



# Participant Handbook

Sector  
**Domestic Workers**

Sub-Sector  
**Housekeeping Services**

Occupation  
**Housekeeping**

Reference ID: **DWC/Q0102, Version 1.0**  
**NSQF Level 3**



## General Housekeeper



**Skill India**  
कौशल भारत - कुशल भारत



## Certificate

**COMPLIANCE TO  
QUALIFICATION PACK – NATIONAL OCCUPATIONAL  
STANDARDS**

is hereby issued by the

**DOMESTIC WORKERS SECTOR SKILL COUNCIL**

for


**SKILLING CONTENT : PARTICIPANT HANDBOOK**

Complying to National Occupational Standards of

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## Table of Contents

S.No	Modules and Units	Page No
<b>1.</b>	<b>Introduction</b>	<b>01</b>
	Unit 1.1 - Objectives of the program	03
	Unit 1.2 - Domestic workers sector in India	04
	Unit 1.3 - Job role of a general housekeeper	07
<b>2.</b>	<b>Carry Out Basic Housekeeping Services (DWC/N0101)</b>	<b>11</b>
	Unit 2.1 - Sweeping, dusting and mopping of the house	13
	Unit 2.2 - Washing and placing kitchen utensils	36
	Unit 2.3 - Tidying up rooms	49
<b>3.</b>	<b>Carry Out Basic Laundry And Making Bed (DWC/N0102)</b>	<b>61</b>
	Unit 3.1 - Sorting, washing and drying the clothes	63
	Unit 3.2 - Ironing and folding the clothes	86
	Unit 3.3 - Organising the clothes	95
	Unit 3.4 - Making bed	97
<b>4.</b>	<b>Prepare And Maintain Routine Cleaning Of The Kitchen (DWC/N0103)</b>	<b>101</b>
	Unit 4.1 - Kitchen cleaning and organising	103
	Unit 4.2 - Cleaning of kitchen cabinets	108
	Unit 4.3 - Cleaning of kitchen appliances	110
	Unit 4.4 - Cleaning and organising the refrigerator	115
<b>5.</b>	<b>Garbage Disposal and Clean Environment (DWC/0104)</b>	<b>121</b>
	Unit 5.1 - Garbage disposal	123
	Unit 5.2 - Keeping the house bugs free	128
<b>6.</b>	<b>Maintain Health, Safety and Positive Relationship at the Workplace (DWC/N0107)</b>	<b>131</b>
	Unit 6.1 - Basic healthcare and emergency procedures	133
	Unit 6.2 - Ethical behaviour and time management	143



## Table of Contents

S.No	Modules and Units	Page No
<b>7.</b>	<b>Create a Positive Impression of Oneself in the Household (DWC/N0108)</b>	<b>147</b>
	Unit 7.1 - Dressing up for work and basic etiquettes	149
	Unit 7.2 - Effective communication	151
<b>8.</b>	<b>Managing Self and Money (DWC/N0109)</b>	<b>155</b>
	Unit 8.1 - Managing self health and hygiene	157
	Unit 8.2 - Managing Personal Finances	161
<b>9.</b>	<b>Employability &amp; Entrepreneurship Skills</b>	<b>167</b>
	Unit 9.1 - Personal Strengths & Value Systems	171
	Unit 9.2 - Digital Literacy: A Recap	185
	Unit 9.3 - Money Matters	189
	Unit 9.4 - Preparing for Employment & Self Employment	196
	Unit 9.5 - Understanding Entrepreneurship	204
	Unit 9.6 - Preparing to be an Entrepreneur	224



1. **Live in** – The worker who works for 10-12 hours per day only for one employer and stay within the premises of the employer’s house/ work area.
2. **Live out**- The worker who works for 8-10 hours per day only for one employer but does not stay within the premises of the employer’s house/ work area.
3. **Part Time**- The worker who works with multiple employers for 1 or 2 hours per day per household and does not stay within the premises of employer’s house/ work area.

The Domestic Workers Sector Skill Council runs various training programs with Central and several State Governments across the nation to train and certify the domestic workers. Considering the importance and growth of this sector nationally and the world over, the Domestic Workers Sector Skill Council has determined to train 2.5 million workers by means of 2025. To provide the safe and better employment opportunities with improved working conditions, the Government of India is creating a National Policy for Domestic Workers.

### 1.2.4 Classification of Domestic Workers Sector in India

The Indian Domestic Workers Sector can be classified under four sub-sectors –

1. **Housekeeping**- The workers who perform housekeeping duties in any household, comes under this sub-sector like- General Housekeeper, Housekeeping Supervisor etc.
2. **Cooking**- As the name suggests, this sub-sector comprises of the workers who perform cooking services in a household like Cook etc.
3. **Elderly Care**– The workers who look after the elderly people in a household, comes under this sub-sector like Elder caretaker etc.
4. **Child Care** – The workers who take care of the children in a household setup like child caretaker, japa-maids (prenatal/postnatal caretaker).

