



Capacity Building Programme for Fair Price Shop Owners

(Handbook)



The National Institute for Entrepreneurship & Small
Business Development (NIESBUD)
Ministry of Skill Development and Entrepreneurship,
Government of India

PREFACE

Entrepreneurship is recognized as a powerful tool for economic growth and entrepreneurs are endorsed as engines of growth. Entrepreneurship Development is an important mandate of Ministry Skill Development and Entrepreneurship (MSDE), Government of India, in the realm of job creation as it is a prominent source of livelihood in terms of self-employment, creation of direct and indirect employment, income generation as well as creation of assets in rural, urban and tribal contexts.

The National Institute for Entrepreneurship and Small Business Development (NIESBUD), is an apex organisation under the Ministry of Skill Development and Entrepreneurship, Government of India, working with the objective of promoting entrepreneurship and providing support services to small business in India.

NIESBUD has been at the forefront of entrepreneurship development in the country, promoting the spirit of enterprise and equipping individuals with the skills and knowledge necessary to succeed in the business world. The mission of the Institute is to foster a culture of innovation, creativity, and entrepreneurship, and this content is a reflection of our commitment to that cause.

NIESBUD has developed the present handbook on Capacity Building Programme for fair Price Shop (FPS) Owners with the purpose of developing a standardized course on entrepreneurial development for them. The handbook has covered a wide range of topics on entrepreneurship, including finance and digital literacy, etc. It is designed to provide practical insights and tools that can help them navigating the opportunities and address the challenges that come their way.

I would like to extend my sincere thanks to Sh. Dilip Kumar Singh, Chief Consultant for his support in developing the handbook as well as appreciation to Sh. B. S. Sajwan, Chief Consultant; Sh. Sanjay Bartwal, Chief Consultant and Sh. Manish Kumar, Programme Coordinator for their efforts in providing valuable inputs to enhance the quality of the material.

Dr. Poonam Sinha

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Unit – I

Nutrition Module

Overview of the Module

This course is designed to provide FPS dealers with a basic understanding of nutrition literacy, including the basic principles of nutrition, the impact of nutrition on health, and the development of practical skills for making informed food choices. FPS dealers will explore various aspects of nutrition, including food groups, macronutrients, micronutrients, and dietary guidelines. Through interactive learning and activities, the FPS dealers will develop the knowledge and skills to enhance their nutrition literacy and promote healthy eating habits within their communities/ beneficiaries.




Content of Nutrition Module

- 1.1 Nutrition overview
- 1.2 Why does Nutrition matter?
- 1.3 Malnutrition and its various forms
- 1.4 Classification of Food based on their functions
- 1.5 Macro and Micronutrients
- 1.6 Food Groups and their Importance.
- 1.7 Portion sizes and serving recommendations
- 1.8 Social Safety Net schemes (PDS, Supplementary Nutrition, and PM-POSHAN) of the Government of India and entitlements.
- 1.9 The Role of FPS Dealers in Nutrition Knowledge Dissemination

1.1 Nutrition overview

Nutrition is the science of providing the body with the essential elements to function optimally. Fundamentally, nutrition involves consuming a regular and balanced diet to provide the energy required for the body's needs. The variety of nutrients obtained from the diet is crucial for supporting vital functions, including cerebral activities, muscular strength, skeletal integrity, neurological health, dermal maintenance, circulatory efficiency, and immunological defense. A healthy diet also helps to protect against malnutrition in all its forms, as well as non-communicable diseases (NCDs), including diabetes, heart disease, stroke, and cancer.

To sum up, the three basic functions of food/diet are;

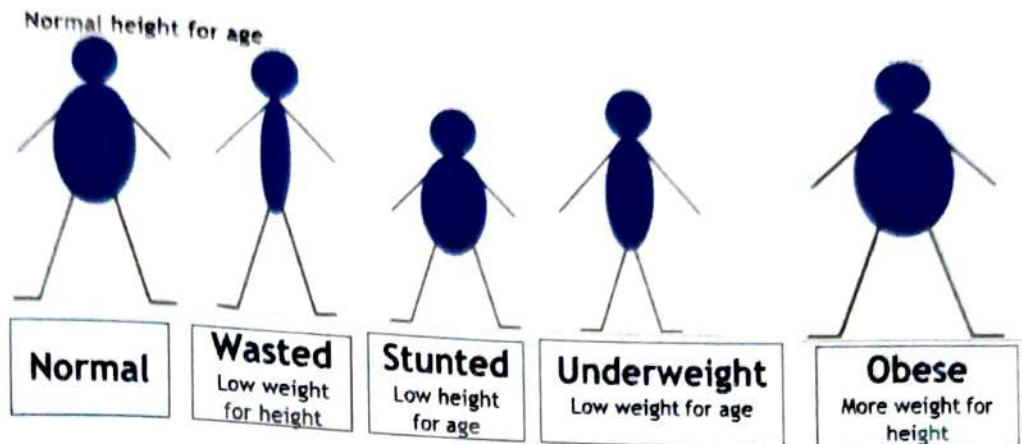
-  **1 Provides Energy.**
-  **2 Helps maintain and grow muscles, bones, and other tissues.**
-  **3 Provides immunity to protect the body against illnesses and diseases.**

1.2 Why does Nutrition matter?

Nutrition is central to achieving a person's holistic health and well-being. Nutritional status impacts progress in other sectors as well- health, education, livelihood, etc. and can help or hinder realizing the overall potential of a nation. Moreover, the impact of nutrition may have intergenerational consequences. It begins much before birth, persists after birth, and may impact future generations too. Therefore, ensuring nutrition and healthy citizens is the responsibility of families and communities and the government and agencies working on Sustainable Development Goals (SDGs).

1.3 Malnutrition and its various forms

Insufficient intake of essential nutrients (macro and micronutrients) results in undernutrition or malnutrition, compromising immune systems and increasing disease susceptibility. Conversely, consuming excess nutrients can lead to overnutrition and obesity, presenting its own nutritional challenges. Malnutrition manifests in various forms:



1.3.1 Undernutrition

There are four broad sub-forms of undernutrition: wasting, stunting, underweight, and deficiencies in vitamins and minerals. Undernutrition makes children, in particular, much more vulnerable to disease and death.

- ❖ **Wasting** (Low weight-for-height): Acute malnutrition resulting in rapid weight loss, often seen as a consequence of severe food shortage or illness.
- ❖ **Stunting** (Low height-for-age): Chronic or recurrent malnutrition during childhood, causing impaired growth, particularly in height, reflecting long-term nutritional deficits. Stunting holds children back from reaching their physical and cognitive potential.
- ❖ **Underweight** (Low weight-for-age): A measure of low body weight for a given age, indicating a combination of chronic and acute malnutrition. An underweight child may be stunted, wasted, or both.
- ❖ **Micronutrient-related malnutrition** (Mineral and vitamin deficiencies): Micronutrients enable the body to produce enzymes, hormones, and other essential substances for proper growth and development. Iodine, vitamin A, and iron deficiencies are most common.

1.3.2 Overnutrition

Being overweight and obese is when a person is too heavy for their height. Abnormal or excessive fat accumulation can impair health. Overweight and obesity result from an imbalance between energy consumed (too much) and energy expended (too little). Globally, people are consuming foods and drinks that are more energy-dense (high in sugars and fats) and engaging in less physical activity. Overnutrition is often associated with health issues, such as cardiovascular diseases, diabetes, etc.

1.4 Classification of Food

Based on the function they perform, the foods are classified into three groups:

- i) **Energy Yielding Foods**
- ii) **Body-building Foods**
- iii) **Protective foods**

Energy Yielding Foods

Energy-yielding foods provide energy to the body for regular functions and other metabolic functions. Energy-yielding foods include mainly carbohydrate-rich cereals (rice, wheat), millets (Bajra, Jowar, Ragi, etc.), tubers like potatoes, sweet potatoes, etc., and fats and oils.

Body-building Foods

Body-building foods are those that help build tissues and muscles and give shape to our bodies. These include pulses, fish, meats, eggs, milk, etc. Body-building food mainly contains protein.

Protective Foods

Protective foods are those that protect the human body against degenerative diseases such as diabetes and cardiovascular diseases. These include several vegetables and fruits. Protective foods provide vitamins and minerals, which are essential for maintaining our health.

1.5 Macro and Micronutrients

Macronutrients: Carbohydrates, Proteins, and fats are called **Macronutrients** since our body needs them in large quantities.











Micronutrients: Vitamins & minerals are needed by the body in very small quantities; hence, these nutrients are referred to as **Micronutrients**.

1.6 Food Groups

As per the Food & Agriculture Organization of the United Nations (FAO), all three classes of foods described above can further be divided into ten main food groups:

1. **Grains, white roots & tubers, and plantains:** Rich in carbohydrates and are good energy sources.
2. **Pulses (beans, peas, and lentils):** Good source of protein and fiber.
3. **Dark green leafy vegetables are rich in iron and vitamins like C, K,** fiber, etc.
4. **Vitamin A-rich fruits and vegetables:** Yellow and orange color fruits and vegetables such as carrots, papaya, ripe mangoes, etc, are rich in beta-carotene (vitamin A) and fiber.
5. **Milk & Milk products:** Rich in calcium, protein, and other essential nutrients.

6. **Eggs:** Eggs are a good source of protein, dietary fat (cholesterol), and a few micronutrients such as Iron, Vitamin A, etc.
7. **Meat, Poultry, and Fish:** These are rich sources of protein and micronutrients like Iron, Vitamin A, Vitamin B12, etc.
8. **Nuts and Seeds:** These are rich sources of healthy fat, protein, fiber and other nutrients.
9. **Other vegetables:** Other vegetables, such as cauliflower, okra, onion, tomatoes, etc., are low in carbohydrates, salt, and fat and contain various micronutrients essential for maintaining good health.
10. **Other Fruits:** Other fruits such as apples, berries, stone fruits (apricots, cherries, and similar), figs, litchis, grapes, figs, etc., are the powerhouse of various micronutrients and fiber.

Grains, white roots & tubers, and plantains	Pulses (beans, peas, and lentils)	Vitamin A rich vegetables and fruits	Dark Green Leafy vegetables	Milk & Milk products
				
Eggs	Meat, poultry & Fish	Nuts and Seeds	Other vegetables	Other Fruits
				

1.7 Portion sizes and serving recommendations

ICMR-NIN has developed 'My Plate for the Day' to encourage and promote healthy dietary practices among the communities. The model plate is aimed to provide dietary diversity with a proper balance of macro and micronutrients for a healthy individual of any gender, requiring approximately 2000 calories a day.

My plate for the day provides different food groups and variety within food groups to meet specific nutrient requirements and criteria. The plate recommends sourcing macro and micronutrients from a minimum of 10 food groups, with vegetables, fruits, green leafy vegetables, tubers, and roots forming essentially half of the plate per day. The other major portion is occupied by cereals/millets, followed by pulses, nuts, and oils.

