

PTX7J006 ENTREPRENEURSHIP IN TEXTILE

Module-I (10 Hours)

1. **Entrepreneurship:** Definition and significance of entrepreneurship. Entrepreneur: Their Characteristics, Role of an entrepreneur in Industrial development - innovations – Risk taking, Management of Business-Training & Development-Entrepreneur Development programme-Schemes etc.

2. **Basic Knowledge of Business Organisation:** Form of Business Organization – Types - Sole traders, partnership, Joint Hindu family, company, co-operatives. Meaning and definition of SSI, ancillary industry, importance of SSI, government policies for SSI, Basic criteria for final selection of a business opportunity, Amount of investment, Nature of technology. Input requirement for setting up SSI, Institutional support to SSI at State & National level. Organization and management of SSI

Module-II (15 Hours)

3. **Project Formulation** (special reference to textile): Identification of Business opportunities- Project ideas & Identification through Trade Fair, Exhibition, Selection of products - basis for selection, sources of information about products, Product design and development, market survey, identifying market tastes and requirement of prospective buyers.

4. **Mobilisation of Resources** : Materials, human resources, machines and methods, selection of equipment and other infrastructure; plant location-factors for selection of site, vicinity of production and marketing; location and layout of plant to suit local requirements. Finance – Self financing- loan from financing Institutions& Banks. Incentives & subsidies

Module-III (15 Hours)

5. **Financial Management:** Importance of financial management in context to small scale industry. Budgeting, investment for capital equipment, working capital, costing and other related economic aspects. Calculation regarding payback period and Break-even point,

Module-IV (15 Hours)

6. **Preparation of Project Report:** Preparation of project report in a accordance with guidelines laid down by government and controlling institutions regarding environment aspects, feasibility reports, production feasibility, quality feasibility, market feasibility and economic feasibility.

7. Marketing Product: Creating the Marketing Plan, Pricing for Profit, Creative Advertising and Promotion.

Books Recommended:

1. Entrepreneurial Development, P. Saravanavel
2. Business Organisation- Bhusan Y.K
3. Principle of Economics – M.C.Seth
4. Organisation and Management of Small Scale Industries-Vasanth Desai.
5. Developing New Entrepreneurs; Entrepreneurs Development Institute of India, Ahmedabad.
6. Starting and Managing the Small Business; Arthur M. Kuriloff, John M.Hemphill, Jr.,and Dougless Cloud; McGraw Hill, 1993