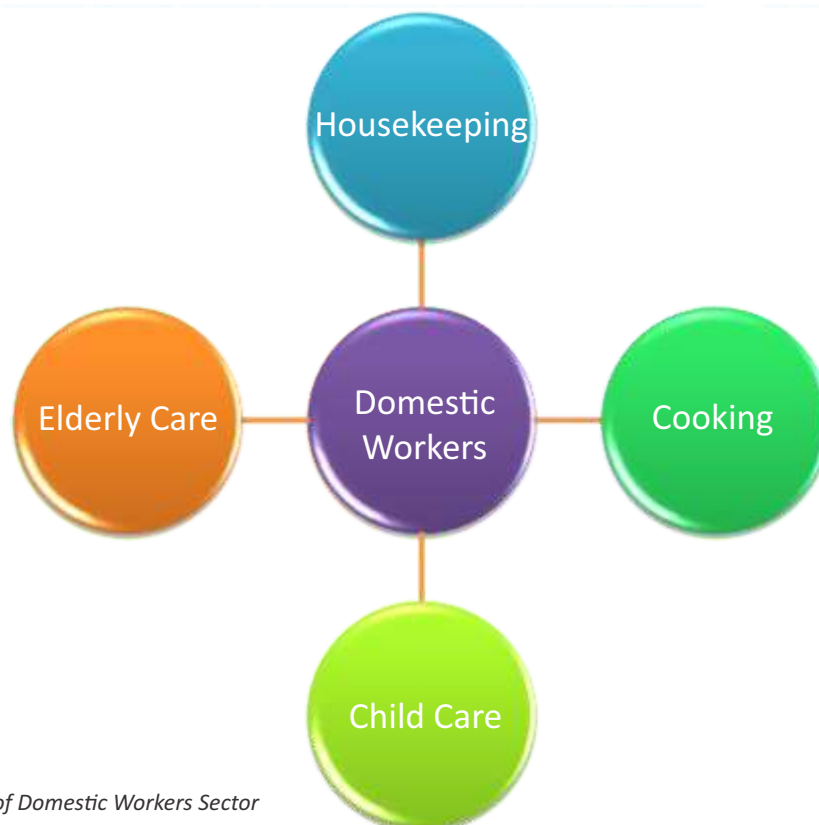


Fig. 1.2.4. Classification of Domestic Workers Sector

## 2.1.3 Different Parts of a House

Though every house is different in nature, yet the following areas are commonly available in every house –

- a. **Drawing Room** – an area to be used to welcome and entertain guests.
- b. **Living Room**- an area to be used the most by the entire family in a day.
- c. **Bedroom**- to be used to sleep/ rest.
- d. **Dining Room**- to be used to have food. In some houses, it is combined with living room.
- e. **Kitchen** – to cook food.
- f. **Bathroom/ Washroom** – to be used for taking a bath and keeping ourselves hygienic.



Fig. 2.1.3a Bed Room



Fig. 2.1.3b Dining Room



Fig. 2.1.3c Drawing Room



Fig. 2.1.3d Living Room



Fig. 2.1.3e Kitchen



Fig. 2.1.3f Bathroom

Fig. 2.1.3 Different parts of a house

## 2.1.6 Sweeping

Sweeping is an activity to be done to clean any floor from dust, debris and water using a tool called 'Broom'.

**Broom** – A tool used for sweeping, made up of stiff fibres commonly of plastic, hair, or corn husks, bound tightly to the end of a long handle is known as a Broom.

There are several types of Brooms available in market, which can majorly be categorised into two types-

- A. Soft Broom
- B. Hard Broom

**Soft Broom** – Soft broom consists of soft fibres, is used to clean the dry floor from dust and debris, and to remove cobwebs from the walls



**Hard Broom** – Hard broom consists of hard fibres, is used to clean the floor from wet litter and to sweep the water from the floor.



### 2.1.6.1 Steps: How to Sweep the Floor



**STEP 1:** You should select an appropriate broom for cleaning the desired area as it will make your work easier. E.g. Use a soft broom with normal size handle for cleaning the dry floor while use long handled soft broom for breaking cobwebs from ceiling and walls.



**STEP 2:** Before sweeping you should remove all the clutter including delicate and important items from the floor to avoid any accident. It will make your task easier and less time consuming.

## 2.1.9 Use of Vacuum Cleaner

### Vacuum Cleaner

The vacuum cleaner, an electrical device is used to clean floor and walls using the suction method. The vacuum cleaner is no more a luxury while an essential equipment for a house, specifically in the regions of dust and dirt. There are several vacuum cleaners available in the market. However, the approach to use them is almost standard.

