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**Department of Agricultural Extension
And Communication**

Practical Manual

Course No.: EXTN-355

**Course Title: Entrepreneurship Development and Business
Communication**

Course Credit: 1+1=2

Name of the student: -----

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CERTIFICATE

This is to certify that Mr./Miss.-----
Registration No. ----- has successfully completed all the
necessary exercises and assignments for Course No. **EXTN-355**
with Course title **Entrepreneurship Development and Business**
Communication of V Semester during the academic year -----.

Place:

Date:

Course Teacher

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Exercise No. 1

Assessing Entrepreneurial Potential

Entrepreneurial Potential:

A competency is an underlying characteristic of an individual that is casually related to criterion-referenced effective and/or superior performance in a job or situation".

Characteristics:

1. Opportunity:

Individual must show that he/she has sense of opportunity, i.e., is aware of what happens around him/her and then, when to identify the needs of people or market, be able to take advantage of unusual situations to start new activities or business.

2. Persistence:

Individual's capacity to remain steadfast in the pursuit of success, demonstrating persistence to achieve its objectives and goals, overcoming obstacles along the way. Capacity to distinguish persistence from stubbornness, admit mistakes and know how to redefine goals and strategies.

3. Efficiency:

Individual's capacity to do things on the right way and, if necessary, quickly make changes to adapt itself to changes occurred in the environment. Capacity to find and achieve to operationalize ways of doing things better, faster and cheaper. Capacity to develop or use procedures to ensure that the work is completed on time.

4. Goals:

Individual's capacity to show determination, sense of direction and set objectives and goals, defining clearly where he/she plans to arrive. Capacity to set directions and measurable objectives.

5. Information

Individual's availability to learn and demonstrate the thirst for knowledge. Interest in finding new information in his area or beyond. Attention with all the internal and external factors related to his organization/company/business. Interest in how manufacture products or provide services. Availability to seek expert help on technical or commercial matters.

6. Planning:

Individual's availability to plan his activities by setting objectives. Capacity to detail the tasks and being able to work with planning, execution, and control.

7. Control:

Individual's capacity to monitor the implementation of the elaborated plans, keep records and use them in the decision making process, check the reach of the results obtained.

8. Persuasion:

Individual's ability to influence people for the execution of tasks or actions that enable the achievement of his/her goal. Capacity to convince and motivate people, lead teams and encourage them using the words and actions appropriated to influence and persuade.

9. Network:

Individual's capacity to establish a good network of relationships with acquaintances, friends and people who may be helpful to him/her, making possible the achievement of his/her objectives.

10. Entrepreneurial Intention:

Foreshadows the individual's intention to have, either by acquiring or from scratch, his/her own business.

Practical Exercise:

The students will do entrepreneur potential assessment.

Exercise No. 2

Assessment of Problem-Solving Skills

Problem:

A doubtful or difficult matter requiring a solution.

Problem solving:

It is the act of defining a problem; determining the cause of the problem; identifying, prioritizing, and selecting alternatives for a solution; and implementing a solution.

Problem-solving skills are extremely important in life and more so in business. Regardless of your profession, industry or lifestyle, solving problems is part of everyday life.

First of all, who is an entrepreneur? They are individuals who turn ideas into reality and as a result, are very important in our society. The entrepreneurial journey is riddled with ups and downs and my ability to solve problems has given me great success in business.

Problem-solving skills have developed and improved over time through experience and hearing about the experiences of other entrepreneurs.

How to Develop Problem Solving Skills:

When it comes to problem-solving, each situation is different and therefore requires a different approach each time. Some business challenges, such as taking a new product to market to sell online can be very tough, and their solutions may require a lot more thought and critical evaluation than others.

Other problems are very simple, and you can solve them easily, but regardless of how big or how complex a problem is, you will always need to find a viable solution. Part of being a great problem solver is knowing how to evaluate each situation and look at outcomes on a holistic level, analyzing how your solutions will affect you or your business in the long term.

In this article, we want to show you the six main skills that are important when it comes to solving problems both in your personal life and in business.

Once you find yourself in a deep problem, you simply need to evaluate the situation and apply these skills. You will be surprised at how some of the things you perceived as tough actually turn out to be straightforward.

Here are the six problem-solving skills that any entrepreneur should master:

1. Critical Thinking:

When in a problem, most of us tend to make decisions in a hurry. We simply execute the first idea that comes into our minds without taking the time to think about the issue at hand.

Critical thinking is the process of taking your time to digest the issue at hand logically before making a judgment. Using this skill, you will analyze all the factors that are related to the problem and come up with a suitable and satisfactory conclusion.

This problem-solving skill is especially important in business when making decisions related to finances, legal issues, and employees. Being able to critically think about issues is central to success in life and in business.

2. Creativity/ Lateral Thinking:

Lateral thinking is the ability to think outside the box when solving problems. We already discussed about the different types of entrepreneurs that there are innovators and imitators.

Imitators have a one-dimensional view of life and tend to think that solutions to one problem will work for everything. Innovators, on the other hand, believe in thinking differently about problems.

It has to do with asking several questions about the issue and making solid conclusions that lead to good solutions.

Creativity entails allowing your mind to wander and dig deep into the problems at hand, going beyond the surface and using your critical thinking problem-solving skills to analyze each issue.

3. Initiative:

Having initiative is central to becoming a successful entrepreneur. Not only is it important in terms of customer acquisition, it helps when you have to solve a problem.

Proactive entrepreneurs are always looking for new ways to do things, to communicate with their staff and to improve their product or service, inadvertently reducing the risk of having problems in the future.

The initiative of an entrepreneur is developed over time and it shows that you are passionate about your product and determined to succeed; qualities that investors love to see.

Any good problem-solver knows how to research, find similarities between themselves and others and use their initiative to seek out good solutions to problems and part of being a good problem-solver is your ability to keep going regardless of how many times you fail.

4. Persistence:

Persistence, determination or perseverance is a key trait of successful people. As we had mentioned, problems come in different ways, some are technical and some are financial. In most cases, the more complex the problem, the more critical thinking and persistence required.

Persistence is an important problem-solving skill that is often misunderstood by a lot of people. Being persistent does not necessarily mean doing the same thing over and over again and expecting a different result.

You have to be wise in your decision making and determined to achieve the best outcome through constant evaluation.

5. Flexibility/Adaptability:

Flexibility or adaptability is the ability to be open-minded and open to new opportunities and change. This is true for the founders of Monsanto, a billion dollar productivity Weedicide Company which came about after the founder failed in his ex.Nokia.

You should be able to change your mind to suit different situations or circumstances. When trying to solve a problem, not all the solutions that you try out will work. Some can backfire and leave you quite frustrated.

By being flexible, you will be able to apply different solutions to solve an issue. This is far much better than sticking to a single solution that is not yielding any fruits. A flexible person is also open to receiving suggestions from other people who may be experts in solving similar problems. As we have mentioned before, most of us experience similar issues on a daily basis especially in business and knowing who to turn to will make all the difference.

6. Self-Discipline:

Finally, when it comes to solving problems, you need to be focused and disciplined. Regardless of how good you are at solving different problems, your efforts may not bear any fruits if you don't have self-discipline. This is the ability to control yourself and remain focused on finding the solutions to the problem.

Constantly evaluating situations and thinking critically about them require a certain level of discipline which you must have to become successful.

By being self-disciplined, you will be able to remain on the right path without being distracted by any external factors. This skill will also help you to be fully committed to finding the best solutions each time.

Problem-Solving Skills:

It does not matter what kind of problem that you are facing. The most important thing is how you solve it. These six problem-solving skills can come in handy whenever you find yourself in a tricky situation.

Practical Exercise:

The students will do problem-solving assessment.

Exercise No. 3

Exercises in Creativity

When it comes to building a business with respect to entrepreneurial creativity, there are definitely three kinds of entrepreneurs. There are entrepreneurs who are always looking to improve current products, there are those who just copy someone else product, build a business and compete with the original creator and lastly; we have the creative entrepreneurs that create products that never existed.

Creative entrepreneurs are those who bring into existence, things that weren't. These set of entrepreneurs are often referred to as creative individuals who use the power of their creative imagination to create innovative products out of thin air. Harry Potter was a product of creative imagination, so also is Mickey Mouse, beanie babies and Barbie. All inventions were brought into being by means of creative imagination.

Creativity:

The meaning of creativity is to think or do something differently.

In other words it can be said that creativity is the strength or capacity to invent and create any new objects.

Need for Creativity Exercises and Training:

Everyone has the gift of creative imagination but not everyone knows how to orchestrate that internal potential for the good of mankind.

Exercises and Training for Creativity and Innovation in Business:

1. Develop Your Mindset:

There is no special magic to developing your entrepreneurial creativity. Creative imagination is not an in-born gift. It's a potential that needs to be developed and harnessed. Becoming a creative entrepreneur begins with a change of mindset. You must yearn for creativity; you must seek it out. You must picture the possibility of creating a winning idea out of thin air; you must believe it is possible.

2. Be Curious:

The next step to increasing your entrepreneurial creativity is to get curious. An old saying goes: curiosity kills the cat but in this case, curiosity boosts creativity. Increasing entrepreneurial creativity requires you become a little bit inquisitive; you need to be curious about the workability of things and situations.

A famous philosopher made a statement that boils down to curiosity. He said: "Everyone saw the apple fall but only Isaac Newton asked why." I believe curiosity is the starting point of entrepreneurial creativity; it's the key that unlocks your creative imagination.

3. Develop Tolerance for Failure:

Along with creative imagination come constant failures and disappointments. Not all your ideas are going to materialize into something useful; not all will make you smile to the bank.

Most of your creative ideas are going to be either turned down by investors or they won't make a head way. Therefore, you must be prepared for whatever comes your way. You must be prepared for people telling you to your face that you are nuts.

4. Engaging in Brainstorming with Your Team:

The fourth way to increase your entrepreneurial creativity is to engage in brainstorming sessions with your business team. That's if you have one. Brainstorming with your team results in an inbound flow of ideas and solutions to problems.

