

Skilling is building a better India.

If we have to move India towards development then Skill Development should be our mission.

Shri Narendra Modi Prime Minister of India







Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

DOMESTIC WORKERS SECTOR SKILL COUNCIL

for

SKILLING CONTENT: PARTICIPANT HANDBOOK

Complying to National Occupational Standards of Job Role/ Qualification Pack: <u>'General Housekeeper'</u> QP No. <u>'DWC/ Q 0102 NSQF</u>

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(Domestic Workers Sector Skill Council)

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About this book

This book throws light on the job role of a General Housekeeper, which is very crucial for a household setup. It not only talks about their importance but also describes their roles and responsibilities in today's time. It helps in breaking the conventional image of a General Housekeeper and also makes us understand the changing expectations of an employer.

This book consists of nine chapters on topics considered essential for a course on General Housekeeper and provides a good understanding of the activities one has to perform in the household environment. These chapters are based on the National Occupational Standards of Qualification Pack (DWC/Q0102) and sequenced in such a manner that there would be progressive learning. As the educational qualification for this job role is 5th standard (preferable), the content is enriched with the relevant images, so that the trainees may understand the concepts quickly and comprehensively. This book details the technical as well as behavioural skills required for this job role and tries to cover most ofthe points.

There are various practical and theoretical exercises given at the end of each unit, which may be used to test the understanding of the trainee on a topic. To summarise, this book is just a beginning, and much of the most exciting learning processes will take place in the classroom.

Symbols Used



Activity



Key Learning Outcomes



Notes



Practical



Steps



Tips



Unit Objectives

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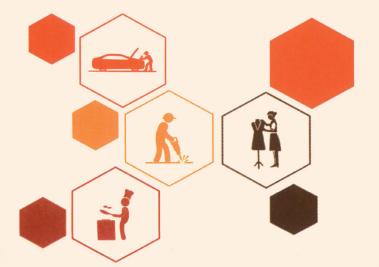


1. Introduction

Unit 1.1 - Objectives of the Program

Unit 1.2 - Domestic Workers Sector in India

Unit 1.3 - Job role of a General Housekeeper



Key Learning Outcomes 💆

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

- 1. State the objectives of the program
- 2. Discuss Domestic Workers Sector in India
- 3. Explain the categorisation of domestic workers in India
- 4. Understand the reasons for the growth of Domestic Workers Sector in India
- 5. Discuss the emerging trends in Domestic Workers Sector in India
- 6. Understand the roles and responsibilities of a General Housekeeper

UNIT 1.1: Objectives of the Program

- Unit Objectives



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

1. Explain the overview and objectives of this program

1.1.1 Introduction

The Domestic Workers have always been a crucial part of Indian households since ages, however, their roles and duties were not truly described and henceforth, this section of workers have not got their due recognition. Nevertheless, with the change in time, the increased earning capacity of Indian household, growing nuclear families and working couple, made the domestic workers role very important in the Indian Society. There has been a rapid growth in the demand for domestic workers like housekeepers, cooks and ayahs (child caretaker). The new age Indian employer is ready to pay an excellent salary and perks to the domestic worker, however, needs a professionally trained and certified employee, who is aware of his/her work thoroughly and might contend with the employer's household without much post-employment training and supervision.



Fig. 1.1.1. General Housekeeper at Work

1.1.1 Program Overview

The program will facilitate an overview of:

- Domestic Workers Sector
- Carry out basic housekeeping services
- Carry out basic laundry and making beds
- Prepare and maintain routine cleaning of the kitchen
- Garbage disposal and Clean Environment
- Maintain health, safety and positive relationship at the workplace
- Create a positive impression of oneself in the household
- · Managing self, money and dignity at workplace

UNIT 1.2: Domestic Workers Sector in India

Unit Objectives 6



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

- 1. Discuss Domestic Workers Sector in India
- 2. Explain the categories of domestic workers in India
- 3. Describe the classification of Domestic Workers Sector in India
- 4. Understand the reasons for the growth of Domestic Workers Sector in India
- 5. Discuss the emerging trends in Domestic Workers Sector in India

1.2.1 Introduction _

The sectoral approach of Domestic Workers may be new to India but we have been seeing the presence and significance of domestic workers to our day by day life as they have been an essential part of our families across the nation. Until a couple of years back, the domestic workers had an extremely customary picture and this work was not viewed as an optimistic employment. This stigma made it the last choice as work for the general population. Be that as it may, this picture is currently changing as this work has begun being viewed as a dignified work, and various youths are going along with this sector. This change is an inviting sign for the extremely positive development and institutionalisation of this sector.

1.2.2 Domestic Workers Sector in India

Domestic Workers Sector is still an informal and unorganised sector in India, hence there is a lack of correct data on the number of existing domestic workers, yet various reports of government and private agencies state the existence of more than 20 million domestic workers in India. This sector is ordinarily dominated by women with greater than 90% of share even as most of them are untrained. The most important job roles protected under this sector are - General Housekeeper, Cook, Ayah (Child Caretaker) and Elderly Caretaker.

1.2.3 Categorisation of Domestic Workers in India -

The domestic workers of India can be divided into three categories based on their number of working hours -



Fig. 1.2.3. Categories of Domestic Workers in India

- **1.** Live in The worker who works for 10-12 hours per day only for one employer and stay within the premises of the employer's house/ work area.
- **2. Live out-** The worker who works for 8-10 hours per day only for one employer but does not stay within the premises of the employer's house/ work area.
- **3. Part Time-** The worker who works with multiple employers for 1 or 2 hours per day per household and does not stay within the premises of employer's house/ work area.

The Domestic Workers Sector Skill Council runs various training programs with Central and several State Governments across the nation to train and certify the domestic workers. Considering the importance and growth of this sector nationally and the world over, the Domestic Workers Sector Skill Council has determined to train 2.5 million workers by means of 2025. To provide the safe and better employment opportunities with improved working conditions, the Government of India is creating a National Policy for Domestic Workers.

1.2.4 Classification of Domestic Workers Sector in India -

The Indian Domestic Workers Sector can be classified under four sub-sectors-

- **1. Housekeeping-** The workers who perform housekeeping duties in any household, comes under this subsector like- General Housekeeper, Housekeeping Supervisor etc.
- **2. Cooking-** As the name suggests, this sub-sector comprises of the workers who perform cooking services in a household like Cook etc.
- **3. Elderly Care-** The workers who look after the elderly people in a household, comes under this sub-sector like Elder caretaker etc.
- **4. Child Care** The workers who take care of the children in a household setup like child caretaker, japa-maids (prenatal/postnatal caretaker).

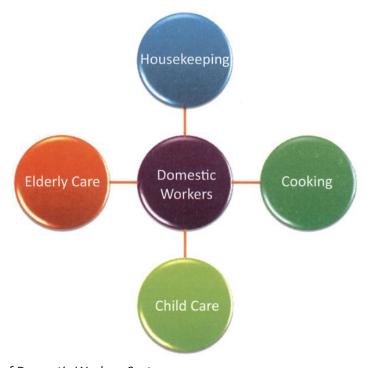


Fig. 1.2.4. Classification of Domestic Workers Sector

1.2.5 Sector Trends

- 1. Change in Employer's Expectations The employer is ready to pay a higher salary if the domestic worker is as per his/ her expectations in domain knowledge, attitude, hygiene etc.
- **2. Defined Job Roles -** The job roles of the domestic workers are now more defined than earlier which encourages the worker to perform his/her duties better.
- **3.** The necessity of time- Employing domestic worker is no more a luxury even for a middle-class family, it has become a necessity.

1.2.6 Reasons for growth _____

- 1. Improved per capita income and increase in disposable income are the main critical factors of growth in this sector.
- 2. Rise in the nuclear family and working couple is also a prominent reason for the need of domestic workers.
- 3. The change in the socio-economic culture of India, resulting in the increase in the dignity of labour is attracting young population to work in this sector.
- 4. The demand of professionally trained and educated workers by the employers who are ready to pay good salaries which are comparatively high than other sectors.

UNIT 1.3: Job Role of a General Housekeeper

Unit Objectives



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

- 1. Describe the roles and responsibilities of a General Housekeeper
- 2. Understand the expectations from a General Housekeeper

1.3.1 Introduction -

A General Housekeeper in the Informal sector is a critical operational role in the domestic worker segment providing various types of housekeeping services at private houses.

A General Housekeeper provides basic housekeeping services like sweeping, dusting, mopping, laundry, cleaning of utensils, cleaning of bathrooms and toilets, and garbage disposal in a household. He/she maintains daily, weekly, long time cleaning schedule for the house.

1.3.2 Roles and Responsibilities of a General Housekeeper

A General Housekeeper should take full responsibility of the basic housekeeping services in a domestic set up. He/she should have physical fitness, be adaptable and loyal to the employer. The individual should be able to cater to the expectations in terms of cleanliness, have basic communication skills capable of understanding safety and hygiene issues.

1.3.3 Expectations from a General Housekeeper

A general housekeeper is expected to perform the following duties in a household -

- 1. Clean the house through sweeping, dusting and mopping.
- 2. Washing utensils and placing them in their respective locations.
- 3. Handling the laundry
- 4. Making the beds
- 5. Regularly clean the kitchen cabinets, appliances and other equipment
- 6. Safely dispose the household garbage and keep the environment neat and clean
- 7. Prepare the schedule of the duties and maintain time management
- 8. Should be presentable and maintain a positive demeanour in the household
- 9. Should have healthy interpersonal relationship with the employer

Activity:



- 1. Which is not the category of Indian Domestic Workers
 - a. Live In
 - b. Live Out
 - c. Part Time
 - d. Apprentice
- 2. Which are the sub-sectors of Indian Domestic Workers Sector
 - a. Housekeeping
 - b. Caregiving
 - c. Beauty
 - d. Farming
- 3. Which are the current Industry trends of Domestic Workers Sector in India?
 - a. Change in employer's expectations
 - b. Defined job roles
 - c. Necessity of time
 - d. All of the above
- 4. Which is not the roles and responsibilities of General Housekeeper
 - a. Sweeping
 - b. Cleaning utensils
 - c. Laundry
 - d. Cooking
- 5. Match the following-

Category	Working Hours	
A. Live in	x. works with multiple employers for 1 or 2 hours per day per household.	
B. Live out	Y. works with one employer for 10 -12 hours per day, and stay in employer's house/ work area	
C. Part time	z. works with one employer for 8 -10 hours per day but doesn't stay in employer's house/ work area	

Notes	







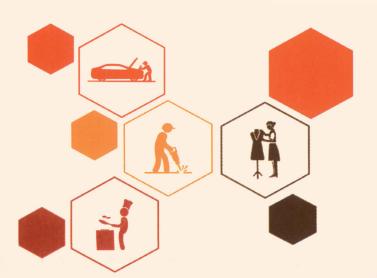


2. Carry Out Basic Housekeeping Services

Unit 2.1 Sweeping, Dusting and Mopping of the house

Unit 2.2 Washing and placing kitchen utensils

Unit 2.3 Tidying up rooms



Key Learning Outcomes 🔯

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

- 1. Describe different areas of a house
- 2. Recognise the common household appliances & furniture
- 3. Explain the process of Sweeping, Dusting and Mopping of the house
- 4. Understand various methods of washing and placing kitchen utensils in their respective places
- 5. Understand the process of tidying up rooms and arranging articles appropriately

UNIT 2.1: Sweeping, Dusting and Mopping of the house

Unit Objectives



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

- 1. Recognise different areas of a house
- 2. Know the names of common household appliances & furniture
- 3. Recognise cleaning products and tools to be used in the house
- 4. Understand process of Sweeping, Mopping and Dusting
- 5. Learn how to use the Vacuum Cleaner

2.1.1 Introduction

Sometimes one might argue on the need of cleaning the house as it will get messy again. But this reason is not valid and we should realise that cleaning just not only provides a shimmering house but it also provides numerous physical, mental and psychological benefits that may enhance one's wellbeing. You will be astounded to realise that the customary cleaning which may for the most part not be noticed can be useful for us in various ways. So as being the General Housekeeper, you must know these advantages of cleaning a house.

2.1.2 Advantages of Cleaning a House

There are several benefits of cleaning a house and few of them are following -

- To remove dust and other disturbing allergens from the home, one needs to regularly clean it. People suffering
 from hypersensitivities, asthma, and respiratory issues are always advised to keep their houses clean so that they
 may breathe effortlessly.
- Cleaning the house with disinfectants shields your health from harmful microbes, infections, and various germs.
- Using the disinfectants on the surfaces of the kitchen, bathroom, and other areas of the house, you may not only make the house perfectly clean but also easily recognise and alter the issues of mould or nuisances' development.
- You can minimise the chances of injury in your house, by removing clutter and keeping things in a safe and proper manner.
- A clean, well-organized house gives a welcoming feeling to the people who live there as well as to the visitors as cleaning and de-cluttering provide many psychological health benefits.
- People living in an unsanitary situation are more vulnerable to diseases created by microbes, allergens, and bugs.

2.1.3 Different Parts of a House -

Though every house is different in nature, yet the following areas are commonly available in every house -

- a. **Drawing Room -** an area to be used to welcome and entertain guests.
- b. Living Room- an area to be used the most by the entire family in a day.
- c. **Bedroom-** to be used to sleep/ rest.
- d. **Dining Room-** to be used to have food. In some houses, it is combined with living room.
- e. Kitchen to cook food.
- f. **Bathroom/ Washroom** to be used for taking a bath and keeping ourselves hygienic.



Fig. 2.1.3a Bed Room



Fig. 2.1.3b Dinning Room



Fig. 2.1.3c Drawing Room



Fig. 2.1.3d Living Room



Fig. 2.1.3e Kitchen



Fig. 2.1.3f Bathraom

Fig. 2.1.3 Different parts of a house

2.1.4 Common Household Appliances & Furniture -



Fig. 2.1.4a Washing Machine



Fig. 2.1.4b Refrigerator



Fig. 2.1.4c Gas Stove



Fig. 2.1.4d Cupboard



Fig. 2.1.4e Computer



Fig. 2.1.4f Sofa Set

Fig.2.1.4a Household Appliances & Furniture



Fig. 2.1.4g LED Television



Fig. 2.1.4h Microwave Oven



Fig. 2.1.4i Dressing Table



Fig. 2.1.4j Food Processor



Fig. 2.1.4k Geyser



Fig. 2.1.41 Window AC

Fig. 2.1.4b Household Appliances & Furniture

2.1.5 Cleaning Products and Tools



Fig. 2.1.5a Tile Cleaner



Fig. 2.1.5b Floor Cleaner



Fig. 2.1.5c Disinfectant



Fig. 2.1.5d Liquid Detergent



Fig. 2.1.5e Mild Liquid Detergent



Fig.2.1.5a Cleaning products and tools



Fig. 2.1.5g Detergent Bar



Fig. 2.1.5h Fabric Stain Remover



Fig. 2.1.5i Fabric Bleach



Fig. 2.1.5j Sponge cum Scrub



Fig. 2.1.5k Chrome Steel Cover



Fig. 2.1.51 Rubber Gloves

Fig.2.1.5b Cleaning products and tools



Fig. 2.1.5m Cloth Cleaning Brush



Fig. 2.1.5n All Purpose Cleaner

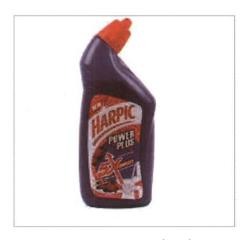


Fig. 2.1.50 Toilet Cleaner



Fig. 2.1.5p Gloss Cleaner



Fig. 2.1.5q Air Freshner



Fig. 2.1.5r Hand Wash

Fia.2.1.5c Cleanina Droducts and tools

2.1.6 Sweeping

Sweeping is an activity to be done to clean any floor from dust, debris and water using a tool called 'Broom'.

Broom - A tool used for sweeping, made up of stiff fibres commonly of plastic, hair, or corn husks, bound tightly to the end of a long handle is known as a Broom.

There are several types of Brooms available in market, which can majorly be categorised into two types-

- A. Soft Broom
- B. Hard Broom

Soft Broom - Soft broom consists of soft fibres, is used to clean the dry floor from dust and debris, and to remove cobwebs from the walls



Hard Broom - Hard broom consists of hard fibres, is used to clean the floor from wet litter and to sweep the water from the floor.



2.1.6.1 Steps: How to Sweep the Floor



STEP 1: You should select an appropriate broom for cleaning the desired area as it will make your work easier. E.g. Use a soft broom with normal size handle for cleaning the dry floor while use long handled soft broom for breaking cobwebs from ceiling and walls.



STEP 2: Before sweeping you should remove all the clutter including delicate and important items from the floor to avoid any accident. It will make your task easier and less time consuming.



STEP 3: Hold the broom and start from one corner of the floor and sweep towards the other corner in overlapping strokes. Pile up the dust at a point and bring the dust from other corners as well by following the same process. Now the entire dust is collected at one place. You should collect the dust in a corner which is not in contact with direct air otherwise it will get spilled and will increase your work.



STEP 4: While sweeping you should make sure that the broom reaches all the corners and under the furniture so that the dust from there may be collected.



STEP 5: Now collect the dust on a dustpan and throw it into the dustbin. There should not be any dust left beneath the dustpan if so you can use a damp cloth to clean it.



STEP 6: When you are cleaning outdoors, you should make sure to sweep down hill and with the wind as your work gets easier.

Tips



- 1. Always wear a breathing mask or tie a cloth around your nose and mouth before sweeping as inhaling the dust can be harmful to you.
- 2. Switch off the fans and close the doors before sweeping in the rooms.
- 3. Cover the open food items and water before sweeping.
- 4. Always remove dust and hair from door mats, rugs, etc. regularly.
- 5. Always clean broom from hair and dust after sweeping for the next use.
- 6. Avoid storing the broom on its bristle. Place it in a horizontal position instead. It will increase the life of the broom.
- 7. Cover your head to avoid damage to your hair.

2.1.7 Dusting -

Clearing away the house dust off the household materials and equipment like a table, chair, bed, artefacts, electronic items, etc., using a cloth or tool is called 'Dusting'.

Dusting is being done to clear the dust mites, which aren't visible via naked eyes, however, can be harmful to the individual.

Required Tools/ Items for Dusting:

- a. Cloth Duster
- b. Synthetic duster with standard handle
- c. Synthetic duster with long handle
- d. Cobweb Cleaning Brush
- e. Dusting brush/ tooth brush
- f. Damp Cloth
- g. All Purpose Cleaning Spray
- h. Dustpan
- i. Dustbin
- j. Hand gloves
- k. Breathing Mask
- I. Head Cover

2.1.7.1 Steps: How to do Dusting:





STEP 1: Dusting is being done by a number of tools like cotton/muslin cloth known as a duster dusting brush vacuum cleaner etc.



STEP 2: Choose your dusting tool as per the requirement like muslin cloth duster for dusting digital gadgets table etc. while dusting brush for cleaning computer systems/ fans/ light bulbs etc. Dusting is always to be done after sweeping as dust spreads in the course of sweeping and gets collected on the items available in that place.



STEP 3: Dusting is to be done in a systematic manner to avoid needless wastage of time and energy. Before dusting, first make a list of items to be cleaned and then start dusting the items kept on the height like ceiling fans, light bulbs and then come downwards to clean paintings, artefacts, tables etc.



STEP 3: Dusting is to be done in a systematic manner to avoid needless wastage of time and anticlockwise motion to clean properly.



STEP 5: Always remember to clean not only the upper surface of the objects but also to clean the dust underneath thoroughly by moving it from its place.



STEP 6: Always shake or rinse your dusting cloth to remove the dust as soon it becomes dirty. Please do not shake the dusting cloth inside the house as it may make your house dirtier.

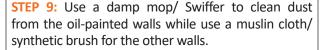


behind the furniture and ceiling fans, etc., use a from the nooks of the crevices of the furniture. synthetic duster with long handle or stick.



STEP 7: To clean the dust from the tough areas, like | STEP 8: Use a small paint brush to remove the dust







STEP 9: Use a damp mop/ Swiffer to clean dust | STEP 10: While cleaning non-wooden furnishings use a damp cloth to wipe the dust.



STEP 11: While cleaning the Air Conditioners, remove the air filter and wash it thoroughly under running water, then let it dry before placing back. You ought to clean the outer body of the Air Conditioner as well.



STEP 12: As soon as you finish the entire dusting, clean the floor as well otherwise, the whole dust will be laid there. Do not forget to throw the dust and debris in the dustbin.

Tips



- 1. Always use a high-quality cleaning product to clean painting, mirrors, artefacts and other items.
- 2. Always remove the stains of food and beverages from table top as soon you notice.
- 3. Always dust the hidden surface of table and chairs as cobwebs and dust get accumulated right here.
- 4. Do now not leave out the corners of furniture while dusting.
- 5. To do a proper dusting of the house, you need to make a dusting calendar with the details of the items to be cleaned daily, weekly and monthly. It makes the complete work very systematic and smooth for the housekeeper.
- 6. Always store the dusting tools after proper cleaning /washing for subsequent use
- 7. Always use one-of-a-kind dusters/ brush for exclusive areas of the house.
- 8. Always put on breathing masks or tie a cloth around your nostril and mouth earlier than sweeping as breathing in the dirt can be dangerous for you.
- 9. Always clean the window sill, window panes and window grill.
- 10. You should use the damp cloth and cleaning agent to clean ceiling fans, exhaust fans, etc.
- 11. Collect the entire dust in a garbage bag and tightly close it before disposing of in the trash bin.
- 12. Vacuum Cleaner should be used to clean the carpets, rugs, sofas and mattresses.
- 13. Always cover your head to avoid damage to your hair.

2.1.8 Mopping

Cleaning away the floor using a wet cloth/ duster known as 'Mop' is referred to as mopping. Mopping is the third most important step in cleaning a household after sweeping and dusting.

There are several kinds of mops available in market -like traditional jute mops, synthetic mops with long handles, sponge mops and many others. You can choose any mop as per the requirement but in all the instances you need to have a bucket full of water/ floor cleaning product.

Required Tools/ Items for Mopping -

- a. Bucket
- b. Water
- c. Long handled mop
- d. Disinfectant
- e. Floor Cleaner
- f. Scour
- g. Sponge
- h. Hand Gloves

2.1.8.1 Steps: How to Mop the floor:





STEP 1: Before mopping any area, collect the essential tools like mop, bucket, water, floor cleaning agent, disinfectant etc. Mopping is always to be done after sweeping and dusting.



STEP 2: You should clear the area before mopping like removing of chairs, table, toys, throw rugs and other items scattered on the floor.



STEP 3: If anyone is supposed to walk through that area like kids, family members, pets etc. allow them to move earlier than you begin mopping.



STEP 4: If you want to clean any of the items of the room or counter tops in kitchen etc., please do it before hand, so that if any particle falls on the floor, it will fall before you clean.



agent/ disinfectant with lukewarm water in the bucket.



STEP 5: Mix the appropriate amount of floor cleaning | STEP 6: Please read the instructions mentioned on the package or bottle the floor cleaning agent / disinfectant before using it.



STEP 7: Dip the mop inside the bucket and leave it | **STEP 8:** Wring the mop to remove excess water as there for a minute to soak water.



you want it damp, not soggy.



STEP 9: Hold the Mop in your hand, start wiping from one corner of the room and move towards the other end.



STEP 10: You should use light pressure to remove stub born stains from the floor.



STEP 11: After covering a small area, when the mop starts looking dirty, dip it once more into the bucket and wring and proceed to the next area. You need to repeat this process each time the mop looks dirtywhile cleaning.



STEP 12: To remove the persistent dirt, you ought to use a more wet mop than regular to dampen the area thoroughly. Then use a drier mop and wipe out the entire dirt by using pressure. You can repeat the process if required. Avoid stepping on the wet floor as it will make the area dirty.



STEP 13: Let the floor dry. You could allow the doorways and windows open for thiswork. You can switch on the ceiling fans for the same as well. Replace the furniture you moved before mopping the area.



STEP 14: Wash the mop under the running water to clean and let it dry before storing. Never forget to wash your hands with soap/ hand-wash once the task is over.

Tips



- 1. Always clean underneath the furnishings, shoe racks, almirah, in the back of the doors.
- 2. You should wear rubber gloves and shoes (non-slippery) before mopping the floor.
- 3. As soon as the mopping water gets dirty, change it otherwise, you would be cleaning the floor with dirty water, and there is no use of it.
- 4. Always choose the mop as per the size of the room and the need so that you may save your time and energy.
- 5. Always remove the stains first so that you need not repeat the mopping process.
- 6. Do not use any cleaning agent directly on the floor as it may damage its surface.
- 7. Always choose the cleaning agent as per the floor.
- 8. Use a scrub to remove persistent stains from the floor before mopping.
- 9. Store the mops and cleaning agents at a safe place, far from the reach of the children.
- 10. Always ask your employer in case of any doubt related to the use of a product.

2.1.9 Use of Vacuum Cleaner

The vacuum cleaner, an electrical device is used to clean floor and walls using the suction method. The vacuum cleaner is no more a luxury while an essential equipment for a house, specifically in the regions of dust and dirt. There are several vacuum cleaners available in the market. However, the approach to use them is almost standard.

Before starting the usage of a vacuum cleaner, let's first get acquainted with its attachments as they playa very critical role in cleaning house-



Figure 2.1.9a Vacuum Cleaner

- 1. Crevice Tool: A thin nozzle that without difficulty fits in difficult regions like underneath the gas range, fridge and other massive & heavy home equipment and fixtures. It is also beneficial in cleaning the threshold of baseboards/ skirting boards and in tough to attain areas like vents
- 2. **Dust Brush:** A dust brush has a circular brush head that's particularly effective for picking up dust and debris without leaving any scratches on the surfaces. It is very useful in cleaning the window blinds, shelves and wooden surfaces.
- **3. Upholstery Tool:** The upholstery tool has a different, small, flat head and powerful suction which is very useful in cleaning fabric surfaces such as chairs, sofas, mattresses and other fabric based pieces.



Figure 2.1.9b Vacuum Cleaner
Attachments

2.1.10 How to Use Vacuum Cleaner:

- Choose the location from where you need to begin the cleaning.
- Collect all the scattered items and place it in their appropriate places like toys, papers, etc.
- Use the correct attachment depending on the requirement and plug in the vacuum cleaner.
- Use the circular dust brush attachment and begin at the ceiling cross down towards floor in a vertical motion as you vacuum.



Figure 2.1.10a Using Vacuum Cleaner

- You need to move the vacuum cleaner slowly in forward and backwards movements.
- Push your vacuum cleaner around tough to move items like Desks, tables, etc.
- Use the crevice tool to clean the edges and corners of staircase and seams whereas using the upholstery tool for the tread if you needed.
- You should clean the Blinds with dust brush attachment once in a month to be able to keep the dust at a minimal as they work as a dirt magnet.
- To clean the blinds, close the blind slats to lie them flat Figure 2.1.10b Using Vacuum Cleane and use the vacuum. You should reverse the blinds so that the slats may also lie the other way. Now use the vacuum to clean it properly.
- You should change the accessories as per your requirement.
- Turn the vacuum cleaner off as soon as you have done the
- Remove the filter and throwaway the dust properly in a garbage bin.
- Dismantle all of the attachments and roll the cord back nicely and store the vacuum cleaner in its place.



to clean Carpet



Figure 2.1.10c Using Vacuum Cleaner to clean mattress



- 1. Vacuum is perfect for most carpeted surfaces which receive a lot of traffic such as entrances and main living spaces. This area needs more frequent vacuuming, like once a week.
- 2. To reach higher surfaces, you should add an extension to your attachment or use a step stool or small ladder.
- 3. Most stairs can be vacuumed bi-weekly unless not used excessively, in that case, it must frequently be done.
- 4. You should clean the most walls and ceilings at least after three months.
- 5. Use the dust brush on leather-based furniture to reduce the risk of scratching.
- 6. Clean the vacuum cleaner nozzle before you begin vacuuming.
- 7. The dust brush tool works best in those elaborate vent slats of the furnace and air conditioner.
- 8. It is suggested to have a weekly cleaning schedule so that the work may not get piled up.