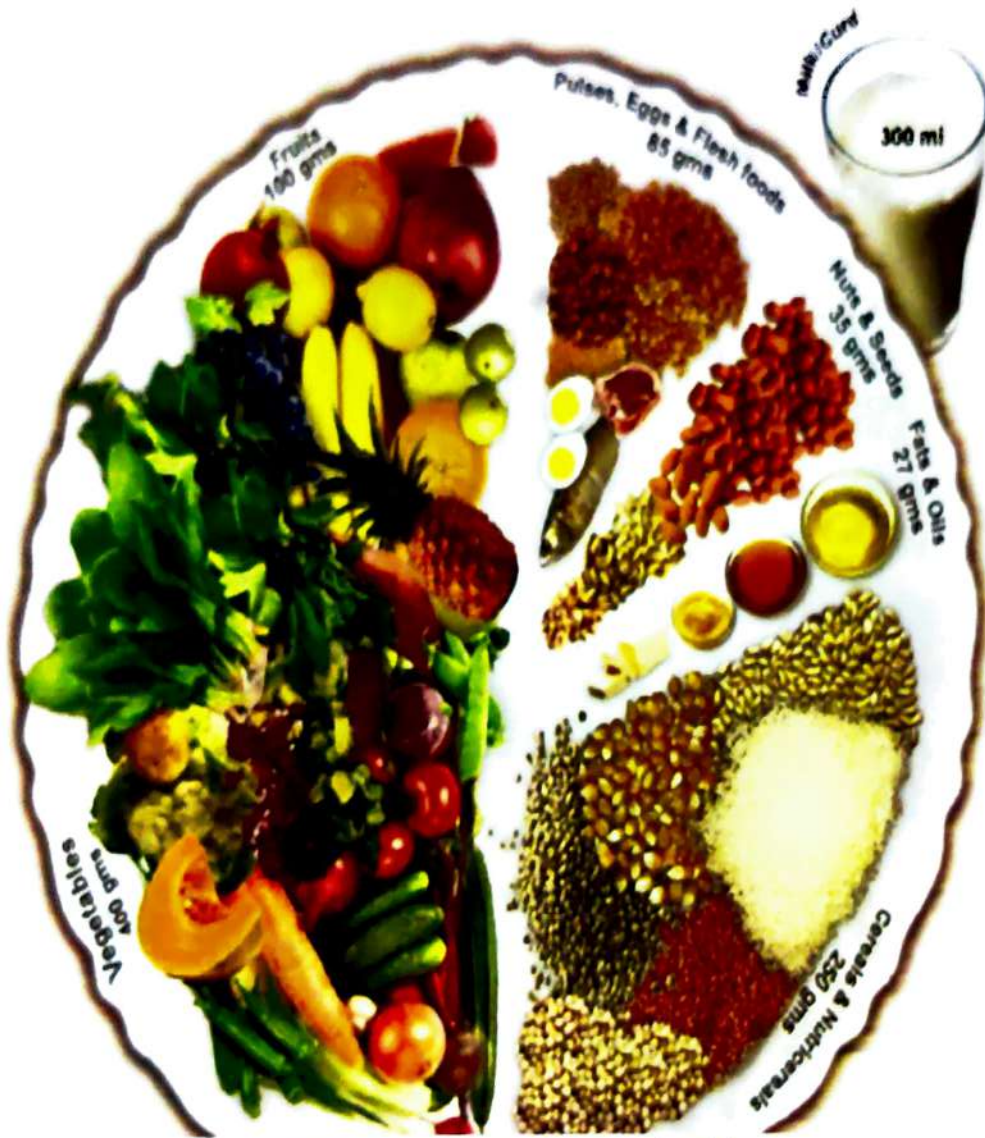


Image source: ICMR-National Institute of Nutrition

Details of My Plate for the day

Note- One may consume sugar, but it must be restricted to 25-30 g/day. To adjust the total calories, cereals must be reduced if sugar is taken.

Food groups (2000 kcal)	Foods to be consumed raw weight (g/day)	% of Energy from each food group/day	Total E from each food group/day (Kcal)	Total protein from each food group/day (g)	Total fat from each food group/day (g)	Total carbs from each food group/day (g)
Cereals (including nutricereals)	250	42	~843	~25	~5	~172
Pulses*	85	14	~274	~20	~3	~42
Milk/curd (ml)	300	11	~216	~10	~13	~42
Vegetables +green leafy veg (GLV)	400	9	~174	~10	~2	~28
Fruits#	100	3	~56	~1	~1	~11
Nuts & Seeds	35	9	~181	~6	~15	~6
Fats & Oils\$	27	12	~243	-	~27	-
Total	~1200	~	~2000	15% E	30% E	-

* Eggs/Fish/Meat can substitute a portion of pulses.

+Prescribed quantity of vegetables (excluding potato) may be consumed in cooked form/salads.

Prefer fresh fruits (avoid juices)

\$ Use different types of cooking oils, vegetables, fruits and nuts, etc., to obtain a variety of phytonutrients, vitamins, minerals, and bio-active compounds

1.8 Social Safety Net schemes (PDS, ICDS, and PM-POSHAN) of the Government of India and entitlements.

I. Pradhan Mantri Garib Kalyan Anna Yojana (PMGKAY) under the targeted Public Distribution System of the Department of Food & Public Distribution

The Central Government, under the Pradhan Mantri Garib Kalyan Anna Yojana (PMGKAY), provides free food grains to about 81.35 crore PDS beneficiaries (i.e., Antyodaya Anna Yojana (AAY) households and Priority Households (PHH) beneficiaries). The scheme is for the next five years with effect from 1st January 2024, as per their entitlement (i.e., 35 kg of food grains per AAY household per month and 5 kg of food grains per person per month in case of Priority Household).

II. Pradhan Mantri Poshan Shakti Nirman (PM POSHAN), earlier known as the National Programme of Mid-Day Meal in Schools, is one of the Centrally Sponsored Schemes under the National Food Security Act, 2013 (NFSA). The primary objective of the scheme is to improve the nutritional status of children studying in classes I-VIII in eligible schools. Nutrition and food norms under the scheme are as under:

Food norms per child per day					
Level	Food grains	Pulses	Vegetables	Oil & fats	Salt & condiments
Primary	100 gms	20 gms	50 gms	5	As per need
Upper Primary	150 gms	30 gms	75 gms	7.5	As per need

III. Supplementary Nutrition under ICDS

The Ministry of Women & Child Development is implementing the Supplementary Nutrition Programme under the Integrated Child Development Services (ICDS) Scheme for children (6 months to 6 years), Pregnant Women, and Lactating Mothers. The details are as under:

Age/Physiological group	Type of meal	Energy (Kcal)
Above six months up to twelve months	Take Home Ration	200
Above one year up to three years	Take Home Ration	400
Above three years up to six years	Morning Snack and Hot Cooked Meal	400
Undernourished children above six months up to twelve months	Take Home Ration	400

Undernourished children above one year up to three years	Take Home Ration	700
Undernourished children above three years up to six years	Morning Snack, Hot Cooked Meal, and Take Home Ration	800
Pregnant Women and Lactating Mothers	Hot Cooked Meal and Take-Home Ration	600

1.9 The role of FPS Dealers in nutrition knowledge dissemination

FPS dealers, being key influencers in their communities, can play a critical role in the dissemination of nutrition knowledge to the communities utilizing various communication modes, such as;

- ❖ Educational videos
 - Showcasing educational videos on television screens at Jan Poshan Kendras.
 - Sharing WhatsApp videos on nutrition and balanced diets with the catchment communities of Jan Poshan Kendras.
- ❖ Visibility Campaigns:
 - Displaying hoardings/banners at FPS, schools, and Anganwadi centers to promote nutrient-rich foods.
 - Educating the community about the significance of various food groups.
- ❖ Brochure Distribution:
 - Distributing brochures on food groups and their importance at key community locations like Jan Poshan Kendras, Schools, Anganwadi centers, etc.
- ❖ Interactive sessions:
 - Brief Sessions of FPS beneficiaries on Functions of food and Food groups during the grain distribution period.

Sources: The reference material used in preparation for the module is listed below, along with the links to the website.

1. [Nutrition - Harvard Health](#)
2. [National Institute of Nutrition, India \(nin.res.in\)](#)
3. [Nutrition \(who.int\)](#)
4. [Fact sheets - Malnutrition \(who.int\)](#)
5. [Dietary Diversity \(fao.org\)](#)
6. [Quick-start guide to nuts and seeds - Harvard Health](#)
7. R. Hemalatha. Promotion of 'My Plate for the Day' and physical activity among the population to prevent all forms of malnutrition and NCDs in the country, 2023, ICMR-NIN, Hyderabad. [ICMR-National Institute of Nutrition, India \(nin.res.in\)](#)
8. [Pradhan Mantri Garib Kalyan Anna Yojana \(PMGKAY\) | Welcome to Department of Food and Public Distribution \(dfpd.gov.in\)](#)
9. [PM POshan SHAKti Nirman \(PM-POSHAN\) | Ministry of Education, GoI](#)
10. [Notifications | Welcome to Department of Food and Public Distribution \(dfpd.gov.in\)](#)

Unit – II

Introduction to Self-Employment

Meaning, characteristics, and significance of self-employment

Meaning – Self-Employment

Self-employment refers to a work arrangement in which an individual operates his/her own business, works as an independent contractor, or freelancer rather than being employed by an external organization or employer. In essence, self-employed individuals are those who earn their livelihood by starting their own activities.

What is Entrepreneurship?

Entrepreneurship is a practice and a process that results in creativity, innovation and enterprise development and growth. It refers to an individual's ability to turn ideas into action involving and engaging in socially useful wealth creation through application of innovative thinking and execution to meet customer needs, using one's own labour, time and ideas.

Meaning – Entrepreneur

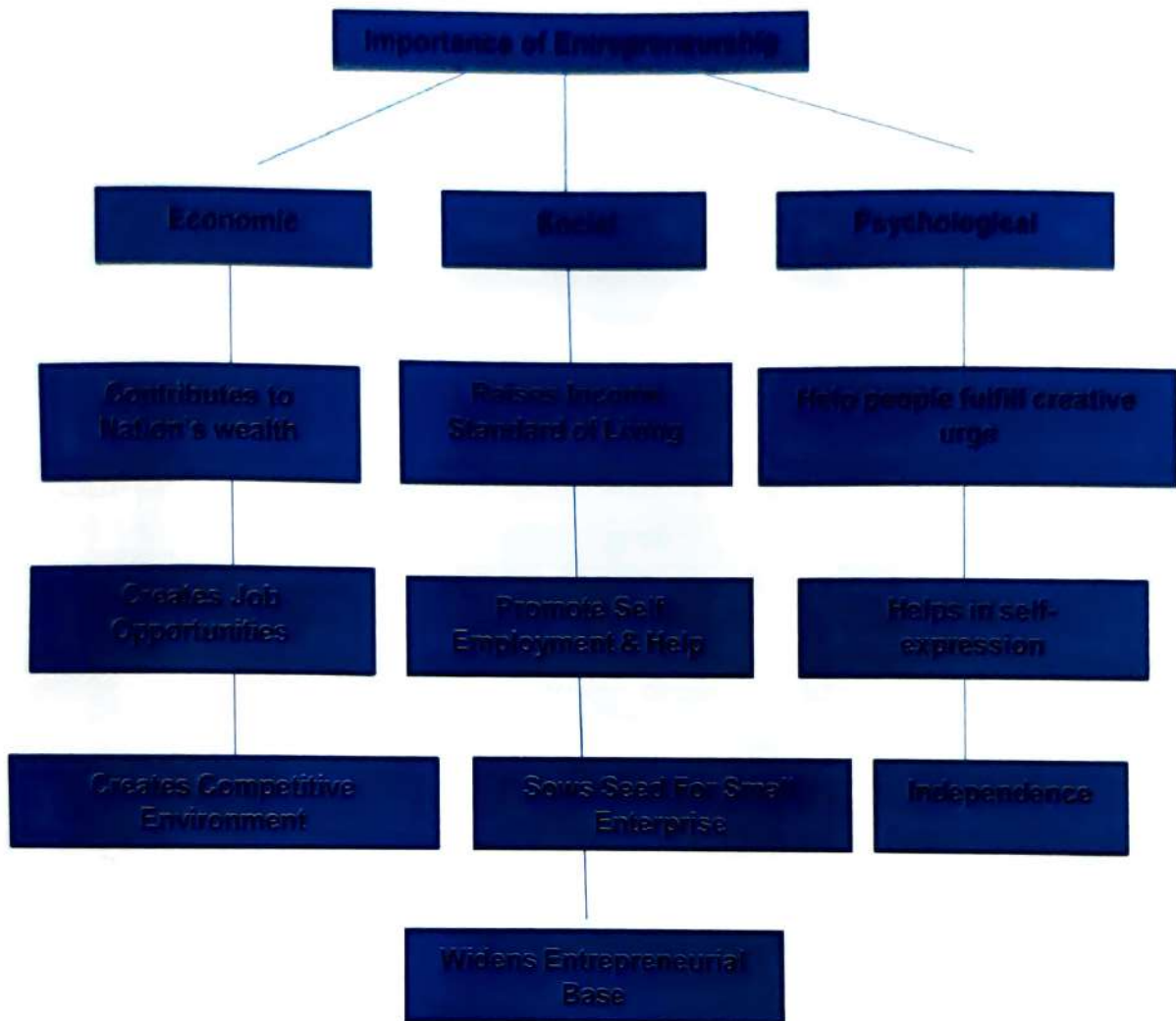
An entrepreneur is a person who creates and develops a business idea and takes the risk of setting up an enterprise to produce a product or service which satisfies customer needs. Entrepreneur refers to the person and entrepreneurship defines the process.

