

Syllabus for Business Developer (Handloom)

Course Name	Business Developer (Handloom)
Sector	Textiles & Handlooms
Course Code	TXT/2024/BUDH/357
Level	4
Occupation	Self-employment in the field of Handloom / Handloom Entrepreneur/ Business Developer (Handloom)
Job Description	<ol style="list-style-type: none"> 1. Conducting Market survey collection of business related market information and consumer preferences for business planning in the field of Handloom-Textile. 2. Carrying out specific activities to coordinate team, finance and administrative activities for handloom business establishment. 3. Applying basic knowledge of weaving , dyeing and printing to design, deliver and supervise designers, card punchers, dyers, weavers, and finishers for ensuring the quality and desired aesthetics of the handloom products. 4. Carrying out step-by-step activities for increasing sales of the handloom products. 5. Taking required preventive measures and steps for continuous supervision to ensure organizational health, safety and security procedures in the handloom sector to prevent, control and minimize risk to self and others.
Course Duration	Total Duration 480 Hrs (T-150, P-210, including OJT-60 and ES-60)
Trainees' Entry Qualification	<ul style="list-style-type: none"> • Grade 12 – Regular OR Vocational with 3 yrs relevant experience OR • 10th grade pass plus 2-year NTC/NAC with 3 yrs relevant experience OR • 10th grade pass plus Level – 3 and above certification (NCVET/WBSCTVESD) on Handloom related course with 3 yrs relevant experience • OR Completed 3-year diploma with 2 yrs relevant experience
Trainers Qualification	<p>B. Tech/B.E. in Textile Technology/Engineering from AICTE/UGC recognized Engineering College/ university with one-year experience in the relevant field.</p> <p>OR</p> <p>03 years Diploma in Textile Technology/Engineering from AICTE recognized board of technical education with two years' experience in the relevant field.</p>

Structure of Course:

Module No.	Module name	Outcome	Compulsory/ Elective	Theory (Hrs)	Practical (Hrs)	OJT (Hrs.)	Total (Hrs) [Multiple of 30]
1.	Basic understanding of handloom technology and its significance	Acquire the basic information about weave, weave – structure, , different	Compulsory	20	40		60

Module No.	Module name	Outcome	Compulsory/ Elective	Theory (Hrs)	Practical (Hrs)	OJT (Hrs.)	Total (Hrs) [Multiple of 30]
		weaves, weaving motions , parts of handloom machine, along with basics of Handloom technology.					
2	Marketing management & entrepreneurship skills	Develop marketing management , entrepreneurship skills and techniques of consumer-survey and market analysis	Compulsory	20	70		90
3	Market demand, cost estimation and supply chain management	Interpret the market demand along with supply chain management, sales monitoring and sales promotions for increasing of sales and profit.	Compulsory	30	60		90
4	Occupational safety hazards at work place	Maintain occupational safety hazards at work place	Compulsory	20	40		30
5	Entrepreneurship Development Programme (MEP/2023/ENDP/258)	Develop essential concepts in entrepreneurship and business development with the knowledge and skills to start or grow own businesses.	Compulsory	60	-		60
6	OJT	Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	Compulsory	-	-	60	60
7	Employability Skill	As per guided curriculum	Compulsory	60	-	-	60
TOTAL:				210	210	60	480

SYLLABUS:**Module 1: Basic understanding of handloom technology and its significance**

Outcome: Acquire the basic information about weave, weave –structure, , different weaves, weaving motions, parts of handloom machine, along with basics of Handloom technology.

Theory Content:

- Basics of Textile Industry and its significance in domestic and global markets
- Overview of handloom sector , Handloom Products and its potentials for self-employment.

- Basics of fabric formation and principles of weaving, principles of basic weaving motions– different types of weaving mechanisms: Shuttle loom, shuttle-less loom, handloom, different types of Hand loom. Concept of Dobby and Jacquard.
- Introduction to different weave structures: Plain Weave, Twill, Drill, Plain Satin, Stripe Satin, Dobby designs, Jacquard Designs etc. Concept of EPI, PPI, fabric GSM, selvedge types, warp and weft linear densities etc.
- Basic sequences of work in handloom-section, Raw-materials types and sourcing techniques.
- Relevant technical checkpoints in case of handloom weaving. Regular check-points of weaving machines, taking machine status.

Practical Content:

- Identify different types of Handloom machines
- Identify different types of weaves and handloom products
- Test different fabric swatch and determine fabric structural details, like Ends Per Inch , Picks Per Inch, GSM, thickness etc.
- Identification of different machine parts of Handloom

Classroom Aids:

Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook

Tools, Equipment and Other Requirements: Miniature versions or simulated versions of different handloom machines. Both Dobby and Jacquard. Different Handloom products for demonstration. Aprons, hand-gloves, PPE kits , fabric thickness-gauge , GSM cutter , weighing balance , pick-glass , magnifying glass

Module 2: Marketing management & entrepreneurship skills

Outcome: Develop marketing management , entrepreneurship skills and techniques of consumer-survey and market analysis

Theory content:

