

Title of course:			Village and Cottage Industries Skill and Entrepreneurship Development		
Nodal Department of HEI to run course					
Board Area/Sector-			KVIC, MSMEs, Private Industrial Partners with MOU.		
Sub Sector-					
Nature of Course-Independent and Progressive			Progressive		
Name of Suggestive Sector Skill Council			KVIC, MSMES, CFTI AGRA		
Aliened NSQF Level			4		
Expected fee of the Course-Free/Paid					
Stipend to Student expected from industry					
Number of Seats.....					
Course Code-.....			Credits-03(1 Theory,2 Practical)		
Max Mar- 100 Minimum Marks.....					
Name of proposed skill Partner (Please Specify, Name of industry, company etc for practical/training/internship/OJT.					
Job prospects- Expected field of Occupation where student will be able to get job after the completing this course in (Please Specify, Name of industry, company etc.			Being entrepreneurs and jobs in concerned industries/sectors.		
Syllabus:-					
Unit	Topics	General/Skill Component	Theory/Practical /OJT/internship /Training	No. of Theory Hours (Total-15 Hours=1 credit)	No. of skill hours (Total=60 Hours=2 credits)
Semester-1					
I.	Introduction to Rural Industries	General	Theory	15	
II.	Leather Goods Making	Skill	Theory/Practical Practical/Internship /Training		30+30
Semester-2					
I.	Entrepreneurship Development	General	Theory	15	
II.	Composting Technology	Skill	Practical/Internship /Training		30+30
Semester-3					
I.	Management of Micro Enterprises	General Skill	Theory	15	
II.	Vegetable Oil Industry	Skill	Theory/Practical Practical/Internship		30 +30
Semester-4					
I.	Marketing Management	General	Theory	15	
II.	Bakery and Confectionery	Skill	Theory/Practical Practical/Internship /Training		30+30

Suggested Readings: Semester wise have given details.
Suggested OJT/internship/Training/Skill partner: KVIC, MSMES, CFTI AGRA and suggested advanced institutions as per the need by teachers/instructors.
Suggested Continuous Evaluation Methods: Classes, Practical, Internship and Training
Course Pre-requisites: <ul style="list-style-type: none">• No pre-requisite required, open to all• To study this Course, a student must have passed in class/12th/certificate/diploma.• If progressive to study this course a student must have passed previous courses of this series.
Suggested Equivalent online courses: As per requirement
Any remarks/suggestions:
Notes: <ul style="list-style-type: none">• Number of units in theory/practical may vary as per need.• Total credit Semester-3(it can be more credits, but student will get only3 credits/semester or 5 credits/year).• Credit for theory=01(Teaching hours=15)• Credit for internship/OJT/Training/Practical=02 (Training hours =60)

Detailed Syllabus

Semester-1

Course-I

Introduction to Rural Industries

Objective: The main objective of this course is to provide an understanding of basic concept of rural area and its society, different issues, challenges and approaches for the development.

Unit I: Role of Rural Industries in India – Need, significance and future prospects – problems and prospects – Rural Industry & Rural Economy.

Unit II: Criteria for distinguishing Large, Medium, Small and Micro Industrial units in India – Growth and development – recent trends.

Unit III: Classification of small scale and cottage industries in India. Different types of rural industries- Need based, Raw Material based and skill based.

Unit IV: Village and small scale Industries- problems and prospects Govt. policy towards village and small scale industries.

Unit V: Impacts of Globalisation on village and small scale industries

References

1. Francis, Cherunilam, Industrial Economic, Himalaya Publishing House, Bombay.
2. Khanka, Entrepreneurial Development, S.Chand & Co, New Delhi.
3. Sivaya and Das, Indian Industrial Economy, S.Chand & Co., New Delhi.
4. Sundaram K.P.M., Indian Economy, Concept Publishing Company, New Delhi.

Course-II

Leather Goods Making

Unit: I Leather: Description of leather; structure and properties of leather. General defects. Different types of leather used. Brief study of Processing of leather - Vegetable tanning, chrome tanning and combination tannages. Purchase of leather - measurement and its principles as applicable to leather work. Weights and measures. Area measurement of skins and patterns. Different types of leather goods; Small leather goods, Belts, etc.

Unit II: Leather Art Work: Embossing using spirit colours; Thonging, Weaving, APT lique, Batik, Dyeing, Lacing Burning, Shadings Carving. Hole punching, Metal decoration etc.

Unit III (a) Types of Machines used in Leather Goods Making: Clicking machines, Splitting machines, Skiving machine and Finishing machines.

a. Sewing machines used in Leather Goods Making Flatbed, Cylinder bed, post bed, Single needle, Double needle. Zig Zag sewing machines. Stitching machine with trimmer, stitching machine with roller feed system and stitching machine will drop feed system.

