

NIOS lesson adaptation project

by  **Embrace** The power within you! Volunteers

(A community initiative of Harchan Foundation Trust)

CHAPTER -1

NATURE AND SCOPE OF BUSINESS

KWL chart

K- What does the child know	W- What does the child want to know	L- What has the child learnt
	Define human activities	
	Distinguish between economic and non-economic activities	
	Define the term 'business'	
	Identify various characteristics of business	
	Explain the objectives of business	
	Explain the social responsibilities of business	
	Explain the types , causes and effects of pollution and role of business to reduce environmental pollution.	

Keywords and Meanings

KEYWORDS	MEANINGS
Government	Group of people who have authority to govern a country
Business	A person's regular occupation.
Profession	A paid occupation, especially one that involves prolonged training
Employment	The state of having paid work.
Manufacturing	The making of articles on a large scale using machinery
Investment	The action or process of investing money for profit
Income	Money that an individual or business receives in exchange of goods or services
Innovation	A new idea , method, product
Competitors	An organization or country engaged in commercial or economic competition
Utilization	Effective use of something

Human activities

➤ Economic activities

Activities which are performed with an objective to earn money.



➤ Non- economic activities

Activities which are performed with an objective to not earn money but to get some satisfaction.



Economic Activities.

The activity which are performed with the objective to earn money.

Examples:

- Farmers grow crops to sell them.
- Factory or office employees work and get wages or salary
- A business person earns profit through buying and selling of goods or services.



Non- Economic Activities

Activities which are performed not to earn money but to get some satisfaction

OR

Activities which are done for social obligation or for physical fitness or for recreation

Examples:

- Visiting places of worship
- Providing relief to the victims of flood and earthquake
- Engaging in sports activities
- Gardening.
- Listening to radio or watching television



Differences

Basis	Economic activities	Non-economic activities
Purpose	Earning motive	Social and Psychological motive
Outcome	Lead to creation of wealth and assets	Lead to satisfaction and happiness
Expectation	People expect profits or money income.	People don't expect profits or money income
Consideration	They are guided by rational consideration they involve the use of scarce economic resources such as land, labour, capital etc	They are motivated by emotional and sentimental reasons. No economic consideration is involved

Types of economic activities

☐ Business.

An occupation in which goods and services are produced and sold in return of money.



☐ Profession.

An occupation which requires specialized knowledge and training to pursue it and to provide service.



☐ Employment.

An occupation where the person works regularly for another and gets wages/salary in return



Business

Goods and services are produced and sold in return of money, here the Primary objective is to make profit.

Examples are :

- ❖ Mining
- ❖ Manufacturing
- ❖ Trading
- ❖ Transporting
- ❖ Storing
- ❖ Banking and insurance



Profession

- An occupation which requires specialized knowledge and training to pursue it , and a person who specializes in one field
- Primary objective is to provide service.
- Profession is
 - Regulated by professional body.
 - There is code of conduct developed by concerned professional body.
- Examples :
 - Doctor.
 - Lawyers.
 - Teachers.
 - Nurse .



Employment

An occupation in which a person works regularly for another and get wages or salary in return.

Examples

- Government servants.
- Company executives.
- Bank officials.
- Factory worker

Employment terms and conditions

- ✓ Hours of work
- ✓ Amount of wages/salary
- ✓ Other facilities
- ✓ Employer decides on the terms and conditions.
- ✓ The employee should agree on the terms and conditions
- ✓ Remuneration is fixed and it will be paid is fixed and paid in terms of salary or wages



Difference Between Business, Profession, Employment

BASIS	BUSINESS	PROFESSION	EMPLOYMENT
Nature of work	Supply of goods and services to the customers for money	Specialized personal services for fee with discretion to work	Performing work according to the orders of the employer with no discretion
Qualifications	No minimum qualifications required	Educational and training in a specific field is necessary	Specialised knowledge not necessary in all cases
Capital	Capital investment required according to the nature size and	Limited capital required for establishment	No capital required

Difference Between Business, Profession, Employment

BASIS	BUSINESS	PROFESSION	EMPLOYMENT
Motivation	Earning profits from sale of goods and providing services to the customers	Fixed professional fees for services rendered	Fixed wage or salary
Risk	There is risk of loss. Profits are uncertain	Fixed income. Liability for negligence of duty	Regular fixed or salaries, no risk.
Code of conduct	No specific code of conduct.	A rigid professional code of conduct to maintain high standards of profession.	Contractual terms and conditions of employment.

Definition of Business and its characteristics

Defined as “An activity involving regular production /or purchase of goods and services for sale,/ transfer and exchange/ with an objective of earning profit.

❖ Characteristics of business.