Characteristics of an Entrepreneur

- **High need for Achievement:** Entrepreneurs with a high need for achievement are motivated to set and accomplish challenging goals in their businesses, driven by the desire for personal success and the pursuit of excellence in their endeavors.
- **Determination:** An approach of never-say-die. Entrepreneurs/ Self-employed keep pushing forward, even when faced with obstacles.
- **Moderate risk bearing:** Entrepreneurs/ Self-employed prefer a middle-of-the road strategy while handling tricky situations. They understand that success often involves stepping out of one's comfort zone and taking chances.
- **Exploring opportunity:** Alert to opportunities and using them to their advantage.
- **Problem-Solving:** Entrepreneurs encounter challenges regularly and must be skilled problem solvers. They approach problems with a solution-oriented mindset.

- **Using Feedback:** It is important for the Entrepreneur to know how they are learning from the experience of self and others when they work on their goals.
- **Adaptability:** The business landscape is constantly changing, and entrepreneurs need to adapt to new trends, technologies, and market conditions to stay competitive.
- **Flexibility:** Entrepreneurs are open to change and can pivot their business strategies when needed to respond to market shifts.
- **Communication and Interpersonal skills:** Effective communication is essential for pitching ideas, negotiating deals, and building relationships with customers and partners. Entrepreneurs can deal with people at all levels.
- **Motivation:** Entrepreneurs have the inner passion and determination to achieve their goals. They also influence others in their community by setting an example, taking initiatives and creating success stories throughout their journey.
- **Managing stress:** Entrepreneurship can be challenging, and setbacks are common. Resilience allows entrepreneurs to bounce back from failures and keep moving forward.

Significance of Entrepreneurship



Need of Entrepreneurship

- Increases national production
- Balanced area development
- Dispersal of economic power
- Reinvestment of profit for the welfare of the area of profit generation
- Development is a function of motivation and human resource

Unit – III

Creating Plan for a Small Business

Selection of Legal Entity and Procedures & Formalities for Bank Finance

Types of Legal Entity



Some key elements of few legal entities:

Steps	Proprietorship	Partnership	Self Help Group (SHG)	One Person Company
Registration	No formal registration is Required	It can be registered or unregistered	It can be registered or unregistered	Registered with the Ministry of Corporate Affairs under the Companies Act, 2013.
Name of the Entity	Choice of Name can be used. No approvals required	Choice of Name can be used. No approvals required	Choice of Name can be used. No approvals required.	Name must be approved by the Registrar of Company.
Legal Status of Entity	It is not recognized as a separate legal entity.	It is not recognized as a separate legal entity.	It is not recognized as a separate legal entity.	One Person Company is a separate legal entity registered under the Companies Act, 2013.
Member (s) Liability	Proprietor has unlimited liability and is responsible for all the liabilities of the Proprietorship.	Partners have unlimited liability and is responsible for all the liabilities of the Partnership.	All group members are liable for overall liability of the group	Director and Nominee Director have limited liability and is liable only to the extent of his/her share capital.
Minimum and Maximum Number of Members	One	Minimum Two and Maximum 100	Minimum seven and Maximum 20	One
Transferability	Not transferable	Not transferable	Ownership cannot be Transferred	Ownership can be transferred

Steps	Proprietorship	Partnership	Self Help Group (SHG)	One Person Company
Documents required for opening a business account for legal entity	<ul style="list-style-type: none"> • Passport size photograph • Pan in the name of Proprietor • Registration certificate in case of registered concern. • License issued by the municipal corporation under shop and establishment act./Udyam Registration. • Utility bill such an electricity/ water/ landline telephone bills. 	<ul style="list-style-type: none"> • Copy of registration certificate • Copy of partnership deed • Pan card in the name of partnership • List of all partners • Partnership letter signed by all partners in their individual capacity. • Letter of authorization power of attorney signed by all partners who will operate the accounts 	<ul style="list-style-type: none"> • Copy of minutes of the meeting • List of members of group • Resolution to authorize who will operate the account • KYC of all members of group 	<ul style="list-style-type: none"> • Copy of certification of incorporation • Copy of memorandum and Article of Association. • Copy of certificate of commencement of business • Pan card in the name of company • A board resolution to open the bank account. • List of board of directors.

Registrations

Procedure for Aadhar Udyamita: <https://udyamregistration.gov.in/Government-India/Ministry-MSME-registration.htm>

Udyam Application Form

Aadhaar verification -

Aadhaar Verification With OTP

1. Aadhaar Number/ आधार संख्या

2. Name of Entrepreneur / उद्यमी का नाम

- Aadhaar number shall be required for Udyam Registration.
- The Aadhaar number shall be of the proprietor in the case of a proprietorship firm, of the managing partner in the case of a partnership firm and of a karta in the case of a Hindu Undivided Family (HUF).
- In case of a Company or a Limited Liability Partnership or a Cooperative Society or a Society or a Trust, the organisation or its authorised signatory shall provide its GSTIN (As per applicability of CGST Act 2017 and as notified by the ministry of MSME vide S.O. 1055(E) dated 05th March 2021) and PAN along with its Aadhaar number.

I, the holder of the above Aadhaar, hereby give my consent to Ministry of MSME, Government of India, for using my Aadhaar number as allotted by UIDAI for Udyam Registration. NIC / Ministry of MSME, Government of India, have informed me that my aadhaar data will not be stored/shared. / मैं, आधार धारक, इस प्रकार उद्यम पंजीकरण के लिए यूआईडीएआई के साथ अपने आधार संख्या का उपयोग करने के लिए सूचनाओं को मंत्रालय, भारत सरकार को अपनी सहमति देता हूँ। एन.आई.सी. / सूचनाओं को मंत्रालय, भारत सरकार ने मुझे सूचित किया है कि मेरा आधार डेटा संग्रहीत / साझा नहीं किया जाएगा।

Your Aadhaar has been successfully verified. You can continue Udyam Registration process.

PAN verification -

PAN Verification

3. Type of Organisation / संगठन के प्रकार

4.1 PAN/ पैन

1. Proprietary / एकल स्वामित्व

I, the holder of the above PAN, hereby give my consent to Ministry of MSME, Government of India, for using my data/ information available in the Income Tax Returns filed by me, and also the same available in the GST Returns and also from other Government organizations, for MSME classification and other official purposes, in pursuance of the MSME Act, 2006.

Your PAN has been successfully verified. Some fields of the form will be disabled. Disabled fields will be automatically filled after verification from PAN data. GSTIN (As per applicability of CGST Act 2017 and as notified by the ministry of MSME vide S.O. 1055(E) dated 05th March 2021) is required for Udyam Registration w.e.f. 01.04.2021. You are advised to apply for GSTIN suitably to avoid any inconvenience.

Have you filed the ITR for Previous Year (PY) (2020-21) ITR ?

Yes No

4.3 Do you have GSTIN ?

Yes No Exempted / छूट प्राप्त

Note: If ITR has not been filed for PY (2020-21) for some reason or it has been filed in ITR-4 form, all the data below will have to be filled in on self-declaration basis.

In case of option (No) in respect of GSTIN, same would be verified from GSTIN.

5. Name of Entrepreneur as per PAN/Aadhaar (If enterprise does not have PAN)

6. Mobile Number / मोबाइल नंबर -91

Example: 9796009800

7. Email / ईमेल

Example: info@gmail.com

Categorization of ownership of the MSMEs on the basis of %age Share/Member/Contribution of amount

Sl. No.	Hindu Undivided Family (HUF)	Partnership (By Share)	Co-Operative (By Member)	Private Limited Company (By Share)	Public Limited Company (By Share)	Self Help Group (By Contribution)	Society (By Member)	Trust (By Contribution)
OBC	As per the category	51%	51%	51%	51%	51%	51%	51%
SC	As per the category	51%	51%	51%	51%	51%	51%	51%
ST	As per the category	51%	51%	51%	51%	51%	51%	51%
Women	If she is Karta	51%	51%	51%	51%	51%	51%	51%

In Case of proprietorship enterprise, the category of the unit would be the social category of the owner.

8. Social Category / सामाजिक वर्ग

 General / सामान्य
 SC / अनुसूचित जाति
 ST / अनुसूचित जनजाति
 OBC / अन्य पिछड़ा वर्ग

9. Gender / लिंग

 Male / पुरुष
 Female / स्त्री
 Others / अन्य

10. Specially Abled(DIVYANG) / दिव्यांग

 Yes / हाँ
 No / नहीं

Data in field 11 will be auto filled (as received during PAN verification) but it is editable.

11. Name of Enterprise / उद्यम का नाम

Name of Enterprise

Data in field 12 to be filled on self declaration basis.

Plant/Unit Name / इकाई का नाम

Unit Name

Add Unit

12. Location of Plant(s)/Unit(s)

Unit Name / इकाई का नाम

Select

Flat/Door/Block No./फ्लैट / द्वार / ब्लॉक सं

Flat, Door, Block No.

Name of Premises/ Building / परिसर/ भवन का नाम

Name of Premises, Building

Village/Town / ग्राम/शहर

Village/Town

Block / ब्लॉक

Block

Road/ Street/ Lane/सड़क/ मार्ग / गली

Road, Street, Lane

City/नगर

City

Pin/पिन

Pin

State/राज्य

Choose State/UT

District/जिला

Choose District

Add Plant

13. Official Address of Enterprise / कार्यालय का पता

Flat/Door/Block No./ फ्लैट / द्वार / ब्लॉक सं

Flat, Door, Block No.

Name of Premises/ Building / परिसर/ भवन का नाम

Name of Premises, Building

Village/Town / ग्राम/शहर

Village/Town

Block / ब्लॉक

Block

Road/ Street/ Lane/सड़क/ मार्ग / गली

Road, Street, Lane

City/नगर

City

Pin/पिन

Pin

State / राज्य

Choose State/UT

District / जिला

Choose District

14. Previous EM-II/UAM Registration Number, if Any / पिछले EM-II/UAM पंजीकरण संख्या, यदि कोई है

N/A EM-II Previous UAM

15. Status of Enterprise

a. Date of incorporation/registration

DD/MM/YYYY

b. Whether production/business commenced

Yes No

Date of commencement

DD/MM/YYYY

16. Bank Details / बैंक विवरण

Bank Name / बैंक विवरण

ENTER BANK NAME

IFS Code / आईएफएस कोड

EXAMPLE - SBIN001624

Bank Account Number / बैंक खाता संख्या

Example: - 3047845896

17. Major Activity of Unit / इकाई की प्रमुख गतिविधि

Manufacturing / विनिर्माण Services / सेवा

18. National Industrial Classification (NIC) Code for Activities(One or more activities can be added)

Search NIC Code in Lesser Steps (To Avoid 3 Step Selection of NIC Activities)

Search NIC Code

Manufacturing / विनिर्माण Services / सेवा Trading / व्यापारिक

NIC 2 Digit Code

Choose 2 Digit NIC Code

NIC 4 Digit Code

Choose 4 Digit NIC Code

NIC 5 Digit Code

Choose 5 Digit NIC Code

19. Number of persons employed / नियोजित व्यक्तियों की संख्या

Male / पुरूष	Female / स्त्री	Others / अन्य	Total / संपूर्ण
Example - 20	Example - 20	Example - 20	Example - 20

I hereby declare that I am fully aware of the provisions of Child & Adolescent Labour (Prohibition and Regulation) Act, 1986 and no child is employed in my enterprise. / मैं एतद्वारा घोषणा करता हूँ कि मैं बाल एवं किशोर श्रम (निषेध और विनियमन) अधिनियम, 1986 के प्रावधानों से पूरी तरह अवगत हूँ और मेरे उद्यम में कोई भी बच्चा नियोजित नहीं है।

Since you have PAN, your Written Down Value (WDV) & Total Turnover would be auto-filled from your ITR (for ITRs file in ITR-3, 5 & 6 forms) if the same has been filed for the relevant Previous Year; if it has not been filed in that particular previous year, then these boxes may be filled in on self-declaration basis. In case the ITR filed in ITR-4 form, your Total Turnover would be auto-filled but Written Down Value (WDV) would have to be filled in on self-declaration basis. If you have GSTIN, you may avail of exports benefits if you have exports declared on the GSTN and it would be auto-filled. It is mandatory to fill in the 2020-21 Previous Year (PY) data for new registration, now since 2021-22 PY ITRs are yet to be filed but, for continuation change and/or classification as per Udyam Registration beyond 31.03.2023 would be effected on the basis of data from ITR of 2021-22 PY ITR.

