



K.K. Wagh Education Society's
K.K. Wagh College of Agricultural Engineering
and Technology, Nashik
(Affiliated to Mahatma Phule Krishi Vidyapeeth, Rahuri)

Department of Extension Education

Practical Manual

AG 366

Entrepreneurship Development and Communication Skills

Name of the student:- _____

Reg. No. :- _____

Batch No:- _____

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Entrepreneurship Development and Communication Skills

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CERTIFICATE

This is certify that Mr./Miss.

Reg. No. has completed all the necessary exercises and assignments for Course No. AG-366. Title- Entrepreneurship Development and Communication Skills, for academic session 201 -201

Place:- Nashik

Date:-

Course Teacher

Exercise No.1

Conducting Market Survey to know the demand for products

What is market survey?

A market survey is an objective and systematic collection, recording, analysis and interpretation of data about existing and potential markets for a project/service.

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.

The 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**. **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.

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 :

1.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

2.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

3.Service usage survey :

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

4.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

5.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

6. 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

7. 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?

Steps in conducting market survey

- 1. Defining objectives:** Decide the specific information needed. At the same time identify the source from which the information is to be obtained. Assess the time and cost for the survey. Finally decide the working methodology and the action plan for survey.
- 2. Sampling plan:** It will not be always possible to collect information from the whole population. Hence select a sample size and decide a plan for contacting them at proper time.

- 3. Preparing Questionnaire:** In order to ask uniform questions related to the topic prepare a questionnaire / schedule for the survey.
- 4. Collect and analyse data:** Collect the data from the respondents by personally contacting them or by mailed questionnaire. Check the data immediately after collection. Analyse the data for drawing conclusions.
- 5. Reporting:** Based on the analysis of the data prepare a report and submit it to the sponsoring authority.

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:

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.

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.

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.

Project Practical :

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

Exercise No. 2

Preparing advertisement for popularization of products

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:

A) 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.

B) 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.

C) 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.

D) 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
2. Headlines
3. Copy
4. Slogan
5. Logo

1. Visual :

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.

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.

3. Copy :

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.

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.

Project practical:

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

Exercise No. 3

WRITING NEWS STORY

NEWS STORY

A *news story* is an account of events in sequence. It is used mainly to get information to many people quickly.

SOURCE

Some of the sources of news material are results of demonstrations, review of research publications, accomplishments of farmers, accounts meetings etc.

KINDS

Extension news stories tend to group themselves into one or more of the following categories.

- Advance event articles
- Follow-up event articles
- Information articles
- Feature articles
- Experience and success stories
- New developments
- Predictions
- Subject matter

TYPES OF NEWS

There are different kinds of news stories. According to their nature and character, they can be classified as follows.

- a) **Hard news** : These are general in nature. Some can be breaking news. These are news items that require immediate publication. These cannot wait.
- b) **Soft news** : These are light stories. They are not urgent news stories. But soft stories can make interesting reading. Readers like such stories. These can be about a person, an event or about a developing situation.
- c) **Features**: These are detailed, in-depth stories. In newspapers, they are carried in the magazine section.
- d) **Profiles of Newsmakers**: These are generally about people in the news. Readers may not be aware of such persons. So through their profiles, they are introduced.
- e) **Human interest** : These are often stories about the plight of individuals or families. eg. When tsunami waves struck the coastal areas, there were touching stories about people who lost their near and dear ones, houses etc.
- f) **Backgrounders**: If a major event happens, readers are curious to know whether there is any precedent or background to that. In other words, they are eager to know the history of such incidents. Backgrounders provide such information.

WRITING THE STORY

News Structure :

a) Heading :

It is capsule opening centre at the top of news. Heading must summarize the entire news which arouses interest. It should be brief, clear and stimulating. Effective words should be used to make it meaningful and catchy.

b) Lead :

The lead is the opening part of a news story or the introduction of the story. It is a condensed news which gives abstract of entire information.

Most of the news lead falls into following two major forms.

Summary lead : The name is self explanatory, because a lead written in this form summarises its story. A summary lead is expected to answer as many as possible of the six questions : Who? What? When? Where? Why? and How?

Suspended interest lead : Placing the real climax or feature of a story somewhere other than in the lead is effective and exciting in what is known as the suspended interest story. Often the climax in a story is in the final paragraph.

