

Costume Jewelry Udyami

Qualification Title	Costume Jewelry Udyami
Qualification code	NARQ40013 - PRODUCT
Pre-requisites to training	Inclination for taking up Costume Jewelry making as a self employment occupation. 8 th passed and able to read and write local language.
Training outcomes	<p>At the end of the training, the candidates will be able to</p> <ol style="list-style-type: none"> 1. Appreciate the importance of embarking on self-employment and has developed the confidence and personal skills for the same. 2. Identify business opportunities in chosen sector / sub-sector and plan and market and sell products / services 3. Start a small business enterprise by liaising with different stake holders 4. Effectively manage a small product making unit. 5. Understand the various metals and other items required for Costume Jewelry making. 6. Make various types of Costume Jewelry items by using the various tools and technologies. 7. Attend to finishing works, packing and labeling of the items produced.

Sl. No.	Course Component	Key Learning Outcomes	Estimated size (Learning hours)	NSQF Level
1	Professional Knowledge- <u>A - Entrepreneurship</u> 1. Knowledge of self-confidence , attitude 2. Entrepreneurial competencies 3. Banking, insurance , financial accountancy and management 4. Legal aspects ,regulatory aspects of SMEs	1. Candidate is clearly able to differentiate between Wage employment, Self-employment and Entrepreneurship 2. Understand, appreciate and develop the self-confidence for embarking on self-employment / entrepreneurship. 3. Understand and internalize entrepreneurial competencies and know their importance for becoming a successful entrepreneur. 4. Trainee is able to understand the legal and regulatory aspects of launching an enterprise. 5. Trainee is able to appreciate need for continuous growth and expansion of an enterprise	12 Hours (Theory)	Level 3
	Domain/Technical Knowledge 5. Scope and opportunities for Costume Making. 6. Designing of Jewelry, joints designing, different parts of Jewels. 7. Tools and raw materials for Jewelry making. 8. Importance of making attractive packing.	6. Interest generated in learning the techniques of Costume Jewelry making for taking it up as self employment venture. 7. Knowledge of various techniques and designs for Costume Jewelry making. 8. Knowledge of various tools, raw materials required for Costume Jewelry making.	20 Hours	Level 3
2	Professional /Technical Skills 9. Drawing the inner and outer designs for various types of jewels. 10. Drawing designs for Jewel joints. 11. Making of Rings and Chains. 12. Making of Bangles and Necklace. 13. Making of Steads and dollars.	9. Able to draw the inner and outer designs for various types of jewels. 10. Able to draw design for various kinds of jewel joints. 11. Creativity in visualizing of new and attractive designs. 12. Able to make Rings and Chains. 13. Able to make Bangles and Necklaces. 14. Able to make Steads and dollars.	54 Hours	Level 3

3	Core Skills 14. Business Opportunity Identification 15. Market Survey and Business Plan Development 16. Planning and Risk Assessment 17. Problem solving 18. Time management 19. Communication 20. Business Management skills	15. Trainee is able to analyze major trends in a given economic sector / sub-sector and identify Business Opportunities 16. Trainee is able to conduct market survey and develop sound Business Plans based on obtained data. 17. Develop effective personal management skills like time management and communication skills. 18. Knows to maintain simple books of accounts and prepare financial statement for small business 19. Trainees able to devise a simple marketing and sales strategies and plan for a small business 20. Trainees able to manage small team of workers required for managing a small business	12 Hours (Practical)	Level 3
4	Admission, Evaluation Text & Valedictory		6 hours	
	Total Duration of the Course		104 Hours	

