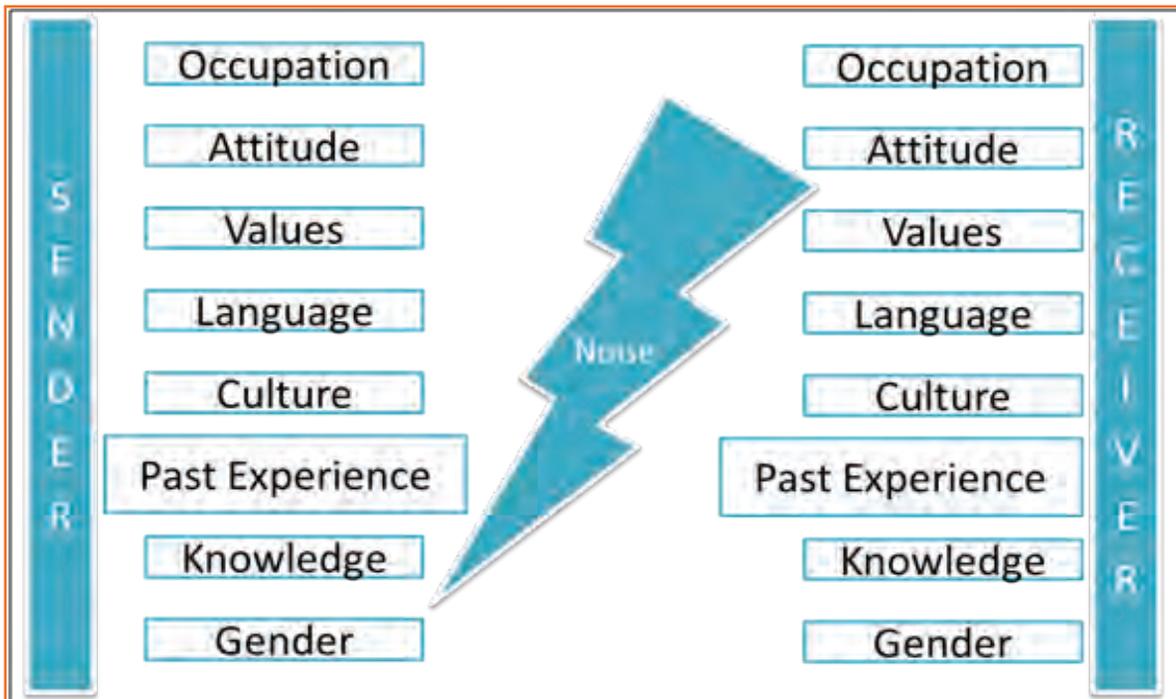


Fig.7.2.3: Barriers in Communication

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

Dealing with Barriers

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

7.2.5 Effective Communication-Practice

Active Listening

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

7.2.5.1 Some tips for active listening

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

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

UNIT 7.3: Grooming and Hygiene

Unit Objectives

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

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

7.3.1 Personal Grooming

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

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

Appearance

- The front line person/team is the brand ambassador of the company, just like the face is to your body. The customers visiting the stores are greeted by this team and lend their assistance. Hence they are expected to present a neat & clean looks.
- When in store premises, even during off-duty hours, a well-dressed appearance needs to be maintained. They are expected to be in uniforms (including shirt, trousers, shoes & socks) which must be worn clean & ironed.
- We should take care about no stains, broken buttons, or loose thread present on the uniform.
- You should always clean & polish your shoes. Sandals/slippers/sports shoes and white socks should not to be worn during on duty.
- Nails must be trimmed and clean.
- Hair should be neatly combed before commencing duty. For female members hair should be tied up if longer than shoulder length. Display ID cards when on duty is a must since accountability is important for the customers.



Fig.7.3.1: Personal Grooming

7.3.2 Specific Uniform Guidelines

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

Fig.7.3.2: Specific Uniform Guidelines

7.3.3 Body Posture

- Staff needs to keep their hands clean at all times as they mostly will be handling merchandise or in contact with customers.
- Avoid biting nails on the floor.
- Manage body odour & bad breath to be under control as they are offensive to the customer.
- Maintain straight & upright posture on the shop floor.
- Slouching on the floor, hands in pockets, hands on the hips are not courteous to the customer & hence should be avoided.

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

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

7.3.4 Positive Body Language

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

- Avoid your pockets. Keep your hands out of your pocket. Hand in pocket shows we are uncomfortable and unsure of ourselves. Keeping our hand in open indicates confidence and show that people has nothing to hide.
- Don't Fidget. Fidgeting is a clear sign of nervousness. An individual who can't keep still is an individual who is worried, tense and not confident. Keep your gesture calm and under control.
- Keep your eyes forward. This indicates that you are interested in communication with other.
- Stand up straight with your shoulders back. It communicates confidence.
- Take wide steps. It makes you seem purposeful and suggest a personal tranquility and denotes confidence.
- Firm handshake. Grip other persons hand firmly and confidently instead of getting a palm full of dead fish. Firmness adds warmth and enthusiasm to the handshake. But make sure that you don't crush the other person's hand and don't hold on too long.
- Don't cross your arms when meeting other persons. This is a protective posture.
- Use contact to show appreciation.

7.3.5 Personal Hygiene

What is Personal Hygiene?

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



Fig.7.3.3: Personal Hygiene

Why to brush teeth?

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Brush your teeth in the morning and before going to bed with paste, datun or tooth powder



Fig.7.3.4: Brush teeth



Fig.7.3.5: Take bath

Why to take bath?

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Why to wear clean clothes?

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Fig.7.3.6: Clean clothes



Fig.7.3.7: Cut nails

Why cut nails?

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Why wash hands?

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Fig.7.3.8: Wash hands

7.3.6 Physical Fitness

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

Advantages of Physical Fitness

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



Fig.7.3.9: Physical Fitness

Healthy Eating

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

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



Fig.7.3.10: To eat



Fig.7.3.11: Not to eat

What are healthy eating habits?

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

Things to be avoided

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

Alcoholism

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

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

It's effects:

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



Fig.7.3.12: Effects of alcohol

Tobacco

Tobacco is the second largest cause of death in the world. It claims one death in every six seconds.

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



Fig.7.3.13: Risks from smoking

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

It's effects:

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

Gutkha

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

Impact of Gutkha on health:

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



Fig.7.3.14: Oral Cancer

7.3.7 AIDS/HIV Awareness

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

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

AIDS is transmitted by:

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

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



Fig.7.3.15: NACO Logo

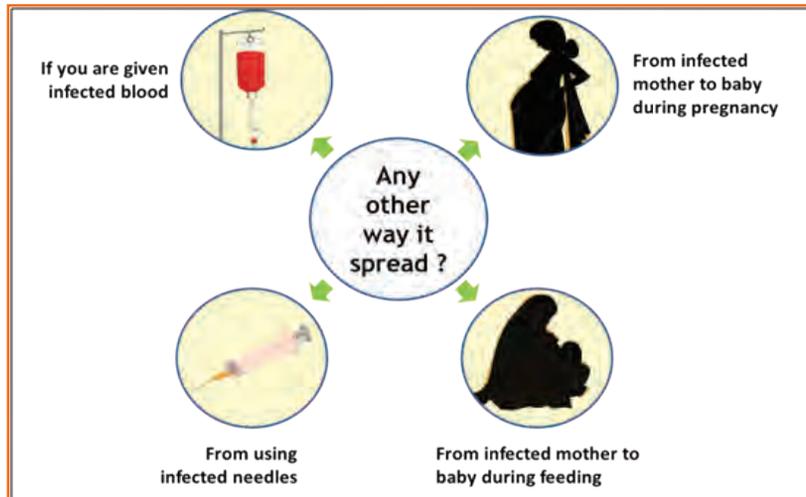


Fig.7.3.16: AIDS transimtion

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

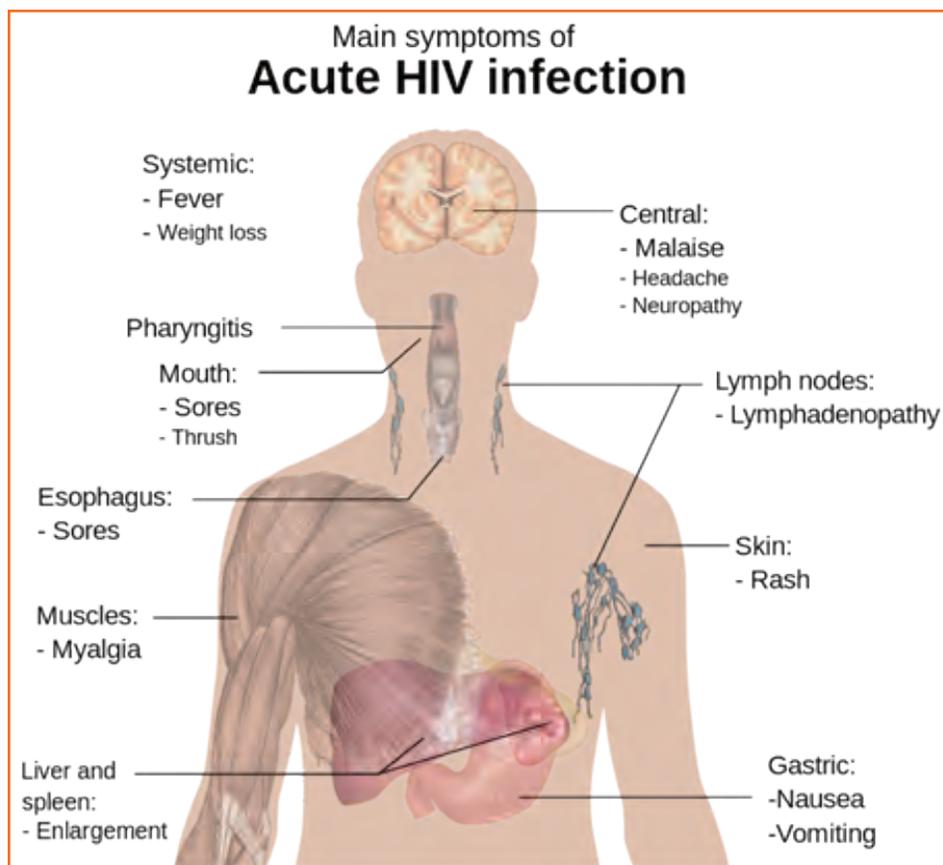


Fig.7.3.17: Acute HIV Infection

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



Fig.7.3.18: AIDS non-nispersing Deseases

Stay faithful

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



Fig.7.3.19: Condoms

AIDS does NOT spread through

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

7.3.7.1 Case Study

Gautam is a plumber. His family lives in a village. He travels from place to place. Once he visited a sex worker. After one month he fell ill. He went for a checkup and found he had AIDS. Gautam did not know it, but that sex worker had AIDS. He was infected from that one visit.

Share four things that you know or learnt about AIDS.

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Always remember:

- AIDS has no cure but can be prevented, therefore be cautious of it not afraid of it.
- Be faithful to your partner and always use condom while making any sexual contact.
- Take blood only after checking proper medical certificates.
- Do not discriminate HIV positive people.

UNIT 7.4: Interpersonal Skill Development

Unit Objectives

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

1. Develop a positive attitude and behaviour.
2. Understanding Goal Setting.
3. Motivated for team participation at work.
4. Learn how to manage relations.
5. Learn about Stress and anger management skills.
6. Learn to develop leadership qualities.

7.4.1 Introduction

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

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

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

These include various traits like:

- Positive Attitude
- Motivation
- Goal Setting
- Team Work
- Managing Relations
- Etiquette
- Stress and Anger Management
- Conflict Resolution

7.4.2 Positive Attitude

What is attitude?

- Our approach...
- Our outlook towards situations and others...

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

Remember:

- Luck favors those who help themselves
- Don't wait for things to happen make them happen
- Stay away from negative influences
- Start your day with something positive
- Learn to like the things that need to be done

Positive attitude shows in the following ways:

- Positive thinking
- Constructive things
- Creative thinking
- Optimism
- The motivation and energy to accomplish goals.
- An approach of happiness

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



Fig.7.4.1: Positive Attitude

7.4.2.1 Story of Carrot, Egg and Coffee Beans

Raju works as a Supervisor in a factory. He is not happy with his job. One day he spoke about his dejection to his elderly friend, Prashant, who runs a small canteen for the factory workers.

“Prashant I am not satisfied with my job. There are so many problems in the factory. If I solve one, another one crops up. The problems seem to be never ending. I am quite fed up and wish to quit.”

Prashant said nothing. He quietly put three pots with water on the stove. He put some carrots into one pot, some eggs into another and coffee beans into the third pot. The water in the pots began to boil.

Raju wondered what was going on! “Oh, here I am with my tale of woes, and this illiterate cook goes about his business!”

After some time, Prashant switched off the stove and put

the carrots, eggs and the beans in different bowls. He then said, “My friend, what do you see here?” “Carrots, eggs and coffee”, said Raju irritably. “Of course! Now come and feel them one by one”, said Prashant. “Oh God! What do you want to prove?” asked Raju controlling his anger. “The carrots have turned soft. The egg is hard boiled beneath its shell and the coffee is stronger in aroma”. “Exactly” said Prashant “Each of them faced the



Fig.7.4.2: Story of Carrot, Egg and Coffee Beans

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

When things get worse, you get better.

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

What have you learnt from the story?

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7.4.2.2 Some Successful People

Dirubhai Ambani - Founder of the Reliance brand

Born in Junagadh in a middle class family, son of a school teacher. His mother who had difficulty meeting the ends with his father’s income, nagged him to begin earning some money. He snapped at her “Phadia, phadia su karo chho ...paisa no to dhanglo karees ...” Just to show that that he was serious, he once bought a tin of groundnut oil on credit from a local whole seller and sold the oil in retail sitting on the roadside, earning a profit of a few rupees that he gave to his mother.

Next, he began setting up onion and potato fries stalls at village fairs during weekends when his school was closed. When he grew up, he came to Mumbai with very little money and lived in a two room chawl with his family. But dreamt big and worked towards his dreams.

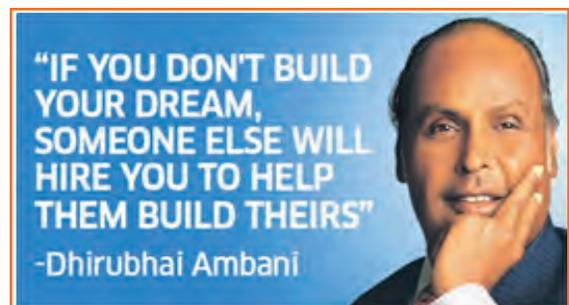


Fig.7.4.3: Dirubhai Ambani - Founder of Reliance



Fig.7.4.4: Rajnikanth: Super star of Tamil cinema

Rajnikanth: Super star of Tamil cinema

- Hero and demi-God for many thousands
- Original name Shivaji Rao Gaekwad
- From bus conductor to super star

Early life:

- Driven by poverty, went through extreme struggle
- No education; Worked as a bus conductor
- Entertained passengers in the bus
- Got a break in Tamil cinema
- Worked with a single mind to become a super hero

What have you learnt from these two people?

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7.4.3 Goal Setting

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

Goal setting consists of establishment of specific, measurable, achievable, realistic and time targeted aim. Goal setting helps individuals work towards their own objectives. Goals are a kind of motivation that sets the standard for self-satisfaction with performance. Achieving the goal one has for oneself is a measure of success and having the ability to satisfy job challenges is a way one measures success in the workplace. Set SMART goals:

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

Identify

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

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

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

Setting goal is important for an individual because:

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

Categorization of Goals

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

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

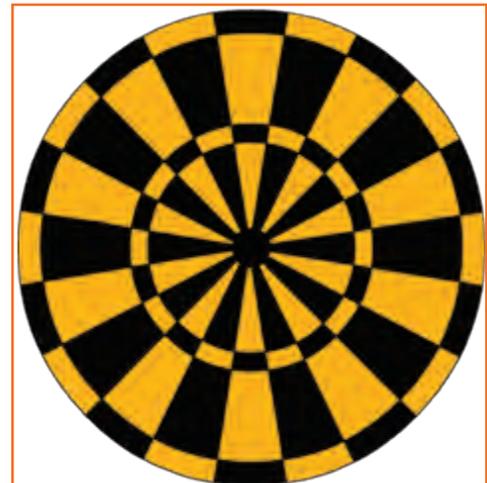


Fig.7.4.5: Goal setting

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

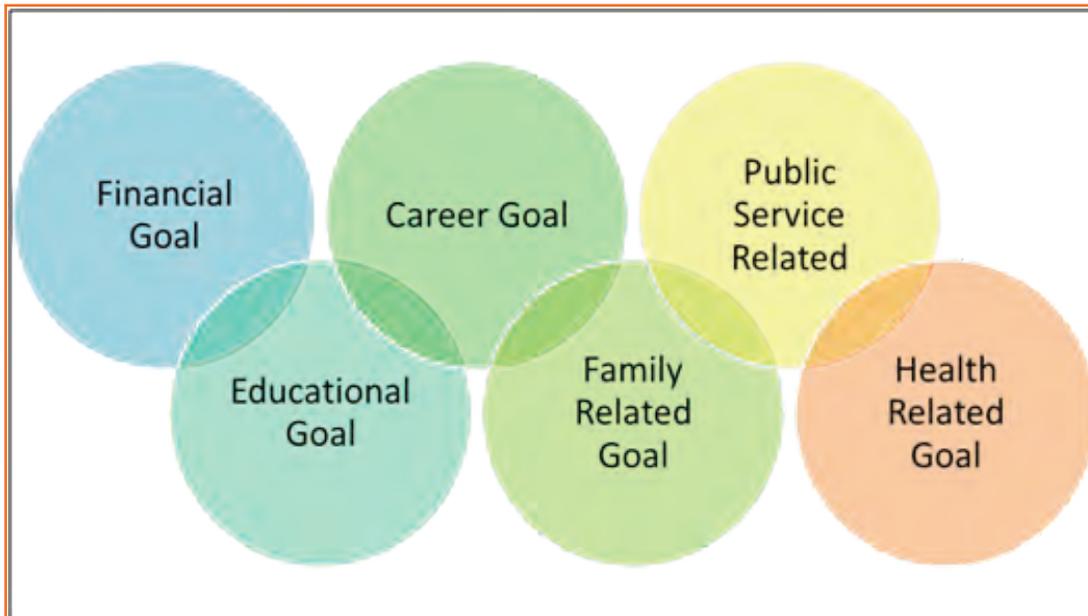


Fig.7.4.6: Categorization of Goals

Write down your two financial goals.

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Write down your two career goals.

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Write down your two educational goals.

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Write down your family related two goals.

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Write down your health related two goals.

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Write down your public service related two goals.

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7.4.4 Team Dynamics

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



Fig.7.4.7: A teamwork

Team members need to learn:

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

Factors of Team Dynamics

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

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

- A single person cannot achieve a big task single handedly.
- Big and difficult tasks can be accomplished only through collective effort, through teams.
- In a team, the team members stand by each other during good and bad times alike.
- Work together towards a common goal.
- Divide the task and share the burden.
- Help and accept help from others.

7.4.4.1 Story : Small Fishes and Big Fish

Once there was a shoal of tiny red fish living in the sea. One among them was a little different. His name was Swimmy and he was black in colour. Swimmy was the fastest swimmer in the shoal. The fish would swim around in the sea looking for food. One day when they were busy searching for lunch, Swimmy who was far ahead of the others saw a big fish coming in their direction. The big fish was also looking for his lunch---smaller fish. Swimmy was scared! If the big fish would spot his shoal, all of them would be eaten up. Swimmy thought hard of a way out and quickly came up with a plan. He quickly swam back to his shoal and told all the fish about the big fish and also explained his plan to escape from being eaten.



Fig.7.4.8(a): Small Fishes and Big Fish

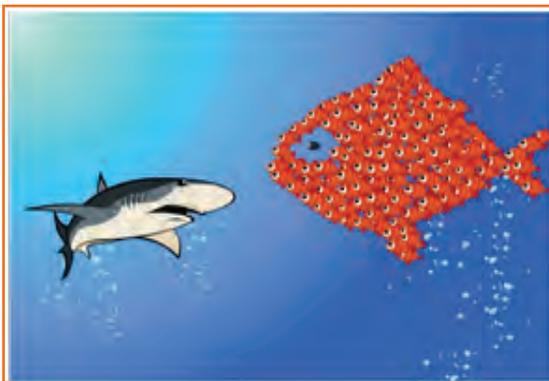


Fig.7.4.8(b): Small Fishes and Big Fish

When the big fish came closer he was shocked to see an even bigger fish swimming in his direction with its huge jaws wide open. Frightened that he would get eaten up, the big fish swam away. If he had looked carefully, he would have realised that the huge fish was actually all the tiny red fish swimming very closely together in such a way that they looked like one big fish. And little black Swimmy, being different, became the eye of the 'huge' fish!

What have you learnt from the story?

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7.4.5 Managing Relations

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

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

Tips for improving relations with people around us:



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



Fig.7.4.9: Managing Relations

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

7.4.6 Etiquette

Etiquette are nothing but rules operating behaviour regarded as good and acceptable in personal and professional life. Etiquette includes:

Making Positive Impression

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

How you treat with people

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

Communicating at Workspace

- Keep workspace professional and neat.
- Don't interrupt other people on the workplace.
- Limit personal calls especially when you are working in a manufacturing unit.
- Eat and smoke to the designated areas only otherwise it may disturb other people.

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

Work Ethics

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

- **Discipline:** It takes a certain level of commitment to finish your tasks every day. Only with discipline one can stay fixed on goals and determined to complete his assignment.
- **Commitment to work:** A strong sense of commitment to work affects how an individual work and the amount of work he does. When a worker is committed to work he turns up on time, puts in his best efforts and completes the projects to the best of his ability.
- **Punctuality:** It shows that you are dedicated to your work, interested in the work and capable of handling responsibility. Being punctual shows your professionalism and commitment to work.

- **Ownership and responsibility:** Ownership and responsibility stretches in all aspects of an employee's job. Co-workers value the employees' ability to give honest feedback. Supervisors rely on the high moral standards trusting him not create problems and being responsible.
- **Striving to excel:** Keep yourself updated with new developments and knowledge of your field. Learn new skills, techniques, methods required to uplift your career.

Workers exhibiting a good work ethic are usually selected for higher positions, increased responsibility as well as promotion. Workers who do not exhibit good work ethic can be regarded as incompetent and failing to provide a fair value to the employer for the salary.

7.4.7 Stress and Anger Management

Anger is a normal and a healthy emotion. Anger management may be critical for people who find it difficult to keep it under control. There are many health issues related to a unresolved anger like heart attack, high blood pressure, anxiety, depression, colds and flu/fever and digestive problems.

If your heart beats faster and you breathe quickly, tension in your shoulder or clenching your fists beware your body may be showing sign of anger, take steps to calm yourself down. Once you will be able to recognize the signs of anger you can calm yourself down.

Always remember:

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

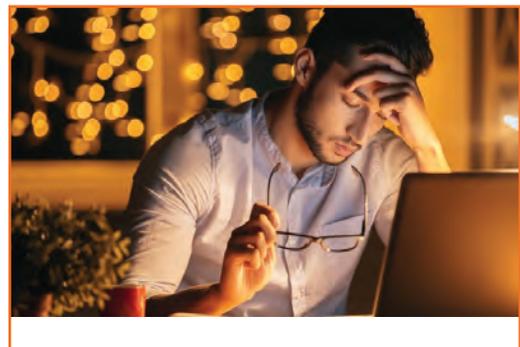


Fig.7.4.10: Stress Management



Fig.7.4.11: Anger Management

7.4.8 Conflict Resolution

What is a Conflict?

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

Why do we need to resolve conflicts?

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

How to work out Conflicts?

1. STOP . . .

before you lose your temper and make the conflict worse.

2. SAY . . .

what you feel is the issue. What is the reason of disagreement? What do you like?

3. LISTEN . . .

to others ideas and feelings.

4. THINK . . .

of solutions that satisfy both the parties.

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

7.4.9 Leadership Skills

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

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

How to become a leader:

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

UNIT 7.5: Social Interaction

Unit Objectives

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

1. Understand what is social interaction and what are social interaction behaviour.
2. Give a brief description about himself/herself in public.
3. Follow daily duties.
4. Cooperate with peers, family and other members in society.

7.5.1 Social Interaction

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

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



Fig.7.5.1: Social interaction

7.5.2 Self- Introduction

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

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



Fig.7.5.2: Self- Introduction

Points for Self Introduction

Following are some self-introduction points:

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

You can also tell about your native place. It is better to describe about or tell about your place which is famous for.

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

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

Improving self-introduction

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

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

7.5.3 Our Duties and Responsibilities

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

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

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

7.5.4 Cooperation

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

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



Fig.7.5.3: Cooperation

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

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

The effective peer support can be in form of:

- **Social Support:** In form of positive psychological interactions with others with whom there is mutual trust and concern.
- **Experiential Knowledge:** contributes to solve problems and improve quality of life.
- **Emotional support :** Esteem, attachment and reassurance
- **Instrumental Support:** Product and services.

How to be a cooperative person: For being a cooperative person following things needs to be done:

- Listen carefully to others and make sure you perceive what they're expressing.
- Share when you have something that others would really like to have.
- Take Turns once there's something that no-one desires to do, or when more than one person desires to do a similar factor.
- Compromise when you have a significant conflict.
- Do your part the very best that you just probably can. this can inspire others to do the same.
- Show appreciation to people for what they contribute.
- Encourage people to do their best.
- Make people needed. working together may be a lot more fun that manner.
- Don't isolate or exclude anyone. everyone has something valuable to offer, and nobody likes being omitted.

UNIT 7.6: Group Interaction

Unit Objectives

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

1. Participate in group discussions in the class.
2. Give speech in the public.
3. Understand the importance of team building and team work.

7.6.1 Group Interaction

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

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

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



Fig. 7.6.1: Group Interaction

7.6.2 Importance of Group Interactions

As a participant group interactions is important as:

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

As a moderator a group interaction helps in:

- Understanding a member interpersonal skills.
- Identifying if a member is able to work in a team.
- Understanding ones behaviour.
- Selecting a perspective member in a perspective methodology.

Dos and Don'ts of Group Interaction

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

Fig.7.6.2: Dos and Don'ts of Group Interaction

7.6.3 Team Work

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

- The profitability of an organisation.

- People enjoy their work.
- Staff retention rates.
- Team and individual performance.
- Company reputation.

Importance of Team Building

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



Fig.7.6.3: Team work

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

Do and Don'ts of working in a Team

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

UNIT 7.7: Time Management

Unit Objectives

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

1. Understand the importance of time management.
2. Develop time management skills.
3. Learn about effective time planning.

7.7.1 Time Management

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

Some effective time management

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



Fig.7.7.1: Time management

7.7.2 Time Robbers

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

- Poor personal planning and scheduling.
- Interruptions by people without appointments.
- Poor delegation.
- Poor use of the media: Telephone, Mobile, e-mail, and fax, etc.
- Reading junk mail.
- Lack of concern for god time management.
- Lack of clear priorities

The Time Robbers can be avoided by:

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

7.7.3 Pareto Analysis

- According to this 80% of the tasks can be completed in 20% of the time. The remaining 20 % of the tasks take 80 % of your time. And the task which should fall in first category should be given a higher priority.
- Time also depends on the type of method adopted to process the task. Methods should always be simpler and easier to complete the task. If we use difficult ways, it shall be result the waste of time. One should always try to find out alternate ways to complete a task.

Urgent Important Matrix

1.The Urgent and Important Tasks	2. The Non Urgent but Important Tasks
DO NOW <ul style="list-style-type: none"> • Emergencies, complaints and crisis issues • Superiors desire • Planned tasks or project work now due • Meetings with superiors/colleagues 	PLAN TO DO THEM <ul style="list-style-type: none"> • Planning, preparation • Scheduling • Designing, testing • Thinking, creating, modeling the data
3. The Non Important but Urgent Tasks	4. The Non Important and non-Urgent Tasks
REJECT AND EXPLAIN <ul style="list-style-type: none"> • Small requests from others • Ostensible emergencies • Misunderstandings rising in work • Pointless routines or activities 	RESIST AND CEASE <ul style="list-style-type: none"> • Comfort' activities, computer • Games, net surfing, excessive • Cigarette breaks • Chat, gossip, social • Communications • Reading irrelevant and useless material

*Fig.7.7.2: Urgent Important Matrix***This matrix helps you understand:**

- What should be done
- What should be planned
- What should be resisted
- What should be rejected

The simplest method of managing time is to create a general to do list. Prioritize the task list:

- A daily list of things to do, numbered in the order of their priority
- Start with the most unpleasant and difficult task first latter will completed easily and quickly.
- Map out everything while making a task list
- Learn to say “No” to unimportant things
- Strikeout the things completed so that you are familiar what have been completed and what needs to be completed.

List down the routine activities that you perform in a day.

.....

.....

.....

.....

Prioritize the above mentioned activities in the following heads.

Important Tasks	Unimportant Tasks	Urgent Tasks	Not Urgent Tasks

UNIT 7.8: Resume Preparation

Unit Objectives

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

1. Understand the importance of resume.
2. Learn how to prepare a resume.

7.8.1 Introduction

A resume is a self-declaration which once done properly shows how an individual's skills, experience and achievements matches the need of the work that they wish to get. The sole purpose of a resume is one to win an interview. It convinces the future employer what he wants from the prospective employee in new career or position.

It also establishes an individual as a professional person with high standards and excellent writing skills based on the fact that his resume is written well. It also helps you clarify your direction, qualifications and strengths, boost your confidence or to start out the process of committing to a job or a career modification.

One must know about a resume that:

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

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

Section	What is the employer looking for
Header	Your identity and to contact you
Objective	To check if their requirement and your objective match
Education	To check if you have the basic qualification for the job/ internship you are applying for
Practical Experience/Projects	To see if you have done anything that reflects your potential capability. Also to see how different you are from your peers.
Skills	How equipped you are in terms of your personality traits as well as occupational skills
Interests	Professional aspects apart, how meaningful is your life?
Other	Is there anything else significant and relevant you want to showcase, that will add value to your resume.

Fig.7.8.2: Different sections on the resume



Fig.7.8.1: A resume

Preparation work and important tips

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

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

Before preparing resume always remember:

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

7.8.1.1 Resume Header

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

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

Do Not:

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

7.8.1.2 Framing the Objective

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

Always remember:

Your objective should include the following:

- Position wanted
- Functional area

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

7.8.1.3 Education

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

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

Always Remember:

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

7.8.1.4 Projects and Internships

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

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

Remember:

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

Do Not:

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

7.8.1.5 Skills

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

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

Remember:

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

7.8.1.6 Interests

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

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

Remember:

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

7.8.1.7 References

Give References

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

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

7.8.1.8 Points to Remember

- Make sure that the length of your resume doesn't exceed a pair of pages.
- Do a thorough recheck and confirm there are fully no errors in your resume. No grammatical errors, no spelling mistakes, no punctuation errors.
- Run through your resume time and again for to create enhancements and phrasing sentences better.
- Choose a professional font in a size eleven or twelve. You can use multiple fonts for different elements of resume, but try to limit it most of two fonts. Instead changing between fonts, strive creating specific sections bold or italicized instead.
- The font size of your header and the introduction to a part may be a size fourteen or sixteen.
- Your text should be printed in solid black ink. Ensure to deactivate any hyperlinks so that they don't print in blue or other contrastive colour.
- Your page ought to have one inch margin all the way around with 1.5 or 2 point line spacing. The body of your resume ought to align left and your header should be centred at the top of the page.

UNIT 7.9: Interview Preparation

Unit Objectives

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

1. Understand the procedure of interview.
2. Go thorough mock interviews.
3. Understand how to present themselves during an interview.
4. Motivated to work after the training period is over.

7.9.1 Interview

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



Fig.7.9.1: Interview

Common Types of Interview

1. **Traditional HR Interview:** Most of the interviews are face to face interviews. The most traditional is a one-to-one conversation with the Human Resources Executive where the candidate's focus should be on the person asking question. You are advised to maintain good eye contact, listen keenly and answer promptly.
2. **Panel Interview:** In this situation, there is more than one interviewer. A panel ranging from two to ten members may conduct this part of the selection process. This is an ideal chance for you to display group management and group presentation skills.
3. **Technical interview:** The objective of this interview is to basically evaluate technical knowledge. Majority of the questions will be based on the skills sets mentioned in the candidate's resume.
4. **Telephonic Interview:** Telephonic interviews are used for initial screening of candidates who live far away from the job site.

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

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

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

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

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

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

For a good first impression it is important those we:

- Smell good
- Have a professional appearance
- Pay attention to your grooming
- Make eye contact
- Know what and how you speak
- Our overall personality contributes to our complete perception.

How to dress for Interview

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

Fig.7.9.2: Dress for Interview

7.9.2 The Do's and Don'ts in an Interview

Some of you might have faced an interview and some of you might not have. However, by now, you definitely have a better understanding what are the accepted standards of a professional behaviour. Read the sentences given and mark them as do's or don'ts, in relation to an interview:

Sentence	Do's	Don'ts
Be yourself		
Burp while talking!!!		
Just out from a 'powder factory' (worn too much make-up)		
Reach just about the right time for the interview		
Just barge in the cabin/ office		
Forget to greet the receptionist/ don't respond		
Think before you speak		
Do your homework- Visit the company website		
Take time to think (TTTT)		
Wear bright colour clothes on the D-day		
Emphasis on your strengths		
Argue/ Debate with the interviewer		
Chew gum during the interview.		
Review your educational and work experiences		
See your documents flying out of the file (Being clumsy)		
Thank the interviewer		
Have the 'they need me' attitude		
Maintain eye contact and good body language		
Only give monosyllabic answers(depends on the kind of questions asked... in-between)		
Carry a copy of your resume		

Fig.7.9.3: Do's and Don'ts in an Interview

7.9.3 During the Interview

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

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



8. IT Skills

- Unit 8.1 - Introduction to Computer
- Unit 8.2 - Basic Computer Knowledge
- Unit 8.3 - Components of Computer
- Unit 8.4 - Concept of Operating System
- Unit 8.5 - MS Word
- Unit 8.6 - MS PowerPoint
- Unit 8.7 - MS Excel
- Unit 8.8 - Internet Concepts



Key Learning Outcomes

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

1. Familiarise with computers
2. Identify and use basic uses of a computer
3. Familiarise with a computer motherboard
4. Familiarise with a computer operating system
5. Use Microsoft Word, Excel and Powerpoint
6. Familiarise with Internet and use e-mails

UNIT 8.1: Introduction to Computer

Unit Objectives

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

1. Define the computer.
2. Recognise its various parts.
3. Differentiate the advantages and disadvantages of computer.

8.1.1 What are Computers?

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

Computers work through an interaction of hardware and software.