20. Investment in Plant and Machinery OR Equipment (in Rs.)

Ref. OM dated 06/08/2020

Written Down Value (WDV) as on 31st March of the Previous Year 2020-21 (A)	Exclusion of cost of Pollution Control, Research & Development and Industrial Safety Devices during 2020-21. (To be filled in on self-declaration basis) (B)	Net Investment in Plant and Machinery OR Equipment [(A)-(B)]
--	--	--

Example:- 200000.00

Example:- 200000.00

Example:- 200000.00

21. Turnover (in Rs.)

Ref. OM dated 06/08/2020

Total Turnover (A) during 2021-22	Export Turnover (B) during 2021-22	Net Turnover [(A)-(B)]
Example: 200000.00	0	Example: 200000.00

22. Are you interested in getting registered on Government e-Market (GeM) Portal

Yes / हाँ No / नहीं

23. Are you interested in getting registered on TReDS Portals(one or more)

Yes / हाँ No / नहीं

24. Are you interested in getting registered on National Career Service(NCS) Portal

Yes / हाँ No / नहीं

25. Are you interested in getting registered on NSIC B2B Portal

Yes / हाँ No / नहीं

26. Are you interested in availing Free .IN Domain and a business email ID

Yes / हाँ No / नहीं

27. District Industries Centre / जिला उद्योग कार्यालय

Choose DIC

I hereby declare that information given above are true to the best of my knowledge. For any information, that may be required to be verified, proof/evidence shall be produced immediately before the concerned authority. / मैं एतद्वारा घोषणा करता हूँ कि उपर्युक्त सूचना मेरी जानकारी में सही है। कोई सूचना जिसको सत्यापित किया जाना अपेक्षित हो, उसे संबंधित प्राधिकारी के समक्ष तत्काल उपलब्ध कराया जाएगा।

Submit & Get Final OTP

UDYAM REGISTRATION PROCESS STEP BY STEP PROCESS FOR FILLING ONLINE REGISTRATION

Step 1: Visit the Udyam Registration Portal: Go to the official Udyam Registration portal - udyamregistration.gov.in provided by the Ministry of Micro, Small & Medium Enterprises (MSME).

Step 2: New Registration: On the portal's homepage, look for the option to register a new enterprise.

Step 3: Enter Aadhaar Number: You'll be prompted to enter your Aadhaar number. An OTP will be sent to the mobile number linked with the Aadhaar card. Enter the OTP and do the **Validation:** After entering the OTP, the system will validate it with the UIDAI database. Make sure the details entered match those on your Aadhaar card

Step 4: Once the Aadhaar is validated, proceed to the PAN verification page. Enter the 'Type of Organisation' 'PAN' number, and click the 'Validate' button. Also, indicate whether you have filed the previous year's ITR and if you have a GSTIN.

Step 5: The Udyam registration application form will appear. Fill in all required details, including the name of the entrepreneur, mobile number, name of the enterprise, location of the plant/unit, address of the enterprise, status of enterprise, bank details, activity of the unit, NIC code, and number of persons employed.

Step 6: Nature of Business Activity: Provide information about the nature of your business activities. You might need to select from predefined categories or provide a brief description.

Step 7: Investment in Plant & Machinery or Equipment: Enter the total investment made in plant, machinery, equipment, etc. This helps determine the classification of your enterprise.

Step 8: Upload Documents: Upload the required documents, such as Aadhaar card, PAN card, and other relevant documents as per the guidelines provided.

Step 9: Self Declaration: You might need to make a self-declaration regarding the accuracy of the information provided.

Step 10: Submit Application: Review all the information entered and documents uploaded. Once you're sure everything is accurate, submit the application.

Step 11: Enter the final OTP received and submit the form. You will receive the Udyam e-registration number.

Step 12: Generate Certificate: After submission, the system will generate a Udyam Registration certificate. You can download and print this certificate for your records.

Confirmation: You'll receive a confirmation of successful registration via email or SMS.

Make sure to refer to the official Udyam Registration portal for the accurate and up-to-date information.

How to Register for GST: <https://www.gst.gov.in/>

Click on Register Now under Taxpayers (Normal)



New Registration

* indicates mandatory fields

New Registration Temporary Reference Number (TRN)

I am a*

State / UT*

District*

Legal Name of the Business (As mentioned in PAN) *

Permanent Account Number (PAN) *

i If you don't have PAN, Click here to apply

Eg: A B C D E 1 2 3 4 X

Email Address*

i OTP will be sent to this Email Address

Mobile Number*

i Separate OTP will be sent to this mobile number

Type the characters you see in the image below*



Only Individuals to affix recent photograph (3.5 cm x 2.5 cm)	Form No. 49A Application for Allotment of Permanent Account Number (In the case of Indian Citizens/Indian Companies/Entities incorporated in India/ Unincorporated entities formed in India) See Rule 114 To avoid mistake (s), please follow the accompanying instructions and examples before filling up the form	Only Individuals to affix recent photograph (3.5 cm x 2.5 cm)								
Sign / Left Thumb Impression across this photo	Assessing officer (AO code) <table border="1" style="margin: 0 auto;"> <tr> <th style="width: 15%;">Area code</th> <th style="width: 15%;">AO type</th> <th style="width: 15%;">Range code</th> <th style="width: 15%;">AO No.</th> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </table>	Area code	AO type	Range code	AO No.					Signature / Left Thumb Impression
Area code	AO type	Range code	AO No.							
Mr. _____ I/We hereby request that a permanent account number be allotted to me/us. I/We give below necessary particulars										
1 Full Name (Full expanded name to be mentioned as appearing in proof of identity/date of birth/address documents; initials are not permitted) Please select title, <input checked="" type="checkbox"/> as applicable <input type="checkbox"/> Shri <input type="checkbox"/> Smt. <input type="checkbox"/> Kumari <input type="checkbox"/> M/s Last Name / Surname _____ First Name _____ Middle Name _____										
2 Abbreviations of the above name, as you would like it, to be printed on the PAN card _____ _____										
3 Have you ever been known by any other name? <input type="checkbox"/> Yes <input type="checkbox"/> No (please tick as applicable) If yes, please give that other name Please select title, <input checked="" type="checkbox"/> as applicable <input type="checkbox"/> Shri <input type="checkbox"/> Smt. <input type="checkbox"/> Kumari <input type="checkbox"/> M/s Last Name / Surname _____ First Name _____ Middle Name _____										
4 Gender (for individual applicants only) <input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Transgender (please tick as applicable)										
5 Date of Birth/Incorporation/Agreement/Partnership or Trust Deed/ Formation of Body of Individuals or Association of Persons Day Month Year _____										
6 Details of Parents (applicable only for individual applicants) Whether mother is a single parent and you wish to apply for PAN by furnishing the name of your mother only? <input type="checkbox"/> Yes <input type="checkbox"/> No (please tick as applicable) If yes, please fill in mother's name in the appropriate space provide below. Father's Name (Mandatory except where mother is a single parent and PAN is applied by furnishing the name of mother only) Last Name / Surname _____ First Name _____ Middle Name _____ Mother's Name (optional except where mother is a single parent and PAN is applied by furnishing the name of mother only) Last Name / Surname _____ First Name _____ Middle Name _____ Select the name of either father or mother which you may like to be printed on PAN card (Select one only) <input type="checkbox"/> Father's name <input type="checkbox"/> Mother's name (Please tick as applicable) (In case no option is provided then PAN card will be issued with father's name except where mother is a single parent and you wish to apply for PAN by furnishing name of the mother only).										
7 Address Residence Address Flat / Room / Door / Block No. _____ Name of Premises / Building / Village _____ Road / Street / Lane/Post Office _____ Area / Locality / Taluka/ Sub- Division _____ Town / City / District _____ State / Union Territory _____ Pincode / Zip code _____ Country Name _____										

Fill Registration Certificate Details

Form 'A'
(Per Regulation 21.1 and Regulation 2.1.2)
 Application for Registration under Food Safety and Standards Act, 2008

Applicant Details

Name of Applicant / Company *

Description * Individual Partner Proprietor Co-operative Society Others

Kind of Business

Central Govt. Agencies - Food Catering Services in establishments and units under Central Government Agencies

Address of Premises where food business is located

Address of Premises where food business is located

Address * State *

District/Region/Zone * Sub-District (District/Division/Revenue) *

Village * Pin Code *

Location/Address *

Is your Correspondence Address same as Address of Premises? Yes No

Correspondence Address

Address * State *

District/Region/Zone * Sub-District (District/Division/Revenue) *

Village * Pin Code *

Contact Details

Mobile No. * Mobile No. *

Pin * Email ID *

(Note: In case the number(s) are a Partner, Proprietor or co-owner number(s), please specify the name of the contact person as well)

Contact Person *

Business Plan

A business plan is a written summary of your proposed business. It includes information about the plans, operations and financial details, its marked opportunities, and strategies, as well as the entrepreneur's personal background.

Why Business Planning is necessary

- To summarize the financial objective
- To summarize the operational objective
- To provide future clarity on all aspects of an individual's business
- Effective means of defining the goals and steps needed to reach them.

Components of a Business Plan

1	General description of business	<ul style="list-style-type: none"> • Name of business, business location and address • Nature of business activity • Type of business organisation (proprietorship, partnership, private limited, cooperative) • Any further explanation summarising why the business will be successful
2	Personal background	<ul style="list-style-type: none"> • Name of business owner(s), promoter(s) • Educational, professional background • Relevant experience in business-related activities
3	Market plan	<ul style="list-style-type: none"> • Business market area and targeted customers/ customer groups • Why you will be able to compete with existing products/ services and how do you compare competitors (price, quality, appearance, performance,) • Past, current, future (projected) market demand for your product/service (if possible, in terms of volume/units per day/months) • Suppliers and supply terms and conditions • Unit pricing and list of all items/services being offered • How you will be selling your produce (direct, dealers) • Tip: Include the market research survey report as an annex
4	Business management plan	<ul style="list-style-type: none"> • Who will be the actors in this business • Specify their roles and the division of labour (if applicable) • How will the business work be organised (e.g. working shifts, working times, working conditions)
5	Financial plan	<p>Investments required</p> <ul style="list-style-type: none"> • Fixed assets/starting equipment (e.g. land, tools, machinery) • Preliminary expenses <ul style="list-style-type: none"> ○ Pre-operative expenses (e.g. legal fees, licensing fees, bank charges,) ○ Start-up expenses (e.g. water, electricity connection, cleaning of premises, etc.) • Working capital (raw materials, rent, water, transport, salary, contingency, electricity, etc.)
6	Sources of raising funds	<ul style="list-style-type: none"> • Total requirements <ul style="list-style-type: none"> ○ Own contributions/investments ○ Family/friends contributions ○ Already secured loans, credits etc. ○ Total funds available • Deficit/funding gap <ul style="list-style-type: none"> ○ Loan support required
7	Operating plan forecast	<ul style="list-style-type: none"> <input type="checkbox"/> Projected operating income statement <ul style="list-style-type: none"> ○ Income from sales ○ Less cost of production and overhead/fixed costs <input type="checkbox"/> Net profit <input type="checkbox"/> Break even analysis <input type="checkbox"/> Cash flow projection

Template to calculate Project Cost (term loan and working capital)

A. Fixed Capital

S. No.	Particulars	No.	Rate (Rs.)	Amount (Rs.)
1.	A.1. Land & Buildings:			
2.	A.2. Plant & Machineries (list all the machineries required for the project)			
3.	A.3. Other Fixed Assets (all furniture and fixtures required for the project)			
4.	A.4. Preliminary & Pre-Operative Expenses			
	Total Fixed Capital(A1+A2+A3+A4):			
	GRAND TOTAL			

B. Working Capital

S. No.	Particulars	Qty. kg/ltr	Rate (Rs.)	Amount (Rs.)
1.	B.1. Raw Material (per month/ year):	-	-	
2.	B.2. Manpower (per month/ year):			
3.	B.3. Utilities (per month/ year):			
4.	B.4. Misc. or Other Expenses (per month/ year):			
	Total Working Capital (B1+B2+B3+B4)			

$$\text{Total Project Cost} = \text{Total Fixed} + \text{Total Working Capital}$$

Cost of Doing Business

Mr. Ram Prasad is running a fair price shop in his village, but now he wants to expand his business after getting a loan. He wants to open a shop in Tehsil, which is only 2 Km from the village. He has estimated the following fixed and variable costs for his business.

