

**Name:** Nikitha M S

**USN:** 4NI17IS051

**Semester and Section:** 7 ISE 'A'

**Date of presentation:** 13/10/2020

**Date of submission:** 20/10/2020

## **Event 1: Interpersonal Skills**

### **Decision Making**

#### **Objective:**

Decision making is the process of making choices by identifying a decision, gathering information, and assessing alternative resolutions.

#### **Introduction:**

Interpersonal skills are the behaviours and tactics a person uses to interact with others effectively. One of the most important interpersonal skills is Decision making, which is a process of making choice by examining different possibilities and options, comparing them and choosing the best alternatives for reaching objectives.

#### **The commonly used approach in the decision making:**

##### **1. Recognizing and analysing the problem:**

Every decision making process starts with the problem or some discrepancy that exists between the desired and current state. In this step we can start with our vision about the desired state and goals we want to achieve while analysing the problem, we need to find causes and how the problem impacts on the business.

##### **2. Defining the possible solutions:**

In this step we need to start brainstorming all possible solutions, think about the possible causes of each identified problem.

##### **3. Analysing all possible solutions:**

Evaluate the costs and benefits, or pros or cons, associated with each option.

##### **4. Select the best solution to the problem:**

What will you implement as a solution for the given problem? The answer to this question will be the decision made.

**5. Implement the solution:**

Implement the chosen solution and check the result to see if the specific solution really solves the identified problem.

**6. Analyse the impact of the decision:**

Access the impact of the decision and modify the course of action as needed.



## How to improve decision making?

- Assess your core values
- Do your research
- Get an outside opinion
- Be aware of the worst-case scenario

## Conclusion:

As an entrepreneur, you're forced to make important decisions all the time, Decisions within your business, as well as decisions in your life in general. And so, a good decision-making process is a key. It will help you improve your business, remove unnecessary stress, lead to more success, and overall improve the quality of your life.

**Name:** Nikitha M S

**USN:** 4NI17IS051

**Semester and Section:** 7 ISE 'A'

**Date of presentation:** 24/11/2020

**Date of submission:** 2/12/2020

## **Event 2: Central Government Policies**

### **Mahila Kisan Sashaktikaran Pariyojana (MKSP)**

#### **Objective:**

The primary objective of the MKSP is to empower women in agriculture by making systematic investments to enhance their participation and productivity, as well as create and sustain agriculture based livelihoods of rural women.

#### **Introduction:**

The Government of India launched the Mahila Kisan Sashaktikaran pariyojana (MKSP) in 2011 under National Rural Livelihood Mission (NRLM), to help and extend support to women farmers who make up for one-third of the agricultural labour and self-employed farmers. MKSP recognizes the centrality of women in agriculture and provides direct and indirect support to enable them to achieve sustainable agriculture production. It will initiate a learning cycle by which women are enabled to learn and adopt appropriate technologies and farming systems. Under NRLM, provision has been made to invite project proposals for skill development and placement.

#### **Goals of MKSP:**

- Enhancing productive participation of women in agriculture.
- Creating sustainable agricultural livelihood opportunities.
- Improving skills and capabilities of women to support farm and non-farm based activities.
- Ensure food and nutrition security at household and community level.

- Provide better access to inputs and services of government and other agenda.
- Improve capabilities to be able to access resources of other institutions and schemes.
- Enhance managerial capacities for better management of biodiversity.

### **Strategy:**

- Use of locally adopted, resource conserving, knowledge centric, farmer-led and environment-friendly technologies
- Coordinated action by communities and community based institutions such as the women self-help groups, their federations, NGOs and farmer groups, farm schools, farmer field schools and others
- Inculcating community mobilization skills among women in agriculture thereby demonstrating and articulating the benefits of the sustainable agricultural methods to them;
- The MKSP will enhance the skill base of the women in Agriculture to enable them to pursue their livelihoods on a sustainable basis. Capacity building of women and skill up gradation through hand holding, formal and vocational courses will be emphasized;

### **Processes under the MKSP:**

- **Identification of the project areas:** Availability of active women groups and/or NGOs / CSOs or, the potential for formation of such women groups will form the basis for identification of the project area.
- **Implementing Agency:** The State Government, Panchayati Raj Institutions or Semi Government Organizations at the State and National Level may pose projects under MKSP. Women centric NGOs, CSO, CBOs, SHG Federations, Women Organizations active in agriculture activities may also submit proposals under MKSP.
- **Approval of Special Projects under MKSP:** The Special Projects pre-appraised and recommended by State Governments will be submitted to the SGSY Division of the Ministry of Rural Development for consideration.