- **Hardware = Internal Devices + Peripheral Devices:** All concrete parts of the computer (or everything that we can touch) are known as hardware. The most significant piece of hardware is a tiny quadrangular chip inside the computer called the central processing unit (CPU), or microprocessor. It's the "brain" of the computer—the part that interprets instructions and performs calculations. Hardware items such as your monitor, keyboard, printer, mouse and other components are often called hardware devices.
- **Software = Programs:** Software provides "intelligence" to the computer. Software refers to the instructions, or programs, that tell the hardware what to do. A word-processing program that you can use to write letters on your computer is a type of software. The operating system (OS) is software that manages your computer and the devices linked to it. Windows is a well-known operating system.

8.1.2 Advantages of Computers

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

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

UNIT 8.2: Basic Computer Knowledge

Unit Objectives

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

- Use computer.
- Explain the web, email services.

What can you do with computers?

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

8.2.1 The Web

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

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

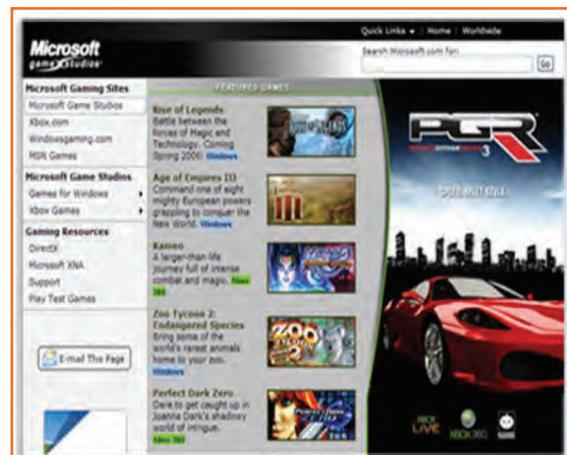


Fig.8.2.1: A Microsoft Web Platform

8.2.2 E-mail

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



Fig.8.2.2: Email Link (Example)

8.2.3 Instant Messaging

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



Fig.8.2.3: Instant Messaging

8.2.4 Pictures, Music and Movies

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



Fig.8.2.4: Media Resources Icons

UNIT 8.3: Components of Computer

Unit Objectives

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

- Know the different parts and components of computer.

8.3.1 Motherboard

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

The central processing unit (CPU)

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

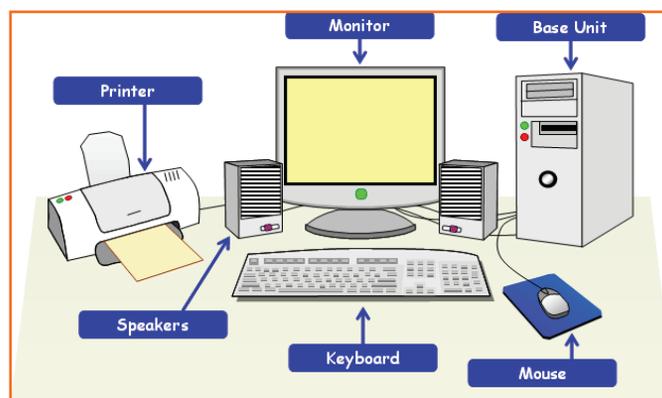


Fig.8.3.1: Different parts of a Computer

The chip set

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

RAM (Random Access Memory)

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

The BIOS

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

Internal Buses

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

UNIT 8.4: Concept of Operating System

Unit Objectives

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

- Familiarise with the concept of operating system.
- Work on Windows 8 and 8.1.
- Add or Remove desktop icons, make or delete a folder etc.

8.4.1 Windows XP

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

Learn more about Windows XP by exploring it

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

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

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



Fig.8.4.1(a): Different versions of windows

8.4.2 Tools and Parts of an Operating System

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

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

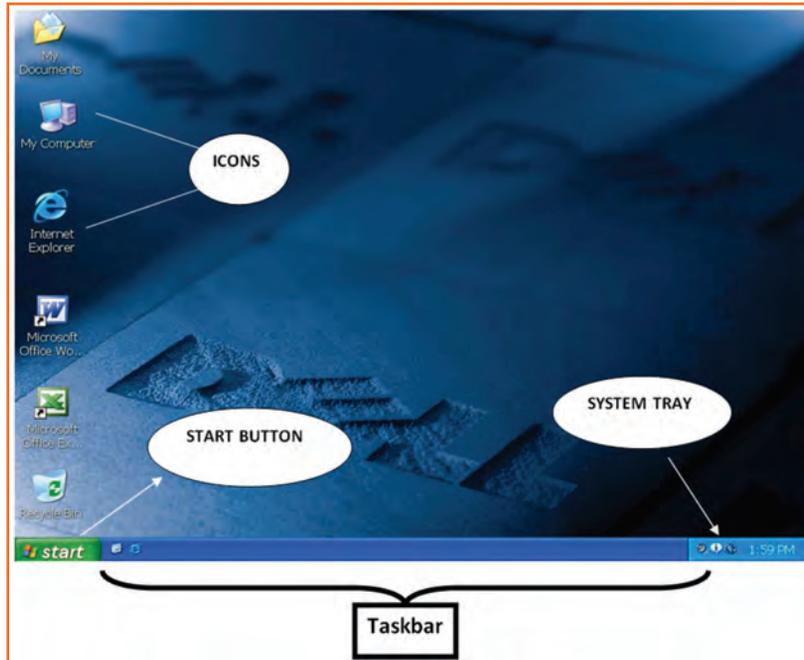


Fig.8.4.1(b): Windows XP Desktop

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

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

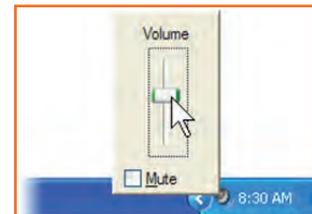


Fig.8.4.2(a): Volume Controller

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

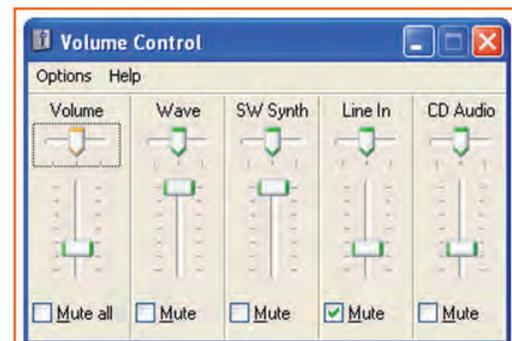


Fig.8.4.2(b): Volume Controller

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

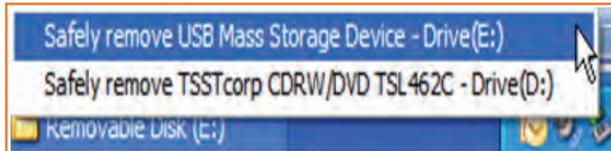


Fig.8.4.3: Removing External Drives



Fig.8.4.4: Message shown After Removing External Drives

Windows Updates: A yellow shield with an exclamation mark on it will appear, if the computer has any updates from Microsoft to be downloaded. Make a single click on the icon to identify what needs to be done as shown in the picture, once you single click, your computer will walk you through the steps.

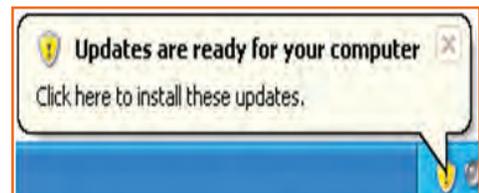


Fig.8.4.5: Message Windows Update

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

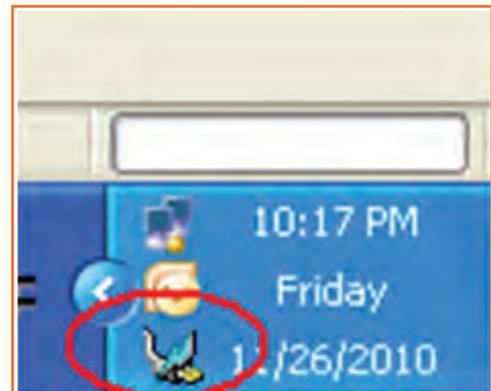


Fig.8.4.6: Icon Showing Charging on Laptop

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



Fig.8.4.8: Network Selection Dialog



Fig.8.4.7: Wireless Network Icon

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

8.4.3 Add or Remove Desktop Icons

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

To add an Icon:

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



Fig.8.4.9: Delete Shortcut

To remove an icon:

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

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

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

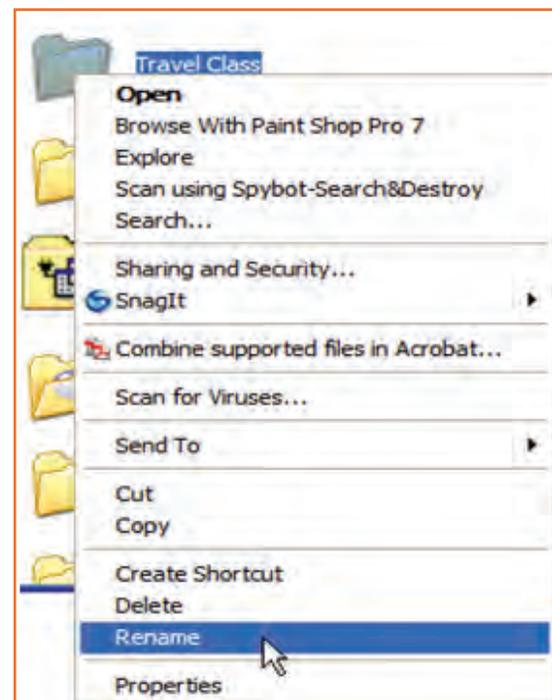


Fig.8.4.10: Rename File or Folder

8.4.4 Create a Folder

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

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

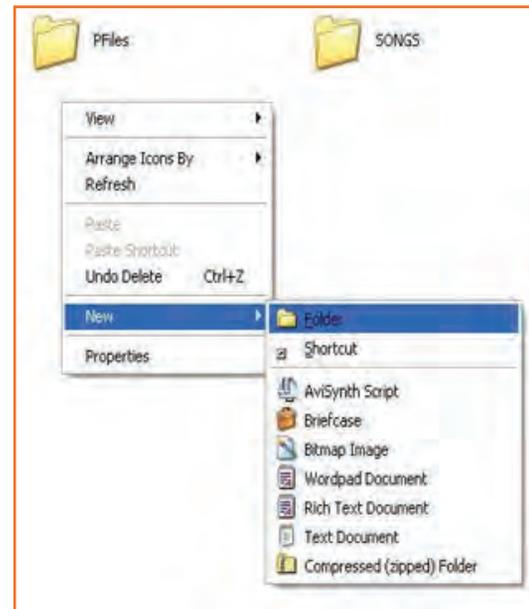


Fig.8.4.11: Create New Folder

8.4.5 Place Your Favorite Webpage as a Desktop Icon

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

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



Fig.8.4.12: I E Icon

8.4.6 Managing Multiple Windows

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

- **Step 1:** In Internet Explorer, click on the *File* menu and then on *New Window*.
- **Step 2:** In the *address bar* type Yahoo.com and hit the *enter* key on the keyboard.

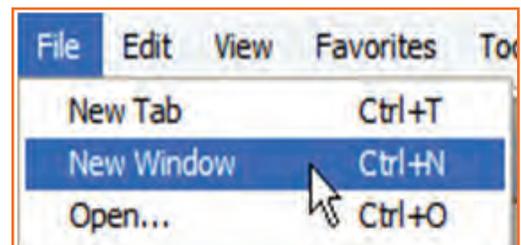


Fig.8.4.13: Create New Folder

- **Step 3:** Repeat the first two steps at least 5 times and go to different websites such as *Google.com*, *abc.com*, *nbc.com*, *msnbc.com*, *pbs.org*, *fox8.com*, and *andnews.com*. Your taskbar will start to get full. Once you have seven windows open, they will all group together under one item.

Normally, if your things aren't grouped along, you would be able to select one item from the taskbar to navigate to that window. After they are all stacked, you have to click on the group and go from there.

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

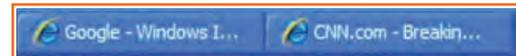


Fig.6.5.14: Application Icons on Taskbar



Fig.8.4.14: Multiple Windows of Application

8.4.7 The Keyboard

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



Fig.8.4.15: A Simple Keyboard

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

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



Fig.8.4.16: Esc Key on Keyboard



Fig.8.4.17: Function Keys on Keyboard

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

- **The CTRL key** is used in conjunction with other keys to perform various functions. (i.e. CTRL+P will open the print window when in Microsoft Word.)

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

8.4.8 Common Windows Commands

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

Table: Common Window Commands

Key	Description
Alt + F	File menu options in current program
Alt + E	Edit options in current program
Alt + Tab	Switch between open programs
F1	Universal Help in almost every Windows program
F2	Rename a selected file
F5	Refresh the current program window
Ctrl + N	Create a new, blank document in some software programs
Ctrl + O	Open a file in current software program
Ctrl + A	Select all text
Ctrl + B	Change selected text to be Bold
Ctrl + I	Change selected text to be in Italics
Ctrl + U	Change selected text to be Underlined
Ctrl + F	Open find window for current document or window

Ctrl + S	Save current document file
Ctrl + X	Cut selected item
Shift + Del	Cut selected item
Ctrl + C	Copy selected item
Ctrl + Ins	Copy selected item
Ctrl + V	Paste
Shift + Ins	Paste
Ctrl + K	Insert hyperlink for selected text
Ctrl + P	Print the current page or document
Home	Goes to beginning of current line
Ctrl + Home	Goes to beginning of document
End	Goes to end of current line
Ctrl + End	Goes to end of document
Shift + Home	Highlights from current position to beginning of line
Shift + End	Highlights from current position to end of line
Ctrl + Left arrow	Moves one word to the left at a time
Ctrl + Right arrow	Moves one word to the right at a time
Ctrl + Esc	Opens the START menu
Ctrl + Shift + Esc	Opens Windows Task Manager
Alt + F4	Close the currently active program
Alt + Enter	Open the Properties for the selected item (file, folder, shortcut, etc.)

Fig.8.4.18: Some Important Keys and Their Uses

Exercise

- Where is the taskbar located on your screen?
.....
.....
- System Tray is an area where you can access programs that are running in the background?
 - True
 - False
- To view sound settings, right click on the sound icon in task bar and left click on open volume control or double click on the sound icon.
 - True
 - False
- When does the image appear on your screen?
 - When any external hardware is inserted into the computer
 - When any external hardware is removed from the computer

5. Laptop computers are capable of connecting to a wireless network to gain access to the Internet.
 - a) True
 - b) False
6. You can add or delete Icons or Desktop Shortcuts from the Desktop area.
 - a) True
 - b) False
7. What is a dialogue box?
.....
.....
8. The ESC key in the upper right corner of your keyboard will
 - a) Close any menu you don't need
 - b) Open the start menu
 - c) Shut down your laptop
9. The CTRL key is used in conjunction with other keys to perform various functions.
 - a) True
 - b) False
10. What happens if you press the Caps Lock key?
 - a) All letters get capitalised
 - b) All letter become small
 - c) The first letter is capitalised
11. The Delete key is used to remove text you have typed that is to the right of the cursor or to send selected items to the Recycle Bin.
 - a) True
 - b) False
12. Which is the command to select 'all the text'
 - a) Ctrl + C
 - b) Ctrl + D
 - c) Ctrl + A
 - d) Ctrl + X

UNIT 8.5: MS Word

Unit Objectives

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

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

Concepts of word processing - MS Word

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



Fig.8.5.1: MS Word Icon

8.5.1 Creating a Word Document

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

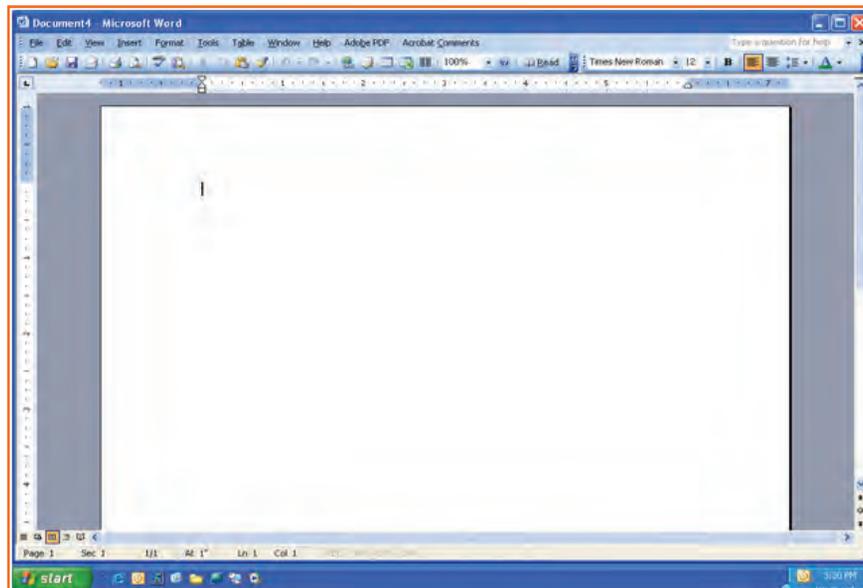


Fig.8.5.2: MS Word Window

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

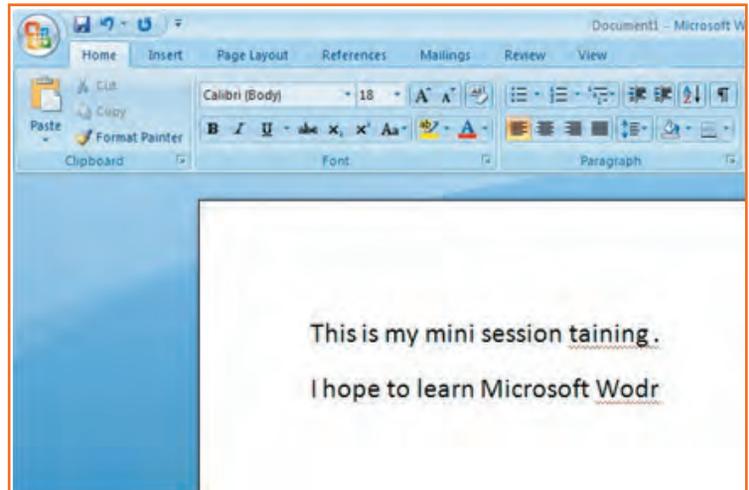


Fig.8.5.3: Writing Text in MS Word

8.5.2 Saving a Document

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

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



Fig.8.5.4: Saving a Document

8.5.3 Change Font Type and Size

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

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

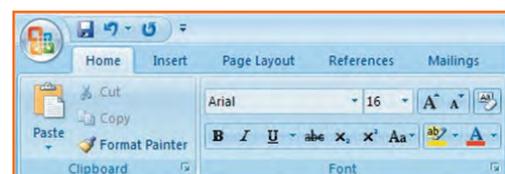


Fig.8.5.5: Change Font Type and Size

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

8.5.4 Create Headers and Footers by Inserting Texts

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

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

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

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

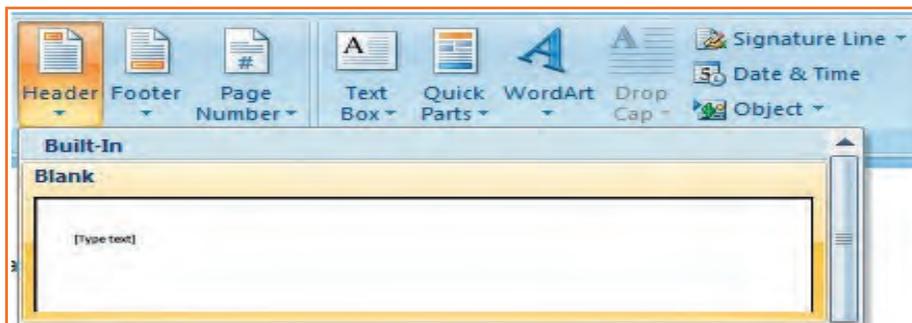


Fig.8.5.6: Headers and footers

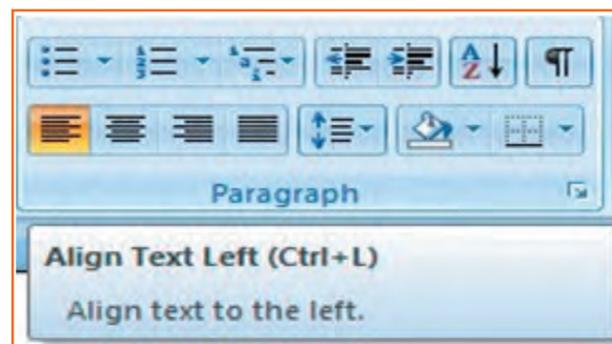


Fig.8.5.7: Formatting

8.5.5 Indents and Spacing

Spacing your word document in a right way!

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

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

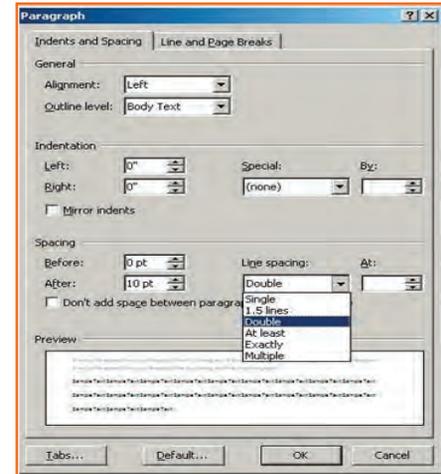


Fig.8.5.8: Indents and Spacing

8.5.6 Modifying Margins

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

- **Step 1:** Click the 'page layout' tab from the bar.
- **Step 2:** Now select 'Margins' from there.
- **Step 3:** Click a default margin Or,
- **Step 4:** Click custom margins and complete the dialog box.

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

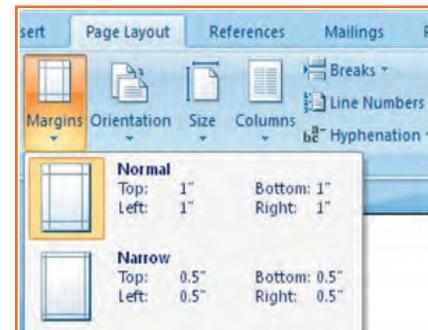


Fig.8.5.9: Modifying Margins

8.5.7 Lists

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

8.5.7.1 Bulleted and Numbered Lists

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

How to add list to the existing text?

1. **Step 1:** Select the text you wish to make a list.
2. **Step 2:** Click a bulleted or numbered lists button from the paragraph tab on the home tab.

Now, to create a new list in your document, place your cursor where you want the list to begin. Click a bulleted or numbered lists button and start typing.

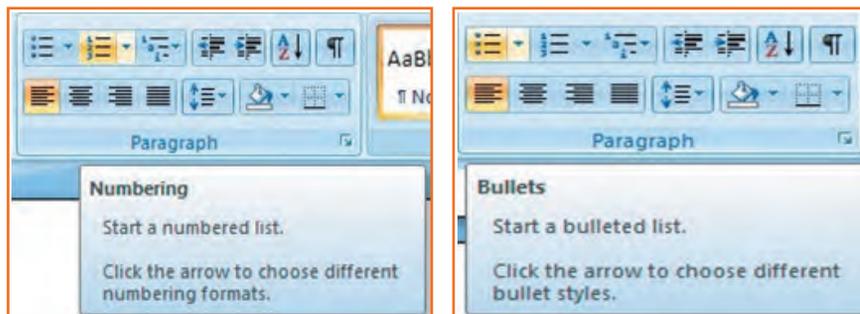


Fig.8.5.10: Bulleted and Numbered Lists

8.5.7.2 Formatting Lists

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

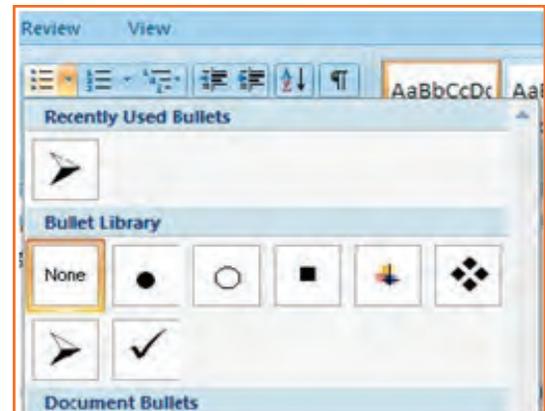


Fig.8.5.11: Formatting Lists

8.5.8 Spelling and Grammar

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

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

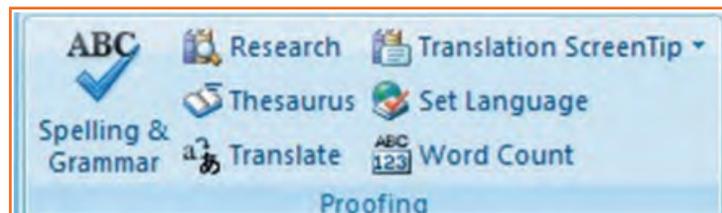


Fig.8.5.12(a): Spelling and Grammar

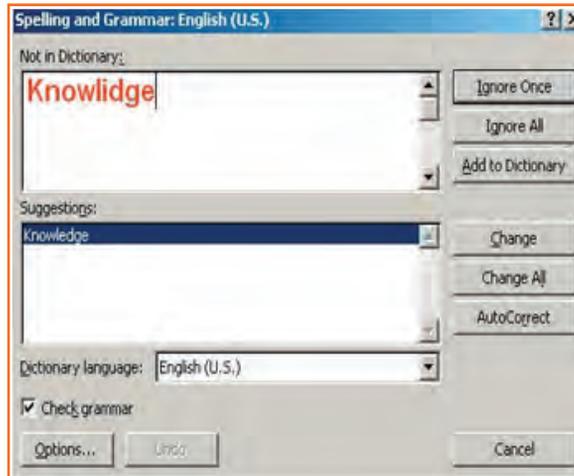


Fig.8.5.12(b): Spelling and Grammar

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

1. **Step 1:** Place the cursor at the beginning of the document or the beginning of the section that you want to check.
2. **Step 2:** Click the 'Review' Tab on the Ribbon.
3. **Step 3:** Click 'Spelling & Grammar' on the Proofing Group.

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

8.5.8.1 Word Count

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

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

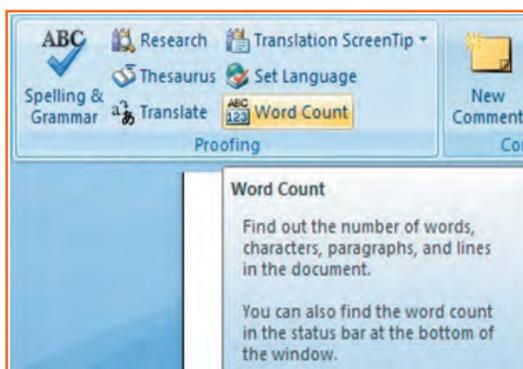


Fig.8.5.13(a): Word Count

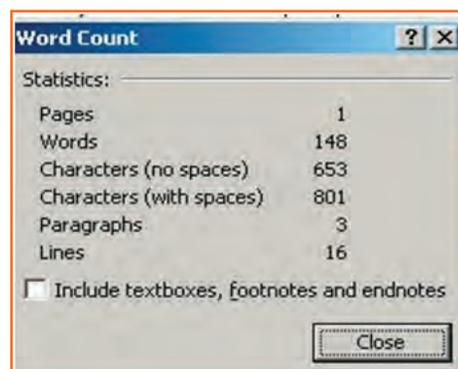


Fig.8.5.13(b): Word Count

8.5.9 Different Editing Modes in Word

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

Another interesting fact about the word document is that it's not just a document to write things however you can add expression to your document by inserting pictures with the document, currently let's see however this will be done. invariably bear in mind to not use any copyright image if you are using any pictures from the internet.

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



Fig.8.5.14: Sample Image

8.5.10 Inserting an Image and Table

1. **Step 1:** Place the insertion point at the location where the image has to be placed In the document.
2. **Step 2:** Select Insert tab>> illustrations gallery.
3. **Step 3:** Now select *Insert picture*.
4. **Step 4:** Navigate to the appropriate location where the image is stored.
5. **Step 5:** Now select the appropriate image which you want to insert in the document by doing a double click on the image.

Similarly, now let's see how to insert a table in a word document

The table feature can be used to organize data into rows and columns without having to set tabs. Tables can even be used to produce forms and side by side paragraphs. A table consists of vertical columns and horizontal rows, the inter-section of these rows and columns produce cells. A cell is every individual square in which you'll be able to enter text. The tab key advances the pointer to next cell (Shift + tab) it moves the pointer backward within a table.

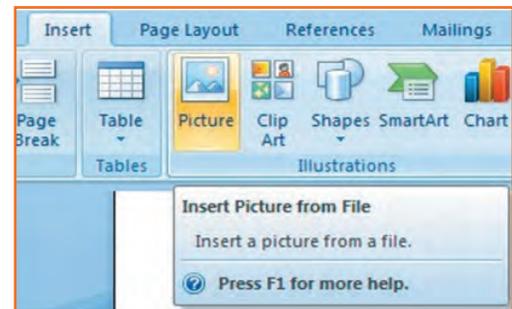


Fig.8.5.15 Inserting an Image



Fig.8.5.16(a): Inserting an Table

Steps below would make it much easier for you to understand how to create a table:

1. **Step 1:** Place the insertion point at the desired location on your word document.
2. **Step 2:** From the bar select Insert tab>>tables gallery.
3. **Step 3:** Now select insert table.
4. **Step 4:** Enter desired no. of columns and rows at insert table dialog box.
5. **Step 5:** Now select AutoFit behavior.
6. **Step 6:** Click OK.

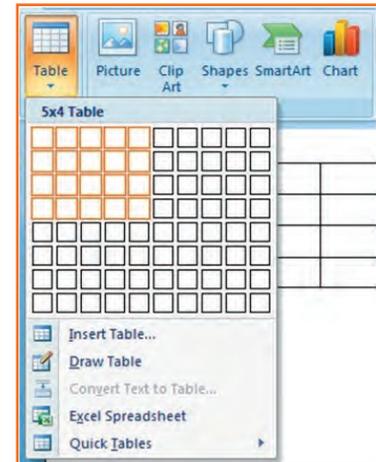


Fig.8.5.16(b): Inserting an Table

8.5.11 Inserting a Blank Page

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

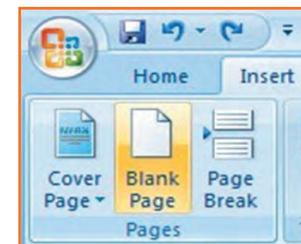


Fig.8.5.17: Inserting New Page

8.5.12 Inserting a Page Break

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

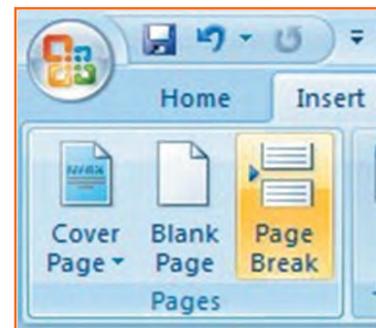


Fig.8.5.18: Inserting Page Break

8.5.13 Inserting a Cover Page

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

Now, once the document is ready let's focusing on learning how to get the document in a hardcopy.

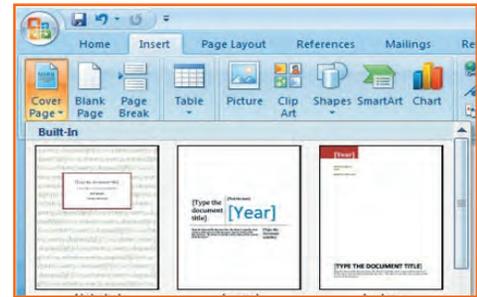


Fig.8.5.19: Inserting Cover Page

8.5.14 Printing the Word Document

1. **Step 1:** Click the 'Home' key, select 'Print', and then 'Print' again.
2. **Step 2:** Choose the printer you will be printing from (Black & White, or Color printer).
3. **Step 3:** Once you have selected the printer of your choice, reassure to check if you have selected the right and the complete document for printing.
4. **Step 4:** Once all above steps are performed, select 'OK' to print your work.
5. **Step 5:** Now that your document is ready and has been printed as well, let's see how can we close and exit this word document completely.

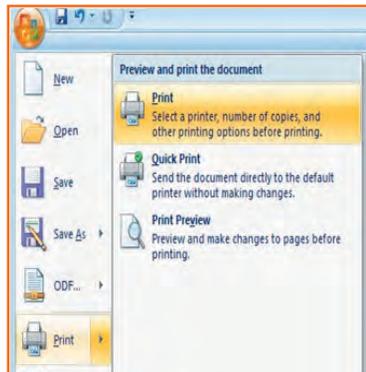


Fig.8.5.20: Printing the Word Document

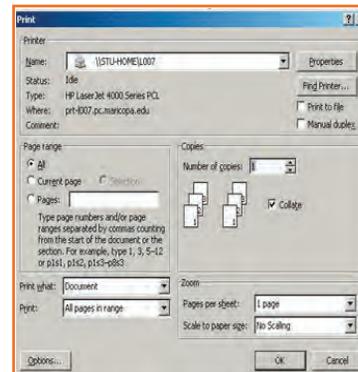


Fig.8.5.21: Print Dialog Box

8.5.15 Closing and Exiting Microsoft Word

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

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

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



Fig.8.5.22(a): Closing and Exiting Microsoft Word

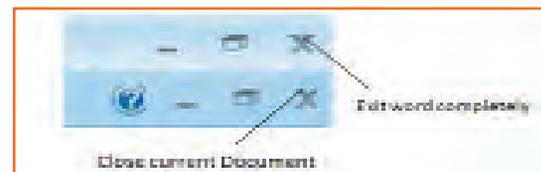


Fig.8.5.22(b): Closing and Exiting Microsoft Word

UNIT 8.6: MS PowerPoint

Unit Objectives

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

- Practice MS-Powerpoint.
- Make a new presentation.
- Format a slide as well

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

8.6.1 Opening PowerPoint

To open PowerPoint in Windows, click on the:

Step 1: Start button --> Programs --> Microsoft PowerPoint. *OR*

Step 2: Double-click on the PowerPoint icon on the desktop.