Fixed Cost	Cost Per Month	Variable Cost	Cost Per pcs.
Rent	20,000	Raw Material	
Interest + Installment	5,000	Rice	175
Salary		Kerosene oil etc.	30
Staff (02)	18,000	Packaging	20
Ram Prasad Salary	25,000	Labour	75
Water & Electricity	2,000		
Machinery	5,000		
Total	75,000	Total	300

Fixed Cost: Fixed cost are the cost of business that does not change even increase or decrease in the number of goods and services produced.

Variable cost: Variable cost are the cost that change as the volume change.

Tips for Managing Funds, Cash Flow and Cost

- i. **Receiving Cash Payments Daily from Sales:** Receiving money from customers every day for things they buy.
- ii. **Receiving Payments in Parts/Installments for a Service:** Receiving money bit by bit over time from someone for a service provided to the customer.
- iii. **Managing Cash Received in Lump Sum after Completion:** Handling a large amount of money all at once after finishing a job or task.

Cash Flow- case study: Tirath Lodhi owner of a FPS.

Tirath Lodhi is an owner of FPS in the city of Hardwar, Uttarakhand. The analysis of financial transactions showed different business activities during the four days of his business.



Basic information of the business

Name: **Tirath Lodhi FPS**
Business: **Owner of a FPS Shop**
Owner: **Tirath Lodhi**
Helper: **Jagat**
Customer: **Ration Card Holder**

First day:

1. In the beginning of first day, Tirath Lodhi had Rs.6,000/- in the bank account and Rs.500/- cash in hand.
2. Tirath Lodhi sold a table of Rs.3,000/- to Meena.
3. Tirath Lodhi sold the goods of Rs.1,000/- on credit to Jaya, which she will pay on 3rd day.

4. Tirath Lodhi paid the telephone bill of Rs.500/-
5. Tirath Lodhi released the salary payment of Rs.2,000/- to Jagat.
6. Tirath Lodhi sold the goods of Rs.2,500/- on credit to Savitri which she was to pay next day.
7. Tirath Lodhi paid rent of Rs. 3500/- to landlord.

Second day:

8. Tirath Lodhi sold a chair for Rs.1,000/- to Jaya in cash.
9. Tirath Lodhi purchased raw material of Rs.1,000/- on credit from the vendor. He will pay that amount on the fourth day.
10. Tirath Lodhi sold another table for Rs.3,000/- to the customer.
11. Tirath Lodhi had given Rs.2,000/- on credit to Jashoda.

Third day:

12. Tirath Lodhi got Rs.5,000/- from his uncle on an occasion

Fourth day:

13. Tirath Lodhi bought a mobile for Rs. 5,000/-

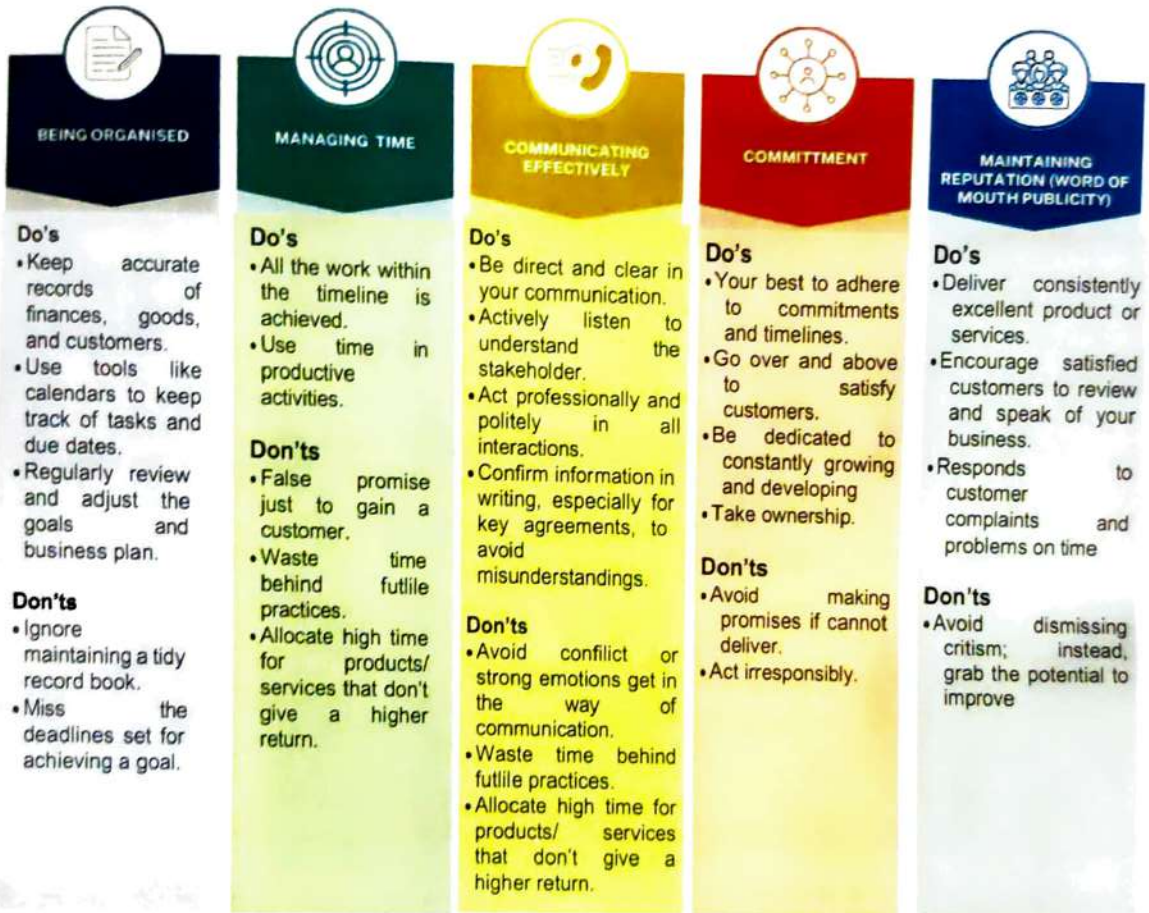
Cash Flow:

Particulars	First day	Second day	Third day	Fourth day	Fifth day
Opening balance		3500	8000	14000	8000
Cash	500				
Bank	6000				
Sale in cash	3000	1000+3000=4000			
Sale on credit		2500	1000		
Balance Amount					
Others Income			5000		
Total Income	9500	10000	14000	14000	
Purchase on cash					
Payable account	500			1000	
Personal Expenses		2000		5000	
Salary	2000				
Loan payment to bank					
Rent	3500				
Total Expenses	6000	2000	NIL	6000	
Closing balance	3500	8000	14000	8000	
Income & Expenditure					

Do's and Don'ts of Running a Small Business

RUNNING A SMALL BUSINESS SUCCESSFULLY

FIVE CRUCIAL ELEMENTS



Methods to Handle Resources

A skill-based business needs careful planning and resource management to start and run successfully. The chapter will discuss the essential importance of securing adequate space, raw materials, and finance as well as methods for obtaining and managing these essential resources.

Getting the resources



How to manage resources



Government Schemes and E-Commerce

Key elements of various relevant Government schemes

S. No.	Name of Scheme	Details	Link for additional information
1	MUDRA (Micro Units Development and Refinance Agency Ltd.)	The scheme facilitates micro credit/Loan up to Rs. 10 lakhs to income generating micro enterprises engaged in the non-farm sector in manufacturing, trading or service sectors including activities allied to agriculture such as poultry, dairy, beekeeping, etc. Its classified in three stages to apply for loan i.e., Shishu upto 50K, Kishore 50K to 5 lakh and Tarun 5 lakh to 10 lakh.	https://www.mudra.org.in/
2	PMEGP (Prime Minister's Employment Generation Programme)	Benefits of PMEGP. Bank-financed subsidy program for setting up new microenterprises in non-farm sector. Margin Money subsidy on Bank Loan ranges from 15% to 35% for projects up to Rs. 50 Lakh in manufacturing and Rs. 20 Lakh in the service sector.	https://msme.gov.in/1-prime-ministers-employment-generation-programme-pmegp
3	Standup India Scheme	The Stand up India scheme aims at promoting entrepreneurship among women and scheduled castes and tribes. The scheme is anchored by Department of Financial Services (DFS), Ministry of Finance, Government of India.	https://www.standupmitra.in/Home/SUISchemes
4	Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)	CGTMSE (Credit Guarantee fund Trust for Micro and Small Enterprises) is setup by Government of India, & SIDBI in Aug '2000 to make collateral free credit facilities available to MSEs (Micro & Small Enterprises).	https://www.cgtmse.in/
5	Atal Pension Yojana	Atal Pension Yojana (APY) is an old age income security scheme for a savings account holder in the age group of 18-40 years who is not an income tax-payee. The scheme helps in addressing the longevity risks among the workers in the unorganized sector and encourages the workers to voluntarily save for their retirement.	https://www.india.gov.in/spotlight/atal-pension-yojana

6	Pradhanmantri Suraksha Bima Yojna	Pradhan Mantri Suraksha Bima Yojana is a government-backed accident insurance scheme in India.	https://financialservices.gov.in/insurance-divisions/Government-Sponsored-Socially-Oriented-Insurance-Schemes/Pradhan-Mantri-Suraksha-Bima-Yojana(PMSBY)
7	Pradhan Mantri Jeevan Jyoti BimaYojana	The scheme will be a one-year cover, renewable from year to year, Insurance Scheme offering life insurance cover for death due to any reason.	https://financialservices.gov.in/hi/insurance-divisions/Government-Sponsored-Socially-Oriented-Insurance-Schemes/Pradhan-Mantri-Jeevan-Jyoti-Bima-Yojana(PMJJB Y)
8	National Minorities Development and Finance Corporation (NMDFC)	As per the National Commission for Minorities Act, 1992, the notified Minorities are Muslims, Christians, Sikhs, Buddhists & Parsis. Subsequently, Jain community was also added into the list of notified Minority Communities in January 2014. Under NMDFC programe, preference is given to Artisans & Women of minority community for their development and finance availability.	https://nmdfc.org/
9	National Small Industries Corporation (NSIC)Scheme	NSIC facilitates Micro, Small and Medium Enterprises with a set of specially tailored scheme to enhance their competitiveness. NSIC provides integrated support services under Marketing, Technology, Finance and other Support service.	https://www.nsic.co.in/
10	National Backward Classes Finance & Development Corporation (NBCFDC)	To provide concessional financial assistance to the eligible members of the Backward Classes for Self employment ventures and Skill Development Training.	https://nbcfdc.gov.in/
11	National Scheduled Castes Finance & Development Corporation (NSFDC)	To provide concessional financial assistance to the eligible members of the Scheduled Classes for Self employment ventures and Skill Development Training.	https://www.nsfdc.nic.in/

State Governments also run their own schemes.