- b. Sewing machine: Its parts and maintenance, Reasons for thread breaking and how to prevent it. Reasons for breaking of the needle. Stretch stitching and its remedy.
- c. Types of threads and needles, used in sewing machine.

Unit IV: a. Reinforcements, their types and utility. Textile fabrics and their applications

- b. Description of various fittings: Locks, handles, comers, rolleys, fasteners, hinges, buckles, rivets, etc.

Unit V: (a) Adhesives used in Leather Goods Making - Preparation and applications.

- (b) Basic Tools used in Leather Goods Making: Scissors, Ordinary and Zig Zag, Scale, setsquare, french curves, circle base, compass, hammer, punches - holepunch, eyelet punch - cutting plier, button set, measuring tape, revolving punch, 3- legged last, etc.

References:

1. V. Dagli, 'Khadi and Village Industries in Indian Economy', Commerce Publications, 2001.
2. Ashok Mehta Committee Report - Khadi and Village Industries Commission - 1986, Murnbai.
3. The leather working hand book (Practical) by Valerie Michael - 1994, 2006 published by Cassell & Co. UK. ISBN-13: 978-1-844034-74-1.
4. The Art of making leather cases Vol - I by A1 Stochiman - 1979 published by Cornell Maritime Press UK. ISBN No: 976-D-87033-039-1).
5. The leather work book - 2007 by Rosa Baughan Published by - Princeton university press UK.
6. The leather craft manual - by Justin. T. Schilchter published by J\$G loeather Post Box NO: 98 Willis Texas: 7737.

Leather Goods Making - Practical

1. Practice in Stitching: Different types of stitching - straight stitching, curve stitching and round stitching. General measurements used in designing pattern making and products making.
2. Practice in Drawing: Line drawing, curve drawing, figure drawing.
3. Components of leather product - Drawing practice.
4. Designing of leather goods.
5. Pattern taking - Making patterns, cutting patterns.
6. Clicking different types of materials by hand machine nature of material, colour and grain matching.
7. Skiving practice with different materials: regulating various widths, thicknesses and tapers in skiving: Skiving by hand and by machine.
8. Manual Skills: Application of adhesive for folding, folding of components, fixing of reinforcements, sharpening of knives.

9. Production Work: The following articles will be designed made and finished including trimming and cleaning - coin purse, pumpkin purse, key case, ladies purse, gents wrist bag, gents clutch bag, tiffin carrier bag, ladies sling bag, school bag, shopping bag, ladies hand bag and travel bag.
10. Stage-wise and final inspection procedures; Packing

Semester-II

Course-I

Entrepreneurship Development

Objective: To expose the students about the scope for identifying and establishing enterprises in their locality. The students will learn the procedure for starting an enterprises and its feasibility in given situation.

Unit I: Introduction to Entrepreneurship Definition – concept – industrial small entrepreneurship – meaning- Importance, Significance and Scope – characteristics of entrepreneur – Factors influence rural entrepreneurial development.

Unit II: Industries for Small Entrepreneurs General study of cottage and Small Scale Industries - Enterprise Management- Need and Importance – Women Entrepreneurship development through SHG.

Unit III: Registration & Financing Identification of opportunities – choice of product - preparation of feasibility – Report – Registration and License – Financial assistance Nationalized banks – State financial Corporation – DIC – KVIB, KVIC – NSIC, SIDBI and NABARD - Incentives and Government support.

Unit IV: Entrepreneurial Development Approaches to Entrepreneurship Development - EDP – Issues – Entrepreneurial Training – Methods and Institutions offers entrepreneurial Training.

Unit V: Regularity Laws Central excise – Income Tax – Sales tax - licensing authority – Export and Import regulatory acts.

References

1. Dhumija, S.K. (2002), Women Entrepreneurship: Opportunities, Performance, Problems, Deep and Deep, New Delhi.
2. Khanka, S.S. (2005), Entrepreneurial Development, S.Chand & Co., New Delhi.
3. Malli, D.D. (1999), Training for Entrepreneurship and Self Employment, Mittal Publication, New Delhi.
4. Rathakrishnan,L. (2008), Empowerment of Women Through Entrepreneurship, Gyan Publishing House, New Delhi.
5. Shukla (2003), Entrepreneurship and Small Business Management, Kitab Mahal, Agra.
6. Vasanth Desai (2003), Small-scale Industry and Entrepreneurship, Himalaya Publishing House, Mumbai

Course-II

Composting Technologies

Objective To teach the students about making wealth from Waste and its uses for sustainable agriculture development. Outcome Students could start Composting Technology Industry

Unit I : Bio Manure and Crop Production Role of Bio manure in crop production and soil fertility management – Crops and its requirement of nutrient organics – Method of application of Bio-manures.