- Introduction to entrepreneurship, its importance and required skills.
- Basics of marketing and market research. Concepts of consumer analysis and market study, market survey techniques, tools and mediums.
- Introduction to different government sectors and banks for assistance in business plan preparation and funding etc.
- Understanding the process to register the enterprise with the State Directorate or Commissioner of Industries or District Industries Centres (DIC's) in the appropriate process depending upon the location and type of business in order to avail benefits. Introduction to different Government schemes for self-employment
- Identify various legal, health and safety regulations and guidelines applicable to the business activity
- Identify working objective, own strength and constraints with respect to handloom business setup
- Select and register a business name for organization with Secretary of State to avoid duplicity of name
- Design an appropriate trademark or logo to brand the handloom products of the organization

- Collect information for documentation of trademark registration under government's rule and regulations
- Ensure submission of completed documents and registration fees to the authorized trademark registration centres for trade license
- Introduction to Different types of safety protocols
- Documentation techniques

Practical content:

- Preparation of plan for market survey for handloom products
- Visit to different shopping malls ,markets , handloom-fares etc. and preparation of report
- Preparation of business plan based upon collected market-information
- Preparation of questionnaire and conducting consumer survey for handloom product forecasting
- Checking of the safety hazards
- Identify and inspect the tools and equipment

Classroom Aids:

Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook

Tools, Equipment and Other Requirements: Miniature versions or simulated versions of different handloom machines. Both Dobby and Jacquard. Different Handloom products for demonstration. Aprons, hand-gloves, PPE kits , fabric thickness-gauge , GSM cutter , weighing balance , pick-glass , magnifying glass

Module 3: Market demand, cost estimation and supply chain management

Outcome: Interpret the market demand along with supply chain management, sales monitoring and sales promotions for increasing of sales and profit.

Theory Content:

- Techniques of market survey analysis
- Understanding of color combinations, color-wheel, primary color, secondary color, complimentary color etc.
- Computer aided drawing
- Interpretation of market demands and forecasting into art-work , graphic design for sample planning
- Techniques of selection of yarn , color, weave and design
- Methods of raw-material selection and sourcing depending upon planned products
- Costing methods, elements of costing and pricing techniques. Introduction to different taxes like GST etc.
- Inspection procedure of handloom fabrics
- Commonly occurred machine-generated or material-generated fabric faults and their remedies in case of shuttle-less Rapier loom :Wrong Drawing , Wrong Denting, End Out , Double End, Broken Pick, Double Pick, Missing Pick, Hand Stain , Hole, Wrong Weft, Bad Selvedge. End Out, Let-Off, Take- Up problem, Temple Mark, Temple Cut, Broken Pick, Missing Pick, Double Pick, Short Pick, Snarls, Impression Mark, Oil Stain, Lashing In, Weft Catching, Selvedge Cut, Loops, Weft Stitches, Warp Stitches, Bumping Mark, Weft Crack, Cloth Torn , Bad Shedding, Warp Floats, Weft Floats, Reed Mark, Bad Selvedge, Starting Mark, Thin & Thick Place , Hair line crackk etc.
- Concept of production plan for delivering required volume in time. Measures for avoiding production delays.

- Concept of supply chain management and product-life-cycle management
- Different sales-promotion techniques and tools. Concept of E-commerce and sales promotion through websites / social media etc.
- Information about different selling points and government-organised fares, exhibitions, promotional assistances for handloom-products.
- Maintaining overall Cleanliness and waste-management techniques in weaving floor.

Practical Content:

- Create sample plan using market inputs regarding color, fabric , weave etc.
- Prepare costing of planned samples
- Make analysis and rendering of different handloom products collected from market
- Quality inspection of handloom products and report preparation
- Preparation of production plan with raw-material details for a target volume of order
- Visit to different markets and survey with different handloom entrepreneurs to prepare a mini- project report about handloom business plan and supply chain management.
- Attending handloom exhibitions , fares and detailed report preparation
- Preparation of detailed project report for starting handloom business.

Classroom Aids:

Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook

Tools, Equipment and Other Requirements: Miniature versions or simulated versions of different handloom machines. Both Dobby and Jacquard. Different Handloom products for demonstration, Aprons, hand-gloves, PPE kits, fabric thickness-gauge, GSM cutter, weighing balance, pick-glass, magnifying glass, laptop/desktop, graphic design software.

Module 4: Occupational safety hazards at work place

Outcome: Maintain occupational safety hazards at work place

Theory Content:

- Significance of routine cleaning activities of machine maintenance
- Identifying potential hazards associated with a lack of regular cleaning on tools, machines and work areas.
- Types of cleaning agents and tools
- Introduction of Occupational safety
- Overview of relevant occupational safety regulations and standards
- The responsibility of technician in compliance with safety guidelines
- Identification of Occupational safety hazards
- Identification of common hazards in in the machine
- Describe types of hazards
- Application of PPE (Personal protective equipment)
- Selection and use of PPE
- Safe work practices with electrical systems
- Applications of electrical tools
- Describe the importance of immediate response during emergencies
- Fire prevention measures and firefighting equipment's

Practical Content:

- Demonstration of cleaning techniques
- Create a check list for routine cleaning tasks and their frequency
- Demonstrate the use protective clothing/equipment for specific tasks and work conditions
- Identify PPE application and its maintenance procedure
- Demonstrate the correct use of safety glasses, gloves and hearing protection
- Simulate an emergency scenario require the use of PPE
- Identify electrical hazards (power supply and points, loose and naked cables and wires, equipment malfunctions, etc.)
- Apply electrical precautions like insulated clothing, adequate equipment insulation, use dry work area etc.
- Identify safety features and emergency stop locations
- Present proper method of rescue techniques applied during fire hazard and other accidental situation.

