

MODULE 5 | ES

# Entrepreneurial Skills 137-151

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# 5.1 Build an Entrepreneurial Mindset

*In this lesson you will learn:*

1. How to think like a person who starts a business
2. What makes some businesses grow big from small ideas
3. How thinking like a business person helps in everyday life, not just in business

**Let's learn to build a mindset for success**



**Story Time**

**Do you know the story of Nirma Washing Powder?**

Karsanbhai Patel, from Ahmedabad, had an idea: make a soap powder that everyone can buy. In 1969, he began making this powder in his backyard. He named it "Nirma" after his daughter. He did something different: instead of selling in shops, he went from one house to another, selling his soap for just Rs. 3 per kg. The company started in 1969, with only one man. Today it has around 18,000 employees and earns more than Rs. 7,000 crores per year.



**Activity Time**

**Talk and share:**

1. With your friends, talk about the problems Karsanbhai might have faced when he started.
2. Think and discuss: What special things did Karsanbhai do that made his small soap business become big?



### Discovery Time

Let's look at what it takes to start and grow a business, just like Karsanbhai did with Nirma. As we explore, we'll also see how these skills can help us in our everyday lives.

#### Beginning a business - Karsanbhai's journey



##### Having a Dream:

Karsanbhai had a clear dream: affordable, good soap for everyone.



##### Hard Work:

Selling soap from house to house isn't easy. It showed his dedication.



##### Taking Chances:

Starting Nirma was a leap of faith – he took a big chance.



##### Using What's Around:

Karsanbhai started with what he had, his backyard.



#### Growing the dream - making a business bigger



##### Being Ready for Change:

As Nirma grew, Karsanbhai had to change many things to keep up.



##### Learning from Mistakes:

Every business faces problems. The key is to learn and improve.



##### Talking and Building Bonds:

To make Nirma big, Karsanbhai talked to many people, like shopkeepers, to help spread the word.

#### More than business - how this thinking helps in life



##### Solving Everyday Problems:

This mindset helps you find solutions, like when you have a tough homework or disagreement with a friend.



##### Being Active and Taking Charge:

Don't wait. If you see a problem in your institute or community, take the first step.



##### Adjusting to New Situations:

Whether it's a new institute or a new hobby, this way of thinking helps you fit in easily without getting stressed.



##### Making Friends Everywhere:

Just like in business, good relationships help in getting things done in your institute, at your job and in your community.



##### Always Learning:

Keep trying, keep learning, whether it's in studies, sports, or any new activity.



## Thinking Time

### Multiple Choice Questions:

#### 1. What does it mean to think like a business person?

- A Only thinking about money
- B Being scared to try new things
- C Seeing problems as things to solve
- D Not liking change

#### 2. Why should we be ready for change when doing business?

- A Change never happens
- B So everything stays the same
- C Because business needs to adjust to new things
- D Change isn't important

#### 3. What does "Using What's Around You" mean when starting something?

- A Waiting for everything to be perfect
- B Only starting when you have lots of money
- C Starting with what you have now
- D Not using things you have

Search online for stories of people who not only started businesses but also did good things for their community. Share one story you liked with your class.



## Check Your Understanding

1. If you started something new in your home, institute or in your community, what would it be?
2. How can thinking like a business person help you on a hard day at work?
3. Imagine a big problem at work. How can the idea of "Learning from Mistakes" help you?
4. You and your work friends don't agree on something. How can "Talking to Others" help make things better?

There are about **58.2 crore** entrepreneurs in the world today.

**Did You Know**

**What I learnt today:**

(10 mins)

Put a ✓ if you know this topic well.

1. I know different ways to build an entrepreneurial mindset.
2. I know the challenges in starting a business.
3. I know how an entrepreneurial mindset helps us in our life.



## 5.2 Build a Business/ Self-Employment Plan

*In this lesson you will learn:*

1. How to build a business plan

Let's learn to build a comprehensive business plan



### Story Time

#### Pooja's Mobile Repair Shop:



Pooja learned how to fix phones at her training school.

She thought, "Why not start my own shop?"