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



Fig.8.6.1: PowerPoint Icon

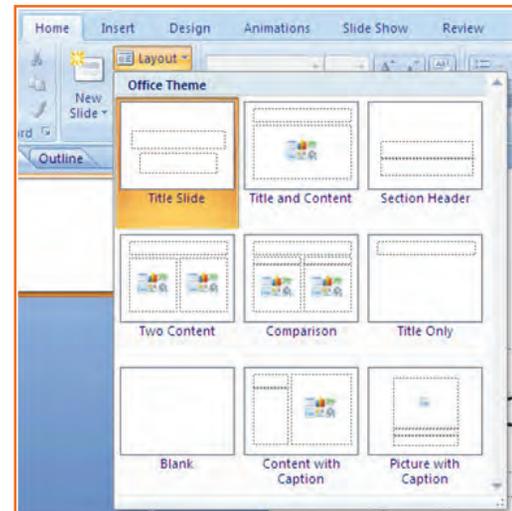


Fig.8.6.2: Layouts in PowerPoint



Fig.8.6.3: New Document in PowerPoint

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

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

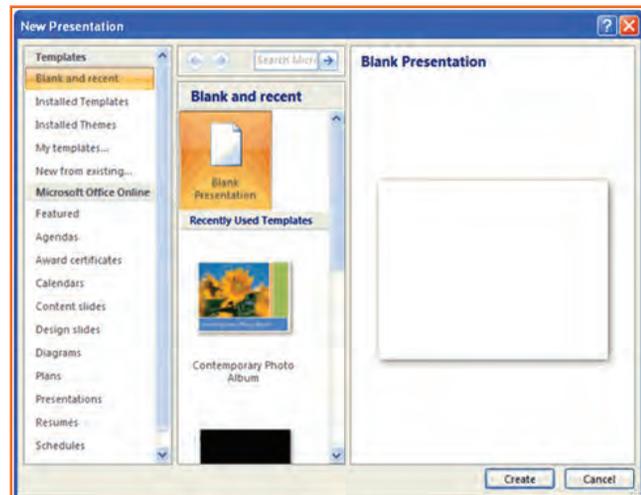


Fig.8.6.4: Create new PowerPoint

8.6.2 PowerPoint – Understanding the screen

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

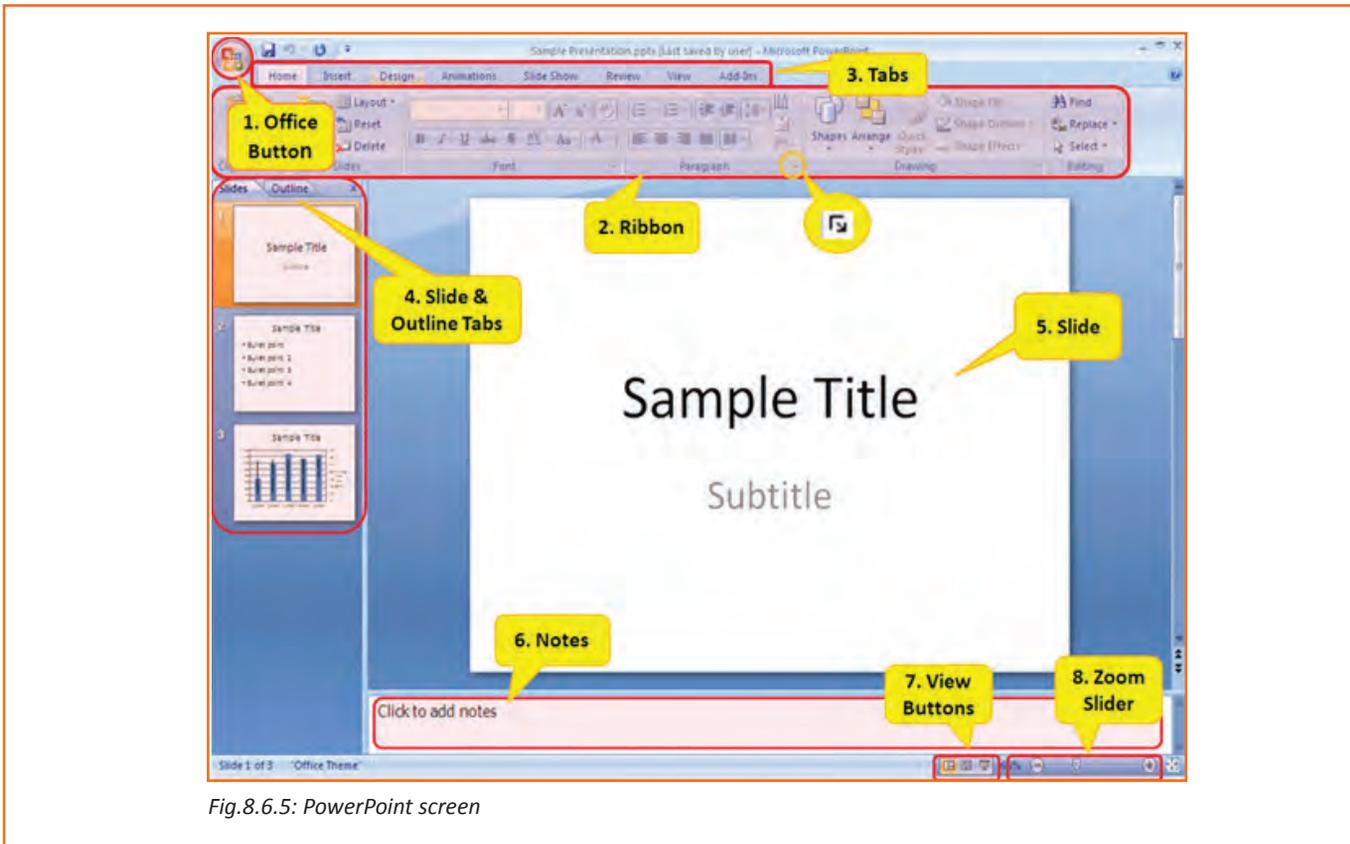


Fig.8.6.5: PowerPoint screen

8.6.3 Saving a PowerPoint

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

In the File name box, enter a new name for the presentation, or do nothing to accept the suggested file name.

In the Save as type list, select the file format that you want, and then click Save.



Fig.8.6.6: Save Icon

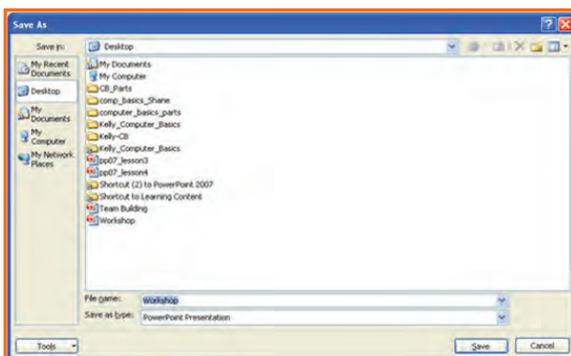


Fig.8.6.8: Save As Dialog Box



Fig.8.6.7: Save As Option

8.6.4 Working with Slides

Insert a New Slide

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

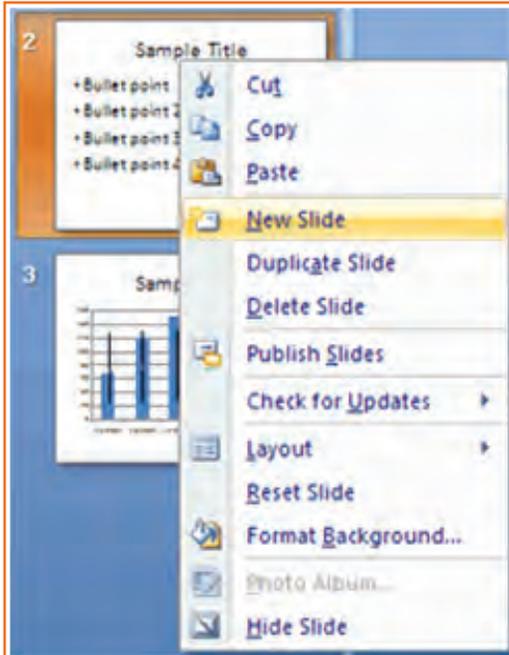


Fig.8.6.9: Insert new slide in PowerPoint



Fig.8.6.10: Insert new slide in PowerPoint

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

Copy and paste a slide

- **Step 1:** Select the slide you want to copy.
- **Step 2:** Click the Copy command on the Home tab.
- **Step 3:** Click inside the Slides tab on the left task pane. A horizontal insertion point will appear.
- **Step 4:** Move the insertion point to the location where you want the copy of the slide to appear.
- **Step 5:** Click the Paste command on the Home tab. The copied slide will appear.
- **Step 6:** You can use the keyboard shortcut Ctrl+C to copy the slide and Ctrl+V to paste it.

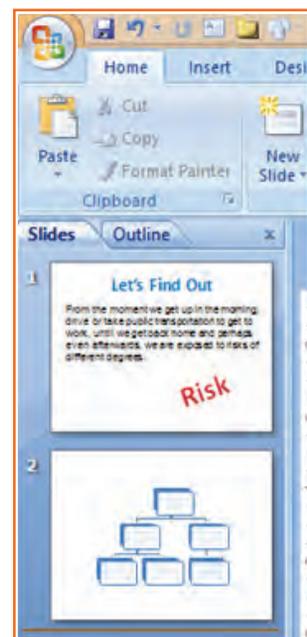


Fig.8.6.11: Copy paste of slide

Delete a slide

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

Move a slide

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

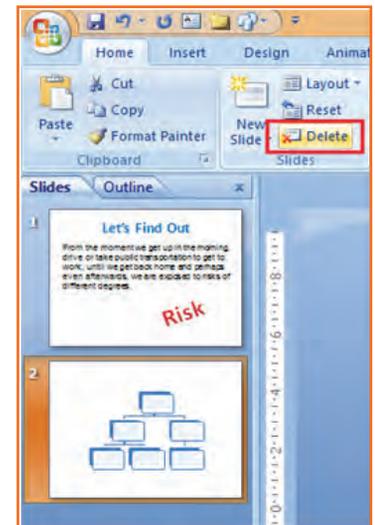


Fig.8.6.12: Delete a slide

8.6.5 View Tabs

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

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

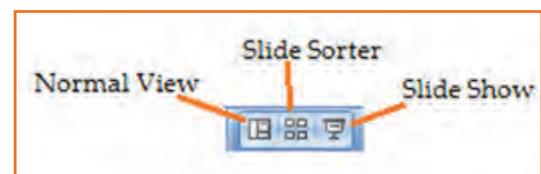


Fig.8.6.13: View Tabs

8.6.6 Animating Text and Images

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

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

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

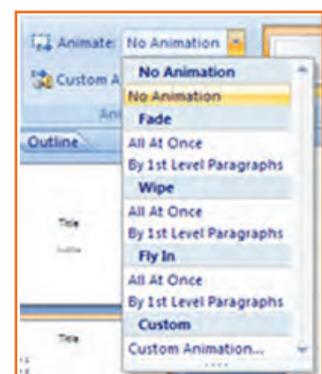


Fig.8.6.14: Animating Text and Images

To apply a custom animation effect:

- **Step 1:** After you select the text or object on the slide you want to animate, select the Animations tab.
- **Step 2:** Click Custom Animation in the Animations group. The Custom Animation task pane will appear on the right.
- **Step 3:** Click Add Effect in the task pane to add an animation effect to the selected text or object.

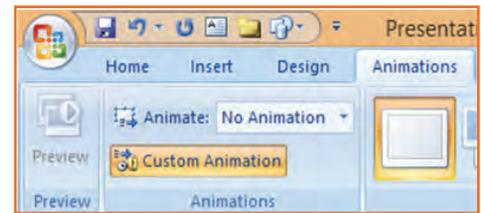


Fig.8.6.15: Adding Animation in PowerPoint

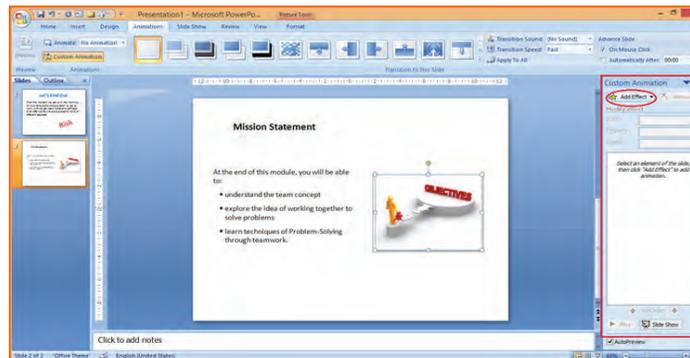


Fig.8.6.16: Animation in PowerPoint

- **Step 4:** Select Entrance, Emphasis, Exit, or Motion Path to display a submenu of animation effects for the category.
- **Step 5:** To customize the speed, properties and timing of your animation, on the Custom Animation Pane click on the effect you wish to modify.
- **Step 6:** To modify an animation, use the options in the Modify: [Effect] section of the Custom Animation Pane. These options will change depending on the effect selected.

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

8.6.7 Removing Animations

There are two methods:

1. Animations group (remove all at once):
 - » Select the slide and then the object with the animation you would like to remove.
 - » In the Animations tab under the Animations group click on the Animate pull-down menu and select No Animation.
2. Custom Animation Pane (remove one by one):
 - » Select the slide with the animation you would like to remove.
 - » If the Custom Animations pane is not visible, click on the Custom Animation button in the Animations group on the Animations tab.
 - » In the Modify: [Effect] list select the animation to be removed.
 - » Click Remove.

8.6.8 Working with Charts

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

Chart elements

Let's familiarize with different chart element:

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

Inserting Charts

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

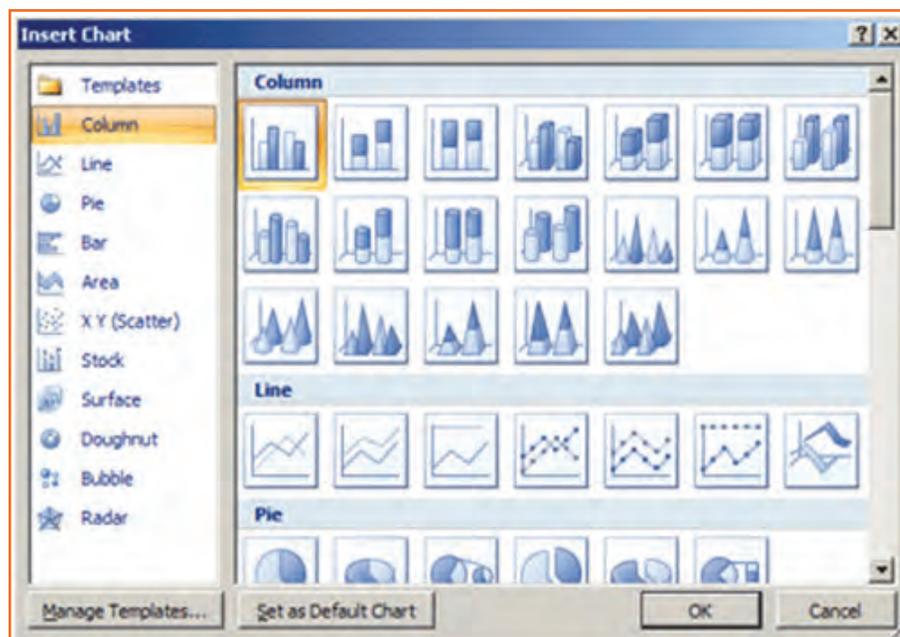


Fig.8.6.17: Inserting Charts

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

Changing To a Different Chart

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



Fig.8.6.18: Edit source data

Edit source data

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

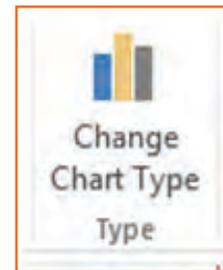


Fig.8.6.19: Change Chart Type

Modifying the chart layout

- **Step 1:** Select the chart.
- **Step 2:** Click on the Design tab.
- **Step 3:** Scroll through the options in the Chart Layout group, or click the More drop-down arrow to see all available chart layout options.
- **Step 4:** Select a chart layout by clicking on it. The chart layout will change on the slide.



Fig.8.6.20: Chart Layouts

Modify specific areas of the chart layout

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



Fig.8.6.21: Modify Chart

UNIT 8.7: MS Excel

Unit Objectives

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

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

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

MS Excel helps in:

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



Fig.8.7.1: MS Excel Icon

This tutorial teaches you how to create an Excel spreadsheet.

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

8.7.1 Exploring the Excel Environment

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

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

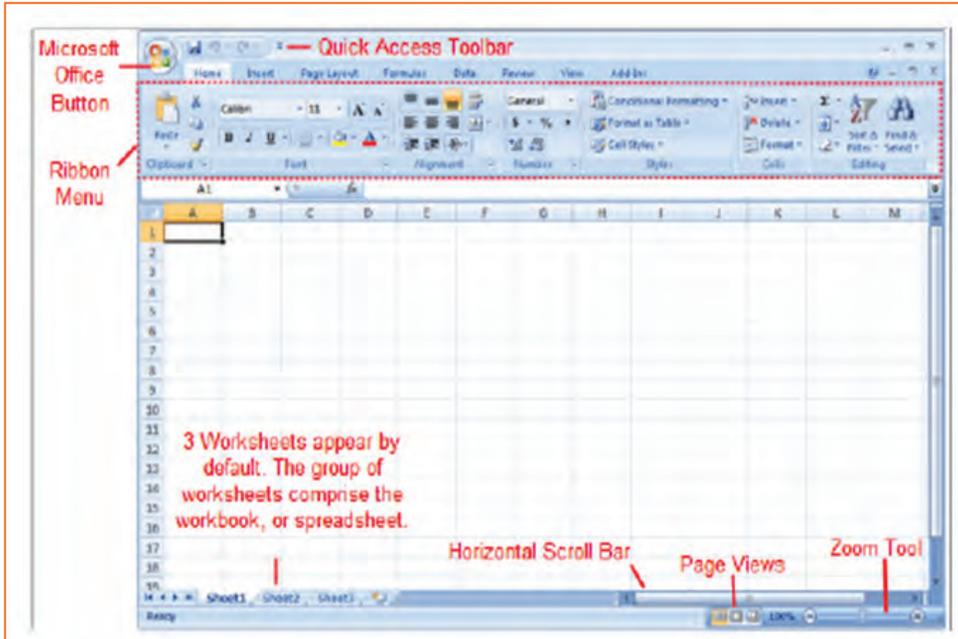


Fig.8.7.2: Excel screen

8.7.2 Zoom In and Out

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

To Scroll Horizontally in a Worksheet:

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

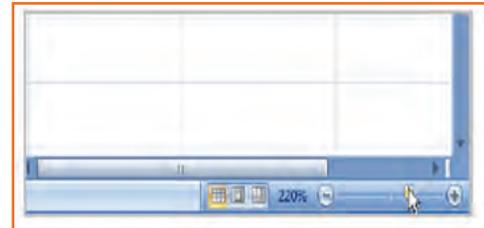


Fig.8.7.3: Zoom In and Out

8.7.3 Page Views

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

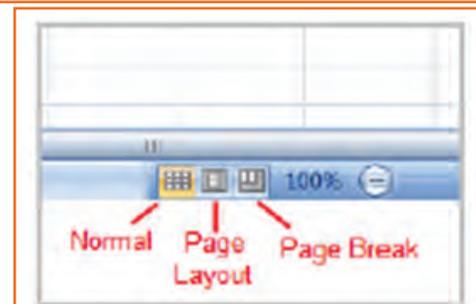


Fig.8.7.4: Page Views

8.7.4 Add Commands to the Quick Access Toolbar

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

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



Fig.8.7.6: The Microsoft Office Button

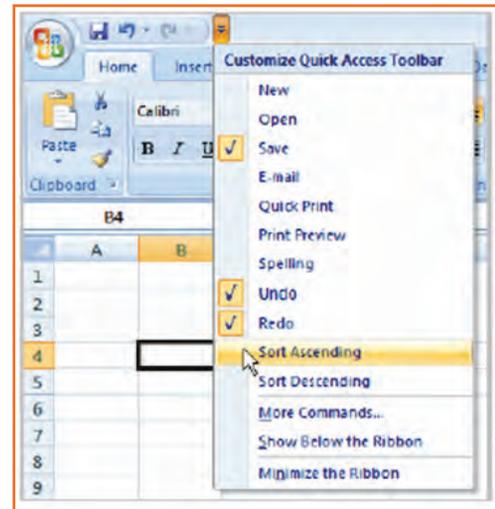


Fig.8.7.5: Quick Access Toolbar

The Microsoft Office Button

The Microsoft office Button appears at the top of the stand out window. once you left-click the button, a menu appears. From this menu, you'll be able to produce a new spreadsheet, open existing files, save files in a type of ways and print. you'll be able to also add security features, send, publish and close files.

8.7.5 Change the Default Excel Options

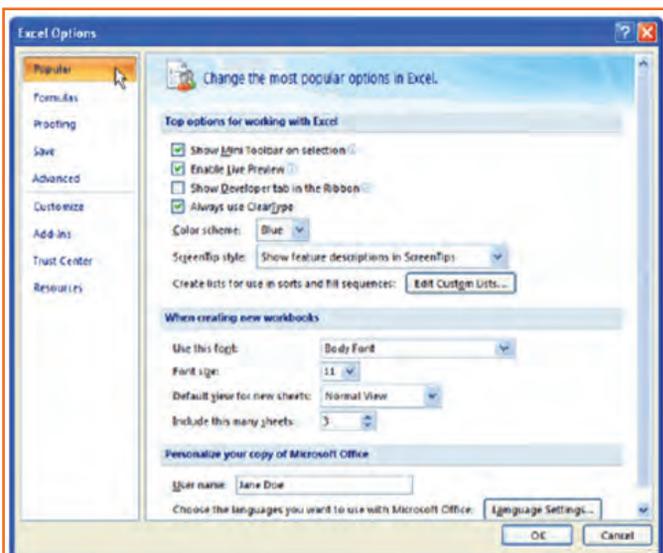


Fig.8.7.7: Default Excel Options

- **Step 1:** Click the Excel Options button. A dialog box will appear.
- **Step 2:** Select a category on the left to access different Excel options.
- **Step 3:** Modify any of the default settings.
- **Step 4:** Click OK.

You will have to be compelled to skills to insert text and numbers into excel workbooks to be ready to use it to calculate, analyze, and organize data. during this lesson, you will learn how to create a new workbook, insert and delete text, navigate a worksheet and save an excel workbook.

8.7.6 Create a New Blank Workbook

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

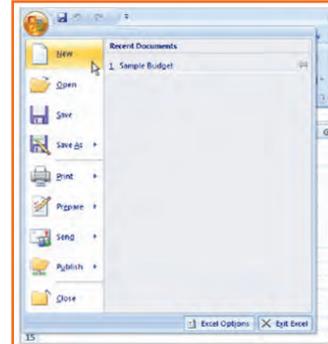


Fig.8.7.8: New Blank Workbook

8.7.7 Insert Text

- **Step 1:** Left-click a cell to select it. Each rectangle in the worksheet is called a cell. As you select a cell, the cell address appears in the Name Box.
- **Step 2:** Enter text into the cell using your keyboard. The text appears in the cell and in the formula bar.

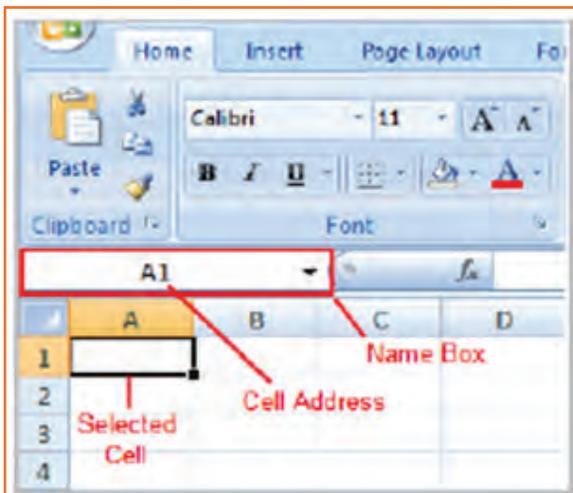


Fig.8.7.9(a): Different Areas on Worksheet

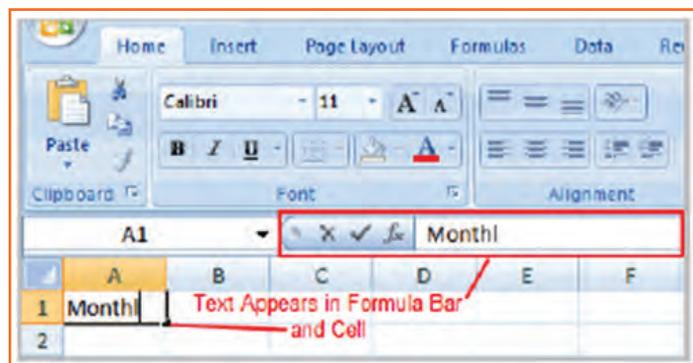


Fig.8.7.9(b): Different Areas on Worksheet

8.7.8 Cell Addresses

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

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

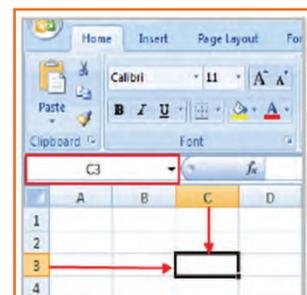


Fig.8.7.10: Cell Address

Edit or Delete Text

- **Step 1:** Select the cell.
- **Step 2:** Press the Backspace key on your keyboard to delete text and make a correction.
- **Step 3:** Press the Delete key to delete the entire contents of a cell.

You can also make changes to and delete text from the formula bar. Just select the cell and place your insertion point in the formula bar.

8.7.9 Move across a Worksheet Using the Keyboard

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

To Save the Workbook:

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

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

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

To Modify Column Width:

- **Step 1:** Position the cursor over the column line in the column heading and a double arrow will appear.
- **Step 2:** Left-click the mouse and drag the cursor to the right to increase the column width or to the left to decrease the column width.
- **Step 3:** Release the mouse button.

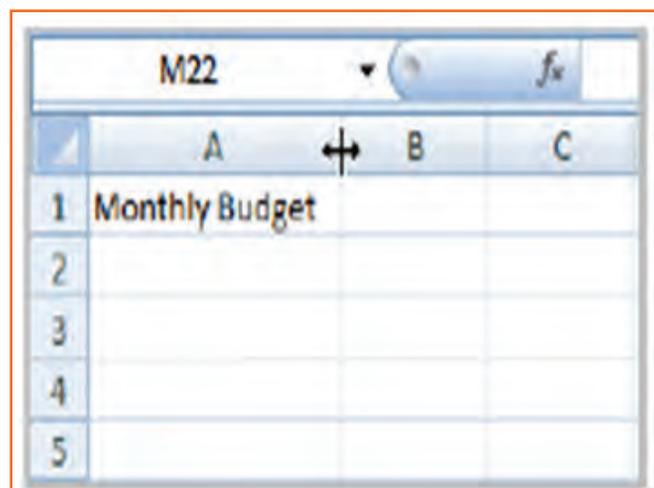


Fig.8.7.11: Modify Column Width

To Modify the Row Height:

- **Step 1:** Position the cursor over the row line you want to modify, and a double arrow will appear.
- **Step 2:** Left-click the mouse and drag the cursor upward to decrease the row height or downward to increase the row height.
- **Step 3:** Release the mouse button.

To Insert Rows:

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

Make sure that you choose the complete row below where you wish the new row to appear and not just the cell. If you select simply the cell and then click Insert, only a new cell can appear.

To Insert Columns:

- **Step 1:** Select the column to the right of where you want the column to appear.
- **Step 2:** Click the Insert command in the Cells group on the Home tab. The column will appear.

The new column continually appears to the left of the selected column. for example, if you wish to insert a column between september and october, choose the october column and click on the Insert command.

Make sure that you select the complete column to the right of where you want the new column to appear and not just the cell. If you choose simply the cell and then click Insert, only a new cell can appear.

To Delete Rows and Columns:

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

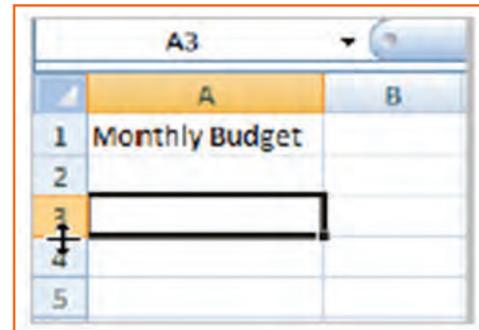


Fig.8.7.12: Modify the Row Height

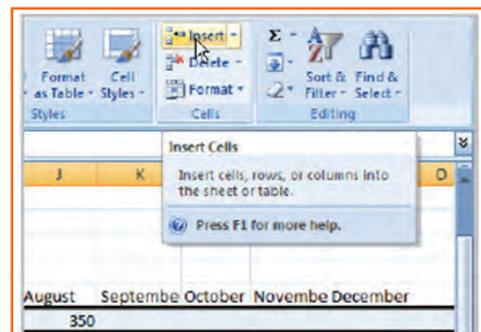


Fig.8.7.13: Insert Rows

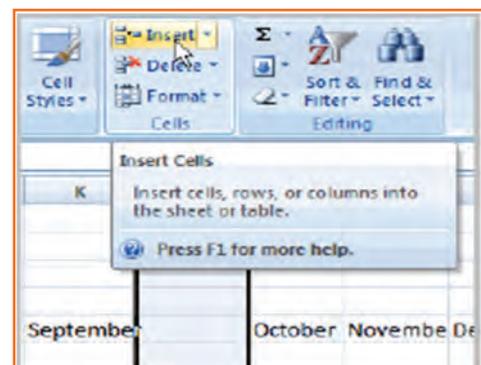


Fig.8.7.14: Insert Columns

8.7.10 Formatting

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

To Format Text in Bold or Italics:

- **Step 1:** Left-click a cell to select it or drag your cursor over the text in the formula bar to select it.
- **Step 2:** Click the Bold or Italics command.

You can select entire columns and rows, or specific cells. To select the entire column, simply left-click the column heading, and the entire column can appear as selected. To select specific cells, simply left-click a cell and drag your mouse to select the opposite cells. Then, release the mouse button.

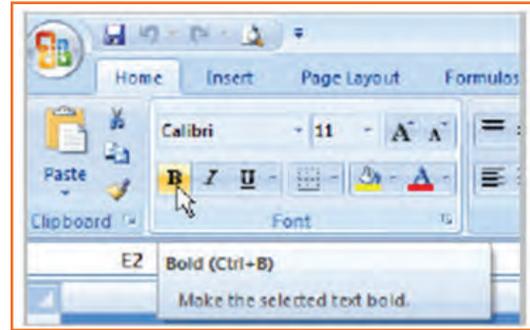


Fig.8.7.15: Format Text in Bold or Italics

To Format Text as Underlined:

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



Fig.8.7.16: Format Text as Underlined

To Change the Font Style:

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

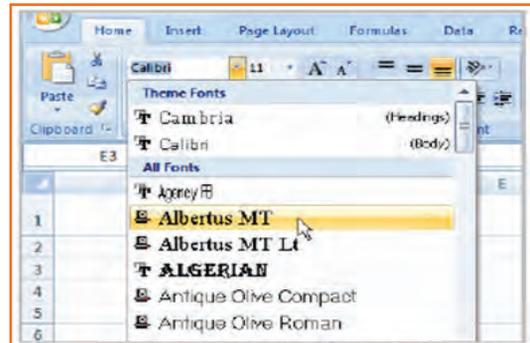


Fig.8.7.17: Change the Font Style

To Change the Font Size:

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

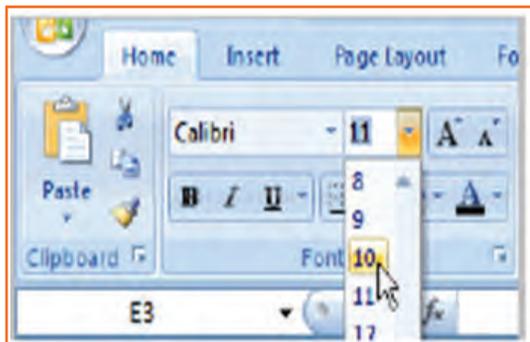


Fig.8.7.18: Change the Font Size

To Change the Text Color:

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

OR

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

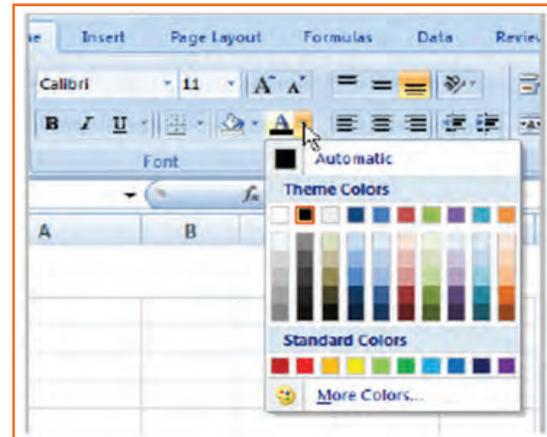


Fig.8.7.19: Change the Text Color

To Add a Border:

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

You can change the line style and color of the border.

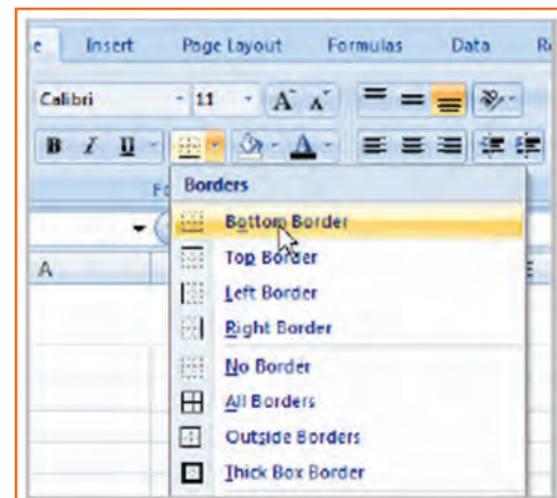


Fig.8.7.20: Add a Border

To Add a Fill Color:

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

OR

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

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



Fig.8.7.21: Add a Fill Color

To Format Numbers and Dates:

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

By default, the numbers appear in the General category, which means there is no special formatting.

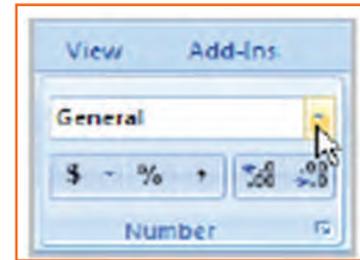


Fig.8.7.22: Format Numbers and Dates

8.7.11 Calculations and Analysis

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

To Create a Simple Formula that Adds Two Numbers:

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

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

Fig.8.7.23(a): Creating Formulas

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

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

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

Fig.8.7.23(b): Creating Formulas

	A	B	C	D
24	Credit		\$1,397.00	
25	Visa	8/5/2008	\$75.00	\$0.00
26	Mastercard	8/5/2008	\$37.42	\$23.51
27	Discover	8/5/2008	\$30.52	\$30.00
28	Store Credit Card	8/5/2008	\$87.56	\$66.79
29	Total		\$1,397.00	
30	Remaining		=C5	
31				

Fig.8.7.23(c): Creating Formulas

To Copy and Paste Cell Contents:

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

To select more than one adjoining cell, left-click one of the cells, drag the cursor until all the cells are selected, and release the mouse button.

The copied cell will stay selected until you perform your next task, or you can double-click the cell to deselect it.