Practical:



Practical 1: Doing Sweeping Activity

Perform sweeping of a floor.

Practical 2: Doing Dusting Activity

Perform dusting of a floor.

Practical 3: Doing Mopping Activity

Perform mopping of a floor.

Practical 4: Cleaning of room using Vacuum Cleaner

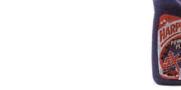
Clean a room using Vacuum Cleaner.

Activity:



1. Tick on the tools required for sweeping—

















2. Match the items of table A with their corresponding rooms in table B-

Table A	Table B
	Kitchen
	Dining Room
	Bed Room
	Drawing Room
	Washroom

3. Arrange the following steps of dusting in order:

- a. Clean the artefacts and paintings
- b. Clean the tables, chairs and sofa
- c. Arrange dusting tools and cleaning agents
- d. Cover your nose, hair and wear rubber gloves
- e. Collect the dust and throwaway in garbage bin
- 4. Mention True or False against each statement:
- a. Mopping is always to be done after sweeping and dusting.
- b. Do not read the instructions mentioned on the package or bottle the floor cleaning agent! disinfectant before using it.
- c. No need to clean underneath the furnishings, shoe racks, almirah, in the back of the doors.
- d. You should wear rubber gloves and shoes (non-slippery) before mopping the floor.
- e. You should let the people walk on the wet floor after mopping.
- f. The vacuum cleaner should be used to wash the utensils.
- g. You should store all the cleaning tools in the drawing room.
- h. Sweeping & Mopping should be done >nce in a month.

UNIT 2.2: Washing and Placing Kitchen Utensils

Unit Objectives



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

- 1. Categorise various utensils as per their usage
- 2. Explain how to wash different utensils using appropriate products by hand
- 3. Learn how to use the dishwasher
- 4. Understand how to store different utensils

2.1.1 Introduction

It is very much important for a housekeeper to keep the kitchen neat and clean and this takes place when all of the utensils used whether for cooking, for serving or for eating food are well washed and stored at its place. The aspect of health and hygiene of the entire family is associated with it as a dirty kitchen and utensils may become the host for wide variety of germs and bugs. The technique of washing dishes depends on the type of utensils and their usage and to understand this, we need to apprehend types of utensils.

2.2.2 Categorisation of Various Utensils

A Kitchen is like a complex production unit, where various utensils are being used to prepare food, eating that food and storing it. All the utensils can be widely divided under two categories-

- A. Cookware & Bakeware
- B. Serve-ware/Tableware

The utensils that are used to prepare food are known as Cookware and bakeware. Cookware contains of cooking utensils like saucepans and frying pans are meant to be used on a range or cooktop, at the same time as Bakeware comprises of cooking utensils to be used inside an oven. some utensils are used both as cookware and bakeware.

The utensils typically used to set up table, serving food and eating are referred to as Serve-ware or Tableware. those utensils are made of numerous substances like stainless-steel, glass, melamine, ceramic, fiber etc. Some tableware also can be used for cooking/ baking. Tableware consists of cutlery, glassware, serving dishes and other items that are used for practical and decorative purposes. Dinnerware and Crockery are the alternative terms commonly used for these utensils.

2.2.3 Washing Dishes/Utensils

The process of cleaning cooking utensils, used dishes and cutlery thoroughly to maintain hygiene and aesthetic is referred to as Dish washing. this can be performed both by way of hand or the usage of Dishwasher.

Washing dishes/ utensils by hand

Before washing the utensils/ dishes, you should follow below mentioned steps-

• You need to wear rubber gloves because it protects your hands, pores and skin. It also guards you from germs as your hands are not in direct contact to them.



 You have to roll the sleeves, if you are wearing garments with lengthy sleeves an put on Aprons to defend your garments from wetting or getting dirty.



 Transfer all the leftover in a bowl to dispose later. Sort and arrange all utensils in a way that glassware is kept aside safely and the big and heavy utensils are kept below the small and delicate utensils.



Arrange dishwashing agent and scrubs/ sponge properly.
 Run the water in the utensils so that the food stuck to it may get moist and may be removed without difficulty. It is advised to use lukewarm water as it works best to clean sticky and greasy utensils.



2.2.3.1 Steps: Washing Glassware /Cups



STEP 1: Pour a tablespoon full of dishwashing liquid in a bowl and add some water to dilute it.



STEP 2: You need to dip the sponge in the dishwashing liquid and rub it on the glassware/ cups in clockwise motions.



STEP 3: Rub it outside and inside of the glassware / cups.



STEP 4: Rinse it thoroughly under the running water.



STEP 5: Move your finger to test if the dishwashing liquid is removed from the utensil or not.



STEP 6: Keep it at a safe place to dry so that it may no longer fall and damage. Repeat this process for all the glassware/ cups.



- 2.2.3.2 Steps: Washing Metal Utensils



STEP 1: To wash metal utensils, use a bit warm water with scrub and dishwashing liquid/bar.



STEP 2: Apply dishwashing liquid/ bar directly on the utensil and rub in clockwise motions. Use chrome steel scrubber to take away grease/ sticky food from the utensil.



STEP 3: Rinse itthorough ly under the run n i ng water.



STEP 4: Keep it aside and let dry. Repeat the same process with other utensils as well. Use small brush to clean the tough to reach areas of the utensils like beneath the handle etc.



STEP 5: Once all the utensils are washed, wash the kitchen sink also using the dishwashing liquid.



STEP 6: Leave the utensils to dry and then use a cotton cloth to wipe the extra water. Check all the utensils thoroughly to see whether they are properly clean or not.



STEP 7: Rinse your brush, scrub and other tools and let them dry. Wash you gloves, flip them inner out and let them dry.



STEP 8: Wipe out spilled water close to the sink and floor and use a dry mop to clean it thoroughly. You should change the water of the sink regularly; in case you are filling it to soak the utensils.



2.2.3.3 Washing Cast -Iron Pots & Pans

The method of washing Cast-Iron pots & pans is very exclusive from glassware/ metal utensils. These utensils should be washed in the following way-

- 1. Pour the water into the pan to fill it up.
- 2. Turn on the heat of the burner to medium level.
- 3. Cover the pan with the lid and place the pan on a burner.
- 4. Wait till the water of the pan begins boiling.
- 5. Now use the metal spatula and scratch the food from the inner sides of the pan.
- 6. Throw the water from the pan and again place it on the burner over very low heat.
- 7. You should use a paper napkin to wipe off the remaining water of the pan.lt needs to be done very quickly.
- 8. You should turn the heat off and leave the pan to cool.
- 9. Remove the pan from burner and store at the appropriate place.

2.2.3.4 Washing Non-Stick / Teflon Based Utensils -

It's hard to remove the residue on non-stick pans left by sprays and grease through standard method of washing. Non-Stick/ Teflon based utensils need to be cleaned very carefully as using of hard scrub may

damage their Teflon coating. These utensils should be washed in the following manner-

- 1. Mix water and baking soda to make a paste.
- 2. Apply that paste on the residue.
- 3. Use a nylon scrubber to scrub the surface with gentle strokes.
- 4. Wash it with dishwashing liquid and water once the residue is removed.
- 5. Rinse and dry using a soft cloth.



Figure 2.2.3.4 Non-stick Cookware



- 1. Wash the handles, lids and the outer surface of the utensils regularly.
- 2. Use a small brush to clean hard to access areas like inside bottom of a cup or rubber gasket of a pressure cooker or under the handle of a pan.
- 3. Prefer using dishwashing liquid over bars.
- 4. Dry your sponges and scrubs daily and replace them regularly.
- 5. Use a clean linen towel to dry the dishes in case you need to use them right away after washing.
- 6. Safely dispose of any broken glass item to avoid any accident.
- 7. You should soak the sticky and heavy utensils in warm water at least an hour before washing.
- 8. Avoid soaking wooden utensils as it may get damaged.
- 9. Always wash glassware at the beginning followed by small and light utensils like cutlery etc.
- 10. Thick and burnt utensils should be washed at the end like wok & griddle as they need rough and hard cleaning.
- 11. You should never use the hard scrub on glassware/ melamine & bone china utensils.
- 12. Regularly clean the drainage of the kitchen sink to avoid clogging due to water and leftover food particle.
- 13. Change the scrub regularly as it will increase your efficiency and save the time.
- 14. Lime piece/ vinegar can be used to clean the brass utensils.

2.2.4 Washing Utensils Using Dishwasher -

A dishwasher is a mechanical device that is used to clean dishes and eating utensils.

How to use a dishwasher -

There are various dishwashers available in the market which broadly works in a similar way. The following steps to be followed by while washing dishes using dishwasher-

- 1. The function of every dishwasher is distinctive, hence read the instruction manual properly before start using it.
- 2. Position the utensils inside the dishwasher as per their sizes and delicacy. e.g. glasses and cups on the upper side while heavy utensils like pots and pans at the bottom level.





Figure 2.2.4 Dishwasher

- 3. Fill your dishwasher but you should not overload it.
- 4. Fill the detergent dispenser with your preferred dishwashing liquid and close it up.
- 5. If the dishes are excessively filthy, add extra dishwashing liquid in a secondary cup.
- 6. To prevent spotting, you should add a rinsing agent.
- 7. Set the necessary timer as per your requirement. e.g. a shorter time for less soiled dishes while a longer term for excessively dirty dishes, pots and pans.
- 8. You should dry your dishes by using heated drier, but it should not be used for plastic bowls or dishes. You can air dry your dishes also.
- 9. Switch off your dishwasher and take out the dry dishes from dishwasher and place them at the appropriate location.
- 10. Use a cotton duster to wipe out the extra water from the dishwasher.

2.2.5 Storing of Utensils

All the utensils whether cookware or tableware should be stored at a proper location so that they may be picked up effortlessly every time required. The method of storing utensils is very much dependent on

the choice of the person using them, nevertheless following are the few standard methods:

- Keep the daily usable utensils like plates, bowls and metal glasses inside the steel rack hanging on the wall. Frequently used utensils must be hanged in an over-the-range hanging rod just close to the gas stove. Utensils with S hooks should be kept near so that it may be picked without. difficulty while cooking.
- Always keep heavy utensils like a wok, pressure cookers, big size pans and pots in the lower drawers of your kitchen so that it may be lifted to use without difficulty.

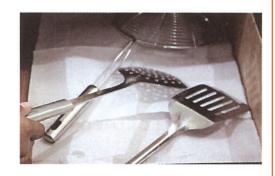




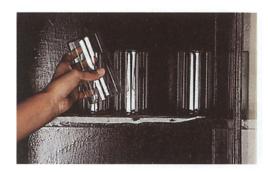
 Cups/ Mugs should either be hanged in the striking stand or be kept in the wall mounted shelf. Always keep knives hidden in knife holder and away from the reach of kids. Always use cutlery stand to store it.



 To organise the kitchen utensils in your drawers, use wooden or hardboard separators. You should store ladles, strainer, tongues in the drawer near the gas cooktok so that it maybe easly picked when needed.



 Glassware should be kept separately in shelf to avoid the breakage. You should wipe off the excess water from the glassware before storing to avoid the water stains. Always store glassware and metal utensils separately.



 Always store the less used utensils in a box after drying them up. Keep the napkins and silverware in baskets and packing containers within the drawers. You should ask your employer, which tableware are to be used in regular days and which one should be used for special occasions and then store them accordingly.



Practical:



Practical 1: Doing Washing various types of utensils Activity

Perform washing various types of utensils effectively

Practical 2: Doing Storing various types of utensils Activity

Perform storing various kinds of utensils at its appropriate place

Activity:



1. Choose the items required for washing the utensils by hand







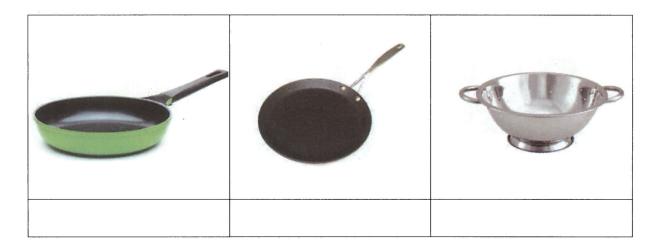


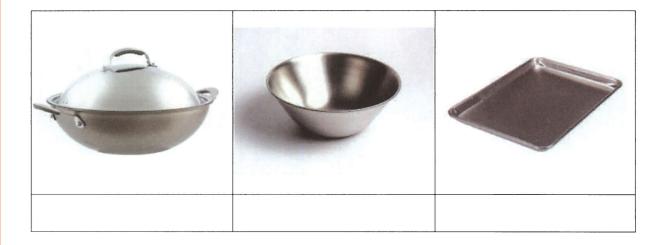




2. Mark a tick on the utensils used as cookware







3. Match the utensils of table A with their names in table B

Table A	Table A
38	Pressure Cooker
	Strainer
	Saucepan
	Plate
	Cup & Soccer

- 4. Mention Ture and False in front of each statement
- a. Utensils can broadly be divided into two categories.
- b. Teflon coating utensils should be washed with harsh scrub.
- c. Glassware should be stored separately to avoid damage.
- d. All the utensils should be kept in a bucket after washing them.
- e. You should clean the kitchen sink after washing utensils.
- f. A dishwasher is a machine to clean clothes.

Notes 🗏			
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UNIT 2.3: Tidying Up Rooms

Unit Objectives



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

- 1. Importance of tidying up a room
- 2. Understand the process of tidying up a room
- 3. Understand how to clean bathroom
- 4. Explain how to maintain the bathroom

2.3.1 Introduction

One of the major responsibilities of a general housekeeper is to keep the house neat and clean as a tidy house welcomes everyone. When a person enters a house, the primary factor observed is tidiness, that creates an image of the household.

2.3.2 Tidying Up a Room -

The purpose of tidying up a room is to place every item at its appropriate spot so that it may be picked up easily without any hassles. You need to follow the below mentioned steps to make a room full of energy and life-

- The process of tidying up a room starts from prioritizing the stuff which must be kept in a room.
- These items need to be critical, preferable, and vital for that room relying on the requirement of the household.
- You have to consult your employer before throwing away/ storing a few stuff that isn't always crucial.
- you could use the closets, cloth wardrobe/desk drawers, trunks, area beneath the bed, attics/basements and spare room to store the more stuff.
- You should create and follow a system for storing clothes, both clean and dirty.
- The most important item in a bedroom is the bed. Thus, when the bed is tidy, it will make the rest seem better. So clean up the bed by removing extra stuff from it.
- You should make the bed every morning as it needs only few minutes but makes the room feel tidy and additionally
 encourages a great night's sleep at the end of each day.
- Start picking up the large items first, then to small items like papers etc.

- You need to collect all the clutter/ extra stuff from the room and put it all away neatly. Follow the simple rule of 'Putting the thing right back from there it was pulled'.
- The room should be cleaned regularly with the aid of sweeping, mopping, scrubbing, washing, dusting, or anything else is needed to do to keep it presentable.
- You should make a habit of giving some time each day to put everything where it belongs as it prevents the stuff accumulating again.
- Make a practice to place everything in its place or neatly put away, every night before sleeping.
- You should shut all of the drawers of cloth cabinet, night time desk, or table after use, every time you
 open it This will a make a huge difference in you, as you can't see peeking stuff from the gaps of the
 closets.
- As soon as your task is completed, stop and check if it is correct so that you may not leave something
 in between and start something else. So after completing the task go and finish cleaning. For example,
 your dining table is disorganized, you cleaned it all up, then check to make sure everything is placed
 properly at its correct spot.
- You should slide and remove everything from under the bed and put it in the middle of the floor. Go through the things, and organise on respective place.
- Take breaks in between as this will help you to cope.

2.3.3 Bathroom Cleaning

Material required for bathroom cleaning

- a. Cobweb cleaner
- b. Toilet cleaner
- c. Toilet crush
- d. Wall tile cleaner
- e. Scrub & Ssponge
- f. Disinfectant
- g. Insect killer
- h. Garbage bag
- i. Toothbrush
- j. Towels/ Cloth duster
- k. Hand-wash
- I. Bleach
- m. Hand gloves
- n. Breathing mask
- o. Head cover

2.3.4 Preparations for Bathroom Cleaning -

- You should take out the things that are not required in the bathroom, such as used clothes, cups, and trash.
- Throwaway the empty bottles of shampoo, empty toothpaste tubes and sachets of other items.
- You should move out little table, step stool or movable cabinets kept in the bathroom, so that you may clean beneath them.
- Apply toilet cleaning agent onto the inner walls of the toilet bowl and leave it for at least 20 minutes, as it will loosen the dirt and stains which can be removed easily.
- Let the door of the bathroom open and the fan/ exhaust on for proper ventilation.
- Keep separate dusters for different tasks and a long handled broom to clean.
- You should read the instructions on the package of the products before using to avoid any damages.
- You should always wear rubber gloves, breathing mask and head cover (to cover hair), while cleaning the bathroom, to avoid any reactions due to the use of harsh products.

2.3.5 Cleaning of Bathroom

 As per the thumb rule of cleaning, you should start from the ceiling to the floor. You should first break cobwebs from the corners of the bathroom ceiling and walls, and brush the dust and dirt directly onto the floorto sweep up later.



 Switch off the exhaust/ fan to clean. You could switch them on again as soon as wiped clean. Always remember to clean the dust from the ventilator or exhaust vent.



• To clean the wall tiles, spray a disinfectant solution/ tile cleaning agent on it and leave it there for a couple of minutes. It will help in loosening the dirt. Now you should scrub the tile surfaces with a sponge. There are numerous tile cleaning scrubs available in the market which can be used for this task. Rinse the tiles thoroughly and use a clean rag ortowel to dry it.



• Spray cleaning agent on the shower walls, and the shower head and leave it for a couple of minutes. If the showerhead becomes quite clogged due to soap scum or hard water build up, use a mixture of vinegar and water to soak it up, and then clean with a toothbrush.Scrub the wall tiles around the shower, shower head and faucet and use the hot water to rinse them well. You should use a towel to dry them. You can also use a paper/ cloth towel to shine the faucet.



 The porcelain fixtures are to handled with care, so you should not use any abrasive cleaners like green abrasive scrub pads or steel wool on it as it will dull the finish of the porcelain.



 The shower curtain also needs to be cleaned as it is very much prone to mildew. You can use a solution of about 2/3 water and 1/3 bleach and spray on it to get rid of mould spots. It can also be washed in warm water with soap and bleach.



 The fronts and tops of cabinets and drawers should be wiped off using hot, soapy water. To make these surfaces bacteria free, add a bit of bleach to your soapy water.



• If there are glass/ plastic/ stainless steel slabs in the bathroom to place the toiletries, wipe it with a damp cotton duster. You can also use a mirror cleaning agent on this. Spray cleaner on the mirror, rinse it and wipe the excessive water off with a towel. You can gently rub the mirror with a paper towel for extra shine. For a shinier mirror, mix a bit vinegar to the water and apply it, use water to cleanand then wipe with a towel.



 While cleaning the washbasin/sink and its counter area, you should use a sponge and a small amount of cleaner. It will remove all the soap scum and spots of toothpaste/ shaving cream nearby it. You should make sure that the area under the wash basin/ sink and the drainage pipe is properly clean.



 You should regularly wash the bathtub or buckets and tumblers kept in the bathroom as it keeps them clean and germ free. If there are soap scum on tubs or buckets because you have not cleaned them, you should use spray cleaners which are specially made to get rid of soap scum.



 You should always use different towels/ rags to clean wall tiles, wash basin/ sink and toilet. It would prevent the germs to spread in the bathroom.



 Before cleaning the toilet bowl, you should clean flush handle and then the Toilet Cistern. Use a scrub and disinfectant, and rub on it gently, rinse with water and wipe off with a cotton duster.



 Similarly, you should clean the exteriors of the toilet bowl by rubbing the scrub and disinfectant gently on it. Cover the entire outside portion of the toilet bowl by making circular movements in clockwise motion. Clean the toilet cover and upper side of rim using the same method.



 Apply the toilet cleaner on the inside walls of the bowl. You should carefully cover the entire inside edge of the rim; it'll run down toward other areas & let the cleaner be there for 20 minutes or more.



 Scrub the entire bowl evenly with a toilet bowl brush including under the rim. Leave it for 2-3 more minutes, then scrub some more and flush it away. Make sure to wet the bristle of toilet bowl brush before use and remove hair etc. entangled with the bristle, before using.



 You should wash and rinse all exterior surfaces of the toilet bowl, underside and flared base, the top and inner side of the seat, lid and the hinges and their mounting area it.



 Once the entire bathroom is cleaned, you should start to clean the bathroom floor. You should start scrubbing the floor tiles with scrub and tile cleaning agent. Use tile cleaning brush to remove stains and soap scum from the floor and near drainage.



 Do not forget to clean behind the bathroom door as generally people forget to do so. Now sweep up all the dust and debris fell on the floor, use hot soapy bleach water and mop.



• Do not forget to clean the sides of the toilet bowl which connect it to the floor as most of the people forget to clean this area. The places like the baseboards or base moulds usually accumulate a lot of dust, so remember to clean it.

2.3.6 How to Maintain Bathroom Cleaning

- The growth of mildew can be checked, if the bathroom is properly ventilated. So always run the fan/ exhaust to keep your bathroom ventilated and dry.
- You should always run the fan/ exhaust after taking a shower as it will help in keeping the bathroom dry and
 clean and remove the moisture from there. It may also give you some more day's gap between the two sessions
 of cleaning.
- You should wipe down the shower every time after using it, as it will not let the mould and mildew build up in the shower in between big cleaning sessions.
- Always keep the soiled clothes in a laundry bag near washing area. Neither hang them behind the bathroom
 door nor accumulate on the floor of the bathroom as it not only makes the bathroom look dirty and but also
 make it unhygienic and host to germs.
- Keep all the toiletries at their proper place like toothbrush should be kept in the toothbrush holder.
- Though you should wash the toilet once in a week, yet you can clean the inside of the toilet bowl with the toilet bowl brush and water as it will remove the stains of water mineral.
- There are several Cistern Blocks available in the market which keeps the toilet clean with every time it is flushed.
- You should use air cleaner/ freshener to avoid the bad odour from the bathroom.
- Always replenish the empty items like liquid hand wash, body wash/ shower gel, etc.
- You should not flush anything in the toilet bowl.

Practical:



Practical 1: Doing Activity - Tidying up a room

Perform the activity of Tidying up a room.

Practical 2: Doing Activity of cleaning the bathroom

Perform the activity of cleaning the bathroom.

- Activity:



1. Mark a tick on the items to be used in cleaning the bathroom







2. Arrange the following pictures of bathroom cleaning process in correct ascending order-







- 3. Mark a tick (\checkmark) in front of correct statement while (x) in front of wrong statement
- a. The process of Tidying up a room starts from prioritising the stuff which must be kept in a room.
- b. You could use the closets, cloth wardrobe/desk drawers, trunks, the area beneath the bed, attics/basements and spare room to store the more stuff.
- c. You can use one duster for all the cleaning tasks of the bathroom.
- d. You should first clean the bathroom floor and then clean ceiling and walls at the end.
- e. You can use a toilet brush to clean the washbasin.

Notes 🗐 —		











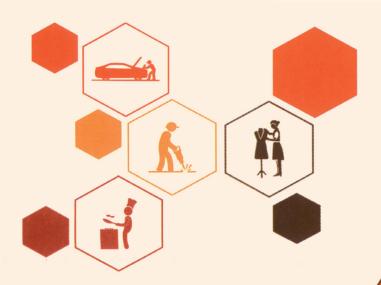
3. Carry Out Basic Laundry and Making Beds

Unit 3.1 Sorting, washing and drying the clothes

Unit 3.2 Ironing and folding the clothes

Unit 3.3 Organising the clothes

Unit 3.4 Making beds



Key Learning Outcomes 💆

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

- 1. Understand purpose of washing the clothes
- 2. Explain different methods of laundry
- 3. Describe different types of fabrics and their washing procedures
- 4. Understand various types of washing detergents and soaps
- 5. Operate washing machine
- 6. Understand the instructions for washing
- 7. Understand how to dry various clothes as per their fabric
- 8. Understand how to iron different clothes
- 9. Understand how to fold different clothes properly
- 10. Understand how to make bed

UNIT 3.1: Sorting, Washing and Drying of Clothes

Unit Objectives



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

- 1. Understand the importance of laundry
- 2. Explain different methods of laundry
- 3. Understand the rules of sorting clothes for laundry
- 4. Wash clothes/ linen/ upholstery using appropriate product.
- 5. Understand the procedure to dry different clothes

3.1.1 Introduction -

Before learning the methods of washing the clothes, it is necessary to know the importance of cleaning our garments -

The clothes/garments we use have a tendency to acquire dirt and dust from our skin and the environment, which in result permits the germs and bacteria to grow on it which is harmful to our health. To prevent this and to keep ourselves healthy and hygienic, we must wash our clothes regularly. Washing can make the clothes look nicer and increase their life as well and the clothes last longer.

3.1.2 Methods of laundry

Commonly used methods of laundry are-

- 1. Hand-wash
- 2. Machine wash
- 3. Dry-cleaning

Hand-wash

It is the oldest and the most common method of laundry. It is performed by using water, detergent soap/powder and clothes cleaning brush. This method is very useful in washing the daily used clothes which are lighter in weight and less soiled and dirty.

Machine Wash

Laundry clothes through a machine has become extremely popular since last 2-3 decades as it is easy to operate and time-saving. The new age washing machines are very helpful in washing all varieties of clothes irrespective of its fabric.

Dry-Cleaning

There are some clothes/ fabrics which should not be cleaned using water and detergent. Hence to keep these clothes clean, the process of Dry Cleaning is being used. As this process requires the useof some chemicals in a certain amount as per the fabric and size of the garment, so it should not be done at home rather it is to be done by the expert only.