I can't over emphasize the importance of having a business team and engaging in brainstorming sessions with this team. The iPod and iPad were products of brainstorming, so also was Microsoft Windows.

General Electric's and Apple's innovative products were as a result of creative imagination by a team with the same unity of purpose. I know how many ideas and solutions I have gotten so far simply by being part of a brainstorming session.

Now you might say you don't have a business team. I understand but that shouldn't be a hindrance to your goal of unlocking your potential of creative imagination. If your will to increase your entrepreneurial creativity is strong, you will surely find a way.

Another approach to try if you don't have your own business team is to find a brainstorming session and make yourself part of that session. If you can't have your own business team, why not be a part of someone else team.

5. Be a Proactive Learner:

Emphasize on the need to be a constant learner and a voracious reader. Entrepreneurship is a game where learning fast is a prerequisite to successfully playing the game. Learning is an effective way to increasing your entrepreneurial creativity. Reading to be precise opens your mind to the possibilities of life but learning is not just about reading.

6. Keep an Open Mind:

Keeping an open mind is fundamental to the creative imagination process. Just as a saying goes; there are two sides to a coin. To fully utilize your creative abilities, you must be open to suggestions. You must never draw a quick conclusion based on your personal assumption. Keeping an open mind means giving a thought to different ideologies and perspectives before drawing a final conclusion.

If you must be a creative entrepreneur, then you must learn to accept and weigh other people's stance and ideas no matter how absurd they may sound. The most absurd idea might turn out a winner tomorrow.

7. View Problems as Challenges:

Are you in the habit of waving aside other people's problems? Are you in the habit of avoiding challenges? If your answer is yes, then it's time you change your attitude. The reason is because you might be waving aside a potential innovative invention.

Entrepreneurs take problems people practically don't want to be associated with and turned it into an opportunity. So whenever you are confronted with a problem, don't avoid it. Instead, act like the ancient alchemists who tried to turn lead into gold.

8. Create Your Own idea Box:

Do you have an idea box? I bet you don't. Having your own idea box is a key to boosting your entrepreneurial creativity. I have a personal idea box where I dump every idea, be it a sound idea or a weird one; I just dump it in there. My idea box is also filled with creative adverts, web copies and sales letters that catch my fancy. Writing a powerful sales letter or ad is never a problem because I have a box full of powerful, successful ads.

Where ever I go, I carry a pen and note pad because I occasionally get an infusion of ideas from time to time. Though I may not act on all my ideas immediately, I still don't discard them. It's exciting going through a box filled with ideas. Building an idea box costs nothing but it can turn out to be a life saver in the future. So why don't you start your own idea box today. You never can tell when you come across a winning idea.

9. Spend Quality Time Alone: Thinking:

How many hours do you spend a day thinking positively? Everyone thinks and fantasizes but there is what I call "critical thinking." Critical thinking is the starting point of creative imagination. Please note that there is a difference between critical thinking and worrying. Critical thinking solves problems while worry compounds problems.

If you must harness the power of creative imagination, you must spend quality time alone; thinking positively. All great inventions and innovative solutions to people's problems are the output of critical thinking.

Most intricate corporate problems are solved during the process of thinking in solitude. Now how do you engage your mind in critical thinking? I believe the first step to building your creative thinking capacity is to look for a quiet place where your mind can be allowed to wander without distraction.

In this quiet place of your choice, some writing and reading materials will come in handy. Once you have decided on a place, choose a specific time of the day to spend time in your quiet place and make sure that your energy is high at that time. Nobody can teach you how to think critically but with a strong will to solve a problem and the right environment to ponder for a definite solution, you will develop your capacity to think.

10. Model Creative Individuals:

Does modeling creative individuals boost creative imagination and increase entrepreneurial creativity? My answer is a definite yes. A simple but effective way to challenge your creativity is to draw inspiration from the masters of creativity. Artists and painters draw inspiration from the paintings of masters; inventors study the works of other great inventors.

The result of modeling creative individuals may not be instantaneous but over time, you will sense an improvement in your creative intelligence.

11. Challenge Conventional Wisdom: Think Outside the Box:

This is probably the most difficult avenue to ply. Not every individual can stand criticism, let alone when it's coming from recognized experts. Please I am not advising you to foolishly challenge convention wisdom. Before you do that, you must have an idea or a firm belief on your stance.

Challenging conventional wisdom is simply the ability to think outside the box. It is a painful process to go through but the outcome may turn out rewarding. Has anyone challenged conventional wisdom in the past and succeeded? My answer is yes. The Wright brothers challenged conventional wisdom when they shared their idea of a flying machine. They were heavily criticized but today, the airplane is a reality.

Thomas Edison was told by experts that the incandescent bulb was impractical but he stuck to his belief, failed 10,000 times and emerged a winner. Henry Ford had an idea of an engine with the entire eight cylinders cast in one block. The design was placed on paper but the engineers said it was an impossible mission. Henry Ford ordered them to go ahead and find a way to produce it. After almost a year of constant failure, the V-8 motor became a reality.

So when next you want to think, think outside the box. Never hold back or limit your imagination. Never be afraid to step on toes; never give a damn whose butt is kicked. Transforming your creative imagination into reality requires guts; if your belief is strong enough, you will have your way.

12. Choose Creative Friends:

So you want to be a creative entrepreneur? Well, it possible to become one but it comes with a price; you will have to give up most of your friends. Just as an old saying goes: "Birds of the same feather flock together." You need to be selective of your friends. You need to seek out friends with like mindset and passion.

Nothing kills a dream more than friends pointing their fingers at you and saying: "you are nuts" or "that's impossible." You need friends who believe in possibilities; friends who can help you keep your dream alive.

A good rule of thumb when it comes to dealing with friends is this: don't discuss dreams and ideas with dream killers, pessimists and cynics posing as friends. They will only end up discouraging you. Instead, share your dreams with valiant friends who believe "it can be done."

How to Be Creative?

Step 1: Give yourself permission to create junk

In any creative endeavor, you have to give yourself permission to create junk. There is no way around it. Sometimes you have to write 4 terrible pages just to discover that you wrote one good sentence in the second paragraph of the third page.

Creating something useful and compelling is like being a gold miner. You have to sift through pounds of dirt and rock and silt just to find a speck of gold in the middle of it all. Bits and pieces of genius will find their way to you, if you give yourself permission to let the muse flow.

Step 2: Create on a schedule:

No single act will uncover more creative genius than forcing yourself to create consistently. Practicing your craft over and over is the only way to become decent at it. The person who sits around theorizing about what a best-selling book looks like will never write it. Meanwhile, the writer who shows up every day and puts their butt in the chair and their hands on the keyboard — they are learning how to do the work.

If you want to do your best creative work, then don't leave it up to choice. Don't wake up in the morning and think, "I hope I feel inspired to create something today." You need to take the decision-making out of it. Set a schedule for your work. Genius arrives when you show up enough times to get the average ideas out of the way.

Step 3: Finish something:

Finish something. Anything. Stop researching, planning, and preparing to do the work and just do the work. It doesn't matter how good or how bad it is. You don't need to set the world on fire with your first try. You just need to prove to yourself that you have what it takes to produce something.

There are no artists, athletes, entrepreneurs, or scientists who became great by half-finishing their work. Stop debating what you should make and just make something.

Step 4: Stop judging your own work:

Everyone struggles to create great art. Even great artists.

Anyone who creates something on a consistent basis will begin to judge their own work. I write new articles every Monday and Thursday. After sticking to that publishing schedule for three months, I began to judge everything I created. I was convinced that I had gone through every decent idea I had available. My most popular article came 8 months later.

It is natural to judge your work. It is natural to feel disappointed that your creation isn't as wonderful as you hoped it would be, or that you're not getting any better at your craft. But the key is to not let your discontent prevent you from continuing to do the work.

You have to practice enough self-compassion to not let self-judgement take over. Sure, you care about your work, but don't get so serious about it that you can't laugh off your mistakes and continue to produce the thing you love. Don't let judgment prevent delivery.

Step 5: Hold yourself accountable:

Share your work publicly. It will hold you accountable to **creating** your best work. It will provide feedback for doing **better** work. And when you see **others** connect with what you create, it will inspire you **and make** you care more.

Sometimes sharing your work **means** you have to deal with **haters** and critics. But more often than not, the only thing **that happens** is that you rally the people who believe the same things you believe, are excited about the same things you are excited about, or who support the work that you believe in — who wouldn't want that?

The world needs people who **put** creative work out into **the world**. What seems simple to you is often brilliant to **someone** else. But you'll never **know** that unless you choose to share.

Practical Exercise:

The students will do some creativity.

Exercise No. 4

Conducting Market Survey to know the demand for different products

What is market survey?

Market survey is a market research tool. It gathers opinion from consumers on the given aspect of a product under survey and defines the verdict. The trade needs this tool for picking up vital leads to plan new venture, business expansion, product betterment, amalgamation, merger, diversification etc.

Survey employs “sampling technique” viz. select a group to represent the cross section of consumers for collecting the requisite size of data. The survey begins with the consent of the consumer and after explaining its spirit and intent. A questionnaire is placed before the consumers for their honest response and their feedback – opinion, views, comments etc. – is analyzed to project the findings. Apart from personal face to face surveys which are times consuming and laborious, online surveys are also conducted. Web based online surveys are completed in real time without personal contact, sooner than other surveys. It can also use audio-visual features and image highlights, which boost the response rate. Data is intact; it is tamper proof. It involves minimum staff and travel. Being efficient and cost effective there is a scope for enlargement of the sample size without extra expenditure. Moreover online data facilitates application of latest software for analysis and formulation of result. Overall credibility of the survey result is thus guaranteed.

Market survey is very important if you are planning to create a new business, product or service. You need to know who your primary customers will be, what percentage of the market does your competitor dominate, how your competitor find customers etc... Sometimes this is referred to as a marketing analysis.

Market survey is a form of business research and is generally divided into two categories:

Consumer market survey and business-to-business (B2B) market research, which was previously known as industrial marketing research. Consumer marketing research studies include the buying habits of individual people while business-to-business (B2B) marketing research investigates the markets for products sold by one business to another.