To Cut and Paste Cell Contents:

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

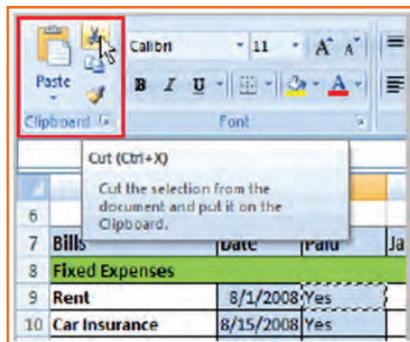


Fig.8.7.24(a): Cut and Paste Cell Contents

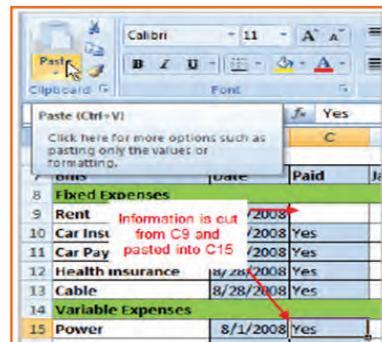


Fig.8.7.24(b): Cut and Paste Cell Contents

To View the Spreadsheet in Print Preview:

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

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

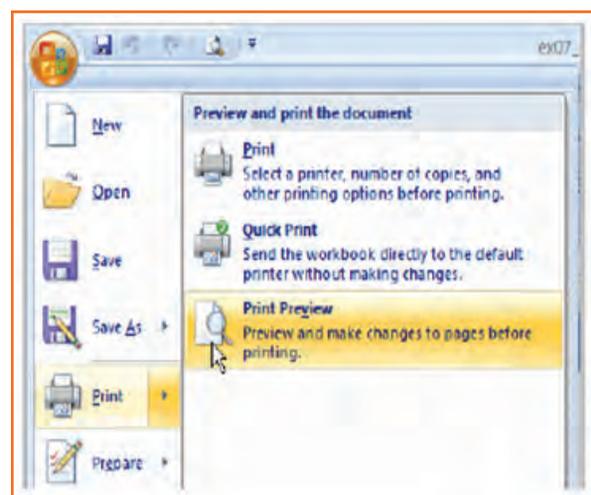


Fig.8.7.25(a): Print Preview Option

Exploring Print Preview:

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

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

- **Step 1:** Click the Print Preview command on the Quick Access toolbar, or select Print Preview from the Microsoft Office Button menu. The spreadsheet opens in print preview mode.
- **Step 2:** However your cursor over one of the black margin markers until a double arrow appears.
- **Step 3:** Left-click and drag the marker to the desired location. The change will be reflected in the spreadsheet.

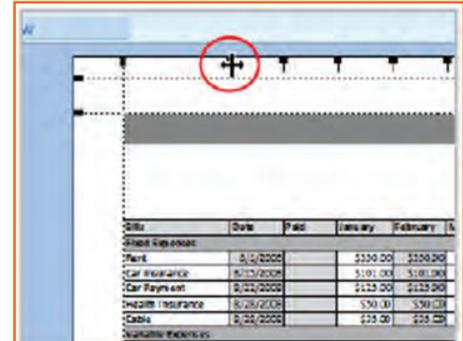


Fig.8.7.25(b): Print Preview Option

To Modify Margins:

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

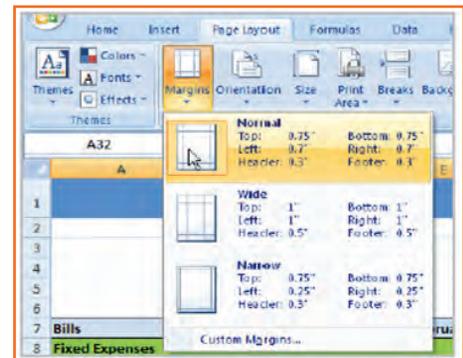


Fig.8.7.26: Modify Margins

8.7.12 Change Page Orientation

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

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

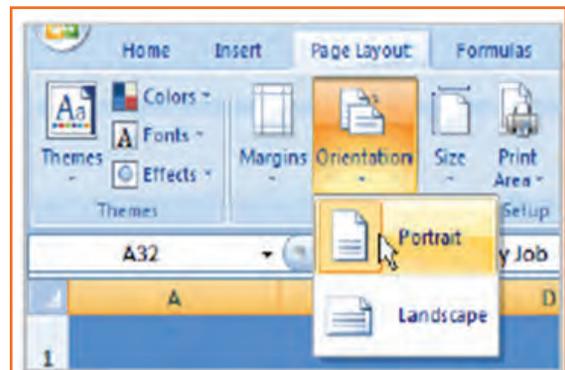


Fig.8.7.27: Page Orientation

To Change the Paper Size:

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

To Print from the Microsoft Office Button:

- Left-click the Microsoft Office Button.
- Select Print. The Print dialog box appears.
- Select a printer if you wish to use a printer other than the default setting.
- Click Properties to change any necessary settings.
- Choose if you want to print specific pages, the whole worksheet, a selection, the active sheet or the complete workbook.
- Select the number of copies you'd like to print.
- Click OK.

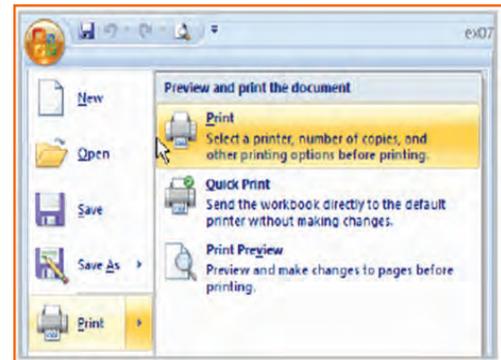


Fig.8.7.28: Print from the Microsoft Office Button

8.7.13 Excel's Different Functions

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

Statistical Functions:

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

Financial Functions:

- Interest Rates
- Loan Payments
- Depreciation Amounts

Date and Time functions:

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

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

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

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

To Edit a Function:

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

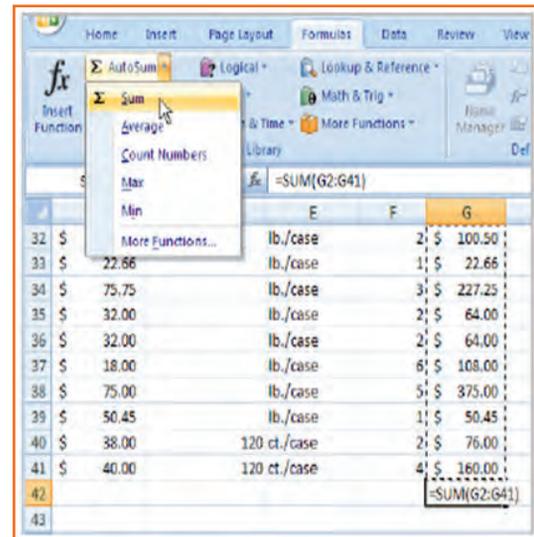


Fig.8.7.29: Using AutoSum

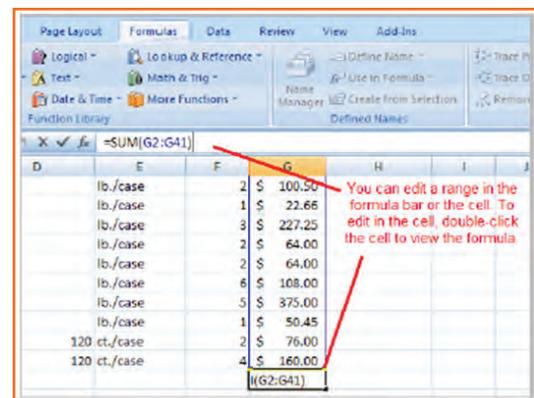


Fig.8.7.30: Edit a Function

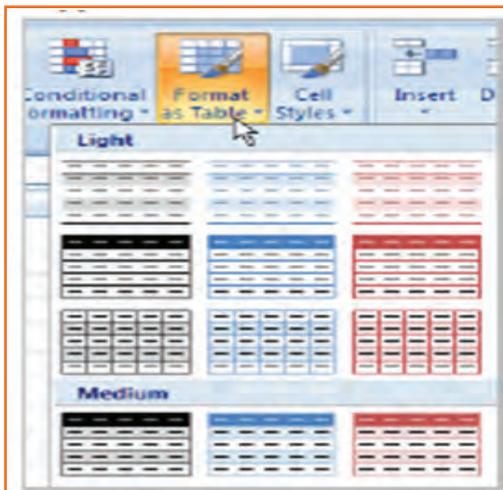


Fig.8.7.31: Format Information

To Format Information as a Table:

- **Step 1:** Select any cell that contains information.
- **Step 2:** Click the Format as Table command in the Styles group on the Home tab. A list of predefined tables will appear.
- **Step 3:** Left-click a table style to select it.
- **Step 4:** A dialog box will appear. Excel has automatically selected the cells for your table. The cells will appear selected in the spreadsheet, and the range will appear in the dialog box.

- **Step 5:** Change the range listed in the field, if necessary.
- **Step 6:** Verify the box is selected to indicate your table has headings, if it does. De-select this box if your table does not have column headings.
- **Step 7:** Click OK. The table will appear formatted in the style you chose.

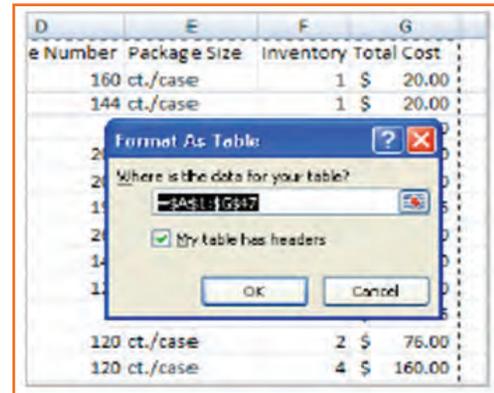


Fig.8.7.32: Format as Table

8.7.14 Aligning Text

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

To Align Text or Numbers in a Cell:

- **Step 1:** Select a cell or range of cells.
- **Step 2:** Click on either the Align Left, Center, or Align Right commands on the Home tab.
- **Step 3:** The text or numbers in the cell(s) take on the selected alignment treatment.



Fig.8.7.33: Align Text or Numbers

Left-click a column label to select the entire column or a row label to select an entire row.

Changing Vertical Cell Alignment:

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

To Change Vertical Alignment from the Alignment Group:

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

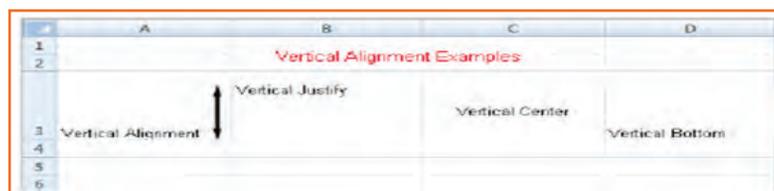


Fig.8.7.34: Vertical Cell Alignment

Changing Text Control:

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

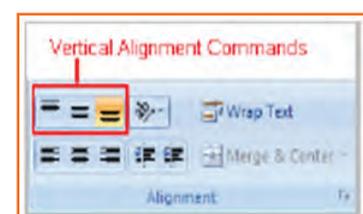


Fig.8.7.35: Text Control

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

To Change Text Control:

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

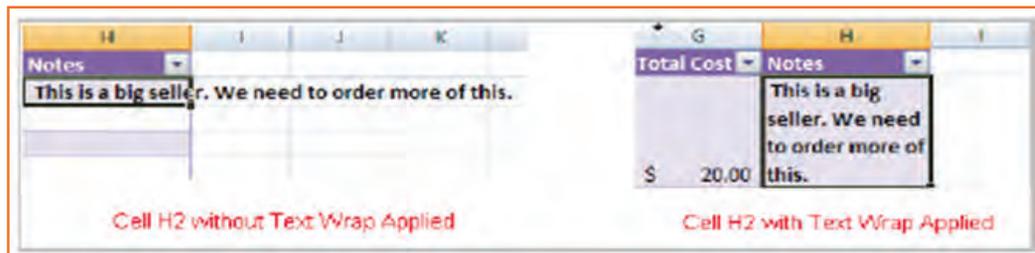


Fig.8.7.36: Text Control

To Name a Worksheet:

Right-click the sheet tab to select it.

- **Step 1:** Choose Rename from the menu that appears. The text is highlighted by a black box.
- **Step 2:** Type a new name for the worksheet.
- **Step 3:** Click off the tab. The worksheet now assumes the descriptive name defined.



Fig.8.7.37: Wrap Text

To Insert a New Worksheet:

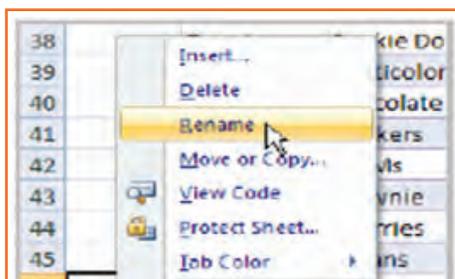


Fig.8.7.38(a): Name a Worksheet

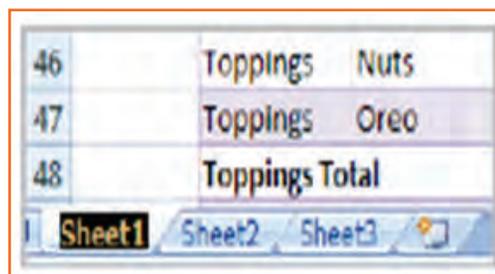


Fig.8.7.38(b): Name a Worksheet

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

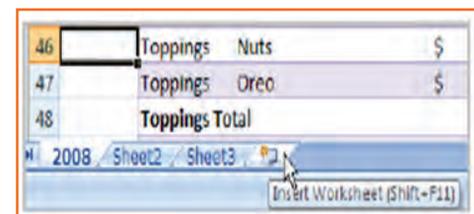


Fig.8.7.39: Insert a New Worksheet

To Delete One or More Worksheets:

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

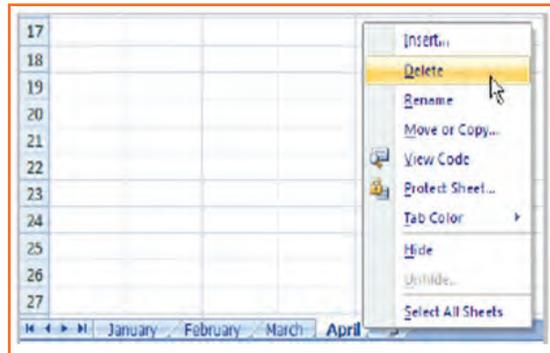


Fig.8.7.40: Delete One or More Worksheets

Exercise 

1. What are the things that MS Excel helps in?

.....

2. How does one Zoom out in MS Excel?

.....

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

- a) True
- b) False

4. What can the Microsoft Button help with?

.....

5. Calculate the average range of cells is a statistical function in MS Excel?

- a) True
- b) False

6. What is a financial function in MS Excel?

- a) Adding the SUM of all cells
- b) Convert a serial number to a minute
- c) Calculate interest rates

UNIT 8.8: Internet Concepts

Unit Objectives

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

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

8.8.1 URL Concepts

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

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

8.8.1.1 Different Kinds of URLs

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

- **Messy:** Such URL has many distorted and jumbled numbers, letters on it that makes slight organizational sense i.e.
`http://www.example.com/woeiruoiei909305820580.`
- **Dynamic:** Dynamic URLs are the end result of database queries that provide content output based on the result of that query. The URL ends up looking quite mangled, alias "messy", which usually consist of the characters like: `?`, `&`, `%`, `+`, `=`, `$`. Dynamic URLs are often found as part of consumer-driven websites: shopping, travel, or anything that requires changing answers for many different user queries.
- **Static:** A static URL is the opposite of a dynamic URL. The URL is "hard-wired" into the Web page's HTML coding. Static URL does not alter or adjust; it cannot be compromised; depending on what the user requests.
- **Obfuscated:** Obfuscated, or hidden, URLs are mostly used in phishing scams. Basically, a familiar URL is distorted in some way to make it seem legitimate. As soon as the user clicks on the obfuscated URL redirected to a malicious website.

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

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

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

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

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

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

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

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

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

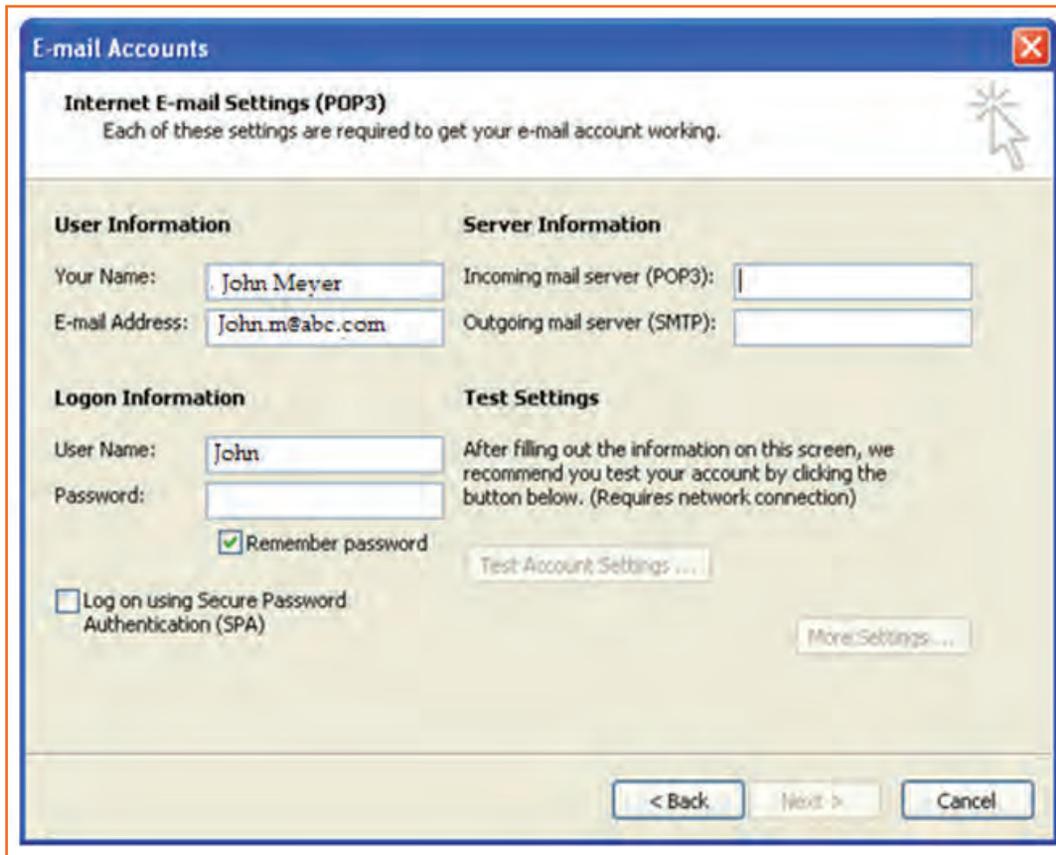
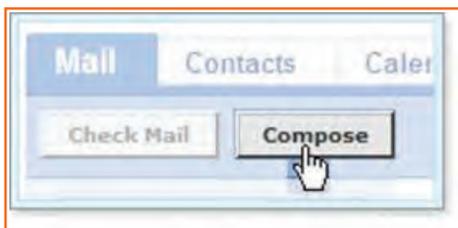


Fig.8.8.1: Creating E-mail Account in Outlook

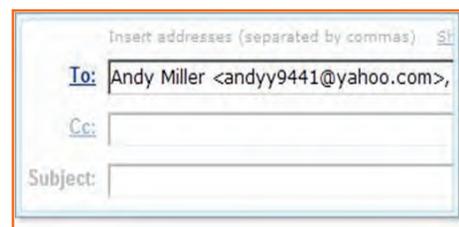
Congratulations you have successfully configured your e-mail account!!

8.8.3 Sending an Email

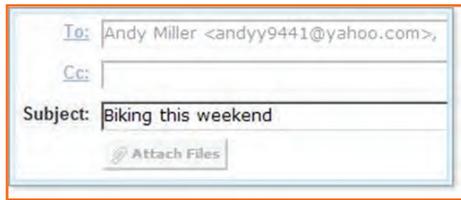
The following page will make it easy for you to understand how easily and swiftly you can send an E-mail, just follow these simple steps and refer to the each image given below.



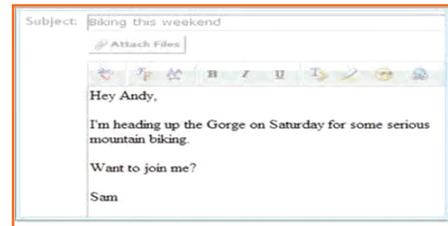
STEP 1: Open Outlook. Now click on Compose button.



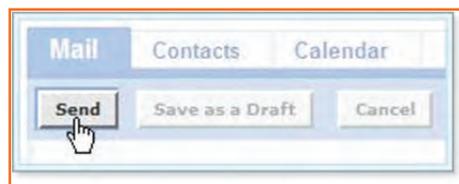
STEP 2: As you click on the Compose button, a new page would open.



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



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



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

Mail has successfully sent your email to your wishing recipient.

8.8.4 Reading Emails

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

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

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

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

8.8.5 Replying E-mails

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

- **Reply:** It allows you to respond to the sender only.
- **Reply all:** Reply all, allows responding to the sender and everyone else who received the message. This includes all email addresses listed in the To box and the Cc box, except your own email address.
- Now, Open the your email and click the drop down arrow given at the Reply button, then opt for Reply to reply to the sender only or Reply All to reply to all recipients of the email message.

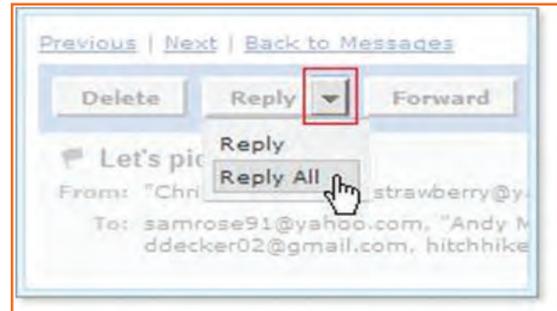


Fig.8.8.2: Replying E-mail

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

- **Step 1:** Click Reply on the Standard toolbar while viewing the message you want to reply to. Outlook will create a pre-addressed reply form to the email address the original email came from.

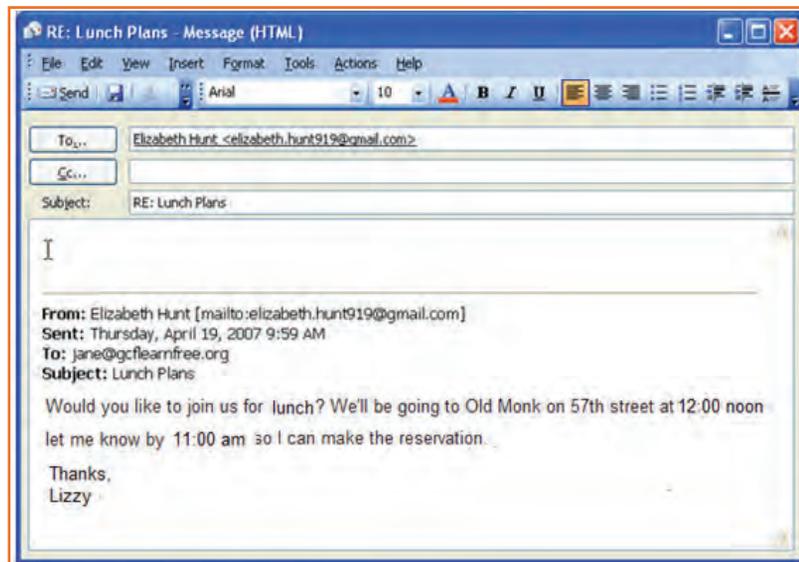


Fig.8.8.3: Composing Mail

- **Step 2:** Enter text into the body of the form.
- **Step 3:** Click the Send button when you're ready to send your email message.

Tip: Original email which you received from the sender will always be included when you are replying to the sender however, this original text, is editable, you can type your reply anywhere in the text box. In fact, some of the information or whole mail can be deleted in the original message. Different colors can be used (if required) to differentiate between your reply followed by the original text in the same image.

8.8.6 Receiving Email Attachments

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

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

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

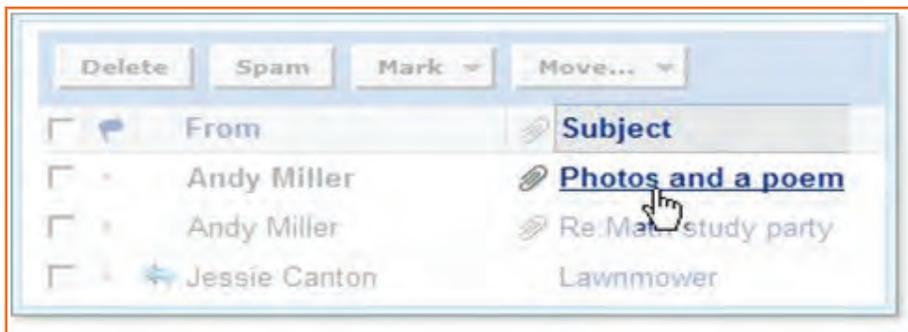


Fig.8.8.4: Receiving Email Attachments

8.8.7 Opening and Saving Attachments

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

1. Open the email message with the attachment.
2. Click the file name or thumbnail to allow Outlook to scan the file.

Antivirus scans the attachment and displays the results above the message header.

- If Norton Antivirus detects a virus, you can't download the file.



Fig.8.8.5: Click the file for Virus Scan

- If Antivirus doesn't detect a virus, you can download the file.

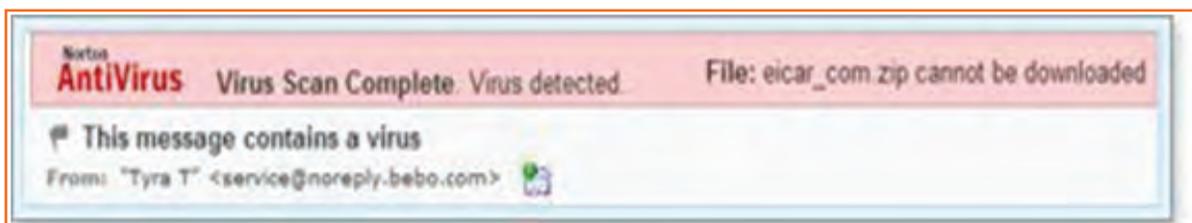


Fig.8.8.6: Antivirus Scan Status

- To download a virus-free attachment, click the Download File button.

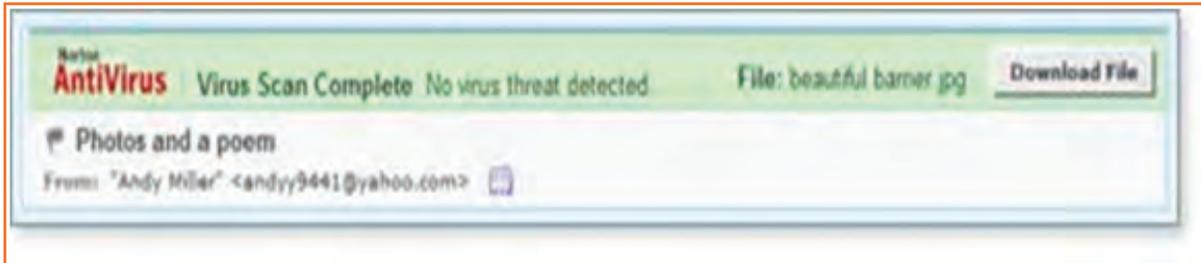


Fig.8.8.7: Click the Download File button

The File Download window prompts you to open or save the file. (The appearance of this window varies, depending on your operating system and other factors.)

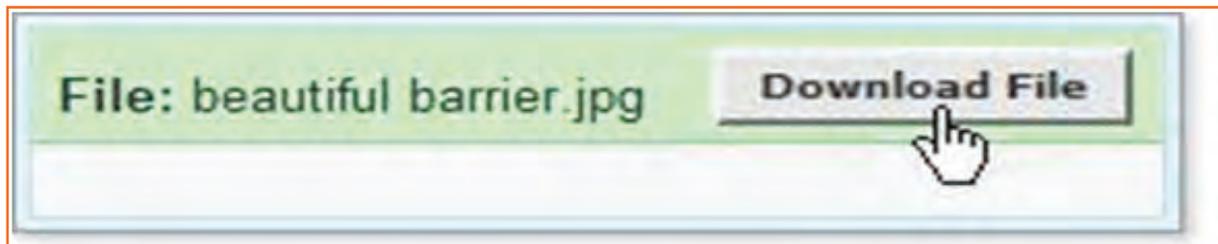


Fig.8.8.8: Click the Download File button

- You can click the Open button to view the attached file in its original application (such as Microsoft Word or Acrobat Reader), or you can click the Save button to download the file and save it on your computer.

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

8.8.8 Sending Attachments with Outgoing Email Messages

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

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

- While composing a message, click the Attach Files button (You can attach files at any time before sending the message.). The Attach Files page opens.
- Click the first Browse button.
The Choose File or Open File window opens (depending on your operating system).
- Locate the file you want to attach, select it, and click the Open or OK button.

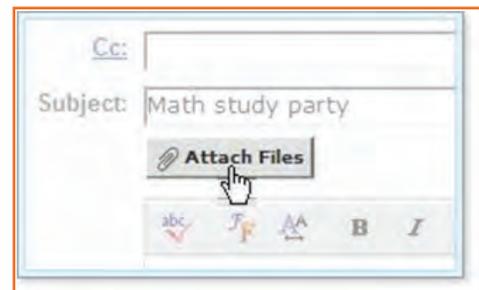


Fig.8.8.9: Attach a File

The selected file and its location appear in the first attachment box.

- To attach more files, click the next Browse button, and repeat step 4.

Tips:

- You cannot attach the same file multiple times to the same email message.
- If you need more attachment boxes, click the Attach More Files link. Outlook adds another box.
- You can attach one or more files up to a total combined size of 10 MB.
- When all the files you want to send are listed, click the Attach Files button.

Tip: Antivirus™ automatically scans all outgoing email attachments and will not let you attach an infected file.

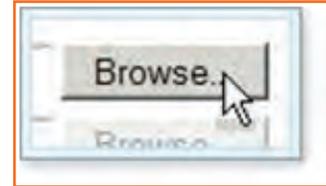


Fig.8.8.10: Browse a File

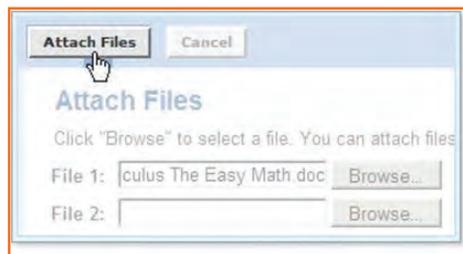


Fig.8.8.11: Attach a File

Progress bars display the process of scanning and attaching each file. When the process is complete, the Compose page opens with the attached file.

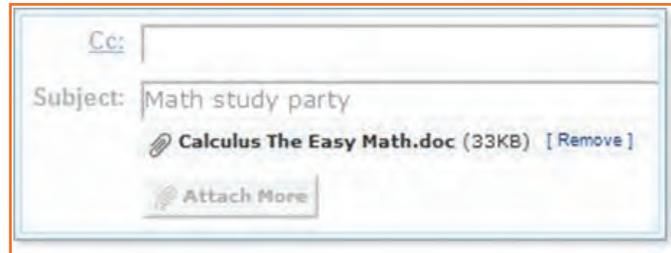


Fig.8.8.12: Attached File

Note: Though Outlook often displays attached photos within the messages you receive, it doesn't display the photos you attach while composing your message. Instead, it lists the photos in the attachments area. The photos may appear within the text of the message when your recipients receive it if their email applications support embedded photos.

Exercise



- What is the full form of URL?

.....

.....



9. First Aid and CPR

Unit 9.1 – First Aid and CPR



Key Learning Outcomes

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

1. Identify different methods of first aid.
2. Perform first aid.
3. Understand CPR.
4. Perform CPR in case of emergency.

UNIT 9.1: First Aid and CPR

Unit Objectives

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

1. Apply first aid on an injured person.
2. Understand the procedures of doing CPR .

9.1.1 First Aid

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



Fig.9.1.1: First aid Pyramid

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

Vital Signs	Good	Poor
Heart Rate	60-100 beats per minute	Less than 60 or greater than 100 beats per minute
Respirations	14-16 breaths per minute	Less than 14 breaths per minute
Skin	Warm, pink and dry	Cool, pale and moist
Consciousness	Alert and orientated	Drowsy or unconscious

Fig.9.1.2: Vital Signs

Awareness	Assessment	Action	Aftercare
<ul style="list-style-type: none"> Observe Stop to Help 	<ul style="list-style-type: none"> Assess what is required to be done Ask yourself, 'Can I do it?' 	<ul style="list-style-type: none"> Do what you can Call for expert medical help Take care of your and the bystander's safety 	<ul style="list-style-type: none"> Once you have assisted the victim, stay with him/her till expert care arrives

Fig.9.1.3: Four A's of First Aid

While delivering First Aid always remember:

- Prevent deterioration.
- Act swiftly, deliberately and confidently.
- Golden Hour – First 60 minutes following an accident .
- Platinum Period – First 15 minutes following an accident.
- Prevent shock and choking.
- Stop bleeding.
- Loosen victim's clothes.
- Regulate respiratory system.
- Avoid crowding/over-crowding.
- Arrange to take victim to safe place/hospital.
- Attend to emergencies first with ease and without fear.
- Do not overdo. Remember that the person giving first aid is not a doctor.

Injury	Symptom	Do's	Don'ts
Fracture	<ul style="list-style-type: none"> Pain Swelling Visible bone 	<ul style="list-style-type: none"> Immobilise the affected part Stabilise the affected part Use a cloth as a sling Use board as a sling Carefully Transfer the victim on a stretcher 	<ul style="list-style-type: none"> Do not move the affected part Do not wash or probe the injured area
Burns (see Degrees of Burn table)	<ul style="list-style-type: none"> Redness of skin Blistered skin Injury marks Headache/seizures 	<ul style="list-style-type: none"> In case of electrical burn, cut-off the power supply In case of fire, put out fire with blanket/coat Use water to douse the flames Remove any jewellery from the affected area Wash the burn with water 	<ul style="list-style-type: none"> Do not pull off any clothing stuck to the burnt skin Do not place ice on the burn Do not use cotton to cover the burn

Bleeding	<ul style="list-style-type: none"> • Bruises • Visible blood loss from body • Coughing blood • W o u n d / I n j u r y marks • Unconsciousness due to blood loss • Dizziness • Pale skin 	<ul style="list-style-type: none"> • Check victim’s breathing • Elevate the wound above heart level • Apply direct pressure to the wound with a clean cloth or hands • Remove any visible objects from the wounds • Apply bandage once the bleeding stops 	<ul style="list-style-type: none"> • Do not clean the wound from out to in direction • Do not apply too much pressure (not more than 15 mins) • Do not give water to the victim
Heat Stroke/Sun Stoke	<ul style="list-style-type: none"> • High body temperature • Headache • Hot and dry skin • Nausea/Vomiting • Unconsciousness 	<ul style="list-style-type: none"> • Move the victim to a cool, shady place • Wet the victim’s skin with a sponge • If possible apply ice packs to victim’s neck, back and armpits • Remove any jewellery from the affected area • Wash the burn with water 	<ul style="list-style-type: none"> • Do not let people crowd around the victim • Do not give any hot drinks to the victim
Unconsciousness	<ul style="list-style-type: none"> • No movement of limbs • No verbal response or gestures • Pale skin 	<ul style="list-style-type: none"> • Loosen clothing around neck, waist and chest • Check for breathing • Place the victim’s legs above the level of heart • If victim is not breathing, perform CPR 	<ul style="list-style-type: none"> • Do not throw water or slap the victim • Do not force feed anything • Do not raise the head high as it may block the airway

Fig.9.1.4: First Aid for different types of injuries

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

Fig.9.1.5: Degree of Burns

9.1.2 Splints and Aids of Torso

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

9.1.2.1 Splints

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

When using rigid material

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

- Always place cushioning between the rigid material and the body to stay the victim comfy. Tie knots between the rigid material and the body (in mid-air) once doable. This makes them easier to untie. If this can be impossible, tie knots over the rigid material.
- To splint the forearm, surround the split with rigid material and snugly bandage it to the arm with wide cloth strips. A newspaper or magazine, curled into a "U" form, works alright.