Unit II: Sources of Waste Organic Waste - Sources of waste, collection and separation of wastes, availability and type of waste

Unit III: Methods/Techniques of Bio-manure preparations Aerobic method of composts/ Bio – manure preparation – using agricultural, animal and other waste – Anaerobic method compost – Bio-manure preparation - Use EM (Effective micro-organism) technology in composting techniques.

Unit IV: Quality of Bio-manure Maintenance of Bio-manure quality – control of bio- manure quality – certification quality.

Unit V: Marketing of Bio-manure Through SHGs - Traditional dealers – Financial feasibility report to composting unit.

References:

1. Vermiculture Technology (Jan 2011) by Clive A. Edwards Norman a Arangan CRC - Press, Ohio state University, USA University of Hawaii.
2. "Hand book of organic farming & composting Technology" - 2011 by Neha publishers & Distributors, New Delhi ISBN NO: 9380090080
3. "Sustainable composting" -2004 by Mansoor Ali, WEDC, Laogh borough university UK. ISBN: 1- 843800713
4. "Composting guide" -2008, Peter Lawson Jones Cleveland, Ohio- USA.
5. "Composting" by Harold B. Gotaa - 2007. WHO publication, Geneva.

Composting Technologies (Practical)

Objective: To give practical training on production and Marketing compost products.

Outcome: Students could start composting Industry

1. Preparation of Waste materials for composting
2. Selection of site, measuring the dimension of composting pit/year etc.
3. Maintenance of appropriate level of moisture, in bio waste composting and calculating the same.

4. Measuring the temperature of Bio-manure during composting and method of regulating the same.

Semester-III**Course-I****Management of Micro Enterprises**

Objective: To motivate the students to start up micro enterprises and manage it successfully. Specific Objectives of Learning (SOL) Students will be able to start up an enterprise and run it successfully.

Unit I: Meaning and definition of micro enterprises – classification – features and Significance of micro enterprises – evolution - growth of micro enterprises in globalization era.

Unit II: Micro Entrepreneur – Characters – Quality – Types of Entrepreneurs – risk taking – Motivation to entrepreneurs – Theories of motivation – Problems of micro entrepreneurs. Status of micro enterprises in the globalization era.

Unit III: Formation of SHG's – Principles of SHG's – Management SHG's – Problems and prospects of SHG's- empowerment of women through micro enterprises. Government and role of NGO's in promotion of SHG's.

Unit IV: Programmes for SHG's Development – Schemes – Role of Banks in financing of micro enterprises SIDBI CAPART – KVIC – DIC – PMEGP (Prime Minister Employment Generation Programme) – Micro Finance Institutions- performance of PMEGP .

Unit V: Setting up of micro enterprises – feasibility study – assessment resources – project preparation – Factors influencing success/failure of micro enterprises – Best practices in promotion of micro enterprises. Marketing of micro enterprise products – Marketing vs sales. Marketing problems of micro enterprises.

References

1. Entrepreneurship Development Institute (2011). Development of Entrepreneurship, Reading material, Ahmadabad:
2. Entrepreneurship Development Institute, (1997), Developing New Entrepreneurs, reading materials Ahmadabad.
3. Jerinabi.U (2008). Micro Enterprises for Women, Discovery Publishing House, New Delhi:
4. KVIC (1995), Projects Profiles of Industries. Mumbai.
5. Lalitha,N. (2006). Grassroot Entrepreneurship, glimpses of SHG's", Dominant Publishers, New Delhi:
6. Shukla M.B (2003), Enterprises and Small Business Management, Kitab Mahal.

Course-II

Vegetable Oil Industry

Objective: To give theoretical background on production and marketing of Vegetable Oil products. Outcome Students could start a Vegetable Oil industry

Unit I : OIL Seeds Characteristics Different varieties of oil seeds and their availability – Statewise area of production – major and minor oil seeds – characteristics of oil seeds – various uses of oil seeds and cake. **Unit II:** Processing and Extraction Preprocessing - Extraction, refining and processing – vegetable oils – production – soybean oil, sunflower oil, groundnut oil, cotton seed oil, coconut oil, olive oil, corn oil, sesame oil, lin seed oil

Unit III: Power Ghani Oil Industry Technological development in Ghani oil industry – Functioning of power Ghani – Efficiency of Ghani – Safety aspects in oil industry – Economics of oil pressing – by products – utilization – Trade information.

Unit IV: Physical and Chemical properties of Oil Ghani control of oils and oil cake – Agmarking – Physical and Chemical properties of oils – General – colour, melting point, FFA, Iodine value, Peroxide value - Acetyl value and unsaponifiable materials.

Unit V: Start – ups – Oil Industry Management of Oil Industry – Technical efficiency – Financial summary – Preparation of feasibility report to start vegetable oil unit.