Before starting the usage of a vacuum cleaner, let's first get acquainted with its attachments as they play a very critical role in cleaning house-



Figure 2.1.9a Vacuum Cleaner

**1.Crevice Tool:** A thin nozzle that without difficulty fits in difficult regions like underneath the gas range, fridge and other massive & heavy home equipment and fixtures. It is also beneficial in cleaning the threshold of baseboards/ skirting boards and in tough to attain areas like vents

**2.Dust Brush:** A dust brush has a circular brush head that's particularly effective for picking up dust and debris without leaving any scratches on the surfaces. It is very useful in cleaning the window blinds, shelves and wooden surfaces.

**3.Upholstery Tool:** The upholstery tool has a different, small, flat head and powerful suction which is very useful in cleaning fabric surfaces such as chairs, sofas, mattresses and other fabric based pieces.



Figure 2.1.9b Vacuum Cleaner Attachments

## 2.1.10 How to Use Vacuum Cleaner :

1. Choose the location from where you need to begin the cleaning.
2. Collect all the scattered items and place it in their appropriate places like toys, papers, etc.
3. Use the correct attachment depending on the requirement and plug in the vacuum cleaner.
- 4 Use the circular dust brush attachment and begin at the ceiling cross down towards floor in a vertical motion as you vacuum.



Figure 2.1.10a Using Vacuum Cleaner



**Practical:** 

**Practical 1: Doing Sweeping Activity**

Perform sweeping of a floor.

**Practical 2: Doing Dusting Activity**

Perform dusting of a floor.

**Practical 3: Doing Mopping Activity**

Perform mopping of a floor.

**Practical 4: Cleaning of room using Vacuum Cleaner**

Clean a room using Vacuum Cleaner.

**Activity:** 

1. Tick on the tools required for sweeping –













### 2.2.3 Washing Dishes/ Utensils

The process of cleaning cooking utensils, used dishes and cutlery thoroughly to maintain hygiene and aesthetic is referred to as Dish washing. this can be performed both by way of hand or the usage of Dishwasher.

#### Washing dishes/ utensils by hand

Before washing the utensils/ dishes, you should follow below mentioned steps-

- You need to wear rubber gloves because it protects your hands, pores and skin. It also guards you from germs as your hands are not in direct contact to them.
- You have to roll the sleeves, if you are wearing garments with lengthy sleeves an put on Aprons to defend your garments from wetting or getting dirty.
- Transfer all the leftover in a bowl to dispose later. Sort and arrange all utensils in a way that glassware is kept aside safely and the big and heavy utensils are kept below the small and delicate utensils.
- Arrange dishwashing agent and scrubs/ sponge properly .Run the water in the utensils so that the food stuck to it may get moist and may be removed without difficulty. It is advised to use lukewarm water as it works best to clean sticky and greasy utensils.



**Practical:** 

**Practical 1: Doing Washing various types of utensils Activity**

Perform washing various types of utensils effectively

**Practical 2: Doing Storing various types of utensils Activity**

Perform storing various kinds of utensils at its appropriate place

**Activity:** 

1. Choose the items required for washing the utensils by hand

- The fronts and tops of cabinets and drawers should be wiped off using hot, soapy water. To make these surfaces bacteria free, add a bit of bleach to your soapy water.



- If there are glass/ plastic/ stainless steel slabs in the bathroom to place the toiletries, wipe it with a damp cotton duster. You can also use a mirror cleaning agent on this. Spray cleaner on the mirror, rinse it and wipe the excessive water off with a towel. You can gently rub the mirror with a paper towel for extra shine. For a shinier mirror, mix a bit vinegar to the water and apply it, use water to clean and then wipe with a towel.



- While cleaning the washbasin/sink and its counter area, you should use a sponge and a small amount of cleaner. It will remove all the soap scum and spots of toothpaste/ shaving cream nearby it. You should make sure that the area under the wash basin/ sink and the drainage pipe is properly clean.



- You should regularly wash the bathtub or buckets and tumblers kept in the bathroom as it keeps them clean and germ free. If there are soap scum on tubs or buckets because you have not cleaned them, you should use spray cleaners which are specially made to get rid of soap scum.



### 3.1.6 Sort The Laundry For Washing

Sorting of laundry is a very important task as one should know in which order the clothes need to be washed.

#### How to sort the laundry

1. Categorise clothes based on their colour, fabric and degree of soiling. Always keep whites together, dark coloured clothes together and bleeding coloured clothes together in different piles. Keep the delicate clothes separately.
2. Read the instruction tag of the cloth before washing as it may help in preventing any damage. Care tags help in determining how a cloth is to be washed and with which clothes.
3. Care tags also tell about the water to be used for washing, hot or cold according to the fabric.
4. The pretreated laundry should be kept separate from clothes with stains which require washing with more care.
5. Always sort the clothes as per the weight like lighter/ delicate clothes like scarf, lingerie etc. should be washed separately while heavier clothes like Jeans etc. should be washed separately.
6. It is advised to use separate bags for keeping the clothes, bath linen and curtains.