Fig.9.1.6: Splint the Forearm

- Splint the wrist joint within the same approach. The whole forearm needs to be immobilized.



Fig.9.1.7: splint the Wrist

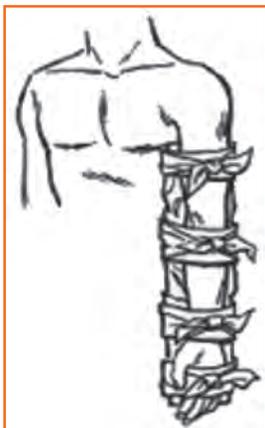


Fig.9.1.8: Splint the Elbow

- To splint the elbow, use enough rigid material to travel from the armpit to the hand. The entire arm ought to be immobilized. Don't plan to straighten or bend the elbow; splint it in position.
- To splint the upper leg, use long items of rigid material which will reach from the ankle joint to the armpit. On top of the hips, tie long straps round the torso to carry the top of the splint in place.



Fig.9.1.9: Splint the Upper Leg

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



Fig.9.1.10: Splint the Lower Leg

9.1.3 CPR

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

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

DRSABCD stands for:

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



Fig.9.1.11: Basic life support chart

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

- Breathing:** Check for respiratory by searching for chest movements (up and down). Listen by bringing your ear near to their mouth and nose. Check for respiratory by bringing your hand on the lower part of their chest. If the person is unconscious but breathing, flip them onto their side, delicately ensuring that you simply keep their head, neck and spine in alignment. Monitor their respiratory till you hand over to the ambulance officers.
- CPR (cardiopulmonary resuscitation):** If an adult is unconscious and not breathing, ensure they're flat on their back and then place the heel of 1 hand within the centre of their chest and your alternative hand on top. Press down firmly and smoothly (compressing to at least one third of their chest depth) thirty times. Provide two breaths. To induce the breath in, tilt their head back gently by lifting their chin. Pinch their nostrils closed, place your open mouth firmly over their open mouth and blow firmly into their mouth. Keep going with the thirty compressions and 2 breaths at the speed of roughly five repeats in 2 minutes till you hand over to the ambulance officers or another trained person, or until the person you're resuscitating responds.

- **Defibrillator:** For unconscious adults who are not breathing, an automated external defibrillator (AED) is applied. An AED also called a machine that delivers an electric shock to cancel any irregular heart beat (arrhythmia), in an attempt to get the normal heart beating to re-establish itself. Please ensure that a trained person is there to apply the AED. If the person responds to defibrillation, turn them onto their side and tilt their head to maintain their airway

1. Airway

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

Head-tilt/chin-lift technique

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

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

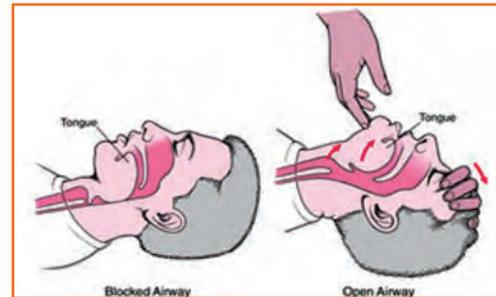


Fig.9.1.12: Airway

2. Cardiopulmonary resuscitation

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

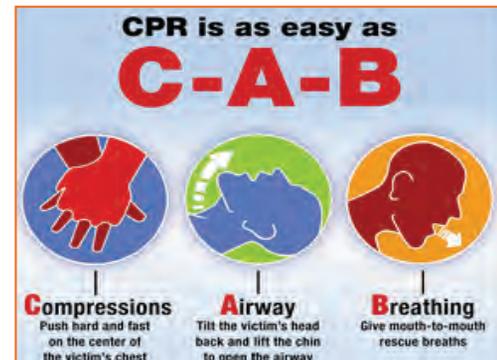


Fig.9.1.13: CAB

- **Compressions:** One part of CPR is chest compressions. To make sure optimal patient outcomes, high quality CPR should be performed. You'll guarantee high-quality CPR by providing high-quality chest compressions, ensuring that the:
 - » Patient is on a firm, flat surface to allow for adequate compression. In an exceedingly non-healthcare setting you might find it on the ground, whereas in an exceedingly healthcare setting you may find it on a stretcher or bed.
 - » The chest is exposed to make sure correct hand placement and also the ability to envision chest recoil.
 - » Hands are properly positioned with the heel of 1 hand within the center of the chest on the lower 1/2 sternum with the opposite hand on top. Most rescuers realize that interlacing their fingers makes it easier to supply compressions while keeping the fingers off the chest.

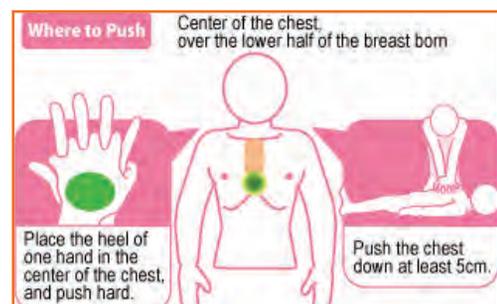


Fig.9.1.14: Compressions

- » Arms are as straight as attainable, with the shoulders directly over the hands to build up effective compressions. Lockup elbows can help maintain straight arms.
- » Compressions are given at the proper rate of a minimum of a hundred per minute to a most of one hundred twenty per minute, and at the correct depth of a minimum of two inches for an adult to promote adequate circulation.
- » The chest should be allowed to completely recoil between every compression to allow blood to flow back to the heart following the compression.
- » For adult co-workers, CPR consists of thirty chest compressions followed by two ventilations.

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

Mouth-to-Mouth

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

Pocket mask

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

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

9.1.4 Performing CPR for an Adult

- **Step 1: Check the scene for immediate danger:** Check that you're not putting yourself in harm's manner by administering the CPR to somebody unconscious. Do whatever you think is necessary to move yourself and the other person to safety.
- **Step 2: Assess the victim's consciousness:** Gently tap on his or her shoulder and ask them "if they are ok?" in a loud and clear voice. If he or she gives a positive response then the CPR is not required. Instead, undertake basic first aid and take measures to prevent or treat shock, and assess whether or not does the victim needs emergency services. If the victim does not respond, continue with the subsequent steps.
- **Step 3: Do not check for a pulse:** Unless you're a trained medical professional, odds are you'll spare too much valuable time to look for a pulse when you should be doing compressions.

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



- **Step 5: Place the victim on his or her back:** Make sure he or she is lying as flat as possible-this can stop injury while you're doing chest compressions. Tilt their head back by exploitation your palm against their forehead and a push against their chin.



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



- **Step 7: Place your second hand on top of the first hand,** Palmsdown, interlock the fingers of the second hand between the first.



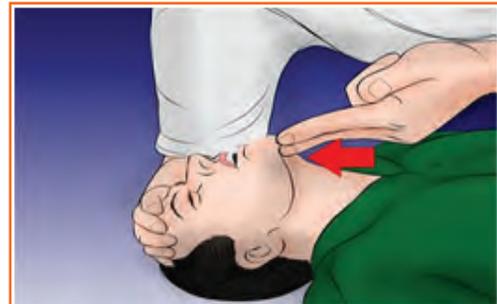
- **Step 8: Position your body directly over your hands,** in order to straighten your arms and somewhat rigid. Don't flex the arms to push, however, lock your elbows, and use your upper body strength to push.



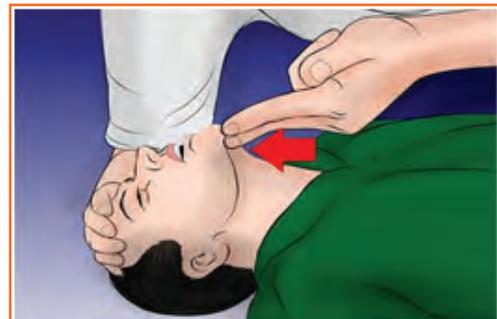
- **Step 9: Perform thirty chest compressions.** Press down with each hand directly over the breastbone to perform a compression that helps the heartbeat. Chest compressions are a lot of crucial for correcting abnormal heart rhythms (ventricular fibrillation or pulseless ventricular tachycardia, heart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



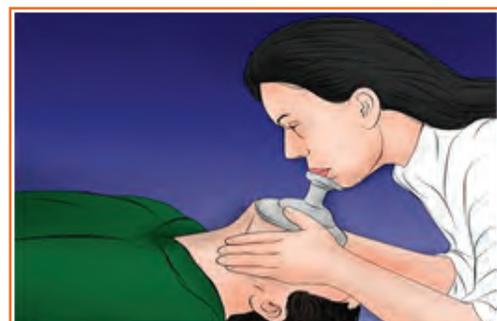
- **Step 10: Minimize pauses in chest compression** that occur when dynamic suppliers or getting ready for a shock. Commit to limit interruptions to less than ten seconds.



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



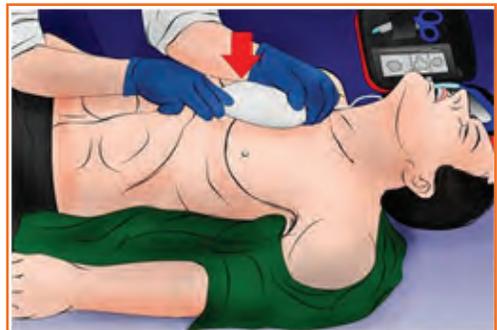
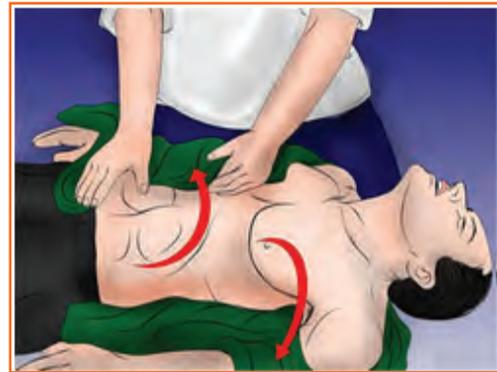
- **Step 12: Give 2 rescue breaths (optional).** If you're trained in mouth-to-mouth resuscitation and totally assured, provide 2 rescue breaths once your thirty chest compressions are complete. If you've ne'er done mouth-to-mouth resuscitation before, or you're trained however rusty, stick with solely chest compressions.



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

9.1.5 CPR Using AED

- Step 1:** Use an AED (automated external defibrillator). If an AED is accessible within the premises, use it as soon as possible to jump-start the victim's heart. Ensure that there aren't any puddles or standing water in the premises.
- Step 2:** Expose the victim's chest totally. Remove any metal necklaces or underwire bras. Check for any body piercings, or evidence that the victim includes a pacemaker or implantable cardioverter defibrillator (should be indicated by a medical bracelet) to avoid shocking too close to those spots. Confirm the chest is completely dry and the victim isn't in a puddle. Note that, if the person has a lot of chest hair, you may want to shave it, if possible. Some AED kits come with razors for this purpose.
- Step 3:** Attach the sticky pads with electrodes to the victim's chest. Follow the directions on the AED for placement. Move the pads at least one inch (2.5 cm) off from any metal piercings or implanted devices. Ensure that nobody is touching the person, when you apply the shock.
- Step 4:** Press analyse on the AED machine. If a shock is required for the patient, the machine can notify you. If you do shock the victim, ensure nobody is touching him/her.
- Step 5:** Don't remove pads from the victim and resume CPR for another five cycles before using the AED again. Sticky adhesive electrode pads are meant to be left in place.



9.1.6 Chain of Survival

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

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

9.1.7 Safety Signs at the Shop Floor

Health and safety signs

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



Fig.9.1.15: Mandatory Signs



10. Employability & Entrepreneurship Skills



Unit 10.1 – Personal Strengths & Value Systems

Unit 10.2 – Digital Literacy: A Recap

Unit 10.3 – Money Matters

Unit 10.4 – Preparing for Employment & Self Employment

Unit 10.5 – Understanding Entrepreneurship

Unit 10.6 – Preparing to be an Entrepreneur



Key Learning Outcomes

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

1. Explain the meaning of health
2. List common health issues
3. Discuss tips to prevent common health issues
4. Explain the meaning of hygiene
5. Understand the purpose of Swacch Bharat Abhiyan
6. Explain the meaning of habit
7. Discuss ways to set up a safe work environment
8. Discuss critical safety habits to be followed by employees
9. Explain the importance of self-analysis
10. Understand motivation with the help of Maslow's Hierarchy of Needs
11. Discuss the meaning of achievement motivation
12. List the characteristics of entrepreneurs with achievement motivation
13. List the different factors that motivate you
14. Discuss how to maintain a positive attitude
15. Discuss the role of attitude in self-analysis
16. List your strengths and weaknesses
17. Discuss the qualities of honest people
18. Describe the importance of honesty in entrepreneurs
19. Discuss the elements of a strong work ethic
20. Discuss how to foster a good work ethic
21. List the characteristics of highly creative people
22. List the characteristics of highly innovative people
23. Discuss the benefits of time management
24. List the traits of effective time managers
25. Describe effective time management technique
26. Discuss the importance of anger management
27. Describe anger management strategies
28. Discuss tips for anger management
29. Discuss the causes of stress
30. Discuss the symptoms of stress
31. Discuss tips for stress management
32. Identify the basic parts of a computer
33. Identify the basic parts of a keyboard

34. Recall basic computer terminology
35. Recall basic computer terminology
36. Recall the functions of basic computer keys
37. Discuss the main applications of MS Office
38. Discuss the benefits of Microsoft Outlook
39. Discuss the different types of e-commerce
40. List the benefits of e-commerce for retailers and customers
41. Discuss how the Digital India campaign will help boost e-commerce in India
42. Explain how you will sell a product or service on an e-commerce platform
43. Discuss the importance of saving money
44. Discuss the benefits of saving money
45. Discuss the main types of bank accounts
46. Describe the process of opening a bank account
47. Differentiate between fixed and variable costs
48. Describe the main types of investment options
49. Describe the different types of insurance products
50. Describe the different types of taxes
51. Discuss the uses of online banking
52. Discuss the main types of electronic funds transfers
53. Discuss the steps to prepare for an interview
54. Discuss the steps to create an effective Resume
55. Discuss the most frequently asked interview questions
56. Discuss how to answer the most frequently asked interview questions
57. Discuss basic workplace terminology
58. Discuss the concept of entrepreneurship
59. Discuss the importance of entrepreneurship
60. Describe the characteristics of an entrepreneur
61. Describe the different types of enterprises
62. List the qualities of an effective leader
63. Discuss the benefits of effective leadership
64. List the traits of an effective team
65. Discuss the importance of listening effectively
66. Discuss how to listen effectively
67. Discuss the importance of speaking effectively
68. Discuss how to speak effectively
69. Discuss how to solve problems

70. List important problem solving traits
71. Discuss ways to assess problem solving skills
72. Discuss the importance of negotiation
73. Discuss how to negotiate
74. Discuss how to identify new business opportunities
75. Discuss how to identify business opportunities within your business
76. Understand the meaning of entrepreneur
77. Describe the different types of entrepreneurs
78. List the characteristics of entrepreneurs
79. Recall entrepreneur success stories
80. Discuss the entrepreneurial process
81. Describe the entrepreneurship ecosystem
82. Discuss the government's role in the entrepreneurship ecosystem
83. Discuss the current entrepreneurship ecosystem in India
84. Understand the purpose of the Make in India campaign
85. Discuss the relationship between entrepreneurship and risk appetite
86. Discuss the relationship between entrepreneurship and resilience
87. Describe the characteristics of a resilient entrepreneur
88. Discuss how to deal with failure
89. Discuss how market research is carried out
90. Describe the 4 Ps of marketing
91. Discuss the importance of idea generation
92. Recall basic business terminology
93. Discuss the need for CRM
94. Discuss the benefits of CRM
95. Discuss the need for networking
96. Discuss the benefits of networking
97. Understand the importance of setting goals
98. Differentiate between short-term, medium-term and long-term goals
99. Discuss how to write a business plan
100. Explain the financial planning process
101. Discuss ways to manage your risk
102. Describe the procedure and formalities for applying for bank finance
103. Discuss how to manage your own enterprise
104. List important questions that every entrepreneur should ask before starting an enterprise

UNIT 10.1: Personal Strengths & Value Systems

Unit Objectives

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

1. Explain the meaning of health
2. List common health issues
3. Discuss tips to prevent common health issues
4. Explain the meaning of hygiene
5. Understand the purpose of Swacch Bharat Abhiyan
6. Explain the meaning of habit
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27. Describe anger management strategies
28. Discuss tips for anger management
29. Discuss the causes of stress
30. Discuss the symptoms of stress
31. Discuss tips for stress management

10.1.1 Health, Habits, Hygiene: What is Health

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

Common Health Issues

Some common health issues are:

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

10.1.1.1 Tips to Prevent Health Issues

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

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

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

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

8. Go to the doctor and dentist for regular checkups.
9. Exercise for 30 minutes at least 5 days a week.
10. Avoid consuming lots of aerated beverages.

10.1.1.2 What is Hygiene?

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

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

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

1. Have a bath or shower every day with soap – and wash your hair with shampoo 2-3 times a week.
2. Wear a fresh pair of clean undergarments every day.
3. Brush your teeth in the morning and before going to bed.
4. Cut your fingernails and toenails regularly.
5. Wash your hands with soap after going to the toilet.
6. Use an anti-perspirant deodorant on your underarms if you sweat a lot.
7. Wash your hands with soap before cooking or eating.
8. Stay home when you are sick, so other people don't catch what you have.
9. Wash dirty clothes with laundry soap before wearing them again.
10. Cover your nose with a tissue/your hand when coughing or sneezing.

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

Your Score

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

10.1.1.3 Swachh Bharat Abhiyan

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

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

10.1.1.4 What are Habits?

A habit is a behaviour that is repeated frequently. All of us have good habits and bad habits. Keep in mind the phrase by John Dryden: "We first make our habits, and then our habits make us." This is why it is so important that you make good habits a way of life, and consciously avoid practicing bad habits.

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

- Always having a positive attitude
- Making exercise a part of your daily routine
- Reading motivational and inspirational stories
- Smiling! Make it a habit to smile as often as possible
- Making time for family and friends
- Going to bed early and waking up early

Some bad habits that you should quit immediately are:

- Skipping breakfast
- Snacking frequently even when you are not hungry
- Eating too much fattening and sugary food
- Smoking, drinking alcohol and doing drugs
- Spending more money than you can afford
- Worrying about unimportant issues
- Staying up late and waking up late

10.1.1.5 Tips

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

10.1.2 Safety: Tips to Design a Safe Workplace

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

- Use ergonomically designed furniture and equipment to avoid stooping and twisting
- Provide mechanical aids to avoid lifting or carrying heavy objects
- Have protective equipment on hand for hazardous jobs
- Designate emergency exits and ensure they are easily accessible
- Set down health codes and ensure they are implemented
- Follow the practice of regular safety inspections in and around the workplace
- Ensure regular building inspections are conducted
- Get expert advice on workplace safety and follow it

10.1.2.1 Negotiable Employee Safety Habits

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

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

10.1.2.2 Tips

- Be aware of what emergency number to call at the time of a workplace emergency
- Practice evacuation drills regularly to avoid chaotic evacuations

10.1.3 Self Analysis – Attitude, Achievement Motivation

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

10.1.3.1 What is Motivation?

Very simply put, motivation is your reason for acting or behaving in a certain manner. It is important to understand that not everyone is motivated by the same desires – people are motivated by many, many different things. We can understand this better by looking at Maslow's Hierarchy of Needs.

10.1.3.2 Maslow's Hierarchy of Needs

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

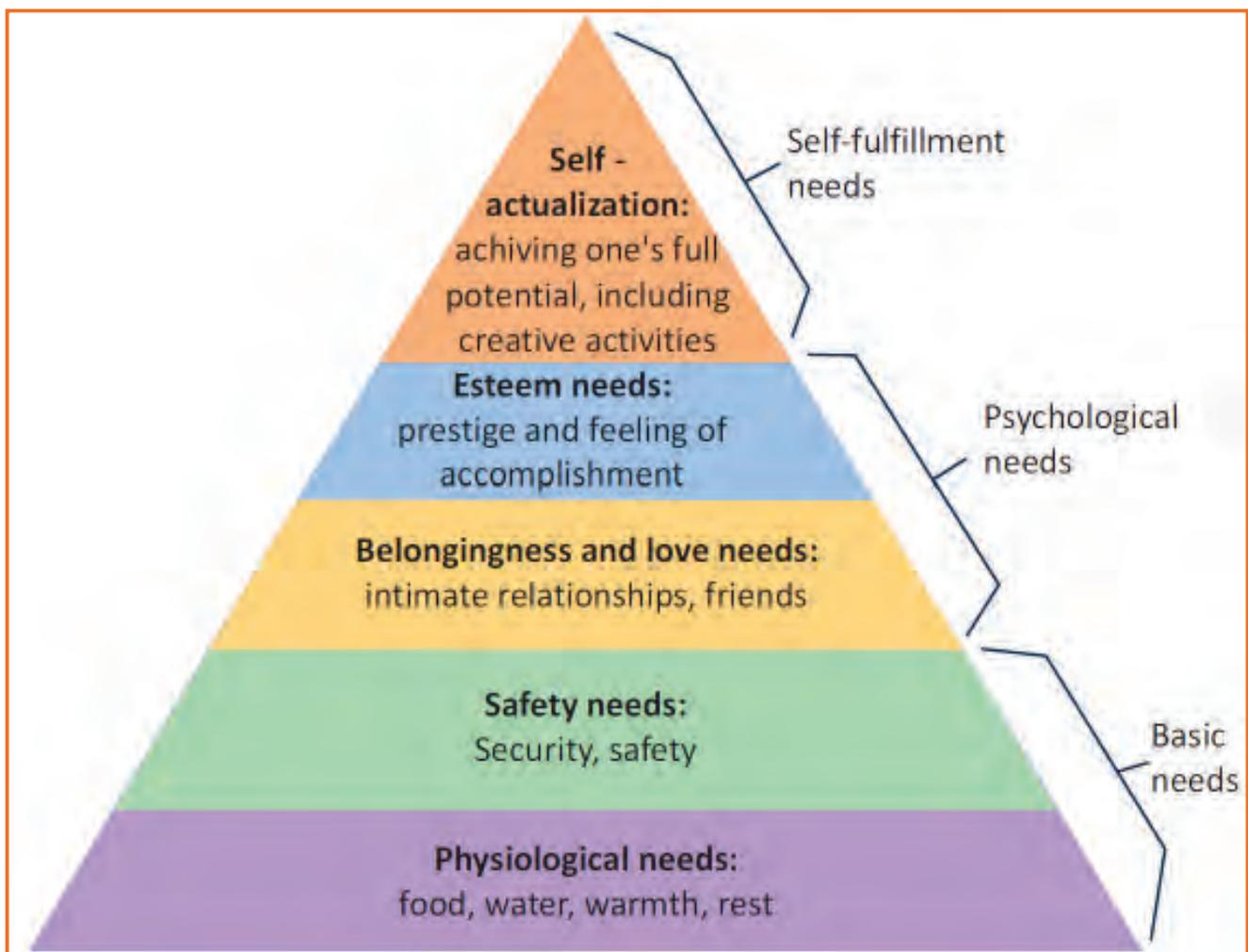


Fig.10.1.1: Maslow's Hierarchy of Needs

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

Characteristics of Entrepreneurs with Achievement Motivation

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

Think about it:

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

10.1.3.4 How to Cultivate a Positive Attitude

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

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

10.1.3.5 What is Attitude?

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

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

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

10.1.3.6 What Are Your Strengths and Weaknesses

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

Note down all your strengths and weaknesses in the two columns below. Remember to be honest with yourself!

Strengths	Weaknesses

10.1.3.7 Tips

- Achievement motivation can be learned.
- Don't be afraid to make mistakes.
- Train yourself to finish what you start.
- Dream big.

10.1.4 Honesty & Work Ethics: What is Honesty?

Honesty is the quality of being fair and truthful. It means speaking and acting in a manner that inspires trust. A person who is described as honest is seen as truthful and sincere, and as someone who isn't deceitful or devious and doesn't steal or cheat. There are two dimensions of honesty – one is honesty in communication and the other is honesty in conduct.

Honesty is an extremely important trait because it results in peace of mind and builds relationships that are based on trust. Being dishonest, on the other hand, results in anxiety and leads to relationships full of distrust and conflict.

10.1.4.1 Qualities of Honest People

Honest individuals have certain distinct characteristics. Some common qualities among honest people are:

- They don't worry about what others think of them. They believe in being themselves – they don't bother about whether they are liked or disliked for their personalities.
- They stand up for their beliefs. They won't think twice about giving their honest opinion, even if they are aware that their point of view lies with the minority.
- They are thick-skinned. This means they are not affected by others judging them harshly for their honest opinions.
- They forge trusting, meaningful and healthy friendships. Honest people usually surround themselves with honest friends. They have faith that their friends will be truthful and upfront with them at all times.

They are trusted by their peers. They are seen as people who can be counted on for truthful and objective feedback and advice.

- **Honesty and employees:** When entrepreneurs build honest relationships with their employees, it leads to more transparency in the workplace, which results in higher work performance and better results.
- **Honesty and investors:** For entrepreneurs, being honest with investors means not only sharing strengths but also candidly disclosing current and potential weaknesses, problem areas and solution strategies. Keep in mind that investors have a lot of experience with startups and are aware that all new companies have problems. Claiming that everything is perfectly fine and running smoothly is a red flag for most investors.
- **Honesty with oneself:** The consequences of being dishonest with oneself can lead to dire results, especially in the case of entrepreneurs. For entrepreneurs to succeed, it is critical that they remain realistic about their situation at all times, and accurately judge every aspect of their enterprise for what it truly is.

10.1.4.2 Importance of Honesty in Entrepreneurs

One of the most important characteristics of entrepreneurs is honesty. When entrepreneurs are honest with their customers, employees and investors, it shows that they respect those that they work with. It is also important that entrepreneurs remain honest with themselves. Let's look at how being honest would lead to great benefits for entrepreneurs.

- **Honesty and customers:** When entrepreneurs are honest with their customers it leads to stronger relationships, which in turn results in business growth and a stronger customer network.

10.1.4.3 What are Work Ethics?

Being ethical in the workplace means displaying values like honesty, integrity and respect in all your decisions and communications. It means not displaying negative qualities like lying, cheating and stealing.

Workplace ethics play a big role in the profitability of a company. It is as crucial to an enterprise as high morale and teamwork. This is why most companies lay down specific workplace ethic guidelines that must compulsorily be followed by their employees. These guidelines are typically outlined in a company's employee handbook.

10.1.4.4 Elements of a Strong Work Ethic

An entrepreneur must display strong work ethics, as well as hire only those individuals who believe in and display the same level of ethical behavior in the workplace. Some elements of a strong work ethic are:

- **Professionalism:** This involves everything from how you present yourself in a corporate setting to the manner in which you treat others in the workplace.
- **Respectfulness:** This means remaining poised and diplomatic regardless of how stressful or volatile a situation is.
- **Dependability:** This means always keeping your word, whether it's arriving on time for a meeting or delivering work on time.
- **Dedication:** This means refusing to quit until the designated work is done, and completing the work at the highest possible level of excellence.
- **Determination:** This means embracing obstacles as challenges rather than letting them stop you, and pushing ahead with purpose and resilience to get the desired results.
- **Accountability:** This means taking responsibility for your actions and the consequences of your actions, and not making excuses for your mistakes.
- **Humility:** This means acknowledging everyone's efforts and hard work, and sharing the credit for accomplishments.

10.1.4.5 How to Foster a Good Work Ethic

As an entrepreneur, it is important that you clearly define the kind of behaviour that you expect from each and every team member in the workplace. You should make it clear that you expect employees to display positive work ethics like:

- **Honesty:** All work assigned to a person should be done with complete honesty, without any deceit or lies.
- **Good attitude:** All team members should be optimistic, energetic, and positive.
- **Reliability:** Employees should show up where they are supposed to be, when they are supposed to be there.
- **Good work habits:** Employees should always be well groomed, never use inappropriate language, conduct themselves professionally at all times, etc.
- **Initiative:** Doing the bare minimum is not enough. Every team member needs to be proactive and show initiative.
- **Trustworthiness:** Trust is non-negotiable. If an employee cannot be trusted, it's time to let that employee go.
- **Respect:** Employees need to respect the company, the law, their work, their colleagues and themselves.
- **Integrity:** Each and every team member should be completely ethical and must display above board behaviour at all times.
- **Efficiency:** Efficient employees help a company grow while inefficient employees result in a waste of time and resources.

10.1.4.6 Tips

- Don't get angry when someone tells you the truth and you don't like what you hear.
- Always be willing to accept responsibility for your mistakes.

10.1.5 Creativity & Innovation

What is Creativity

Creativity means thinking outside the box. It means viewing things in new ways or from different perspectives, and then converting these ideas into reality. Creativity involves two parts: thinking and producing. Simply having an idea makes you imaginative, not creative. However, having an idea and acting on it makes you creative.

Characteristics of Highly Creative People

Some characteristics of creative people are:

- They are imaginative and playful
- They see issues from different angles
- They notice small details
- They have very little tolerance for boredom
- They detest rules and routine
- They love to daydream
- They are very curious

What is Innovation?

There are many different definitions of innovation. In simple terms, innovation means turning an idea into a solution that adds value. It can also mean adding value by implementing a new product, service or process, or significantly improving on an existing product, service or process.

Characteristics of Highly Innovative People

Some characteristics of highly innovative people are:

- They embrace doing things differently
- They don't believe in taking shortcuts
- They are not afraid to be unconventional
- They are highly proactive and persistent
- They are organized, cautious and risk-averse

10.1.5.1 Tips

- Take regular breaks from your creative work to recharge yourself and gain fresh perspective.
- Build prototypes frequently, test them out, get feedback, and make the required changes.

10.1.6 Time Management

Time management is the process organizing your time, and deciding how to allocate your time between different activities. Good time management is the difference between working smart (getting more done in less time) and working hard (working for more time to get more done).

Effective time management leads to an efficient work output, even when you are faced with tight deadlines and high pressure situations. On the other hand, not managing your time effectively results in inefficient output and increases stress and anxiety.

Benefits of Time Management

Time management can lead to huge benefits like:

- Greater productivity
- Higher efficiency
- Better professional reputation
- Reduced stress
- Higher chances for career advancement
- Greater opportunities to achieve goals

Not managing time effectively can result in undesirable consequences like:

- Missing deadlines
- Inefficient work output
- Substandard work quality
- Poor professional reputation
- Stalled career
- Increase in stress and anxiety

10.1.6.1 Traits of Effective Time Managers

Some traits of effective time managers are:

- They begin projects early They set daily objectives
- They modify plans if required, to achieve better results
- They are flexible and open-minded
- They inform people in advance if their help will be required
- They know how to say no
- They break tasks into steps with specific deadlines
- They continually review long term goals
- They think of alternate solutions if and when required
- They ask for help when required They create backup plans

10.1.6.2 Effective Time Management Techniques

You can manage your time better by putting into practice certain time management techniques. Some helpful tips are:

- **Plan out your day as well as plan for interruptions.** Give yourself at least 30 minutes to figure out your time plan. In your plan, schedule some time for interruptions.
- **Put up a “Do Not Disturb” sign** when you absolutely have to complete a certain amount of work.
- **Close your mind to all distractions.** Train yourself to ignore ringing phones, don’t reply to chat messages and disconnect from social media sites.
- **Delegate your work.** This will not only help your work get done faster, but will also show you the unique skills and abilities of those around you.
- **Stop procrastinating.** Remind yourself that procrastination typically arises due to the fear of failure or the belief that you cannot do things as perfectly as you wish to do them.
- **Prioritize.** List each task to be completed in order of its urgency or importance level. Then focus on completing each task, one by one.
- **Maintain a log of your work activities.** Analyze the log to help you understand how efficient you are, and how much time is wasted every day.
- **Create time management goals** to reduce time wastage.

10.1.6.3 Tips

- Always complete the most important tasks first.
- Get at least 7 – 8 hours of sleep every day.
- Start your day early.
- Don’t waste too much time on small, unimportant details.
- Set a time limit for every task that you will undertake.
- Give yourself some time to unwind between tasks.

10.1.7 Anger Management

Anger management is the process of:

1. Learning to recognize the signs that you, or someone else, is becoming angry
2. Taking the best course of action to calm down the situation in a positive way Anger management does not mean suppressing anger.

Importance of Anger Management

Anger is a perfectly normal human emotion. In fact, when managed the right way, anger can be considered a healthy emotion. However, if it is not kept in check, anger can make us act inappropriately and can lead to us saying or doing things that we will likely later regret.

Extreme anger can:

- **Hurt you physically:** It leads to heart disease, diabetes, a weakened immune system, insomnia, and high blood pressure.
- **Hurt you mentally:** It can cloud your thinking and lead to stress, depression and mental health issues.
- **Hurt your career:** It can result in alienating your colleagues, bosses, clients and lead to the loss of respect.
- **Hurt your relationships:** It makes it hard for your family and friends to trust you, be honest with you and feel comfortable around you.

This is why anger management, or managing anger appropriately, is so important.

10.1.7.1 Anger Management Strategies

Here are some strategies that can help you control your anger:

Strategy 1: Relaxation

Something as simple as breathing deeply and looking at relaxing images works wonders in calming down angry feelings. Try this simple breathing exercise:

- Take a deep breath from your diaphragm (don't breathe from your chest)
- Visualize your breath coming up from your stomach
- Keep repeating a calming word like 'relax' or 'take it easy' (remember to keep breathing deeply while repeating the word)
- Picture a relaxing moment (this can be from your memory or your imagination)

Follow this relaxation technique daily, especially when you realize that you're starting to feel angry.

Strategy 2: Cognitive Restructuring

Cognitive restructuring means changing the manner in which you think. Anger can make you curse, swear, exaggerate and act very dramatically. When this happens, force yourself to replace your angry thoughts with more logical ones. For instance, instead of thinking 'Everything is ruined' change your mindset and tell yourself 'It's not the end of the world and getting angry won't solve this'.