Costume Jewelry Udyami – Detailed Syllabus

SL No	Subject	Contents	Mode of delivery	Hrs
MODULE I - Introduction to Entrepreneurship				
1	Registration & Inauguration	<ul style="list-style-type: none"> • A formal gathering • Introduction of trainers • Objectives of the programme • Rules & Regulations of the Institute 	Lecture, Video	2 hrs
2	Rapport building & unfreezing – Ice breaking exercise	<ul style="list-style-type: none"> • Climate Setting & confidence building by Ice Breaking exercises • Familiarizing themselves with each other • Importance of interaction in the learning process • Psychological approach – Rising participants' consciousness • Shedding shyness, reservations, inferiority complex etc. 	Games, Exercises, Group discussion Skits etc	2 hrs
MODULE II - Achievement Motivation and positive psychology				
3	Achievement Motivation - Confidence building	<ul style="list-style-type: none"> • What is motive? Internal & External Motivation • Motivational Factors leading to motivation • Positive thinking • Shedding negative feelings • Experience Sharing by successful entrepreneurs • Motivational video clips • Scope for Self employment 	Lecture PPT Video	2 hrs
4	Why self-employment - Advantages over wage employment, Entrepreneurship Development	<ul style="list-style-type: none"> • Need and importance of embarking on self-employment • Advantages of self-employment vis-à-vis wage employment • Assessing self to know entrepreneurial tendencies • Process of Entrepreneurship Development • Importance of behavioral changes for entrepreneurship • Difference between Income Generating Activity, Self Employment and Entrepreneurship • Characteristics of an entrepreneur – Dynamics of Entrepreneurship • Attitude and its impact on Entrepreneurship 	Group Discussion PPT	2 hrs
MODULE III - Entrepreneurial Competencies				
5	Entrepreneurial competencies – importance, explanation with examples, case study for identification of different competencies	<ul style="list-style-type: none"> • Defining Competencies – Combination of knowledge, skill, motive and trait • Understanding all the 15 Competencies • Relevance of entrepreneurial Competencies at different stages of enterprise launching and management • Facilitating internalizing the entrepreneurial competencies by way of stories, viewing videos etc. • Identifying entrepreneurial competencies through 	Lecture, PPT, Group Discussion, Video Clips & Case Study	4 hrs

		a case study How success is related to Entrepreneurial Competencies		
6	Ring Toss Exercise	<ul style="list-style-type: none"> Importance of Risk Taking & Goal setting for becoming an entrepreneur Examine one's own risk taking behavior i.e a high risk taker, moderate or low risk taker by administering Ring Toss exercise Need to take Moderate and calculated risk 	Game, Discussion, Lecture, PPT	4 hrs
7	Systematic Planning & Efficiency Orientation – Boat building exercise	<ul style="list-style-type: none"> What is quality, attributes of quality Factors affecting quality Quality Management Systematic planning 	Game, Discussion, PPT, Lecture	4 hrs
8	Tower Building Exercise – Eradication of Dependency Syndrome	<ul style="list-style-type: none"> Role of Self confidence in performing any activity Importance of planning & scanning the environment Developing belief in own ability to complete a given task/face a challenge without depending upon external assistance 	Game, Discussion, Lecture	2 hrs
MODULE IV - Personal Skills				
9	Problem Solving & Creativity	<ul style="list-style-type: none"> Need for developing problem solving skills Process involved in problem solving Importance of Creativity in Entrepreneurship 	Lecture, PPT, Video, Games	2 hrs
10	Effective Communication	<ul style="list-style-type: none"> Importance of communication skills in running an enterprise Elements of effective communication Barriers of effective communication & the ways to overcome it 	Lecture, PPT, Exercise	2 hrs
11	Time Management	<ul style="list-style-type: none"> Time Management – time as a resource Key factors of managing the time effectively Prioritizing the work 	Lecture, PPT, Discussion	2 hrs
MODULE V - Business Management				
12	Banking - Deposits & Advances, Lending Schemes / Government Sponsored Schemes	<ul style="list-style-type: none"> Various Deposit Schemes and other services of banks General Advances -Security Norms & margin requirement Term Loan & Working Capital finance MSME Credit Mudra Loan PMEGP Scheme CGTMSE Scheme 	Lecture, PPT, Discussion	4 hrs
13	Marketing Management/Packaging/branding	<ul style="list-style-type: none"> Indian rural market an overview Elements of successful marketing Market segmentation 4 Ps of marketing Marketing mix Product mix 	Lecture, PPT, Discussion	2 hrs