3.1.3 Commonly Used Fabrics -

There are various fabrics but following are the commonly used worldwide-



Fig. 3.1.30 Cotton

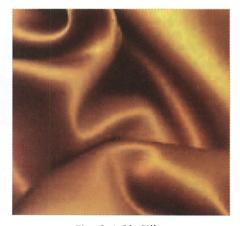


Fig. 3.1.3b Silk



Fig. 3.1.3c Georgette



Fig. 3.1.3d Chiffon



Fig. 3.1.3e Polyester



Fig. 3.1.3f Linen

Fig:3.1.3 Commonly used Fabrics



Fig. 3.1.3g Rayon



Fig. 3.1.3i Muslin



Fig. 3.1.3k Corduroy

Fig:3.1.3 Commonly used Fabrics



Fig. 3.1.3h Velvet



Fig. 3.1.3j Denim



Fig. 3.1.31 Wool

3.1.4 Commonly Used Garments -

There are number of garments being worn by people worldwide, but following are the commonly used-









Fig. 3.1.4g Saree



Fig. 3.1.4h Salwar Suit



Fig. 3.1.4i T-Shirt



Fig. 3.1.4j Jeans



Fig. 3.1.4k Shorts



Fig. 3.1.4l Socks

Fig: 3.1.4 Commonly used garments

3.1.5 Other Commonly Used Cloth Items in a Household (a) Bath Linen



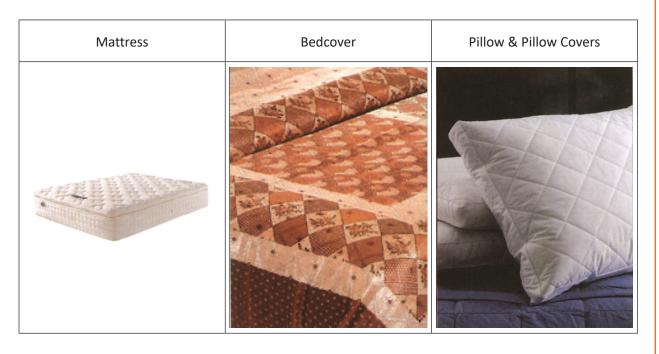
Fig: 3.1.5 (a)Bath Linen

(b) Curtains



Fig: 3.1.5 (b) Curtains

3.1.5 Other Commonly Used Cloth Items in a Household - (c) Bedding



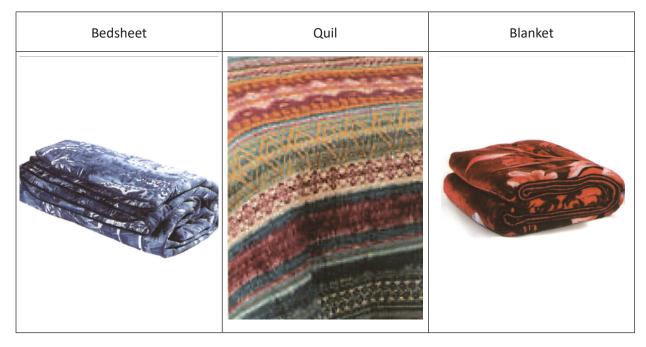


Fig: 3.1.5 (c) Beddings

3.1.6 Sort The Laundry For Washing

Sorting of laundry is a very important task as one should know in which order the clothes need to be washed.

How to sort the laundry

- 1. Categorise clothes based on their colour, fabric and degree of soiling. Always keep whites together, dark coloured clothes together and bleeding coloured clothes together in different piles. Keep the delicate clothes separately.
- 2. Read the instruction tag of the cloth before washing as it may help in preventing any damage. Care tags help in determining how a cloth is to be washed and with which clothes.
- 3. Care tags also tell about the water to be used for washing, hot or cold according to the fabric.
- 4. The pretreated laundry should be kept separate from clothes with stains which require washing with more care.
- 5. Always sort the clothes as per the weight like lighter/ delicate clothes like scarf, lingerie etc. should be washed separately while heavier clothes like Jeans etc. should be washed separately.
- 6. It is advised to use separate bags for keeping the clothes, bath linen and curtains.

3.1.7 Steps: How To Wash Clothes By Hand



The technique of washing the clothes by hand is following-



STEP 1: Take a large bucket (app. 2s-litre capacity) and fill it % with lukewarm water. You should use a big plastic tub if not having a big enough bucket.



STEP 2: Add good quality mild detergent in sufficient quantity to it and shake well to dissolve completely. Always follow the instructions mentioned on the package of detergent regarding the quantity to be used.



different and milder than the detergent to be used in a washing machine as regular detergent is too concentrated and not suitable for your hands.



STEP 3: The detergent used for hand wash is STEP 4: The mild detergent is easily available in the grocery shop nearby you.



STEP 5: You should dip the clothes in the wash STEP 6: You should read the washing instructions solution for a minimum of 20minutes to soak. If the clothes are heavily soiled/ stained, let them be there for an hour.



given on the detergent package before using it.



STEP 7: Dip the whites first in the wash solution while the dark coloured should be keptforthe next | You can gently use the cloth cleaning brush on the round.



STEP 8: To take off the dirt, rub the clothes gently. cuffs and collars of the shirts or sleeves of a dress if it is heavily soiled.



STEP 9: You should never use a brush on delicate | STEP 10: You can run your clothes under the tap of clothes and fabrics like silk, georgette, chiffon, net | running normal water to rinse your clothes. and embroidery etc.





STEP 11: The clothes should be rinsed till the time the soap gets removed and the water running off is non-foamy and clean.



STEP 12: Place the cloth on a side stand or a plastic chair to let the water drop on it. You can gently wring it also to do so but make sure wringing is advised in the care tag, as the shape of some clothes gets changed due to wringing.



STEP 13: It is advised not to wring instead simply squeeze the cloth to take off extra water from it.



STEP 14: Shake the clothes gently to remove the wrinkles and hang the clothes on clothesline or cloth drying stand. The delicate clothes like hosiery etc. need not be hanged to dry, as it gets stretched. Instead, lay these delicate clothes flat to dry to minimise the wrinkles.

3.1.8 Machine Wash



There are two types of washing machines available in market-

- 1. Semi- Automatic- This is the most common washing machine being used by Indian households. This is partially automatic and one has to do some manual operations using it. These are top loading machines and has two compartments in it
 - a- Washer -It is tub where the clothes get washed.
 - b- Dryer- It is a section where washed clothes are being rinsed and dried.

The user has to manually take out the washed clothes from the Washer and place into the Dryer to rinse/ dry. The machine has a benefit that it's both compartments can be used simultaneously. So when one pile of clothes is being washed in the Washer, another pile of earlier washed clothes can be rinsed and dried.



- 2. Fully Automatic- As the name suggests; this type of machines do not need any manual interventions during operation. There is only one compartment in this machine which works both Washer as well as Drver. These machines come in two variants-
- a. Top Loading
- b. Front Loading

The process of washing clothes in Semi-Automatic and Fully





Automatic is very much different due to their functionality, but you should keep the following points in mind before using any of the washing machines-

- Make different piles of clothes after sorting them according to their fabric as different fabrics require different water pressure or level of tumbling. E.g. Denim Jeans requires heavier wash while silky lingerie requires delicate wash setting.
- You also need to divide clothes according to colours like separate white from the dark coloured clothes.
- The 'Care Tag' of a cloth needs to be checked before washing in a machine.
- There are different detergents for Top Loading Fully Automatic Machine and Front Loading Fully Automatic Machine. So choose the detergent as per the washing machine.

3.1.8.1: How to Use Semi- Automatic Washing Machine

• Plug in the washing machine into an electric socket. Connect the water inlet pipe of the washing machine to the water tap and turn it on to fill the 'Washer'.



 Please make sure the knob of Rinse/ Dryer should not be on 'Drain', otherwise, the entire water will drain out of the machine. You should fill the water in the 'Washer' as per the number/ weight of clothes to be washed. e.g. ifthe number/ weight of clothes is lesser, the water should be filled till the Lower Level.



 Once water is filled as per requirement, do not forget to turn off the water tap. Add detergent powder/ liquid to it according to the instructions mentioned on the package of the of detergent powder/ liquid. Let the detergent powder/ liquid get dissolved in the waterfew minutes.



 Add the clothes in this wash solution and leave to soak for few minutes. If the clothes are highly dirty, soak them for 15-20 minutes. Set the Wash Cycle like Delicate, Normal or Strong as per the need.



 Start the washing machine by turning the knob of the timer and set it according to your need. Once the load is washed for the fixed period, the 'Buzzer' will alarm you. Now shift the load to the 'Dryer' section properly and cover it with the help of lid provided.



 Set the timer of the Dryer and turn the water inflow towards this section. Do not forget to turn on the water tap. Once the clothes are rinsed thoroughly, the water coming out from the outlet pipe of the washing machine will become nonsoapy and non-foamy.



 Turn off the water tap to stop the water inflow and again set the timer of Dryer to dry the clothes. Remember, not to set the timer on very high, as it will result in more wrinkles on your clothes and you need to do extra hard work while ironing them. Let the spinner stop, then take out the clothes and dry them in the sun.



• While the first load is getting rinsed/ dried, you can wash another load which can be rinsed/ dried after wards. Drain the wash solution from the machine once you have washed the clothes. Rinse the entire Washer & Dryer thoroughly and let them dry. Wipe off the extra water using a cotton duster and turn the knob from Drain to Rinse. Place the lids of the machine and plug it outfrom the electric socket.



Tips



- 1. Set the timer of washer or dryer as per the clothes' fabrics and weight.
- 2. Do not open the lid of Dryer while clothes are spinning.
- 3. Do not leave wash solution in the washer for a longer period of time as it could damage your machine.
- 4. Keep the machine cord away from water.
- 5. Always wear rubber slippers to avoid any electric shock.
- 6. Read the instructions given in the washing machine user manual carefully before using it.

3.1.8.2 Fully Automatic Washing Machine

Though Top Loading and Front Loading are variants of Fully Automatic Washing Machine, the process to wash clothes in them is almost similar-

- 1. Plug in the machine in an electric socket.
- 2. Connect the inlets of hot and cold to water pipes and turn the tap on.
- 3. The water outlet pipe should be at the appropriate place.
- 4. Fill the detergent powder/ liquid into the detergent section.
- 5. Drop the clothes into the machine and close the lid.
- 6. Set the water level, timer, wash cycle and temperature and let the water fill in.
- 7. Turn on the machine and let it perform its task effectively.
- 8. Once the clothes are washed, a buzzer will alarm you about it. You need to take the clothes out and dry them in air.
- 9. You can repeat the process for the other clothes to be washed.
- 10. There are different temperature settings available in washing machines as some fabrics and colours are to be washed at different levels of heat.
- 11. You should use hot water to wash the light colours, particularly the light colours that are very dirty.
- 12. The heat will remove the stains right out of those white items.
- 13. Always wash the dark coloured clothes in cold water so that your clothes may not fade so early.
- 14. Wash cotton items in cold water as they are less likely to shrink in cold water.
- 15. Most laundry machines have a knob to select the correct size load for the quantity of clothes you have got (generally small, medium or large).
- 16. If the one-third of the machine is filled with clothes, you should select small, while if it is filled up to Two-thirds of the machine, it means you should select medium, and if the clothes fill up the whole machine, you should select largely.







- 17. You must never squish clothes down in order to fit more in.
- 18. You should simply run another load with the additional clothes to stop the chance of jamming the machine or damaging it. Likewise, temperature, washing machines have differing kinds of cycles too, as different types of clothes need a special level of laundry.
- a. Regular/Normal cycle: Choose this while washing white clothes as it'll leave your whites crisp and fresh.
- b. Permanent press: Use this for your coloured clothes. This cycle washes clothes with hot water and ends with cooler water, which keeps your colours looking bright.
- c. Delicate: This cycle is perfect to wash delicate clothes like Dupatta, Saree, dress shirt etc.
- d. Always check the care tag to know whether the delicate item is to be dry-cleaned or hand washed before putting into the washing machine.
- 19. Use the detergent according to the number of clothes to be washed.
- 20. It is always better to read the instruction to use a particular detergent as some detergents need to be used in lesser quantity than others as they are more concentrated.
- 21. Similar to the washing machine, the dryer also has settings to choose while drying the clothes.
- 22. Dryer Cyclesa.
- a. Regular/heavy: It is best suited for white clothes. White garments are typically pre-shrunk and may handle the additional intense and better heat drying system (unlike colours that fade below high heat).
- b. Permanent Press: This option is perfect for regular coloured clothes. The medium heat and pressure don't fade the colours of your clothes.
- c. Delicate: Any clothes that you washed on the delicate setting should only be dried on delicate setting. This setting uses air which is almost at the room temperature and slow cycle so that no damage comes to your delicate.











Tips



- 1. Check the pockets of the garments before swing them within the washer.
- 2. Don't leave your garments in your washer for over twenty-four hours, they'll get musty.
- 3. New garments with bright colours ought to be washed individually because the colors could bleed.
- 4. The powder detergent, should not be applied directly on the garments as it will not rinse fully out of the garment and might cause discolouration.
- 5. Don't wash any garment having hooks unbuckled as the hooks may caught in alternative garments and break or bend.
- 6. Always lock the zips, buttons as they may get damaged or entangled with other clothes.
- 7. Always wash the bath linen, bed sheets, pillow covers and curtains, separately from the clothes you wear.
- 8. Towels should not be washed with any other items as their lint can stuck to other clothes.
- 9. Shirts, pants and other delicate items need to be washed inside out.
- 10. Avoid washing woolen sweaters in the machine. It would be better if you hand wash them.
- 11. For more shine in your whites, soak them in bleach for some time and then rinse thoroughly. It is very helpful in removing stubborn stains and yellowness from the whites and keep them really white.
- 12. There are two types of bleach available in market one is Chlorine bleach which is perfect for your whites but not to be used on coloured clothes. The other one is All-Fabric bleach, which can be used on all types of clothes.
- 13. You can use fabric softener to make your clothes like your towels extra fluffy.

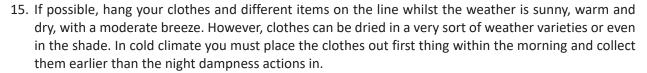
3.1.10 Drying the Clothes –

We all know that the clothes should be dried in the sun as it makes the clothes hygienic and smell fresh as sunlight is a natural sanitizing and bleaching agent. It also kills the insects, bacteria and other germs present in the clothes. Drying the clothes on a clothesline like a wire or cord is known as line drying.

Following are the few points we need to remember while drying our clothes.

- 1. Though the dryers of new age washing machines are very effective and can make the clothes dry up to maximum, yet you should use line drying as it not just kinder to your clothes than the dryer but also saves the energy and money.
- 2. You can increase the life of your clothes if you dry them under the sun instead of dryer.
- 3. Line drying keeps the moisture outdoors and keep your house free form odor.
- 4. A simple rope especially nylon rope tied between two ends can be used for line drying.
- 5. There are various foldable stands (clothesline) made up of aluminum/ stainless steel available in market to dry the clothes. These stands are very much popular these days as it occupies less space and can be stored easily after use.

- 6. These foldable clothesline is very useful for delicate items or small clothes which can be dried keeping it in the balcony, on a porch and even indoors.
- 7. The clothes horse is perfect for drying the diapers of a child. These are available in various metals and even in good plastics. The clothes horse has the benefit of being portable so can be moved as per requirement.
- 8. Always use clothespins while drying the clothes as it prevents clothes from falling off the clothesline.
- 9. The clothespins of stainless steel or good quality plastic pins are best to use. Put the clothespin in such a way on the cloth as it won't leave any mark.
- 10. It is advised to use a container to store the clothespins for easy access.
- 11. Always hang whites in sun light while the coloured should be either hanged in shade or inside out to avoid decolouring.
- 12. The woolen garments like pullovers or loosely woven things shouldn't be hanged on the cord. they ought to be placed on a flat surface or sweater drying rack to dry.
- 13. Sleeping baggage and duvets ought to be hanged across many lines, as if they were sort of a table linen covering a table so that their load may be equally distributed.
- 14. Flat dry delicate instead of hanging them on the cord. And naturally, if the care label says to not dry in direct daylight, suspend the item over the garments horse within the shade or inside instead. If the towels and
 - cotton bedsheets became rough once drying outside, use material chemical to form them soft once more.



- 16. Do not store damp clothes as it may increase risks of developing mold. It is more crucial to have a good breeze than it's far to have direct sunlight. Avoid putting clothes out on extraordinarily windy days as an awfully windy day is difficult on garments within the same approach that a drier is difficult on garments. There is also an elevated danger of clothes catching on wire, trees and something else abutting the clothesline and ripping.
- 17. Don't cling garments out when it's freezing as they will take too long to dry and if it is genuinely cold, whatever neglected there will freeze. Use of plastic laundry baskets are fine due to the fact they don't trap at the garments and that they don't stain clothes.



Here are some particular hints for putting distinctive sorts of apparel:

- A. Shorts and Pants/trousers by the waistband on the clothesline in case you want to limit wrinkles.
- B. **Shirts-** should be hanged in wooden/ plastic hanger from the shoulders.
- C. **T-shirts** via folding the hem a bit over the line and pinning on at every end.
- D. **Saree** Fold in saree in half and lay on the clothesline, pin on both the side on the line. I would be better if you keep the saree fall on the upper side facing sun.
- E. Blouse- Hang either from the shoulders on a hanger or fold half over the line and pin it.
- F. **Dresses-** if the dress is straight, hang it from the shoulders, but if it is having a skirt with full of pleats, hang from the hem.
- G. **Straight skirts -** by turning over the waistband and pin each side;
- H. Socks to be hanged by the feet while the Bras with the aid of the hook stop. You should fold the waistband of underpants over the clothesline and pin either aspect onto the line.
- I. Fold handkerchief in 1/2 over the line and pin at every quit.
- J. **Towels-** by using folding them over the road one quit and pinning every end. To help acquire a softer dry, shake towels a lot earlier than striking them on the line, with a "snap". Doing this loosens the pile.
- K. **Bed Sheets-** Fold them in half and lay on the line, pin on each sides.
- L. Items like sheets, tablecloths, flatwork should be hanged widthwise as it takes up much less area on the lime and puts the stress at the warp yarns (the yarns that run lengthwise), which are stronger than the filling yarns.
- M. Blankets and different heavy clothes across two lines, or extra, as wished.
- N. Delicate clothes should not be hanged on the line rather lay them straight to dry or use a plastic clothes hanger to hang them.
- O. Always read the care tag before drying an item in the sun.
- 18. Different clothes and fabric dry at different rate. in case you need to empty line area, regularly check for dried items, remove them and hand new wet items to the line for drying.
- 19. Sheets takes a lot of space on the line, but as they dry fast, they can vacate the space for other clothes to dry.
- 20. Regularly wipe the clothesline with a cotton duster to remove the accumulated dust, sap from bugs as it could spoil your clothes.
- 21. Fold the garments as you're taking them off the clothesline. this saves time on ironing and additionally makes putting them away easier.
- 22. As you remove the clothes from the line, shake and snap them to maintain their shape, then fold well.
- 23. If you intend ironing the garments, remove them a bit damp and iron them immediately but do not store damp garments. they will develop mould. if you toss garments into the basket without being concerned how they fall in, you'll have a basket packed with wrinkled clothing.

Tips



- 1. Retractable traces are also available for interior however are only appropriate for dry environments; drying clothing by hanging indoors in a damp environment will add more moisture to your house and is not suggested.
- 2. White linen should be dried in direct sunlight, as this provides a gentle bleaching.
- 3. Airborne pollen can also cling to clothes, so be careful on your outside clothes-drying as it could aggravate your allergies. If it is so, use a dryer in the spring.
- 4. You can dry clothes in the basement in the winters but the clothes should be wrung out well.
- 5. Clothes can also be dried indoors on racks, but keep away from doing However, avoid doing this if you live in already humid surroundings, as you'll be increasing the humidity.
- 6. Do not leave the clothes in sun for too long as it could fade the colours of the clothes.
- 7. Dry coloured clothes inside out or dry them in the shade. and collect the item as soon as it has dried.
- 8. A string such as a clothesline can be a strangulation risk. Do not allow a kid to play with it.
- 9. Outdoor clotheslines have to be out of children's reach and free of slack that might wrap around something.

Practical:



Practical 1: Sorting the clothes

Sort the clothes and pile them separately as per fabric, colour and weight

Practical 2: Washing the clothes by hand

Wash the clothes by hands

Practical 3: Washing the clothes using washing machine

Use washing machine and wash different types of clothes

Practical 4: Drying the clothes

Dry the clothes as per their fabric and colour

— Activity: 🔯



1. Match the items of table A with their names in table B

Table A	Table B
	Silk
	Shirt
	Cotton
	Dress
	Wool

2. Match the items of table A with the purpose they used for mentioned in table B

Table A	Table B
	Makes the clothes crisp
REVIVE	remove the stains from the clothes
EZCC.	For making white clothes brighter
	Makes the clothes smooth
Girlott Arre Mass	to wash woolen and delicate clothes

- 3. In the below mentioned statements mark (\checkmark) for correct or (x) for incorrect statementa.
- a. There are two types of washing machines Semi Automatic and Fully Automatic.
- b. Heavy clothes should be washed by hand.
- c. Whites and coloured clothes should be washed together in a single load in washing machine.
- d. Woolen clothes should be hanged on the clothesline.
- e. Coloured clothes should be dried either in the shade or inside out.
- f. You should not use clothespin while drying clothes on a clothesline.
- g. You can soak your delicate clothes overnight before wash.
- h. Fabric bleach can be used on white clothes for making them brighter.
- i. You should leave your clothes to dry the whole day under the sun.
- j. You should shake and fold the clothes as soon as they get dried, as it makes the ironing easier.
- k. The bed sheets take the maximum time to dryas they are big and cumbersome.

Notes				

UNIT 3.2: Ironing and Folding

Unit Objectives



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

- 1. Understand the importance of ironing the clothes
- 2. Explain the methods of ironing different clothes
- 3. Understand the importance of folding clothes properly
- 4. Explain the techniques of folding various clothes

3.2.1 Introduction

Ironing can be described as the process of removing wrinkles from the clothes with the help of an electronic appliance known as 'Iron'.

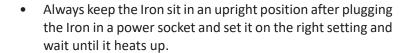
There are two types of iron available in market-

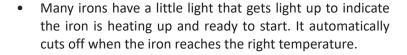
- Dry Iron
- Steam Iron

3.2.2 Preparations before Ironing

Before Iron, it is important to know the preparations to be done -

- You should check the tag of the cloth to know if it is to be ironed or not. If yes, it will also tell the settings to apply on the iron.
- If you are using a steam iron, fill the water reservoir of it with distilled water or bottled water as it'd belighter and will not leave spots of any mineral available in the water on the cloth.









 In case you're ironing more than one garment and they require unique settings, organize the clothes and start with the coolest setting first and work your way up. It is much easier to heat up the iron than to look forward to it to cool off, and if it is no longer cool, enough you may ruin the cloth.



- Use an Ironing board to iron the clothes as it would be convenient to iron even lengthier clothes like Saree, bed sheet, etc.
- Keep the hangers and hanging rod prepared with you so that the garments can be hanged as soon as
 they're ironed. Clothes get wrinkled quickly after cooling down when they are store folded. This will
 increase your work as you will have to Iron them again before wearing.
- It is tough to remove wrinkles from the cotton garments, so use starch on them before ironing. Get a spray can of starch or sizing. Spray it on the clothes as it will help in removing the wrinkles and making the ironing easier.
- You can starch the clothes beforehand as well and can iron them later, however, in this condition, you need to use either steam iron or sprinkle some water on the garment before ironing.

3.2.3 Ironing the Clothes

 If the garment is delicate like silk, put it inside out (the side which touches the body) on the ironing board. This will help in removing the wrinkles from the clothes quickly



 Garments made up of cotton, denim, etc. need to be ironed keeping the right side out. You shouls always test the heat of the Iron before starting the ironing as it will save your garment from damage.



If the garment is of silk or any other delicate fabric, either
use a very less heated iron on it, or cover is with a muslin
cloth and then iron. It will save the garment from burning.
Before starting the ironing, apply starch if needed as it will
make your clothes feel more "crisp".



To make starch spray at home, just dissolve one tablespoon of cornstarch in two cups of water. Pour this solution into an empty spray bottle and lightly mist the fabric right before you iron on that spot. you could make your very own starch spray with the aid of completely dissolving one tablespoon of cornstarch in cups of water. positioned this solution into an easy spray bottle and gently mist the cloth right before you iron on that spot.



 Start ironing on the major areas and move towards the corners of the garment. Never let the iron sit still over on any part of the garment as it may damage the colour and fabric.



 To remove stubborn wrinkles, spray some water on it and iron over with steam. Move the iron on the entire garment to remove the wrinkles from one end to the other, also move the clothing to cover it completely.



- After ironing a segment, move the garment away from you. in case you pass it in the direction of you, it may wrinkle as you lean over it and likely push it against the ironing board.
- Flip the garment to iron on the alternative side.
- While ironing Acrylic garments, let the fabric cool and dry completely before moving it as they can warp when wet and warm.
- To iron Corduroy, you need to hold the iron just above the garment so that the steam thoroughly penetrates the clothing, then make it smooth it with your palm along the ribs.
- To iron over Pleats, you need to hold them in place with paper clips (but be careful that the clips should not snag or damage the fabric).
- Use a sleeve board to iron Sleeves- without creases; if you don't have a sleeve board, roll up a towel and positioned it snugly inside the sleeve, then iron. but, you do now not need to apply a sleeve board; simply region the wrist button facet going through upward and iron across the buttons.
- To iron the right side, turn the fabric over as this will make certain that the proper side is immaculate, and any creases you by chance create are ironed to the again, in which it subjects much less.
- To get the ironing board heat up soon, you can place aluminum foil on it. It will help in ironing both the sides of the garments easily as the garment takes heat from both sides. A silver ironing board cover available in the market also accomplishes the same task.





- If you use the aluminum foil as mentioned above, you could now not need to iron the other side. Ironing on both sides is based on the type of the fabric you are ironing-
- Cotton and silky rayon need not be ironed on the wrong side at all.
- Polyester might be pressed on either or both sides yet in the event that you
 are not certain, just press the wrong side and stop there.
- For sensitive fabrics or those with dynamic hues, you'd like to save, try to remove all the wrinkles out by pressing the wrong side (ironing on the right side can give dark shades an
- As soon as the garment is ironed, hang them on the hanger. Turn off the iron and empty the water out to avoid rusting inside. Let the iron cool, wipe the iron with dry duster, roll up the cord and keep it in its place

undesirable sheen).



3.2.4 Ironing the Tricky Items

- To remove stubborn wrinkles that just won't come out, either put a damp towel on the cloth and then iron or give extra steam to the garment thoroughly before ironing.
- You must check whether your item has a raised pattern, such as eyelets or embroidery, if yes, you should iron it face down with a towel underneath. This will keep the pattern from getting flattened or warped.
- You should not iron wool items with steam while ironing Acrylic knit items you are required to iron by pressing, rather than moving the iron in circles or straight lines. Ironing most knit items in circles will stretch the fabric.
- You should never touch the iron to the surface of velvet or corduroy; rather you should steam it. Use the steam function on your iron, while holding it roughly 1/2" from the surface of the wrong side of the item. Smooth with your hand.

3.2.5 Ironing Specific Items

The method to iron various clothes varies from garment to garment. Following are the methods to iron commonly used garments -

Pants - Though pants look very simple, yet ironing them could be very complex. You need to do it cautiously to avoid extra seam lines.

Whether to iron a crease down the front or not depends on your personal preference. Arguments abound for having one and not having one. To some, this is ugly, to others, it's the height of elegance.

Whatever you prefer, it is easier to avoid adding one-just lay the pants flat, the seam on the left side, the seam on the right side and iron down the middle.

Dress Shirt- Probably the most difficult item to iron and yet one of the most common is the dress shirt.

Following are the points to remember before ironing a shirt-

- a. Start with ironing the back of collar followed by the front side.
- b. Iron the yoke but avoid making any crease on it.
- c. Iron the inner side of the back of the shirt and then the outer side of the front.
- d. Move the iron inside the pocket as well as mostly people forget to do so.
- e. Now iron the sleeves, cuffs and sleeve plackets. Make sure not to change the crease of the sleeves.