Strategy 3: Problem Solving

Getting angry about a problem that you cannot control is a perfectly natural response. Sometimes, try as you may, there may not be a solution to the difficulty you are faced with. In such cases, stop focusing on solving the problem, and instead focus on handling and facing the problem. Remind yourself that you will do your best to deal with the situation, but that you will not blame yourself if you don't get the solution you desire.

Strategy 4: Better Communication

When you're angry, it is very easy to jump to inaccurate conclusions. In this case, you need to force yourself to stop reacting, and think carefully about what you want to say, before saying it. Avoid saying the first thing that enters your head. Force yourself to listen carefully to what the other person is saying. Then think about the conversation before responding.

Strategy 5: Changing Your Environment

If you find that your environment is the cause of your anger, try and give yourself a break from your surroundings. Make an active decision to schedule some personal time for yourself, especially on days that are very hectic and stressful. Having even a brief amount of quiet or alone time is sure to help calm you down.

10.1.7.2 Tips for Anger Management

- The following tips will help you keep your anger in check:
- Take some time to collect your thoughts before you speak out in anger.
- Express the reason for your anger in an assertive, but non-confrontational manner once you have calmed down.
- Do some form of physical exercise like running or walking briskly when you feel yourself getting angry.
- Make short breaks part of your daily routine, especially during days that are stressful. Focus on how to solve a problem that's making you angry, rather than focusing on the fact that the problem is making you angry.

10.1.8 Stress Management

We say we are 'stressed' when we feel overloaded and unsure of our ability to deal with the pressures placed on us. Anything that challenges or threatens our well-being can be defined as a stress. It is important to note that stress can be good and bad. While good stress keeps us going, negative stress undermines our mental and physical health. This is why it is so important to manage negative stress effectively.

Causes of Stress

Stress can be caused by internal and external factors.

Internal causes of stress:

- Constant worry
- Rigid thinking
- Unrealistic expectations
- Pessimism
- Negative self-talk
- All in or all out attitude

External causes of stress:

- Major life changes
- Difficulties with relationships
- Having too much to do
- Difficulties at work or in school
- Financial difficulties
- Worrying about one's children and/or family

10.1.8.1 Symptoms of Stress

Stress can manifest itself in numerous ways. Take a look at the cognitive, emotional, physical and behavioral symptoms of stress.

Cognitive Symptoms	Emotional Symptoms
<ul style="list-style-type: none"> • Memory problems • Concentration issues • Lack of judgement • Pessimism • Anxiety • Constant worrying 	<ul style="list-style-type: none"> • Depression • Agitation • Irritability • Loneliness • Anxiety • Anger

Physical Symptoms	Behavioral Symptoms
<ul style="list-style-type: none"> • Aches and pain • Diarrhea or constipation • Nausea • Dizziness • Chest pain and/or rapid heartbeat • Frequent cold or flu like feelings 	<ul style="list-style-type: none"> • Increase or decrease in appetite • Over sleeping or not sleeping enough • Withdrawing socially • Ignoring responsibilities • Consumption of alcohol or cigarettes • Nervous habits like nail biting, pacing etc.

10.1.8.2 Tips Manage Stress

The following tips can help you manage your stress better:

- Note down the different ways in which you can handle the various sources of your stress.
- Remember that you cannot control everything, but you can control how you respond.
- Discuss your feelings, opinions and beliefs rather than reacting angrily, defensively or passively.
- Practice relaxation techniques like meditation, yoga or tai chi when you start feeling stressed.
- Devote a part of your day towards exercise.
- Eat healthy foods like fruits and vegetables. Avoid unhealthy foods especially those containing large amounts of sugar.
- Plan your day so that you can manage your time better, with less stress.
- Say no to people and things when required.
- Schedule time to pursue your hobbies and interests.
- Ensure you get at least 7-8 hours of sleep.
- Reduce your caffeine intake.
- Increase the time spent with family and friends.

UNIT 10.2: Digital Literacy: A Recap

Unit Objectives

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

1. Identify the basic parts of a computer
2. Identify the basic parts of a keyboard
3. Recall basic computer terminology
4. Recall basic computer terminology
5. Recall the functions of basic computer keys
6. Discuss the main applications of MS Office
7. Discuss the benefits of Microsoft Outlook
8. Discuss the different types of e-commerce
9. List the benefits of e-commerce for retailers and customers
10. Discuss how the Digital India campaign will help boost e-commerce in India
11. Describe how you will sell a product or service on an e-commerce platform

10.2.1 Computer and Internet Basics

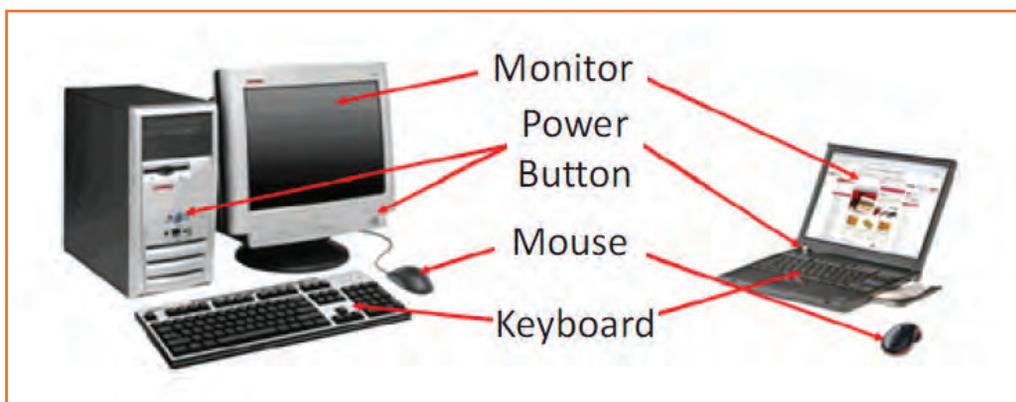


Fig.10.2.1: Parts of a computer



Fig.10.2.2: Parts of a Keyboard

10.2.1.1 Basic Parts of a Computer

1. **Central Processing Unit (CPU):** The brain of the computer. It interprets and carries out program instructions.
2. **Hard Drive:** A device that stores large amounts of data.
3. **Monitor:** The device that contains the computer screen where the information is visually displayed.
4. **Desktop:** The first screen displayed after the operating system loads.
5. **Background:** The image that fills the background of the desktop.
6. **Mouse:** A hand-held device used to point to items on the monitor.
7. **Speakers:** Devices that enable you to hear sound from the computer.
8. **Printer:** A device that converts output from a computer into printed paper documents.
9. **Icon:** A small picture or image that visually represents something on your computer.
10. **Cursor:** An arrow which indicates where you are positioned on the screen.
11. **Program Menu:** A list of programs on your computer that can be accessed from the Start menu.
12. **Taskbar:** The horizontal bar at the bottom of the computer screen that lists applications that are currently in use.
13. **Recycle Bin:** A temporary storage for deleted files.

10.2.1.2 Basic Internet Terms

- **The Internet:** A vast, international collection of computer networks that transfers information.
- **The World Wide Web:** A system that lets you access information on the Internet.
- **Website:** A location on the World Wide Web (and Internet) that contains information about a specific topic.
- **Homepage:** Provides information about a website and directs you to other pages on that website.
- **Link/Hyperlink:** A highlighted or underlined icon, graphic, or text that takes you to another file or object.
- **Web Address/URL:** The address for a website.
- **Address Box:** A box in the browser window where you can type in a web address.

10.2.1.3 Basic Computer Keys

- **Arrow Keys:** Press these keys to move your cursor.
- **Space bar:** Adds a space.
- **Enter/Return:** Moves your cursor to a new line.
- **Shift:** Press this key if you want to type a capital letter or the upper symbol of a key.
- **Caps Lock:** Press this key if you want all the letters you type to be capital letters. Press it again to revert back to typing lowercase letters.
- **Backspace:** Deletes everything to the left of your cursor.

10.2.1.4 Tips

- When visiting a .com address, there no need to type http:// or even www. Just type the name of the website and then press Ctrl + Enter. (Example: Type 'apple' and press Ctrl + Enter to go to www.apple.com)
- Press the Ctrl key and press the + or - to increase and decrease the size of text.
- Press F5 or Ctrl + R to refresh or reload a web page.

10.2.2 MS Office and Email

About MS Office

MS Office or Microsoft Office is a suite of computer programs developed by Microsoft. Although meant for all users, it offers different versions that cater specifically to students, home users and business users. All the programs are compatible with both, Windows and Macintosh.

Most Popular Office Products

Some of the most popular and universally used MS Office applications are:

1. **Microsoft Word:** Allows users to type text and add images to a document.
2. **Microsoft Excel:** Allows users to enter data into a spreadsheet and create calculations and graphs.
3. **Microsoft PowerPoint:** Allows users to add text, pictures and media and create slideshows and presentations.
4. **Microsoft Outlook:** Allows users to send and receive email.
5. **Microsoft OneNote:** Allows users to make drawings and notes with the feel of a pen on paper.
6. **Microsoft Access:** Allows users to store data over many tables.

Why Choose Microsoft Outlook

A popular email management choice especially in the workplace, Microsoft Outlook also includes an address book, notebook, web browser and calendar. Some major benefits of this program are:

- **Integrated search function:** You can use keywords to search for data across all Outlook programs.
- **Enhanced security:** Your email is safe from hackers, junk mail and phishing website email.
- **Email syncing:** Sync your mail with your calendar, contact list, notes in One Note and...your phone!
- **Offline access to email:** No Internet? No problem! Write emails offline and send them when you're connected again.

10.2.2.1 Tips

- Press Ctrl+R as a shortcut method to reply to email.
- Set your desktop notifications only for very important emails.
- Flag messages quickly by selecting messages and hitting the Insert key.
- Save frequently sent emails as a template to reuse again and again.
- Conveniently save important emails as files.

10.2.3 E-Commerce

What is E-Commerce

E-commerce is the buying or selling of goods and services, or the transmitting of money or data, electronically on the internet. E-Commerce is the short form for “electronic commerce.”

Examples of E-Commerce:

- Online shopping Online auctions
- Online ticketing
- Electronic payments
- Internet banking

Types of E-Commerce

E-commerce can be classified based on the types of participants in the transaction. The main types of e-commerce are:

- **Business to Business (B2B):** Both the transacting parties are businesses.
- **Business to Consumer (B2C):** Businesses sell electronically to end-consumers.
- **Consumer to Consumer (C2C):** Consumers come together to buy, sell or trade items to other consumers.
- **Consumer-to-Business (C2B):** Consumers make products or services available for purchase to companies looking for exactly those services or products.
- **Business-to-Administration (B2A):** Online transactions conducted between companies and public administration.
- **Consumer-to-Administration (C2A):** Online transactions conducted between individuals and public administration.

10.2.3.1 Benefits of E-Commerce

The e-commerce business provides some benefits for retailers and customers.

Benefits for retailers:

- Establishes an online presence
- Reduces operational costs by removing overhead costs
- Increases brand awareness through the use of good keywords
- Increases sales by removing geographical and time constraints

Benefits for customers:

- Offers a wider range of choice than any physical store
- Enables goods and services to be purchased from remote locations
- Enables consumers to perform price comparisons

10.2.3.2 Digital India Campaign

Prime Minister Narendra Modi launched the Digital India campaign in 2015, with the objective of offering every citizen of India access to digital services, knowledge and information. The campaign aims to improve the country's online infrastructure and increase internet connectivity, thus boosting the e-commerce industry.

Currently, the majority of online transactions come from tier 2 and tier 3 cities. Once the Digital India campaign is in place, the government will deliver services through mobile connectivity, which will help deliver internet to remote corners of the country. This will help the e-commerce market to enter India's tier 4 towns and rural areas.

E-Commerce Activity

Choose a product or service that you want to sell online. Write a brief note explaining how you will use existing e-commerce platforms, or create a new e-commerce platform, to sell your product or service.

10.2.3.3 Tips

- Before launching your e-commerce platform, test everything.
- Pay close and personal attention to your social media.

UNIT 10.3: Money Matters

Unit Objectives

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

1. Discuss the importance of saving money
2. Discuss the benefits of saving money
3. Discuss the main types of bank accounts
4. Describe the process of opening a bank account
5. Differentiate between fixed and variable costs
6. Describe the main types of investment options
7. Describe the different types of insurance products
8. Describe the different types of taxes
9. Discuss the uses of online banking
10. Discuss the main types of electronic funds transfers

10.3.1 Personal Finance – Why to Save

Importance of Saving

We all know that the future is unpredictable. You never know what will happen tomorrow, next week or next year. That's why saving money steadily through the years is so important. Saving money will help improve your **financial situation** over time. But more importantly, knowing that you have money stashed away for an emergency will give you peace of mind. Saving money also opens the door to many more options and possibilities.

Benefits of Saving

Inculcating the habit of saving leads to a vast number of benefits. Saving helps you:

- **Become financially independent:** When you have enough money saved up to feel secure you can start making your choices, from taking a vacation whenever you want, to switching careers or starting your own business.
- **Invest in yourself through education:** Through saving, you can earn enough to pay up for courses that will add to your professional experience and ultimately result in higher paying jobs.
- **Get out of debt:** Once you have saved enough as a reserve fund, you can use your savings to pay off debts like loans or bills that have accumulated over time.
- **Be prepared for surprise expenses:** Having money saved enables you to pay for unforeseen expenses like sudden car or house repairs, without feeling financially stressed.
- **Pay for emergencies:** Saving helps you deal with emergencies like sudden health issues or emergency trips without feeling financially burdened.
- **Afford large purchases and achieve major goals:** Saving diligently makes it possible to place down payments towards major purchases and goals, like buying a home or a car.

- **Retire:** The money you have saved over the years will keep you comfortable when you no longer have the income you would get from your job.

10.3.1.1 Tips

- Break your spending habit. Try not spending on one expensive item per week, and put the money that you would have spent into your savings.
- Decide that you will not buy anything on certain days or weeks and stick to your word.

10.3.2 Types of Bank Accounts

In India, banks offer four main types of bank accounts. These are:

1. Current Accounts
2. Savings Accounts
3. Recurring Deposit Accounts
4. Fixed Deposit Accounts

Current Accounts

Current accounts offer the most liquid deposits and thus, are best suited for businessmen and companies. As these accounts are not meant for investments and savings, there is no imposed limit on the number or amount of transactions that can be made on any given day. Current account holders are not paid any interest on the amounts held in their accounts. They are charged for certain services offered on such accounts.

Savings Accounts

Savings accounts are meant to promote savings, and are therefore the number one choice for salaried individuals, pensioners and students. While there is no restriction on the number and amount of deposits made, there are usually restrictions on the number and amount of withdrawals. Savings account holders are paid interest on their savings.

Recurring Deposit Accounts

Recurring Deposit accounts, also called RD accounts, are the accounts of choice for those who want to save an amount every month, but are unable to invest a large sum at one time. Such account holders deposit a small, fixed amount every month for a pre-determined period (minimum 6 months). Defaulting on a monthly payment results in the account holder being charged a penalty amount. The total amount is repaid with interest at the end of the specified period.

Fixed Deposit Accounts

Fixed Deposit accounts, also called FD accounts, are ideal for those who wish to deposit their savings for a long term in return for a high rate of interest. The rate of interest offered depends on the amount deposited and the time period, and also differs from bank to bank. In the case of an FD, a certain amount of money is deposited by the account holder for a fixed period of time. The money can be withdrawn when the period expires. If necessary, the depositor can break the fixed deposit prematurely. However, this usually attracts a penalty amount which also differs from bank to bank.

10.3.2.1 Opening a Bank Account

Opening a bank account is quite a simple process. Take a look at the steps to open an account of your own:

Step 1: Fill in the Account Opening Form

This form requires you to provide the following information:

- Personal details (name, address, phone number, date of birth, gender, occupation, address)
- Method of receiving your account statement (hard copy/email)
- Details of your initial deposit (cash/cheque)
- Manner of operating your account (online/mobile banking/traditional via cheque, slip books) Ensure that you sign wherever required on the form.

Step 2: Affix your Photograph

Stick a recent photograph of yourself in the allotted space on the form.

Step 3: Provide your Know Your Customer (KYC) Details

KYC is a process that helps banks verify the identity and address of their customers. To open an account, every individual needs to submit certain approved documents with respect to photo identity (ID) and address proof. Some Officially Valid Documents (OVDs) are:

- Passport
- Driving License
- Voters' Identity Card
- PAN Card
- UIDAI (Aadhaar) Card

Step 4: Submit All your Documents

Submit the completed Account Opening Form and KYC documents. Then wait until the forms are processed and your account has been opened!

10.3.2.2 Tips

- Select the right type of account.
- Fill in complete nomination details.
- Ask about fees.
- Understand the rules.
- Check for online banking – it's convenient!
- Keep an eye on your bank balance.

10.3.3 Costs: Fixed vs Variable

What are Fixed and Variable Costs

- Fixed costs and variable costs together make up a company's total cost. These are the two types of costs that companies have to bear when producing goods and services.
- A fixed cost does not change with the volume of goods or services a company produces. It always remains the same.
- A variable cost, on the other hand, increases and decreases depending on the volume of goods and services produced. In other words, it varies with the amount produced.

Differences Between Fixed and Variable Costs

Let's take a look at some of the main differences between fixed and variable costs:

Criteria	Fixed Costs	Variable Costs
Meaning	A cost that stays the same, regardless of the output produced.	A cost that changes when the
Nature	Time related.	Volume related.
Incurred	Incurred irrespective of units being produced.	Incurred only when units are produced.
Unit cost	Inversely proportional to the number of units produced.	Remains the same, per unit.
Examples	Depreciation, rent, salary, insurance, tax etc.	Material consumed, wages, commission on sales, packing expenses, etc.

10.3.3.1 Tips

- When trying to determine whether a cost is fixed or variable, simply ask the following question: Will the particular cost change if the company stopped its production activities? If the answer is no, then it is a fixed cost. If the answer is yes, then it is probably a variable cost.

10.3.4 Investment, Insurance and Taxes

Investment

Investment means that money is spent today with the aim of reaping financial gains at a future time. The main types of investment options are as follows:

- **Bonds:** Bonds are instruments used by public and private companies to raise large sums of money – too large to be borrowed from a bank. These bonds are then issued in the public market and are bought by lenders.
- **Stocks:** Stocks or equity are shares that are issued by companies and are bought by the general public.
- **Small Savings Schemes:** Small Savings Schemes are tools meant to save money in small amounts. Some popular schemes are the Employees Provident Fund, Sukanya Samriddhi Scheme and National Pension Scheme.

- **Mutual Funds:** Mutual Funds are professionally managed financial instruments that invest money in different securities on behalf of investors.
- **Fixed Deposits:** A fixed amount of money is kept aside with a financial institution for a fixed amount of time in return for interest on the money.
- **Real Estate:** Loans are taken from banks to purchase real estate, which is then leased or sold with the aim of making a profit on the appreciated property price.
- **Hedge Funds:** Hedge funds invest in both financial derivatives and/or publicly traded securities.
- **Private Equity:** Private Equity is trading in the shares of an operating company that is not publicly listed and whose shares are not available on the stock market.
- **Venture Capital:** Venture Capital involves investing substantial capital in a budding company in return for stocks in that company.

Insurance

There are two types of insurance:

1. Life Insurance
2. Non-Life or General Insurance.

Life Insurance Products

The main life insurance products are:

1. **Term Insurance:** This is the simplest and cheapest form of insurance. It offers financial protection for a specified tenure, say 15 to 20 years. In the case of your death, your family is paid the sum assured. In the case of your surviving the term, the insurer pays nothing.
2. **Endowment Policy:** This offers the dual benefit of insurance and investment. Part of the premium is allocated towards the sum assured, while the remaining premium gets invested in equity and debt. It pays a lump sum amount after the specified duration or on the death of the policyholder, whichever is earlier.
3. **Unit-Linked Insurance Plan (ULIP):** Here part of the premium is spent on the life cover, while the remaining amount is invested in equity and debt. It helps develop a regular saving habit.
4. **Money Back Life Insurance:** While the policyholder is alive, periodic payments of the partial survival benefits are made during the policy tenure. On the death of the insured, the insurance company pays the full sum assured along with survival benefits.
5. **Whole Life Insurance:** It offers the dual benefit of insurance and investment. It offers insurance cover for the whole life of the person or up to 100 years whichever is earlier.

General Insurance

General Insurance deals with all insurance covering assets like animals, agricultural crops, goods, factories, cars and so on.

General Insurance Products:

1. **Motor Insurance:** This can be divided into Four Wheeler Insurance and Two Wheeler Insurance.
2. **Health Insurance:** The main types of health insurance are individual health insurance, family floater health insurance, comprehensive health insurance and critical illness insurance.
3. **Travel Insurance:** This can be categorised into Individual Travel Policy, Family Travel Policy, Student Travel Insurance and Senior Citizen Health Insurance.

4. Home Insurance: This protects the house and its contents from risk.

5. Marine Insurance: This insurance covers goods, freight, cargo etc. against loss or damage during transit by rail, road, sea and/or air.

Taxes

There are two types of taxes:

1. Direct Taxes
2. Indirect Taxes.

Direct Tax

Direct taxes are levied directly on an entity or a person and are non-transferrable. Some examples of Direct Taxes are:

- **Income Tax:** This tax is levied on your earning in a financial year. It is applicable to both, individuals and companies.
- **Capital Gains Tax:** This tax is payable whenever you receive a sizable amount of money. It is usually of two types – short term capital gains from investments held for less than 36 months and long term capital gains from investments held for longer than 36 months.
- **Securities Transaction Tax:** This tax is added to the price of a share. It is levied every time you buy or sell shares.
- **Perquisite Tax:** This tax is levied is on perks that have been acquired by a company or used by an employee.
- **Corporate Tax:** Corporate tax is paid by companies from the revenue they earn.

Indirect Tax

Indirect taxes are levied on goods or services. Some examples of Indirect Taxes are:

- **Sales Tax:** Sales Tax is levied on the sale of a product.
- **Service Tax:** Service Tax is added to services provided in India.
- **Value Added Tax:** Value Added Tax is levied at the discretion of the state government. The tax is levied on goods sold in the state. The tax amount is decided by the state.
- **Customs Duty & Octroi:** Customs Duty is a charge that is applied on purchases that are imported from another country. Octroi is levied on goods that cross state borders within India.
- **Excise Duty:** Excise Duty is levied on all goods manufactured or produced in India.

10.3.4.1 Tips

- Think about how quickly you need your money back and pick an investment option accordingly.
- Ensure that you are buying the right type of insurance policy for yourself.
- Remember, not paying taxes can result in penalties ranging from fines to imprisonment.

10.3.5 Online Banking, NEFT, RTGS etc

What is Online Banking

Internet or online banking allows account holders to access their account from a laptop at any location. In this way, instructions can be issued. To access an account, account holders simply need to use their unique customer ID number and password.

Internet banking can be used to:

- Find out an account balance
- Transfer amounts from one account to another
- Arrange for the issuance of cheques
- Instruct payments to be made
- Request for a cheque book
- Request for a statement of accounts
- Make a fixed deposit

Electronic Funds Transfers

Electronic funds transfer is a convenient way of transferring money from the comfort of one's own home, using integrated banking tools like internet and mobile banking.

Transferring funds via an electronic gateway is extremely convenient. With the help of online banking, you can choose to:

- Transfer funds into your own accounts of the same bank.
- Transfer funds into different accounts of the same bank.
- Transfer funds into accounts in different banks, using NEFT.
- Transfer funds into other bank accounts using RTGS.
- Transfer funds into various accounts using IMPS.

NEFT

NEFT stands for National Electronic Funds Transfer. This money transfer system allows you to electronically transfer funds from your respective bank accounts to any other account, either in the same bank or belonging to any other bank. NEFT can be used by individuals, firms and corporate organizations to transfer funds between accounts.

In order to transfer funds via NEFT, two things are required:

- A transferring bank
- A destination bank

Before you can transfer funds through NEFT, you will need to register the beneficiary who will be receiving the funds. In order to complete this registration, you will require the following

- Recipient's name
- Recipient's account number
- Recipient's bank's name
- Recipient's bank's IFSC code

RTGS

RTGS stands for Real Time Gross Settlement. This is a real time funds transfer system which enables you to transfer funds from one bank to another, in real time or on a gross basis. The transferred amount is immediately deducted from the account of one bank, and instantly credited to the other bank's account. The RTGS payment gateway is maintained by the Reserve Bank of India. The transactions between banks are made electronically.

RTGS can be used by individuals, companies and firms to transfer large sums of money. Before remitting funds through RTGS, you will need to add the beneficiary and his bank account details via your online banking account. In order to complete this registration, you will require the following information:

- Name of the beneficiary
- Beneficiary's account number
- Beneficiary's bank address
- Bank's IFSC code

IMPS

IMPS stands for Immediate Payment Service. This is a real-time, inter-bank, electronic funds transfer system used to transfer money instantly within banks across India. IMPS enables users to make instant electronic transfer payments using mobile phones through both, Mobile Banking and SMS. It can also be used through ATMs and online banking. IMPS is available 24 hours a day and 7 days a week. The system features a secure transfer gateway and immediately confirms orders that have been fulfilled.

To transfer money through IMPS, the you need to:

- Register for IMPS with your bank
- Receive a Mobile Money Identifier (MMID) from the bank
- Receive a MPIN from the bank

Once you have both these, you can login or make a request through SMS to transfer a particular amount to a beneficiary.

For the beneficiary to receive the transferred money, he must:

- Link his mobile number with his respective account
- Receive the MMID from the bank

In order to initiate a money transfer through IMPS, you will need to enter the following information:

- The beneficiary's mobile number
- The beneficiary's MMID
- The transfer amount
- Your MPIN

As soon as money has been deducted from your account and credited into the beneficiary's account, you will be sent a confirmation SMS with a transaction reference number, for future reference.

10.3.5.1 Differences Between NEFT, RTGS & IMPS

Criteria	NEFT	RTGS	IMPS
Settlement	Done in batches	Real-time	Real-time
Full form	National Electronic Fund Transfer	Real Time Gross Settlement	Immediate Payment Service
Timings on Monday – Friday	8:00 am – 6:30 pm	9:00 am – 4:30 pm	24x7
Timings on Saturday	8:00 am – 1:00 pm	9:00 am – 1:30 pm	24x7
Minimum amount of money transfer limit	₹1	₹2 lacs	₹1
Maximum amount of money transfer limit	₹10 lacs	₹10 lacs per day	₹2 lacs
Maximum charges as per RBI	Upto 10,000 – ₹2.5 above 10,000 – 1 lac – ₹5 above 1 – 2 lacs – ₹15 above 2 – 5 lacs – ₹25 above 5 – 10 lacs – ₹25	above 2 – 5 lacs – ₹25 above 5 – 10 lacs – ₹50	Upto 10,000 – ₹5 above 10,000 – 1 lac – ₹5 above 1 – 2 lacs – ₹15

Fig.10.3.1: Differences Between NEFT, RTGS & IMPS

10.3.5.2 Tips

- Never click on any links in any e-mail message to access your online banking website.
- You will never be asked for your credit or debit card details while using online banking.
- Change your online banking password regularly.

UNIT 10.4: Preparing for Employment & Self Employment

Unit Objectives

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

1. Discuss the steps to prepare for an interview
2. Discuss the steps to create an effective Resume
3. Discuss the most frequently asked interview questions
4. Discuss how to answer the most frequently asked interview questions
5. Discuss basic workplace terminology

10.4.1 Interview Preparation: How to Prepare for an Interview

The success of your getting the job that you want depends largely on how well your interview for that job goes. Therefore, before you go in for your interview, it is important that you prepare for it with a fair amount of research and planning. Take a look at the steps to follow in order to be well prepared for an interview:

1. Research the organization that you are having the interview with.

- Studying the company beforehand will help you be more prepared at the time of the interview. Your knowledge of the organization will help you answer questions at the time of the interview, and will leave you looking and feeling more confident. This is sure to make you stand out from other, not as well informed, candidates.
- Look for background information on the company. Try and find an overview of the company and its industry profile.
- Visit the company website to get a good idea of what the company does. A company website offers a wealth of important information. Read and understand the company's mission statement. Pay attention to the company's products/services and client list. Read through any press releases to get an idea of the company's projected growth and stability.
- Note down any questions that you have after your research has been completed.

2. Think about whether your skills and qualifications match the job requirements.

- Carefully read through and analyze the job description.
- Make a note of the knowledge, skills and abilities required to fulfill the job requirements.
- Take a look at the organization hierarchy. Figure out where the position you are applying for fits into this hierarchy.

3. Go through the most typical interview questions asked, and prepare your responses.

- Remember, in most interviews a mix of resume-based, behavioral and case study questions are asked.
- Think about the kind of answers you would like to provide to typical questions asked in these three areas.
- Practice these answers until you can express them confidently and clearly.

4. Plan your attire for the interview.

- It is always safest to opt for formal business attire, unless expressly informed to dress in business casual (in which case you should use your best judgement).

- Ensure that your clothes are clean and well-ironed. Pick neutral colours – nothing too bright or flashy.
 - The shoes you wear should match your clothes, and should be clean and suitable for an interview.
 - Remember, your aim is to leave everyone you meet with the impression that you are a professional and highly efficient person.
- 5. Ensure that you have packed everything that you may require during the interview.**
- Carry a few copies of your resume. Use a good quality paper for your resume print outs.
 - Always take along a notepad and a pen.
 - Take along any information you may need to refer to, in order to fill out an application form.
 - Carry a few samples of your work, if relevant.
- 6. Remember the importance of non-verbal communication.**
- Practice projecting confidence. Remind yourself to smile and make eye contact. Practice giving a firm handshake.
 - Keep in mind the importance of posture. Practice sitting up straight. Train yourself to stop nervous gestures like fidgeting and foot-tapping.
 - Practice keeping your reactions in check. Remember, your facial expressions provide a good insight into your true feelings. Practice projecting a positive image.
- 7. Make a list of questions to end the interview with.**
- Most interviews will end with the interviewer(s) asking if you have any questions. This is your chance to show that you have done your research and are interested in learning more about the company.
 - If the interviewer does not ask you this question, you can inform him/her that you have some queries that you would like to discuss. This is the time for you to refer to the notes you made while studying the company.
 - Some good questions to ask at this point are:
 - » What do you consider the most important criteria for success in this job?
 - » How will my performance be evaluated?
 - » What are the opportunities for advancement?
 - » What are the next steps in the hiring process?
 - Remember, never ask for information that is easily available on the company website.

10.4.1.1 Tips

- Ask insightful and probing questions.
- When communicating, use effective forms of body language like smiling, making eye contact, and actively listening and nodding. Don't slouch, play with nearby items, fidget, chew gum, or mumble.

10.4.2 Preparing an Effective Resume

A resume is a formal document that lists a candidate's work experience, education and skills. A good resume gives a potential employer enough information to believe the applicant is worth interviewing. That's why it is so important to create a résumé that is effective. Take a look at the steps to create an effective resume:

Step 1: Write the Address Section

The Address section occupies the top of your resume. It includes information like your name, address, phone number and e-mail address. Insert a bold line under the section to separate it from rest of your resume.

Example:

Jasmine Watts
Breach Candy, Mumbai – India
Contact No: +91 2223678270
Email: jasmine.watts@gmail.com

Step 2: Add the Profile Summary Section

This part of your resume should list your overall experiences, achievements, awards, certifications and strengths. You can make your summary as short as 2-3 bullet points or as long as 8-10 bullet points.

Example:

Profile Summary

- A Content Writer graduated from University of Strathclyde having 6 years of experience in writing website copy.
- Core expertise lies in content creation for e-learning courses, specifically for the K-12 segment.

Step 3: Include Your Educational Qualifications

When listing your academic records, first list your highest degree. Then add the second highest qualification under the highest one and so on. To provide a clear and accurate picture of your educational background, it is critical that include information on your position, rank, percentage or CPI for every degree or certification that you have listed.

If you have done any certifications and trainings, you can add a Trainings & Certifications section under your Educational Qualifications section.

Example:

Educational Qualifications

- Masters in International Management (2007) from Columbia University with 8.8 CPI.
- Bachelor of Management Studies (2004) from Mumbai University with 87% marks.
- 10+2 with Math, Stats (2001) from Maharashtra Board with 91% marks.
- High School (1999) from Maharashtra Board with 93% marks.

Step 4: List Your Technical Skills

When listing your technical skills, start with the skills that you are most confident about. Then add the skills that you do not have as good a command over. It is perfectly acceptable to include just one skill, if you feel that particular skill adds tremendous value to your résumé. If you do not have any technical skills, you can omit this step.

Example:

Technical Skills

- Flash
- Photoshop

Step 5: Insert Your Academic Project Experience

List down all the important projects that you have worked on. Include the following information in this section:

Example:

- Project title
- Organization
- Platform used
- Contribution
- Description

Academic Projects

Project Title: Different Communication Skills

Organization: True Blue Solutions

Platform used: Articulate

Contribution: Content writing and graphic visualization

Description: Development of storyboards for corporate induction & training programs

Step 6: List Your Strengths

This is where you list all your major strengths. This section should be in the form of a bulleted list.

Example:

Strengths

- Excellent oral, written and presentation skills
- Action-oriented and result-focused
- Great time management skills

Step 7: List Your Extracurricular Activities

It is very important to show that you have diverse interests and that your life consists of more than academics. Including your extracurricular activities can give you an added edge over other candidates who have similar academic scores and project experiences. This section should be in the form of a bulleted list.

Example:

Extracurricular Activities

- Member of the Debate Club
- Played tennis at a national level
- Won first prize in the All India Camel Contest, 2010

Step 8: Write Your Personal Details

The last section of your résumé must include the following personal information:

- Date of birth
- Gender & marital status
- Nationality
- Languages known

Example:**Personal Details**

- Date of birth: 25th May, 1981
- Gender & marital status: Female, Single
- Nationality: Indian
- Languages known: English, Hindi, Tamil, French

10.4.2.2 Tips 

- Keep your resume file name short, simple and informational.
- Make sure the resume is neat and free from typing errors.
- Always create your resume on plain white paper.

10.4.3 Interview FAQs

Take a look at some of the most frequently asked interview questions, and some helpful tips on how to answer them.

1. Can you tell me a little about yourself?**Tips to answer:**

- Don't provide your full employment or personal history.
- Offer 2-3 specific experiences that you feel are most valuable and relevant.
- Conclude with how those experiences have made you perfect for this specific role.

2. How did you hear about the position?**Tips to answer:**

- Tell the interviewer how you heard about the job – whether it was through a friend (name the friend), event or article (name them) or a job portal (say which one).
- Explain what excites you about the position and what in particular caught your eye about this role.

3. What do you know about the company?**Tips to answer:**

- Don't recite the company's About Us page.
- Show that you understand and care about the company's goals.
- Explain why you believe in the company's mission and values.

4. Why do you want this job?**Tips to answer:**

Show that you are passionate about the job.

Identify why the role is a great fit for you.

Explain why you love the company.

5. Why should we hire you?**Tips to answer:**

- Prove through your words that you can not only do the work, but can definitely deliver excellent results.
- Explain why you would be a great fit with the team and work culture.
- Explain why you should be chosen over any other candidate.