- Deals in goods and services.
- Sale or exchange of goods and services.
- Regular exchange of goods and services.
- Requires investment.
- Aims at earning profit.
- Involves risk and uncertainty of income

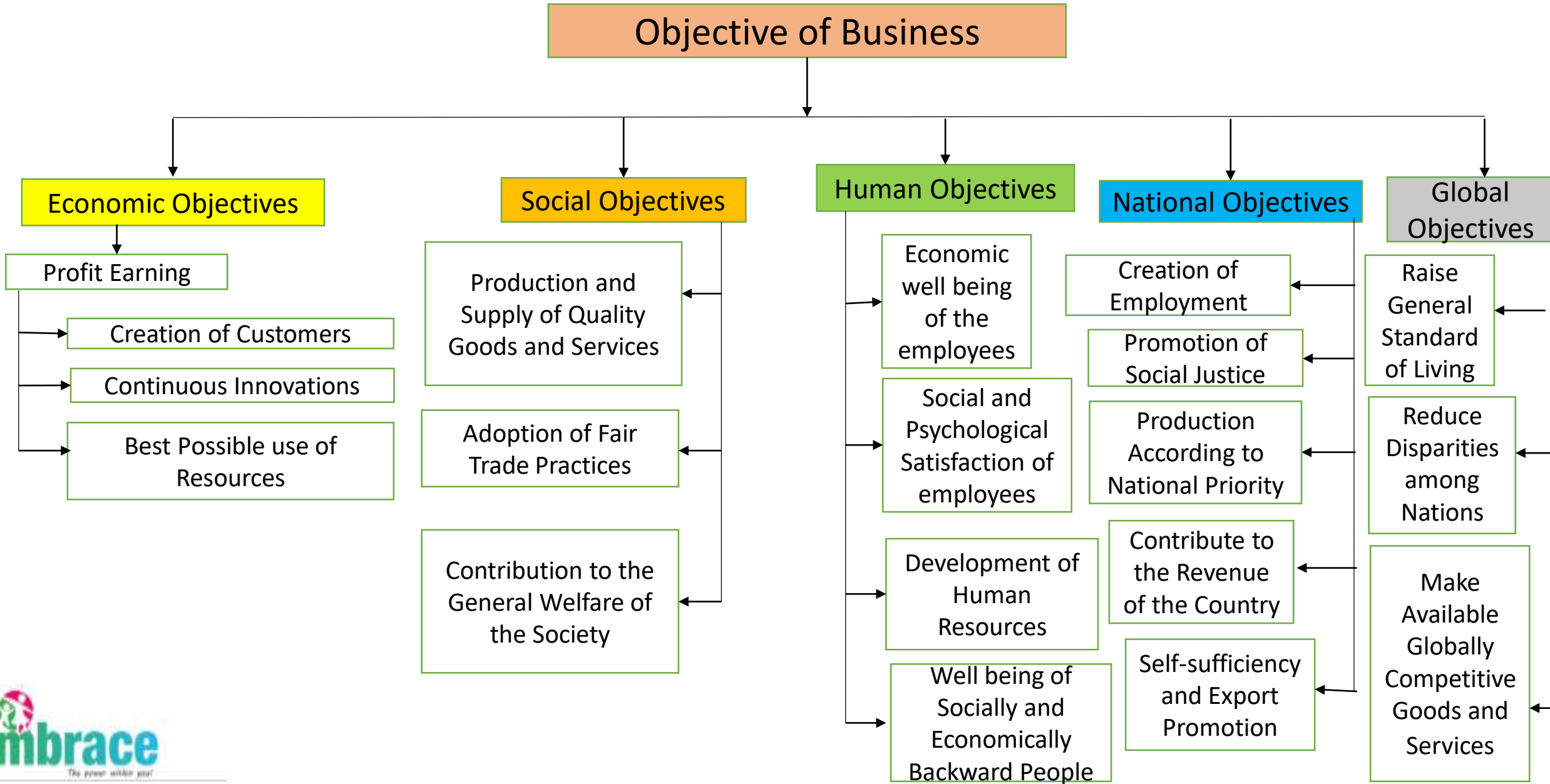
Evolution of business

India started trade and commerce as long back as from 5000 B.C.

Historical evidence of following can be seen in India

- ☐ The following items like textile, perfumes and jewellery.
- ☐ Currency was used to do trade
- ☐ Guilds were used to protect the interest of traders, artisans and producers.
- ☐ Complex development of trade and commerce
- ☐ Trade links with Arabs, Central and South East Asia started.
- ☐ Business of producing metal items like brass and copper idols, vessels, ornaments and pieces of decoration.
- ☐ Export and import of different items from different parts of the world.
- ☐ British first came to India for trade, which led to establishment of their rule in India.

Objectives of Business



Economic objectives

- Profit earning primary objective.

Other objectives also have to be achieved

- Creation of customer.

Done by creating various marketing activities

- Continuous innovation.