### 3.1.7 Steps: How To Wash Clothes By Hand



The technique of washing the clothes by hand is following –

	
<p><b>STEP 1:</b> Take a large bucket (app. 25-litre capacity) and fill it <math>\frac{3}{4}</math> with lukewarm water. You should use a big plastic tub if not having a big enough bucket.</p>	<p><b>STEP 2:</b> Add good quality mild detergent in sufficient quantity to it and shake well to dissolve completely. Always follow the instructions mentioned on the package of detergent regarding the quantity to be used.</p>

### 3.2.6 Folding the Clothes

In order to maintain the clothes, it is very important to fold them properly. It may save the need of ironing some clothes as wrinkles get removed while folding them properly. Let's learn how to fold some clothes-

#### How to fold Shirts

Following is one of the easiest methods of folding shirts whether short-sleeve shirts or long sleeved shirts-

You should place the shirt on a flat surface facing up.

Fold in half vertically with the arms together.

Fold the arms towards the back of the shirt.

Fold the shirt in a horizontal position, so that the hem of the shirt may touch the neck.

You should flatten the shirt. Though this is optional but it will make the shirt neater.



**Another method to fold shirt** – Following is the another method which needs a little practice to get right-

- a. You can hold the shirt by the shoulders between forefinger and thumb in front of you.
- b. Fold the sleeves back using your excess fingers.
- c. Fold the shirt in half in horizontal position, so that the hem touches the neck.
- d. Smooth it.

#### Folding trousers

To Fold trousers without a crease like Jeans, Khakis, you need to follow the following method -

- a. You should hold the trousers in front of you and fold it vertically, bringing the legs together, with the pockets on the outside.
- b. You need to bring the legs above the top of the pocket or two inches down the waistline if there is no pocket.

#### To fold trousers with a crease like pants

- a. You should hold the trousers from their cuffs so that the crease, may be in front, not the seam (which is what you do with an increased pair of trousers).
- b. You should smooth the pants leg and fold them in half at the knees; the bottoms should touch the waistline.
- c. You need to bring the knees to the top and smooth it.





## 4. Prepare and Maintain Routine Cleaning of the Kitchen

Unit 4.1 Kitchen Cleaning and Organising

Unit 4.2 Cleaning of Kitchen Cabinates

Unit 4.3 Cleaning of Kitchen Appliances

Unit 4.4 Cleaning and organising the Refrigerator



### 4.3.6 Blender, Mixer and Food Processor

1. To clean the food processor, you should remove the blades (if removable), lids of jars and any other removable parts.
2. Soak these removable blades and other items in a plastic tub filled with a solution of dishwashing gel and warm water.
3. The blending jars and other items can be hand washed with dishwashing gel and warm water. But it is recommended that you should use a long nylon bristled brush to avoid any accident.
4. Rinse the jars thoroughly under the tap/focet and place them in the utensils rack to dry.
5. The jars etc. can be washed in the dishwasher as well. You need to keep them on the upper rack of the dishwasher.
6. The blades and lids should be scrubbed with a nylon brush so that all the sticky food may be removed.
7. You should not forget to dry the blades. Otherwise, it may catch the rust.
8. Place the blades once again on the jars and screw them up.



### 4.3.7 Coffeemaker

1. To clean your coffeemaker, you should pour white vinegar into the coffee pot and fill it till the half-full mark.
2. Now add water into the vinegar and fill the coffee pot up.
3. Pour this mixture into the water reservoir and switch on the coffeemaker.
4. You should turn off the coffee maker once the mixture has run completely through. Leave it cool for about 10 minutes.
5. After this, you should run the coffeemaker two more times with fresh, clean water, and ensure that the machine is kept cool for 10 minutes between brews.
6. Your coffeemaker is now clean and deposit-free as desired.



### Tips :



1. Salt is a very helpful item, which can easily remove the spills onto the stove top. To remove these stains, sprinkle some salt on the stains, and rub it to remove the stain, it will be removed easily.
2. To remove the burnt food from the base of your pans, sprinkle salt and a little water on it and let it sit for a while before scrubbing off. The salt will help to lift off the burning material.