6. What are your greatest professional strengths?**Tips to answer:**

- Be honest – share some of your real strengths, rather than give answers that you think sound good.
- Offer examples of specific strengths that are relevant to the position you are applying for.
- Provide examples of how you've demonstrated these strengths.

7. What do you consider to be your weaknesses?**Tips to answer:**

- The purpose of this question is to gauge your self-awareness and honesty.
- Give an example of a trait that you struggle with, but that you're working on to improve.

8. What are your salary requirements?**Tips to answer:**

- Do your research beforehand and find out the typical salary range for the job you are applying for.
- Figure out where you lie on the pay scale based on your experience, education, and skills.
- Be flexible. Tell the interviewer that you know your skills are valuable, but that you want the job and are willing to negotiate.

9. What do you like to do outside of work?**Tips to answer:**

- The purpose of this question is to see if you will fit in with the company culture.
- Be honest – open up and share activities and hobbies that interest and excite you.

10. If you were an animal, which one would you want to be?**Tips to answer:**

- The purpose of this question is to see if you are able to think on your feet.
- There's no wrong answer – but to make a great impression try to bring out your strengths or personality traits through your answer.

11. What do you think we could do better or differently?**Tips to answer:**

- The purpose of this question is to see if you have done your research on the company, and to test whether you can think critically and come up with new ideas.
- Suggest new ideas. Show how your interests and expertise would help you execute these ideas.

12. Do you have any questions for us?**Tips to answer:**

- Do not ask questions to which the answers can be easily found on the company website or through a quick online search.
- Ask intelligent questions that show your ability to think critically.

10.4.3.1 Tips 

- Be honest and confident while answering.
- Use examples of your past experiences wherever possible to make your answers more impactful.

10.4.4 Work Readiness – Terms & Terminologies

Every employee should be well versed in the following terms:

- **Annual leave:** Paid vacation leave given by employers to employees.
- **Background Check:** A method used by employers to verify the accuracy of the information provided by potential candidates.
- **Benefits:** A part of an employee's compensation package.
- **Breaks:** Short periods of rest taken by employees during working hours.
- **Compensation Package:** The combination of salary and benefits that an employer provides to his/her employees.
- **Compensatory Time (Comp Time):** Time off in lieu of pay.

- **Contract Employee:** An employee who works for one organization that sells said employee's services to another company, either on a project or time basis.
- **Contract of Employment:** When an employee is offered work in exchange for wages or salary, and accepts the offer made by the employer, a contract of employment exists.
- **Corporate Culture:** The beliefs and values shared by all the members of a company, and imparted from one generation of employees to another.
- **Counter Offer/Counter Proposal:** A negotiation technique used by potential candidates to increase the amount of salary offered by a company.
- **Cover Letter:** A letter that accompanies a candidate's resume. It emphasizes the important points in the candidate's resume and provides real examples that prove the candidate's ability to perform the expected job role.
- **Curriculum Vitae (CV)/Resume:** A summary of a candidate's achievements, educational background, work experience, skills and strengths.
- **Declining Letter:** A letter sent by an employee to an employer, turning down the job offer made by the employer to the employee.
- **Deductions:** Amounts subtracted from an employee's pay and listed on the employee's pay slip.
- **Discrimination:** The act of treating one person not as favourably as another person.
- **Employee:** A person who works for another person in exchange for payment.
- **Employee Training:** A workshop or in-house training that an employee is asked to attend by his or her superior, for the benefit of the employer.
- **Employment Gaps:** Periods of unemployed time between jobs.
- **Fixed-Term Contract:** A contract of employment which gets terminated on an agreed-upon date.
- **Follow-Up:** The act of contacting a potential employer after a candidate has submitted his or her resume.
- **Freelancer/Consultant/Independent Contractor:** A person who works for him or herself and pitches for temporary jobs and projects with different employers.
- **Holiday:** Paid time-off from work.
- **Hourly Rate:** The amount of salary or wages paid for 60 minutes of work.
- **Internship:** A job opportunity offered by an employer to a potential employee, called an intern, to work at the employer's company for a fixed, limited time period.
- **Interview:** A conversation between a potential employee and a representative of an employer, in order to determine if the potential employee should be hired.
- **Job Application:** A form which asks for a candidate's information like the candidate's name, address, contact details and work experience. The purpose of a candidate submitting a job application, is to show that candidate's interest in working for a particular company.
- **Job Offer:** An offer of employment made by an employer to a potential employee.
- **Job Search Agent:** A program that enables candidates to search for employment opportunities by selecting criteria listed in the program, for job vacancies.
- **Lay Off:** A lay off occurs when an employee is temporarily let go from his or her job, due to the employer not having any work for that employee.
- **Leave:** Formal permission given to an employee, by his or her employer, to take a leave of absence from work.

- **Letter of Acceptance:** A letter given by an employer to an employee, confirming the offer of employment made by the employer, as well as the conditions of the offer.
- **Letter of Agreement:** A letter that outlines the terms of employment.
- **Letter of Recommendation:** A letter written for the purpose of validating the work skills of a person.
- **Maternity Leave:** Leave taken from work by women who are pregnant, or who have just given birth.
- **Mentor:** A person who is employed at a higher level than you, who offers you advice and guides you in your career.
- **Minimum wage:** The minimum wage amount paid on an hourly basis.
- **Notice:** An announcement made by an employee or an employer, stating that the employment contract will end on a particular date.
- **Offer of Employment:** An offer made by an employer to a prospective employee that contains important information pertaining to the job being offered, like the starting date, salary, working conditions etc.
- **Open-Ended Contract:** A contract of employment that continues till the employer or employee terminates it.
- **Overqualified:** A person who is not suited for a particular job because he or she has too many years of work experience, or a level of education that is much higher than required for the job, or is currently or was previously too highly paid.
- **Part-Time Worker:** An employee who works for fewer hours than the standard number of hours normally worked.
- **Paternity Leave:** Leave granted to a man who has recently become a father.
- **Recruiters/Headhunters/Executive Search Firms:** Professionals who are paid by employers to search for people to fill particular positions.
- **Resigning/Resignations:** When an employee formally informs his or her employer that he or she is quitting his or her job.
- **Self-Employed:** A person who has his or her own business and does not work in the capacity of an employee.
- **Time Sheet:** A form that is submitted to an employer, by an employee, that contains the number of hours worked every day by the employee.

UNIT 10.5: Understanding Entrepreneurship

Unit Objectives

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

1. Discuss the concept of entrepreneurship
2. Discuss the importance of entrepreneurship
3. Describe the characteristics of an entrepreneur
4. Describe the different types of enterprises
5. List the qualities of an effective leader
6. Discuss the benefits of effective leadership
7. List the traits of an effective team
8. Discuss the importance of listening effectively
9. Discuss how to listen effectively
10. Discuss the importance of speaking effectively
11. Discuss how to speak effectively
12. Discuss how to solve problems
13. List important problem solving traits
14. Discuss ways to assess problem solving skills
15. Discuss the importance of negotiation
16. Discuss how to negotiate
17. Discuss how to identify new business opportunities
18. Discuss how to identify business opportunities within your business
19. Understand the meaning of entrepreneur
20. Describe the different types of entrepreneurs
21. List the characteristics of entrepreneurs
22. Recall entrepreneur success stories
23. Discuss the entrepreneurial process
24. Describe the entrepreneurship ecosystem
25. Discuss the government's role in the entrepreneurship ecosystem
26. Discuss the current entrepreneurship ecosystem in India
27. Understand the purpose of the Make in India campaign
28. Discuss the relationship between entrepreneurship and risk appetite
29. Discuss the relationship between entrepreneurship and resilience
30. Describe the characteristics of a resilient entrepreneur
31. Discuss how to deal with failure

10.5.1 Concept Introduction

Anyone who is determined to start a business, no matter what the risk, is an entrepreneur. Entrepreneurs run their own start-up, take responsibility for the financial risks and use creativity, innovation and vast reserves of self-motivation to achieve success. They dream big and are determined to do whatever it takes to turn their idea into a viable offering. The aim of an entrepreneur is to create an enterprise. The process of creating this enterprise is known as entrepreneurship.

10.5.1.1 Importance of Entrepreneurship

Entrepreneurship is very important for the following reasons:

1. It results in the creation of new organizations
2. It brings creativity into the marketplace
3. It leads to improved standards of living
4. It helps develop the economy of a country

10.5.1.2 Characteristics of Entrepreneurs

All successful entrepreneurs have certain characteristics in common.

They are all:

- Extremely passionate about their work
- Confident in themselves
- Disciplined and dedicated
- Motivated and driven
- Highly creative
- Visionaries
- Open-minded
- Decisive

Entrepreneurs also have a tendency to:

- Have a high risk tolerance
- Thoroughly plan everything
- Manage their money wisely
- Make their customers their priority
- Understand their offering and their market in detail
- Ask for advice from experts when required
- Know when to cut their losses

10.5.1.3 Examples of Famous Entrepreneurs

Some famous entrepreneurs are:

- Bill Gates (Founder of Microsoft)
- Steve Jobs (Co-founder of Apple)
- Mark Zuckerberg (Founder of Facebook)
- Pierre Omidyar (Founder of eBay)

10.5.1.4 Types of Enterprises

As an entrepreneur in India, you can own and run any of the following types of enterprises:

Sole Proprietorship

In a sole proprietorship, a single individual owns, manages and controls the enterprise. This type of business is the easiest to form with respect to legal formalities. The business and the owner have no separate legal existence. All profit belongs to the proprietor, as do all the losses- the liability of the entrepreneur is unlimited.

Partnership

A partnership firm is formed by two or more people. The owners of the enterprise are called partners. A partnership deed must be signed by all the partners. The firm and its partners have no separate legal existence. The profits are shared by the partners. With respect to losses, the liability of the partners is unlimited. A firm has a limited life span and must be dissolved when any one of the partners dies, retires, claims bankruptcy or goes insane.

Limited Liability Partnership (LLP)

In a Limited Liability Partnership or LLP, the partners of the firm enjoy perpetual existence as well as the advantage of limited liability. Each partner's liability is limited to their agreed contribution to the LLP. The partnership and its partners have a separate legal existence.

10.5.1.5 Tips

- Learn from others' failures.
- Be certain that this is what you want.
- Search for a problem to solve, rather than look for a problem to attach to your idea.

10.5.2 Leadership & Teamwork: Leadership and Leaders

Leadership means setting an example for others to follow. Setting a good example means asking someone to do something that you wouldn't willingly want to do yourself. Leadership is about figuring out what to do in order to win as a team, and as a company.

Leaders believe in doing the right things. They also believe in helping others to do the right things. An effective leader is someone who:

- Creates an inspiring vision of the future.
- Motivates and inspires his team to pursue that vision.

10.5.2.1 Leadership Qualities That All Entrepreneurs Need

Building a successful enterprise is only possible if the entrepreneur in charge possesses excellent leadership qualities. Some critical leadership skills that every entrepreneur must have are:

1. **Pragmatism:** This means having the ability to highlight all obstacles and challenges, in order to resolve issues and reduce risks.
2. **Humility:** This means admitting to mistakes often and early, and being quick to take responsibility for your actions. Mistakes should be viewed as challenges to overcome, not opportunities to point blame.
3. **Flexibility:** It is critical for a good leader to be very flexible and quickly adapt to change. It is equally critical to know when to adapt and when not to.
4. **Authenticity:** This means showing both, your strengths and your weaknesses. It means being human and showing others that you are human.
5. **Reinvention:** This means refreshing or changing your leadership style when necessary. To do this, it's important to learn where your leadership gaps lie and find out what resources are required to close them.
6. **Awareness:** This means taking the time to recognize how others view you. It means understanding how your presence affects those around you.

10.5.2.2 Benefits of Effective Leadership

Effective leadership results in numerous benefits. Great leadership leads to the leader successfully:

- Gaining the loyalty and commitment of the team members
- Motivating the team to work towards achieving the company's goals and objectives
- Building morale and instilling confidence in the team members
- Fostering mutual understanding and team-spirit among team members
- Convincing team members about the need to change when a situation requires adaptability

10.5.2.3 Teamwork and Teams

Teamwork occurs when the people in a workplace combine their individual skills to pursue a common goal. Effective teams are made up of individuals who work together to achieve this common goal. A great team is one who holds themselves accountable for the end result.

10.5.2.4 Importance of Teamwork in Entrepreneurial Success

For an entrepreneurial leader, building an effective team is critical to the success of a venture. An entrepreneur must ensure that the team he builds possesses certain crucial qualities, traits and characteristics. An effective team is one which has:

1. **Unity of purpose:** All the team members should clearly understand and be equally committed to the purpose, vision and goals of the team.
2. **Great communication skills:** Team members should have the ability to express their concerns, ask questions and use diagrams, and charts to convey complex information.

3. **The ability to collaborate:** Every member should feel entitled to provide regular feedback on new ideas.
4. **Initiative:** The team should consist of proactive individuals. The members should have the enthusiasm to come up with new ideas, improve existing ideas, and conduct their own research.
5. **Visionary members:** The team should have the ability to anticipate problems and act on these potential problem before they turn into real problems.
6. **Great adaptability skills:** The team must believe that change is a positive force. Change should be seen as the chance to improve and try new things.
7. **Excellent organizational skills:** The team should have the ability to develop standard work processes, balance responsibilities, properly plan projects, and set in place methods to measure progress and ROI.

10.5.2.4.1 Tips

- Don't get too attached to your original idea. Allow it to evolve and change.
- Be aware of your weaknesses and build a team that will complement your shortfalls.
- Hiring the right people is not enough. You need to promote or incentivize your most talented people to keep them motivated.
- Earn your team's respect

10.5.3 Communication Skills

Listening is the ability to correctly receive and understand messages during the process of communication. Listening is critical for effective communication. Without effective listening skills, messages can easily be misunderstood. This results in a communication breakdown and can lead to the sender and the receiver of the message becoming frustrated or irritated.

It's very important to note that listening is not the same as hearing. Hearing just refers to sounds that you hear. Listening is a whole lot more than that. To listen, one requires focus. It means not only paying attention to the story, but also focusing on how the story is relayed, the way language and voice is used, and even how the speaker uses their body language. The ability to listen depends on how effectively one can perceive and understand both, verbal and non-verbal cues.

10.5.3.1 How to Listen Effectively

To listen effectively you should:

- Stop talking
- Stop interrupting
- Focus completely on what is being said
- Nod and use encouraging words and gestures
- Be open-minded
- Think about the speaker's perspective

- Be very, very patient
- Pay attention to the tone that is being used
- Pay attention to the speaker's gestures, facial expressions and eye movements
- Not try and rush the person
- Not let the speaker's mannerisms or habits irritate or distract you

10.5.3.2 How to Listen Effectively

How successfully a message gets conveyed depends entirely on how effectively you are able to get it through. An effective speaker is one who enunciates properly, pronounces words correctly, chooses the right words and speaks at a pace that is easily understandable. Besides this, the words spoken out loud need to match the gestures, tone and body language used.

What you say, and the tone in which you say it, results in numerous perceptions being formed. A person who speaks hesitantly may be perceived as having low self-esteem or lacking in knowledge of the discussed topic. Those with a quiet voice may very well be labelled as shy. And those who speak in commanding tones with high levels of clarity, are usually considered to be extremely confident. This makes speaking a very critical communication skill.

10.5.3.3 How to Speak Effectively

To speak effectively you should:

- Incorporate body language in your speech like eye contact, smiling, nodding, gesturing etc.
- Build a draft of your speech before actually making your speech.
- Ensure that all your emotions and feelings are under control.
- Pronounce your words distinctly with the correct pitch and intensity. Your speech should be crystal clear at all times.
- Use a pleasant and natural tone when speaking. Your audience should not feel like you are putting on an accent or being unnatural in any way.
- Use precise and specific words to drive your message home. Ambiguity should be avoided at all costs.
- Ensure that your speech has a logical flow.
- Be brief. Don't add any unnecessary information.
- Make a conscious effort to avoid irritating mannerisms like fidgeting, twitching etc.
- Choose your words carefully and use simple words that the majority of the audience will have no difficulty understanding.
- Use visual aids like slides or a whiteboard.
- Speak slowly so that your audience can easily understand what you're saying. However, be careful not to speak too slowly because this can come across as stiff, unprepared or even condescending.
- Remember to pause at the right moments.

10.5.3.4 Tips

- If you're finding it difficult to focus on what someone is saying, try repeating their words in your head.
- Always maintain eye contact with the person that you are communicating with, when speaking as well as listening. This conveys and also encourages interest in the conversation.

10.5.4 Problem Solving & Negotiation skills

As per The Concise Oxford Dictionary (1995), a problem is, "A doubtful or difficult matter requiring a solution"

All problems contain two elements:

1. Goals
2. Obstacles

The aim of problem solving is to recognize the obstacles and remove them in order to achieve the goals.

10.5.4.1 How to Solve Problems

Solving a problem requires a level of rational thinking. Here are some logical steps to follow when faced with an issue:

- **Step 1:** Identify the problem
- **Step 2:** Study the problem in detail
- **Step 3:** List all possible solutions
- **Step 4:** Select the best solution
- **Step 5:** Implement the chosen solution
- **Step 6:** Check that the problem has really been solved

10.5.4.2 Important Traits for Problem Solving

Highly developed problem solving skills are critical for both, business owners and their employees. The following personality traits play a big role in how effectively problems are solved:

- Being open minded
- Asking the right questions
- Being proactive
- Not panicking
- Having a positive attitude
- Focusing on the right problem

10.5.4.3 Important Traits for Problem Solving

As an entrepreneur, it would be a good idea to assess the level of problem solving skills of potential candidates before hiring them. Some ways to assess this skill are through:

- **Application forms:** Ask for proof of the candidate's problem solving skills in the application form.
- **Psychometric tests:** Give potential candidates logical reasoning and critical thinking tests and see how they fare.
- **Interviews:** Create hypothetical problematic situations or raise ethical questions and see how the candidates respond.
- **Technical questions:** Give candidates examples of real life problems and evaluate their thought process.

10.5.4.4 What is Negotiation?

Negotiation is a method used to settle differences. The aim of negotiation is to resolve differences through a compromise or agreement while avoiding disputes. Without negotiation, conflicts are likely to lead to resentment between people. Good negotiation skills help satisfy both parties and go a long way towards developing strong relationships.

Why Negotiate

Starting a business requires many, many negotiations. Some negotiations are small while others are critical enough to make or break a startup. Negotiation also plays a big role inside the workplace. As an entrepreneur, you need to know not only how to negotiate yourself, but also how to train employees in the art of negotiation.

How to Negotiate

Take a look at some steps to help you negotiate:

Step 1: Pre-Negotiation Preparation: Agree on where to meet to discuss the problem, decide who all will be present and set a time limit for the discussion.

Step 2: Discuss the Problem: This involves asking questions, listening to the other side, putting your views forward and clarifying doubts.

Step 3: Clarify the Objective: Ensure that both parties want to solve the same problem and reach the same goal.

Step 4: Aim for a Win-Win Outcome: Try your best to be open minded when negotiating. Compromise and offer alternate solutions to reach an outcome where both parties win.

Step 5: Clearly Define the Agreement: When an agreement has been reached, the details of the agreement should be crystal clear to both sides, with no scope for misunderstandings.

Step 6: Implement the Agreed Upon Solution: Agree on a course of action to set the solution in motion.

10.5.4.5 Tips

- Know exactly what you want before you work towards getting it
- Give more importance to listening and thinking, than speaking
- Focus on building a relationship rather than winning

- Remember that your people skills will affect the outcome
- Know when to walk away – sometimes reaching an agreement may not be possible

10.5.5 Business Opportunities Identification

“The entrepreneur always searches for change, responds to it and exploits it as an opportunity.”

Peter Drucker

The ability to identify business opportunities is an essential characteristic of an entrepreneur.

What is an Opportunity?

The word opportunity suggests a good chance or a favourable situation to do something offered by circumstances.

A business opportunity means a good or favourable change available to run a specific business in a given environment, at a given point of time.

Common Questions Faced by Entrepreneurs

A critical question that all entrepreneurs face is how to go about finding the business opportunity that is right for them.

Some common questions that entrepreneurs constantly think about are:

- Should the new enterprise introduce a new product or service based on an unmet need?
- Should the new enterprise select an existing product or service from one market and offer it in another where it may not be available?
- Should the enterprise be based on a tried and tested formula that has worked elsewhere?

It is therefore extremely important that entrepreneurs must learn how to identify new and existing business opportunities and evaluate their chances of success.

When is an Idea an Opportunity?

An idea is an opportunity when:

- It creates or adds value to a customer
- It solves a significant problem, removes a pain point or meets a demand
- Has a robust market and profit margin
- Is a good fit with the founder and management team at the right time and place

Factors to Consider When Looking for Opportunities

- Consider the following when looking for business opportunities:
- Economic trends Changes in funding
- Changing relationships between vendors, partners and suppliers
- Market trends
- Changes in political support
- Shift in target audience

Ways to Identify New Business Opportunities

- **Identify Market Inefficiencies:** When looking at a market, consider what inefficiencies are present in the market. Think about ways to correct these inefficiencies.
- **Remove Key Hassles:** Rather than create a new product or service, you can innovatively improve a product, service or process.
- **Create Something New:** Think about how you can create a new experience for customers, based on existing business models.
- **Pick a Growing Sector/Industry:** Research and find out which sectors or industries are growing and think about what opportunities you can tap in the same.
- **Think About Product Differentiation:** If you already have a product in mind, think about ways to set it apart from the existing ones.

Ways to Identify Business Opportunities Within Your Business

SWOT Analysis: An excellent way to identify opportunities inside your business is by creating a SWOT analysis. The acronym SWOT stands for strengths, weaknesses, opportunities, and threats. SWOT analysis framework:

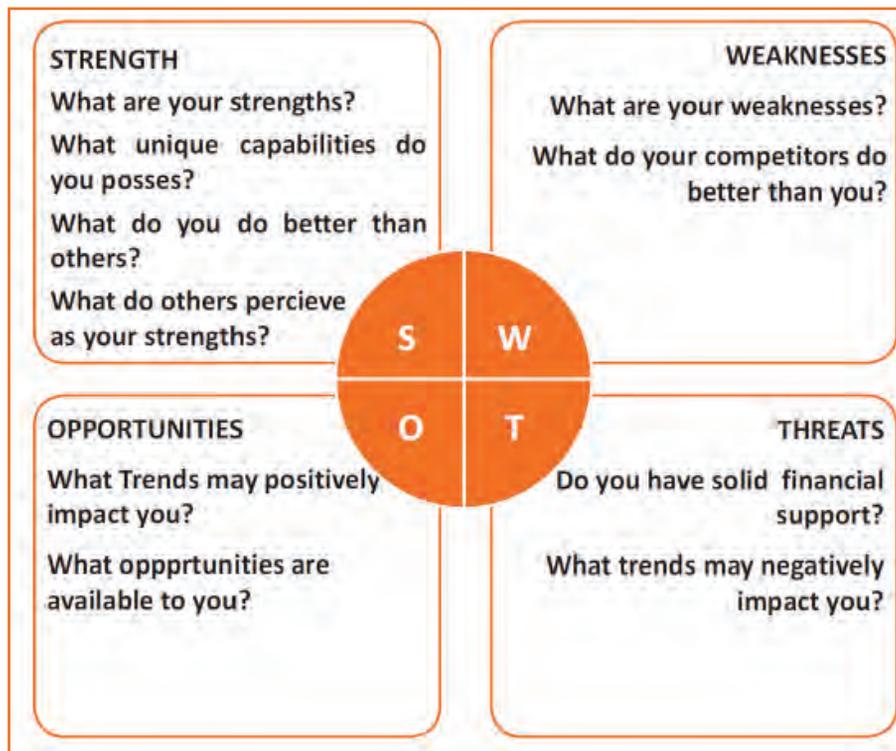


Fig.10.5.1: SWOT Analysis

Consider the following when looking for business opportunities:

By looking at yourself and your competitors using the SWOT framework, you can uncover opportunities that you can exploit, as well as manage and eliminate threats that could derail your success.

Establishing Your USP

Establish your USP and position yourself as different from your competitors. Identify why customers should buy from you and promote that reason.

Opportunity Analysis

Once you have identified an opportunity, you need to analyze it. To analyze an opportunity, you must:

- Focus on the idea
- Focus on the market of the idea
- Talk to industry leaders in the same space as the idea
- Talk to players in the same space as the idea

10.5.5.1 Tips

- Remember, opportunities are situational.
- Look for a proven track record.
- Avoid the latest craze.
- Love your idea.

10.5.6 Entrepreneurship Support Eco-System

An entrepreneur is a person who:

- Does not work for an employee
- Runs a small enterprise
- Assumes all the risks and rewards of the enterprise, idea, good or service

Types of Entrepreneurs

There are four main types of entrepreneurs:

1. **The Traditional Entrepreneur:** This type of entrepreneur usually has some kind of skill – they can be a carpenter, mechanic, cook etc. They have businesses that have been around for numerous years like restaurants, shops and carpenters. Typically, they gain plenty of experience in a particular industry before they begin their own business in a similar field.
2. **The Growth Potential Entrepreneur:** The desire of this type of entrepreneur is to start an enterprise that will grow, win many customers and make lots of money. Their ultimate aim is to eventually sell their enterprise for a nice profit. Such entrepreneurs usually have a science or technical background.
3. **The Project-Oriented Entrepreneur:** This type of entrepreneur generally has a background in the Arts or psychology. Their enterprises tend to be focus on something that they are very passionate about.
4. **The Lifestyle Entrepreneur:** This type of entrepreneur has usually worked as a teacher or a secretary. They are more interested in selling something that people will enjoy, rather than making lots of money.

Characteristics of an Entrepreneur

Successful entrepreneurs have the following characteristics:

- They are highly motivated

- They are creative and persuasive
- They are mentally prepared to handle each and every task
- They have excellent business skills – they know how to evaluate their cash flow, sales and revenue
- They are willing to take great risks
- They are very proactive – this means they are willing to do the work themselves, rather than wait for someone else to do it
- They have a vision – they are able to see the big picture
- They are flexible and open-minded
- They are good at making decisions

10.5.6.1 Entrepreneur Success Stories

Dhiru Bhai Ambani

Dhirubhai Ambani began his entrepreneurial career by selling “bhajias” to pilgrims in Mount Girnar on weekends. At 16, he moved to Yemen where he worked as a gas-station attendant, and as a clerk in an oil company. He returned to India with Rs. 50,000 and started a textile trading company. Reliance went on to become the first Indian company to raise money in global markets and the first Indian company to feature in Forbes 500 list.

Dr. Karsanbhai Patel

Karsanbhai Patel made detergent powder in the backyard of his house. He sold his product door-to-door and offered a money back guarantee with every pack that was sold. He charged Rs. 3 per kg when the cheapest detergent at that time was Rs.13 per kg. Dr. Patel eventually started Nirma which became a whole new segment in the Indian domestic detergent market.

10.5.6.2 The Entrepreneurial Process

Let's take a look at the stages of the entrepreneurial process.

- **Stage 1:** Idea Generation. The entrepreneurial process begins with an idea that has been thought of by the entrepreneur. The idea is a problem that has the potential to be solved.
- **Stage 2:** Germination or Recognition. In this stage a possible solution to the identified problem is thought of.
- **Stage 3:** Preparation or Rationalization. The problem is studied further and research is done to find out how others have tried to solve the same problem.
- **Stage 4:** Incubation or Fantasizing. This stage involves creative thinking for the purpose of coming up with more ideas. Less thought is given to the problem areas.
- **Stage 5:** Feasibility Study: The next step is the creation of a feasibility study to determine if the idea will make a profit and if it should be seen through.
- **Stage 6:** Illumination or Realization. This is when all uncertain areas suddenly become clear. The entrepreneur feels confident that his idea has merit.
- **Stage 7:** Verification or Validation. In this final stage, the idea is verified to see if it works and if it is useful.

Take a look at the diagram below to get a better idea of this process.

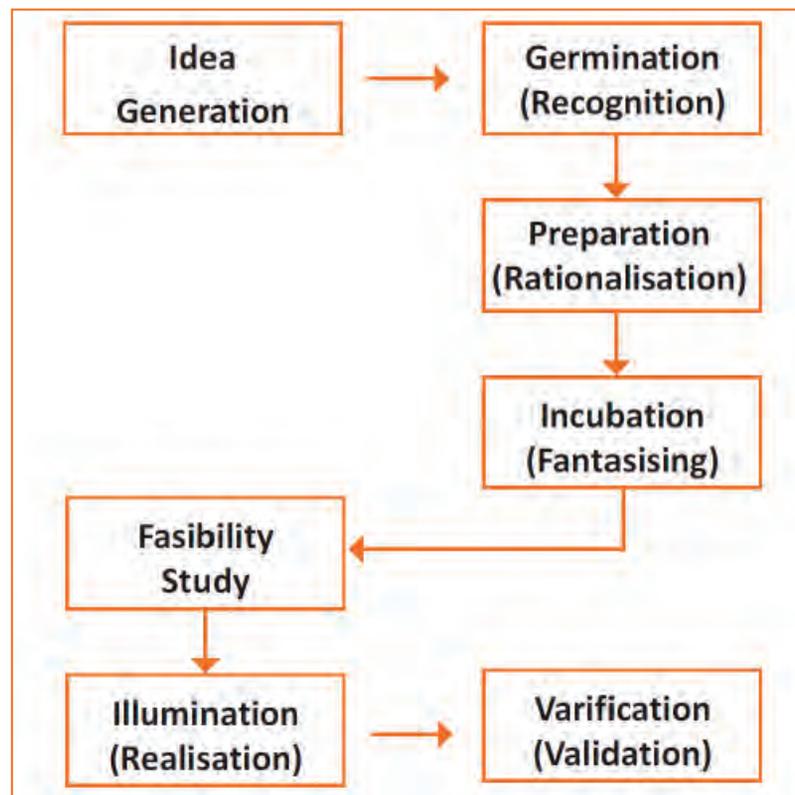


Fig.10.5.2: Stages of the entrepreneurial process

10.5.6.3 What is an Entrepreneur?

The entrepreneurship support ecosystem signifies the collective and complete nature of entrepreneurship. New companies emerge and flourish not only because of the courageous, visionary entrepreneurs who launch them, but they thrive as they are set in an environment or 'ecosystem' made of private and public participants. These players nurture and sustain the new ventures, facilitating the entrepreneurs' efforts.

An entrepreneurship ecosystem comprises of the following six domains:

1. **Favourable Culture:** This includes elements such as tolerance of risk and errors, valuable networking and positive social standing of the entrepreneur.
2. **Facilitating Policies & Leadership:** This includes regulatory framework incentives and existence of public research institutes.
3. **Financing Options:** Angel financing, venture capitalists and micro loans would be good examples of this.
4. **Human Capital:** This refers to trained and untrained labour, entrepreneurs and entrepreneurship training programmes, etc.
5. **Conducive Markets for Products & Services:** This refers to an existence or scope of existence of a market for the product/service.
6. **Institutional & Infrastructural Support:** This includes legal and financing advisers, telecommunications, digital and transportation infrastructure, and entrepreneurship networking programmes.

These domains indicate whether there is a strong entrepreneurship support ecosystem and what actions should the government put in place to further encourage this ecosystem. The six domains and their various elements have been graphically depicted.

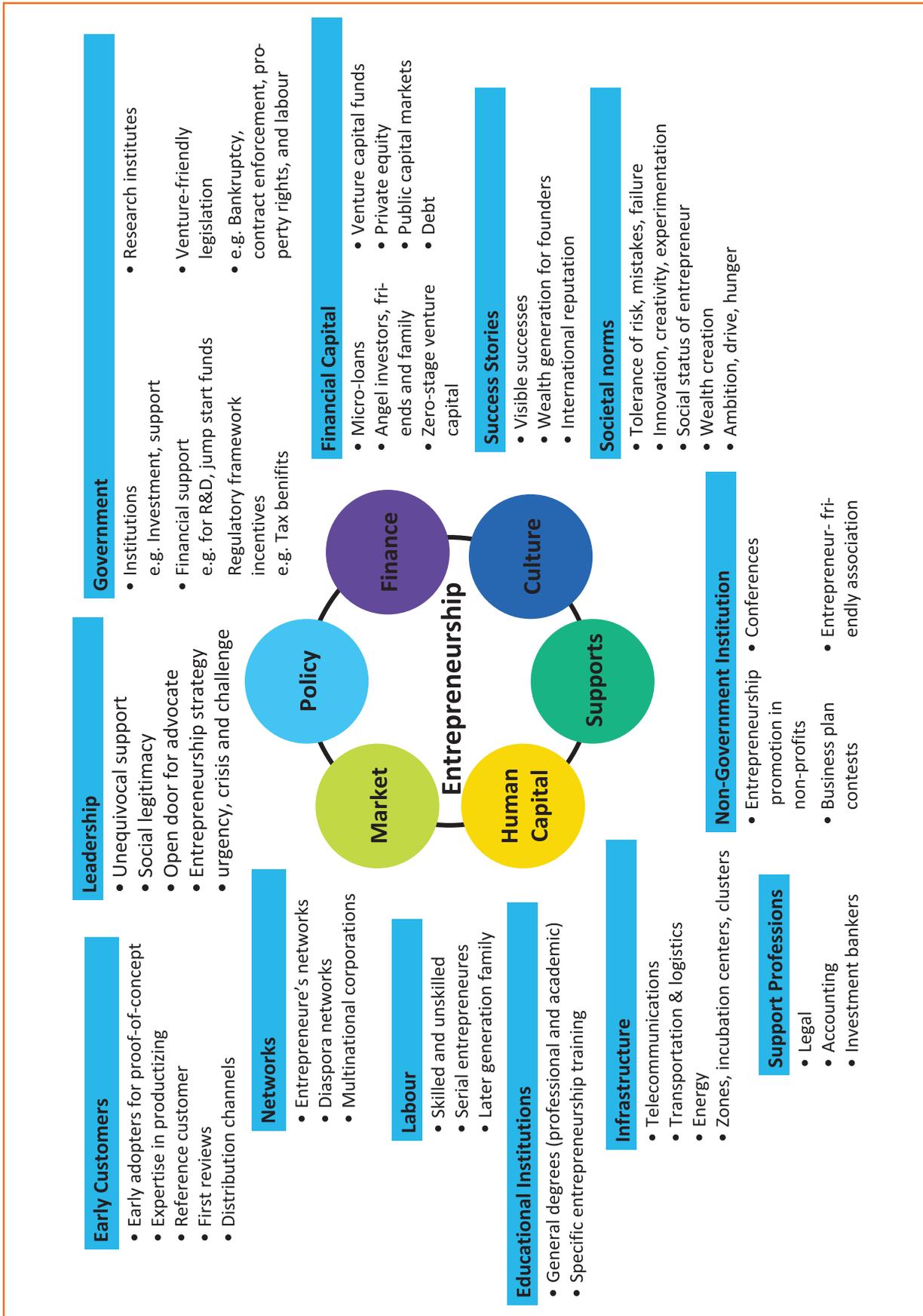


Fig.10.5.3: Entrepreneurship support ecosystem

Every entrepreneurship support ecosystem is unique and all the elements of the ecosystem are interdependent. Although every region's entrepreneurship ecosystem can be broadly described by the above features, each ecosystem is the result of the hundred elements interacting in highly complex and particular ways.