Classroom Aids:

Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook

Tools, Equipment and Other Requirements:

Protective Gloves, Head Caps, Safety Goggles, Safety Boots, Mouth Masks, coats and aprons; ear plugs or muffs; eye and facial protection; head-wear; lifting assistance;

**Module 5: Entrepreneurship Development Programme
(MEP/2023/ENDP/258)**

Outcome: Develop essential concepts in entrepreneurship and business development with the knowledge and skills to start or grow own businesses.

Part	Module Name	Occupation Standard	Topics	Duration
A	Entrepreneurial Business Development and Challenges	Develop business plan covering practical entrepreneurship aspects and real challenges.	• Business plan development	4 hrs
			• Practical aspect of Entrepreneurship	4 hrs
			• Case studies on real challenges	4 hrs
B	Product Innovation and Strategic Management	Identify, develop and manage Product	• Product Identification Development and Management.	4 hrs
			• Management and Marketing strategic	4 hrs
C	Entrepreneurial Financial Management and Risk Mitigation Strategies	Demonstrate financial management with credit linkage strategies, risk mitigation techniques and government schemes	• Credit Linkage and Government's Schemes and DPR Templates.	4 hrs
			• Risk Management	4 hrs
D	Legal Compliance, Business Policies	Explore legal compliance, business policies, and essential small business management skills	• Statutory compliances and legal polices.	4 hrs
			• Business Management.	4 hrs
E	Computer Awareness	Develop Computer Skill with hardware and Application	• Computer Awareness: Hardware	3 hrs
			• Computer Applications	5 hrs
F	E-Commerce	Perform online business	• E-Commerce	4 hrs

Part	Module Name	Occupation Standard	Topics	Duration
		with digital marketing, logistics, and legal considerations		
		Practice		12 hrs

Part A

A.1 BUSINESS PLAN DEVELOPMENT -- MEANING OF BUSINESS PLAN, CONTENT & FORMULATION, BUSINESS EXECUTIVE SUMMARY 4 hrs

CONTENT & FORMULATION:- 2 hrs

- General Information (Biodata of Promoter, Industry Profile, Constitution & Organization, Product Details)
- Project Description (Site, Physical Infrastructure, Utilities, Pollution Control, Communication System, Transport Facilities, Production Process, Machinery & Equipment, Capacity of the Plant, Technology Selected & Research & Development)
- Marketing Potential (Demand & Supply Position, Expected Price, Marketing Strategy, After-Sales-Service, Transportation)
- Capital Cost & Sources of Finance
- Assessment of Working Capital Requirements
- Other Financial Aspects (Profit & Loss Account, Balance Sheet, Cash Flow Statement)
- Economic & Social Variables
- Project Implementation

(15 minutes for each of the 8 no of sub-sections)

BUSINESS EXECUTIVE SUMMARY

2 hrs

Structure includes

- | | |
|---|------------|
| ❖ Name, Address, Logo | 10 minutes |
| ❖ Product Specification | 15 minutes |
| ❖ Choice of Field – justification, USP of Product | 25 minutes |
| ❖ Why the Team? | 15 minutes |
| ❖ SWOT Analysis of Product | 20 minutes |
| ❖ Financial Analysis and Source of Funds | 20 minutes |
| ❖ Team Specification | 15 minutes |

NOTE: - For a 4 hr session the components of Business Plan may be discussed in brief with a focus on Business Executive Summary

A.2 PRACTICAL ASPECTS OF ENTREPRENEURSHIP -- 4 hrs

Assess your idea - think of Customer Validation -Building Prototype & Testing its Marketability, Know your Competitors		75 minutes
Register the business	45	minutes
Apply for Incubator Programme	20	minutes
NaNail your brand	15	minutes
EvEvaluate risk - Do basic Cash Flow	30	minutes
TaTake modest calculated risk	45	minutes

PI Plan ahead & keep it lean	15	minutes
If I If you want money ask for advice	15	minutes
➤ Get financed		
➤ Think about co-founders		
➤ Get started		
➤ Once started never look back		

A.3 REAL CHALLENGES & CASE STUDIES ON REAL CHALLENGES**4 Hrs**

Real Challenges(especially for small entrepreneurs) :			2 hrs
	Problem of funds for necessary capital requirements	20 minutes	
	Developing Product Line through Innovation & Technological Upgradation	20 minutes	
	Time management	20 minutes	
	Lack of Managerial Skills	20 minutes	
	Cash Flow Management	20 minutes	
Case Studies On Real Challenges :			2 hrs
	CASE 1: Proprietor : Ms Tumpa Das . Name of the Company : Printoid	30 minutes	
	CASE 2 : Proprietor : Ms Setu Mondal (N. 24 Pgs) Masala, Pickle Mfg Unit (Credit Linked under MSME)	30 minutes	
	CASE 3 : Proprietor : Ms Barnali Biswas (Nadia) Beauty Parlour	30 minutes	
	CASE 4 : Mrs Laboni Mondal (South 24 Pgs) Flower Bouquet	30 minutes	