Importance of market survey:

It is very important to conduct market survey before launching a new project or product line. Market survey is mainly just one way to of minimizing the risk, so it is similar to buying insurance, which also takes a lot of money. It lowers substantial the chances of investing too much in a project only to realize near the end of it that it are doomed to fail. The second function of market research is to help tailor the product to a target consumer or beneficiary by defining the groups’ needs and wants and thus improving the level of success for a certain product. Many organizations fail because they

ignore market survey and jump into projects without sufficient research. Thus market survey is the systematic and objective identification, collection, analysis and dissemination of information for the purpose of assisting management in decision making related to the identification and solution of problems and opportunities in marketing. The goal of market survey is to identify and assess how changing elements of the market impacts customer behaviour.

Types of market surveys:

Market surveys can be divided in two – **quantitative survey and qualitative survey.**

1. Quantitative surveys:

Quantitative surveys mean getting people to answer fixed questions in questionnaires. These questionnaires can be completed over the telephone, face-to-face, through the post or via the Internet. Because the objective is measurement, it is important that all people answer the same question. Changes in wording can dramatically change your measurements. Consequently quantitative interviewers are trained not to stray from the script and good questionnaire design is extremely important.

2. Qualitative surveys:

Qualitative surveys are about exploring an issue with people. There are no fixed questionnaires and interviewers, use their interviewing skill to draw views and opinions from people using a discussion guide. There are **two main approaches** to qualitative survey – **depth interviews** (one to one interviews) and the **focus group** where the group dynamics means that individual spark ideas and discussion off each other to explore a topic. It is important that the qualitative interviewer doesn't bias the discussion and lets the interviewee(s) describe things in their own terms qualitative work is typically carried out in person, but it can be conducted over the telephone or over the Internet also. Both quantitative and qualitative researches are based on the notion of sampling to identify who to talk to and the idea of the interviewer as an unbiased observer or collector of information.

Common survey types:

Customer satisfaction survey:

- Used to rate performance
- Evaluative, not just descriptive
- May ask about specific actions or more general qualities
- May ask about specific problems or general conditions encountered

Market segmentation survey:

- Used to identify well-defined clusters of customers with distinct preferences in common

- May ask about attitudes, behaviours and attributes
- Defining preferences may not be library related

Service usage survey:

- Used to identify who uses which services, how heavily, for what purpose
- May also identify early adopters

Usage intentions survey:

- Used to determine how many of which kind of people intend to use some service in the next 6 – 12 months
- Used to forecast demand

Brand image and perception survey:

- Used to understand how the library is regarded
- May be used to compare the library to other providers
- Descriptive rather than evaluative

Tracking survey:

- Used to determine whether an advertising or political campaign is having the desired effect
- You must take a baseline survey before the campaign starts, as a basis for comparison
- Re-administered at regular intervals
- May measure awareness, support, image, knowledge, usage or anything else that the campaign is aimed at changing

Media usage survey:

- Used to identify, which media formats/outlets are likely to reach which groups.

How to write a survey questionnaire:

A questionnaire or written survey is a simple productive tool to aid you in obtaining constructive feedback from both existing and potential customers.

How to prepare a questionnaire for survey?

Step 1:	Decide what information you want to gather from the survey.
Step 2:	Keep the survey as short as possible, asking only those questions that will provide the information you need.
Step 3:	Use a casual, conversational style, making the question easy for almost anyone to understand.
Step 4:	Structure the survey so that the question follow a logical order and evolve from general to specific.
Step 5:	Use multiple-choice questions whenever possible. This helps the

	respondent to understand the purpose of your question and will reduce the time it takes to complete the questionnaire.
Step 6:	Avoid leading questions that might generate false positive responses. For example, the question “How great was the service provided by our excellent waiters?” should be “How was the service provided by our waiters?”
Step 7:	Use the same rating scale throughout your survey for questions requiring the respondent to rate items. For example, if the scale is from 1 to 5, with 5 being the most positive, keeps that same scale for all of the questions requiring a rating.
Step 8:	Test the survey on 10 to 15 people before you produce it for mass distribution. Conduct an interview for each of those respondents after he or she completes the survey to determine if your questions were easily understood and easy to answer.

How to conduct market survey?

Step 1:	Develop a standard set of questions. Ask potential customers what they like / dislike about your product or service. Ask them if they would buy the product or service. Ask them about their buying habits.
Step 2:	Create a simple form. Use multiple-choice or yes/no questions. Have respondents answer the questions in the same order.
Step 3:	Make your written survey easy to read. Double or triple-space the text. Use broad, white margins on the top, bottom and sides of the document. Keep it simple by sticking with black ink on white paper.
Step 4:	Identify who should fill out your survey. Figure out the demography you want to target. You can buy mailing lists from market research companies.
Step 5:	Give your respondents time to answer. Don't rush them or answer questions for them

Market survey for business planning:

Market research is for discovering what people want, need or believe. It can also involve discovering how they act. Once that research is completed, it can be used to determine how to market your product. Questionnaires and focus group discussion surveys are some of the instruments for market research.

Some important things to remember for starting up a new business:

1. Market information:

Through market information you can know the prices of the different commodities in the market, the supply and the demand situation. Information about the markets can be obtained from different sources and variety of formats.

2. Market Segmentation:

Market Segmentation is the division of the market or population into subgroups with similar motivations. It is widely used for segmentation on geographic differences, personality differences, demographic differences, technographic differences, use of product differences, psychographic and also gender differences.

3. Market trends:

It is the upward or downward movements of a market, during a period of time. The market size is more difficult to estimate if you are starting with completely new.

But besides information about the target product, you also need information about your competitor, your customers, products etc. Lastly, you need to measure marketing effectiveness.

Advantage of market survey:

You can find out useful information, you can possibly determine a target market, depending on the type of research you can determine if there are features on your product the consumer likes or dislikes.

Practical Exercise:

Prepare a questionnaire for conducting market survey for an agro-based project.

Exercise No. 5

Preparing Advertisement for Popularization of Products and News Writing

Advertisement:

The most standard definition of advertisement is as follows: "Advertisement is the non-personal communication of information usually paid for and **unusually** persuasive in nature about products, services or ideas by identified sponsors through the various media" (Bovee, 1992).

The American Marketing Association has defined advertisement as "any paid form of non-personal presentation and promotion of goods or service by identified sponsor." In other words advertisement is paid use of any channel of communication – radio, television, film, press etc. to identify, explain or to urge the use or adoption of a product, service or idea.

Characteristics of Advertising:

- i. You pay for it.
- ii. You control what is said.
- iii. You control how it is said.
- iv. You control to who it is said.
- v. You control where it is placed for advertising.
- vi. You control the frequency of its use.

Classification or purpose of advertisement:

1. Product or non-product:

A product is a good or service for which customers / clients will exchange something of value. The purpose of product advertising is to promote or sell the goods or services. Non-product advertising also known as institutional advertisement; the aim is not to sell something, but just to let the public know that such an organization exist. Non-product advertisement constitutes institutional or corporate advertising in which the manufacturer/institution/advertiser trying to polish or built up its image or influence public opinion about an issue.

2. Commercial or non-commercial:

Commercial or non-commercial advertising is easy to understand. If the idea is to make profit, it is commercial. Otherwise it is non-commercial. Most of the ads we see are commercial.

3. Primary-demand and selective-demand advertising:

These ads stimulate the need for a particular category and the aim is not to sell the brand. Once the need for a particular category is established, selective-demand advertising comes in picture; these ads concentrate on a particular brand of a product and try to promote it.

4. Direct-action and indirect-action advertising:

Sometimes advertisements are designed to get the audience to respond immediately. These types of ads are called direct-action ads. Typically, these ads carry a toll-free number and sales-promotion incentives. Indirect-action advertisement is done primarily to build awareness of the product.

Layout of Advertising:

In advertising, the term media refers to communicational vehicle such as newspaper, magazine, radio, television, billboards, direct mail and internet. Advertisers use media to convey commercial messages to their target audience. Advertising in print media constitutes a major part of any advertising campaign. Television ads are volatile and more expensive at the same time; print ads are relatively less expensive and have good reach. Advertisement in print can be designed keeping in mind the kind of audience the newspaper or magazine is expected to reach by. So in more than one ways, print media has an upper hand in an advertising campaign and it is essential to know about all the technicalities involved in print media.

Components of print advertisement:

1. Visual/ Illustrations:

Though you don't absolutely require a visual, it will help draw attention to your advertise. Research indicates that 70% of people will only look at the visual in an ad, whereas only 30% people will read the headlines. Illustration provide cartoon drawing, picture symbol, and photograph for attracting attention, creating interest and arousing desire. It is best and most effective way of communication of ideas at a glance. Illustration demonstrate the use of the products through proper visual presentation.

2. Headlines:

Headline is the first component of the advertisement. Let the name of the product be used in the headline for better recall value. The most important thing to remember here is that your headline must be short, snappy and must touch the people who read it. Your headline must influence the readers emotionally, by making them laugh, angry, curious or think. It should be printed in prominent manner.

3. Copy / Body / Text:

This is second major category which constitutes the text of an ad. Here's where you, make the case. If you have compelling arguments, make them. If you have

persuasive facts, state them. But don't overwhelm the ad with information. Two strong arguments will make more of an impression than a dozen weaker one. Finally, be clear, precise and honest. Any hint of deception will instantly detract from entire message.

4. Slogan:

The other name of slogan is theme line or tagline. It sums up the advertisement. Slogans are equally important as the headline as it is not only used for advertising but sales people and the company employees. It is the component of the ad which has maximum recall value. If slogans are attractive and original they are remember by the audience for longer time. Now a days there are brand ambassadors for various products. The product is remembered due to that ambassador.

5. Logo:

Logo is symbolic representation of a company. It can be a picture or combination of both. Sometimes its significance is so much that the advertisers rely on the logo completely.

Practical Exercise:

The student will prepare an advertisement for agro-based product for publication.