Continuous improvement in products

- Best possible use of resources.

Resources like men, machine, materials and money

Social objectives

- Production and supply of quality goods and services.

The objective of business produce better quality of goods and supply them at right time and right place.

- Adoption of fair trade practices.

Hoarding, black marketing, and over charging should not be done

- Contribution to the general welfare of the society.

Upliftment of society by running schools, colleges, vocational training centres, hospitals, parks and sport complexes

Human objectives

- Economic wellbeing of the employees.

Employees must be provided with fair remuneration, incentives, and other benefits

- Social and psychological satisfaction of employees.

By making job interesting and challenging and considering their suggestions.

- Development of human resources.

Proper training to improve their skills and abilities

- Well being of socially and economically backward people.

Which is done by vocational training , awarding the scholarship for higher studies

National objectives

- Creation of employment.
By establishing new business units and widening distribution channels.
- Promotion of social justice.
Provide equal opportunity to all persons.
- Production according to national priority.
Production and supply of essential goods at reasonable prices.
- Contribute to the revenue of the country.
Pay their taxes and dues honestly and regularly.
- Self -sufficiency and Export Promotion.
Restricting import and aim to increase export which adds revenue to the country.

Global objectives

- Raise general standard of living.

The people of one country gets similar types of goods that people in other country using.

- Reduce disparities among nations.

Helps to reduce disparities among rich and poor.

- Make available globally competitive goods and services.

Business should produce goods and services which are globally competitive

Social Responsibility of Business

Responsibility towards owners and investor

The primary responsibility of business towards its owners are to

- Run the business efficiently.
- Proper utilization of capital and other resources
- Growth and appreciation of capital.
- Regular and fair return on capital invested.
- Ensuring safety of their investment.
- Regular payments of interest .
- Timely repayment of principal amount

Responsibility towards creditors

- ☐ To make payment timely.
- ☐ To ensure safety of credit allowed by them.
- ☐ To follow norms of business as followed by others

Responsibility towards employees

The responsibility of business towards its employees include :

- Timely and regular payment of wages and salaries
- Proper working conditions and welfare amenities.
- Opportunity for better career prospects.
- Job security as well as social security like facilities of provident fund, group insurance, pension, retirement benefits etc.
- Better living conditions like housing, transport, canteen, crèches etc.
- Timely training and development.

Responsibility towards suppliers

The responsibility of business towards suppliers are:

- ✓ Giving regular order for purchase of goods.
- ✓ Dealing on fair terms and conditions.
- ✓ Availing reasonable credit period.
- ✓ Timely payment of dues.

Responsibility towards customers

The responsibility of business towards its customers:

- ❖ Product and services must be able to take care of the needs of customers.
- ❖ Products and services must be qualitative.
- ❖ There must be regularity in supply of goods and services .
- ❖ Price of the goods and services should be reasonable and affordable.
- ❖ All the advantages and disadvantages of the product as well as procedure to use the product must be informed to the customers.
- ❖ There must be proper after-sales service.
- ❖ Grievances of the consumers, if any, must be settled quickly and .
- ❖ Unfair means like under weighing the product, adulteration etc must be avoided.

Responsibility towards competitors

The responsibility of business towards its competitors are not to

- Offer exceptionally high sales commission to distributors, agents etc.
- Offer to customers heavy discount and/ or free products in every sale.
- Defame competitors through false or ambiguous advertisements

Responsibility towards government

- ✓ Setting up units as per guidelines of government.
- ✓ Payment of fees, duties and taxes regularly as well as honestly.
- ✓ Not to indulge in monopolistic and restrictive trade practices.
- ✓ Conforming to pollution control norms set up by the government.
- ✓ Not to indulge in corruption through bribing and other unlawful activities

Responsibility towards society(community)

- ❖ To help weaker and backward sections of the society.
- ❖ To preserve and promote social and cultural values.
- ❖ To generate employment.
- ❖ To protect the environment.
- ❖ To conserve natural resources and wildlife.
- ❖ To promote sports and culture.
- ❖ To provide assistance in the field of developmental research on education, medical sciences, technology etc

Environmental pollution and types of pollution

Environment pollution refers to contamination by various substances that have adverse effect on living and non-living matters.

Environmental pollution is of three types:

- ❖ Air Pollution.
- ❖ Water Pollution.
- ❖ Land Pollution

Air pollution and causes

Air pollution refers to presence of any unwanted gases, dust particles etc in the air, that can cause damage to people as well as nature.

common causes of air pollution are:

- Emission of fumes from vehicles.
- Emission of smoke, dust and chemicals from manufacturing plants.
- Emission of gases and dust arising from atomic plants.
- Emission of smoke from oil refineries, burning of trees and plants in forests, burning of trees and plants in forests, burning of coal etc.