So, she found a small place nearby. Before starting, she made a list of tools and parts she'd need and how much they'd cost. She also thought of ways to tell people about her shop. With everything ready, she opened her shop. Soon, many people came to her for phone repairs.



### Activity Time

**If you are given a chance to start a business, what would you like to start? Write down its details.**

Search online for successful small businesses. Look at their stories and see if you can find details of their initial plans. Share one story in the next class.





## Discovery Time

### Starting a business or a new job needs a plan.

Just like a recipe has ingredients, a business plan has key parts. Let's explore these parts to help you create a plan for your business.



#### Idea

This is the heart of your business. What are you offering?  
E.g. Pooja's idea was a mobile repair shop.



#### Location

Where will you set up? Think about where your customers are.



#### Cost

How much money do you need to start? Think about things to buy, rent, etc.



#### Price

How much will you charge customers?



#### Marketing

How will people know about your business?  
Maybe posters, word of mouth, or social media.



#### Growth

Think about the future. How will you expand or add new things to your business?



## Thinking Time

Use the following template to create your business plan.

### 1. Business Name:

What will you call your business?

### 2. Business Idea (Description):

Describe what your business will do or sell.

### 3. Location:

Where will your business be? Why did you choose this location?

### 4. Startup Costs:

- Item 1: (e.g., Rent for shop space)
- Item 2: (e.g., Initial stock of products)
- Item 3: (e.g., Marketing materials like posters)

...

(List down all the things you need to buy or pay for to start your business.)

### 5. Pricing:

How much will you charge for your product or service? Why?

### 6. Marketing and Promotion:

How will you let people know about your business?

### 7. Future Growth:

What are your plans for the future? Do you want to add more products or services?  
Open another location?

### 8. Challenges & Solutions:

Think of 2/3 problems you might face and how you'd solve them.



### Check Your Understanding

1. Why do we need a business plan before starting?
2. How can a good plan help if we face problems in our business?

Studies show that **82%** of businesses received loans after presenting a strong business plan.

Did You Know

#### What I learnt today:

Skill India  
कौशल भारत - कुशल भारत (10 mins)

Put a ✓ if you know this topic well.

1. I can build a proper business plan.
2. I know the different parts of a business plan.
3. I know how to plan for challenges in a business by using a business plan.

## 5.3 Present a Business Plan

*In this lesson you will learn:*

1. How to present a business plan

**Let's learn to present a business plan**



### **Story Time**

**Anil's Gaming Cafe:**



Anil had a plan to start a cafe. He had all the details on paper, but he needed money to start. He decided to share his plan with some people who might invest. At first, he just read out his plan, but they did not look interested. Then, he tried a different way: he told a story, showed pictures, and even gave a demo. The investors\* were excited, and Anil got the money he needed.

**\*An investor** is a person or organisation that puts money into a business or scheme to earn profit



### **Activity Time**

**Why did the investors get excited when Anil told a story?**



## Discovery Time

To be a successful entrepreneur, you need to present your business plan well to the people who can help you.

### The audience for your plan can be investors, lenders or collaborators



#### Investors

1. They give money to help start your business.
2. In return, they want some of the money your business earns.
3. They hope to get back more money than they gave.



#### Lenders

1. They lend you money.
2. You must pay back this money, usually with some extra (interest).
3. Banks are common lenders. They will check if you can pay back.



#### Collaborators

1. They help you with time, skills, or even money.
2. They might do it for free, for fun, or because they like your idea.
3. Sometimes, they might want some money later when your business does well.

### How to share your business plan



#### Be Clear

**Example:** "I offer quick and reliable mobile repair services with a special focus on software issues."

**Tip:** Practice your main point until you can confidently explain it to anyone.



#### Tell a Story

**Example:** "I am the person in my family whom everyone asks for help to fix gadgets. One day, after helping a neighbour fix a software on his phone, I realized there's a demand for such services in our locality. That's how my mobile repair shop idea came to life."

**Tip:** Share personal experiences or moments that shaped your business idea.



**Show, Don't Just Tell**

**Example:** In a meeting display a few tools you use or even demonstrate a simple repair process. You could also show before-and-after photos of repaired phones.