News writing

News:

It may be viewed as a timely report of events, facts or opinions that interest a significant number of people.

News may be defined as any accurate fact or idea that will interest a large number of readers.

News is anything timely that interests a number of persons and the best news is that which has greatest interest for the greatest number. (W. G. Beleys)

Writing news:

The important features of news:

1. It is timely reporting of events, facts or opinions, which interests a large number of audiences.
2. It is anything timely that interest a large number of persons and the best news is one which has greatest interest for the greatest number of persons.
3. It is an accurate unbiased account of the current events, facts that interest a large number of audiences.
4. An old event but not reported earlier is still news.

The news is most liked when:

1. It is out of ordinary. Farmers growing wheat is not news. He got a very high yield following new technology is news.
2. It is important from the readers' point of view.

3. It is close to reader and then to the district, state and nation and so on in the decreasing order.
4. It is interesting to the audience.
5. Unexpected news gives excitement.
6. It is based on facts and written clearly.
7. It is fact. There is no scope for comments and opinion.
8. Technical words are either avoided or explained in simple language.

Significance of news:

1. Farmers too want to know and have a desire like others, as to what is happening or has happened in places far and near.
2. Reading newspaper provides a status in rural society. The readers are considered as informed people and others seek advice from them.
3. It is good, quick and low cost mass communication media, which can be utilized for transfer of technology effectively.

Different types of interested news:

1. Special angle news such as rain, floods and drought, high winds or similar natural happiness which directly affects the farmers does have the greatest value for the farmers.
2. Report and surveys too have material worth writing. The research findings directly applicable to there are of great interest to the farmers.
3. The news about availability of seed and fertilizer and latest know-how of raising the crop and plant protection etc. too has the significant importance for the farmers.
4. News of farm competition and awards, progressive farmers and their performance, meetings, organizational affairs, farmers fairs, demonstrations field trips, fact finding tours, group meeting etc. have special interest to the farmers.

News Style:

Good news style is summed up in three words.

Accuracy:

Accuracy, accuracy and accuracy. Never guess.

Brevity:

Brevity does not mean sacrifice of pertinent facts. 200-205 words are good enough. More the news more are the chances of getting the things cut off. In order to maintain the brevity give only those things, which are important. Give necessary data but only that are most significant.

Simplicity:

Simplicity does not mean kindergarten vocabulary. Write only what people want. Don't frustrate them with paragraphs. It should serve the large number of interest of

people and be well planned. Use of too many pictures is also boring. The news should look professional.

Component of News:

1. Headline:

It is flag like and indicate content of news. It serve as show window of newspaper. It gives the most important and attractive part of news and attract attention of reader.

Indian newspaper gives three deck head spread over 2 or more columns on front page and all other stories carry two deck heads i.e. one single line spread over two or one column. Headlines increase physical glamour of newspaper through variety of types and help to break monotony.

2. Lead:

The introductory sentence of story is called the lead. It gives idea about news contain in 2-8 sentences. It is a capsule form of summary of news which act as a link between Headline and body. Success of news depends upon lead as it play important role in increasing interest of readers. Most lead tells what has happened. It guide sub editor to give headlines to news. Present tendency to make headline small so cannot arouse enough interest hence burden on lead increased.

3. Body:

It occupies largest space of news. The essential aspects of news presented in chronological order. The answers of 5 W and 1 H given in body.

Pattern of news writing:

1. Inverted Pyramid:

Most of the news is in the form of inverted pyramid. In this type most important aspect of the news is given in the beginning. The most usual, the most striking facts or the "Climax" of the story, appears in the very first paragraph or lead. The facts are given in descending order of importance with least importance at end. The chronological order of happening of event not followed. This is preferred by reporter because it enables to prepare news of desired length. It helps to decide quickly placement of news. If deletion is necessary it can be done nearer the end because it contains least important details. The reader also gets important information without reading complete news.

2. Summary:

The main highlights are given in the lead followed by other happening. Then the news presented in chronological order. This is easy for sub editor to highlight some aspect on the headlines. The deletion at end does not include any important elements of the news.

Deletion at end.

3. Suspended interest:

Instead of starting with the climax of the story, as in the summary lead, it is held back till end of news story to maintain interest of readers. This form is not practiced frequently. In this pattern as unusual happening given in lead without telling reader how and why it happen is given in lead. The structure is dramatic and tense. The chronology appears earlier and finally exact explanation of happening given. Such story must evoke questions like what next? This cannot reduced or cut because any deletion kill whole meaning so written in short.

4. Chronological narrative:

The main news condensed in a beginning in a paragraph; the rest of chronology is given only as background and not as a direct link with earlier news.

5. Suspense:

The suspense and suspended interest are basically similar, pattern of writing is similar except suspense structure not only dramatic and tense but leads from one question to another.

Technique of preparing news:

1. News must contain 5 'Ws' and 1 H

WHAT- nature of happening

WHERE-identifying place

WHEN-day and time

WHO-persons involve or affected

WHY- cause, background

HOW- sequential record

2. The news is normally written in present tense.

3. The news should be divided in three component head, lead and body.

4. The element of news should be considered i.e. timeliness, nearness, importance, human interest, suspense, unusualness etc.

5. As space is precious, every word should be considered e.g. "He went to hall to remain present in the meeting" write only "He went to the meeting"

6. It should provide information including background data. A nature, easy flow is required, otherwise news looks artificial.

7. The track must be kept about development background with the happening and follow up news must be given. e.g. The news of opening of seminar is given while the news regarding conclusion, plans etc. is neglected.

Practical Exercise:

The students will write news on any agricultural event.

Exercise No. 6

Preparing Project Proposals

The project proposals may be for establishment of production projects such as poultry project, sheep and goat project, nurseries, mushroom project, dairy project etc. The project proposals aim at getting financial support from the sponsoring agencies for commencing the project work. Hence the project proposal report should be complete in the respect to satisfy the standards laid down by the sanctioning or sponsoring authority.

1. Project title:

Provide a descriptive title indicating the name and place in which the project will be located.

2. Organization submitting proposal:

State full legal name and address of the organization. State the contact person his status and his address, organization's registration details and registration number need to be quoted.

3. General information of the applicant organization:

Provide information on organizations objectives, past and present activities, future programme, staffing pattern, finance and its management, funding partners etc.

4. Project description:

Describe the region and place where the project will be implemented and briefly the need of the project.

i. Physical features:

- Geographical location
- Climate
- Geology, soils and topography
- Water resources

ii. Economic base:

- Agricultural and livestock resources
- Landscape farming system and cropping pattern
- Input supply and product marketing
- Water resources

a. Brief description of project objectives:

The objectives need to be specific, measurable, and realistic and time bound.

b. Project beneficiaries:

Identify the numbers of persons/ agencies who will be benefited by the project.

c. Summary of activities/ Brief implementation plan/ duration:

List down the activities for each of the stated objectives.

d. Involvement or assistance from the other agencies:

Specify the details of obtaining assistance from other agencies for the project.

Whether these agencies agree to provide this assistance.

e. Selection of site:

State the criteria for selecting the site for implementing the project. Mention the steps procedure and process used in selecting and acquiring the site for the project. Mention any public concern/issues likely to crop up during these processes.

f. Sustainability plan:

Will the project become self-supporting? If so, when and how? If not, how you plan to continue the project work beyond the project period? Method by which the beneficiaries will maintain and assume responsibility of the project. In short give details about the sustainability of the enterprise after the project period is over.

5. Project budget:

Give details items wise budget for the project. The budget will include all possible expenses. The expenses may be in the form of cash, in kind, labour or services. If possible provide quotation for purchase to be made, construction cost estimate details of raw material, list of equipment and furniture, personnel etc. require for the project.

6. Expected result (output):

Briefly state the development results expected upon the completion of the project. Result or out come are the consequences of the activities undertake to meet certain purpose for the development of the enterprise. Also indicate the expected date by which result will be fully achieved.

7. Documents:

In support to the fact stated in the proposals provide authentic documents for perusal of the sponsoring authority.

8. Conclusion:

It gives essential elements of the project very briefly in one or two pages. It should the rational of the project and its priority, purpose, location, size, beneficiaries, components, investment period, costs, organization, financial and economic effects and issues.

Specific format, guidelines and outline is given by the sponsoring/sanctioningthen that needs to be followed as the proposal has to suit their demands.

Practical Exercise:

The students will prepare a project proposal for any agro-based project.

Exercise No. 7

Individual and Group Presentation Evaluation of Presentation

Presentation means how the message is communicated or placed before the audience. The presentation may be by the group of experts. The presentation techniques are important as they make a lasting impression on the audience. Therefore every entrepreneur should be careful about the presentation in the group.

Individual presentation:

Individual presentation is an opportunity of speaking in front of a group. Your talk should cover a topic that interest you and that is relevant to the audience, ideas or topics may be taken from newspaper, articles, magazines, technical journals, books or from your own personal experiences.

Group presentation:

Group presentation provides tremendous opportunities to create something much greater than an individual can normally do. It is always easier and quicker to do things on your own but most of us will be more effective as part of a team that combines the knowledge and talents of several people.

How to create the Group presentation:

- Team presentation v/s group presentation
- Building your Lineup
- It is one presentation
- Execution of the plan
- Towards effective group presentations

Team presentation vs. Group presentations:

With some work by each member there won't be any difference in team and group presentation. If the groups fail to make itself a team, though, there will be an uneven rough presentation that is not integrated.

Advantages:

- Variety is built right into the presentation by virtue of having different people presenting.
- One person can manage audio-visual aids while other can concentrate on talking.
- Greater expertise is available.
- Presentation tasks (timing, dealing with questions) can be managed better.
- This is reality; Team presentations are very common as teams of experts (engineers, sales people and financial experts) all different aspects.

Building your Lineup:

One of the reasons for the team building process is to identify the strengths and weakness of each member in the presentation group. In some cases group can be chosen by their members.

It is one presentation:

Have a single presentation style (one power point show for instance) rather than having each person do their own thing.

The practiced presentation:

Recognize that the timing in your rehearsal may not match what happens in the presentation, presenter's report that the real thing proved to be either shorter or longer than unanticipated.