Important e-commerce platforms

Online Markets For Listing Products	Details	Link
Open Network for Digital Commerce (ONDC)	Open Network for Digital Commerce (ONDC) is a network based on open protocol and will enable local commerce across segments, such as mobility, grocery, food order and delivery, hotel booking and travel, among others, to be discovered and engaged by any network-enabled application	https://ondc.org/
Government e Marketplace (GeM)	GeM aims to enhance transparency, efficiency and speed in public procurement. It provides the tools of e-bidding, reverse e-auction and demand aggregation to facilitate the government users, achieve the best value for their money	https://gem.gov.in/
Go Coop	gocooop, India's first national award winning marketplace which connects artisans, weaver co-operatives and clusters directly with consumers across the world.	https://gocooop.com/
Amazon Karigar	"In 2017, Amazon introduced the Karigar program with the aim of supporting small businesses and micro-entrepreneurs, such as weavers, artisans, and craftsmen, to leverage e-commerce for their growth.	https://sell.amazon.in/grow-your-business/amazon-karigar
Amazon	Amazon (Amazon.com) is the world's largest online retailer and a prominent cloud service provider.	www.amazon.com
Craftsvilla	Craftsvilla is an Indian e-commerce portal that sells ethnic apparel, footwear, fashion accessories, beauty products, handcrafted home accessories and other ethnic fashion and lifestyle products	https://www.craftsvilla.com/
The India Craft House	Shop for Authentic Indian Craft online. Unique, handcrafted gifts from across the country. Promoting fair trade in support of the artisan. The India Craft House brings you a wide range of beautiful products from jewelry & stoles to baskets, curios & more for home, corporate & occasion gifting	https://theindiacrafthouse.com/
Auth India	Some of the numerous tribal crafts manufactured in India include: Antiques, Art, Baskets, Paper Mache, Ceramics, Clock Making, Embroidery, Block Printing, Decorative Painting, Glass	https://authindia.com/

	Work, Fabric, Furniture, Gifts, Home Décor, Jewellery, Leather Crafts, Metal Crafts, Paper Crafts, Pottery, Puppets, Stone and Wood Works.	
Ebay	eBay is an online global commerce platform that allows users to connect and trade. Anyone can create an account and begin selling or buying goods or services. eBay generates revenue through transactions across its platform, marketing services, and advertising.	www.ebay.com
Flipkart	Flipkart Private Limited is an Indian e-commerce company established in 2007. It started with a primary focus on online book sales and soon, expanded to lifestyle products, electronics, home essentials and groceries. Today, Flipkart is the biggest online Indian marketplace competing with the world leader Amazon.	www.flipkart.com
Etsy	Etsy connects people looking for unique goods with independent sellers around the world. When you shop on Etsy.com, you can choose from millions of handmade, vintage, and craft supply items created and curated by millions of independent sellers	www.etsy.com
India Mart	IndiaMART is India's largest online B2B marketplace, connecting buyers with suppliers. With 60% market share of the online B2B Classified space in India, the channel focuses on providing a platform to Small & Medium Enterprises (SMEs), Large Enterprises as well as individuals.	www.indiamart.com
Snapdeal	Snapdeal is an Indian e-commerce company, based in New Delhi, India. Snapdeal is one of the top 10 online marketplaces in India. Snapdeal targets the value e-commerce segment, which Bahl estimated to be three times larger than the branded goods market.	www.snapdeal.com
Myntra	Being India's largest e-commerce store for fashion and lifestyle products, Myntra aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal.	www.myntra.com
Paytm	Paytm (an acronym for "pay through mobile") is an Indian multinational financial technology company, that	www.paytm.com

	specializes in digital payments and financial services.	
Shopclues	ShopClues.com is India's first online Managed Marketplace that connects buyers and sellers online and offers a trusted and safe online shopping environment.	www.shopclues.com
Facebook Market place	Facebook Marketplace is a place to discover and purchase items, but listing an item for sale isn't the same as creating a paid ad to appear when people shop on Marketplace. You can help your business reach more people where they're shopping when you create an ad for Marketplace.	www.facebook.com

ctrl+click to follow the link for ease of reference.

Unit-IV

Financial Literacy

Importance of Being Financial Literate

Financial literacy is important for everyone because it empowers individuals with the knowledge and skills to handle the complexities of personal and business finance. It enables us to make informed decisions about saving, budgeting, investing, and managing debt, ultimately leading to financial well-being and security. Financially literate individuals are better equipped to plan for major life events like education, homeownership, and retirement, reducing the risk of financial hardship and debt traps. Moreover, financial literacy plays an important role in protecting individuals from scams and fraud.

Some basic but important financial terms

Financial literacy is essential for everyone, including FPS owners. Here are some simple financial terms that can help to understand basic financial concepts:

Important basic financial terms and their meaning:

Income: The money you earn from your business or job.

Expense: The money you spend on various things, like materials, tools, or daily living costs.

Budget: A plan that helps you track your income and expenses, ensuring you don't spend more than you earn.

Savings: Money you set aside for future needs or emergencies.

Loan: Money borrowed by you from someone else.

Interest: The extra money you pay when you take loans or earn when you save or invest money.

Assets: Things of value that you own, like tools, equipment, or Property.

Liabilities: Financial obligations that you owe, such as loans or credit card balances.

Investment: Putting your money into some assets with the hope of earning a profit.

Credit Score: A number that represents your credit worthiness.

Emergency Funds: Money set aside for unexpected expenses or emergencies.

Simple Interest: Earning or paying interest on only the original amount of money (principal).

Net Worth: The difference between your total assets and total liabilities.

Financial Goal: A specific objective, like saving for a vacation or paying off a debt that you aim to achieve with your finances.

Insurance: A financial product that provides protection against certain risks, such as health, auto, or property insurance.

Income Tax: A tax on your earnings, which may vary depending on your income level and deductions.

These basic financial terms can help them to start, understand and manage their finances more effectively.

Types of Financial Transactions:

Financial transactions are the exchanges of money or assets between individuals, businesses, or institutions. They are a fundamental aspect of finance and can range from simple personal transactions like buying groceries to corporate business transaction. Here are some pointers on financial transactions:

- **Cash Transactions:** These involve the exchange of physical currency, such as coins and banknotes.
- **Electronic Transactions:** Most modern transactions occur electronically through bank transfers, UPI wallets such as PhonePe, Paytm, BHIM, and Google Pay, internet banking services, debit/credit cards, and AEPS (ADHAAR ENABLED PAYMENT SYSTEM)
- **NEFT:** The NEFT or National Electronic Funds Transfer is an electronic payment system that allows users to initiate direct one-to-one payment anywhere across the country. One can send money to the beneficiary only if he or she has a bank account with any branch in the country.
- **RTGS:** RTGS stands for Real-Time Gross Settlement. It is a payment system that enables instantaneous and secure fund transfers between your bank account to the beneficiary account.
- **Mobile Banking:** Mobile banking is the act of making financial transactions on a mobile device (cellphone, tablet, etc.).

Types of Mobile Banking Services

- Mobile banking over mobile applications (for smartphone; SBI Yono and iMobile by ICICI Bank, etc.)
- Mobile banking over SMS (also known as SMS banking)
- Mobile banking over Unstructured Supplementary Service Data (USSD)

Savings and Expenses

- Implement techniques to be able do smart savings and expense sensibly.

Sl. No.	Smart Savings	Sensible Expenses
1	Set Clear Goals	Create a Spending Plan
2	Create a Budget	Differentiate Between Needs and Wants
3	Pay Yourself First	Prioritize Expenses
4	Automate Savings	Limit Impulse Purchases
5	Emergency Fund	Comparison Shop
6	Invest in Tax Saving Products	Use Cash or Debit Card
7	Eliminate High-Interest Debt	Track Your Spending
8	Save more from Unexpected Heavy Incomes	Cut Unnecessary Subscriptions
9	Increase Savings Over Time	Re-Negotiate your existing subscriptions
10	Invest Wisely	Plan for Large Expenses

Achieving financial balance involves both saving and spending wisely. Regularly review your financial situation, adjust your goals and expenses as needed, and make informed financial decisions to secure your financial future.

For how long should we save?

Age	25	35	45
Amount Save every year (₹)	1000	1000	1000
No. of years saved	40	30	20
Amount of our saving (₹)	40000	30000	20000
Interest earned at 10% per annum (₹)	422878	142033	39900
Total amount at the age of 65 (₹)	462878	172033	59900

- The longer we save, the more our savings will grow. The more we save, the more we will be prepared for emergencies and non-working old age and not dependent on others for meeting our needs. As our saving grown, we will not have to borrow to meet needs.
- When we save for longer periods, our savings will multiply many times as it earns interest.




How can we save when we do not have enough money even to meet our regular expenses?

Income per day	₹100
Expenses per day	₹80
Saving per day	₹20
Saving in a month	20X30=600
Saving in a year	600X12=₹7200
Interest at 8% per annum	₹318
Saved amount at the end of the year	₹7518
This amount is equal to 75 days income	

- The common refrain is that we do not earn enough so we cannot save. The truth is that everyone needs saving and can save. We should keep aside a portion of our earnings as saving from day one of our earning life. The important thing is that we should start saving early and regularly in our life, even if it is a small amount. And if we get some unexpected profit/ earning, we should save all or most of it. This will reduce our worries of future financial needs and help us in dealing with unexpected expenses.
- If we earn `100, we can save `20 and if we earn `10, we can save `2. If we keep aside `20 out of `100 we earn, then in 5 earning days, we would have saved one day's earning. In 100 earning days this would mean savings equivalent to 20 earning days plus interest. Is it not amazing!!!

Set your Goals

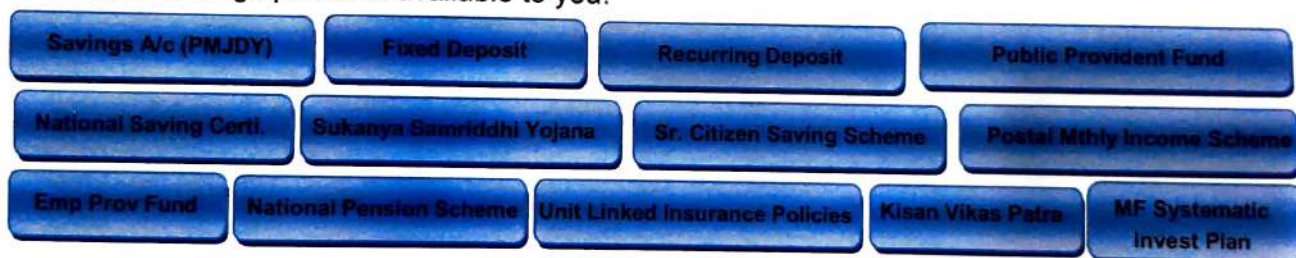
Sr.		Needs	Money Required	When?	No of Days	Saving per day
1		Bicycle	Rs. 1500	3 Months	$30 \times 3 = 90$	$\text{Rs. } 1500/90 = 17$
2		Sewing Machine	Rs. 5000	5 Months	$30 \times 5 = 150$	$\text{Rs. } 5000/150 = 33$
3		Farm Tools	Rs. 3600	6 Months	$30 \times 6 = 180$	$\text{Rs. } 3600/180 = 20$
4		Cattle	Rs. 10000	1 Year	$365 \times 1 = 365$	$\text{Rs. } 10000/365 = 27$
5		Small Shop	Rs. 20000	2 Years	$365 \times 2 = 730$	$\text{Rs. } 20000/730 = 27$
6		Higher Education	Rs. 50000	5 Years	$365 \times 5 = 1825$	$\text{Rs. } 50000/1825 = 27$

7		Marriage of Daughter	Rs. 80000	10 Year	$365 \times 10 = 3650$	$Rs. 80000 / 3650 = 22$
8		Own House	Rs. 100000	15 Years	$365 \times 15 = 5475$	$Rs. 100000 / 5475 = 18$
9		Secure Old Age	Rs. 300000	20 Years	$365 \times 25 = 9125$	$Rs. 300000 / 9125 = 33$
TOTAL DAILY SAVINGS REQUIRED						Rs. 224