Entrepreneurship ecosystems eventually become (largely) self-sustaining. When the six domains are resilient enough, they are mutually beneficial. At this point, government involvement can and should be significantly minimized. Public leaders do not need to invest a lot to sustain the ecosystem. It is imperative that the entrepreneurship ecosystem incentives are formulated to be self-liquidating, hence focusing on sustainability of the environment.

10.5.6.4 Government's Role in the Entrepreneurship Ecosystem

Encouraging new ventures is a major focus for policymakers. Governments across the world are recognizing that new businesses flourish in distinctive types of supportive environments. Policymakers should study the scenario and take into account the following points whilst they formulate policies and regulations that enable successful entrepreneurship support ecosystems.

- Policymakers should avoid regulations that discourage new entrants and work towards building efficient methods for business startups. Policies and regulations that favour existing, dominant firms over entrepreneurial ventures, restrict competition and obstruct entry for new companies.
- Instead of developing policies conceptually intended to correct market failures, policymakers should interact with entrepreneurs and understand the challenges faced by them. The feedback should be used to develop policies that incite idea exploration, product development and increased rates of deal flow.
- Entrepreneurial supporters should create a database that enables identifying who the participants in the ecosystem are and how they are connected. These ecosystem maps are useful tools in developing engagement strategies.
- Disruptions are unavoidable in economic and social life. However, it's important to note that economic disruption gives rise to entrepreneurial opportunities. Architects of the entrepreneurship ecosystems (entrepreneurs, mentors, policymakers and consumers,) should anticipate these dips, thus capitalizing on the opportunities they create.

The need for effective strategies to enable local entrepreneurship support ecosystems is a practical one. Better understanding of the actual ecosystems provides a framework within which policy makers can ask relevant questions, envisage more efficient approaches, and assess ensuing outcomes.

10.5.6.5 Snapshot of the Entrepreneurship Ecosystem in India

Entrepreneurship has earned a newfound respect in India. Many Indians, with exposure to the world of business, who traditionally would have opted for a job, are setting up their own ventures. Many elements of the entrepreneurship ecosystem are beginning to come together. For example, increase in venture capitalists, government schemes and incubators, academia industry linkages, and emerging clusters and support to rural economy. All these initiatives are effective but there is a need to scale up and enrich the ecosystem further in the following ways:

1. We need to review our attitude towards failures and accept them as learning experiences.
2. We must encourage the educated to become entrepreneurs and provide students in schools and colleges with entrepreneurship skills.

3. Universities, research labs and the government need to play the role of enablers in the entrepreneurship support ecosystem.
4. Policymakers need to focus on reducing the obstacles such as corruption, red tape and bureaucracy.
5. We need to improve our legal systems and court international venture capital firms and bring them to India.
6. We must devise policies and methods to reach the secondary and tertiary towns in India, where people do not have access to the same resources available in the cities.

Today, there is a huge opportunity in this country to introduce innovative solutions that are capable of scaling up, and collaborating within the ecosystem as well as enriching it.

10.5.6.6 Make in India Campaign

Every entrepreneur has certain needs. Some of their important needs are:

- To easily get loans
- To easily find investors
- To get tax exemptions
- To easily access resources and good infrastructure
- To enjoy a procedure that is free of hassles and is quick
- To be able to easily partner with other firms

The Make in India campaign, launched by Prime Minister Modi aims to satisfy all these needs of young, aspiring entrepreneurs. Its objective is to:

- Make investment easy
- Support new ideas
- Enhance skill development
- Safeguard the ideas of entrepreneurs
- Create state-of-the-art facilities for manufacturing goods

10.5.6.7 Tips

- Research the existing market, network with other entrepreneurs, venture capitalists, angel investors, and thoroughly review the policies in place to enable your entrepreneurship.
- Failure is a stepping stone and not the end of the road. Review yours and your peers' errors and correct them in your future venture.
- Be proactive in your ecosystem. Identify the key features of your ecosystem and enrich them to ensure self-sustainability of your entrepreneurship support ecosystem.

10.5.7 Risk Appetite & Resilience

Entrepreneurship and Risk

Entrepreneurs are inherently risk takers. They are path-makers not path-takers. Unlike a normal, cautious person, an entrepreneur would not think twice about quitting his job (his sole income) and taking a risk on himself and his idea.

An entrepreneur is aware that while pursuing his dreams, assumptions can be proven wrong and unforeseen events may arise. He knows that after dealing with numerous problems, success is still not guaranteed. Entrepreneurship is synonymous with the ability to take risks. This ability, called risk-appetite, is an entrepreneurial trait that is partly genetic and partly acquired.

What is Risk Appetite?

Risk appetite is defined as the extent to which a company is equipped to take risk, in order to achieve its objectives. Essentially, it refers to the balance, struck by the company, between possible profits and the hazards caused by changes in the environment (economic ecosystem, policies, etc.). Taking on more risk may lead to higher rewards but have a high probability of losses as well. However, being too conservative may go against the company as it can miss out on good opportunities to grow and reach their objectives.

The levels of risk appetite can be broadly categorized as “low”, “medium” and “high.” The company’s entrepreneur(s) have to evaluate all potential alternatives and select the option most likely to succeed. Companies have varying levels of risk appetites for different objectives. The levels depend on:

- The type of industry
- Market pressures
- Company objectives

For example, a startup with a revolutionary concept will have a very high risk appetite. The startup can afford short term failures before it achieves longer term success. This type of appetite will not remain constant and will be adjusted to account for the present circumstances of the company.

Risk Appetite Statement

Companies have to define and articulate their risk appetite in sync with decisions made about their objectives and opportunities. The point of having a risk appetite statement is to have a framework that clearly states the acceptance and management of risk in business. It sets risk taking limits within the company. The risk appetite statement should convey the following:

- The nature of risks the business faces.
- Which risks the company is comfortable taking on and which risks are unacceptable.
- How much risk to accept in all the risk categories.
- The desired tradeoff between risk and reward.
- Measures of risk and methods of examining and regulating risk exposures.

Entrepreneurship and Resilience

Entrepreneurs are characterized by a set of qualities known as resilience. These qualities play an especially large role in the early stages of developing an enterprise. Risk resilience is an extremely valuable characteristic as it is believed to protect entrepreneurs against the threat of challenges and changes in the business environment.

What is Entrepreneurial Resilience?

Resilience is used to describe individuals who have the ability to overcome setbacks related to their life and career

aspirations. A resilient person is someone who is capable of easily and quickly recovering from setbacks. For the entrepreneur, resilience is a critical trait. Entrepreneurial resilience can be enhanced in the following ways:

- By developing a professional network of coaches and mentors
- By accepting that change is a part of life
- By viewing obstacles as something that can be overcome

Characteristics of a Resilient Entrepreneur

The characteristics required to make an entrepreneur resilient enough to go the whole way in their business enterprise are:

- A strong internal sense of control
- Strong social connections
- Skill to learn from setbacks
- Ability to look at the bigger picture
- Ability to diversify and expand
- Survivor attitude
- Cash-flow conscious habits
- Attention to detail

10.5.7.1 Tips

- Cultivate a great network of clients, suppliers, peers, friends and family. This will not only help you promote your business, but will also help you learn, identify new opportunities and stay tuned to changes in the market.
- Don't dwell on setbacks. Focus on what you need to do next to get moving again.
- While you should try and curtail expenses, ensure that it is not at the cost of your growth.

10.5.8 Success & Failures

Understanding Successes and Failures in Entrepreneurship

Shyam is a famous entrepreneur, known for his success story. But what most people don't know, is that Shyam failed numerous times before his enterprise became a success. Read his interview to get an idea of what entrepreneurship is really about, straight from an entrepreneur who has both, failed and succeeded.

Interviewer: Shyam, I have heard that entrepreneurs are great risk-takers who are never afraid of failing. Is this true?

Shyam: Ha ha, no of course it's not true! Most people believe that entrepreneurs need to be fearlessly enthusiastic. But the truth is, fear is a very normal and valid human reaction, especially when you are planning to start your own business! In fact, my biggest fear was the fear of failing. The reality is, entrepreneurs fail as much as they succeed. The trick is to not allow the fear of failing to stop you from going ahead with your plans. Remember, failures are lessons for future success!

Interviewer: What, according to you, is the reason that entrepreneurs fail?

Shyam: Well, there is no one single reason why entrepreneurs fail. An entrepreneur can fail due to numerous reasons. You could fail because you have allowed your fear of failure to defeat you. You could fail because you are unwilling to delegate (distribute) work. As the saying goes, “You can do anything, but not everything!” You could fail because you gave up too easily – maybe you were not persistent enough. You could fail because you were focusing your energy on small, insignificant tasks and ignoring the tasks that were most important. Other reasons for failing are partnering with the wrong people, not being able to sell your product to the right customers at the right time at the right price... and many more reasons!

Interviewer: As an entrepreneur, how do you feel failure should be looked at?

Shyam: I believe we should all look at failure as an asset, rather than as something negative. The way I see it, if you have an idea, you should try to make it work, even if there is a chance that you will fail. That’s because not trying is failure right there, anyway! And failure is not the worst thing that can happen. I think having regrets because of not trying, and wondering ‘what if’ is far worse than trying and actually failing.

Interviewer: How did you feel when you failed for the first time?

Shyam: I was completely heartbroken! It was a very painful experience. But the good news is, you do recover from the failure. And with every subsequent failure, the recovery process gets a lot easier. That’s because you start to see each failure more as a lesson that will eventually help you succeed, rather than as an obstacle that you cannot overcome. You will start to realize that failure has many benefits.

Interviewer: Can you tell us about some of the benefits of failing?

Shyam: One of the benefits that I have experienced personally from failing is that the failure made me see things in a new light. It gave me answers that I didn’t have before. Failure can make you a lot stronger. It also helps keep your ego in control.

Interviewer: What advice would you give entrepreneurs who are about to start their own enterprises?

Shyam: I would tell them to do their research and ensure that their product is something that is actually wanted by customers. I’d tell them to pick their partners and employees very wisely and cautiously. I’d tell them that it’s very important to be aggressive – push and market your product as aggressively as possible. I would warn them that starting an enterprise is very expensive and that they should be prepared for a situation where they run out of money.

I would tell them to create long term goals and put a plan in action to achieve that goal. I would tell them to build a product that is truly unique. Be very careful and ensure that you are not copying another startup. Lastly, I’d tell them that it’s very important that they find the right investors.

Interviewer: That’s some really helpful advice, Shyam! I’m sure this will help all entrepreneurs to be more prepared before they begin their journey! Thank you for all your insight!

10.5.8.1 Tips

- Remember that nothing is impossible.
- Identify your mission and your purpose before you start.
- Plan your next steps – don’t make decisions hastily.

UNIT 10.6: Preparing to be an Entrepreneur

Unit Objectives

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

1. Discuss how market research is carried out
2. Describe the 4 Ps of marketing
3. Discuss the importance of idea generation
4. Recall basic business terminology
5. Discuss the need for CRM
6. Discuss the benefits of CRM
7. Discuss the need for networking
8. Discuss the benefits of networking
9. Understand the importance of setting goals
10. Differentiate between short-term, medium-term and long-term goals
11. Discuss how to write a business plan
12. Explain the financial planning process
13. Discuss ways to manage your risk
14. Describe the procedure and formalities for applying for bank finance
15. Discuss how to manage your own enterprise
16. List important questions that every entrepreneur should ask before starting an enterprise

10.6.1 Market Study / The 4 Ps of Marketing / Importance of an IDEA

Understanding Market Research

Market research is the process of gathering, analyzing and interpreting market information on a product or service that is being sold in that market. It also includes information on:

- Past, present and prospective customers
- Customer characteristics and spending habits
- The location and needs of the target market
- The overall industry
- Relevant competitors

Market research involves two types of data:

- Primary information. This is research collected by yourself or by someone hired by you.
- Secondary information. This is research that already exists and is out there for you to find and use.

Primary research

Primary research can be of two types:

- **Exploratory:** This is open-ended and usually involves detailed, unstructured interviews.
- **Specific:** This is precise and involves structured, formal interviews. Conducting specific research is the more expensive than conducting exploratory research.

Secondary research

Secondary research uses outside information. Some common secondary sources are:

- **Public sources:** These are usually free and have a lot of good information. Examples are government departments, business departments of public libraries etc.
- **Commercial sources:** These offer valuable information but usually require a fee to be paid. Examples are research and trade associations, banks and other financial institutions etc.
- **Educational institutions:** These offer a wealth of information. Examples are colleges, universities, technical institutes etc.

10.6.1.1 The 4 Ps of Marketing

The 4 Ps of marketing are:

1. Product,
2. Price,
3. Promotion and
4. Place.

Let's look at each of these 4 Ps in detail.

Product

A product can be:

- A tangible good
- An intangible service

Whatever your product is, it is critical that you have a clear understanding of what you are offering, and what its unique characteristics are, before you begin with the marketing process.

Some questions to ask yourself are:

- What does the customer want from the product/service?
- What needs does it satisfy?
- Are there any more features that can be added?
- Does it have any expensive and unnecessary features?
- How will customers use it?
- What should it be called?
- How is it different from similar products?

- How much will it cost to produce?
- Can it be sold at a profit?

Price

Once all the elements of Product have been established, the Price factor needs to be considered. The Price of a Product will depend on several factors such as profit margins, supply, demand and the marketing strategy.

Some questions to ask yourself are:

- What is the value of the product/service to customers?
- Do local products/services have established price points?
- Is the customer price sensitive?
- Should discounts be offered?
- How is your price compared to that of your competitors?

Promotion

Once you are certain about your Product and your Price, the next step is to look at ways to promote it. Some key elements of promotion are advertising, public relations, social media marketing, email marketing, search engine marketing, video marketing and more.

Some questions to ask yourself are:

- Where should you promote your product or service?
- What is the best medium to use to reach your target audience?
- When would be the best time to promote your product?
- How are your competitors promoting their products?

Place

According to most marketers, the basis of marketing is about offering the right product, at the right price, at the right place, at the right time. For this reason, selecting the best possible location is critical for converting prospective clients into actual clients.

Some questions to ask yourself are:

- Will your product or service be looked for in a physical store, online or both?
- What should you do to access the most appropriate distribution channels?
- Will you require a sales force?
- Where are your competitors offering their products or services?
- Should you follow in your competitors' footsteps?
- Should you do something different from your competitors?

Importance of an IDEA

Ideas are the foundation of progress. An idea can be small or ground-breaking, easy to accomplish or extremely complicated to implement. Whatever the case, the fact that it is an idea gives it merit. Without ideas, nothing is possible. Most people are afraid to speak out their ideas, out for fear of being ridiculed. However, if are an entrepreneur and want to remain competitive and innovative, you need to bring your ideas out into the light.

Some ways to do this are by:

- Establishing a culture of brainstorming where you invite all interested parties to contribute
- Discussing ideas out loud so that people can add their ideas, views, opinions to them
- Being open minded and not limiting your ideas, even if the idea who have seems ridiculous
- Not discarding ideas that you don't work on immediately, but instead making a note of them and shelving them so they can be revisited at a later date.

10.6.1.2 Tips

- Keep in mind that good ideas do not always have to be unique.
- Remember that timing plays a huge role in determining the success of your idea.
- Situations and circumstances will always change, so be flexible and adapt your idea accordingly.

10.6.2 Business Entity Concepts: Basic Business Terminology

If your aim is to start and run a business, it is crucial that you have a good understanding of basic business terms. Every entrepreneur should be well versed in the following terms:

- **Accounting:** A systematic method of recording and reporting financial transactions.
- **Accounts payable:** Money owed by a company to its creditors.
- **Accounts Receivable:** The amount a company is owed by its clients.
- **Assets:** The value of everything a company owns and uses to conduct its business.
- **Balance Sheet:** A snapshot of a company's assets, liabilities and owner's equity at a given moment.
- **Bottom Line:** The total amount a business has earned or lost at the end of a month.
- **Business:** An organization that operates with the aim of making a profit.
- **Business to Business (B2B):** A business that sells goods or services to another business.
- **Business to Consumer (B2C):** A business that sells goods or services directly to the end user.
- **Capital:** The money a business has in its accounts, assets and investments. The two main types of capital are debt and equity.
- **Cash Flow:** The overall movement of funds through a business each month, including income and expenses.
- **Cash Flow Statement:** A statement showing the money that entered and exited a business during a specific period of time.
- **Contract:** A formal agreement to do work for pay.
- **Depreciation:** The degrading value of an asset over time.
- **Expense:** The costs that a business incurs through its operations.
- **Finance:** The management and allocation of money and other assets.

- **Financial Report:** A comprehensive account of a business' transactions and expenses.
- **Fixed Cost:** A one-time expense.
- **Income Statement (Profit and Loss Statement):** Shows the profitability of a business during a period of time.
- **Liabilities:** The value of what a business owes to someone else.
- **Marketing:** The process of promoting, selling and distributing a product or service.
- **Net Income/Profit:** Revenues minus expenses.
- **Net Worth:** The total value of a business.
- **Payback Period:** The amount of time it takes to recover the initial investment of a business.
- **Profit Margin:** The ratio of profit, divided by revenue, displayed as a percentage.
- **Return on Investment (ROI):** The amount of money a business gets as return from an investment.
- **Revenue:** The total amount of income before expenses are subtracted.
- **Sales Prospect:** A potential customer.
- **Supplier:** A provider of supplies to a business.
- **Target Market:** A specific group of customers at which a company's products and services are aimed.
- **Valuation:** An estimate of the overall worth of the business.
- **Variable Cost:** Expenses that change in proportion to the activity of a business.
- **Working Capital:** Calculated as current assets minus current liabilities.

10.6.3 CRM & Networking

What is CRM?

CRM stands for Customer Relationship Management. Originally the expression Customer Relationship Management meant managing one's relationship with customers. However, today it refers to IT systems and software designed to help companies manage their relationships.

The Need for CRM

The better a company can manage its relationships with its customers, the higher the chances of the company's success. For any entrepreneur, the ability to successfully retain existing customers and expand the enterprise is paramount. This is why IT systems that focus on addressing the problems of dealing with customers on a daily basis are becoming more and more in demand.

Customer needs change over time, and technology can make it easier to understand what customers really want. This insight helps companies to be more responsive to the needs of their customers. It enables them to modify their business operations when required, so that their customers are always served in the best manner possible. Simply put, CRM helps companies recognize the value of their clients and enables them to capitalize on improved customer relations.

Benefits of CRM

CRM has a number of important benefits:

- It helps improve relations with existing customers which can lead to:

- » Increased sales
- » Identification of customer needs
- » Cross-selling of products
- It results in better marketing of one's products or services
- It enhances customer satisfaction and retention
- It improves profitability by identifying and focusing on the most profitable customers

10.6.3.1 What is Networking?

In business, networking means leveraging your business and personal connections in order to bring in a regular supply of new business. This marketing method is effective as well as low cost. It is a great way to develop sales opportunities and contacts. Networking can be based on referrals and introductions, or can take place via phone, email, and social and business networking websites.

The Need for Networking

Networking is an essential personal skill for business people, but it is even more important for entrepreneurs. The process of networking has its roots in relationship building. Networking results in greater communication and a stronger presence in the entrepreneurial ecosystem. This helps build strong relationships with other entrepreneurs.

Business networking events held across the globe play a huge role in connecting like-minded entrepreneurs who share the same fundamental beliefs in communication, exchanging ideas and converting ideas into realities. Such networking events also play a crucial role in connecting entrepreneurs with potential investors. Entrepreneurs may have vastly different experiences and backgrounds but they all have a common goal in mind – they all seek connection, inspiration, advice, opportunities and mentors. Networking offers them a platform to do just that.

Benefits of Networking

Networking offers numerous benefits for entrepreneurs. Some of the major benefits are:

- Getting high quality leads
- Increased business opportunities
- Good source of relevant connections
- Advice from like-minded entrepreneurs
- Gaining visibility and raising your profile
- Meeting positive and enthusiastic people
- Increased self-confidence
- Satisfaction from helping others
- Building strong and lasting friendships

10.6.3.2 Tips

- Use social media interactions to identify needs and gather feedback.
- When networking, ask open-ended questions rather than yes/no type questions.

10.6.4 Business Plan: Why Set Goals

Setting goals is important because it gives you long-term vision and short-term motivation. Goals can be short term, medium term and long term.

Short-Term Goals

- These are specific goals for the immediate future. Example: Repairing a machine that has failed. Medium-Term Goals
- These goals are built on your short term goals.
- They do not need to be as specific as your short term goals.

Example: Arranging for a service contract to ensure that your machines don't fail again.

Long-Term Goals

These goals require time and planning. They usually take a year or more to achieve.

Example: Planning your expenses so you can buy new machinery

Why Create a Business Plan

A business plan is a tool for understanding how your business is put together. It can be used to monitor progress, foster accountable and control the fate of the business. It usually offers a 3-5 year projection and outlines the plan that the company intends to follow to grow its revenues. A business plan is also a very important tool for getting the interest of key employees or future investors.

A business plan typically comprises of eight elements.

10.6.4.1 Elements of a Business Plan

Executive Summary

The executive summary follows the title page. The summary should clearly state your desires as the business owner in a short and businesslike way. It is an overview of your business and your plans. Ideally this should not be more than 1-2 pages.

Your Executive Summary should include:

- **The Mission Statement:** Explain what your business is all about.

Example: Nike's Mission Statement

Nike's mission statement is "To bring inspiration and innovation to every athlete in the world."

- **Company Information:** Provide information like when your business was formed, the names and roles of the founders, the number of employees, your business location(s) etc.
- **Growth Highlights:** Mention examples of company growth. Use graphs and charts where possible.
- **Your Products/Services:** Describe the products or services provided.
- **Financial Information:** Provide details on current bank and investors.
- **Summarize future plans:** Describe where you see your business in the future.

Business Description

The second section of your business plan needs to provide a detailed review of the different elements of your business. This will help potential investors to correctly understand your business goal and the uniqueness of your offering.

Your Business Description should include:

- A description of the nature of your business
- The market needs that you are aiming to satisfy
- The ways in which your products and services meet these needs
- The specific consumers and organizations that you intend to serve
- Your specific competitive advantages

Market Analysis

The market analysis section usually follows the business description. The aim of this section is to showcase your industry and market knowledge. This is also the section where you should lay down your research findings and conclusions.

Your Market Analysis should include:

- Your industry description and outlook
- Information on your target market
- The needs and demographics of your target audience
- The size of your target market
- The amount of market share you want to capture
- Your pricing structure
- Your competitive analysis
- Any regulatory requirements

Organization & Management

This section should come immediately after the Market Analysis. Your Organization & Management section should include:

- Your company's organizational structure
- Details of your company's ownership
- Details of your management team
- Qualifications of your board of directors
- Detailed descriptions of each division/department and its function
- The salary and benefits package that you offer your people
- The incentives that you offer

Service or Product Line

The next section is the service or product line section. This is where you describe your service or product, and stress on their benefits to potential and current customers. Explain in detail why your product of choice will fulfill the needs of your target audience.

Your Service or Product Line section should include:

- A description of your product/service
- A description of your product or service's life cycle

- A list of any copyright or patent filings
- A description of any R&D activities that you are involved in or planning

Marketing & Sales

Once the Service or Product Line section of your plan has been completed, you should start on the description of the marketing and sales management strategy for your business.

Your Marketing section should include the following strategies:

- **Market penetration strategy:** This strategy focuses on selling your existing products or services in existing markets, in order to increase your market share.
- **Growth strategy:** This strategy focuses on increasing the amount of market share, even if it reduces earnings in the short-term.
- **Channels of distribution strategy:** These can be wholesalers, retailers, distributors and even the internet.
- **Communication strategy:** These can be written strategies (e-mail, text, chat), oral strategies (phone calls, video chats, face-to-face conversations), non-verbal strategies (body language, facial expressions, tone of voice) and visual strategies (signs, webpages, illustrations).

Your Sales section should include the following information:

- **A salesforce strategy:** This strategy focuses on increasing the revenue of the enterprise.
- A breakdown of your sales activities: **This means detailing out how you intend to sell your products or services** – will you sell it offline or online, how many units do you intend to sell, what price do you plan to sell each unit at, etc.

Funding Request

This section is specifically for those who require funding for their venture. The Funding Request section should include the following information:

- How much funding you currently require.
- How much funding you will require over the next five years. This will depend on your long-term goals.
- The type of funding you want and how you plan to use it. Do you want funding that can be used only for a specific purpose, or funding that can be used for any kind of requirement?
- Strategic plans for the future. This will involve detailing out your long-term plans – what these plans are and how much money you will require to put these plans in motions.
- Historical and prospective financial information. This can be done by creating and maintaining all your financial records, right from the moment your enterprise started, to the present day. Documents required for this are your balance sheet which contains details of your company's assets and liabilities, your income statement which lists your company's revenues, expenses and net income for the year, your tax returns (usually for the last three years) and your cash flow budget which lists the cash that came in, the cash that went out and states whether you had a cash deficit (negative balance) or surplus (positive balance) at the end of each month.

Financial Planning

Before you begin building your enterprise, you need to plan your finances. Take a look at the steps for financial planning:

- **Step 1:** Create a financial plan. This should include your goals, strategies and timelines for accomplishing these goals.

- **Step 2:** Organize all your important financial documents. Maintain a file to hold your investment details, bank statements, tax papers, credit card bills, insurance papers and any other financial records.
- **Step 3:** Calculate your net worth. This means figure out what you own (assets like your house, bank accounts, investments etc.), and then subtract what you owe (liabilities like loans, pending credit card amounts etc.) the amount you are left with is your net worth.
- **Step 4:** Make a spending plan. This means write down in detail where your money will come from, and where it will go.
- **Step 5:** Build an emergency fund. A good emergency fund contains enough money to cover at least 6 months' worth of expenses.
- **Step 6:** Set up your insurance. Insurance provides long term financial security and protects you against risk.

Risk Management

As an entrepreneur, it is critical that you evaluate the risks involved with the type of enterprise that you want to start, before you begin setting up your company. Once you have identified potential risks, you can take steps to reduce them. Some ways to manage risks are:

- Research similar business and find out about their risks and how they were minimized.
- Evaluate current market trends and find out if similar products or services that launched a while ago are still being well received by the public.
- Think about whether you really have the required expertise to launch your product or service.
- Examine your finances and see if you have enough income to start your enterprise.
- Be aware of the current state of the economy, consider how the economy may change over time, and think about how your enterprise will be affected by any of those changes.
- Create a detailed business plan.

10.6.4.2 Tips

- Ensure all the important elements are covered in your plan.
- Scrutinize the numbers thoroughly.
- Be concise and realistic.
- Be conservative in your approach and your projections.
- Use visuals like charts, graphs and images wherever possible.

10.6.5 Procedure and Formalities for Bank Finance

The Need for Bank Finance

For entrepreneurs, one of the most difficult challenges faced involves securing funds for startups. With numerous funding options available, entrepreneurs need to take a close look at which funding methodology works best for them. In India, banks are one of the largest funders of startups, offering funding to thousands of startups every year.

10.6.5.1 What Information Should Entrepreneurs Offer Banks for Funding

When approaching a bank, entrepreneurs must have a clear idea of the different criteria that banks use to screen, rate and process loan applications. Entrepreneurs must also be aware of the importance of providing banks with accurate and correct information. It is now easier than ever for financial institutions to track any default behaviour of loan applicants. Entrepreneurs looking for funding from banks must provide banks with information relating to their general credentials, **financial situation** and guarantees or collaterals that can be offered.

General Credentials

This is where you, as an entrepreneur, provide the bank with background information on yourself. Such information includes:

- **Letter(s) of Introduction:** This letter should be written by a respected business person who knows you well enough to introduce you. The aim of this letter is set across your achievements and vouch for your character and integrity.
- **Your Profile:** This is basically your resume. You need to give the bank a good idea of your educational achievements, professional training, qualifications, employment record and achievements.
- **Business Brochure:** A business brochure typically provides information on company products, clients, how long the business has been running for etc.
- **Bank and Other References:** If you have an account with another bank, providing those bank references is a good idea.
- **Proof of Company Ownership or Registration:** In some cases, you may need to provide the bank with proof of company ownership and registration. A list of assets and liabilities may also be required.

Financial Situation

Banks will expect current financial information on your enterprise. The standard financial reports you should be prepared with are:

- Balance Sheet
- Profit-and-Loss Account
- Cash-Flow Statement
- Projected Sales and Revenues
- Business Plan
- Feasibility Study

Guarantees or Collaterals

Usually banks will refuse to grant you a loan without security. You can offer assets which the bank can seize and sell off if you do not repay the loan. Fixed assets like machinery, equipment, vehicles etc. are also considered to be security for loans.

10.6.5.2 The Lending Criteria of Banks

Your request for funding will have a higher chance of success if you can satisfy the following lending criteria:

- Good cash flow
- Adequate shareholders' funds
- Adequate security

- Experience in business
- Good reputation

The Procedure

To apply for funding the following procedure will need to be followed.

- Submit your application form and all other required documents to the bank.
- The bank will carefully assess your credit worthiness and assign ratings by analyzing your business information with respect to parameters like management, financial, operational and industry information as well as past loan performance.
- The bank will make a decision as to whether or not you should be given funding.

10.6.5.3 Tips

- Get advice on funding options from experienced bankers.
- Be cautious and avoid borrowing more than you need, for longer than you need, at an interest rate that is higher than you are comfortable with.

10.6.6 Enterprise Management - An Overview

To manage your enterprise effectively you need to look at many different aspects, right from managing the day-to-day activities to figuring out how to handle a large scale event. Let's take a look at some simple steps to manage your company effectively.

Step 1: Use your leadership skills and ask for advice when required.

Let's take the example of Ramu, an entrepreneur who has recently started his own enterprise. Ramu has good leadership skills – he is honest, communicates well, knows how to delegate work etc. These leadership skills definitely help Ramu in the management of his enterprise. However, sometimes Ramu comes across situations that he is unsure how to handle. What should Ramu do in this case? One solution is for him to find a more experienced manager who is willing to mentor him. Another solution is for Ramu to use his networking skills so that he can connect with managers from other organizations, who can give him advice on how to handle such situations.

Step 2: Divide your work amongst others – realize that you cannot handle everything yourself.

Even the most skilled manager in the world will not be able to manage every single task that an enterprise will demand of him. A smart manager needs to realize that the key to managing his enterprise lies in his dividing all his work between those around him. This is known as delegation. However, delegating is not enough. A manager must delegate effectively if he wants to see results. This is important because delegating, when done incorrectly, can result in you creating even more work for yourself. To delegate effectively, you can start by making two lists. One list should contain the things that you know you need to handle yourself. The second list should contain the things that you are confident can be given to others to manage and handle. Besides incorrect delegation, another issue that may arise is over-delegation. This means giving away too many of your tasks to others. The problem with this is, the more tasks you delegate, the more time you will spend tracking and monitoring the work progress of those you have handed the tasks to. This will leave you with very little time to finish your own work.

Step 3: Hire the right people for the job.

Hiring the right people goes a long way towards effectively managing your enterprise. To hire the best people suited for the job, you need to be very careful with your interview process. You should ask potential candidates the right questions and evaluate their answers carefully. Carrying out background checks is always a good practice. Running a credit check is also a good idea, especially if the people you are planning to hire will be handling your money. Create a detailed job description for each role that you want filled and ensure that all candidates have a clear and correct understanding of the job description. You should also have an employee manual in place, where you put down every expectation that you have from your employees. All these actions will help ensure that the right people are approached for running your enterprise.

Step 4: Motivate your employees and train them well.

Your enterprise can only be managed effectively if your employees are motivated to work hard for your enterprise. Part of being motivated involves your employees believing in the vision and mission of your enterprise and genuinely wanting to make efforts towards pursuing the same. You can motivate your employees with recognition, bonuses and rewards for achievements. You can also motivate them by telling them about how their efforts have led to the company's success. This will help them feel pride and give them a sense of responsibility that will increase their motivation.

Besides motivating your people, your employees should be constantly trained in new practices and technologies. Remember, training is not a one-time effort. It is a consistent effort that needs to be carried out regularly.

Step 5: Train your people to handle your customers well.

Your employees need to be well-versed in the art of customer management. This means they should be able to understand what their customers want, and also know how to satisfy their needs. For them to truly understand this, they need to see how you deal effectively with customers. This is called leading by example. Show them how you sincerely listen to your clients and the efforts that you put into understand their requirements. Let them listen to the type of questions that you ask your clients so they understand which questions are appropriate.

Step 6: Market your enterprise effectively.

Use all your skills and the skills of your employees to market your enterprise in an effective manner. You can also hire a marketing agency if you feel you need help in this area.

Now that you know what is required to run your enterprise effectively, put these steps into play, and see how much easier managing your enterprise becomes!

10.6.6.1 Tips 

- Get advice on funding options from experienced bankers.
- Be cautious and avoid borrowing more than you need, for longer than you need, at an interest rate that is higher than you are comfortable with.

10.6.7 Considering Entrepreneurship

Questions to Ask Yourself Before Considering Entrepreneurship

- Why am I starting a business?
- What problem am I solving?

- Have others attempted to solve this problem before? Did they succeed or fail?
- Do I have a mentor¹ or industry expert that I can call on?
- Who is my ideal customer²?
- Who are my competitors³?
- What makes my business idea different from other business ideas?
- What are the key features of my product or service?
- Have I done a SWOT⁴ analysis?
- What is the size of the market that will buy my product or service?
- What would it take to build a minimum viable product⁵ to test the market?
- How much money do I need to get started?
- Will I need to get a loan?
- How soon will my products or services be available?
- When will I break even⁶ or make a profit?
- How will those who invest in my idea make a profit?
- How should I set up the legal structure⁷ of my business?
- What taxes⁸ will I need to pay?
- What kind of insurance⁹ will I need?
- Have I reached out to potential customers for feedback

10.6.7.1 Tips

- It is very important to validate your business ideas before you invest significant time, money and resources into it.
- The more questions you ask yourself, the more prepared you will be to handle the highs and lows of starting an enterprise.

Footnotes:

1. A mentor is a trusted and experienced person who is willing to coach and guide you.
2. A customer is someone who buys goods and/or services.
3. A competitor is a person or company that sells products and/or services similar to your products and/or services.
4. SWOT stands for Strengths, Weaknesses, Opportunities and Threats. To conduct a SWOT analysis of your company, you need to list down all the strengths and weaknesses of your company, the opportunities that are present for your company and the threats faced by your company.
5. A minimum viable product is a product that has the fewest possible features, that can be sold to customers, for the purpose of getting feedback from customers on the product.
6. A company is said to break even when the profits of the company are equal to the costs.

7. The legal structure could be a sole proprietorship, partnership or limited liability partnership.
8. There are two types of taxes – direct taxes payable by a person or a company, or indirect taxes charged on goods and/or services.
9. There are two types of insurance – life insurance and general insurance. Life insurance covers human life while general insurance covers assets like animals, goods, cars etc.



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