**Name:** Nikitha M S

**USN:** 4NI17IS051

**Semester and Section:** 7 ISE 'A'

**Date of submission:** 11/12/2020

## **Event 3: Importance of Networking With The Fellow Entrepreneurs**

### **Objective:**

Business networking is an art form and as an entrepreneur you should be an expert in it. Business networking is all about connecting people which will be beneficial for each other's business. Networking is done because of the benefits you hope to reap from good networking.

### **Introduction:**

In the ecosystem of entrepreneurship, communication and presence with strength are useful ways to help you build strong relations with other entrepreneurs. Business and Networking Conferences provide direct opportunities to increase your network. Because after the session, large numbers of participants meet each other irrespective of their working fields and relations to get knowledge, guide inspiration, motivations, etc.

### **Establishment of an Effective Network:**

- **Networking through Social media:** Today's era is a social media era. That's why it is very easy to build a network through Social Media. There are businesses groups on LinkedIn, Facebook and even on Google plus you can join them and start creating a network. Twitter also provides easy and quick access to entrepreneurs.
- **Networking through Business Event:** You can join the business meets, entrepreneurship events, awards, seminars, etc. in your local regions for personally interacting with people of your field. This can be accomplished by joining network club sites like LinkedIn, MySpace, Wisdom Builder, etc. The best way to make good lasting connections is

to actually find ways using which you can give value to them without expecting something in return.

## **Benefits of Networking:**

- **References for Increasing the Business:** References which you receive from business networking is of high quality. In most cases such references lies under your capabilities.
- **Business Development Directions:** Possibilities of business development directions depends upon motivation of people met during business networking. If motivation of people is high, directions are vast and if motivation of people is low, directions are less.
- **Business Connectivity:** You have to work on great business connectivity sources for a successful business. In Business networking, when you meet with people that already possess large connections. As a result, your connections get add-up with theirs and your net connections multiply.
- **Suggestions:** Business owners having similar thinking gives you a chance to get suggestions from them. These suggestions will help you to improve business and personal life by knowing correct balances which you can maintain between life and business.
- **Identity Development:** Business networks obviously get you known to all the people who attend business network programs. That's why you must attend as many business programs as possible. This will simply grow your identity to many people.
- **Great Motivation:** Getting along with these positive people in business seminars is very important as they will maintain your motivation. Motivation will maintain the fire inside you to become successful
- **Higher Trust on Yourself:** Talking to various people will definitely help to increase your confidence. Also, people give inputs to you from their side. Further, as an entrepreneur, you must have confidence to talk with people to make connections.

## **Conclusion:**

Many successful entrepreneurs got to where they are now because of the help they got from others along the way. A strong professional network enables you attain goals that you'd never achieve on your own. Solutions to apparently unfeasible issues, to word-of-mouth recommendation that goes a long way in growing your customer base, business networking is unarguably the best tool.

**Name:** Nikitha M S

**USN:** 4NI17IS051

**Semester and Section:** 7 ISE 'A'

**Date of submission:** 17/12/2020

## **Event 4: Business Idea Generation**

### **Online Plant Nursery**

#### **Objective:**

Business objectives are the results you hope to achieve as you run and grow your business. Having a comprehensive list of business objectives create the guidelines that become the foundation for business planning. Ideas are the key to innovation. The purpose of generating new ideas is about improving what already exists as well as coming up with something new. It enables you to expand the range of ideas beyond your current way of thinking.

#### **Introduction:**

If you love growing plants and would like to turn that passion into small business, setting up a small part time businesses, selling plants online by developing our own website, taking orders to provide the service for garden designing etc. The website display refreshing photos of plants, painted pots, decor items and all kinds of garden essentials. It is very simple on the websites that buying the various species of flower as well as outdoor and indoor plants that can beautify every corner of your house in only few clicks.

#### **Features of online plant nursery:**

- Provides different variety of fully-grown and pre-potted plants.
- Can order plants in small scale or large scale for home decor, backyard, farmlands etc.
- Shop for attractive pots and planters.

