

**Department of Jute and Fibre Technology, Institute of Jute Technology,
University of Calcutta**

Syllabus for Vocational Short Training Courses on Jute Diversified Products for Jute Sector to be Conducted by Department of Jute and Fibre Technology, Institute of Jute Technology, University of Calcutta, Under Integrated Skill Development Scheme Project (ISDS) Sponsored by Ministry of Textiles, Government of India to be conducted at Department of Jute and Fibre Technology, Institute of Jute Technology, University of Calcutta and also at Different Centres and Collaborating Institute/Organisations.

**Module No. : JDP 5 - Entrepreneurship Development Programme for Jute Diversified
Product Manufacture**

Total Contact Hours: 150 (One month Training)

THEORETICAL

(100 Hrs)

1. Factor on which creation of a factory depends.

2. Starting a Small Enterprise:

Business opportunity, scanning the environment for opportunities, evaluation of alternatives and selection based on personal competencies. Steps involved in starting a business venture – location, clearances and permits required, formalities, licensing and registration procedures; Assessment of the market for the proposed project; Importance of financial, technical and social feasibility of the Project.

3. Financial aspects

- i. How to prepare Bankable Project Proposal.
- ii. How to establish a Factory – Govt. Norms- Trade Licence.

4. Suitable Technology available, Course studies for manufacturing and trading business. Such as JDP units, Dyeing units, Printing Units, Handloom Product unit, Handicrafts making units, Jute utility items, works unit, Silk Screen Printing unit etc.

5. Technical feasibility studies- Calculations of payback principal, Return on investment etc.

6. HRD Training- Motivation, Behavioral aspects, communication skill, leadership, Time management, Quality Circle, Team work, Stress Management, Industrial dispute Act, Safety/Health Welfare Measures.

7. Financial Management and Marketing Measures:

Financial Management: Ratio analysis, Budget, Balance Sheet, Profit & Loss analysis, Income Tax and other financial rules, Accounting Procedure etc. Govt. aids & Relief on financial matters, costing of products.

Marketing Management- Market Survey, Market Strategy, to launch a new product, Market Forecasting, IT Skill, E-Marketing

8. Export for utilities.

9. Quality Management.

PRACTICAL

(50 Hrs)

Market Survey for product identification, Product demand, Present trend of product in use etc.

IT skill development

Visit to different organisations for knowledge gathering, Micro, Small and Medium Enterprises / Ancillary industries / Cottage Industries

Financial assistance through SFC's, NSIC, SIDBI, Commercial Banks, MIDC;

Non-financial assistance from DIC, SIDO, MSME(DI), IIE, EDII, KVIC; Financial incentives for MSMEs and Tax Concessions, Assistance for obtaining raw material, machinery, land and building and technical assistance; Industrial estates – role and types; Entrepreneurship Development Program

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Module No. : JDP 6 - Soft skill training course for Business Development

Total Contact Hours: 150 (One month Training)

THEORETICAL

(100 Hrs)

1. COMMUNICATION SKILLS

Objectives, Introduction, meaning of communication and its process. Styles of communication, Communication Networks in an organisation, Active listening, Good Communication Skills for a manager, How to communicate in different situations, How to make a presentation, Clarity and oral presentation, written presentation Steps for making a presentation Using communication in building better teams

2. **CALL HANDLING SKILLS:** Objectives, Introduction, Call Handling Skills, Customer Service via the telephone

CORPORATE CULTURE

Objectives, Introduction, Corporate Culture, How to be an effective leader, The Importance of Employees in an Organization

3. **THE MANAGEMENT MODEL**

Objectives, Introduction, CRM -The Management Model, Reasons for failure of CRM

4. **ACHIEVING EXCELLENT CUSTOMER SERVICE THROUGH CRM**

Objectives, Introduction, CRM Concept - Customer and Centre of Activity

5. **SELLING SKILLS**

Objectives, Introduction, Selling Skills, Understanding features and selling benefits, Identifying buying signals, Understanding and handling objections with ease, closing the sale\

6. **TIME MANAGEMENT**

Objectives, Introduction ,Time management, Identifying Time stealers, Management of Priorities, Increasing work effectiveness and productivity, Scheduling and Planning, Managing a balanced life style, Feeling more in control of daily activities ,Reducing stress with effective planning

7. STRESS MANAGEMENT

Objectives, Introduction, Stress Management, Managing Yourself, Planning your next steps

8. IT SKILL

Introduction to ITES/ Call Centre, Introduction to Computer Fundamentals, Introduction to Internet,Microsoft Excel,Introduction to Power Point, Office Automation Tools.

PRACTICAL (50 Hrs.)

1. Communication Skill Development
2. IT Skill development
3. Case Study
4. Market Survey
5. Visit to different Business centre