Part B**B.1: Product Identification, Development and Management**

Duration 4 hrs

Session Outcome:

- Participants will be able to Identify viable product ideas
- Conduct comprehensive market research, including data collection and applying that data in product development
- Apply techniques for idea generation and validation
- Develop products (from ideation to launch of the product)
- Apply ideas of product management
 - **Product Identification – (1 hour 15 minutes)**

*Introduction to the concept of Product Identification(10 minutes)

*Importance of Product Identification(10 minutes)

*Generation of Business Ideas(25 minutes)

-Concept of Business ideas

- Sources of Business ideas
- Techniques of generating business ideas
- Evaluating the feasibility and viability of business ideas/ the concept of feasibility analysis
- SWOT analysis for idea screening

- * Market Needs(15 minutes)
 - Identifying the target audience
 - Conducting market research
 - Analyzing competitors
 - Identifying gaps and opportunities in the market
- *Validation of Business Idea(15 minutes)
 - Market validation techniques
 - Minimum Viable Product (MVP) concept
 - Feedback collection and iteration

- **Product Development – (1 Hour 30 minutes)**

- *Concept of product development(10 minutes)

- *Types of product(20 minutes)
 - New to the company
 - Improvement of existing product
 - Extension of product line,
 - New to the market.

- *Stages of Product Development (30 minutes)

- Ideation
- Validation
- Prototyping
- Marketing
- Development
- Launch
- Improvement

- *Role of Prototyping(15 minutes)

- *Importance of Branding(15 minutes)

- **Product Management (30 minutes)**

- *Concept of Product Management (10 Minutes)

- *5P's of Product Management (10 minutes)

- Perspective
- Prioritization
- Persistence
- Presentation
- Passion

- *Product life cycle stages(10 minutes)

- Introduction
- Growth
- Maturity

-Decline

- **Practical Content:** (45 minutes)

Participants may

- *Identify a current business idea, describe it, and perform its SWOT analysis
- *Conduct a feasibility analysis
- *Choose a product and conduct a competitive analysis, including identifying competitors, their strengths, weaknesses, and market positioning
- *Outline the stages of product development process for a specific product
- *Propose a testing plan for a product prototype-

B.2: Management and Marketing Strategies

Total Time – 4 Hours

Session Outcome:

Participants will be able to

- Segment the market using various bases of segmentation
- Compare and contrast various pricing strategies to determine their application in different market scenario.
- Select the right distribution channels for their products based on business objectives and target audience
- Effectively use different promotion mix elements to reach their target audience.
- Explore branding, digital marketing and customer acquisition.

Introduction to Management and Marketing Strategies (15 minutes)

-Significance of Marketing Strategies

-Link between Product Management and Marketing

Importance of Effective Communication in Marketing (15 minutes)

-Types of communication

-7Cs of communication (clear, correct, complete, concrete, concise, coherent, courteous)

-Barriers to effective communication

Creating a Value Proposition (15 minutes)

-Concept of a unique value proposition

-Product Differentiation

-Benefits, features and emotional appeal

STP Analysis (Segmenting, Targeting and Positioning) (20 minutes)

- Importance of segmentation

-Segmenting the market (bases of segmentation)

-Targeting the market (targeting strategies)

-Positioning the product (bases of positioning)

Pricing Strategies (25 minutes)

-Pricing strategies (cost-based, demand based, competition based)

-Psychological pricing

-Pricing for market penetration, skimming and other market entry strategies

-Discounts and allowances

Building a Brand Identity (15 Minutes)

- The elements of a strong brand

-Creating a memorable brand identity

-Consistency in branding across channels

Distribution Channel Management (20 minutes)

- Identifying distribution channels

-Direct vs. Indirect channels

-Selecting right distribution channels for the product

-Channel management and partnership

Digital Marketing for Startups (15 minutes)

-The role of digital marketing in the modern business landscape

-Key digital marketing channels: social media, email marketing, content marketing and SEO

-Creating a digital marketing plan

Promotion and Marketing Communication (20 minutes)

-Marketing communication mix (advertising, personal selling, sales promotion, publicity, public relation, and direct marketing)

-Sales techniques and strategies

-Building and maintaining long term customer relationships

Customer Acquisition and Retention (15 minutes)

-Strategies for acquiring new customers

-Customer relationship management

-Customer retention and loyalty programs

. Marketing on a Budget (20 minutes)

-Cost-effective marketing strategies for startups

-Leveraging free or low-cost marketing tools and resources

-The power of word-of-mouth marketing

Practical Content: (45 minutes)

Participants may

* Create a STP strategy for a hypothetical startup

* Suggest a repositioning strategy for a product that is facing market challenges

***Discuss the pricing strategy of a chosen product**

* Recommend a distribution strategy for a product to be launched locally

* Develop a promotion plan for a product of their choice

Suggested Materials and Resources (to be chosen by the Trainer):