Pleats- It's a very challenging job to iron pleats, especially if there are a lot of them. Make sure to pick few pleats, settle them and then iron so that they may sit. This can be repeated on rest of the pleats.

Tie- Read the instructions on your tie's label before ironing as many ties are made of materials which do not iron well. To get the best look stick a long piece of cardboard inside the tie before ironing it.

Saree - While ironing a Saree, always iron on the saree fall first, then iron the rest of the saree.

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Tips



- 1. If you want to crease your trousers, simply iron the upper surface of the trousers. You should not iron it inside out.
- 2. Regularly clean your iron so the steam vents do not become clogged and also the metal plate does not get sticky.
- 3. Steam vents of iron can be cleaned using a moist cotton swab. A soft, damp to moist cloth works well to easy dried starch from the ironing plate that amassed from the previous ironing session.
- 4. As It is really very difficult to iron the seat area of trousers, in this case, you should move the Iron over the area as maximum as possible with the iron set on excessive steam, cautiously straighten the fabric and remove the wrinkles.
- 5. It is easy to iron moist clothes, so it is better to sprinkle some water on the clothes before ironing and put them in a plastic bag. Pull them out one at a time to iron. But do not leave them in the bag for a long period of time otherwise, they will mildew.
- 6. Take clothing straight out of the dryer once dried, to prevent wrinkling.
- 7. Hang or fold clothes straight from the clothesline rather than leaving them scrunched up in a basket. A lot of ironing can be avoided this way.
- 8. If you have cool heavy coulured images, rubber print, embroidery, sequins, beads on the garment, do not iron on it.
- 9. Do not iron on the elastic present in the neck, cuffs or waist of the garment.
- 10. Read the care label as all fabrics can or should not be starched.
- Never leave the iron too long on any single spot of clothing.
- Always keep an eye on the iron as your carelessness may result in serious injury or damage to property.
- Always keep iron away from the reach of kids.
- Always keep an eye on the iron as your carelessness may result in serious injury or damage to property.
- Always keep iron away from the reach of kids.

3.2.6 Folding the Clothes

In order to maintain the clothes, it is very important to fold them properly. It may save the need of ironing some clothes as wrinkles get removed while folding them properly. Let's learn how to fold some clothes-

How to fold Shirts

Following is one of the easiest methods of folding shirts whether short-sleeve shirts or long sleeved shirts- You should place the shirt on a flat surface facing up. Fold in half vertically with the arms together. Fold the arms towards the back of the shirt. Fold the shirt in a horizontal position, so that the hem of the shirt may touch the neck. You should flatten the shirt. Though this is optional but it will make the shirt neater.



Another method to fold shirt - Following is the another method which needs a little practice to get right-

- You can hold the shirt by the shoulders between forefinger and thumb in front of you.
- Fold the sleeves back using your excess fingers.
- Fold the shirt in half in horizontal position, so that the hem touches the neck.
- Smooth it.

Folding trousers

To Fold trousers without a crease like Jeans, Khakis, you need to follow the following method -

- You should hold the trousers in front of you and fold it vertically, bringing the legs together, with the pockets on the outside.
- You need to bring the legs above the top of the pocket or two inches down the waistline if there is no pocket.

To fold trousers with a crease like pants

- You should hold the trousers from their cuffs so that the crease, may be in front, not the seam (which is what you do with an increased pair of trousers).
- You should smooth the pants leg and fold them in half at the knees; the bottoms should touch the waistline.
- You need to bring the knees to the top and smooth it.



3.2.6 Folding the Clothes

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- You need to bring the knees to the top and smooth it.

Folding Skirts and Dresses

- The skirts and dresses should always be hanged, but if you have to fold them, you should fold the hem to waistband or collar, depending on whether you're folding a skirt or dress.
- Fold again, side by side (vertically) keeping the hem or collar inside the folded garment. You need to fold item to be in a rectangular shape.
- If you fold down, in a horizontal position, you will end up with a square of folded fabric.



Tips



- You should remove the clothes from the dryer before they are completely dry so that there would be fewer wrinkles and easy to iron. Hang the on clothes hangers to dry.
- Long sleeve shirts should not be kept folded for too long; as it will get wrinkle quickly.
- Keep the underwear/boxers in the drawer after folding them in half.
- Don't leave pants for too long in the basket, as they wrinkle quickly and easily
- Keep the '*Poilu*' of a saree on the upper side while folding.

Practical:



Practical 1: Ironing the clothes

Perform the activity of ironing different clothes

Practical 2: Folding the clothes

Perform the activity of folding different types of clothes

Activity:



Please write (✓) for correct and (x) for incorrect answer

- 1. There are two types of iron available in market
- 2. You should not check the tag of the cloth to know if it is to be ironed or not.
- 3. Always keep the Iron sit in an upright position after plugging the Iron in a power socket.
- 4. There is no need to test the heat of the Iron before starting the ironing as it will save your garment from damage.
- 5. Garments made up of cotton, denim, etc. need to be ironed keeping the right side out.
- 6. If the garment is of silk or any other delicate fabric, either use a very less heated iron on it, or cover is with a muslin cloth and then iron.
- 7. To remove stubborn wrinkles, spray some water on it and iron over with steam.
- 8. To clean the steam vents of the iron, you can wash it under the running water.
- 9. You can use a hot iron on the elastic, rubber print or any other embroidery of the garment.
- 10. The method of folding all the clothes is similar.

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UNIT 3.3: Organising Clothes

Unit Objectives



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

- 1. Understand the importance of organising the clothes
- 2. Explain the methods of organising clothes

3.3.1 Introduction

Properly organised clothes in a cupboard, tells how much the person is organized in life. It not only makes the house neat and clean but also shows the saves the time in finding the required garments. Let's learn how to organise the clothes-

3.3.2 Organising the Clothes

- The first step to organise the clothing is sorting the clothes. This can be done by taking everything out of the closet, wardrobe, or dresser and piling it on the floor or bed.
- If you keep the clothes in multiple places, consider tackling each place one at a time to sort and organize.
- Once organizing is finished at one place, repeat the whole process at another place.
- You can also use baskets or boxes to hold your clothes as you sort through them instead of just piling them on the floor or bed.
- Sort out the clothes that need to be laundered from the clean clothes that can be hung up or folded up and put away.
- Once you have finished sorting the clean clothes from the dirty clothes, take the dirty clothes and put them into a laundry basket. This helps prevent things from piling up and taking up space.
- To save time, put the dirty clothes into the washing machine to wash while you continue sorting and organizing.
- Hang the clothes which may get wrinkles while keeping fold. Use hangers of plastic/ wood or stainless steel.
- It is advised to hang clothes according to their height. E.g. Clothes which are lengthier like dress, suit-length should be hanged at one end of the hanging rod/ cupboard, then the smaller length clothes like T-Shirt, Blouse etc. should be hanged before them.

Practical:



Practical 1: Organising the clothes

Perform the activity of organising the clothes properly

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UNIT 3.4: Making Bed

- Unit Objectives



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

- 1. Understand bed making
- 2. Explain process of bed making

3.4.1 Introduction

Bedroom is one of the most important part of a house. It needs to be well managed and decorated which cannot happen without a properly placed and neatly made bed. There are various methods to make a bed, but we will talk about the most basic and yet convenient method to make the bed.

3.4.2 Process of Bed Making

- The bed making starts with the proper placing of the bed.
 So always keep the bed in such a way that there would be space to move around in the bedroom. It is suggested to place the bed against a wall and not against the windows.
 The windows should be on either side of it so that air and sunlight may enter the room properly.
- Use good quality mattresses and pillows to avoid any health issues and change them if they get flattened.
 Regularly clean the mattresses and pillows with a vacuum cleaner to remove dirt, dust and mites.





• While making the bed, remove the used and dirty bedsheet and spread clean bedsheet over the mattress.



 The bedsheet should be tucked under the mattress from the head side of the bed and then from all the sides tightly so that it may not get slipped while sitting or lying. Remove all the wrinkles by hand and make it smooth.



Pull on the matching pillow and cushion covers respectively
on the pillows and cushions. First place pillows next to the
head of the bed horizontally, then put cushions before them
to give a comfortable look.



Place the blanket / quilts at the foot side of the bed. Spread
the bedcover which can be removed when the bed is to be
used. The bed cover helps in keeping bedsheet clean and
adds grace to the bedroom



Tips



- 1. Regularly change the dirty bedsheets and pillow covers.
- 2. Put the mattress and pillow in the sun once in a month as it helps in killing the germs and mites.
- 3. Avoid having food and beverages while sitting on the bed as it may fall on it and can spoil the mattress and bedsheet.
- 4. Use naphthalene balls while storing the blankets, quilts and extra mattress etc.
- 5. Use sheets that are large enough that they won't come untucked and pull out while you are sleeping. This makes the bed more comfortable to sleep in and easier to make up again the next morning.
- 6. Make sure your sheets are the right size for your bed. There isn't much difference between a full top sheet or a queen top sheet, but it's problematic for a fitted sheet.
- 7. If you are using nearly-square, king-size sheets, and cannot determine which edges are sides versus top/bottom, take a few minutes one time to measure each edge, and make the shorterlength edges the top/bottom.
- 8. Make a small, discreet mark on the newly-determined bottom edge with a permanent marker, since that is the edge that should be tucked in and will not be seen.

Practical:



Practical 1: Making bed

Perform the activity of making bed in a proper manner











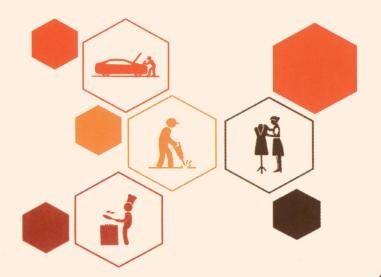
4. Prepare and Maintain Routine Cleaning of the Kitchen

Unit 4.1 Kitchen Cleaning and Organising

Unit 4.2 Cleaning of Kitchen Cabinates

Unit 4.3 Cleaning of Kitchen Appliances

Unit 4.4 Cleaning and organising the Refrigerator



Key Learning Outcomes 🔯

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

- 1. Explain how to clean the kitchen
- 2. Describe how to organise the kitchen
- 3. Clean the kitchen cabinets
- 4. Clean the kitchen appliances
- 5. State the procedure to clean the refrigerator
- 6. Organise the refrigerator
- 7. Maintain the kitchen safety

UNIT 4.1: Kitchen Cleaning and Organising

Unit Objectives



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

- 1. Understand the need of kitchen cleaning
- 2. Explain the steps of kitchen cleaning
- 3. Understand how to organise the kitchen

4.1.1 Introduction

There is an extremely familiar maxim, "If you would like to check the cleanliness of a person's house, you should visit the kitchen of that person". It means that a kitchen has a the most critical place in one's house and if the kitchen of a person is properly managed, that person must be very well organized in life.

The general housekeeper has number of responsibilities and keeping the cleanliness of the kitchen is one of the them. The proper cleaning of kitchen is highly required just not to make it presentable but also to make it hygienic as the most basic need of human being "food" is being cooked here. There is a direct impact of kitchen cleaning on the cooking and the health of the family members. Managing kitchen is not a difficult task and anyone can do it but one needs to follow some basic rules while keeping the convenience as well.

As kitchen is like a complex production unit, it has number of appliances and sections which need to be cleaned properly in a systematic manner. We can divide the kitchen cleaning in following segments

- 1. Cleaning kitchen ceiling and walls
- 2. Cleaning of Kitchen Counter top & Floor
- 3. Cleaning of Kitchen Cabinets
- 4. Cleaning of Kitchen Appliances

4.1.2 Cleaning of Kitchen Ceiling and Walls -

The cleaning of kitchen starts with cleaning its ceiling and walls. However, before cleaning them, you should make sure that all the food items are either be kept in the refrigerator or placed adequately in closed containers.

You should follow the steps mentioned below to clean it-

- 1. You should begin with breaking the cobwebs from the ceiling of the kitchen and walls.
- 2. Do not forget to remove cobwebs from the corners of the walls, cabinets, under the kitchen sink and behind the door.
- 3. Wipe off dust and dirt from the ceiling fan of the kitchen with a clean cloth duster or long-handled synthetic brush.

- 5. Take warm water and add cleaning agent into it to remove grease from the wings of the exhaust fan. Do not forget to clean the ventilator and window grill.
- 6. If the grease is very stubborn and sticky, spray kitchen cleaning spray on it and leave for few minutes. Once the grease gets loose, remove it with a rug
- 7. If there is a Chimney placed in the kitchen, you must follow the instructions to clean it up.
- 8. Use wall tile cleaner or soap solution to clean the tiles on the gas stove, near the sink and other walls. Rinse them thoroughly.
- 9. Scrub the kitchen sink using dish-wash gel and rinse it. Also, clean the taps/ faucets.
- 10. You should use the scrub and the soap solution to clean the stainless steel utensils rack. Rinse it afterwards or wipe off with a clean towel.
- 11. You should let the entire dirt and debris fallon the floor as it is to be cleaned afterwards. But it is suggested that you should use a soft broom to make a pile of the dirt and debris in a corner of the kitchen so that it may not get transferred with the airflow.

4.1.3 Cleaning Kitchen Countertops and Floor -

Once you have cleaned the ceiling and walls of the kitchen, you need to clean the countertops. The kitchen countertops must be cleaned on a daily basis as it is one of the most used portions of the kitchen and is directly linked with the hygiene as all the cooked and uncooked food is kept there.

4.1.3.1 Procedure to Clean Kitchen Countertops

Following is the procedure to clean the kitchen countertops and keep them hygienic-

- 1. You should clear the countertop by removing all the items from it and place them at their appropriate locations. e.g. -
- a. Raw vegetables and fruits are to be kept in the refrigerator after properly washing.
- b. If there is cooked food on the countertop which is not be eaten now, store it in the refrigerator in an appropriate manner.
- c. All the utensils need to be placed either in a rack or in the cabinet.
- d. All the other items like the jars of spices etc. should be placed at its location in the cabinet.
- e. All the utensils which need to be washed should be kept in the sink.
- f. The leftover food if any, needs to be disposed of appropriately.
- 2. You should clean the gas stove before cleaning the countertop.
- 3. If you have a cleaning agent, spray it on the countertop and leave it for few minutes.
- 4. Then use a scrub/ sponge to rub the countertop in a circular motion.
- 5. To remove the stubborn stains, rub the scrub a bit hard in back and forth motion.
- 6. You can use a mixture of lukewarm water and dishwashing gel in case if you don't have countertop cleaning agent.
- 7. You should use a damp towel to wipe offthe counter top properly.
- 8. If your counter top is not cleaned for a while, apply bleach on it with a damp towel.
- 9. Leave the countertop to dry before use.
- 10. Let the dirt and debris fallon the floor as it will be cleaned next.

4.1.3.2 Procedure to Clean Kitchen Floor -

Though in the routine cleaning, the kitchen floor is being cleaned by sweeping and mopping, yet it needs a special cleaning every week. The steps to clean the kitchen floor are following-

- 1. First of all, sweep the entire dirt from the floor using a soft broom.
- 2. Now take a floor cleaning brush/ scrub and pour floor cleaning agent on the floor.
- 3. Rub it thoroughly in a circular motion to remove all the stains and sticky dirt.
- 4. You can use a toothbrush to clean the corners and hard to reach places.
- 5. You should not forget to clean under the sink and near the drainage hose.
- 6. Wipe off the entire floor with a damp mop.
- 7. You can wash the floor with water as well and sweep it thoroughly with the help of floor wiper.
- 8. After washing the floor, use a dry mop to remove excess water from the floor.
- 9. You should switch on the fan to dry the floor.
- 10. If you have washed the floor, do not forget to wipe off the cabinet doors.
- 11. Now spray a disinfectant and close the door of the kitchen.

4.1.4 Organising the Kitchen

Please follow the below mentioned procedure to organise the kitchen-

- 1. Organising the kitchen is a big task, so it is better if we divide it into sections and choose one time. This will help you to focus on one task, and that could be accomplished efficiently.
- You should start with Canbinets of glassware, crockery, and expensive metal utensils and the other cabinets on the walls of the kitchen.
- You should move to Countertops, Cooking gas top, food processor and other appliances, food preparation area.
- Once the countertops are done, you sould organise Under Countertops Cabinets used to store heavy metal utentsils, grain storage, saucepans and other storage items.
- Jars of spices, grcoery, Cooking Oils, Coofee, tea, Sugar etc.
- Organise the Refrigerator and Freezer
- Chemicals, sponges, and cleaning supplies and under the sink area.
- 2. You should first clean the section thoroughly with an all purpose cleaner or a mixutre of warm water and dishwash. To clean this soap or cleanser, you need to wipe twice, first with a damp cloth and then with a dry one.
- 3. While place all the material back, please make sure to keep those items in front that are mostly used while less used items can be placed at the back.
- 4. One more rule should be followed that the small containers must be kept in the front while the bigger ones at the back.

- 5. If something is exprired and to be thrown, please do it right away as if we keep it aside we always forget about it, and it wastes the space.
- 6. Glassware, expensive crockery, etc. should be kept separetely in one cupboard and far from thr reach of children.
- 7. You must discard all the expired food items, but you can use the spices beyond the expiry date as they are still usable, but the power is decreased.
- 8. Always keep the refridegator clean from the expired products as if someone from family might use it without checking the date, it could become a major hazard.
- 9. Always ask your employer regarding the left overs as some food items don't taste nice even if they are just one night older. So these items should be properly disposed of.
- 10. You should always store the applicanes and equipment as per the usage in the family. The most frequently used items should be kept in the front while the less used at the back.
- 11. Always follow Granny's Rule of purchasing grains and pulses etc. in bulk, as it saves the money and is always available in the home for cooking even under any emergency.
- 12. The utensils and other items should be kept as per value like the daily use items should be kept at the low level while cotslier items on the top shelves.

Tips



- 1. While cleaning the kithcen, you should always wear gloves and aprons.
- 2. If there are pets in the house, make sure their dirty food dishes should be cleaned as soon as they have food.
- 3. The houses that have pets must be cleaned with a vacuum cleaner so that the hair of pets may be completely removed from the floor and furniture. The pet hair could cause allergies, and asthma to the family members.
- 4. A weekly clenaing chart is to be prepared for all the applicances and kitchen cabinets, and it must be followed to have a clean and hygienic kitchen.

Practical:



Practical 1: Cleaning the Kitchen

Perform cleaning of Kitchen ceiling, walls, countertops and floor.

Practical 2: Organising the Kitchen

Perform organising the kitchen appropriately

Activity:



- 1. Mark a tick (\checkmark) in front of correct statement while (x) in front of wrong statement.
- A. Do not forget to remove cobwebs from the corners of the walls, cabinets, under the kitchen sink and behind the door.
- B. To remove the stubborn grease, you should spray kitchen cleaning spray.
- C. You should not use dishwashing gel to clean kitchen sink.
- D. The gas stove should be cleaned after cleaning the countertop.
- E. You can use acid on the gas stove to remove tough stains.
- F. You can use a toothbrush to clean the corners and hard to reach places.
- G. You should not forget to clean under the sink and near the drainage hose.
- H. While arranging the cabinets you should keep the bigger items in the front while small items at the back.
- I. You should start with Canbinets of glassware, crockery, and expensive metal utensils and the other cabinets on the walls of the kitchen.
- J. A weekly clenaing chart is to be prepared for all the applicances and kitchen cabinets.
- K. We should clean the gas stove before cleaning the countertop.
- L. You should let the countertop dry after cleaning it thoroughly
- M. While organising the cabinets, the bigger containers must be kept in the front and the small containers at the back.
- N. You should Scrub the kitchen sink using dish-wash gel to clean it.
- O. You need not to wash the raw vegetables and fruits before keeping in the refrigerator.
- 2. Correct the order of the activities to clean and organise a kitchen

S. No.	Activities	Correct Order
а	Scrub and wash the floor	
b	Clean the gas stove and countertop	
С	Break the cobwebs from the ceiling and walls	
d	Clean the wall tiles	

UNIT 4.2: Cleaning of Kitchen Cabinets

Unit Objectives



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

1. Explain the process of cleaning the kitchen cabinets

4.2.1 Introduction

The face of our kitchen has got changed a lot in recent times but its need is as important as it was in earlier days. The big kitchens of yesteryears have been replaced with new age modular kitchen. This happened due to reasons like shortage of space in apartments/ small houses or to standardize it as world class level, but it made our life more convenient. This modular kitchen has number of cabinets which are used to store all the kitchen related items like - food items, crockery etc.

As these cabinets have either wooden of glass doors, so the items stored in it doesn't get dirty so easily and needs a periodical cleaning.

These cabinets can be cleaned at least once in a month so that your kitchen will look in proper order.

By doing so you will be able to keep your kitchen looking fresh and bright, and also protect your cabinet surfaces from grease and dust.

4.2.2 Cleaning the Kitchen Cabinets

Cleaning of kitchen cabinets sounds very easy task but it may end up as a very tedious job if one doesn't plan it. Before beginning cleaning of cabinets, you should make yourself free from other routine work of cleaning. It is advised if you plan it in the afternoon of a weekdays, when there is less work in the kitchen and you have sufficient time with you for this task.

4.2.2.1 Process to Clean the Kitchen Cabinets

- Before starting cleaning of kitchen cabinets, you should ensure to have all the required equipment and tools ready with you so that you may not run in between for any item.
- As you might have learnt the thumb rule of cleaning that is to start cleaning from the top and move towards the floor.
- As first step, you should open the cabinets and empty them completely by taking out the all the items from it and Keep these items aside.
- Take a small bucket and fill it % with water. Now Add some mild liquid soap in the water and let it dissolved.
- Take a sponge and dip it in the soap solution. Squeeze the sponge to remove the excess water.
- Now wipe out the insides of the cabinets with the sponge thoroughly.
- Dry off the soap and water from the cabinets using a clean towel.
- Make sure the water is completely wiped off, before closing the cabinet doors.
- Take a container, put some oil soap in it and dilute with warm water.
- Then, test the oil soap on an inconspicuous part of the cabinet's surface to make sure that it does not harm the finish.
- Take a sponge having both soft side and scouring side and dip it into the oil soap.
- Use the damp sponge to wipe the surface of the cabinets.

- If there is a layer of grease or other material stuck to the surface of the cabinets, scrub the material with the scouring side of your sponge.
- You need to rinse the sponge frequently so that you may not reapply dirt that you have already removed from the cabinet surface.
- Take a clean, lint-free cloth to dry the cabinets after .cleaning them. This will help in removing the left moisture or residue.
- As the oil soap will eliminate the wax finish of the cabinet surface, you should apply furniture polish or furniture wax to restore the shine of the cabinet.
- Spray any good quality disinfectant to prevent cockroaches and other pests.
- Place all the contents of the cabinet which was taken out, back to its original place in the cabinet.
- You should make sure to throwaway the expired products, cracked cups or any utensil which it not required.
- It is also a good opportunity to make a note of items which are getting out of stock so that they can be bought in the next shopping.
- Before placing the containers back in cabinets, make sure to clean them up as well.
- To clean the containers, mix a table spoon full dishwashing liquid in lukewarm water in a bowl.
- Dip the spongej scrub in it and rub the containers from outside.
- Do not forget to clean the lid of the containers. Now wipe the container with a damp cloth to make it completely
- You can repeat this process to remove the stubborn stains.
- This process is equally useful for the containers of plastic, glass or stainless steel.

Tips



- 1. You should clean the cabinet hardware as well for the overall cleaning of the cabinets.
- 2. To do this, you should dip a toothbrush into a bucket of soapy water and scrub the handles and hinges with it.
- 3. You should replace any ripped contact paper, cork or another cabinet liner when your cabinets are empty.
- 4. You should wipe your cabinets every week to keep them clean. But do not forget to make the cabinets dry with a towel.
- You should always wear rubber gloves while cleaning your cabinets to protect the skin on your hands.
- The cabinet hinges catch rust with time which makes irritating noise while opening or closing it. To avoid this, you should put some drops of machine oil on the hinges to make them smoother.
- You should make a roaster of cleaning the kitchen and its cabinets.

UNIT 4.3: Cleaning of Kitchen Appliances

Unit Objectives



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

1. Understand how to clean various kitchen appliances

4.3.1 Introduction

The new age kitchen has a variety of appliances, most of them are commonly used across the globe. These appliances are there not only to reduce our workload but also to make our kitchen graceful and presentable. If we want to use these appliances without any hassle, it is necessary to handle these appliances properly and take care of them. There are many ways to clean the kitchen appliances, let us discuss some common ways

4.3.2 Cooking Stove –

A cooking stove is one of the most important appliances in the kitchen, without it, a kitchen cannot be imagined. Cooking stoves are commonly made up of stainless steel. As cooking stove is the most used appliance in a kitchen, it is very difficult to clean it.

- Before beginning to clean the cooking stove, you should turn off the regulator of the gas cylinder.
- To clean the stove-top, you can use stove top cleaner which commonly comes in a spray can.
- If you are using this spray, just spray it on the stove-top and let it be there for some moments.



- In case if you do not have this spray, you can make your own solution by adding one table spoonful of dishwashing gel in lukewarm water in a bowl. Mix it well.
- You should dip a sponge in the solution and let it absorb the solution for a while.
- Now squze the sponge and remove the excess solution so that it won't drip while cleaning the stovetop.
- You should remove the grates, burner covers and knobs before starting cleaning.
- Place all these items in the kitchen sink so that these items may be cleaned with dishwashing liquid and scour.
- You need to wash these items thoroughly under the running water and keep aside to let them dry.
- You should use a cotton duster to remove the food particles and lose dirt from the stove top.
- Dip a sponge in the dishwashing liquid solution, and rub the entire surface thoroughly.
- Wipe out the stove except burners, with a damp cloth. You can use hot water as well to remove the sticky food or spills from the stove.
- You should not forget to clean the inner bottom of the stove as well.
- You need to shift the stove from its place and wash the countertop beneath the stove top thoroughly.

- If the stove top is really grimy, you must apply the cleaning agent or bleach and leave for some time so that the tough stains may be removed easily.
- If using a cleaning agent, you should follow the package directions.
- In the end, you should wipe off the walls and the cabinets on the stove top and on the sides of the stove.
- Leave the stove air dry and use a cotton duster to wipe the extra water from it as well as from the countertop.
- Place all the knobs, grates and burner cover back in their place.

Tips



- Avoid using abrasives on your stovetop because they can scratch or damage the surface.
- You should wipe the gas hose regularly after cooking as food particles can get stuck to it, which invites the insects very easily.
- You can wash your gas burners as well with hot water, but you must read the gas stove manual or consult your employer before doing so.

4.3.3 Dishwasher -

- After cooking and eating, one can see a heap of utensils in a kitchen. Is it a very challenging job for
 the individual who has to wash all these dishes and utensils. So to make this job easy, Dishwasher was
 invented. As it helps and makes our life easy, it also needs some care so that it may last longer. The
 steps to clean the dishwasher are following -
- You should unplug the dishwasher from the power socket.
- The dishwasher can be cleaned by a solution of warm water and dishwashing gel.
- You should pull out all the racks and wipe down the interiors with the soap solution which was made.
- You must scrub the racks wheel with a toothbrush so that all the bacteria gets removed. It is one of the faourite locations for the germs to hide.
- Place a ceramic mug loaded with vinegar in the dishwashing rack and run it through a complete cycle, utilizing the most blazing water setting accessible.
 - container and run the washer
- You can likewise dump a bundle of powdered lemonade into the cleanser container and run the washer unfilled.
- If your dishwasher still doesn't smell right, attempt this: sprinkle some baking soda around the base of the tub and again run it through a complete cycle utilizing the hottest water.
- In the end, you ought to wipe off the outside of the dishwasher with a gentle cleanser. You ought to likewise clean the top, base and side edges of the door.