Impact of air pollution

- ❑ With smog (smoke + dust) there will be decrease visibility and irritates the
- ❑ Eyes along with respiratory tract.
- ❑ Ozone layer gets depleted. causes skin cancer.
- ❑ The temperature of earth increases due to air pollution.
- ❑ Air pollution causes acid rain cause damage in vegetation, trees and marine life etc.

Noise pollution causes and effects

Noise pollution is pollution caused by excessive noise.

- ❖ Loud speakers
- ❖ Aero planes
- ❖ Vehicles etc

Effects of noise pollution:

- ❖ Loss of hearing.
- ❖ Headache
- ❖ Irritation
- ❖ High blood pressure.
- ❖ Neurological and psychological disorders



Water pollution and its causes

Water pollution is contamination of water due to presence of unwanted and harmful substance.

Causes :

- Drainage of human excreta into rivers, canals etc.
- Improper sanitation and sewage system.
- Dumping of wastes by various industrial units into rivers.
- Drainage of toxic substances into streams and rivers.
- Dumping of garbage, dead bodies into the nearby water sources by households



Effects of water pollution

- Health hazards among human beings causes diseases like typhoid , jaundice, cholera, gastroenteric etc.
- It can endanger lives of various aquatic species.
- It can lead to scarcity of drinking water as the water of water gets polluted.

Land pollution and causes

Land pollution refers to dumping of useless, unwanted as well as hazardous substances on the land.

Causes of land pollution:

- Excessive use of fertilizers, chemicals and pesticides in cultivation.
- Disposal of solid waste of industries, mines and quarries.
- Disposal of solid waste from construction of roads, buildings etc.
- Effluents of some plants which are not absorbed by soil.
- Excessive use of plastic bags, which are non-biodegradable.
- Dumping of non- composable wastes from households, hotels and hospitals.



Effects of land pollution

Harmful effects of land Pollution :

- ☐ Reduces the area of cultivable land.
- ☐ Causes health hazards as it contaminates the sources of food.
- ☐ Causes damage to the landscape.
- ☐ Leads to water and air pollution.

Role of Business in Environmental Pollution

Business causes pollution in the following ways

- ✓ Emission of gas and smoke from manufacturing plants.
- ✓ Use of machines, vehicles etc. Contributing to noise pollution.
- ✓ Deforestation due to acquisition of forest land for setting up plants.
- ✓ Growth of urbanization and industrialization.
- ✓ Disposal of wastes and effluents into rivers and canals.
- ✓ Disposal of solid wastes in the open space.
- ✓ Mining and quarrying activities.
- ✓ Increasing use of transport.

Role of Business in pollution control

Preventive role

- ❖ It should follow the regulations laid down by government to control pollution.
- ❖ Should prevent from damaging the environment.

Curative role

- ❖ Rectify any damage done to the environment
- ❖ Take curative measures like planting of trees near industrial area can reduce air pollution.

Awareness role

- ❖ Conduct public awareness programmes about pollution control.
- ❖ Taking up responsibility of maintaining the park and gardens in cities and towns.

List of Volunteers

Embrace-NIOS lesson adaptation project

(A community initiative of Harchan Foundation Trust)

Mentors (Volunteers) : Banu Arjun, Hema Bhatia, Indumathi , Kalpana Sankar, Priya Balasubramanian, Renu Goyal, Sowmya Srikumar, Viraja.

Special educator/Parent Volunteers:

Beverly Sujit ,Chantelle Saldana, Gayathri,Haritha Meda,Jaishree Muralidharan, Madhushree Bhat, Meenakshi, Nisha Narayanan, Pavithra, S. Arjun , Savita Sharma Bhardwaj, Sathyabhama Naryanan, Selvarani, Shakkeela Narikkoottungal, Shweta Taneja, Sucharitha Karthik, Suja Varghese, Sunitha R , Rohitesh Sharma , Tinu Anna Sam.

"volunteers don't necessarily have the time, they just have the **HEART**."

~ elizabeth andrew

Thank You
Volunteers.

PICTURE CREDIT

Slide No	URL
Slide 4	https://images.app.goo.gl/vBNAVuuaWMAANtVv8
Slide 8	https://images.app.goo.gl/sAAsVZCvqfx9Jaf8A
Slide 9	https://images.app.goo.gl/N2kAhg5Cnt55o22S8
Slide 11	https://images.app.goo.gl/ek9bRF8j7opqA948A
Slide 13	https://images.app.goo.gl/7yTHELqyb2FB1LbC6 https://images.app.goo.gl/rYMVCv5r8QZt9J189
Slide 36	https://images.app.goo.gl/HSPq8hXLphBVaXA49
Slide 38	https://images.app.goo.gl/AXNdWCYLHyzR2SoS6
Slide 41	https://images.app.goo.gl/42SHVvq7wyKeci9W9