- Presentation slides
- Case studies and success stories
- Handouts and worksheets
- Whiteboard or flip charts
- Internet access for live demonstrations

Suggested Training Methodology (to be chosen to ensure active participation of the trainees)

***Interaction**

***Group work**

***Role Play**

***Game**

Part C

C.1 Credit Linkage

Duration: (3 hours)

1. What is credit linkage? **(20 minutes)**
2. What is the meaning of bankable? **(20 minutes)**
3. Concept of feasibility and viability **(20 minutes)**
4. How to make a project bankable? **(20 minutes)**
5. Necessary input to make a project **(20 minutes)**
- 5.1 Educational qualification

- 5.2 Existing liability if any
- 5.3 Family size (sustenance required per month)
- 5.4 Type of activity to be undertaken
- 5.5 Place available for the project
- 5.6 Work force required
- 5.7 How activity is financed so far (for existing unit)
- 5.8 Own fund involved (for existing) / fund available for new project
- 6. Interview cum appraisal **(20 minutes)**
- 7. Definition of working capital **(20 minutes)**
- 7.1 Operating Cycle or Working Capital Cycle
- 7.2 Current Assets
- 7.3 Current Liabilities
- 7.4 Working Capital Gap (WCG)
- 7.5 Net Working Capital (NWC)
- 7.6 Current Ratio
- 8 Methodology for Assessment of Working Capital Requirement **(20 minutes)**
- 8.1 Simplified Assessment
- 8.2 Turnover Method
- 8.3 Eligible Working Capital Limit Method (EWCL)
- 8.4 Cash Budget Method
- 9 Basic Financial Parameters **(20 minutes)**
- 9.1 Liquidity
- 9.2 Indebtedness
- 9.3 Security
- 9.4 Profitability

C.2 Risk Management

Duration: (2 hours)

This session will introduce one to different types of business and financial risk. One will learn how these risks are measured and also gain an understanding of the goals and benefits of risk management. The skills that one will gain by the end of this course will enable one to manage risk in one's organization.

1. Risk Management

- 1.1 Concept of risk
- 1.2 Concept of risk management **(10 minutes)**
- 2. Understanding risk management
 - 2.1 Methodically identifying the risks surrounding ones business activities.
 - 2.2 Assessing the likelihood of an event occurring
 - 2.3 Understanding how to respond to these events
 - 2.4 Putting systems in place to deal with the consequences
 - 2.5 Monitoring the effectiveness of one's risk management approaches and controls. **(10 minutes)**
- 3. Objectives of risk management **(10 minutes)**
- 4. How to develop a risk management plan **(35 minutes)**
- 5. Different types of risk: **(35 minutes)**

5.1 Liquidity risk

5.2 Market risk

5.3 Operational risk

5.4 Business risk

5.5 Credit risk

5.6 Legal risk

5.7 Cyber security risk

5.8 Inflation risk

- 6. Importance of risk management: **(20 minutes)**
 - 6.1 Improves decision-making, planning and prioritisation
 - 6.2 Helps to allocate capital and resources more efficiently
 - 6.3 Allows to anticipate what may go wrong and take steps accordingly
 - 6.4 Significantly improves the probability that one will deliver the business plan on time and on budget

C.3 DPR Templates

Duration: (2.5 hours)

- | | | |
|---|--|------------|
| 1 | Meaning and Contents of DPR. | 10 minutes |
| 2 | Format of DPR | 15 minutes |
| 3 | DPR- Purpose | 10 minutes |
| 4 | Uses of DPR | 10 minutes |
| 5 | 7 Steps for Preparation of Effective Project Report Format of DPR Templates. | 15 minutes |
| 6 | Format of DPR Templates | 10 minutes |

7	Preparation of Project Report Templates-Preparation of Own Project Report.	10 minutes
8	Role of Credit Linkage and Some Examples.	10 minutes
9	Credit Risk and its present scenario- sharing the risk of nano-entrepreneurs faced in their real life.	10 minutes
10	Benefits of Linkages	10 minutes
11	Importance Of Credit Linkage In Entrepreneurship Development	10 minutes
12	Challenges in Developing Credit Linkage for Economic Activities (Real Life Experiences of Startups).	30 minutes

C.4 Government Schemes

Duration: 30 minutes

Different Sources of Fund for Start-up

Topic	Sub-topic
1. State Govt. Schemes	<ul style="list-style-type: none"> ➤ Smami Vivekanda Swanibhar Karmasanthan Prkalpa (SVSKP) ➤ West Bengal Swanirbhar Sahayak Prkalpa (WBSSP) ➤ Bhavisyat Credit Card ➤ WBMDFC Schemes
2. Central Govt. Schemes	<ul style="list-style-type: none"> ➤ Prime Minister's Employment Generation Program (PMEGP) ➤ Start-up Bengal (Start-up India) ➤ Swarojgar Credit Card ➤ Swarna Jayanti Shahari Rozgar Yojana (SJSRY) ➤ Swarna Jayanti Gram Swarojgar Yojana ➤ National Handcapped Finance and Development Corporation ➤ Pradhan Mantri Mudra Yojana
3. Other Schemes (Schemes for specific categories)	<ul style="list-style-type: none"> ➤ NSFDC Term Loan ➤ NSFDC Laghu Vyasay Yojana ➤ NSFDC Mahila Samridhhi Yojana ➤ NSFDC Micro Credit Finance