4.3.4 Microwave

The microwave is a very vital appliance in a kitchen after gas stove as it is being used to warm the food as well as cooking various items. As it is used heavily on a daily basis, so it must be cleaned once in a day. To clean the Microwave, you must follow the below mentioned steps-

- As a thumb rule, you should unplug the electrical appliances before cleaning them.
- You should take out the glass plate from the microwave and wash it by hand or in the dishwasher carefully.
- You should scrub the wheels with a toothbrush.
- You can use an all- purpose cleaner or a solution of baking soda and water to clean the interiors of the microwave.
- If you have not cleaned the microwave for a long time, it is advised to prepare a solution by mixing 1 cup of water and ¼ cup of vinegar. Place this solution in the microwave and boil it for 2-3 minutes.



- You should leave this bowl in the microwave for 15 minutes with the door closed.
- You can take the bowl out from the microwave and wipe down the insides again. You will notice that the built-up dirt can be easily removed

4.3.5 Toaster and Toaster-Oven

- You ought to unplug the toaster and clean the crumb tray.
- Make a soap solution by mixing warm water and dish-wash gel in a plastic tub.
- You need to take out the racks of toaster-oven to clean and dip them in the tub full of warm soapy water.
- Remove the brunt and sticky food with a sponge or a brush. You would need to rub it hard to remove it from the rack.
- Dip a cloth into the solution of warm water and dishwashing liquid and let it wet properly.
- Use this wet cloth to wipe the inside of the toaster oven evenly.
- A toothbrush or a wet pastry brush must be used to clean the burned-on food with from the slots of the toaster.
- Do not forget to clean the knobs. To clean, take them out and soak in warm soapy solution.
- You should use a dry towel to make the knobs and inside portion dry. If the knobs need to be changed, please do that.
- Clean the exterior portion and all the corners using wet soapy cloth.
- Wipe the entire toaster-oven once more with a dry cloth.
 You ought to likewise clean the top, base and side edges of the door.



4.3.6 Blender, Mixer and Food Processor

- To clean the food processor, you should remove the blades (if removable), lids of jars and any other removable parts.
- Soak these removable blades and other items in a plastic tub filled with a solution of dishwashing gel and warm water.
- The blending jars and other items can be hand washed with dishwashing gel and warm water. But it is recommended that you should use a long nylon bristled brush to avoid any accident.
- Rinse the jars thoroughly under the tap/focet and place them in the utensils rack to dry.
- The jars etc. can be washed in the dishwasher as well. You need to keep them on the upper rack of the dishwasher.
- The blades and lids should be scrubbed with a nylon brush so that all the sticky food may be removed.
- You should not forget to dry the blades. Otherwise, it may catch the rust.
- Place the blades once again on the jars and screw them up.

4.3.6 Coffeemaker

- To clean your coffeemaker, you should pour white vinegar into the coffee pot and fill it till the half-full mark.
- Now add water into the vinegar and fill the coffee pot up.
- Pour this mixture into the water reservoir and switch on the coffeemaker.
- You should turn off the coffee maker once the mixture has run completely through. Leave it cool for about 10 minutes.
- After this, you should run the coffeemaker two more times with fresh, clean water, and ensure that the machine is kept cool for 10 minutes between brews.
- Your coffeemaker is now clean and deposit-free as desired.

Tips



- Salt is a very helpful item, which can easily remove the spills onto the stove top. To remove these stains, sprinkle some salt on the stains, and rub it to remove the stain, it will be removed easily.
- To remove the burnt food from the base of your pans, sprinkle salt and a little water on it and let it sit for a while before scrubbing off. The salt will help to lift off the burning material.



Practical:



Practical 1: Cleaning the Kitchen appliances

Perform cleaning of Gas stove, Microwave, Food Processor etc.

- Activity:



1. Match the utensils of table A with their names in table B

Table A	Table B
O mil	Coffeemaker
	Microwave
2	Food processor
	Dishwasher
	Toaster Oven (OTG)

UNIT 4.4: Cleaning and Organising the Refrigerator

Unit Objectives



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

- 1. Understand how to clean and organise the refrigerator
- 2. Explain how to keep the kitchen safe

4.4.1 Introduction

The regularly cleaning of refrigerator alerts us to items we've completely forgotten about, and which are not at all to be used. It is also necessary to maintain the hygiene of the food kept in the refrigerator.

4.2.2 Cleaning of Refrigerator

Process to clean the refrigerator-

- 1. out all the food items from the refrigerator. You can use a nearby table or kitchen countertop to place these items.
- 2. Properly dispose of the food that is old or not edible and also throws away the expired items so that somebody might not use it unknowingly.
- 3. Do not hesitate in throwing the items which you will never use.
- 4. As soon as your cleaning is completed, clear the dust bin as well otherwise the house will smell of the food you have discarded.
- 5. Take out all the removable shelves, drawers e.g. fruit and vegetable basket, from the refrigerator. It will give you enough space to clean without any hassles.
- 6. Take all the shelves to the kitchen sink and wash them before start cleaning the refrigerator.
- 7. As most of the items in the refrigerator may not fit in a dishwasher, so you need to wash them by hand.
- 8. You can use warm water and dishwashmg gel with scrub/ brush to clean the shelves and drawers made up of metal or plastic.
- 9. You should let the glass and ceramic pieces come to room temperature before washing them with warm water otherwise these items may crack.
- 10. A homemade cleanser can also be used on the shelves and drawers by mixing a small amount of ammonia with hot water to clean the stains.
- 11. To make this mixture, let the ammonia dissolved in hot water (1:5 ratios should be plenty) in a plastic tub or sink and soak the item(s) before scrubbing.
- 12. You can get a refrigerator cleaning spray from the market but make sure not to buy the chemical based spray. These sprays come in various fragrances.

- a. 2 tablespoons of baking soda and 1-quart hot water
- b. 1-part apple cider vinegar to 3 parts hot water
- 15. You should clean the inner walls of refrigerator thoroughly with any of the cleanser and a damp towel.
- 16. To remove the tough stains, you can use white toothpaste. It will not only remove the stain but also make the refrigerator smell good.
- 17. You should also clean the shelving space in the door of the refrigerator with the above mentioned cleanser
- 18. Clean beneath the gasket as it easily hosts insects. Apply the cleanser with a damp towel to clean it upside down.
- 19. Dry the gasket using a dry cloth and then apply some body lotion or mineral oil to keep the rubber soft.
- 20. Clean the downward portion of the door as most of the time it gets neglected.
- 21. You need to dry the inner area of the refrigerator using a dry cloth or sponge.
- 22. You should let the shelving, grill, etc. dry out completely before placing then back into the refrigerator.
- 23. Wash all the water bottles and other jars and place them back in the refrigerator once dry.
- 24. To clean the freezer, defrost it as soon as you start cleaning the food storing section so that until the time you clean the lower section, the ice in the freezer may start melting.
- 25. You need to throw the useless items from the freezer.
- 26. Take out the ice tray and wash it thoroughly while clean the inside of freezer in the above mentioned manner.
- 27. Make it dry and then place the ice trays and other items back into the freezer.
- 28. Wipe out the outer body and top of the refrigerator with a sponge and cleanser. Also use a synthetic duster to dust the dirt from the back of the refrigerator.
- 29. If the refrigerator has a drip pan, do not forget to throwaway the water of it and wash it using dishwashing gel.
- 30. Set the temperature of the refrigerator as per the season and food items kept in it.

4.4.3 Organising the Refrigerator

Organising the refrigerator is an art and the one who knows it can manage the food properly without wasting it. To organise the refrigerator, you should divide it into sections as per food groups. Use the different areas and compartments to store different items -

- a. **Freezer** Always store all the ice creams, packaged food and the items needs to be stored in the deep freezer.
- b. **Top shelf:** Eggs and milk should be kept in the coldest area of the refrigerator Keep the eggs in the original cartons rather than in the fridge egg container. It will keep them fresh for longer period of time. You should Place coffee creamer and other necessary items that need the cold temperature on the top shelf.
- c. **Middle Shelf:** Keep all the items like cakes, fish, items which are labelled to be kept in the refrigerator after opening, yogurt, cheese, etc.
- d. Lower Shelf: It is to be used to keep leftover food, hard vegetables, etc.
- e. **Drawers:** There are commonly two removable drawers at the bottom of the refrigerator, out of which upper one is to be used for keeping fruit or meat while the other one for keeping vegetables.
- f. **Refrigerator door:** Eggs can be kept at the top of the door as well, juices and other bottles should be kept in the lower section. You can also keep butter in the compartment provided in the door.

4.4.5 Kitchen Safety

Safety in the kitchen is as important as cleanliness as clean, and safe kitchen lowers the food risks and mishaps inside the home. It is very crucial to maintain proper cleanliness for all the family members. The basic rules of keeping the kitchen safe are-

- Sanitize your garbage bin, wash and clean it with disinfectant at least once a week. This will remove all the foul odours coming out from the garbage bin. It will also help in checking the growth of germs.
- Always place a lid on the garbage bin as it will hold the smell in it and will not be able to host the files and other insects.
- You should empty your garbage bin daih even if it is not full as it will keep your kitchen clean.
- Periodically wipe doorknobs, handles, I Jtches and controls, and light switches in and around your kitchen with cleaning operators. Regardless of the possibility that they appear to be perfect to the bare eye, they may be as of now be harboring microbes.
- Sweep and mop the kitchen floor frequently to keep it free from garbage and oil.
- Mop the spills immediately as will prevent the chance of germs to grow.
- Immediate mopping reduces the chances of mishaps and accidents.
- Maintain personal hygiene by washing your hands before and after handing food, 20 seconds each time.
- Always turn off the knob of the gas cylinder if not in use.

Activity



1. Match the following items with the correct places to store in a refrigerator





Practical:



Practical 1: Cleaning the Refrigerator

Perform cleaning of Refrigerator

Practical 2: Organising the Refrigerator

Perform organising the Refrigerator

- Notes			











5. Garbage Disposal and Clean Environment

Unit 5.1- Garbage Disposal

Unit 5.2 - Keeping the House Bugs Free



Key Learning Outcomes 🔯



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

- 1. Identify different types of waste material in a house
- 2. Categorise waste in multiple heads like Dry, Wet, Hazardous
- 3. Understand the procedure of safely disposing each type of waste
- 4. Understand the importance of keeping the house bugs free
- 5. Understand different techniques available to keep the house bugs free
- 6. Understand the importance to keep the environment clean

UNIT 5.1: Garbage Disposal

Unit Objectives



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

- 1. Identify different types of waste material in a house
- 2. Categorise waste in multiple heads like Dry, Wet, Hazardous
- 3. Understand the procedure of safely disposing each type of waste

5.1.1 Introduction -

Waste are the items, we (individuals, offices, schools, industries, hospitals) do not need and discard. There are some things that we possess, but the law requires us to discard because they can be harmful for us and for the society. Waste comes in infinite sizes-it can be as small as an old toothbrush or as large as the body of a school bus.

We all create waste, although some people are very environmentally conscious and create very little waste. Similarly, some countries create very less waste and manage the rest while others are pretty horrible and have created huge environmental problems for the people and animals living on the planet Earth.

5.1.2 Types of Waste

There are various types of wastes but the waste from a house can be broadly segregated into following categories -

- Wet Waste
- Dry Waste
- Sanitary Waste
- Hazardous Waste

All these waste are completely different and therefore there are separate process to dispose and recycle them.

- Wet Waste- Wet waste is the organic waste which majorly comes from the kitchen like cooked & uncooked food, fruits and vegetables peels and pieces, flowers, egg shell, match sticks, shredded newspaper, used tissue paper etc.
- **Dry Waste** Dry waste is the waste which comes from other parts of the house and non-organic. This waste comprises of plastic, rubber, metal, leather etc.
- Sanitary Waste The waste which comes from the bathroom/ toilet of a house is referred as Sanitary waste. E.g. Sanitary napkins, diapers, syringes, ear buds, hair etc.
- **Hazardous Waste** The waste which can be harmful for the human being if comes in direct touch is referred as hazardous waste. E.g. Fire extinguishers, paint, Deodorant, insect killer etc.

5.1.3 Segregation of Waste

Wet Waste	Dry Waste	Sanitary Waste	Hazardous Waste
Fruit & Vegetable Peels and pieces	Plastics bags, bottles, packing item	Diapers/ Sanitary Napkins	Paints
Leftover food	Toys, food packets, milk sachets	Syringes	Batteries
Used tea leaves/ Coffee Powder	Tickets, Newspapers	Shaving Blades	Fluorescent bulbs
Match Sticks	Computer printouts,	Earbuds	Mobile & Chargers
Used tissue papers	Disposable Crockery, Pamphlets	Old medicines/ tablets	Insecticide/ Pest killer
Shredded newspapers	Glass bottles and jars,	Animal/ Human hair	Computer peripherals
Flowers	Tetra pack, Aluminum cans, etc.	Scrap Clothes	Used CDs

5.1.4 Safely Disposal of Waste —

Every person/ household that creates any waste has a social responsibility to dispose of it safely. But before disposing of the waste, it is very crucial to segregate it according to the above mention categories. You should have different dustbins at the home for the same purpose. Following are some ways through which a household can dispose of the waste -

Wet Waste - The wet waste should be collected in a dustbin, after laying newspaper in it. You need to place the paper in the trash in such a way, that it will cover the inside walls of the bin. Now you can collect the wet garbage in it. You should remember not to use plastic bags to collect the wet waste.

You can compost the wet waste as well which could be further used as fertiliser and as a soil conditioner. It can be done in the plant pots as well. The colour code of the garbage bin for the wet waste is usually green.

- 2. Dry Waste- To collect the dry waste, you should place a plastic trash bag inside the dustbin. Throw all the trash into the dustbin and transfer the garbage to the garbage dumping area. Please make sure all the packages of dairy or food items like milk sachets, plastic cups of curds, tetra packs of juices should be thoroughly clean before throwing into the garbage bin. As this waste is dry, it may be kept for a day or two in the house if you forget to hand over to the trash collector. The colour code of trash bin for dry waste is blue.
- **3. Sanitary Waste** The sanitary waste should not be mix with wet waste or dry waste. It should be treated separately. The garbage bin of sanitary waste should be kept in the bathroom, and trash bag needs to be laid inside it. Throwaway the sanitary pads or diapers need to be wrapped in paper before throwing away. The poop of the diapers should be washed in the toilet before throwing. This garbage bin needs to be cleaned daily as it may host a lot of germs and also be the reason of unhygienic odour. Tie the garbage bag of sanitary waste tightly before handing over to the trash collector. The trash bin of sanitary waste is usually of dark yellow colour.
- **4. Hazardous Waste** As this waste could be harmful to the public health or environment, it should be disposed of very carefully as it could be inflammable, reactive, corrosive or toxic. e.g. a broken glass could be dangerous so it needs to be packed properly in a separate bin bag and then handed over to the person collecting garbage. Likewise, the bottles of pesticides and other sprays should be separately given to him. The colour code of trash bin for hazardous waste is red. In some of the cities, special counters are available to hand over the hazardous waste or a particular vehicle comes to collect the hazardous waste.

5.1.6 Managing Waste

Though we cannot stop the waste generation completely, yet there are few ways which prevent us from the generation of unnecessary waste. This concept is known as 3Rs - Reduce, Reuse and Recycle.

Reduce

Reducing the waste, you create, is an ideal approach to help the earth. There are number of methods, few of them are following-

- 1. Instead of purchasing something you're not going to use frequently, check whether you can acquire it from someone you know.
- 2. You should buy the items that come with less packaging.
- 3. One should avoid the use of cars for smaller distances as cars use fuel which pollutes the environment. It would be better if one can go to nearby places via walking or cycling. You should take a bus or metro to the distant places. This step is not only good for the environment but also healthier and economical for you.

Reuse

- 1. In our daily life, we need to choose the items which are made of such material which can be reused.
- 2. Reused things are put through a procedure that makes it conceivable to make new items out of the materials from the old ones.
- 3. Reusing a lot of articles will not only save the Earth but also save your money.
- 4. Numerous brands of paper towels, waste packs, welcoming cards, and bathroom tissue informs whether they are made up of reused materials.
- 5. In a few towns, you can leave your recyclables in receptacles outside your home, and a truck will come and gather them routinely. Different cities have reusing focuses where you can drop off the materials you've collected. Things like paper and plastic staple sacks, and plastic and aluminium jars and jugs can regularly be conveyed to the supermarket for reusing. Whatever your framework is, it's vital to recall to flush out and sort your recyclables!

Recycle

- 1. Recycle is the process which is used to convert waste materials into reusable items so that there would be no wastage of resources, energy and less pollution.
- 2. The items which can be recycled area.
- a. Items made up of metal like soda and beer cans, aluminium foil, soup cans. coffee cans etc.
- b. Newspapers, magazines and other papers
- c. Cardboards & tetra packs like cartons of juice, milk, etc.
- d. Batteries car batteries, remote batteries, button batteries
- e. Electronic appliances or gadgets mobile phones, television, computer, keyboards and peripherals, etc.
- f. Pet bottles- Cold drinks, oils, etc.

Practical:



Practical 1: Sorting the household waste

Perform sorting of household waste in different categories

Practical 2: Disposing of the waste

Perform disposing of household waste as per its category

Activity:



1. Match different types of household garbage of table B with the corresponding garbage bin of table A:

Table A	Table B
	Fruit & Vegetable Peels and pieces
	Plastics bags, bottles, packing item
	Diapers/Napkins
	Paints
	Computer Peripherals
	Scrap Clothes
	Newspapers
	Aluminum cans
	Tetra pack
	Used tissue papers
	Pamphlets
	Disposable Crockery
	Animal/ Human Hair
	Used DVDs
	Old Medicines
	Insecticide
	Glass bottles and Jars
	Pest Killer

UNIT 5.2: Keeps the House Bugs Free

Unit Objectives



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

- 1. Understand the importance of keeping the house bugs free
- 2. Learn different techniques available to keep the house bugs free

5.2.1 Introduction

There are numerous bugs in the world, and their presence in a house depends on local climate and location of the house. Hence, there may not only one way to keep these bugs out of your home. But just like us, these bugs also need food, water and shelter to survive and grow, so by eliminating their food supply and cleaning their shelter areas, we can reduce their presence in the house.

5.2.2 How To Stop Bugs Entry in The House

There may be various types of bugs, but there are some standard steps which can prevent or reduce their entry to a home.

- 1. You should keep the doors closed whenever not in use.
- 2. To stop the entry of the bugs, you should see If there is a gap between the door and the floor. If it is, you must ask your employer to get it covered by a sealer on priority.
- 3. A lot of houses have double window doors one is of glass and another of mosquito net or mesh. Always keep the mosquito net door closed as it doesn't allow flies and mosquitos to enter the house.
- 4. Always keep the yards of the house clean and get the pesticides spray done regularly.
- 5. Cracks in walls and doors are the favourite spots of ants and other bugs, so seal or get repaired these cracks as soon as you notice.
- 6. Similarly, there are common types of pipe penetration in every house like water pipes, gas pipe, electrical or air conditioner cabling, telephone/ cable wires. These types of pipes are mostly installed by making a hole in the wall which most of the times does not get sealed properly. This space is enough for these bugs to enter the house. If it is same in your house, get it sealed properly on urgent basis.
- 7. Generally, most of us, do a lot to clean the interiors of the house but ignore the exteriors. You should check if there are holes in the exterior walls which could become a shelter for mouse and other bugs. If so, get it sealed urgently.
- 8. Soiled utensils, leftover food, rotten fruits and vegetables are the host of bugs in the kitchen. These bugs then travel from kitchen to other parts of the house. So you need to make sure that leftover food and rotten fruits etc. must be disposed of daily.
- 9. You must safely dispose of the waste according to its type.
- 10. The garbage bins should have lids on it, which must be placed on the tops every time.
- 11. In the houses which have a basement, it is must clean the basement properly to prevent the bugs.
- 14. Follow the precautionary steps to prevent Malaria, Chikungunya and Dengue.

5.2.3 Home Remedies to Keep The House Bugs Free

To keep the house bugs free is big task, and the following home remedies will help you in doing so-

Ants:

Ants don't like the smell of cucumber, so you should place small slices of cucumber on the likely entry point of ants in your house.

You can spray soapy water on ants to kill them.

You can also use crushed mint leaves or mint tea bags to stop ants.

Cockroaches:

There are numerous cockroaches killing products from chalk to spray available in the market. You may choose one of them as per the requirement.

A simple home remedy, soapy water, is very effective in killing the cockroaches. You just spray solution of detergent and water to kill the cockroaches.

Similarly, like ants, sliced cucumber can be used at every entry to prevent entry of cockroaches in the kitchen and other parts of the house.

You can use boric powder to kill cockroaches as it is poisonous for roaches. You can put it at places where cockroaches are found in your kitchen. When they taste it, they will die.

Mosquitoes:

The best way to keep mosquitoes away is not to let them breed and grow. Mosquitoes grow in standing water and dirty areas, so you need to make sure that there should not be any place with standing water inside as well as outside of the house.

You can use mosquito killer sprays, repellent, etc. to kill mosquitoes.

If you are using any of the mosquito killers, please make sure to keep it away from the reach of kids.

As a home remedy, you can plant or decorate marigold in the house as its fragrance is anti bugs and mosquitoes.

House Flies:

You should keep the inside and outside of the house clean to keep the houseflies away. You can place some crushed mint leaves around the house to prevent the flies to enter.

You can also sprinkle few drops of eucalyptus oil on a cotton cloth, and keep it in the area, where flies are a problem. It will stay away the flies. Keep your drains clean to prevent house flies.







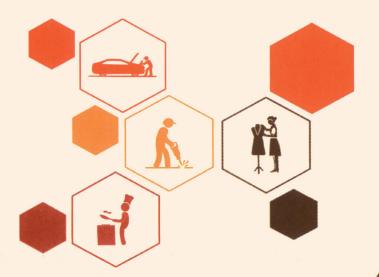




6. Maintain Healthy, Safe and Positive Relationship at Workplace

Unit 6.1- Basic Healthcare and Emergency Procedures

Unit 6.2 - Ethical Behaviour and Time Management



Key Learning Outcomes 🔯



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

- 1. Understand the basic health issues and their treatment
- 2. Learn common household emergencies and the way to deal with them
- 3. Use emergency helpline numbers
- 4. Describe ethical behavior and its importance
- 5. Explain time management and its importance

UNIT 6.1: Basic Healthcare and Emergency Procedures

Unit Objectives



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

- 1. Understand the common health issues and their treatment
- 2. Explain basic emergencies at home and the way to deal with them

6.1.1 Introduction -

As an individual, it is vital for all of us to have the knowledge of the basic level of healthcare. This knowledge makes us confident, and we can handle unforeseen health issues very practically without being hassled. There are few common health problems which may arise suddenly, but if we know how to deal with them, they won't be able to create any hindrance in our routine life.

6.1.2 Common Health Issues and Their Treatment

Let's discuss the common health problems and learn how to handle them -

1. Common Cold

A common cold is a viral infection of the nose, throat, sinuses and upper airways of the body. It's exceptionally normal and generally speaking it gets clear within a week or two.

The primary side effects of common cold in a person are-

- Sore Throat
- Blocked or a runny nose
- Sneezing
- Cough
- Sometimes high fever, headache and muscle pain can also happen.

What to do

- If you are suffering from a common cold, you should take proper rest as there is no cure for it.
- You should drink plenty of fluids like juice etc. and eat healthy food.
- You can take OTC (over-the-counter) painkillers, like paracetamol or ibuprofen that helps in lessening the fever or discomfort.
- You can also use a decongestant spra~ like Naso-clear to get relief from the blocked nose. You can try
 other remedies like gargling with salt water or chewing lozenges also, as it can help in getting some relief.
- If the problem persistent, you should inhale steam, that will assist in unblocking the nose. To inhale steam, you should heat up the water in a pan till it starts boiling. Add one tablespoon full of vaporising rub in this steaming water and inhale the steam by covering your head with a dry towel.
- You should avoid taking the steam for too long as it will open up the pores of your face or can burn your skin.
- If the problem persistent, you should inhale steam, that will assist in unblocking the nose. To inhale steam, you should heat up the water in a pan till it starts boiling. Add one tablespoon full of vaporising rub in this steaming water and inhale the steam by covering your head with a dry towel.

- You should avoid taking the steam for too long as it will open up the pores of your face or can burn your skin.
- Many painkillers and decongestants that can be purchased from drug stores without a prescription are safe and can be taken by adults.
- But these painkillers won't be appropriate for infants, young kids, pregnant ladies, individuals with certain health issues, and those taking certain different drugs.
- So you should always clear your doubts with the pharmacist before taking such medicine.
- If the side effects of a typical cold last for over three weeks or all of a sudden deteriorate like an issue in breathing, one ought to visit a specialist.

How to avoid common cold

- The common cold is infectious, so it spreads by touching an item or surface touched by individual with the disease, touching the skin of that individual and by spitting at the open spot.
- One ought to regularly wash hands in the after sneezing and coughing.
- One ought to always use tissues or hanky while sneezing or coughing.
- One must not share towels, garments, utensils and food with the individual having a cold

2. Flu/Influenza

Influenza or Flu is a typical viral illness that spreads through a cough and sneezes. Though it looks but is not similar to common cold as It is caused by a different set of viruses and can be dangerous. However, one suffering from it starts feeling better within a week. This flu can catch you anytime during the year, but it particularly gets activated in the winter.

Common Symptoms of Flu

- a high temperature (fever) more than of 100 F or above
- tiredness and weakness
- A headache and muscle ache
- Dry cough
- Blocked/ runny nose
- Sneezing and Sore Throat

What to do

- If you have the flu, it is advised to take rest at home and keep yourself warm.
- To avoid dehydration, you should keep drinking plenty of water.
- You can take OTe (over-the-counter) painkillers, like paracetamol or ibuprofen that helps in reducing fever or discomfort
- While Flu can be treatLd with the paracetamol but one should visit the doctor if the person is-
- 1. More than 65 years of age
- 2. Pregnant
- 3. Suffering from any other major disease like lung or kidney disease
- 4. Chest pain, coughing up blood, etc.

3. Cuts or Scratches -

Cuts or scratches are minor ones and can be treated at home easily. While giving treatment for cuts, first stop the bleeding, clean the wound thoroughly and cover it with a dressing and you are done. It hardly takes few days to get a minor wound healed.

Treatment for Cuts and Scratches

a. Stop the bleeding

As a first step you should try to stop the bleeding as then any treatment can be started. To stop the bleeding, you should apply pressure to the area by using a clean and dry absorbent cloth -like a towel or handkerchief - for several minutes. If you have cut in your hand or arm, you should raise it above your head as it will help in reducing the flow of blood. If a lower limb is injured, you must lie down and raise the affected area above the level of your heart.

b. Clean the wound and apply a dressing

As soon as the bleeding stops from the wound, you should clean it and cover it with a dressing to help stop it becoming infected.

