

UNIT – IV (ENTREPRENEURSHIP SKILLS)

An entrepreneur is a person who uses his skills to solve client's problem or give a value and in return generates revenue. In other words, an entrepreneur is a person who uses innovative idea to raise a business venture.

TYPES OF BUSINESS ACTIVITIES:

- a) **Manufacturing business:** This type of business is also called product based business. This type of business gathers the raw material from different sources and manufactures a product that is of some value to the customers. In this business product is manufactured and sold to make money. Eg. Toy business, Car manufacturing plants, Pharmaceutical companies etc.
- b) **Service business:** A business in which no tangible product is sold, instead skills are used to solve clients problem is called a service business. In other words, business that provide service that solves clients need rather than selling a tangible product are service based businesses.
Eg. Hair saloon, Clinic, Graphic design agency, software development companies etc.
- c) **Trading business:** Trading business is the one which doesn't manufactures any product, but they transport the products from manufacturer to the customers.
Eg. Mobile stores, Shoes wholeseller etc.

CHARACTERISTICS OF A GOOD ENTREPRENEUR:

Risk taking ability: A successful entrepreneur must be able to take calculated risk. He or she should evaluate all the options available with him/her and then proceed accordingly.

Decision making: A good entrepreneur must take well thought and balanced decisions. Decisions taken in hurry or decision which were not well thought upon may lead the business to the loss.

Perseverance: A good entrepreneur must always have perseverance and consistency in his efforts to achieve his/her goal. He/she must continuously work to achieve his/her goal even after failures in business.

Confidence: Confidence means believing in yourself. An entrepreneur will be able to take right decisions only if he or she is confident. Confidence is something that helps the entrepreneur to start a business or move ahead in his business journey

UNIT – V (GREEN SKILLS)

GREEN ECONOMY

Green economy is the one that aims to bring development while not compromising with environment. In other words, green economy is promoting development while making sure that environment is protected.

Followings are some sectors of green economy:

1. Agriculture
2. Water management
3. Waste management
4. Manufacturing industry
5. Forestry
6. Tourism

STACKHOLDERS IN GREEN ECONOMY:

People or community that are involved in or influence the green economy practices are called stakeholders in green economy. Followings are the stakeholders that directly influence the green economy practices:

a) Government: Government's main role is to make policies and laws to ensure the safety and protection of environment.

b) Non-government organizations (NGOs): Their role in green economy is to create awareness among public about importance of protecting environment, reporting about law-breakers, providing data and suggestions to the government.

c) Scientific community: Their role is to find out new sectors in green economy and eco-friendly way to bringing development. They may be experts, environmentalists etc.

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