Part D

D.1 Statutory Compliances And Legal Policies

NOC from Local body	(10 Minutes)
Registration of business in DIC	(10 Minutes)
Statutory license or clearance	(10 Minutes)
Tax compliances	(60 Minutes)
Intellectual Property Rights (IPR):	(60 Minutes)
Trade Mark	
Copyright	
Geographical Indication	
Design	

Patent
Trade secret

Legal Policies: (90 Minutes)
Partnership act, 1932
LLP act, 2008
Companies act, 2013
Contract act, 1872
Employee welfare legislation - provident fund & gratuity
Kolkata municipal corporation act, 1980
Transfer of property act, 1908
Information technology act, 2000

D.2 Business Management

UNIT-1 INTRODUCTION: (30 Minutes)

- Small business meaning.
- What is small business management?
- Why is small business management important?
- Functions of business management.

UNIT-2 ESSENTIAL SKILLS FOR RUNNING SMALL BUSINESS: (45 Minutes)

- Transparency and clear Communication.
- Attention to detail
- Time Management skill.
- Problem solving skill.
- Decision making skill.

UNIT-3 PEOPLE IN ORGANIZATION: (45 Minutes)

- Management and Leadership.
- Motivation in management.
- Human Resource Management.

UNIT-4 MARKETING MANAGEMENT: (60 Minutes)

- What is marketing?
- Marketing Research
- Marketing Mix - Product and Price
- Marketing Mix - Promotion and Place

UNIT-5 FINANCIAL MANAGEMENT: (60 Minutes)

- Importance of financial management.
- Two basic concepts of financial management – obtaining funds and utilization of funds.
- Basic concept on financial statement – Balance Sheet, Cash Flow, Profit & Loss account.

Part E***E.1 Computer Awareness: Hardware*****Duration 3 hrs**

Overview of computer components and their roles: CPU, RAM, hard drives, motherboards, etc. Understanding input and output devices: keyboards, mice, monitors, printers, etc. Exploring storage technologies: hard disk drives (HDD), solid-state drives (SSD), etc.

Starting and Shutting down Windows (MS Windows 2007 or higher)

Understanding device drivers and their role in hardware communication.

Installation and configuration of output devices like monitors, printers, scanner.

E.2 Computer Applications**E.2.1 MS Word****Duration 2 hrs****Introduction to Microsoft Word**

- Overview of Microsoft Word's Purpose and Features
- Navigating the User Interface: Ribbons, Tabs, and Menus
- Creating and Saving a New Document, Printing a document
- Using Keyboard Shortcuts for Efficiency

Basic Text Formatting

- Text Selection Techniques: Click, Drag, and Shift
- Font Formatting: Typeface, Size, Bold, Italics, Underline
- Paragraph Formatting: Alignment, Line Spacing, Indentation
- Applying Bullets and Numbering

Document Formatting and Styles

- Page Setup: Margins, Page Orientation, Page Size
- Adding Headers and Footers
- Introduction to Styles: Applying and Modifying
- Creating a Table of Contents using Styles

Tables and Columns

- Creating and Formatting Tables
- Adding and Deleting Rows and Columns
- Merging and Splitting Cells

Page Layout and Section Breaks

- Inserting Page Breaks and Section Breaks
- Customizing Headers and Footers for Different Sections

E.2.2 MS Excel**Duration 2 hrs****Introduction to Microsoft Excel**

- Overview of Excel's Role in Data Management

- Understanding Workbooks, Worksheets, and Cells
- Navigating the Excel Interface: Ribbons, Tabs, and Menus
- Creating and Saving a New Workbook, Printing a worksheet/selection of it.

Data Entry and Basic Formatting

- Inputting Data: Text, Numbers, Dates
- Introduction to Basic Formatting: Font, Alignment
- Applying Cell Borders and Background Colors
- Using AutoFill and Flash Fill Techniques

Basic Formulas and Functions

- Understanding Formulas and Functions
- Basic Arithmetic Operators (+, -, *, /)
- Introduction to SUM, AVERAGE, COUNT Functions
- Using AutoSum for Quick Totals

Sorting and Filtering Data

- Sorting Data in Ascending and Descending Order
- Applying Custom Sort Orders

E.2.3 Email

Duration 1 hr

1. Opening an Email id. Send and receive email. Use of Inbox, spam, Trash.
2. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc. safely and securely.