Execution of the plan:

When the day of the presentation arrives, you will not regret one moment of preparation and rehearsal.

Towards effective group presentation:

Care should be taken to arrange requirements for effective group presentation. Recognize that group presentation is a team presentation takes the time to build the team.

Oral presentation:

Considered effective, particularly in case where policy recommendations are indicated by project results. The merit of this approach lies in the fact that, it provides an opportunity for give and take decisions, which generally lead to a better understanding of the findings and their implications.

This type of presentation very often happens in academic institutions where the researcher discusses his research findings and policy application with others in a seminar or in a group discussion.

Features of oral presentation:

	Features	Example
1.	Gesture	I shall be happy now to answer any questions you may have
2.	Transition signals	We can just sit back and wait, we must take responsibility, "we must"
3.	Reviewing	You ask the audience to raise their hands if they have visited the USA.
4.	Previewing	I shall not invite my colleague to tell you about.....
5.	Call to action	Now let's look at the second major area

6.	Rapport	Thank you, ladies and gentlemen. (Smile, wait for applause)
7.	Handing over	In this talk I will first examine the causes of the problem, then....
8.	Audience involvement	I have just outlined for you the main advantages of this plan...
9.	Personal Anecdote	You bring three bags of sand to show the audience the difference
10.	High lighting	In other word what this mean is....
11.	Clarifying	This item now is of particular interest, I am sure you will all agree....
12.	Personalization	I would like, now to leave you with a couple of thoughts.
13.	Introducing the end	Imagine that you are on the beach.
14.	Closing	I really understand your views on this – and you mean it.
15.	Inviting questions	Point out the direction of the talk on a flow chart.

Evaluation:

It is a process of delineating. Obtaining and providing useful information for judging decisions. It is process of judging the value of anything.

Presentation:

It is a skill any other alternatives which can be learnt thro' practice, observing others and from one's own experience. All good presentations are both a science and art which needs to be cultivated and mastered over many years. Analyzing occasion, audience location, aims and objectives are the foundation of success, for making impressive presentation in scientific and professional meeting, gathering etc. About 40 per cent depends on the tone of the voice and rest is the result of what we actually say. Dress, non-verbal communication, body language, image and appearance, communicate their own message to the audience.

Tips for making effective presentation:

- 1) Analyze your audience and the locale. Audience analysis is must for preparing yourself for convincing and persuasive presentation.
- 2) Don't be over confident and never underestimate your audience.
- 3) Try to analyze the facilities available e.g. computer, public address, system, LCD projector and other equipments. Preparation should be made accordingly.
- 4) Prepare yourself to present the talk professionally.
 - Plan and edit your talk.
 - Structure your talk into introduction, main section and conclusion.

- Make and use impressive visual to complement what you are saying.
- Organize your slides, papers notes and relevant material in advance.
- Be careful, don't use more than 3-4 colours per visual.
- Choose graphics instead of tables.
- 5) Remove too many visuals, slides, transparencies will confuse and spoil the presentation.
- 6) Make your text and numbers legible. Keep at least minimum font of 20 points for a room set up.
- 7) Rehearse and restructure your talk in the allotted time.
- 8) Pre-test your slides / OHP's and other visual aids.
- 9) Dress appropriately as clothes communicate their message to the audience.
- 10) During the presentation
 - Show the confidence and enthusiasm.
 - Position yourself in such a way that everyone can see and hear you without blockage.
 - Before starting your talk, make sure that microphone, pointer etc. are all at their place in working condition.
 - Stand straight to keep your body erect.
 - Avoid grabbing the lecture podium for support.
 - Never draw your attention to your drawbacks.
 - Keep distance between microphone and you; be at least of six inches to one foot away from it.
 - Face your audience while speaking; maintain consistent and healthy eye contact with the audience.
 - Prefer short sentence to long one to avoid the possibility of grammatical mistakes.
 - Speaking 100 words per minute is an ideal speed.
 - Voice should be clear, loud enough and audible by everyone.
 - Be prepared for appropriate answer and try to handle the questions judiciously.
 - Answer the questions briefly, specifically and clearly.
 - Be factual and accurate.
 - Never show irritating mannerism while answering.
 - Keep thinking how you would feel if you were the part of audience.

Considering all above points, student should select any one topic related to agriculture and prepare a presentation on above lines and present it in classroom.

Format of evaluation of presentation:

Name of student : Date:

Title of topic : Time:

Sr. No.	Particulars	Outstanding (5)	Best (4)	Better (3)	Good (2)	Poor (1)
1	Personality					
2	Delivery of speech					
3	Vocabulary					
4	Vocal flexibility					
5	Clear & distinct flow of ideas					
6	Pronunciation					
7	Action & gestures					
8	Confidence in presentation					
9	Keeping time limit					
10	Content of the paper					
11	Satisfactory answers given the queries of audience					
12	Overall performance					
	TOTAL					

SCORE CARD for EVALUATION of A. V. AIDS

Sr. no.	A. V. Aids	Prepared with new ideas (3)	Old but with fresh look (2)	Old one (1)
1	Innovative			
2	Colour combination			
3	Visibility			
4	Clarity of information			
5	Better organization of information			
	TOTAL			

Practical Exercise:

Groups will be formed in practical class and each group will give the group presentation on selected topic.

The students will present as topic in the class room and conduct its evaluation.

Exercise No.8

Telephonic Conversation: Rate of Speech, Clarity of Voice, Speaking and Listening Politeness Telephone Etiquettes

Telephonic Conversation:

We use phone calls to introduce ourselves, give and get information, set up appointments and follow up on previous contacts.

The way you sound on the telephone, and your telephone etiquette, it is often the first impression you make.

Five ways to make a great impression on the phone:

- 1) Before you make an important call, take a few moments to prepare.
- 2) Take notes during the call, write down the relevant points you discussed.
- 3) Put energy into your voice.
- 4) Smile when you speak.
- 5) If you are calling from home, make your calls away from distracting noises, such as the washing machine, T.V. etc.

Rate of Speech:

Speech rate has been initially investigated in the context acoustic modeling of speech recognition. It is apparent that, the accuracy of a speech recognition system is severely affected when there are mismatches between the training and testing conditions. There are many possible factors causing these mismatches and speech rate is one of them.

Specifically, for better adapting to fast or slow speech there has to be an estimation of speech rate. In recent years with increasing interest in spontaneous speech recognition and interpretation, the role of speech rate estimate has become even more important. Research has found that local speech rate correlates with discourse structure. Local speech rate also plays an important role in the context of sentence boundary detection and dis-fluency detection. It is quite natural for humans to use the term "Fast", "normal", and "slow" to describe speech rate. In most of the cases, speech rate is measured by counting phonetic elements per second.

Clarity of Voice:

Is the quality of being clearly heard and easily understood, adjustment or tone, voice to become enough to be clearly heard and understood by the audience.

How clear is the person's voice?

- Voice Description
- My voice is very warm and inviting, suited for documentaries or trailers.
- My voice along with diction is pure and smooth, also very professional sounding.

Speaking and Listening Politeness:

Speaking and listening are academic, social and life skills that are valued in school and the world. Politeness is often thought of as the exclusive function of the speaker, encoding or sending function. Important aspects of human communication, human beings can only exist in peace together, of certain basic conventions of politeness are observed.

- 1) **Positive Face:** The desire to be viewed positively by others to be thought of favorably.
- 2) **Negative Face:** The desire to be autonomous, to have the right to do as we wish.

Speaking Politeness:

- To help another person maintain positive face, you speak respectfully. You give the person your full attention. You say "excuse me"
- Say, would you mind opening a window rather than open that window.
- Avoid interrupting the speaker.
- Give supportive listening clues.
- Show empathy with the speaker.
- Maintain eye contact.
- Give positive Feedback.

Listening Politeness:

Of course, there are times when you would not, want to listen politely (for example - if someone is being verbally abusive). You were not listening.

Telephone Etiquettes:

Whether interacting personally or over the telephone, professional telephone etiquettes come in handy when it comes to making the right first impression.

Your tone of voice, self confidence, and communication skills - all contribute in making your telephone conversation professional, courteous and able to make an impact.

Simple tips to follow while answering your own professional calls or handling calls for others:

- Avoid using slangs.
- Make use of phrases such as "May I help you", "You are Welcome", and "Thank you", etc.
- Put the receiver down gently. Never slam the phone.
- Always speak clearly so that the other person can understand what you are saying.
- When picking up the phone, it is good practice to identify your company and yourself to the caller.
- When transferring calls, make sure that you are well versed with the procedure for call transfers. It is good practice to use the name of the person you are transferring the call to.
- Always adopt a pleasant tone of voice and be attentive.
- When placing a call on hold, inform the caller of the same.

- **Don't** interrupt the caller when **speaking**.
- **When** initiating a call, spend a **few** moments to mentally **prepare** yourself so that **you know** what need to be said / **discussed**.

Practical Exercise:

The students will practice and **improve** their interpersonal communication skills under the **guidance** of teacher.

Exercise No.9

Conducting meeting – Purpose, Procedure, Participation, Physical Arrangements, Recording and Writing Minutes of Meeting

It is a method of democratically arriving of certain decisions by a group of people, by taking into consideration the member's points of view. Group meetings and discussions aim at collective decision making and at improving individual decision making by using the knowledge and experience of group of members. The meeting is arranged to communicate the useful information to the audience. The group process enhances peoples' participation and facilitates programme implementation. It also develops capability of the participants to face challenges and adverse situations. The convenient size of group meeting is around 15 to 25 to the maximum can be up to about 50. It is organized according to needs of the situation. The meeting may be held in a hall, home, field, or at public place. The method of presentation in the meeting is of formal and informal type of discussion.

Meeting occurs when group of people gather to discuss and try to solve matters which are of mutual concern. Recommendations are made, directions given and courses of action decided in the meeting. For a meeting to effectively achieve these goals, a structure needs to be in place. If a meeting has little or no structure, the results are unproductive and dissatisfying for all concerned.