What to do:

- Once the bleeding stops from the injury, you need to do the dressing of it to prevent it getting infected.
- You should clean your hands with water and hand wash and then clean the wound with drinking water.
 The water should be at room temperature.
- Use a towel to dry the wound by patting on it. You should not use antiseptics as it will slow the healing process and also damage the skin.
- You can apply sterile adhesive dressing like Hansaplast (plaster) on it. You should keep changing the dressing regularly so that it may be cleaned.
- It is suggested to use waterproof dressings to the wound, which may be very useful and let you take showers. You should remove the dressing after a few days as soon as the wound starts healing.
- If need you can take OTC (over-the-counter) painkillers like paracetamol or ibuprofen for first few days to lessen the pain.
- a. The wound is at risk of getting infected if
- it gets dirt, pus or other bodily fluids
- If there is any particle of glass or small stone in the wound
- it is a big cut
- · any animal has bitten you

- You can easily get to know that a wound has become infected by witnessing following signs:
- If the affected area got redness, swelled or the pain is increasing
- If you notice pus in or around wound
- If you are not feeling weak and unwell
- If you have go fever
- The visit to a doctor will help you in the faster treatment of your wound.

4. Diarrhea-

Passing loose or more frequent stools than normal are the symptoms of diarrhoea. Diarrhoea is a very common disease in all age groups, but the infants are majorly affected by it. The body of a person becomes dehydrated due to excess release of water from the body. Though it gets over in a day or two, but sometimes lasts for a week.

Reasons for diarrhoea - There are various causes of diarrhoea, as a bowel infection (gastroenteritis) is a very common cause in both adults and children.

Diarrhoea happens due to lack of hygiene, having contaminated food and water, mostly during the travel, particularly in the areas with poor hygiene standards. It can also happen due to anxiety, a food allergy, or some side effects of medicine.

What to do

- There is no such treatment for diarrhoea as it gets clear in few days by eating light and nutritious food, maintaining hygiene and taking rest.
- You should take plenty of liquid especially Oral Rehydration Solutions (ORS) to keep the body hydrated.
- You should avoid junk food, oily food, aerated drinks and eat very light food so that your intestines should not be burdened to digest your food.
- By following these steps your diarrhoea will be treated, but if the situation doesn't get better, you should consult your doctor.
- If you witness following symptoms, ask the doctor -
- Blood in your or anyone else' poo
- persistent vomiting
- a severe or continuous stomach aches
- weight loss

How to avoid diarrhoea

Diarrhoea happens because of an infection in your stomach. Maintaining proper hygiene can reduce this risk. The following tips would be very useful for the maintenance of the hygiene -

- You must wash your hands with soap and water after going to the toilet and before eating or preparing the food
- You should clean the bathroom, with disinfectant after each bout of diarrhoea.
- You should not share towels, flannels, cutlery, or utensils with other household members It's also
 important to practice good food and water hygiene while travelling abroad, such as avoiding potentially
 unsafe tap water and undercooked food.

5. Nausea and vomiting

If the Nausea and vomiting in adults last for a day or two, it is not a serious issue. Vomiting is the process a body aquires to clean the stomach from the harmful substances. It may sometimes occur in the adults due to gastroenteritis. Vomiting sometimes can be severe if it is frequent for an extended period. The body becomes very weak due to vomiting, so you should not take it lightly if it lasts longer. You must consult the doctor so that it may not become serious.

Consult the doctor:

- The vomiting continues for more than a day or two and occurring frequently
- You are throwing out whatever you try to eat or drink
- Your vomit is green, and you have become weak and ill

6. Burns or scald

A burn is a damage to our body because of dry heat - it could be by an iron or fire, while a scald is a damage happen because of something wet like hot water or steam.

Burns are very painful and could make the skin red and can give blisters on the body.

How to treat burns and scaldsi.

- i. Immediately get away from the heat source.
- ii. You must pour cool water on the burn for at least 30 minutes. This water should not be iced.
- iii. Do not use any cream or any greasy substances like oil or butter.
- iv. Remove the clothing and jewellery which is near the burnt area. You should not try to remove anything that is stuck to the skin.
- v. If it is major burning due to fire, use a blanket to cover the person but avoid rubbing it.
- vi. Consult the doctor if it is a major burn.

Call the Doctor:

In some of the cases, burn can be treated at home, but if it is a serious one, you need to contact the doctor. If the burn is minor, you need to keep it clean and should not burst any blisters that form.

But the severe burns require professional medical attention. You should go to a hospital for the treatment of:

- If you have got burnt due to any chemical or due to any electrical short circuit
- If the burn size on you body is big
- If the skin has become white or charred because of the burn
- If you have got burns on the face, hands, arms, feet, legs or genitals that cause blisters

7. Electric shock (at home

- As soon as you get to know that someone has got an electric shock, you should switch off the electric current at the mains. It will break the contact of the person with the electrical supply.
- In such cases where you are not able to reach the mains supply, You should not go near or touch the person till the time the power supply is not switched off.
- Once the power supply is turned off, you should check whether the person can breathe or not. If not, immediately take him/ her to the doctor.

8. Fractures

It is tough to say that a person has got a fracture or not until the time X-Ray is not performed, as the pain is almost similar in the fracture, sprain or muscle injury. In any of these cases, you should take the person to the doctor and get him treated as a small negligence could become a severe problem later. You should either use a car or call an ambulance to take the person to the hospital who has got such injury. You should also make sure that you do not move the affected body part or not to rub anything on it as it may result in serious injuries.

9. Emergency medical help

There are some other situations when we need urgent medical help. Let's learn about these emergency situations -

- Severe and sudden pain in tummy (abdomen)
- Pain in chest
- Blood clots in the vomit
- High fever
- Severe headache
- If you have swallowed anything poisonous

6.1.3 Basic Emergencies at the House

There are number of emergencies which may happen at the house, but following are the most basic ones and how would you deal with them, if there is no one at home-

- **1. Power Failure -** If there is sudden power failure in the house and no one is there except you, following are the steps you should take to deal with it—
- a. The first thing you should keep in mind that you would not panic.
- b. Check if your neighbours have electricity or not. If they have, it could be a problem of your house only.
- c. Pick the torch, switch the emergency lights (if available) or get the matchbox and lit the candle, so that you can at least see the way and do not fall on something.
- d. Check the MCB as it might get dripped. If so you need to pull it up.
- e. If you have Fuse System or not able to check the MCB, call the employer and ask if they could come home or ask their permission to call any neighbour to help you.
- f. If you are calling any local electrician, it would be better if you ask any neighbour to be with you when the electrician is repairing.
- g. You should switch off all the electrical appliances like Television, Refrigerator, etc. You can switch then on once the electricity is restored.
- h. If the problem is not of your house, you can call the customer care of electricity supplier company and check when the power will restore.
- i. Lock the main door and windows from inside as it will protect you from any intruder.
- j. Don't open the door to any unknown person.
- 2. Chocked Toilet or drain Most of the times when we are expecting a guest or throwing a party, we get to know that either the toilet or the kitchen drainage is clogged. It is a very irritating situation as we are not prepared for this. Below are the few steps you should take to deal with Such issues -
- i. First of all, make a habit to clean the kitchen drainage regularly, so that you may not face this unexpected problem.
- ii. But if it has happened, you can use a plunger and drainage cleaning solution (available in the market in sachets) to open it. By using both these things, you can open the kitchen drainage/ sink pipe.
- iii. Unclogging a toilet is a difficult task as it needs to be done by an expert. So you should call the person who could repair it.
- iv. But for smaller issues, you could try to make a solution of soap and bucket full hot water, and throw it in the toilet bowl with a bit pressure. It will open the small clogging of the toilet.

- **3. Fire** Fire could be one the most dangerous emergencies at home as there are following top reasons a house can catch on fire like and the precautions you should take-
- a. Cooking on gas top You should be near the gas stove when cooking as leaving it could distract your attention to something else, and you may forget about the pan on the gas stove.
- b. Heating of home in winters Heaters are the another most common reason for a home fire in winters. To avoid this always keep the heaters away from furniture and curtains/ bedsheets etc.
 - You must switch off the heater before going to sleep.
- c. Smoking- If there is any smoker in the house, ask that person to smoke outside as smoking is not only injurious to health but also a very common reason for the home fire.
- d. Short Circuits- Faulty electrical wiring could be the reason for short circuits, so always get the electrical wires checked and replaced if defective. Otherwise, it could lead to a home fire.
- e. Candles Buring open flame candle could be very dangerous, so either try not to use them or blow off the candles before leaving the room.

How to deal with fire -

If the house has got fire, you need to take following stepsa-

- a. If the fire is very small and can be handled, you should deal with it yourself. Otherwise, you should come out of the house with other family members.
- b. Call the Fire Bridge and also the neighbours for help.
- c. If your clothes got fire, lie down on the floor and roll around so that the flames may smooth.
- d. If you are trapped in a fire in a room, bent down on your knees and try not to inhale the smoke as much as possible.
- e. You should crawl toward the exit as soon as you can.
- f. You can use the fire extinguisher on the small fire, but you should get yourself trained on it.

How to use Fire Extinguisher

If you want to operate Fire Extinguisher, you should remember the term PASS-

- 1. P stands for Pull-You should pull the pin and hold the fire extinguisher pointing the nozzle towards the fire and release the locking mechanism.
- 2. A stands for Aim Low- You should point the extinguisher at the base of the fire.
- 3. S stands for Squeeze- You need to squeeze the lever slowly and evenly.
- 4. S stands for Sweep- You must sweep the nozzle from side to side.
- 4. Gas Leak- If you smell gas leak in the kitchen, you should take the following steps-
- a. You must not switch on or switch off any electrical point
- b. Turn off the gas regulator nob.
- c. Open all the windows and leave the kitchen.
- d. Call the customer care of your gas supplier and register your complaint.
- e. Inform the family members and ask them not to go to the kitchen.

6.1.4 Emergency Contact Numbers -

• Police: 100

• Fire: 101

• Ambulance: 102

• Traffic Police: 103

• Blood Requirement: 104

Emergency Disaster Management: 108

• Helpline for women: 181

• Child Helpline: 1098

• Gas leakage: 1906

Activity:



1. Match the emergency contact numbers of table A with the respective emergencies of table B:

Table A	Table B
101	Gas Leakage
102	Child Helpline
100	Emergency Disaster Management
104	Blood Requirement
1098	Traffic Police
181	Ambulance
1906	Fire
108	Police
103	Helpline for women

- 2. Mark a tick (\checkmark) in front of correct statement while (x) in front of wrong statement.
- a) You can take Over the Counter (OTC) medicine if you are suffering from common cold.
- b) You should drink plenty of fluids like juice etc. and eat healthy food.
- c) You should not open the door to any unknown person.
- d) Rubbing oil on a burn will heal it fast.
- e) One should eat very light food if suffering from diarrhoea.
- f) The treatment of common cold and flu is similar.
- g) You should open the windows of the kitchen, if you smell leakage of gas.
- h) In case of power failure, you should call the local electrician to rectify.
- i) You should have good relations with the neighbours so that you may ask for help in case of any emergency.
- j) You should visit to doctor if you have any serious health issue.

- Notes	
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UNIT 6.2: Ethical Behaviour and Time Management

Unit Objectives



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

- 1. Understand ethical behaviour and its benefits
- 2. Understand the importance of time management

6.2.1 Introduction

As a human being, we all have some moral principals that govern our behaviour. If this behaviour is as per the rules set by the society, our behaviour is ethical. The morals that are necessary for ethical conduct are - honesty, trustworthiness, courteousness and respect for others.

6.2.2 Ethical Behaviour

Though the world has changed, yet these morals have similar value still today as they had in earlier days. As being a general housekeeper, you are expected to have such ethical behaviour and need to show it at your workplace. The primary values one should have-

- 1. **Honesty:** Honesty is the best policy as everyone knows, so you must be honest with you as well as your work.
- 2. **Trustworthiness:** Being a general housekeeper, you would be taking care of one's house and will be responsible for it in his/ her absence. If you fulfil the employer's expectations to earn his7 her trust. It will help you have a good relationship wit your employer.
- 3. **Accountability:** You must take responsibilities for your actions and work and do not blame others for your failure. By doing this, you can impress your employer and will gain respect.
- 4. **Courteousness:** You should be polite, well mannered and friendly with the family member of the employer. You should respect others to get respect from them. It applies to all whether older or younger in age.
- 5. **Improve continually:** In today's times, you need to improve yourself and improve your knowledge and competency to be and grow in your job. So you should also learn new techniques and ways to do your job in a better form in lesser time.
- 6. **Self-respect:** Though growing in professional life is critical, yet you should make sure that you are not compromising with your self-respect. There is a very thin line between ego and self-esteem, and you must know this difference. Any person who has self-respect is always being respected by others.
- 7. **Have Granny's Morals:** Though the time has changed, yet the old morals of your granny still have value. So always work on your morals and never compromise with them. It will surely take you to your destination.
- 8. **Maintain Confidentiality:** As you are working in a house and know a lot of secrets of that family, but you should always maintain confidentiality and never share these secrets with anyone, not even in your family. It will bring you respect and trust of the employer.
- 9. **Respect the limits:** If you maintain a distance and do not cross your limits while dealing with the family members, they will also respect your limits and never try to pass that.

6.2.3 Time Management

Time Management means managing the time efficiently so that you may accomplish more work in less time. It can happen if we allocate the right amount of time to right activity. Time Mangement is as important for personal life as for the professional success. As time can not be saved, it should be managed so that we may complete all our task in the given time.

Importance of Time Management: The time management is essential for our life because-

- 1. You can complete all your tasks within given time.
- 2. You can save time for the work you love to do.
- 3. You can gain respect and trust from others.
- 4. You could become efficient and utilise your capacity up to the maximum
- 5. You can set an example for others and grow in your professional life.

Manage your time: Time management is an ongoing process and can be done by keeping the basics in mind-

Prioritising- Prioritising your work is the first step for time management. By prioritising you would be able to know -

- a. What next work you would be doing
- b. What is the purpose of doing that
- c. How much time should you give to that work
- d. By what it must be completed

Avoid Distraction- After prioritising when you start the work, you must avoid the distractions to finish it in targeted time. So to keep the distractions away, you need to-

- a. Say no to Television
- b. Avoid unnecessary Phone Calls
- c. Do not take interest in other's matters or gossiping

Make achievable goals- You should make a daily planner with achievable goals as it will boost you up once you complete your tasks.

Do not blame others- If you fail to complete your work in targeted time, you should not blame others for not helping you or distracting you. You must decide to finish this task as soon as possible.

Have some fun time: If you would just do repetitive work, your enthusiasm and zeal will go down after some time. You need to give some time to yourself and your hobbies so that you may stay fresh and active.

Activity:



- 1. Mark a tick (\checkmark) in front of correct statement while (x) in front of the wrong statement.
- a. Honesty is the best policy so one must be honest to succeed in life.
- b. You should be polite, well-mannered and friendly with the family member of the employer.
- c. You should always avoid unnecessary phone calls during the work.
- d. You should shout while talking to someone over the phone.
- e. One should be trustworthy and accountable in professional and personal life to gain respect from other.
- f. You should not gossip about others, and maintain a distance from the people doing so.
- g. Time management is the best way to achieve the goals of your life.
- h. One should prioratise the work to finish the important work in the given time.

- Notes	







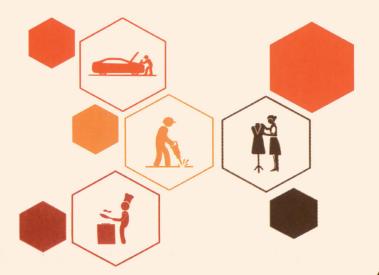




7. Create a Positive Impression of Oneself in the Household

Unit 7.1- Dressing up for Work & Basic Etiquettes

Unit 7.2 - Effective Communication



Key Learning Outcomes 🔯

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

- 1. Learn how to dress up for the work
- 2. Learn basic etiquettes
- 3. Understand importance of Communication
- 4. Understand Basics of Effective Communication

UNIT 7.1: Dressing up for Work & Basic Etiquettes

Unit Objectives



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

- 1. Learn how to dress up for the work
- 2. Learn basic etiquettes

7.1.1 Introduction -

We all love to dress up appropriately as it is a way to enhance our personality and appearance. We want to wear the clothes and accessories according to the latest fashion and designs. But it is essential for us to understand that what should we wear in our personal life while what should we wear when at work as this will help us in creating our correct image in front of others and also saves us from any embarrassing situation. Similarly, etiquettes give a shape to our personality and can convey a lot about us and our upbringing.

7.1.2 Dressing Up for Work

Every individual is different, and therefore the dressing style of everyone is different, but there are some standard rules one should follow while dressing up for work-

- 1. Before dressing up, you must take a bath before going to your job.
- 2. You must wash your hair regularly.
- 3. You must brush your teeth twice a day.
- 4. Make sure you should not have bad breath if so use mouth freshener or consult the doctor.
- 5. Your nails should be cut and clean.
- 6. If there is a uniform provided to you, clean it and iron it properly a day before.
- 7. If there is no uniform, you should wear sober clothes for the work.
- 8. To avoid body odour, you should wear a deodorant but make sure its fragrance must be mild.
- 9. You should not chew tobacco or smoke or drink while on duty.
- 10. You must keep a clean handkerchief or tissue papers with you.

For Men-

- 1. Men should wear Pants with Full/ half sleeves shirt.
- 2. The pants should be of dark shade while shirt should of a light shade.
- 3. You should tuck your shirt in the pants and wear a belt on it.
- 4. You should wear clean socks (it is better if you wear cotton socks) and well-polished shoes.
- 5. Make sure your shoes don't make noise while you walk if so get them repaired.
- 6. Men should have a short haircut and shave daily.

For Women-

- 1. Women should wear clothes like Saree, Salwar Suits, etc. but it should not be over exposing the body.
- 2. The fabric should be cotton and the prints, and colours should not be loud.
- 3. Make sure the fittings of your clothes should be as per your body shape so that you may work freely.
- 4. You should wear clean flat heeled sandals or shoes.
- 5. It is advised you should not wear a lot of accessories like chains, danglers, bangles, etc. as it may get entangled with something and can cause an accident.
- 6. You should comb and tie your hair at the back in a form of bun or braid.
- 7. You should not wear excess makeup.

7.1.3 Basic Etiquettes and Manners -

- 1. You should always be on time for your job. It would be better if come a bit early.
- 2. If you are getting late due to any genuine reason, you should call you employer and inform.
- 3. You should not take leave without telling them. It is advised that you should plan your leaves beforehand and tell them at least 4-5 days in advance.
- 4. If you have to take any leave due to an emergency, report them as soon as possible.
- 5. You should be respectful to your employer.
- 6. You should never arrive drunk or under the influence of any drugs at work- place.
- 7. You should respect the family members of your employer.
- 8. If there are other employees except you in the house, you must cooperate with them.
- 9. You should wear appropriate attire and be neat, clean as conservative as your job requires.
- 10. You should pay attention to a person when he/ she is talking to you and should not interrupt.
- 11. If you have any doubt, you must clear with your employer.
- 12. Keep your phone either on silent mode or a very low volume, when you are at work.
- 13. You should not take calls when you are at work unless it is an urgent call.
- 14. You can call your friends/ family after the work timings.
- 15. If you are talking on the phone, keep your voice as low as possible.
- 16. Always greet your employer while coming at work or leaving.
- 17. You should wear a smile as it will make your appearance positive.
- 18. Try to avoid conflicts at work and never get personal in your remarks.
- 19. You should use three magical words whenever necessary Sorry, Thank You & Please.
- 20. You should not feel ashamed in apologising and similarly, accept the apologies gracefully.
- 21. You should not borrow money or any item from the employer.
- 22. Do not touch any expensive items, money or personal belongings of the employer.
- 23. You should not eavesdrop on other's discussion.
- 24. You should gossip about the employer or his/ her family with co-workers.
- 25. You should maintain your dignity and self-respect while working.

UNIT 7.2: Effective Communication

Unit Objectives



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

- 1. Understand importance of Communication
- 2. Understand Basics of Effective Communication

7.2.1 Introduction

Communication is the way to express our feelings towards others, and it is essential to The ability to communicate effectively is important in relationships, education and work. Here are some steps and tips to help you develop excellent communication skills.

7.2.2 Basics of Effective Communication

Communication is a process by which signals/messages can be transferred between a sender and a receiver through various methods like written words, nonverbal cues, spoken words. It is the principal mechanism used by us for establishing and modifying relationships. To be able to have effective communication one should -

- 1. You should be confident to speak out what you believe in, but before that you must make yourself clear about your opinions and feelings.
- 2. You should not feel that your opinion is not worthwhile as what is important for one mayor may not important for other.
- 3. You should also not change your statements just to please others, whereas you must not hesitate in changing your account if you are not correct.
- 4. The skills of effective communication cannot be developed in a day; it is a result of many practices, focus and dedication. So you should keep practising for improving your communication.

7.2.3 How to have Effective Communication

Following are the points essential for effective communication -

- 1. Whenever you are listening or speaking to someone, you should make eye contact with that person. It makes the interaction successful and encourages the other person to be interested in return.
- 2. You should use gestures of your hands and face. It will help you in presenting your thoughts effectively. But make sure it should not be loud.

- 3. While speaking you should make sure your words, face, eyes and body would speak in the same manner otherwise it will send negative messages.
- 4. Your body language speaks louder than your words, so make sure it should not send any negative message to the other person. So while talking to someone you should not cross your arms, hunch your shoulders as it gives a message that you are not interested in the person.
- 5. You should be honest, patient, optimistic, sincere, respectful, and accepting of others as your attitude impacts the communication. You should be sensitive to other's feelings, and believe in others' competence.
- 6. You should develop the listening skills as it is essential for effective communication.
- 7. You should speak clear and do not mumble. If people are always asking you to repeat yourself, try to articulate yourself in a better way.
- 8. You must pronounce your words correctly and improve your vocabulary.
- 9. Use correct word at the right place.
- 10. You should slow down your speech so that everyone can understand what you want to say.

Tips



- You must use appropriate volume for your conversation setting.
- You should get feedback from your receiver to ensure that you were properly understood during your conversation.
- You should have confidence when talking to someone as It doesn't matter what other people think.
- You should avoid over-praise yourself in front of your audience.
- You should avoid thinking that whatever you say is always correct.
- You should try to speak fluently and try to make sure people can hear you when you talk.
- A good speaker is a good listener.
- You should not interrupt or talk over the other person--it breaks the flow of conversation.
- Make eye contact when speaking and listening.

Practical:



Practical-I- making a monthly budget

Practices to make your monthly budget

Practical-2- Opening a bank account

Make a group of four people and practice on how to open a saving account in Bank/Post office.

Activity:



- 1. Mark ✓ in front of correct statement and × in front of wrong statement.
- a. It is important to dress up appropriately for the workplace.
- b. You should not bath daily and keep the nails cut.
- c. You must use handkerchief or tissue paper while sneezing.
- d. You should inform your employer before taking any leave.
- e. You should not use any intoxicating product while at work.
- f. Saying thankyou and sorry is not considered as etiquettes.
- g. Gossiping about your employer and his family is not considered as bad manners.
- h. You should not feel ashamed in apologising if you have made any mistake.
- i. Work is worship so be need to respect our work.
- j. You should be confident and believe in your thoughts while talking to someone.
- k. You should change your statements to please others.
- I. You should keep eye contact while talking to someone.
- m. A good speaker should not be a good listener.

(H-H)

- n. Your body language speaks louder than your words so you should be careful while making ar gestures.
- o. You should always take others feedback positively and try to improve yourself.

Notes 🔲 —			







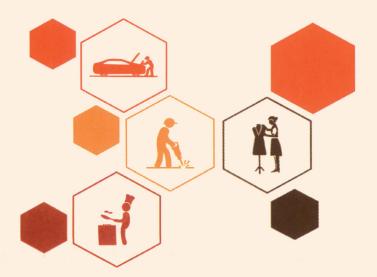




8. Managing Self and Money

UNIT 8.1: Managing Self Health and Hygiene

UNIT 8.2: Managing Personal Finances



Key Learning Outcomes 🔯

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

- 1. Understand the benefits of being healthy, hygienic and disease-free
- 2. Take appropriate measures and seek medical help in case of casualty
- 3. Understand how to manage personal finances

UNIT 8.1: Managing Self Health and Hygiene

Unit Objectives



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

- 1. Understand the benefits of being healthy, hygienic and disease-free
- 2. Take appropriate measures and seek medical help in case of casualty

8.1.1 Introduction -

In today's time, it is imperative for any person to be healthy, hygienic and presentable. It is your physical appearance which attracts someone in the first instance. So one needs to be very careful about his/ her physical appearance and keep maintaining it.

8.1.2 Maintain Hygiene

- 1. Shower every day as this will cut down on body odour, body acne, and hygiene-related diseases.
- 2. You should brush your teeth twice daily as it prevents not only bad breath but also gum disease.
- 3. Clean your feet and make sure to scrub between your toes to prevent athlete's foot and unpleasant odour.
- 4. You must regularly scrub and moisture your heels as the cracked heels can turn into wounds that take the time to heal.
- 5. Cut your nails as it not only will make you hygienic but also prevent your nails from damage.

8.1.3 Being Presentable

- 1. Always wear clean and ironed clothes.
- 2. Change your underwear and socks once daily.
- 3. The females should wash their hair at least once a week and always keep them tied.
- 4. The males should shave daily and keep short hair-cut.
- s. The females should not overdo makeup.
- 6. Wash your hands before and after preparing food, after using the toilet, before and after treating a minor wound, and after blowing your nose, coughing, or sneezing.
- 7. Always keep handkerchief or paper towel and use while sneezing, coughing or blowing your nose.
- 8. Use mild deodorant as it prevents body odour.

8.1.4 Managing Health

Eat Healthy

- Choose food with a minimum amount of unhealthy fats including trans-fats and saturated fats as it can increase the risk for heart disease
- Avoid baked goods, fried foods, frozen pizza, cheese, red meat, full-fat dairy products and other highly processed foods.
- You can use coconut oil in moderation, though it is high in saturated fat, yet increases good cholesterol.
- One should prefer to use olive, canola, soy, peanut, sunflower, and corn oil to eat
- Fish are good for health. You can choose fish including salmon, tuna, trout, mackerel, sardines, and herring.
- You can also eat flaxseed, plant oils, and nuts and seeds in moderate amount.
- Reduce consumption of sweets, soft drinks, sugary fruit juices, and white bread. You should rather choose whole fruits, freshly-squeezed juices, and whole grain bread.
- You should eat whole foods as it offers healthy carbohydrates, proteins, fats, and other nutrients.
- You should eat fresh fruits and green vegetables as they are the source of vitamin and mineral.
- You must drink plenty of water, approximately 3 litres of water every day to keep your body hydrated. It also keeps your skin clear from pimples and blemishes.
- Have toned dairy products so that you may avoid fat but intake enough calcium which is necessary for strong bones.
- Follow the old maxim to stay healthy-
- a. Eat heavy breakfast
- b. Have moderate lunch
- c. Enjoy very light dinner

Follow an Exercise Regime

Follow a daily regime of exercise as it not only keeps you physically fit but also makes you mentally and emotionally stable. You can choose any of the following-

- Jogging/Walking
- Cardio
- Cycling
- Yoga
- Weight Training

- Do not forget to walk after your dinner as it will help in digesting your food and give you sound sleep.
- Keep a track of your weight and get your medical check up once in a year.
- Always stay away from any intoxications like liquor, tobacco, etc., as it damages your health.
- You should neither be overweight nor underweight as both are not the signs of being healthy.
- You should neither go on crash dieting to reduce the weight nor use supplements to increase it.