- Shop for any kind of seeds.
- Can orders for the service of garden designing, where you will get design plan for outdoor spaces and let the clients do actual digging.
- If you are not sure what plant you are looking for, website has filters. This allows you to select what zone you live in as well as some plants characteristics like flower colour, evergreen or deciduous leaves etc. which makes finding something for your exact growing condition much easier.
- Website also provides facility for other small scale nursery to join us and provide their plants for the customer through our website. This helps the native nursery to expand their business.
- Website has different modes of payment, where users can pay online or by cash.
- Websites has the guidelines for the users about tips and guides to grow the selected plants.
- User can post their queries and doubts in the comment sections; we will answer to their doubts.

## **Conclusion:**

A business plan is a fundamental component to the successful start, development, and maintenance of an organization. There are lots of basic steps to start a business. The good business idea and plan will allow you to communicate with major donors or foundations and apply for grants that may fund you, and serve as a compass for the organization so that you don't get off track.



**Name:** Nikitha M S

**USN:** 4NI17IS051

**Semester and Section:** 7 ISE 'A'

**Date of submission:** 17/12/2020

## **Event 5: Recruitment Process In Online Plant Nursery**

### **Objective:**

Recruitment is a continuous process by which an organisation seeks to develop a pool of qualified applicants for the future human resource needs, even though specific vacancies do not exist at present. The main objective of the recruitment process is to expedite the selection process.

### **Introduction:**

Recruitment means announcing job opportunities to the public and stimulating them in such a way so that a good number of suitable people will apply for them. Recruitment is the process of discovering the potential for actual or anticipated organizational vacancies. It is a process of accumulation of human resources for the vacant positions of the organization. Recruitment refers to the process of attracting, screening, and selecting qualified people for a job at an organization or firm.

### **Functions of Recruitment:**

- Assessing recruitment
- Job design and development
- Fixing standards
- Advertisement and publicity
- Making initial contact with prospective candidates
- Identification and seeking applicants
- Preliminary examination and assessment of applications
- Shortlisting of probable candidates for selection

- Calling the shortlisted candidates for interview
- A selection process like interviewing or testing
- Hiring the best candidates
- Recording and documentation
- Fixing pay packages to the selected candidates.

### **The Purpose and Importance of Recruitment:**

- Attract and encourage more and more candidates to apply in the organization.
- Create a talent pool of candidates to enable the selection of best candidates for the organization.
- Determine present and future requirements of the organization in conjunction with its personnel planning and job analysis activities.
- To increase the pool of job candidates at minimum cost.
- Help increase the success rate of the selection process by decreasing the number of visibly under qualified or overqualified job applicants.
- Help reduce the probability that job applicants once recruited and selected will leave the organization only after a short period of time.
- Meeting the organizations legal and social obligations regarding the composition of its workforce.

### **Conclusion**

Recruitment is a process to discover the sources of manpower to meet the recruitments of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force.

**Name:** Nikitha M S

**USN:** 4NI17IS051

**Semester and Section:** 7 ISE 'A'

**Date of submission:** 17/12/2020

## **Event 6: Project Proposal Submission with Financial Statement**

### **Project Preparation for an Online Plant Nursery**

#### **Vision:**

To establish a plant nursery and sell the seeds, plants, pots online by developing our own website.

#### **Mission:**

To grow plants in the nursery and help people to buy the required plants, seeds and pots in a single click.

#### **Objective:**

To create a project proposal for online plant nursery by analysing and developing a project idea into the final project ready for implementation.

#### **Introduction:**

The project proposal functions as the working document between the agency and client before potential initiation of the project. It is a method to analyse the feasibility and profitability of the project. The main objective of the project proposal is to get the client to buy into your services. It states to the decision-maker or stakeholder that the service provider understands the scope of the project. Thus, project proposals are a great way to secure funding, win new clients, or convince executives to allocate resources to projects.

#### **Importance of project proposal:**

- **Fundraising:** Proposals secure CARE's funding. The proposal must convince the donor that the need that CARE has identified is important, and that CARE has the capacity and the right approach to address the needs and achieve good results, and to ensure accountability. A poor

quality proposal, or a proposal that misses the submission deadline, may result in CARE missing out on important funding opportunities.