Vegetable Oil Industry - Practical

Objective: To give theoretical background on production and marketing of Vegetable Oil products. Outcome Students could start a Vegetable Oil industry.

Unit I : Field visits to various oils mills/ factories

Unit II: Crushing of edible oil seeds by Ghani/Rotary.

Unit III: Filtration / Handling of finished products.

Unit IV: Sales Analysis – TFM, moisture and colour & other oil test. **Unit V:** In plant training in oil mills and & factories.

Semester-IV**Courde-I****Marketing Management**

Objective: To provide an in-depth knowledge of the various components of marketing and their application in business. The student will learn planning and execution of marketing various products and the consumer behaviour.

Unit I: Introduction Meaning and definitions of Marketing Management - Importance – Functions – Nature and Scope of Marketing – Marketing Environment – Market Segmentation – Criteria for Market Segmentation – factors influencing market segmentation.

Unit II: Buyer Behaviour and Motivation and Sales Forecasting Meaning of Business Motives - Diffusion Process – List of basic needs; Maslow's Hierarchy of needs – Festinger's Theory of Cognitive Dissonance – Stages of participants in buying process – Sales forecasting – Objectives – Importance – Role - Process and Limitations.

Unit III: Importance of Product Classification of goods – Product mix – promotion mix – Product Life Cycle – Product Planning – Importance.

Unit IV: Pricing: Pricing Decision Objectives and Advantages of pricing Decision – Factors affecting decisions – Kinds of Pricing –Process of price determination.

Unit V: Emerging Marketing Environment in India Small Scale and Large Scale retailing – Super market – Departmental Stores – service marketing - Rural Marketing.

References

1. Alok Satsangi (2009), A-Z Marketing, Printed in India, New Delhi.
2. Mcc Carthy, Marketing Management, McGraw Hill Publication, New Delhi.
3. Memori and Joshi, Principles and Practice of Marketing, Kitnab Mahal Publication, New Delhi.
4. Patrick Forsyth (2005), Conducting Sales and Marketing, Infinity books, New Delhi.
5. Philip Kotler. (1997), Principles of Marketing Management, Prentice Hall of India, New Delhi.
6. Whrren J, Keegan (1995), Global Marketing Management, Prentice - Hall of India, Private Limited, New Delhi.
7. William J. Stanton, Fundamentals of Marketing, McGraw Hill – Publication, New

Objective: To gain knowledge on the history and fundamental concepts of management and Administration.

Course-II

Bakery and Confectionery

Objective: To give theoretical background on production and marketing of Bakery products.
Outcome The students will learn about the process of manufacturing and run the industry successfully

Unit I : Introduction to Bakery and Confectionery Principles of baking – Advantages of bakery products – wheat – gluten formation – qualities of Wheat flour – Functions of ingredients in bread making.

Unit II: Bread Production and Bread Diseases Methods of bread production – steps involved in bread and bun making - Bread diseases – Prevention and control – Qualities of bread – Bread fault and remedies.

Unit III: Functions of Ingredients Functions of ingredients in floor based confectionery – Methods of cookies preparation – Methods of puffs production – Methods of cake production. **Unit IV:** Icing, Colours and Flavours;; Chemical leavening agent – Types – Balancing of cake formula – Types of icing - Methods of preparation – Types of colours and flavours used in bakery.

Unit V: Machineries and Tools Basic machineries - oven and their functions – Tools and equipments used in bakery – Construction details of brick oven – preparation of a feasibility report for starting a bakery.

References

1. CFTRI (1986), Advanced Training in Baking Technology, Course materials supplied by CFTRI, Mysore.
2. Khandary.L.R.(1988), Bakers Handbook on practical baking, U.S.A.
3. Pylarby (1998), Baking Science and Technology, , Siebet Publishing Company, Chicago, ILL
4. Anon, Tamilaga Bakery Technical Bulletin, The Chennai Bakery Owners Association, Chennai.

Bakery and Confectionery – Practical

Objective: To give practical training on production and marketing of Bakery products.
Outcome Students could start a bakery and Confectionery industry.

Unit I: Bread:- 1.Sweet Bread, 2. Salt Bread, 3. Milk Bread 4. Masala Bread 5. Ragi Bread

Unit II: Bun:-1. Coconut bun, 2. Sweet Bun, 3. Cream bun, 4. Jam bun 5. Vegetable roll, 6. Doughnut,7. Vegetable puffs, 8. Sweet puffs.

Unit III: Cookies:-1. Salt biscuit, 2. Salt Cookies, 3. Cashew nut biscuit, 4. Melting moments, 5. Coconut cookies.

Unit IV: Cake:-1.Gel Sponge cake, 2. Fruit cake, 3. Cup cake, 4. Plum Cake, 5. Swish roll
Unit V: Icing 1. Cream icing 2.Royal icing 3. Decoration of a cake with cream icing.