## 6. Maintain Healthy, Safe and Positive Relationship at Workplace

Unit 6.1 – Basic Healthcare and Emergency Procedures

Unit 6.2 – Ethical Behaviour and Time Management



### 6.1.4 Emergency Contact Numbers

1. Police: 100
2. Fire: 101
3. Ambulance: 102
4. Traffic Police: 103
5. Blood Requirement: 104
6. Emergency Disaster Management: 108
7. Helpline for women: 181
8. Child Helpline: 1098
9. Gas Leakage: 1906

#### Activity:

1. Match the emergency contact numbers of table A with the respective emergencies of table B:

Table A		Table B
101		Gas Leakage
102		Child Helpline
100		Emergency Disaster Management
104		Blood Requirement
1098		Traffic Police
181		Ambulance
1906		Fire
108		Police
103		Helpline for women

## UNIT 6.2: Ethical Behaviour and Time Management

### Unit Objectives

**At the end of this unit, you will be able to:**

1. Understand ethical behaviour and its benefits
2. Understand the importance of time management

### 6.2.1 Introduction

As a human being, we all have some moral principals that govern our behaviour. If this behaviour is as per the rules set by the society, our behaviour is ethical. The morals that are necessary for ethical conduct are – honesty, trustworthiness, courteousness and respect for others.

### 6.2.2 Ethical Behaviour

Though the world has changed, yet these morals have similar value still today as they had in earlier days. As being a general housekeeper, you are expected to have such ethical behaviour and need to show it at your workplace. The primary values one should have –

1. **Honesty:** Honesty is the best policy as everyone knows, so you must be honest with you as well as your work.
2. **Trustworthiness:** Being a general housekeeper, you would be taking care of one's house and will be responsible for it in his/ her absence. If you fulfil the employer's expectations to earn his/ her trust. It will help you have a good relationship with your employer.
3. **Accountability:** You must take responsibilities for your actions and work and do not blame others for your failure. By doing this, you can impress your employer and will gain respect.
4. **Courteousness:** You should be polite, well mannered and friendly with the family member of the employer. You should respect others to get respect from them. It applies to all whether older or younger in age.
5. **Improve continually:** In today's times, you need to improve yourself and improve your knowledge and competency to be and grow in your job. So you should also learn new techniques and ways to do your job in a better form in lesser time.
6. **Self-respect:** Though growing in professional life is critical, yet you should make sure that you are not compromising with your self-respect. There is a very thin line between ego and self-esteem, and you must know this difference. Any person who has self-respect is always being respected by others.
7. **Have Granny's Morals:** Though the time has changed, yet the old morals of your granny still have value. So always work on your morals and never compromise with them. It will surely take you to your destination.
8. **Maintain Confidentiality:** As you are working in a house and know a lot of secrets of that family, but you should always maintain confidentiality and never share these secrets with anyone, not even in your family. It will bring you respect and trust of the employer.
9. **Respect the limits:** If you maintain a distance and do not cross your limits while dealing with the family members, they will also respect your limits and never try to pass that.

### 6.2.3 Time Management

Time Management means managing the time efficiently so that you may accomplish more work in less time. It can happen if we allocate the right amount of time to right activity. Time Management is as important for personal life as for the professional success. As time can not be saved, it should be managed so that we may complete all our task in the given time.

**Importance of Time Management:** The time management is essential for our life because-

1. You can complete all your tasks within given time.
2. You can save time for the work you love to do.
3. You can gain respect and trust from others.
4. You could become efficient and utilise your capacity up to the maximum
5. You can set an example for others and grow in your professional life.

**Manage your time:** Time management is an ongoing process and can be done by keeping the basics in mind -

**Prioritising-** Prioritising your work is the first step for time management. By prioritising you would be able to know -

- a. What next work you would be doing
- b. What is the purpose of doing that
- c. How much time should you give to that work
- d. By what it must be completed

**Avoid Distraction-** After prioritising when you start the work, you must avoid the distractions to finish it in targeted time. So to keep the distractions away, you need to-

- a. Say no to Television
- b. Avoid unnecessary Phone Calls
- c. Do not take interest in other's matters or gossiping

**Make achievable goals-** You should make a daily planner with achievable goals as it will boost you up once you complete your tasks.

**Do not blame others-** If you fail to complete your work in targeted time, you should not blame others for not helping you or distracting you. You must decide to finish this task as soon as possible.

**Have some fun time:** If you would just do repetitive work, your enthusiasm and zeal will go down after some time. You need to give some time to yourself and your hobbies so that you may stay fresh and active.