		<ul style="list-style-type: none"> • Unique Selling Proposition • Need for understanding consumer behavior and preferences • Importance of customer service • Marketing strategies for exploring opportunities in rural market • Online marketing 		
14	Costing & Pricing, Fixed cost & Variable Cost, Breakeven point etc.	<ul style="list-style-type: none"> • Components of direct and indirect, fixed and variable cost • Importance of Costing in profitability • Concepts of pricing and factors affecting pricing decisions • Commercial feasibility of an enterprise • Break Even analysis 	Lecture, Discussion, PPT and Exercise	2 hrs
15	Working Capital and its Management	<ul style="list-style-type: none"> • What is Working Capital • Effect of Credit policies on working capital • Key points to note while managing working capital • Cycles of Working Capital 	Discussion, Lecture, PPT, Exercise	
16	Human Relations	<ul style="list-style-type: none"> • Importance of maintaining good inter personal relationship with related people in business • Need for leadership in the enterprise development • Various styles of Leadership • Characteristics of a good leader 	Lecture, PPT Discussion	2 hrs
MODULE VI - Market Survey				
17	Market Survey – methodology, sources, nature of information to be collected	<ul style="list-style-type: none"> • Need for market survey • Methodology to collect and use the information generated • How to develop an effective survey plan for the selected activity • Dos & don'ts for conducting market survey • Questionnaire for market survey • Market survey report format 	Lecture, Group Discussion PPT	2 hrs
MODULE VII - Business Plan Preparation				
18	Business Plan Preparation	<ul style="list-style-type: none"> • Plan format • How to ascertain initial viability of a business proposal • Enlisting technical, financial, marketing and commercial aspects of business • Profitability 	Lecture, PPT, Exercise, Discussion	2 hrs
MODULE –VIII Launching Formalities				
19	Field Visit to units established & successfully run by first generation entrepreneurs	<ul style="list-style-type: none"> • Candidates are taken for exposure visits to Enterprises established and successfully managed by RSETI trained Entrepreneurs wherein they will be able to: • Know various steps involved in establishing a Micro Enterprise • Understand how a Micro Enterprise is managed • To identify the Entrepreneurial competencies & Entrepreneurial behavior 	Field Visit, Interaction	4 hrs

		<ul style="list-style-type: none"> To analyze the external factors influencing the success or failure of the enterprise. To analyze the internal factors affecting success or failure of the enterprise/entrepreneur. To identify the areas/issues which can be addressed by RSETI, in a similar case, to facilitate success of the entrepreneur 		
20	Interaction with successful entrepreneurs	<ul style="list-style-type: none"> Identify factors responsible for the development of the entrepreneur Assess the Entrepreneurial Competencies of the Entrepreneur Impact of EDP training inputs Understand how the entrepreneur reacts to a challenging situation 	Interaction followed by discussion	2 hrs
21	Launching formalities	<ul style="list-style-type: none"> Steps in launching of an enterprise, common crisis in business Pitfall and their controls Licensing & Registration: Formalities for obtaining Trade License from Panchayath/Municipal agencies Formalities for obtaining PAN Card, TAN, Service Tax & VAT Registration. 	Lecture, PPT and Discussion	2 hrs
Technical Knowledge and Skills				
MODULE XI - Costume Jewelry and making of jewelry				
22	Costume Jewelry – Scope & Opportunities	<ul style="list-style-type: none"> Costume jewelry – Scope and opportunities 	Lecture / PPT/Demonstration	2 hrs
23	Jewelry Designing	<ul style="list-style-type: none"> Jewel Designing - Outer Design Jewel Designing – inner design Jewel Designing – Joints design 	Lecture / PPT/Demonstration/ Practical work	18 hrs
24	Parts of jewelry	<ul style="list-style-type: none"> Different parts of jewelry – assembling 	Lecture / PPT/Demonstration/ Practical work	6 hrs
25	Making of jewels	<ul style="list-style-type: none"> Making Of Jewels - Ring, Chain Making of Jewels – Necklace / Bangles Making of jewels – Stead and Dollars 	Lecture / PPT/Demonstration/ Practical work	26 hrs
Assessment & Evaluation Test				2 hrs
Feedback & Valedictory				2 hrs
Total				104 hrs