Savings and Insurance Products

Savings Products

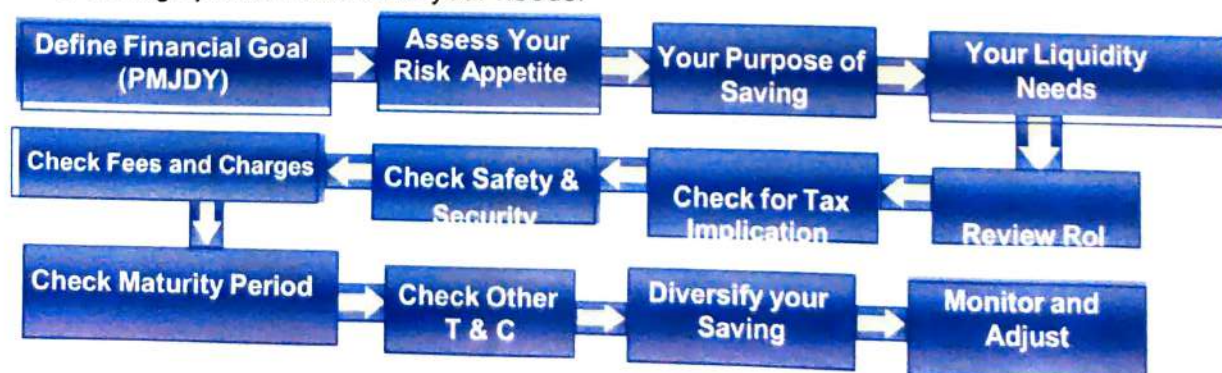
Indian Financial System offers a variety of savings products to cater to the diverse financial needs and preferences of different type of investors of its population. Here are some of the different savings products available to you:



Each of these savings products serves different financial goals and risk appetites, and they may offer tax benefits as well. It's important to assess your financial objectives and risk tolerance before choosing the most suitable savings product for your needs. Additionally, consider consulting a financial advisor for personalized guidance.

Appropriate Savings Product

Selecting the right savings product is crucial for achieving your financial goals and optimizing your financial well-being. Here's a step-by-step guide on how to choose a savings product that suits your needs:



Remember that there's no one-size-fits-all solution when it comes to savings products. The right choice depends on your individual financial situation, goals, and preferences. Regularly reassess your savings strategy to ensure it remains in line with your evolving financial needs and objectives.

Insurance Products

Insurance is a crucial financial tool that provides protection and financial security in various life situations. Here are pointers on different types of insurance products:



These are some of the key insurance products available to address various aspects of life, health, property, and financial security. Choosing the right insurance products depends on your individual circumstances, needs, and risk tolerance. It's essential to carefully assess your insurance needs and consider seeking advice from insurance professionals or financial advisors to make informed decisions. One should take care to update nominee's name in the insurance policy to avoid confusion whom the insurance company has to handover the claims benefit in case of an untimely death of the policy holder.

Awareness and prevention of financial frauds

Identifying potentially financially fraudulent transactions is crucial for protecting your finances and assets. While not all unusual transactions are fraudulent, certain red flags should prompt further investigation. Below are some signs of potentially fraudulent transactions. Also, there are some preventive measures you can take to avoid falling victim to fraud:

Potential Fraud indicators	Actionable to Avoid Frauds
Unrecognized or Unauthorized Transactions	Protect Personal Information
Large, Unexplained Withdrawals or Transfers	Secure Passwords and PINs
Multiple Small Transactions	Be Cautious with Online Transaction
Out-of-Pattern Activity	Monitor Accounts Regularly
ATM or Point-of-Sale Skimming	Protect Your Devices
Suspicious Online Activity	Be Wary of Unsolicited Contacts
Unexpected Changes in Account Information	Educate yourself about common scams and fraud
Duplicate Charges	Shred Sensitive Documents
Phishing Emails or Calls	Backup and Storage

Unauthorized Issuance of Credit Cards	Check Credit Reports
Unexpected Loans or Lines of Credit	Be Skeptical of Too-Good-to-Be-True Offers
Altered or Counterfeit Cheques	Secure Mail and Trash
Delayed or Missing Statements	Protect Your Social Media
Inconsistent Documentation	Report Suspicious Activity
Unusual Investment or Financial Adviser Behavior	Consider Identity Theft Protection Services

Being vigilant and proactive is essential in protecting your financial accounts and personal information from potential fraud and identity theft. By implementing preventive measures and staying vigilant, you can reduce the risk of falling victim to financial fraud and protect your financial well-being.

Filing complaints with appropriate authorities

Reporting financial fraud to appropriate authorities in India is crucial to protect your rights and potentially recover your losses. Here's how and when to report financial fraud:



It's essential to report financial fraud promptly to increase the chances of apprehending the perpetrators and recovering your losses. Taking swift action can also prevent further damage and protect others from falling victim to similar scams.

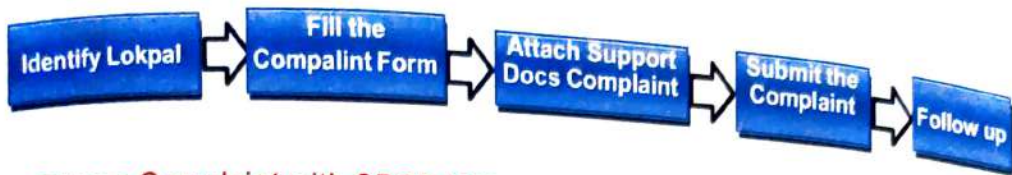
Procedure of lodging a complaint with a Consumer Court, Lokpal, CPGRAMS

Lodging a complaint with various consumer protection and grievance redressal authorities in India involves specific steps. Here's how you can file complaints with Consumer Courts, Lokpal (Ombudsman), and the CPGRAMS (Centralized Public Grievance Redress and Monitoring System):

1. Filing a Complaint with Consumer Court (Consumer Disputes Redressal Commission):



2. Filing a Complaint with Lokpal (Ombudsman):



3. Filing a Complaint with CPGRAMS (Centralized Public Grievance Redress and Monitoring System):



It's important to follow the specific procedures outlined by each authority and provide accurate and complete information when filing a complaint. Be prepared to cooperate with any additional requests for information or documentation during the resolution process.

Unit- V

Digital Literacy

DIGITAL LITERACY

Individuals and communities can reap numerous benefits and opportunities from digital literacy like access to information, education and E-learning, agricultural information, weather forecasts, payments through phone etc.

INSTALLING WHATSAPP

- It is simple to install WhatsApp on your mobile device:
- Install WhatsApp: Navigate to the app store for your device (Google Play for Android).
- Look up "WhatsApp Messenger." In the search results, tap the WhatsApp Messenger icon.
- Download WhatsApp: To download and install the WhatsApp app on your device, tap the "Install" or "Get" button.
- Launch WhatsApp: To use the app, tap the "Open" button after it has been installed.
- Phone Number Verification: WhatsApp will request that you verify your phone number. Ascertain that you have access to the phone number you intend to use with WhatsApp.
- Enter your phone number and then press "Next."
- Code of Verification: A verification code will be sent to you via SMS or voice call from WhatsApp. Enter the code when prompted, or WhatsApp may detect it automatically.
- Create Your Profile: Following verification, you can create your WhatsApp profile by uploading a profile photo and entering your name.
- Contacts Sync (Optional): WhatsApp may request access to your contacts. You can choose to allow this so that you can easily find and message your WhatsApp contacts.
- Begin chatting: You are now ready to start using WhatsApp. Chat with your contacts, send messages, make voice and video calls, and share multimedia files are all options.
- That's all! You've installed WhatsApp on your mobile device and can now use its messaging and communication features.
- What's app for business

Introduction TO EMAIL:

The general steps to create an email account with a popular email service provider like Gmail, Outlook, Yahoo, etc.:

- Choose an Email Service Provider:
- Open a web browser and go to the website of your chosen email service provider.
- Click on "Create Account" or "Sign Up":
- Fill out the Registration Form:
- Verify Your Password:

- Add Recovery Information (Optional)
- Complete Verification
- Agree to Terms and Privacy Policy:
- Set Up Your Email Profile (Optional)

Searching with Google: Launch a web browser, such as Chrome, Firefox, or Safari, to begin browsing the internet.

- Go to Google: Enter "www.google.com" into the address bar of the browser.
- Type Your Query Here: Enter your search term (for instance, "How to bake a cake") in the search box on the Google homepage.
- Type "Enter" To start the search; press Enter or click the magnifying glass icon.
- Review Findings: A list of search results will be shown by Google. To view a result's webpage, click on it.
- Use filters, such as the "Tools" or "More" options, and change your keywords as necessary to narrow down your search.
- Explore Search Tools: For more specialized searches, use extra features like images, news, or maps.
- Visit Websites: To access websites with more information, click on the search results.
- Use your browser's back button to navigate back to the homepage or the search results.

Digital WALLETS ON MOBILE PHONES: BHIM UPI

Because of their convenience and ease of use, digital wallets, also known as e-wallets or wallets, have grown in popularity. It's no surprise that these payment apps are popular, given their ability to process transactions in seconds, use the wallet both online and offline, and eliminate the need to carry physical cash or a wallet.

- UPI-Based Payments: BHIM is built on the Unified Payments Interface (UPI) system, which allows users to make instant and secure fund transfers between bank accounts using their mobile phones.
- Bank Integration: The app is linked to your bank account, and you can use it to send and receive money directly from your bank account.
- Multiple Language Support: BHIM supports multiple Indian languages to make it accessible to a wide range of users.
- QR Code Payments: Users can make payments by scanning QR codes. Merchants and individuals can generate QR codes for receiving payments.
- Bill Payments: BHIM allows users to pay utility bills, mobile recharge, and other services directly from the app.
- Check Balance: You can check your bank account balance directly from the app.
- Request Money: You can send payment requests to others, making it easier to split bills or request payments from friends and family.
- Security: BHIM uses two-factor authentication for transactions, including a UPI PIN and mobile number verification, to ensure security.
- Limitations: There are transaction limits set by NPCI for BHIM transactions, both in terms of the maximum amount per transaction and the number of transactions per day.

- Available Platforms: BHIM is available for Android can be downloaded from their respective portals.

FACEBOOK/ META

- Browse Facebook's website: Go to www.facebook.com in your web browser to access Facebook.
- Sign-Up Form: A sign-up form can be found on the Facebook homepage. Include the necessary details, such as your first and last name, cell phone number or email address, password, birthdate, and gender.
- After providing your information, click the "Sign Up" button.
- Profile Setup: After your account has been verified, you can personalize it by uploading profile photo, a cover photo, and other details. By conducting a search for them or importing your contacts, you can also get in touch with friends
- You are now registered and ready to use Facebook, so explore it. You can begin updating the platform, communicating with friends, joining groups, and doing so.
- Always check Facebook's privacy settings to limit who can see your posts and profile information.

YOUTUBE YouTube

- Look for videos from reputable sources, educational institutions, field experts, or channels with a proven track record of providing accurate and reliable information. E.g.: PMG disha
- Take Notification: Take notes on key points, concepts, or steps as you watch videos. This will help to reinforce your knowledge and serve as a reference for future use.
- Put What You've Learned into Practice: Use what you've learned in real-world scenarios. Hands-on experience improves retention, whether it's trying out a recipe, coding a project, or practicing a musical instrument.