1] Agenda:

- (i) Prior to the meeting, an agenda is prepared and circulated to all the participant members. This agenda forms the structure of the meeting.
- (ii) The agenda states where and, when the meeting will take place and what matters will be discussed.
- (iii) The minutes of the previous meeting are included in the meeting agenda.

2] Objectives:

- (i) To prepare a favorable climate for discussion and help in, better understanding of the problems by pooling the knowledge and experience of a number of persons.
- (ii) To generate new ideas and methods and to take rational decision through group interaction.
- (iii) To develop a favorable attitude and commitment for action through participant's involvement.

3] Purpose:

- (i) To disseminate subject matter information.
- (ii) To develop interest in a new subject.
- (iii) To change attitudes towards a problems.
- (iv) To deepen understanding of public problems.
- (v) To determine programme or plan of action.

- (vi) To develop leadership and sharing local responsibilities.
- (vii) To provide an opportunity to develop social contact.
- (viii) To evaluate the progress made under the programme implemented.

4] Plan of Meeting:

- (i) Decide the Date, time, place of meeting i.e. season of year, day of week, and list of participants.
- (ii) Select the meeting place which will provide suitable lighting, seating arrangement and necessary Audio visual facilities.
- (iii) Encourage participation of all participants.
- (iv) Prepare outline a tentative agenda or the programme for meeting.
- (v) Secure speakers or resource person's for meeting.
- (vi) Inform speaker regarding subject matter (purpose) of the meeting.
- (vii) Select audio visual aids best suited to occasion.
- (viii) Utilize the methods of publishing the meeting to ensure the satisfactory attendance of the people for the meeting.

5] Conduct of Meeting:

- (i) Start the meeting on the scheduled date and time.
- (ii) Meeting begins after the chair person declares, in presence of experts and participants.
- (iii) Introduce the purpose, topics to the group of participants and initiate the discussion.
- (iv) Make introduction in brief.
- (v) Focus attention on central theme.
- (vi) Explain the points of agenda.
- (vii) Watch reaction of audience.
- (viii) Assist the group to take decision and make record of important decisions.
- (ix) Distribute the relevant material like folders, pamphlets to the participants.
- (x) Keep the record of participants.

6] Follow Up:

- (i) Take the minutes of the meeting or important points relevant to the work in the meeting as discussed.
- (ii) Sustain interest and persuasion through personal contact.
- (iii) Prepare news on meeting for daily news paper, radio.
- (iv) Evaluate the meeting to make any improvement in future meeting to be arranged.
- (v) Encourage the members assist them to action.

Advantages:

1. Knowledge and experience are shared.
2. Thinking is clarified and systematized.
3. Group interest and problems are discovered.
4. Planning and implementation are made easy.

5. Misunderstandings are avoided.
6. Healthy group spirit is stimulated as it is social event.
7. The end product in term of knowledge gain is better as a number of individual have contributed towards the discussion.
8. Group psychology stimulates conviction to act.
9. Promotes personal acquaintance between workers and participants.
10. Message reaches to large number or people.
11. Adopted practically all lines of subject matter.

Disadvantages:

1. Circumstances beyond the control of any one such as rain, storm, a death etc. may reduce attendance.
2. Sometime it is difficult to arrange for a convenience venue where people can see, here, talk and seat comfortably.
3. Because of heterogeneity of the audience, the level of discussion may sometimes reach beyond the specialized purpose.
4. Often it is difficult to confine the discussion to a fixed topic.
5. Time consuming, slow process and may not be suitable in crises and emergency situations.

Minutes of meeting:

Minutes are a written record of important discussion held and decisions taken at a meeting. Minutes usually contain the main points of discussion, the conclusion reached, the recommendations made and the tasks assigned to individual members and groups. Minutes are generally written by secretary of organization who holds the meeting.

Why are minutes written?

Apart from the legal requirement, minutes are written to serve as an aid to memory and to provide a basis for action. Minutes also act as means of informing member who are absent, about the discussion held and the decision taken during the meeting.

Types of minutes:

- Action minutes- These minutes gives an account of what is to be done as a result of the meeting
- Narrative minutes- These minutes gives a full account of the proceedings of the meeting.
- Resolution minutes- These minutes act as a record of the decisions taken and resolutions passed in meeting.

Following items generally appears in minutes:

1. The name of the organization.
2. The date, time and place of the meeting.
3. The serial number of the meeting e.g. seventh meeting of the Board of Directors.
4. Name of the Chairperson of the meeting.
5. Name of the members present, of those who could not attend and those who attend by special invitation.
6. Minutes of the last meeting, whether they were read, confirmed and signed.
7. Subject discussed, summary of discussion and decisions taken.
8. Date of next meeting.
9. Signature of the secretary and chairperson.

For example: Minutes of meeting of the Executive Committee of the Baron Club, Mumbai, is as follows-

Baron Club

Maruti Manzil, Clare Road, Byculla, Maumbai.

Minutes

Third meeting of the Executive Committee of the Baron Club, Mumbai, was held at the Maruti Manzil, Clare Road at 4 p.m. on 20 September 2009.

Present: Mr. Gandhi Chavan, Chairperson
Mr. Sameer Sawant
Ms. Mugdha Potdar
Ms. Durva Kulkarni
Mr. Akshay Pendse, Secretary

Absent: Mr. Prashant Dixit
Mr. Ravi Khanna

1. Confirmation of the minutes of the previous meeting:

The minutes of the Executive Committee meeting held on 4 August 1998 which had been circulated to members and on which no comments had been received, were taken as read and approved and signed by the chairperson.

2. Life membership:

The application of Shri Harish Desai for life membership was placed before the committee. The secretary pointed out that shri Desai had sent cheque for Rs. 3000/- and that he had been a member of the club for the last five year. He was, therefore, qualified to be admitted to life membership of the club. The following resolution was then passed unanimously.

Resolved: That Mr. Harish Desai be admitted as a life member of the club.

3. Appointment of an accountant:

The secretary reported that the work of the club had considerably increased. He proposed that a full time accountant be appointed.

4. Purchase of Furniture:

The purchase of twenty easy chairs and a new sofa set was approved. The secretary was directed to invite quotations from reputed firms and place an order after approval by the chairperson.

5. Annual General Body Meeting:

It was decided to hold the Annual General Body Meeting on 4 February 2010, for approval of annual accounts, audit and issue notice to members.

The meeting ended with a vote of thanks to the chairperson.

Mr. Gandhi Chavan,
Chairperson

Mr. Akshay Pendse
Secretary

Practical Exercise:

The students shall conduct a group meeting in the class room on any topic of entrepreneurship.

Exercise No.10

Seminar and Conferences: Use of Body Language

Seminar:

Seminar provides information which is necessary to planning an effective extension programme. In seminar the discussion papers prepared by the participants on the basis of their study and research, are presented and discussion is based primarily on these papers.

Participation in the seminar makes it possible to achieve more knowledge about the ways people think. There will be a less variation in their way of thinking and acting after participation in the seminar and responsibility for decisions is shared. Seminar is one of the most important forms of group discussion. The discussion leaders introduce the topic to be discussed. Members of the audience discuss the subject to which ready answers are not available. A seminar may have two or more groups depending on the topic. The group leaders and reporters later on meet at plenary session to present the information gathered during group discussions. The concluding function of the seminar usually comes out with a statement based on the discussions held at seminar, for use by the concerned authorities and the press.

Steps for Seminar Writing:

1. Writing seminar report
2. Pre-presentation
3. Presentation of seminar

1. Writing seminar report:

A good reporter is prerequisite for a good presentation. Following steps are involved in writing a good seminar report or seminar paper.

a. Selection of topic:

If a topic for seminar has not been given to you, select a topic of audience interest or a topic you feel important to add to the knowledge of the targeted audience. Select a topic suiting to the needs of targeted audience and suiting to the time available for presentation of the seminar.

b. Draw outline:

Decide broadly, the area and the detail information you want to cover during presentation. Adjust the outline to the time available for presentation. Each broad area should be subdivided to identify sub points to be covered during seminar. It helps in connecting the irrelevant information from the library.

c. Review of supporting literature:

Study the supporting the literature from library and take notes to include them in the seminar. Read the literature as much as possible, it will help you to put your ideas clearly and also help in facing the audience effectively during question and discussion session. Divide the report in mainly three parts:

- Introduction
- Main body or text
- Summary

d. Use correct writing style:

Write accurately, clearly and in a logical sequence, using correct terminology, grammar and spelling. Use simple language. After checking the logical sequence and points covered in report, finalize it.

2. Pre- presentation preparation:

a. Rehearsing for presentation:

Once the report is ready it should be read thoroughly and carefully as many times as you feel necessary. Present it to your friends or alone. Then judge it against the time available, material covered, your speed of presentation and synchronization with visuals if any. It will help to correct the errors in text and style of presentation and also help to delete unwanted material and will give clear understanding about what to speak and how much to speak. Rehearsal also helps to build the confidence of presenter to face the audience and to speak effectively.

b. Prepare short notes for yourself:

Remember that you have not to read the report at the seminar therefore it is advisable to draw short notes on separate cards. Record important points on the cards, which you can easily refer during presentation. Prepare one card for introduction, a few cards for text and one for summary.

c. Prepare a short note for audience:

Prepare short notes for circulation to the audience. Do not include details in the note otherwise audience may not attend you with interest.

d. Prepare visual aids:

To supplement your presentation with visuals prepare relevant visual material such as slides, transparencies for overhead projector, power point presentations, CD, and other computer aided and see that there are properly arranged and tested before actual presentation. Check that black board chalks and screen is placed at proper place. The OHP should be at the right hand side of the speaker and easily approachable to him.

3. Presentation of the Seminar Report

It is quite obvious that the beginners feel discomfort and nervousness during seminar presentation. A very few people at the first instance, are able to stand up and speak to an audience in an informative and effective manner without discomfort and nervousness. However, it can be avoided preparing well for the seminar. There is of course a need of clarity of expression and good circulation of ideas. Skill of handling the questions is the most important aspect for the speaker at the seminar and hence for the effective presentation remembers following sequence of presentation.