Part F

F.1 E-Commerce

Duration – 4 hrs

- 1. Introduction to E-Commerce (20 Min)**
 - a. Understanding the concept of e-commerce
 - b. Historical background and evolution of online businesses
 - c. Types of e-commerce models (B2B/B2C)
- 2. E-Commerce Infrastructure (40 Min)**
 - a. Setting up an online store
 - b. Payment gateways and security
 - c. E-commerce platforms and tools
- 3. Digital Marketing for E-Commerce (60 Min)**
 - a. Search Engine Optimization (SEO) for e-commerce
 - b. Social media marketing and advertising
 - c. Content marketing strategies
- 4. E-Commerce Strategies (20 Min)**
 - a. Customer relationship management (CRM)
 - b. Creating compelling product listings
 - c. Understanding consumer behaviour online
- 5. Logistics and Fulfilment (15 Min)**
 - a. Order processing and fulfilment
 - b. Inventory management
 - c. Shipping and delivery options

6. Legal and Ethical Aspects of E-Commerce (30 Min)

- a. E-commerce regulations and compliance
- b. Privacy and security considerations
- c. Ethical issues in e-commerce

7. Case Studies and Best Practices (30 Min)

- a. Analysing successful e-commerce businesses
- b. Learning from real-world case studies
- c. Best practices for sustainable e-commerce

Classroom Aids:

Computer, Projection Equipment, PowerPoint Presentation and software, Facilitator's Guide, Participant's Handbook

Tools, Equipment and Other Requirements: Miniature versions or simulated versions of different handloom machines. Both Dobby and Jacquard. Different Handloom products for demonstration, Aprons, hand-gloves, PPE kits, fabric thickness-gauge, GSM cutter, weighing balance, pick-glass, magnifying glass, laptop/desktop, graphic design software.

Module 6 : OJT

Outcome: Work in real job situation with special emphasis on basic safety and hazards in this domain

Practical Content:

Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for **60 Hours**.)

Module 7 : Employability Skills (60 Hrs)**Key Learning Outcomes****Introduction to Employability Skills**
Hours

Duration: 1.5

After completing this programme, participants will be able to:

1. Discuss the Employability Skills required for jobs in various industries
2. List different learning and employability related GOI and private portals and their usage

Constitutional values - Citizenship
Hours

Duration: 1.5

3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
4. Show how to practice different environmentally sustainable practices.

Becoming a Professional in the 21st Century

Duration: 2.5 Hours

5. Discuss importance of relevant 21st century skills.
6. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
7. Describe the benefits of continuous learning.

Basic English Skills

Duration: 10 Hours

8. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
9. Read and interpret text written in basic English
10. Write a short note/paragraph / letter/e -mail using basic English

Career Development & Goal Setting

Duration: 2 Hours

11. Create a career development plan with well-defined short- and long-term goals

Communication Skills

Duration: 5 Hours

12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
13. Explain the importance of active listening for effective communication
14. Discuss the significance of working collaboratively with others in a team

Diversity & Inclusion

Duration: 2.5 Hours

15. Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD
16. Discuss the significance of escalating sexual harassment issues as per POSH act.

Financial and Legal Literacy

Duration: 5 Hours

17. Outline the importance of selecting the right financial institution, product, and service
18. Demonstrate how to carry out offline and online financial transactions, safely and securely
19. List the common components of salary and compute income, expenditure, taxes, investments etc.
20. Discuss the legal rights, laws, and aids

Essential Digital Skills

Duration: 10 Hours

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely
24. Create sample word documents, excel sheets and presentations using basic features
25. utilize virtual collaboration tools to work effectively

Entrepreneurship

Duration: 7 Hours

26. Explain the types of entrepreneurship and enterprises
27. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
28. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
29. Create a sample business plan, for the selected business opportunity

Customer Service

Duration: 5 Hours

30. Describe the significance of analyzing different types and needs of customers
31. Explain the significance of identifying customer needs and responding to them in a professional manner.
32. Discuss the significance of maintaining hygiene and dressing appropriately

Getting Ready for apprenticeship & Jobs

Duration: 8 Hours

33. Create a professional Curriculum Vitae (CV)
34. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
35. Discuss the significance of maintaining hygiene and confidence during an interview
36. Perform a mock interview
37. List the steps for searching and registering for apprenticeship opportunities

Learning Outcome – Assessment Criteria

Module No.	Outcome	Assessment Criteria
1	Acquire the basic information about weave, weave – structure, , different weaves ,weaving motions , parts of handloom machine, along with basics of Handloom technology.	<p>After completion of this module students will be able to:</p> <ol style="list-style-type: none"> 1.1 Articulate the significance of textile industry in both domestic and global markets 1.2 Describe handloom sector including its structure and functions 1.3 Outline different handloom products and their relevance in the market 1.4 Difference between various weaving mechanism including shuttle loom, shuttle-less loom and handloom 1.5 Explain the concept of Dobby and Jacquard 1.6 Identify different weave structures viz. plain weave, twill, drill, plain satin, stripe satin, dobby designs and jacquard designs 1.7 Describe the basic sequence of work in the handloom section 1.8 Explain relevant technical checkpoints