**Tip:** Visual examples can help others understand and believe in your work.



**Know Your Numbers**

**Example:** "I need Rs. 20,000 to start, which covers tools, initial rent, and advertising. I expect to have 10 customers daily, making an estimated profit of Rs. 1,000 per day."

**Tip:** Be clear about your initial costs, expected customer count, and how much you could earn now and in the future.



**Listen and Answer**

**Example:** If someone asks, "Why focus on software issues?", you could answer, "Many local shops handle hardware, but few specialize in software. It's a speciality I'm skilled in and there's demand for it."

**Tip:** Be prepared to explain your choices and the strengths of your business idea.

**Remember:** You may get the money you need from more than 1 person. Anil and Pooja presented their plan to 5 people and they got the total money they needed from 2 investors.

**How to talk to possible investors or partners**

<b>1. Learn About Them</b>	Know who they are and what they like. This helps you talk to them in a way they understand.
<b>2. Meet People</b>	Go to events or workshops. Talking face-to-face can help.
<b>3. Use Online Sites</b>	Sites like LinkedIn can help you find and talk to investors. Always be polite and formal.
<b>4. Send a Short Email</b>	Tell them about you and your idea in a few lines. Say why you think they might like it.
<b>5. Ask Friends for Help</b>	If a friend knows an investor, ask them to introduce you.
<b>6. Be Real</b>	Always be yourself. It's about making a true connection, not just getting money.

Watch a video of a successful business pitch. Notice how they present their ideas. Discuss what you liked in the next class.





## Thinking Time

### A. Use this template to create a presentation for your business plan

#### 1. Introduction (Grab Their Attention)

- Your Name:
- Business Name:
- One-sentence Description (Your unique selling point):  
**Example:** "Fast and reliable mobile repair with a specialty in software issues."

#### 2. The Story Behind the Business (Make it relatable)

- Personal story or experience that led to this business idea:  
**Example:** "I am the go-to person in my family for fixing gadgets. One day, after helping a neighbor with his phone, I saw the demand in our area."

#### 3. Showcase (Show, don't just tell)

- Key product/service:
- Demonstration (if applicable, a quick demo or explanation):
- Visual aids (photos, samples, etc.):

#### 4. The Numbers (Show you've done your homework)

- Initial Investment Needed:  
**Example:** Rs. 20,000
- Breakdown of Costs:
  - Tools: Rs. \_\_\_
  - Rent: Rs. \_\_\_
  - Advertising: Rs. \_\_\_
  - Other: Rs. \_\_\_
- Expected Customer Count:  
**Example:** 10 per day
- Potential Earnings:  
**Example:** Rs. 1,000 profit per day

#### 5. The Gap (What you need from them)

- Funding amount required (if seeking investment):
- Collaboration type (if seeking partnership or other collaboration):
- Benefits for them (What does the investor or partner gain from this?):

**6. Closing (Re-emphasize your main point)**

- Repeat the Business Name:
- Why it's a great opportunity:

**7. Questions and Answers (Prepare for possible questions)**

1. Question:  
Answer:
2. Question:  
Answer:

**(Prepare answers for potential questions they might ask.)**

**B. Practice your pitch**

In pairs, take turns presenting their business plans to each other. One person plays the role of the presenter, and the other plays the role of an investor. Swap roles after 10 minutes.

**Check Your Understanding**

1. Name two things you should do when presenting your business plan.
2. Why is listening to questions and answering them important?
3. How can showing pictures or giving demos help in your presentation?
4. Why is telling a story important when sharing your plan?
5. If an investor asks about your costs, why is it important to know the numbers?

**Investors spend less than 6 minutes to go through a business plan and less than 21 minutes to decide whether to invest.**

**Did You Know**

**☑ What I learnt today:****(10 mins)**

Put a ✓ if you know this topic well.

1. I can create a presentation for my business plan.
2. I can share my business plans with others.
3. I can connect with possible investors and partners.
4. I can present a business plan confidently