1. Introduce the topic at beginning
2. Present the topic in details
3. Summarize the topic at the end

Following three questions must be kept in mind while presenting the seminar

- A) What to present?
- B) How to present?
- C) How to end?

What to present?

- Firstly write the title of seminar topic on the blackboard or show it on the screen. Then state the underlying objectives of your topic.
- Concentrate on main concept and eliminate irrelevant and confusing details.

How to present?

- Capture the full attention of the audience at the beginning. Say good morning, good evening, whatever is relevant, with a smile on your face establish relationship with the audience through a strong introduction. Create interest in them by effectively opening the topic. Do not get excited, be relaxed and sincere. Take some time to create rapport with the audience.
- Do not read the report. You have to present a not to read it. Reading reflects poor presentation and also you lose contact with the audience.
- Do not begin presentation with apologies for shortcomings in yourself and for shortcomings in the situation.
- Select proper words and compose meaningful sentences. Do not speak too slowly or loudly or too fast.
- Be careful about mannerism. Talking to blackboard or the roof looking through windows, hand in pocket or the waist, easing hairs, playing with keys or pen etc. or any other awkward moment should be avoided. It disturbs the attention of audience and you may become a point criticism.
- Use AV aids: prepare good quality, clear, relevant and informative but concise visual aids. Usually transparencies on OHP, slides, posters, charts of different types leave samples, models, video programmes, computer aided material etc. are used to supplement the oral presentation. Before using the AV aids ensure that you know how to use them. Do not depend on the operator because he do not

always be able to synchronize display of visuals with your talk. Do not use many AV aids. Because AV aids are not to substitute you. Therefore select appropriate aid, practice them before use and then use during seminar.

- Follow the given time: complete the presentation in the given time limit. It does not matter if you finish few minutes earlier, it can be covered in discussion. Do not speak too long and irrelevant. The distribution of time maybe broadly as follows

Introduction: 10 percent of time allotted

Main text: 80 percent of the time allotted

Summary: 10 percent of time allotted

How to end?

- Alike, the beginning of seminar. Its end should also be impressive and effective. Remember the following points about it
- Do not end abruptly and with apologies for, whatever, lacunae in the presentation.
- Keep the audience charge with what they listened, allow them ask questions and give their own suggestions.
- Do not get angry and excited if the audience asks questions. If you are well prepared you can make the question and the discussion session more interesting and meaningful smooth landing no jerks acknowledge the co-operation of audience all the end and then take leave.

Conference:

Conference provides platform for pooling of experiences and opinions among a group of people who have special qualifications in an area. Conferences provide an opportunity for exchange of ideas for people working at different places. The personal contacts, developed during the conference can also help the entrepreneurs for mutual benefits. The successful entrepreneurs participate in the conferences as it provides the opportunity to share views with fellow entrepreneurs and related trade mates.

Information is the key for success of an enterprise. The innovative ideas which are needed for the development of the enterprise can come from discussion with other participants of the conference. The social relationships built-up during these conferences can also be used to develop supply and marketing relationships. Many entrepreneur groups organize the conferences periodically to share their experiences and provide better opportunity of growth. Another important purpose of conference is to voice the problems and facilities required from the Government. In brief conferences provide the platform to the s to share their views putt up their demands to the Government, and ensure growth of their enterprise.

Tips for participation:

- i) Select the seminar / conference which is useful for your enterprise.
- ii) Ensure your registration for the seminar 1 time by sending abstract of your paper / speech and registration fees before due date as stated by the organizers.
- iii) Prepare your presentation in the seminar / conference properly with adequate use of

modern presentation techniques.

- iv) Utilize the seminar /conference purposefully to gain maximum knowledge and share your experiences with other participants.
- v) Try to develop insights for future projections and developments in your field of operation.
- vi) Physical appearance while participating in the seminar or conference should be neat and tidy. The dress should be formal and presenter should feel comfortable in it.
- vii) The body language should be positive and confident about the presentation and topics of discussions.
- viii) The speakers should maintain eye contact with the audience and avoid looking nervous. This can be achieved by practice and adequate preparation before participating in the seminar or conference.
- ix) Select proper audio - visual aids for presentation, Rehearse and practice before actual presentation.

Practical Exercise:

The students will organize the seminar in the class room.

Exercise No.11

Conducting Mock Interviews – Testing Initiative, Team Spirit and Leadership

There are numerous techniques for assessing the suitability of a person for appointment to a job, for promotion to higher grade, for higher studies, for admission to an institution or for any other purpose involving selection. These techniques include pencil and paper test, simulated work situations, aptitude tests, group discussions, problems solving exercise but by the most widely adopted technique is the face to face interview. Thus most of us will, at one time or the other of our lives, have to either conduct or face an interview.

An interview for our purpose may be defined "as a formal meeting of two people; face to face, to accomplish a known purpose by discussion" so an interview is a conversation with a purpose and it involves the selector (s) and the applicant in personal meeting.

Organizing oneself for purposeful conversation called interview. The difference between a party conversation and a selection interview is that an interview may change the whole course of one's career. A lot of money, time and preparation is invested on a formal interview and it is crucial for both the interviewer and the interviewee.

A. Facing the interview:

The first step to prepare oneself for the purpose for which the interview is being faced. There is no alternative or substitute for a thorough preparation and diligently done home-work for the purpose of the interview. /The following guidelines may be kept in view-

Guidelines for Interviews:

i) Preparation:

Mental preparation is most essential even if it has to be done by thinking quickly a little before the interviews. It is necessary for both, the interviewer as well as interviewee.

- 1) Study the subject or subjects well.
- 2) Obtain necessary allied information.
- 3) Have a mental chart of the main issues.
- 4) Anticipate probable differences conflict of opinion interests or values.
- 5) Take initiative to lead the discussion to area of your own interest. This will put you on a familiar and more firm ground.

ii) First Impression:

First impression is the last impression. Create appropriate impression by using good manners and good language.

iii) Non-verbal Judgment:

Making high speed judgment during the interview. The interviewer looks at the way a person presents himself / herself, his grooming, his dress, his actions.

iv) Dress:

The dress is called the second self. It is said that dress and address broadly determine personality. Neatly and soberly dressed, scientific researchers to be a little less conventional and artistes to be casual and unconventional to the extreme are ideal.

v) Facial expression:

Face, is the index of the mind. A lot of non-verbal leakage of which we are constantly although not always consciously aware arises from facial expression.

Avoid blankness, dull gaze, staring in the face in a lifeless way, a scowl, linking, wrinkling, immobile face, looking down shyly, avoiding eye contact etc. If there is no positive feedback from the facial expression it creates a silent negative effect.

vi) Gesture:

It is yet another form of unspoken communication which is watched and interpreted constantly in an interview. Gestures also send silent signals. Out of place shrug of the shoulder for ignorance, the stiff tilted neck in a patronizing way, the aggressive jutting chin supported on interlocked hands, the careless slump, the quick short nods of the neck, the pout of lower lip, or pressing it with the upper teeth, closing eye for concentration, tapping and drumming the table with fingers are the negative gestures.

vii) Speech:

By speech too we form rapid "first impression" based not on what the candidate say but on how he say it that is his or her manner of saying it. This involves pitch of voice, pronunciation, intonation, accent and fluency. Low voiced speech suggests inferiority and lack of self-confidence, extra loud voice smacks of aggressiveness. Efforts made to acquire a fairly acceptable pronunciation, accent and intonation. But the golden rule is to be natural, to be one's own self, and rather try to imitate B.B.C. English. Let us not sound affected but natural, so the interviewer's attention is not distracted by the affected tone and tones of the speech. It ought to be tension free natural, normal, sustained and with proper rise and fall according to the ideas that are being conveyed.

viii) Language

A good vocabulary is always an added advantage at any interview but we must be cautious about the words we use. Whether exaggerated, or under state what you know. Don't over talk, irrelevant, dogmatic, inattentive, interrupting talk.

While preparation for an interview students should consider above points and get ready for interview.

B) For conducting interviews some additional points to be considered, by an interviewer:

- 1) Have a clear understanding of the purpose of the interview.
- 2) Estimate the length of time of the interview and apportion it, accordingly.
- 3) Open the discussion with carefully formed questions.
- 4) Guide the discussion logically and retain discussion without intimidating the interviewee.
- 5) Avoid the discouraging personal remarks or arguments.
- 6) Ask stimulating questions
- 7) Give friendliness cues and warmth and not threats, leading to relaxation and calming down of emotional tension.
- 8) Control the discussion according to the situation or phase of the interview.
- 9) The interviewer should maintain an impartial attitude.
- 10) Questions are the main tool of the interview so questions may be asked with one of the following purpose:
 - a. to encourage the interviewee to relax or to concentrate.
 - b. to draw out knowledge, experience, information, opinion, facts, etc.
 - c. to amplify and explain statements.
 - d. to keep discussion relevant.
 - e. to exercise discipline.
 - f. to check emotional thinking.

Mock Interview Program:

A Mock Interview is one of the very best ways to prepare for an actual employment interview. The Mock Interview will help you to learn what is expected in a real interview, and how you can improve the way you present yourself. The interview is video recorded and then reviewed with you and a trained Mock Interview Coach. The Mock Interview Coach will provide constructive feedback on all aspects of the interview process.

The Mock Interview Coach will try to make the interview as realistic as possible. Many of the questions you will be asked are interview questions from actual employers. The Mock Interview takes about 20 minutes; then you will watch and discuss your performance. The Mock Interview and critique will last approximately one hour.

The Mock Interview focuses on how well you know yourself and your past experiences, how well you know the industry you hope to enter, and how well you can convey that information. You will gain the most experience from your Mock Interview, if you treat it like an actual interview. The Mock Interview is a safe place to practice your interview skills and gain feedback.

The Mock Interview Program is designed to help you:

- Practice interviewing
- Develop interviewing strategies

- Reduce your anxiety and nervousness before your actual interview. Create a good first impression.
- Communicate your skills clearly
- How to answer difficult questions

How do I prepare?