 Instead, you should ask a doctor for a diet plan to maintain ideal weights for your age and body type.
- Smoking causes various critical health risks, including heart or liver disease and many cancers.
 Consumption of Alcohol can also increase health risks, including liver disease, cancer, heart disease, alcohol poisoning, and depression.
- You should have a sound sleep of 7-8 hours per night.
- You should avoid excessive sun exposure as much as it could create many health risks like cancer.
 If you are going out in the sun, try to cover your body by wearing full sleeves clothes and use sunscreen with an SPF of at least 30.
- You can also use an umbrella to cover your head and body.

Activity:



- 1. Mark (\checkmark) in front of correct statement and (x) in front of wrong statement.
- a. You should eat fatty foods to stay healthy.
- b. One should drink 2 liters of water every day.
- c. Green vegetables and fruits are sources of vitamins and minerals required for our body.
- d. One should bath at least once a day to be hygienic.
- e. Your breakfast should be very light while your dinner must be a heavy one.
- f. One should wear exposing clothes and heavy makeup while going to work.
- g. You must wash your hands before eating food.
- h. You should not wash your hands after going to toilet.
- i. One should not eat gutkha, or smoke to look trendy and fashionable.
- j. One should sleep 10-12 hours per day.
- k. You should walk or exercise daily to stay fit.
- I. Being overweight is the sign of healthy body.
- m. Crash dieting is the best and easy way to reduce the weight.
- n. Cold drinks and junk food is a good substitute of healthy food.
- o. Always keep handkerchief or paper towel and use while sneezing, coughing or blowing your nose.

- Notes		

UNIT 8.2: Managing Personal Finances

Unit Objectives



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

- 1. Understand how to manage personal finances
- 2. Learn how to open bank account
- 3. Learn how to insure the future of your family

8.2.1 Introduction

Managing personal finance is a subject that is not taught in many schools, but is something that nearly everyone has to deal with in their lives later on. Most of the people do not make a retirement plan and hence, they have to struggle in managing finances when they get old.

8.2.2 Write Down What & Where are You Spending

The first step you should take towards managing your finances is to keep track of all your expenses for one month. You need to spend the same amount of money, which you do every month. You just need to write down each expense and try to keep all the bills. As soon as your month ends you will clearly get to know that how much money you need to spend on necessary things during a month and how much money you can save.

You should categorise your purchases in a way that makes sense to you. A simple list of your monthly expenses might look something like this:

- Monthly income
- Expenses
- Rent
- Household bills (utilities/electric/cable/ mobile)
- Groceries
- Dining out
- Gas
- Emergency medical
- Savings

8.2.3 Actual Budget Preparation

Once you get to know your actual monthly expenses, you should start preparing your monthly budget. In this budget, you must write down the amount you want to allocate to each expense head. You should make two columns where you can write projected expenses and actual expenses. This activity will let you know the deviations you have made during the month on that particular expense. You must plan your savings on a realistic basis, the amount which you can save after covering your expenses. You should promise yourself to save at least 10% to 15% of your income as monthly saving.

8.2.4 Spend According to The Plan

It's your money - there's no sense in deceiving yourself about the sum you're going to spend when making a budgetary arrangement. The principle singular you hurt while doing this is yourself. On the other hand, if you do not understand how you spend your money, your monetary arrangement may take two or three months to concrete. You should not change your plan unless you do not see the real In the meantime, don't put down any hard numbers until you can get useful with yourself.

8.2.5 Keep Track of Your Budget

The crucial part of a financial plan is that your expenses may change from month to month. The large proportion of a financial plan is that you'll have monitored those progressions of the year, giving you a precise thought of where your cash went.

- The best part of setting up a budget is that it will open your eyes when you get to know about the amount of money you spend and do not realise. After setting up a budget, a lot of individuals understand that they are spending a good amount of their money on unnecessary small items. It helps them channelising their hard earned money towards more beneficial plans.
- Plan for the unforeseen. Setting a budget will likewise show you that you never know when you'll need
 to pay for something surprising yet that the sudden will come not out of the ordinary. You cant not
 anticipate when you suddenly need money and how much.

8.2.6 Try Not to Borrow Money

A lot of people have a habit of borrowing money from their employers, friends, neighbours and even shopkeepers; that is not at all a good sign as one gets addicted of borrowing money to buy even small items. As our income sources are limited, and we have to manage in that, you should try not to borrow money unless it is very crucial. If you want to buy something like a smartphone, any jewellery, etc., you should save money for it and then purchase. It will keep you free from tension, as you will not have to repay anyone.

If anyhow you have to borrow money from someone, make sure you start returning it as early as possible. If you are not able to repay the entire amount in one go, you should speak to that person to break the amount into monthly instalments. By doing this, you can quickly shed the burden without hassles.

8.2.7 Spend Intelligently

It has been noticed that when a lot of people have money, they don't think logically before spending. They just purchase a lot of things impulsively, which in result make a big hole in their savings. People spend money on useless things just to show off others as they think that by spending money they will become the part of the high society which is not at all true. To use your money wisely, you should always ask yourself the necessity of the item you wish to purchase. You must debate yourself whether you can manage without that particular item or not and even if your mind says that you should buy that product, do not buy immediately. You must postpone the purchase for a week and in most of the cases, you will not feel any need to buy it after one week. In this way, you can save your good amount of money and also prepare for the future.

8.2.8 Open Bank Account -

It is indeed said that the more money in your hand the more you spend. We all have been listening from our elders that it is tough to save money when it is in your pocket and you are surrounded with so many lucrative items and offer. So to save your money, you must trust on a bank and open your account in the bank. The bank provides several facilities to save your money through different accounts and other schemes. Some of them are -

- a. Savings Account- can be opened to save money. You can deposit any amount of money in it and can withdraw whenever needed. The Bank provides an interest on you money deposited in this account.
- b. Recurring Deposit Account- It is popularly known as RD Account. You need to deposit a fixed amount every month in this account which can be withdrawn only after a period. You will always get the higher rate of interest in this type of account.
- c. Fixed Deposit- It is known as FD and is being used to deposit a certain sum of money for a given period. The bank offers a good rate of interest on the money deposited under FD.
- d. In India, the Post Offices also provide the facility of saving money through various accounts and schemes.

How to open a bank account - It is ven easy to open a bank account. You just need to follow these steps-

- 1. You need to decide the type of account you want to open.
- 2. You should select the bank, ideally choose the nearby bank and meet the bank officer.
- 3. Fill the bank account opening form.
- 4. Give reference of someone having an account in that bank.
- 5. Submit the bank account opening form and the required documents.
- 6. Bank office will check your documents and approves after verification.
- 7. Deposit the initial amount in the bank and start operating your account.

8.2.9 Insure Yourself & Your Family

Our life is so unpredictable, and we don't know what is going to happen tomorrow. 50 we should be prepared for the unforeseen problems by getting ourselves insured. Insurance is a very helpful tool which helps us in fighting against the odds of the life. A good insurance cover provides you with the support you would need in the crisis and does not let you beg others. There are numerous types of insurance covers available, and you must buy which is suitable for your requirement. 50 you should not just buy an insurance cover after seeing others, whereas you must talk to an insurance agent and discuss your need at length and then choose the best plan for you and your family. Following are some of the types of insurance covers-

- a. Life Insurance
- b. Health Insurance
- c. Child's Future Policy
- d. Pension Policy

8.2.10 Pay High Down Payment for Your Loans

Everyone wants to have his/ her house, but in today's times it challenging to make your home without proper planning. So if you wish to have your house, you should plan practically for it. You need first to calculate what is the total amount you need to buy a house and then check your savings against it. It will give you a clear idea that how much amount you require as a loan. Once it's clear, you should try to make high down payment for your home loan as it will reduce the amount to be paid as your monthly instalments.

Tips



- 1. You should manage your finances very wisely to prevent future hassles.
- 2. You should start saving at a young age and build your savings as much as you can.
- 3. You must try to save more than what you have planned; it will give you a hefty amount after a period.
- 4. You must create an emergency fund for the unforeseen problems.
- 5. Try not to borrow money from others and payoff your debts as early as possible.
- 6. Start planning for your retirement as the early you plan; the better your bank balance would be.
- 7. You must have a separate bank account from which you should not withdraw money unless very critical the situation would be.

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Practical-1- Making a monthly budget

Practice to make your monthly budget

Practical-2- Opening a bank account

Make a group of four people and practice on how to open a saving account in Bank/Post office

Activity:



- 1. Mark (\checkmark) in front of correct statement and (x) in front of wrong statement.
- a. Is Budget making a good habit or not.
- b. It is a good practice for borrow money to meet your regular expenses.
- c. Making monthly budget can help in controlling your expenses.
- d. You can open accounts to deposit money in bank as well as post office.
- e. Insures is the way to secure the future of you and your family members.
- f. You must create an emergency fund for the unforeseen problems.
- g. Start making small savings and cut down your unnecessary expenses.
- h. Is Pension Policy an Insurance Policy.
- i. You should repay your debts as early is probable to maintain your credibility.

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9. Employability & Entrepreneurship Skills

Unit 9.1- Personal Strengths & Value Systems

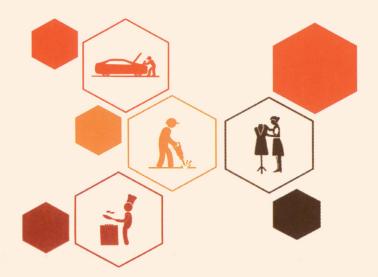
Unit 9.2 - Digital Literacy: A Recap

Unit 9.3 - Money Matters

Unit 9.4 - Preparing for Employment & Self Employment

Unit 9.5 - Understanding Entrepreneurship

Unit 9.6 - 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. Discuss 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. Discuss 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 the role of attitude in self-analysis
- 15. Discuss how to maintain a positive attitude
- 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 the functions of basic computer keys

- 36. Discuss the main applications of MS Office
- 37. Discuss the benefits of Microsoft Outlook
- 38. Discuss the different types of e-commerce
- 39. List the benefits of e-commerce for retailers and customers
- 40. Discuss how the Digital India campaign will help boost e-commerce in India
- 41. Describe how you will sell a product or service on an e-commerce platform
- 42. Discuss the importance of saving money
- 43. Discuss the benefits of saving money
- 44. Discuss the main types of bank accounts
- 45. Describe the process of opening a bank account
- 46. Differentiate between fixed and variable costs
- 47. Describe the main types of investment options
- 48. Describe the different types of insurance products
- 49. Describe the different types of taxes
- 50. Discuss the uses of online banking
- 51. Discuss the main types of electronic funds transfers
- 52. Discuss the steps to prepare for an interview
- 53. Discuss the steps to create an effective Resume
- 54. Discuss the most frequently asked interview questions
- 55. Discuss how to answer the most frequently asked interview questions
- 56. Discuss basic workplace terminology
- 57. Discuss the concept of entrepreneurship
- 58. Discuss the importance of entrepreneurship
- 59. Describe the characteristics of an entrepreneur
- 60. Describe the different types of enterprises
- 61. List the qualities of an effective leader
- 62. Discuss the benefits of effective leadership
- 63. List the traits of an effective team
- 64. Discuss the importance of listening effectively
- 65. Discuss how to listen effectively
- 66. Discuss the importance of speaking effectively
- 67. Discuss how to speak effectively
- 68. Discuss how to solve problems
- 69. List important problem solving traits
- 70. Discuss ways to assess problem solving skills
- 71. Discuss the importance of negotiation

- 72. Discuss how to negotiate
- 73. Discuss how to identify new business opportunities
- 74. Discuss how to identify business opportunities within your business
- 75. Explain the meaning of entrepreneur
- 76. Describe the different types of entrepreneurs
- 77. List the characteristics of entrepreneurs
- 78. Recall entrepreneur success stories
- 79. Discuss the entrepreneurial process
- 80. Describe the entrepreneurship ecosystem
- 81. Discuss the purpose of the Make in India campaign
- 82. Discuss key schemes to promote entrepreneurs
- 83. Discuss the relationship between entrepreneurship and risk appetite
- 84. Discuss the relationship between entrepreneurship and resilience
- 85. Describe the characteristics of a resilient entrepreneur
- 86. Discuss how to deal with failure
- 87. Discuss how market research is carried out
- 88. Describe the 4 Ps of marketing
- 89. Discuss the importance of idea generation
- 90. Recall basic business terminology
- 91. Discuss the need for CRM
- 92. Discuss the benefits of CRM
- 93. Discuss the need for networking
- 94. Discuss the benefits of networking
- 95. Discuss the importance of setting goals
- 96. Differentiate between short-term, medium-term and long-term goals
- 97. Discuss how to write a business plan
- 98. Explain the financial planning process
- 99. Discuss ways to manage your risk
- 100. Describe the procedure and formalities for applying for bank finance
- 101. Discuss how to manage your own enterprise
- 102. List important questions that every entrepreneur should ask before starting an enterprise

UNIT 9.1: 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. Discuss 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. Discuss 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 the role of attitude in self-analysis
- 15. Discuss how to maintain a positive attitude
- 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

9.1.1 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

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	e health standards	do vou follow	? Tick the one	s that apply to you.

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

What is Hygiene?

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

For instance, think about the kitchen in your home. Good hygiene means ensuring that the kitchen is always spick and span, the food is put away, dishes are washed and dustbins are not overflowing with garbage. Doing all this will reduce the chances of attracting pests like rats or cockroaches, and prevent the growth offungus 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 goingto bed.	
4.	Cutyourfingernails 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 upthe good work! Your body and mind thank you!

Swachh Bharat Abhiyan

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

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

What are Habits?

A habit is a 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 a possible
- Making time for family and friends
- Goingto bed early and waking up early

Some bad habits that you should quit immediately are:

- Skipping breakfast
- Snacking frequently even when you are not hungry
- Eating too much fattening and sugary food
- Smoking, drinking alcohol and doing drugs
- Spending more money than you can afford
- Worrying about unimportant issues
- Staying up late and waking up late

Tips



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

9.1.2 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

Non-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

Tips



- Be aware of what emergency number to call at the time of a workplace emergency
- Practice evacuation drills regularly to avoid chaotic evacuations

9.1.3 Self Analysis – Attitude, Achievement Motivation: What is Self-Analysis?

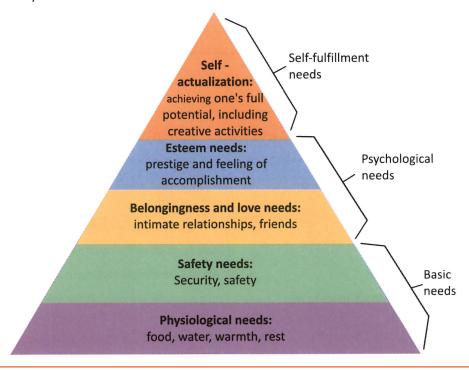
To truly achieve your full potential, you need to take a deep look inside yourself and find out what kind of person you really are. This attempt to understand your personality is known as self-analysis. Assessing yourself in this manner will help you grow, and will also help you to identify areas within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

What is Motivation?

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.

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 selfactualization 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.



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 motived by the next level of needs. Let's understand this better with an example.

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

Understanding Achievement Motivation

We now know that people are motivated by basic, psychological and self-fulfillment needs. However, certain people are also motivated by the achievement of highly challenging accomplishments. This is known as Achievement Motivation, or 'need for achievement'.

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The level of motivation achievement in a person differs from individual to individual. It is important that entrepreneurs have a high level of achievement motivation - a deep desire to accomplish something important and unique. It is equally important that they hire people who are also highly motivated by challenges and success.

What Motivates YOU?

I am motivated by:

What are the things that really motivate you? List down five things that really motivate you
Rememberto answer honestly!

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
- Futu re-oriented
- Flexible and adaptive
- Value negative feedback more than positive feedback

Think about it:

How many of these traits do you have?

- 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
- Can you think of entrepreneurs who display these traits?

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:

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.

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

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

Tips



- Achievement motivation can be learned.
- Don't be afraid to make mistakes.
- Train yourself to finish what you start.
- Dream big.

9.1.4 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 build relationships that are based on trust. Being dishonest, on the other hand, results in anxiety and leads to relationships full of distrust and conflict.

Qualities of Honest People

Honest individuals have certain distinct characteristics. Some common qualities among honest people are:

- 1. 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.
- 2. They stand up for their beliefs. They won't think twice about giving their honest opinion, even if they are awarethattheir point of view lies with the minority.
- 3. They are think skinned. This means they are not affected by others judging them harshly for their honest opinions.
- 4. 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.
- 5. They are trusted by their peers. They are seen as people who can be counted on for truthful and objective feedback and advice.

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.
- Honesty and employees: When entrepreneurs build honest relationships with the 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.

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, heating 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.

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 settingto the manner in which you treat others in the workplace.
- Respectfulness: This means remaining poised and diplomatic regardless of how stressful orvolatile 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 had work, and sharing the credit for accomplishments.

How to Foster a Good Work Ethic?

As an entrepreneur, it is important that you clearly define the kind of 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 shou I 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 oftime and resources.

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.

9.1.5 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

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.

9.1.6 Time Management: What is 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 moretimeto 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
- Better professional reputation
- Higher chances for career advancement
- Higher efficiency
- Reduced stress
- Greater opportunities to achieve goals

Not managing time effectively can result in undesirable consequences like:

- Missing deadlines
- Substandard work quality
- Stalled career

- Inefficient work output
- Poor professional reputation
- Increase in stress and anxiety

Traits of Effective Time Managers

Some traits of effective time managers are:

- They begin projects early
- They set daily objectives
- They modify plans if required, to achieve better results
- They are flexible and open-minded
- They- inform people in advance if their help will be required
- They know how to say no

- They break tasks into steps with specific deadlines
- They continually review long term goals
- They think of alternate solutions if and when required
- They ask for help when required
- They create backup plans

Effective Time Management Techniques

You can manage your time better by putting into practice certain time management techniques. Some helpful tips are:

- Plan out your day as well as plan for interruptions. Give yourself at least 30 minutes to figure out your time plan. In your plan, schedule some time for interruptions.
- Put up a "00 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 10 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.



- 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, unimoortant details.
- Set a time limit for every task that you will undertake.
- Give yourself some time to unwind between tasks.

9.1.7 Anger Management: What is 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.

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 angryfeelings. Try this simple breathing exercise:

- 1. Take a deep breath from your diaphragm (don't breathe from your chest)
- 2. Visualize your breath coming up from your stomach
- 3. Keep repeating a calming word like 'relax' or 'take it easy' (remember to keep breathing deeply while repeating the word)
- 4. Picture a relaxing moment (this can be from your memory oryour imagination)

Follow this relaxation technique daily, especially when you realize that you're startingtofeel angry.

Strategy 2: Cognitive Restructuring

Cognitive restructuring means changing the manner in which you think. Anger can make you curse, swear, exaggerate and act very dramatically. When this happens, force yourself to replace your angry thoughts with more logical ones. For instance, instead of thinking 'Everything is ruined' change your mindset and tell yourself 'It's not the end of the world and getting angry won't solve this'.

Strategy 3: Problem Solving

Getting angry about a problem that you cannot control is a perfectly natural response. Sometimes, try as you may, there may not be a solution to the difficulty you are faced with. In such cases, stop focusing on solving the problem, and instead focus on handling and facing the problem. Remind yourself that you will do your best to deal with the situation, but that you will not blame yourself if you don't get the solution you desire.

Strategy 4: Better Communication

When you're angry, it is very easy to jump to inaccurate conclusions. In this case, you need to force yourself to stop reacting, and think carefully about what you want to say, before saying it. Avoid saying the first thing that enters your head. Force yourself to listen carefully to what the other person is saying. Then think about the conversation before responding.

Strategy 5: Changing Your Environment

If you find that your environment is the cause of your anger, try and give yourself a break from your surroundings. Make an active decision to schedule some personal time for yourself, especially on days that are very hectic and stressful. Having even a brief amount of quiet or alone time is sure to help calm you down.

Tips for Anger Management

The following tips will help you keep your anger in check:

- Take some time to collect your thoughts before you speak out in anger.
- Express the reason for your anger in an assertive, but non-confrontational manner once you have calmed down.
- Do some form of physical exercise like running or walking briskly when you feel yourself getting angry.
- Make short breaks part of your daily routine, especially during days that are stressful.
- Focus on how to solve a problem that's making you angry, rather than focusing on the fact thatthe problem is making you angry.

Tips



- Try to forgive those who anger you, rather than hold a grudge against them.
- Avoid using sarcasm and hurling insults. Instead, try and explain the reason for your frustration in a polite and mature manner.

9.1.8 Stress Management: What is Stress? —

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

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
Memory problems	• Depression
Concentration issues	Agitation
Lack of judgement	Irritability
Pessimism	• Loneliness
Anxiety	Anxiety
Constant worrying	Anger

Physical Symptoms	Behavioral Symptoms
Aches and pain	Increase or decrease in appetite
Diarrhea or constipation	Over sleeping or not sleeping enough
• Nausea	Withdrawing socially
• Dizziness	Ignoring responsibilities
Chest pain and/or rapid heartbeat	Consumption of alcohol or cigarettes
Frequent cold or flu like feelings	Nervous habits like nail biting, pacing etc.

Tips to Manage Stress

The following tips can help you manage your stress better:

- Note down the different ways in which you can handle the various sources of your stress.
- Remember that you cannot control everything, but you can control how you respond.
- Discuss your feelings, opinions and beliefs rather than reacting angrily, defensively or passively.
- Practice relaxation techniques like meditation, yoga or tai chi when you start feeling stressed.
- Devote a part of your day towards exercise.
- Eat healthy foods like fruits and vegetables. Avoid unhealthy foods especially those containing large amounts of sugar.
- Plan your day so that you can manage your time better, with less stress.
- Say no to people and things when required.
- Schedule time to pursue your hobbies and interests.
- Ensure you get at least 7-8 hours of sleep.
- Reduce your caffeine intake.
- Increase the time spent with family and friends.



- Force yourself to smile even if you feel stressed. Smiling makes us feel relaxed and happy.
- Stop yourself from feeling and thinking like a victim. Change your attiude and focus on being proactive

UNIT 9.2: 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 the functions of basic computer keys
- 5. Discuss the main applications of MS Office
- 6. Discuss the benefits of Microsoft Outlook
- 7. Discuss the different types of e-commerce
- 8. List the benefits of e-commerce for retailers and customers
- 9. Discuss how the Digital India campaign will help boost e-commerce in India
- 10. Describe how you will sell a product or service on an e-commerce platform

9.2.1 Computer and Internet basics:

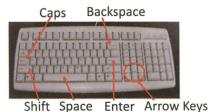
Basic Parts of a Computer



Fig.9.2.1. Parts of a Computer

- Central Processing Unit (CPU): The brain of the computer. It interprets and carries out program
 instructions.
- Hard Drive: A device that stores large amounts of data.
- Monitor: The device that contains the computer screen where the information is visually displayed.
- Mouse: A hand-held device used to point to items on the monitor.
- **Speakers:** Devices that enable you to hear sound from the computer.
- **Printer:** A device that converts output from a computer into printed paper documents.

Basic Parts of a Keyboard



•

- 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.

Basic Internet Terms

- The Internet: Avast, international collection of computernetworks 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.

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 FS or Ctrl + R to refresh or reload a web page.

9.2.2 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:

- Microsoft Word: Allows users to type text and add images to a document.
- Microsoft Excel: Allows users to enter data into a spreadsheet and create calculations and graphs.
- **Microsoft PowerPoint:** Allows users to add text, pictures and media and create slideshows and presentations.
- Microsoft Outlook: Allows users to send and receive email.
- Microsoft OneNote: Allows users to make drawings and notes with the feel of a pen on paper.
- Microsoft Access: Allows users to store data over many tables.

Why Choose Microsoft Outlook?

A popular email management choice especially in the 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 phishingwebsite 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.





- 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.

9.2.3 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

Some examples of e-commerce are:

- Online shopping
- Online auctions
- Online ticketing

- Electronic payments
- Internet banking

Types of E-Commerce

E-commerce can be classified based on the types of participants in the transaction. The main types of e-commerce are:

- Business to Business (B2B): Both the transacting parties are businesses.
- Business to Consumer (B2C): Businesses sell electronically to end-consumers.
- Consumer to Consumer (C2C): Consumers come together to buy, sell or trade items to other consumers.
- Consumer-to-Business (C2B): Consumers make products or services available for purchase to companies looking for exactly those services or products.
- Business-to-Administration (B2A): Online transactions conducted between companies and public administration.
- Consumer-to-Administration (C2A): Online transactions conducted between individuals and public administration.

Benefits of E-Commerce

The e-commerce business provides some benefits for retailers and customers.

Benefits for retailers

- Establishes an online presence
- Reduces operational costs by removing overhead costs
- Increases brand awareness through the use of good keywords
- Increases sales by removing geographical and time constraints

Benefits for customers:

- Offers a wider range of choice than any physical store
- Enables goods and services to be purchased from remote locations
- Enables consumers to perform price comparisons

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 marketto enter India's tier4 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.



- Before launching your e-commerce platform, test everything.
- Pay close and personal attention to your social media.

UNIT 9.3: 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

9.3.1 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 doorto 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 toyour 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 payoff debts like loans or bills that have accumulated overtime.
- **Be prepared for surprise expenses:** Having money saved enables you to pay for unforeseen expenses like sudden caror 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.



- 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.

9.3.2 Types of Bank Accounts, Opening a **Bank Account: Types of Bank Accounts**

In India, banks offerfour main types of bank accounts. These are:

- **Current Accounts**
- Savings Accounts
- **Recurring DepositAccounts**
- **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.

Saving 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.

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 (10) 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!

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.

9.3.2 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, itvaries 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.	

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 answeris no, then it is a fixed cost. If the answeris yes, then it is probably avariable cost.

9.3.4 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 oftime 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 trade 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.

Insurance

There are two types of insurance- Life Insurance and Non-Life or General Insurance.

Life Insurance

Life Insurance deals with all insurance covering human life.

Life Insurance Products

The main life insurance products are:

- **Term Insurance:** This is the simplest and cheapest form of insurance. It offers financial protection for 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.
- **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.
- 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.
- 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.
- Whole Life Insurance: It offers the dual benefit of insurance and investment. It offers insurance coverforthe whole life of the person or up to 100years 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

The main general insurance products are:

• Motor Insurance: This can be divided into Four Wheeler Insurance and Two Wheeler insurance.

- **Health Insurance:** The main types of health insurance are individual health insurance, family floater health insurance, comprehensive health insurance and critical illness insurance.
- Travel Insurance: This can be categorised into Individual Travel Policy, Family Travel Policy, Student Travel Insurance and Senior Citizen Health Insurance.
- **Home Insurance:** This protects the house and its contents from risk.
- Marine Insurance: This insurance covers goods, freight, cargo etc. against loss or damage during transit by rail, road, sea and/or air.

Taxes

There are two types of taxes - Direct Taxes and 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 or 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.

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.

9.3.2 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

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 bank, 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 information:

- 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

- Name of the beneficiary
- Beneficiary's bank address
- Beneficiary's account number
- Beneficiary's bank's IFSC code

RTGS

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.