SEARCHING FOR GOVERNMENT PORTAL

- **DigiLocker:** DigiLocker (<https://www.digilocker.gov.in>) is a project of the Indian government that lets people store, access, and share their digital documents and certificates in a safe way.
- **Swachh Nagar App (SNKranthi):** Users could use the app to report problems to the local government, such as littering, defecating in the open, and trash that hasn't been picked up.
- Information on government portal "**www.pmjay.gov.in**" (for Pradhan Mantri Jan Arogya Yojana), or "**www.indiabudget.gov.in**" (for budget-related schemes).
- **Skill India (<https://admin.skillindiadigital.gov.in/login>)** is a nationwide campaign that began in 2015 with the goal of providing millions of Indians with the skills they need to find work
- **Digital India (<https://digitalindia.gov.in/>)** aims to transform India into a digitally empowered society and knowledge economy

ONLINE SHOPPING

- Begin by selecting a reputable and trusted online shopping platform or marketplace. Amazon, Flipkart, Myntra, Snapdeal, and other popular options in India.
- Create an account on the chosen online marketplace if you haven't already. You must enter your name, email address, and create a password.
- To find the product or service you want to buy, use the search bar or browse through the categories.
- You can narrow down the results by price, brand, reviews, and other factors.
- Click on the product listing to see more details, such as the product description, specifications, images, and customer reviews. Check that the product meets your needs.
- When you've decided to buy something, click the "Add to Cart" or "Buy Now" button. The item is added to your virtual shopping cart as a result of this action. Check the items in your cart for quantity, size, and price. At this point, you can also apply any available discounts or coupons.
- To begin the payment and delivery process, click the "Proceed to Checkout" button.
- Enter your shipping information, including your name, address, and contact information. To avoid delivery issues, make sure the information is correct.
- Select your preferred method of payment. Depending on the platform, options may include credit/ debit cards, net banking, digital wallets (e.g., Bhim UPI, Paytm, PhonePe), UPI (Unified Payments Interface), or cash on delivery (COD).
- Examine your order summary, which includes the total amount to be paid. Click "Place Order" or a similar button to confirm the order.
- Wait for your order to be delivered to the specified shipping address. Prepare to receive the package and, if necessary, provide identification.
- If you receive a damaged or incorrect product, you can usually initiate a return or refund request through the online marketplace. Follow the platform's return and exchange policies.
- After receiving your order, consider leaving a review or rating for the product and seller to assist other shoppers in making informed decisions.
- Keeping records of your online shopping orders, including order numbers, receipts, and tracking information, is a good practice for reference and tracking.
- Always exercise caution when disclosing personal or financial information online. To ensure a safe online shopping experience in India, use secure and trusted payment methods and verify the authenticity of the online marketplace.
- Booking tickets through IRCTC- Visit the IRCTC website (<https://www.irctc.co.in>) and click on the "Register" link.

Privacy and Security related to Internet and Mobile Phones

- Using social media responsibly and securely
- Safeguarding mobile phones and data
- Protection from cyber frauds and scams

Protection from Cyber Frauds and Scams

- Phishing attacks involve sending deceptive emails, messages, or websites that impersonate legitimate entities in order to trick people into disclosing sensitive information such as passwords, credit card numbers, or personal information.
- Identity Theft: Identity theft is committed by cybercriminals who steal personal information. They may use stolen information to open bogus bank accounts, conduct unauthorized transactions, or engage in other criminal activities.
- Online Banking Frauds: Cybercriminals use tactics such as phishing, fake banking apps, or malware to gain access to bank accounts, steal funds, or conduct unauthorized transactions.
- Online Shopping Scams: Fake online shopping websites or e-commerce platform sellers may entice users with appealing deals but never deliver the purchased items or deliver counterfeit products.
- Scammers post fake job listings on websites and ask applicants to pay fees or provide personal information. These scams prey on job seekers.
- Advance Fee Fraud: Cybercriminals pose as lottery organizers, government officials, or wealthy individuals and ask for advance fees in order to release a fictitious windfall that never materializes.
- Online Loan Scams: Scammers offer quick loans while charging exorbitant interest rates or hidden fees. They frequently mishandle personal information obtained during the loan application process.
- Scams on social media: Cybercriminals use social media to impersonate acquaintances or create fake profiles in order to spread scams such as lottery winnings, investment opportunities, or charity frauds.
- Scammers create fake profiles on dating websites and build online relationships with victims before requesting money for various reasons.
- Fraudulent investment schemes promise high returns with little risk. Victims invest money only to discover that it was a Ponzi scheme or a scam.
- Government Grant Scams: Fraudsters pose as representatives of government agencies and offer grants or subsidies in exchange for an upfront payment or personal information.
- Scams via email and phone: Unsolicited emails, phone calls, or messages that promise prizes, lottery wins, or threats in order to extort money or personal information.

Case Study: Cyber Fraud at Urban Mart Fair Price Shop

- **Background:** Urban Mart is a government-regulated Fair Price Shop located in a densely populated urban area. It provides essential commodities to low-income families at subsidized rates through a combination of offline and online transactions. The shop launched an online platform to enable customers to order goods remotely and pick them up at their convenience.
- **Incident Overview:** The management of Urban Mart detected discrepancies in their inventory records. Several high-value items, including rice, cooking oil, and pulses, appeared to be missing from the stock without corresponding sales records. Upon further investigation, it became apparent that the missing items were ordered and paid for online but were never picked up by the customers.
- **Assessment:** The management quickly realized that they were victims of cyber fraud. It seemed that malicious actors had exploited vulnerabilities in the online ordering system to place fake orders and divert the goods for their own gain. The fraudulent transactions had been cleverly disguised to resemble legitimate orders, making them difficult to detect initially.
- **Containment:** Urban Mart immediately suspended all online transactions and reset passwords for their online platform. They also notified their suppliers to be vigilant for any suspicious orders and tightened access controls to their inventory management system. Additionally, they advised customers to verify their recent transactions and report any unauthorized activity.
- **Notification:** The management informed local law enforcement authorities, the cybercrime unit, and the regulatory body overseeing Fair Price Shops about the incident. They also reached out to affected customers via email and social media, urging them to report any unusual transactions and assuring them that steps were being taken to address the issue.
- **Investigation:** A comprehensive investigation was launched, involving forensic analysis of the online ordering system, interviews with staff members, and collaboration with cybersecurity experts. It was discovered that the cybercriminals had exploited a vulnerability in the online platform's payment gateway to bypass authentication and place fake orders.
- **Remediation:** Urban Mart took several remedial actions to address the cyber fraud incident. They refunded affected customers for the fraudulent transactions and implemented additional security measures, such as implementing multi-factor authentication for online payments, conducting regular security audits, and providing staff training on cybersecurity best practices.
- **Legal Action:** The authorities launched a criminal investigation to identify and apprehend the perpetrators behind the cyber fraud scheme. Legal proceedings were initiated against the individuals responsible for the unauthorized transactions, with charges including fraud, identity theft, and computer hacking. Urban Mart also pursued civil lawsuits to recover damages incurred as a result of the fraud.

- **Prevention:** To prevent future incidents of cyber fraud, Urban Mart continued to invest in enhancing its cybersecurity infrastructure. This included upgrading software systems, improving encryption protocols, and implementing real-time monitoring tools to detect suspicious activities. They also collaborated with industry experts and regulatory bodies to stay abreast of emerging threats and best practices in cybersecurity.
- **Outcome:** While the cyber fraud incident had initially caused disruption and financial losses for Urban Mart, their proactive response and commitment to strengthening their cybersecurity defenses helped them recover from the incident and regain the trust of their customers. The case also served as a valuable learning experience for other Fair Price Shops, highlighting the importance of robust cybersecurity measures in an increasingly digitized world.

This case study illustrates the potential impact of cyber fraud on a Fair Price Shop and the steps that can be taken to respond to such incidents effectively.

Consumer Behaviour:

Consumer behaviour may be defined as a process of how individuals, groups or organizations select, purchase, use or dispose of products or services to satisfy their needs and wants. It encompasses a wide range of activities and factors that influence the decision-making process of consumers. Some aspects of Fair Price Shop Owners may influence the consumer behaviour which include:

- **Decision-Making Process:** Consumers typically go through a decision-making process when making a purchase. This process may involve problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Consumers may be attracted to fair price shops because of the perception of lower prices compared to regular retail outlets. They may compare prices with other stores before making a purchase decision. Even if prices are lower, consumers still expect a certain level of quality. They may inspect goods closely to ensure they meet their standards and the products supplied are of good quality.
- **Perception of Fairness:** Consumers expect fair price shops to offer fair deals and not exploit their economic condition. Any perception of unfairness in pricing or treatment may deter consumers from shopping there. Fair price shops often sell subsidized goods and consumers may specifically visit these shops to purchase such items at lower prices. Positive word-of-mouth or past experiences may build trust and influence consumer behavior. A fair price shop with a good reputation for quality, fairness, and honesty is likely to attract more customers.
- **Consumer's Satisfaction:** Friendly and efficient service may enhance the shopping experience and positively influence consumer behaviour. Conversely, poor customer service can drive consumers away. Satisfaction with past purchases also influences future behaviour, as satisfied customers are more likely to repurchase and recommend products or services.

- **Ethical and Sustainable Consumption:** Consumer behavior is increasingly influenced by ethical and sustainability considerations. Consumers are becoming more conscious of the environmental and social impacts of their consumption choices and are seeking products that align with their values.
- **Facilities at PDS:** Information about the arrival of the products, weights and measures at the FPS, products offered at the standard prices only, behavioral aspects of the dealer, complaint redressal mechanism, etc. are some of the factors to influence the consumer's behaviour.
- **Customized Products:** FPS Owners may understand the individual preferences of customers and offer customized products or services. Tailoring offerings to meet specific needs and desires of customers can be a significant attraction.
- **Excellent Customer Service:** Shop owners must learn to be responsive, friendly, and attentive to customer inquiries and needs. Building strong customer relationships is key to retention.
- **Act on Feedback:** The right way to learn and earn is by listening to the feedback and acting upon it. FPS Owners may address concerns, make necessary improvements, and show customers that their input is highly valued.
- **Engage in Conversation:** The best way to retain a customer is by engaging with them in conversations about products or services.
- **Consistency:** Consistency in quality is essential. FPS Owners must ensure that each product meets or exceeds the expectations set by their customers.
- **Timely Delivery:** Delivery of products or services on time as promised should be ensured. Providing timely service builds trust and reliability.
- **Quality Assurance Checks:** Quality assurance checks of the products may be established at every stage to catch and rectify any issues before they reach the customer.

Ration shops are functioning at the grass root level of the total public distribution system. Use of technology may be an added advantage considering the technological ambience of the country. By focusing on meeting customer needs, actively seeking feedback for improvement and maintaining quality assurance, FPS Owners may build a loyal customer base and thrive in their products.

Multiple Choice Questions

- Q1. PMEGP scheme is the central government scheme?
a) Yes b) No
- Q2. Idea is the most important aspect of entrepreneurship.
a) Yes b) No
- Q3. Maximum limit of loan amount provided under MUDRA is Rs. 10 Lakh?
a) Yes b) No
- Q4. District Industries Centre (DIC) is a single point of contact for the budding entrepreneurs for starting a business?
a) Yes b) No
- Q5. Entrepreneurship helps in Economic Development of the country
a) Yes b) No
- Q6. An Entrepreneur takes a Moderate / Calculated Risk
a) Yes b) No
- Q7. Creativity & Problem Solving is an important skill for an Entrepreneur
a) True b) False
- Q8. Business Idea and your Interest must match
a) True b) False
- Q9. Your Business Idea should be unique
a) True b) False
- Q10. Maximum number in SHG is 20 members.
a) Yes b) No
- Q11. In SHGs, members develop the habit of Saving and Lending.
a) Yes b) No
- Q12. The full form of SWOT is Strength, Weakness, Opportunity and Threat
a) True b) False

- Q13. Can we start any business without doing market survey?
a) Yes
b) No
- Q14. In Banking terminology, KYC refers to Know your Customer
a) True
b) False
- Q15. The proprietorship firm is owned by a single person.
a) Yes
b) No
- Q16. Working capital is the cost incurred for Raw material, Salary and Utilities expenses
a) Yes
b) No
- Q17. Fixed Asset includes land, building, Machinery and furniture & Fixtures.
a) Yes
b) No
- Q18. PMJJBY is a Life insurance with maximum coverage is 2 lakh.
a) Yes
b) No
- Q19. PMSBY is an accidental insurance.
a) Yes
b) No
- Q20. In ATAL Pension Yojna, maximum pension is Rs.5,000/-
a) Yes
b) No