- Dress professionally
- Plan to arrive 10-15 minutes early.
- Review appropriate material, (skills, type of work, particular employers).
- Be prepared for situational questions like, "Tell me about a time that you had a serious disagreement with someone on your work team, how did you handle the situation?"
- Remember to smile.

Your 30 to 60 second personal commercial: A sure-fire secret

In most job interviews, or even at a career fair, a question employers always ask is, "Could you tell me about yourself?" This question can throw you off if you are not prepared. Fortunately, there is a simple and almost fool-proof method to handle this challenge: a 30 to 60 second commercial about yourself. It is a snapshot of you and the qualities you would bring to the job. It should contain some basic components, such as:

T = Type of job you are seeking

E = Education and training

E = Experience (includes transferable skills, not just job titles, but experience in the field)

S = Strengths and skills. One to two skills you are strong in regarding the job you are seeking.

ME = Why should you hire me? (Keep this short and to the point)

Things to remember:

- Tone of voice
- Demeanor
- Eye contact
- Knowledge of the company (this will also strengthen your statement of why you should be hired).
- Practice (in the mirror, on video, or with another person)

If necessary, memorize your commercial then, when you meet the employer at a career fair or in an interview situation, you will feel prepared. Being prepared is the secret to self-confidence in an interview.

Practical Exercise:

The students shall participate in mock interviews and develop skills under the guidance of teacher.

Exercise No.12

Group Discussion and Debates on Current Topic

Group Discussion:

It is that form of discourse which occurs when two or more persons, recognizing a common problem exchange and evaluate information and ideas, in an effort to solve that problem. Their effort may be directed towards a better understanding of the problem or towards the development of a programme of action relative to the problem. Discussion usually occurs in a face- to- face or co-acting situation, with the exchange being spoken. And when more than two people are involved, it usually occurs under the direction of a leader.

Purpose:

4. To solve a problem (decision-making).
5. To exchange the information (improve understanding).
6. To motivate.
7. To plan a programme of action.
8. To elect or select a person for a position etc.
9. To entertain.
10. To hear and discuss a report.
11. To form attitudes.
12. To release tensions.
13. To train individuals.

Procedure:

1. Understand and adopt the proper technique. The technique of a problem –solving group discussion consists of the following six steps based on the “reflex thinking” pattern.
 - a. Recognition of problem as such by the group.
 - b. Definition of the problem, its situation and diagnosis.
 - c. Listing of as many solutions as possible.
 - d. Critical thinking and testing of these hypothesis to find the most appropriate and feasible solution or solutions.
 - e. Acceptance or rejection of the solution or solutions by the group.
 - f. Lastly, considering how to put the accepted solution into practices.
2. See that one of the group members takes up the role of the discussion leader (or chairman). Extension worker should avoid this role as far as possible, because in such a case, a situation is likely to develop where the group listens and the chairman does all the talking.
3. The size of the group should never exceed 30 persons.
4. The role of the chairman:
 - a. Make physical arrangement for the meeting, so that all the members feel

comfortable. Seating arrangement should be such that everyone can see the faces of all the other members. Circular seating is preferable. (Square, rectangle, U or V shape also used sometimes.)

- b. Introduce members, if they are new to one another.
- c. Announce the topic and purpose of discussion.
- d. Follow a plan.
- e. Hear all the contributions made, and from time to time give short summaries of the discussion up to that particular moment, especially when the group moves from one step to another (of the reflective thinking pattern).
- f. Build a permissive climate.
- g. Keep the group moving at the rate at which their thinking progress.
- h. Give or get clarification of vague statement.
- i. Promote evaluation of all generalizations.
- j. Try to get balanced participation.
- k. Promote group cohesion.
- l. Protect minority opinion.
- m. Give a final summary of discussion.

Some don't for chairman:

- a. Never ask questions that suggest answers or can be answered with Yes or No. (put only thought-provoking questions)
- b. Don't favour one view against another when there is a conflict or difference of opinion among members.
- c. Never become emotional about the discussion.
- d. Don't become impatient with the group.
- e. Don't dominate the discussion or answer all the questions raised by the members.

5. The role of the members:

- a. Talk one at a time. No private conversation with neighbours. No speech making.
- b. Supply as much pertinent information as possible.
- c. Contribute one point at a time.
- d. Answer questions directly, specifically and briefly.
- e. Test all thinking by critical analysis.
- f. Listen attentively.
- g. Stay on the subject.
- h. Exhibit willingness to change his opinion when changes is justified (i.e., open minded). A person may hold opinions, should not hold a person.
- i. Support the needed leadership.
- j. Promote group harmony even while criticizing or disagreeing.

6. The role of the expert (Extension worker or specialist):

There may be occasions when a group confronted with a problem does not have sufficient information to enable them to discuss intelligently. In such cases, the role of the expert is not to dominate the meeting, nor to suggest his own solution. He should only supply information, that group does not have, furnish technical information, present ways other groups have met similar situations, and present the immediate problem in its larger setting, with implications for integrating the solution of the problem with other group policies and action programmes.

Advantages:

1. It is a democratic method, giving equal opportunity for every participant to have his say.
2. It appeals to the practical type of individuals.
3. It creates a high degree of interest.
4. The strength of group discussion lies in the fact that the discussants approach the problem with an open mind and suspended judgement in a spirit of enquiry.
5. It is co-operative effort and not combative or persuasive in nature.
6. Combined and co-operative thinking (pooling of wisdom) of several persons is likely to be superior to that of isolated individuals.
7. A small group can think together on a problem in an informal fashion and work out solutions better and faster by using this method than by following rigid parliamentary procedure. (Even parliament and legislatures recognize this when they appoint adhoc committees)
8. Develops group morale. When a group discusses a question and then comes to a decision that is "our" decision for the group and they will see that our decision is carried out.
9. It is a scientific method (employing the reflective thinking pattern).
10. Participants need not be good speakers or debaters.
11. Continued experience with such group discussions improves ones capacity for critical and analytical thinking.

Limitations:

1. Factions in villages may hinder the successful use of this method.
2. The ideal discussants with self-discipline (open mind and suspended judgement) are difficult to find. So, also it is difficult to find an ideal chairman or leader for group discussion.
3. It is not suitable for dealing with topics to which discussants are new.
4. In large groups especially, and even in small groups to some extent, it is difficult to achieve group homogeneity or cohesion.
5. The size of the group has to be limited, because the success of the method perhaps inversely proportional to the size of group other factors being constant.
6. It is not a good method for problems of facts.
7. It is not suitable for taking decisions in times of crises or emergency, as it is slow

process.

8. Due to its informal conversational style, the scope for orderly **or coherent** arrangement of ideas is limited.

Debate:

A debate is a discussion or structured contest about an issue or a resolution. A formal debate involves two sides: one supporting a resolution and one opposing it. Such a debate is bound by rules previously agreed upon. Debates may be judged in order to declare a winning side. Debates, in one form or another, are commonly used in democratic societies to explore and resolve issues and problems. Decisions at a board meeting, public hearing, legislative assembly, or local organization are often reached through discussion and debate. Indeed, any discussion of a resolution is a form of debate, which may or may not follow formal rules (such as Robert's Rules of Order). In the context of a classroom, the topic for debate will be guided by the knowledge, skill, and value outcomes in the curriculum.

Structure for Debate:

A formal debate usually involves three groups: one supporting a resolution (affirmative team), one opposing the resolution (opposing team), and those who are judging the quality of the evidence and arguments and the performance in the debate. The affirmative and opposing teams usually consist of three members each, while the judging may be done by the teacher, a small group of students, or the class as a whole. In addition to the three specific groups, there may be an audience made up of class members not involved in the formal debate. A specific resolution is developed and rules for the debate are established.

Debate Preparation:

- a. Develop the resolution to be debated.
- b. Organize the teams.
- c. Establish the rules of the debate, including timelines.
- d. Research the topic and prepare logical arguments.
- e. Gather supporting evidence and examples for position taken.
- f. Anticipate counter arguments and prepare rebuttals.
- g. Team members plan order and content of speaking in debate.
- h. Prepare room for debate.
- i. Establish expectations, if any, for assessment of debate.

Conducting Debate:

Debate opens with the affirmative team (the team that supports the resolution) presenting their arguments, followed by a member of the opposing team. This pattern is repeated for the second speaker in each team. Finally, each team gets an opportunity for rebutting the arguments of the opponent. Speakers should speak slowly and clearly. The judges and members of the audience should be taking notes as the debate proceeds. A typical sequence for debate, with suggested timelines, is as follows:

- The first speaker on the affirmative team presents arguments in support of the resolution. (5 – 10 minutes)
- The first speaker on the opposing team presents arguments opposing the resolution. (5 – 10 minutes) The second speaker on the affirmative team presents further arguments in support of the resolution, identifies areas of conflict, and answers questions that may have been raised by the opposition speaker. (5 – 10 minutes)
- The second speaker on the opposing team presents further arguments against the resolution, identifies further areas of conflict, and answers questions that may have been raised by the previous affirmative speaker. (5 – 10 minutes)
- The rules may include a short recess for teams to prepare their rebuttals. (5 minutes)
- The opposing team begins with the rebuttal, attempting to defend the opposing arguments and to defeat the supporting arguments without adding any new information. (3 – 5 minutes)
- First rebuttal of the affirmative team (3 – 5 minutes)
- Each team gets a second rebuttal for closing statements with the affirmative team having the last opportunity to speak. (3 – 5 minutes each)
- There cannot be any interruptions. Speakers must wait their turns. The teacher may need to enforce the rules.

Post-debate Discussion and Assessment:

When the formal debate is finished, allow time for debriefing and discussion. Members of the audience should be given an opportunity to ask questions and to contribute their own thoughts and opinions on the arguments presented. Members of the debate teams may also wish to reflect on their performance and seek feedback from the audience, including the teacher.

If some form of assessment was part of the debate plan, it would be conducted at this time. Assessment could be conducted by the teacher, the judging team, or the entire class.

Exercise No.13

Visit to Entrepreneurship Institute/Case Study of Successful Entrepreneurs