- **Design:** The proposal documents the design of a project. Good quality outcomes depend on good quality project designs and on a needs-based approach so the proposal must be more than just a sales pitch. The proposal must represent an appropriate design (activity and budget design) that will help care to have a positive impact on humanitarian needs as well as consider the longer-term implications of its interventions to support the recovery of the affected population.
- **Implementation:** The proposal serves as a key management tool for the implementation of projects. The proposal and budget should follow a clear logic, and provide adequate description of activities and expected outputs to help a project manager implement the project. It also assists with identifying staff required to carry out project activities. The expected outputs and outcomes must be clear and achievable.
- **Accountability:** The proposal is the document that CARE will be held accountable against in terms of what CARE has delivered. The project manager will need to report against what CARE stated in the proposal, so it is critical that the content is feasible programmatically and financially, and achievable within the approved time frame.

### **Steps for planning to establish an online plant nursery:**

- Setting the purpose and goal.
- Creating a budget.
- Assigning roles.
- Creating a content strategy.
- Structure your plan properly.
- Create mock-up.

- Start working on the design.
- Test everything.
- Maintain the business.

## **Funding and Investment:**

To start an online plant nursery, we need funding and investment to set-up a nursery, to buy materials like seeds, fertilizers, planting trays, pots, and to sell customized pots we need to collaborate with one of the best potter, to develop a website we need developers. All these require some good amount of capital, be it the social or the financial, investors with good offer we can begin with seed funding and as the organization grows, we can take support from various central government schemes, we can also take help from the banks from the MUDRA loans we can get collateral free loans for such Entrepreneurial works.

## **Gathering the materials:**

After getting the funding for the business, it is important to get the materials required to get the work started. For nursery and website development we need:

- A better place to grow plants
- Soil with rich minerals
- Seeds
- Fertilizers
- Developers
- Laptop or Desktop
- Internet connection
- Potters
- Suitable mud for the potters
- Equipment for potters

## **Recruitment of Employees and training:**

Recruitment is a continuous process by which an organisation seeks to develop a pool of qualified applicants for the future human resource needs, even though specific vacancies do not exist at present. The main objective of the recruitment process is to expedite the selection process.

Recruit employees who have passion to work, good agricultural skills, better knowledge about plants, seeds, fertilizers and developers who have the potential to develop and manage the website as we need, potters should be skilled enough to make the pots. After recruiting them training should be given to them about this type of work and department they belong to and get our work to be done with the help of them.

### **Financial plan:**

A financial plan is essential in helping you reach your financial goals. The plan should have multiple steps or milestones. A sample plan might include creating a monthly budget and spending plan, then getting out of debt.

Once you've accomplished these three things and have followed through on your new plan for a few months, you may find that you have extra cash, and the money you free up from your debt payments can be used to reach your next round of goals. Again, it's key to decide what priorities are most important to you. Keep steadily working toward your long-term goals, but also start to focus on the most important near-term goals you have set for yourself.

### **Identifying our customers:**

The next step is to identify who your ideal client is so you can advertise the website in the most effective way possible. Get your first customer. Getting customers will gain us confidence and communication skills. Start attracting people by selling plants, seeds, pots and other products by giving reasonable discounts and by delivering the products safely and cleanly. Once the business is grown to a certain level, we can increase the price according to the market conditions.

### **Expenditure vs. Expense:**

Expenditure is a payment or disbursement. The expenditure may be for the purchase of an asset, a reduction of a liability, a distribution to the owners, or it could be payment in the same accounting period as the amount becomes an expense. An expense is reported on the income statement in the period in which the cost matches the related sales, has expired, was used up, or had no future value. Balance sheet includes the assets owned by a firm, the value of these assets and the mix of financing, debt and equity, used to finance these assets at a point in time. The next is the income statement, which provides information on

the revenues and expenses of the firm, and the resulting income made by the firm, during a period.

### **Expected expenditure for an Online Plant Nursery for one year**

- Land rent = 30,000 Rs
- Room rent for developers = 55,000 Rs
- Materials charge = 1,00,000 Rs
- Transportation charge = 10,000 Rs
- Employees salary = 1,50,000 Rs
- Promotion charge = 5,000 Rs

---

Total expenditure	= 3, 50,000 Rs
-------------------	----------------

---

### **Expected revenue from the business**

- Number of plants expected to be sold = 5000
- Estimated cost for growing a plant = 100 Rs
- Number of packets of seeds expected to be sold = 500
- Estimated cost for producing a packet of seeds = 400 Rs
- Number of pots expected to be sold = 500
- Estimated cost for making a pot = 200 Rs

---

Total revenue	=8, 00,000 Rs
---------------	---------------

---

Profit = Revenue - Expenditure

Profit = 8, 00,000 Rs - 3, 50,000 Rs

Profit = 4, 50,000 Rs