## 9. Employability & Entrepreneurship Skills

Unit 9.1 – Personal Strengths & Value Systems

Unit 9.2 – Digital Literacy: A Recap

Unit 9.3 – Money Matters

Unit 9.4 – Preparing for Employment & Self Employment

Unit 9.5 – Understanding Entrepreneurship

Unit 9.6 – Preparing to be an Entrepreneur



**Tips**

- Be aware of what emergency number to call at the time of a workplace emergency
- Practice evacuation drills regularly to avoid chaotic evacuations

### 9.1.3 Self Analysis – Attitude, Achievement Motivation:

#### What is Self-Analysis?

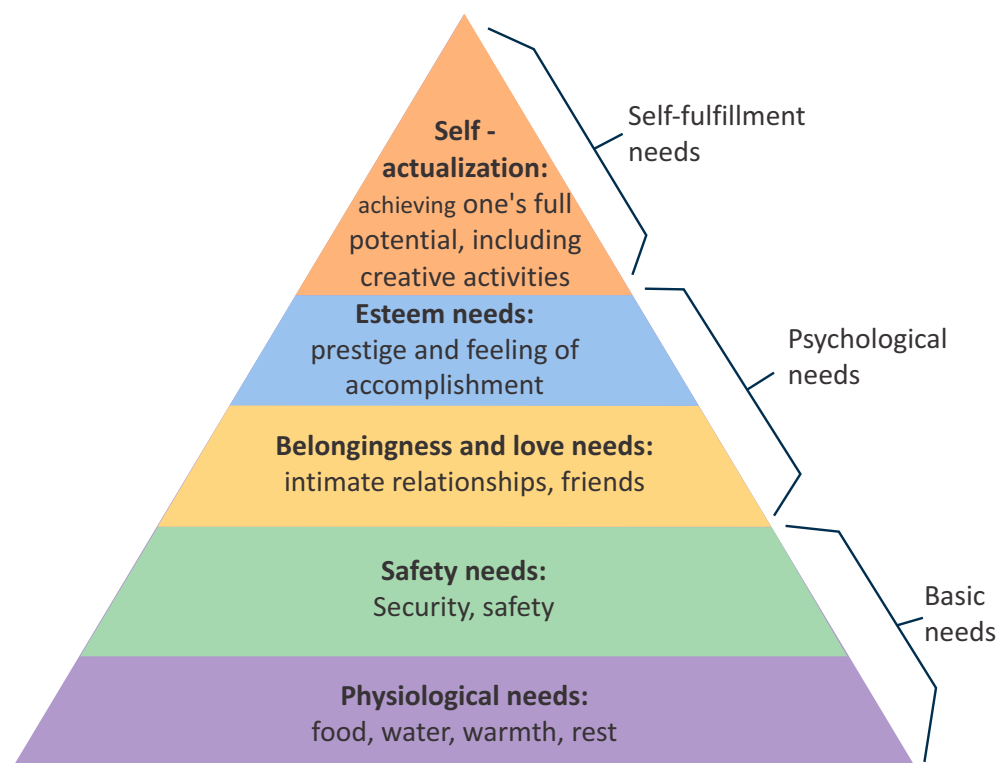
To truly achieve your full potential, you need to take a deep look inside yourself and find out what kind of person you really are. This attempt to understand your personality is known as self-analysis. Assessing yourself in this manner will help you grow, and will also help you to identify areas within yourself that need to be further developed, changed or eliminated. You can better understand yourself by taking a deep look at what motivates you, what your attitude is like, and what your strengths and weaknesses are.

#### What is Motivation ?

Very simply put, motivation is your reason for acting or behaving in a certain manner. It is important to understand that not everyone is motivated by the same desires – people are motivated by many, many different things. We can understand this better by looking at Maslow's Hierarchy of Needs.

#### Maslow's Hierarchy of Needs

Famous American psychologist Abraham Maslow wanted to understand what motivates people. He believed that people have five types of needs, ranging from very basic needs (called physiological needs) to more important needs that are required for self-growth (called self-actualization needs). Between the physiological and self-actualization needs are three other needs – safety needs, belongingness and love needs, and esteem needs. These needs are usually shown as a pyramid with five levels and are known as Maslow's Hierarchy of Needs.



## What is Attitude ?

Now that we understand why motivation is so important for self-analysis, let's look at the role our attitude plays in better understanding ourselves. Attitude can be described as your tendency (positive or negative), to think and feel about someone or something. Attitude is the foundation for success in every aspect of life. Our attitude can be our best friend or our worst enemy. In other words:

Now that we understand why motivation is so important for self-analysis, let's look at the role our attitude plays in better understanding ourselves. Attitude can be described as your tendency (positive or negative), to think and feel about someone or something. Attitude is the foundation for success in every aspect of life. Our attitude can be our best friend or our worst enemy. In other words:

“The only disability in life is a bad attitude.”

When you start a business, you are sure to encounter a wide variety of emotions, from difficult times and failures to good times and successes. Your attitude is what will see you through the tough times and guide you towards success. Attitude is also infectious. It affects everyone around you, from your customers to your employees to your investors. A positive attitude helps build confidence in the workplace while a negative attitude is likely to result in the demotivation of your people.