Module No.	Outcome	Assessment Criteria
		<p>in handloom weaving</p> <p>1.9 Perform tests on different fabric swatches to determine structural details</p> <p>1.10 Identify different machine parts of the handloom</p>
2	Develop marketing management , entrepreneurship skills and techniques of consumer-survey and market analysis	<p>After completion of this module students will be able to:</p> <p>2.1 Articulate the importance of entrepreneurship in various contexts</p> <p>2.2 Identify the essential skills required for successful entrepreneurship</p> <p>2.3 Explain marketing fundamentals and market research concepts</p> <p>2.4 Describe various market survey techniques, tools and mediums</p> <p>2.5 Identify different government sectors and banks available for assistance in business plan preparation and funding</p> <p>2.6 Explain the process of registering the enterprise with relevant authorities</p> <p>2.7 Identify various legal, health and safety regulations applicable to the business activity</p> <p>2.8 identify potential safety hazards in a given business setting.</p>
3	Interpret the market demand along with supply chain management, sales monitoring and sales promotions for increasing of sales and profit.	<p>After completion of this module students will be able to:</p> <p>3.1 Apply various techniques for analyzing market survey data</p> <p>3.2 Use computer-aided drawing tools for design and planning</p> <p>3.3 Interpret market demands and translate them into art work and graphic designs</p> <p>3.4 Demonstrate techniques for selecting yarn, color, weave and design</p> <p>3.5 Identify and explain the procedure for inspecting handloom fabrics</p> <p>3.6 Explain the concepts of supply chain management and product-life-cycle management.</p> <p>3.7 Identify different sales-promotion techniques and tools.</p> <p>3.8 Demonstrate techniques for maintaining overall cleanliness and waste management in the weaving floor.</p> <p>3.9 Perform a quality inspection of handloom</p>

Module No.	Outcome	Assessment Criteria
		<p>products.</p> <p>3.10 Prepare a production plan with raw material details for a target volume of order.</p> <p>3.11 Conduct a survey with different handloom entrepreneurs during visits to different markets.</p>
4	Maintain occupational safety hazards at work place	<p>After completion of this module students will be able to:</p> <p>4.1 Execute the routine cleaning activities in machine maintenance</p> <p>4.2 Identify potential hazards associated with inadequate cleaning on tools, machines and work areas</p> <p>4.3 Create a checklist for routine cleaning tasks</p> <p>4.4 Identify and list different types of cleaning agents and tools</p> <p>4.5 Describe the importance of PPE kit</p> <p>4.6 Demonstrate the correct use of safety gear.</p> <p>4.7 Identify electrical hazards, including power supply issues, loose cables and equipment malfunctioning</p> <p>4.8 Detect health hazards (such as untreated injuries and contagious illness/ zoonotic diseases).</p> <p>4.9 Maintain Fire safety and prevention of fire hazards in workplace[[fire extinguishers, fire Alarm, fire exits]</p> <p>4.10 Ensure use of general health and safety equipment and materials in the workplace first aid equipment</p> <p>4.11 Present proper rescue techniques applied during fire hazards and other accidental situations</p> <p>4.12 identify safety features and emergency stop locations on machines</p>
5	Develop essential concepts in entrepreneurship and business development with the knowledge and skills to start or grow own businesses.	<p>After completion of this module students will be able to:</p> <p>5.1 Demonstrate the fundamental concepts in entrepreneurship, including key principles, theories, and practices.</p> <p>5.2 Explain principles and concepts related to business development, such as market analysis, product development, and strategic planning.</p>

Module No.	Outcome	Assessment Criteria
		<p>5.3 Demonstrate a good understanding of financial concepts relevant to entrepreneurship, including budgeting, financial forecasting, and risk management.</p> <p>5.4 Exhibit effective networking skills, including the ability to establish and maintain valuable relationships within the entrepreneurial ecosystem.</p> <p>5.5 Exhibit strong problem-solving skills, addressing challenges with practical and effective solutions.</p> <p>5.6 Demonstrate a commitment to continuous learning, seeking opportunities to enhance knowledge and skills.</p>
6	OJT	Work in a soft-floor environment of an industry with special emphasis on basic safety and hazards in this domain (OJT).
7	Employability skills	As per guided curriculum

List of Tools, Equipment & materials needed for 30 Trainees (Practical)

Sl No	Items Name	Qty
1	Miniature versions or simulated versions of handloom machines. Both Dobby and Jacquard.	1 each
2	Different Handloom products for demonstration.	As required
3	Hand-gloves	30 pairs
4	PPE kits	30
5	GSM cutter	4
6	Magnifying glass	2
7	Pick-glass	2
8	Weighing balance	1
9	Fabric thickness-gauge	2
10	Whiteboard or blackboard	1
11	Aprons	30
12	Projector and screen	1
13	Computer with internet access	10
14	First aid kits	5 set
15	Fire extinguishers	1
16	Printer with printer table	1 each
17	Office packages (MS word, MS Power point, MS Excel)	10
18	Computer table	10
19	Computer chair	30

Marks Distribution

Outcome	Outcome Code	Total Th marks	Total Pr marks	Total OJT marks
Acquire the basic information about weave, weave – structure, different weaves, weaving motions, parts of handloom machine, along with basics of Handloom technology.	TXT/3710/OC1	20	150	0
Develop marketing management, entrepreneurship skills and techniques of consumer-survey and market analysis	TXT/3710/OC2	20	180	0
Interpret the market demand along with supply chain management, sales monitoring and sales promotions for increasing of sales and profit.	TXT/3710/OC3	30	170	0
Maintain occupational safety hazards at work place	TXT/3710/OC4	20	150	0
Develop essential concepts in entrepreneurship and business development with the knowledge and skills to start or grow own businesses.	MEP/2023/ENDP/258	60	0	0
Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	TXT/3710/OC5	0	0	150
Employability Skills – 60 Hrs	DGT/VSQ/N0102	50	0	0