- Registerfor IMPS with your bank
- Receive a Mobile Money Identifier (MMID) from the bank
- Receive a MPIN from the bank

To transfer money through IMPS, the you need to:

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:

- 1. Link his mobile number with his respective account
- 2. Receive the MMID from the bank

In order to initiate a money transfer through IMPS, you will need to enter the following information:

- 1. The beneficiary's mobile number 2. The beneficiary's MMID
- 3. The transfer amount 4. Your MPIN

As soon as money has been deducted from your account and credited into the beneficiary's account, you will be sent a confirmation SMS with a transaction reference number, for future reference.

Differences Between NEFT, RTGS & IMPS

Criteria	NEFT	RTGS	IMPS
Settlement	Done in batches	Real-time	Real-time
Full form	National Electronic Fund Transfer	Real Time Gross Settlement	Immediate Payment Service
Timings on Monday – Friday	8:00 am – 6:30 pm	9:00 am – 4:30 pm	24x7
Timings on Saturday	8:00 am – 1:00 pm	9:00 am – 1:30 pm	24x7
Minimum amount of money transfer limit	₹1	₹2lacs	₹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 1ac – ₹5 above 1 – 2 lacs – ₹15



- 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.

9.4: 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

9.4.1 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. Ty 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 casua (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 querirs that you would like to discuss. This is the time for you to refer to the notes you made while studing 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.

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.

9.4.2 Preparing an Effective Resume: How to – Create 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 resume that is effective. Take a lookatthe 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:**

Khyati Mehta

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 Floor Supervisor graduated from University of Delhi having 6 years of experience in managing a retail outlet.
- Core expertise lies in managing retail staff, including cashiers and people working on the floor.

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 underyour Educational Qualifications section.

Example:

Educational Qualifications

 <Enter qualification> <enter date of qualification> from <enter name of institute> with <enter percentage or any other relevant scoring system>.

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 resume. If you do not have any technical skills, you can omit this step.

Example:

Technical Skills

<Enter your technical skill here, if applicable>

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: section:

- Project title
- Organization
- Platform used

- Contribution
- Description

Example:

Academic Projects

Project Title: < Insert project title>

Organization: < Insert the name of the organization for whom you did the project>

Platform used: <*Insert the platform used, if any>*

Contribution: <*Insert your contribution towards this project>* **Description:** <*Insert a description of the project in one line>*

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:**

 < Insert your extracurricular activity here. E.g.: Member of, played (name of sport) at level, won (name of prize/award) for

Step 8: Write Your Personal Details

The last section of your resume 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



- 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.

9.4.3 Interview FAQs

Take a look at some of the most frequently asked interview questions, and some helpful tips on how to answer them.

Q1. 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.

Q2. 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.

Q3. 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.

Q4. 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.

Q5. 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.

Q6. 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.

Q7. 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.

Q8. 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.

Q9. 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.

Q10. 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.

Q11: 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.

Q12: 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.

Tips



- Be honest and confident while answering.
- Use examples of your past experiences wherever possible to make your answers more impactful.

9.4.4 Work Readiness - Terms & Terminologies:Basic Workplace Terminology

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 service to another company, either on a project or time basis.
- **Contract of Employment:** When an employee is offered work in exchange for wages orsalary, 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 layoff 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.

9.5: Understanding Entrepreneurship

- Unit Objectives



- 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. Explain 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 purpose of the Make in India campaign
- 26. Discuss key schemes to promote entrepreneurs
- 27. Discuss the relationship between entrepreneurship and risk appetite
- 28. Discuss the relationship between entrepreneurship and resilience
- 29. Describe the characteristics of a resilient entrepreneur
- 30. Discuss how to deal with failure

9.5.1 Concept Introduction (Characteristic of an Entrepreneur, types of firms I types of enterprises)

Entrepreneurs and Entrepreneurship

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.

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

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

Entrepreneurs also have a tendency to:

- Have a high risk tolerance
- Thoroughly plan everything
- Manage their money wisely
- Make their customers their priority

- Highly creative
- Visionaries
- Open-minded
- Decisive
- Understand their offering and their market in detail
- Ask for advice from experts when required
- Know when to cut their losses

Examples of Famous Entrepreneurs

Some famous entrepreneurs are:

- Dhirubhai Ambani (Reliance)
- Dr. Karsanbhai Patel (Nirma)

- Azim Premji (Wi pro)
- Anil Agarwal (Vedanta Resources)

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 anyone 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.



- 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.

9.5.2 Leadership & Teamwork: **Leadership and Leaders**

Leadership means setting an example for others to follow. Setting a good example means not asking someone to do something that you wouldn't willingly want to do yourself. Leadership is about figuring out what to do in order to win as a team, and as a company.

Leaders believe in doing the right things. They also believe in helping others to do the right things. An effective leader is someone who:

- Creates an inspiring vision of the future.
- Motivates and inspires his team to pursue that vision.

leadership Qualities That All Entrepreneurs Need

Building a successful enterprise is only possible if the entrepreneur in charge possesses excellent leadership qualities. Some critical leadership skills that every entrepreneur must have are:

- 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.

Benefits of Effective Leadership

Effective leadership results in numerous benefits. Great leadership leads to the leader successfully:

- Gaining the loyalty and commitment of the team members
- Motivating the team to work towards achieving the company's goals and objectives
- Building morale and instilling confidence in the team members
- Fostering mutual understanding and team-spirit among team members
- Convincing team members about the need to change when a situation requires adaptability

Teamwork and Teams

Teamwork occurs when the people in a 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.

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.



- 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.

9.5.3 Communication Skills: Listening & Speaking: The Importance of Listening Effectively

Listening is the ability to correctly receive and understand messages during the process of communication. Listening is critical for effective communication. Without effective listening skills, messages can easily be misunderstood. This results in a communication breakdown and can lead to the sender and the receiver of the message becoming frustrated or irritated. It's very important to note that listening is not the same as hearing. Hearing just refers to sounds that you hear. Listening is a whole lot more than that. To listen, one requires focus. It means not only paying attention to the story, but also focusing on how the story is relayed, the way language and voice is used, and even how the speaker uses their body language. The ability to listen depends on how effectively one can perceive and understand both, verbal and non-verbal cues.

How to Listen Effectively?

To listen effectively you should:

- Stop talking
- Stop interrupting
- Focus completely on what is being said
- Nod and use encouraging words and gestures
- Be open-minded
- Think about the speaker's perspective

- Be very, very patient
- Pay attention to the tone that is being used
- Pay attention to the speaker's gestures, facial expressions and eye movements
- Not try and rush the person
- Not let the speaker's mannerisms or habits irritate or distract you

The Importance of Speaking 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.

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.

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.

9.5.4 Problem Solving & Negotiation Skills: What is a Problem?

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.

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 problemStep 2: Study the problem in detailStep 3: List all possible solutionsStep 4: Select the best solution

Step 5: Implement the chosen solution **Step 6:** Check that the problem has really been solved

Important Traits for Problem Solving

Highly developed problem solving skills are critical for both, business owners and their employees. The following personality traits playa 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

How to Assess for Problem Solving Skills?

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:

- 1. Application forms: Ask for proof of the candidate's problem solving skills in the application form.
- 2. Psychometric tests: Give potential candidates logical reasoning and critical thinking tests and see how they fare.
- 3. Interviews: Create hypothetical problematic situations or raise ethical questions and see how the candidates respond.
- 4. Technical questions: Give candidates examples of real life problems and evaluate their thought process.

What is Negotiation?

Negotiation is a method used to settle differences. The aim of negotiation is to resolve differences through a compromise or agreement while avoiding disputes. Without negotiation, conflicts are likely to lead to resentment between people. Good negotiation skills help satisfy both parties and go a long way towards developing strong relationships.

Why Negotiate?

Starting a business requires many, many negotiations. Some negotiations are small while others are critical enough to make or break a startup. Negotiation also plays a big role inside the workplace. As an entrepreneur, you need to know not only know 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

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

9.5.5 Business Opportunities Identification: Entrepreneurs and Opportunities

"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

- 1. Identify Market Inefficiencies
 - When looking at a market, consider what inefficiencies are present in the market. Think about ways to correct these inefficiencies.
- 2. Remove Key Hassles
 - Rather than create a new product or service, you can innovatively improve a product, service or process.
- 3. Create Something New
 - Think about how you can create a new experience for customers, based on existing business models.
- 4. 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.
- 5. 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

1. 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:

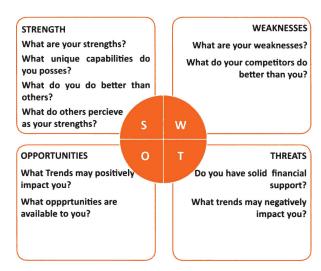


Fig. 7.S.1. SWOT Analysis

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.

2. 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

Tips



- Remember, opportunities are situational.
- Look for a proven track record.
- Avoid the latest craze.
- Love your idea.

9.5.6 Entrepreneurship Support Eco - System: Who is an Entrepreneur?

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 c,f 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

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 tobecome 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.

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.

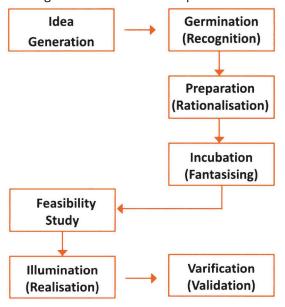
Stage 3: Preparation or Rationalization. The problem is studied further and research is done to find out how others have tried to solve the same problem.

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.

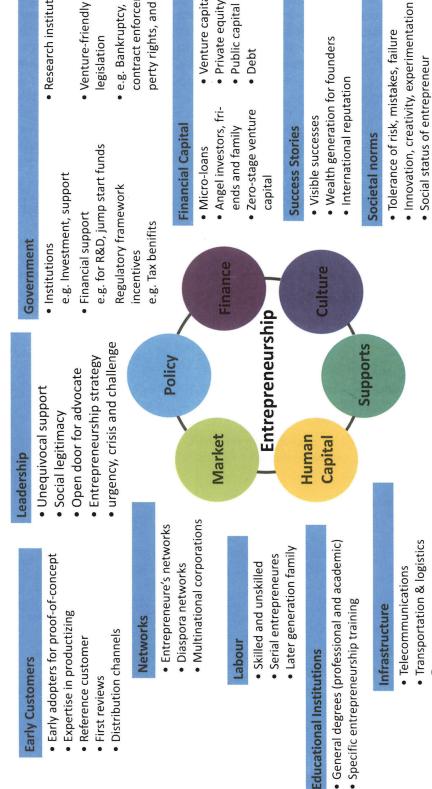


Introduction to the Entrepreneurship Ecosystem

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.
- s. **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.



Public capital markets

Debt

Venture capital funds

Private equity

contract enforcement, pro-

e.g. Bankruptcy,

Research institutes

Early Customers

First reviews

Venture-friendly

legislation

perty rights, and labour

Non-Government Institution

Zones, incubation centers, clusters

Support Professions

Ambition, drive, hunger

Wealth creation

- Entrepreneurship
 Conferences promotion in
 - Business plan non-profits

contests

Investment bankers

Accounting

Legal

 Entrepreneur- friendly association

Fig. 7.5.2 Entrepreneurship at a Glance

Educational Institutions

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 focussing on sustain ability of the environment.

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 guick
- 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

Key Schemes to Promote Entrepreneurs

The government offers many schemes to support entrepreneurs. These schemes are run by various Ministries/Departments of Government of India to support First Generation Entrepreneurs. Take a look at a few key schemes to promote entrepreneurship:

SI.Name of the Scheme

- I. Pradhan Mantri MUDRA Yojana Micro Units Development and Refinance Agency (MUDRA),
- 2. STAND UP INDIA
- 3. Prime Minister Employment Generation Programme (PMEGP)
- 4. International Cooperation
- 5. Performance and Credit Rating
- 6. Marketing Assistance Scheme
- 7. Reimbursement of Registration Fee for Bar Coding
- 8. Enable Participation of MSMEs in State/District level Trade Fairs and Provide Funding Support
- 9. Capital Subsidy Support on Credit for Technology up gradation
- 10. Credit Guarantee Fund for Micro and Small Enterprise (CGFMSE)
- 11. Reimbursement of Certification Fees for Acquiring ISO Standards
- 12. Agricultural Marketing
- 13. Small Agricultural Marketing
- 14. Mega Food Park
- 15. Adivasi Mahila Sashaktikaran Yojana

1. **Pradhan Mantri MUDRA Yojana,** - Micro Units Development and Refinance Agency (MUDRA), **Description**

Under the aegis support of Pradhan Mantri MUDRA Yojana, MUDRA has already created its initial products/schemes. The interventions have been named 'Shishu', 'Kishor' and 'Tarun' to signify the stage of growth/development and funding needs of the beneficiary micro unit/entrepreneur and also provide a reference point for the next phase of graduation/growth to look forward to:

- a. Shishu: Covering loans upto Rs.50,000/-
- b. Kishor: Covering loans above Rs. 50,000/- and upto RS.5 lakh
- c. Tarun: Covering loans above Rs. 5 lakh to RS.10 lakh

Who can apply?

Any Indian citizen who has a business plan for a non-farm sector income generating activity such as manufacturing, processing, trading or service sector and whose credit need is less than RS.10 lakh can approach either a Bank, MFI, or NBFC for availing of MUDRA loans under Pradhan Mantri Mudra Yojana (PMMY).

2. Stand Up India

Description

The objective of the Standup India scheme is to facilitate bank loans between RS.10 lakh and RS.1 crore to at least one Schedule Caste (SC) or Scheduled Tribe (ST) borrower and at least one woman borrower per bank branch for setting up a Greenfield enterprise. This enterprise may be in manufacturing, services or the trading sector. In case of non-Individual enterprises at least 51% of the shareholding and controlling stake should be held be either an SC/ST or Woman Entrepreneur.

Who can apply?

ST,SC&Women

3. Prime Minister Employment Generation Programme (PMEGP)

Description

The Scheme is implemented by Khadi and Village Industries Commission (KVIC), as the nodal agency at the National level. At the State level, the Scheme is implemented through State KVIC Directorates, State Khadi and Village Industries Boards (KVIBs) and District Industries Centres (DICs) and banks. The Government subsidy under the Scheme is routed. by KVIC through identified banks for eventual distribution to the beneficiaries/entrepreneurs in their bank accounts.

Nature of assistance

The maximum cost of the project/unit admissible under manufacturing sector is RS.25 lakh and under business/service sector is RS.10 lakh. Levels offunding under PMEGP

Categories of beneficiaries under PMEGP	Beneficiary's contribution (of project cost)	Rate of Subsidy (of project cost)
Area (location of project/unit)		Urban Rural
General Category	10%	15% 25%
Special (including SC / ST / OBC / Minorities / Women, Ex-servicemen, Physically handicapped, NER, Hill and Border areas, etc.	05%	25% 35%

The balance amount of the total project cost will be provided by Banks as term loan as well as working capital.

Who can apply?

Any individual, above 18 years of age. At least VIII standard pass for projects costing above RS.10 lakh in the manufacturing sector and above RS.5 lakh in the business/service sector. Only new projects are considered for sanction under PMEGP. Self Help Groups (including those belonging to BPL provided that they have not availed benefits under any other Scheme), Institutions registered under Societies Registration Act,1860; Production Co-operative Societies, and Charitable Trusts are also eligible. Existing Units (under PMRY, REGP or any other scheme of Government of India or State Government) and the units that have already availed Government Subsidy under any other scheme of Government of India or State Government are NOT eligible.

4. International Cooperation

Description

The Scheme would cover the following activities:

- a. Deputation of MSME business delegations to other countries for exploring new areas of technology infusion/upgradation, facilitating joint ventures, improving market of MSMEs products, foreign collaborations, etc.
- b. Participation by Indian MSMEs in international exhibitions, trade fairs and buyer-seller meets in foreign countries as well as in India, in which there is international participation.
- c. Holding international conferences and seminars on topics and themes of interest to the MSME.

Nature of assistance

IC Scheme provides financial assistance towards the airfare and space rent of entrepreneurs. Assistance is provided on the basis of size and the type of the enterprise.

Who can apply?

- a. State/Central Government Organisations;
- b. Industry/Enterprise Associations; and
- c. Registered Societies/Trusts and Organisations associated with the promotion and development of MSMEs

5. Performance and Credit Rating for Micro and Small Enterprises

Description

The objective of the Scheme is to create awareness amongst micro & small enterprises about the strengths and weaknesses of their operations and also their credit worthiness.

Nature of assistance

Turn Over	Fee to be reimbursed by Ministry of MSME
Up to RS.50 lacs	75% of the fee charged by the rating agency subject to a ceiling Rs.15,000/-
Above RS.50 lacs to	75% of the fee charged by the rating agency subject to a ceiling of
RS.200 lacs	Rs.30,000I-
Above Rs.200 lacs	75% of the fee charged by the rating agency subject

Who can apply?

Any enterprise registered in India as a micro or small enterprise is eligible to apply.

6. Marketing Assistance Scheme

Description

The assistance is provided for the following activities:

- a. Organizing exhibitions abroad and participation in international exhibitions/trade fairs
- b. Co-sponsoring of exhibitions organized by other organisations/industry associations/agencies
- c. Organizing buyer-seller meets, intensive campaigns and marketing promotion events

Nature of assistance

Financial assistance of up to 95% of the airfare and space rent of entrepreneurs. Assistance is provided on the basis of size and the type of the enterprise. Financial assistance for co-sponsoring would be limited to 40% of the net expenditure, subject to maximum amount of Rs.s lakh.

Who can apply?

MSMEs, Industry Associations and other organizations related to MSME sector.

7. Reimbursement of Registration Fee for Bar Coding

Description

The financial assistance is provided towards 75% reimbursement of only one-time registration fee and 75% of annual recurring fee forfirstthree years paid by MSEs to GSIIndia for using bar coding.

Nature of assistance

Funding support for reimbursement of 75% of one time and recurring bar code registration fees.

Who can apply?

All MSMEs with EM registration.

8. Enabling Participation of MSMEs in State/District Level Trade Fairs and Provide Funding Support Description

Provide marketing platform to manufacturing MSMEs by enabling their participation in state/district level exhibitions being organized by state/district authorities/associations.

Nature of assistance

- 1. Free registration for participating in trade fairs
 - Note: The selection of participants would be done by the MSME-Ols post the submission of application
- 2. Reimbursement of 50% of to and fro actual fare by shortest distance/direct train (limited to AC II tier class) from the nearest railway station/bus fare to the place of exhibition and 50% space rental charges for MSMEs (General category entrepreneurs).
- 3. For Women/SC/ST entrepreneurs & entrepreneurs from North Eastern Region Govt. of India will reimburse 80% of items listed above in Point (2).

Note: The total reimbursement will be max. Rs.30,000/- per unit for the SC/ST/Women/Physically Handicapped entrepreneurs, while for the other units the max. limit will be Rs.20,000/- per person per MSME unit.

Note: The participant is required to submit follow-up proofs post attending the event to claim reimbursement. The proofs can be submitted after logging in online under the section "My Applications" or directly contacting a 01 office.

Who can apply?

All MSMEs with EM registration.

9. Capital Subsidy Support on Credit for Technology Upgradation

Description

MSMEs can get a capital subsidy (~15%) on credit availed fortechnology upgradation.

Nature of assistance

Financial assistance for availing credit and loan.

Who can apply?

- 1. Banks and financial institutions can apply to DC-MSME for availing support.
- 2. MSMEs need to directly contact the respective banks for getting credit and capital subSidy.

How to apply?

If you are a financial institution, click on the "Apply Now" button or else you can also directly contact the Office of DC-MSME. You can view the contact details of Office of DC-MSME. If you are an MSME, directly contactthe respective banks/financial institutions as listed in the scheme guidelines.

10. Provision of Collateral Free Credit for MSMEs

Description

Banks and financial institutions are provided funding assistance under this scheme so that they can in turr lend collateral free credit to MSMEs.

Nature of assistance

Funding support to banks and financial institutions for lending collateral-free creditto MSMEs.

Who can apply?

Banks and financial institutions can apply to office of DC-MSME/MSME-Dls for availing support. MSMEs need to directly contactthe respective banks for getting credit.

11. Reimbursement of certification fees for acquiring ISO standards

ISO 9000/ISO 14001 Certification Reimbursement.

Description

The Gol assistance will be provided for one-time reimbursement of expenditure to such MSME manufacturing units which acquire ISO 18000/ISO 22000/ISO 27000 certification.

Nature of assistance

Reimbursement of expenditure incurred on acquiring ISO standards.

Who can apply?

MSMEs with EM registration.

12. Agricultural Marketing

Description

A capital investment subsidy for construction/renovation of rural godowns.

Creation of scientific storage capacity and prevention of distress sale.

Nature of assistance

Subsidy @ 25% to farmers, 15% of project cost to companies.

Who can apply?

NGOs, SHGs, companies, co-operatives.

13. Small Agricultural Marketing

Description

Business development description provides venture capital assistance in the form of equity, and arranges training and visits of agri-preneurs

Farmers' Agriculture Business Consortium

Business development description provides venture capital assistance in the form of equity, and arranges training and visits of agri-preneurs.

Nature of assistance

Financial assistance with a ceiling of Rs.5lakh.

Who can apply?

Individuals, farmers, producer groups, partnership/propriety firms, SGHs, agri-preneurs, etc.

14. Mega Food Park

Description

Mechanism to link agricultural production and market to maximize value addition, enhance farmers income create rural employment.

Nature of assistance

One-time capital grant of 50% of project cost with a limit of Rs.SO crore.

Who can apply?

Farmers, farmer groups, SHGs.

15. Adivasi Mahila Sashaktikaran Yojana

Description

Concessional scheme for the economic development of STwomen.

Nature of assistance

Term loan at concessional rates upto 90% of cost of scheme.

Who can apply?

Scheduled Tribes Women.

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.

9.5.7 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.

- 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
- Ability to diversify and expand
- Strong social connections
- Survivor attitude

- Skill to learn from setbacks
- Cash-flow conscious habits
- Ability to look at the bigger picture
- Attention to detail

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 the 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.

9.5.8 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 veryexpensive and that they should be prepared for a situation where they run out of money.1 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!

Tips



- Remember that nothing is impossible.
- Identify your mission and your purpose before you start.
- Plan your next steps don't make decisions hastily.

9.6: 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. Discuss 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

9.6.1 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

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.

The 4 Ps of Marketing

The 4 Ps of marketing are Product, Price, Promotion and Place. Let's look at each of these 4 Ps in detail.

Product

A product can be:

A tangible good

• An intangible service

Whatever your product is, it is critical that you have a clear understanding of what you are offering, and what its unique characteristics are, before you begin with the marketing process.

Some questions to ask 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

Some questions to ask yourself are:

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

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.

9.6.2 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.

- 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.
- Business Transactions: There are three types of business transactions. These are:
 - o Simple Transactions Usually a single transaction between a vendor and a customer. For example: Buying a cup of coffee.
 - o Complex Transactions These transactions go through a number of events before they can be completed. For example: Buying a house.
 - o Ongoing transactions These transactions usually require a contract. For example: Contract with a vendor.

Basic Accounting Formulas

Take a look some important accounting formulas that every entrepreneur needs to know.

- 1. The Accounting Equation: This is value of everything a company owns and uses to conduct its business. Formula: Assets = Liability + Owner's Equity
- 2. Net Income: This is the profit of the company.
 - Formula: Net Income = Revenues Exr onses
- 3. Break-Even Point: This is the point at which the company will not make a profit or a loss. The total cost and total revenues are equal.
 - Formula: Break-Even = Fixed Costs/Sales Price Variable Cost per Unit
- 4. Cash Ratio: This tells us about the liquidity of a company.
 - Formula: Cash Ratio = Cash/Current Liabilities
- 5. Profit Margin: This is shown as a percentage. It shows what percentage of sales are left over after all the expenses are paid by the business.
 - Formula: Profit Margin = Net Income/Sales
- 6. Debt-to-Equity Ratio: This ratio shows how much equity and debt a company is using to finance its assets, and whether the shareholder equity can fulfill obligations to creditors if the business starts making a loss. Formula: Debt-to-Equity Ratio = Total Liabilities/Total Equity

- 7. Cost of Goods Sold: This is the total of all costs used to create a product or service, which has been sold. Formula: Cost of Goods Sold = Cost of Materials/Inventory Cost of Outputs
- 8. Return on Investment (ROI): This is usually shown as a percentage. It calculates the profits of an investment as a percentage of the original cost.

Formula: ROI = Net Profit/Total Investment * 100

Simple Interest: This is money you can earn by initially investing some money (the principal).

Formula:

A = P(I + rt); R = r * 100

Where:

A = Total Accrued Amount (principal + interest)

P = Principal Amount

I = Interest Amount

r = Rate of Interest per year in decimal; <math>r = R/100

t = Time Period involved in months or years

10. Annual Compound Interest: The calculates the addition of interest to the principal sum of a loan or deposit.

Formula:

A = P (1 + r/n) Ant:

Where:

A = the future value of the investment/loan, including interest

P = the principal investment amount (the initial deposit or loan amount)

r = the annual interest rate (decimal)

n = the number of times that interest is compounded per year

t = the number of years the money is invested or borrowed for

9.6.3 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:
 - o Increased sales
 - o Identification of customer needs
 - o Cross-selling of products
- It results in better marketing of one's products or services

- 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

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 playa 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 playa 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

Tips



- Use social media interactions to identify needs and gather feedback.
- When networking, ask open-ended questions rather than yes/no type questions.

9.6.4 Business Plan: Why Set Goals?

Setting goals is important because it gives) ou 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.

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 liTo 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 c ome 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

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, distributers 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.

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.

9.6.5 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.

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
- Cash-Flow Statement
- Business Plan

- Profit-and-Loss Account
- Projected Sales and Revenues
- 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.

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 security
- Good reputation

- Adequate shareholders' funds
- Experience in business

The Procedure



To apply for funding the following procedure will need to be followed.

- 1. Submit your application form and all other required documents to the bank.
- 2. 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.
- 3. The bank will make a decision as to whether or not you should be given funding.

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.

9.6.6 Enterprise Management - An Overview: How to Manage Your Enterprise?

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.

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!

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.

9.6.7 20 Questions to Ask Yourself Before Considering Entrepreneurship

- 1. Why am I starting a business?
- 2. What problem am I solving?
- 3. Have others attempted to solve this problem before? Did they succeed or fail?
- 4. Do I have a mentor or industry expert that I can calion?
- 5. Who is my ideal customer?
- 6. Who are my competitors?
- 7. What makes my business idea different from other business ideas?
- 8. What are the key features of my product or service?
- 9. Have I done a SWOT analysis?
- 10. What is the size of the market that will buy my product or service?

- 11. What would it take to build a minimum viable product to test the market?
- 12. How much money do I need to get started?
- 13. Willi need to get a loan?
- 14. How soon will my products or services be available?
- 15. When will I break even or make a profit?
- 16. How will those who invest in my idea make a profit?
- 17. How should I set up the legal structure of my business?
- 18. What taxes will I need to pay?
- 19. What kind of insurance will I need?
- 20. Have I reached out to potential customers for feedback?

Tips



- It is very important to validate your business ideas before you invest significant time, money and resources into it.
- The more questions you ask yourself, the more prepared you will be to handle to highs and lows of starting an enterprise.

Footnotes:

- 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 overs human life while general insurance covers assets like animals, goods, cars etc

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