## How to Cultivate a Positive Attitude?

The good news is attitude is a choice. So it is possible to improve, control and change our attitude, if we decide we want to! The following tips help foster a positive mindset:

- Remember that you control your attitude, not the other way around
- Devote at least 15 minutes a day towards reading, watching or listening to something positive
- Avoid negative people who only complain and stop complaining yourself
- Expand your vocabulary with positive words and delete negative phrases from your mind
- Be appreciative and focus on what's good in yourself, in your life, and in others
- Stop thinking of yourself as a victim and start being proactive
- Imagine yourself succeeding and achieving your goals

## What Are Your Strengths and Weaknesses ?

Another way to analyze yourself is by honestly identifying your strengths and weaknesses. This will help you use your strengths to your best advantage and reduce your weaknesses.

Note down all your strengths and weaknesses in the two columns below. Remember to be honest with yourself!

Strengths	Weaknesses
What are your strengths? What unique capabilities do you possess? What do you do better than others? What do others perceive as your strengths?	What are your weaknesses? What do your competitors do better than you?

## 9.2: Digital Literacy: A Recap

### Unit Objectives



At the end of this unit, you will be able to:

1. Identify the basic parts of a computer
2. Identify the basic parts of a keyboard
3. Recall basic computer terminology
4. Recall the functions of basic computer keys
5. Discuss the main applications of MS Office
6. Discuss the benefits of Microsoft Outlook
7. Discuss the different types of e-commerce
8. List the benefits of e-commerce for retailers and customers
9. Discuss how the Digital India campaign will help boost e-commerce in India
10. Describe how you will sell a product or service on an e-commerce platform

### 9.2.1 Computer and Internet basics: Basic Parts of a Computer



Fig.9.2.1. Parts of a Computer

- **Central Processing Unit (CPU):** The brain of the computer. It interprets and carries out program instructions.
- **Hard Drive:** A device that stores large amounts of data.
- **Monitor:** The device that contains the computer screen where the information is visually displayed.
- **Mouse:** A hand-held device used to point to items on the monitor.
- **Speakers:** Devices that enable you to hear sound from the computer.
- **Printer:** A device that converts output from a computer into printed paper documents.

#### Basic Parts of a Keyboard



Fig.7.2.2. Parts of a Keyboard

- **Arrow Keys:** Press these keys to move your cursor.
- **Space bar:** Adds a space.



## 9.4: Preparing for Employment & Self Employment

### Unit Objectives



**At the end of this unit, you will be able to:**

1. Discuss the steps to prepare for an interview
2. Discuss the steps to create an effective Resume
3. Discuss the most frequently asked interview questions
4. Discuss how to answer the most frequently asked interview questions
5. Discuss basic workplace terminology

### 9.4.1 Interview Preparation: How to Prepare for an Interview ?

The success of your getting the job that you want depends largely on how well your interview for that job goes. Therefore, before you go in for your interview, it is important that you prepare for it with a fair amount of research and planning. Take a look at the steps to follow in order to be well prepared for an interview:

1. **Research the organization that you are having the interview with.**
  - Studying the company beforehand will help you be more prepared at the time of the interview. Your knowledge of the organization will help you answer questions at the time of the interview, and will leave you looking and feeling more confident. This is sure to make you stand out from other, not as well informed, candidates.
  - Look for background information on the company. Try and find an overview of the company and its industry profile.
  - Visit the company website to get a good idea of what the company does. A company website offers a wealth of important information. Read and understand the company's mission statement. Pay attention to the company's products/services and client list. Read through any press releases to get an idea of the company's projected growth and stability.
  - Note down any questions that you have after your research has been completed.
2. **Think about whether your skills and qualifications match the job requirements.**
  - Carefully read through and analyze the job description.
  - Make a note of the knowledge, skills and abilities required to fulfill the job requirements.
  - Take a look at the organization hierarchy. Figure out where the position you are applying for fits into this hierarchy.
3. **Go through the most typical interview questions asked, and prepare your responses.**
  - Remember, in most interviews a mix of resume-based, behavioral and case study questions are asked.
  - Think about the kind of answers you would like to provide to typical questions asked in these three areas.
  - Practice these answers until you can express them confidently and clearly.
4. **Plan your attire for the interview.**
  - It is always safest to opt for formal business attire, unless expressly informed to dress in business casual (in which case you should use your best judgement).

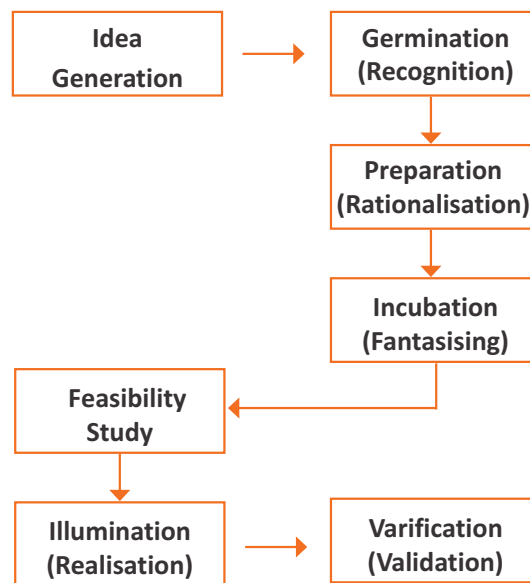
**Stage 4:** Incubation or Fantasizing. This stage involves creative thinking for the purpose of coming up with more ideas. Less thought is given to the problem areas.

**Stage 5:** Feasibility Study: The next step is the creation of a feasibility study to determine if the idea will make a profit and if it should be seen through.

**Stage 6:** Illumination or Realization. This is when all uncertain areas suddenly become clear. The entrepreneur feels confident that his idea has merit.

**Stage 7:** Verification or Validation. In this final stage, the idea is verified to see if it works and if it is useful.

Take a look at the diagram below to get a better idea of this process.



## Introduction to the Entrepreneurship Ecosystem

The entrepreneurship support ecosystem signifies the collective and complete nature of entrepreneurship. New companies emerge and flourish not only because of the courageous, visionary entrepreneurs who launch them, but they thrive as they are set in an environment or 'ecosystem' made of private and public participants. These players nurture and sustain the new ventures, facilitating the entrepreneurs' efforts. An entrepreneurship ecosystem comprises of the following six domains:

1. **Favourable Culture:** This includes elements such as tolerance of risk and errors, valuable networking and positive social standing of the entrepreneur.
2. **Facilitating Policies & Leadership:** This includes regulatory framework incentives and existence of public research institutes.
3. **Financing Options:** Angel financing, venture capitalists and micro loans would be good examples of this.
4. **Human Capital:** This refers to trained and untrained labour, entrepreneurs and entrepreneurship training programmes, etc.
5. **Conducive Markets for Products & Services:** This refers to an existence or scope of existence of a market for the product/service.
6. **Institutional & Infrastructural Support:** This includes legal and financing advisers, telecommunications, digital and transportation infrastructure, and entrepreneurship networking programmes.

These domains indicate whether there is a strong entrepreneurship support ecosystem and what actions should the government put in place to further encourage this ecosystem. The six domains and their various elements have been graphically depicted.

## Why Create a Business Plan?

A business plan is a tool for understanding how your business is put together. It can be used to monitor progress, foster accountability and control the fate of the business. It usually offers a 3-5 year projection and outlines the plan that the company intends to follow to grow its revenues. A business plan is also a very important tool for getting the interest of key employees or future investors.

A business plan typically comprises of eight elements.

## Elements of a Business Plan

### Executive Summary

The executive summary follows the title page. The summary should clearly state your desires as the business owner in a short and businesslike way. It is an overview of your business and your plans. Ideally this should not be more than 1-2 pages.

Your Executive Summary should include:

- The Mission Statement: Explain what your business is all about.

### Example: Nike's Mission Statement

Nike's mission statement is "To bring inspiration and innovation to every athlete in the world."

- Company Information: Provide information like when your business was formed, the names and roles of the founders, the number of employees, your business location(s) etc.
- Growth Highlights: Mention examples of company growth. Use graphs and charts where possible.
- Your Products/Services: Describe the products or services provided.
- Financial Information: Provide details on current bank and investors.
- Summarize future plans: Describe where you see your business in the future.

### Business Description

The second section of your business plan needs to provide a detailed review of the different elements of your business. This will help potential investors to correctly understand your business goal and the uniqueness of your offering.

Your Business Description should include:

- A description of the nature of your business
- The market needs that you are aiming to satisfy
- The ways in which your products and services meet these needs
- The specific consumers and organizations that you intend to serve
- Your specific competitive advantages

### Market Analysis

The market analysis section usually follows the business description. The aim of this section is to showcase your industry and market knowledge. This is also the section where you should lay down your research findings and conclusions.

Your Market Analysis should include:

- |  |  |
|--|--|
| • Your industry description and outlook              | • The amount of market share you want to capture |
| • Information on your target market                  | • Your pricing structure                         |
| • The needs and demographics of your target audience | • Your competitive analysis                      |
| • The size of your target market                     | • Any regulatory requirements                    |

### Organization & Management

This section should come immediately after the Market Analysis.

Your Organization & Management section should include:

- |   |  |
|---|--|
| • Your company's organizational structure   | • Detailed descriptions of each division/department and its function |
| • Details of your company's ownership       | • The salary and benefits package that you offer your people         |
| • Details of your management team           |  |
| • Qualifications of your board of directors |  |



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