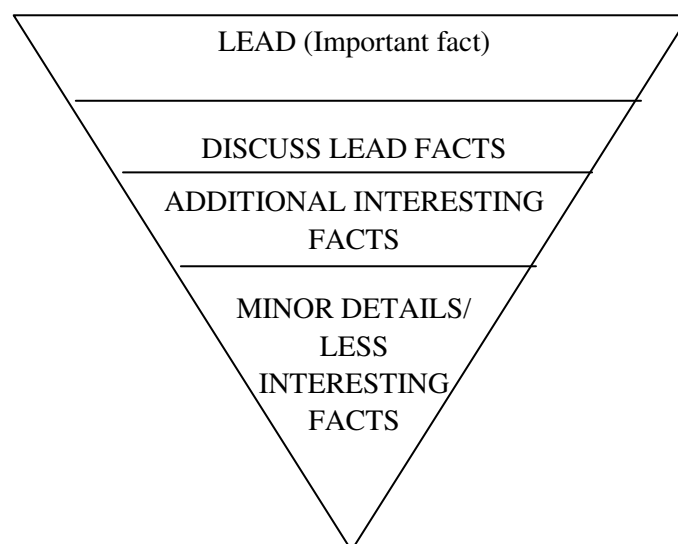
c) Body :

It gives detail information about the event. It should be made simple, clear and easy to read.

Forms of news writing :**a) Inverted pyramid pattern**

It is common to represent the structure of the news story, with lead or the summary or the most important facts forming the base, at the top, and the more important details in one or two paragraphs, followed by more details and additional facts supporting the main news. The minor details and the less important facts form the apex at the bottom of the news story.

Diagrammatically this can be presented as below

**b) Chronological form :**

Sometimes it's used to tell a series of events in order in which they occurred, if you want the reader to catch readily the sequence of incidents.

c) Suspended interest form :

Sometimes, you can play upon the feelings of suspense in the reader in writing the story. Instead of starting with the climax of the story, you do not give it out at the beginning, but make the reader find it later in the story.

Story length

It is impossible to set any hard and fast rule on how long a particular news story should be. The ABC's of news writing - accuracy, brevity and clarity - are our best rule.

Guidelines for making a copy

- Always use standard size paper (8¹/₂ by 11 inches)
- White is the accepted colour for paper.
- All copy you produce must be computer typed. Double space your copy always.
- Leave a 3 or 4 inch margin at the top of your first page clear except for your name and address at the upper left-hand corner. The rest of the blank space will be used for routine notations required in processing your copy. Leave margins approximately one inch wide at the sides and bottom of the page.
- If you include a headline, type it at the top of the copy on your first page, but still leave the three inch top margin.
- If your story requires more than one page, write "more" or "continued" at the bottom of your first sheet and bottom of all following pages/sheets except the final one. At the very top of the second page write your name but not your address, then on the same line with it write "page2". Still on the same line write two or three words that identify your story. Repeat this procedure for many pages as you have in your story.
- When you reach the end of your story, whether on the first page or several pages later, indicate the close of your copy by using the symbol (---, # # #, * * *) or writing "End"
- Always produce a clean copy. Clean copy means that every letter and symbol can be readily and accurately read, but that pencilled corrections are permissible. Methods of making acceptable corrections are governed by conventional rules.
- Never erase. If you make a mistake, xxxx it out and then draw a line with your pencil through xxxx marks.
- Use standard proof reading symbols for showing corrections.
- It is best to deliver or mail copy flat, because that is the way it must be handled. But newspapers will not object too much if you mail your copy folded in thirds from bottom to top. Folding your copy more than this will make it too difficult to handle when unfolded.

Practical: Student will write a news story on agricultural event.

Exercise no. 4

PREPARING PROJECT PROPOSALS

A project is a proposal for creation of productive capacities for manufacturing goods or providing services. If the entrepreneur wants to be successful in his venture, he has to put forth his ideas in a systematic manner. He has consider the various aspects of his idea, financial, marketing, technical, raw material etc. and see whether his proposal is sound and practicable. A project report exactly does this. In other words, it put forth the idea or proposal of the entrepreneur in a systematic manner, gives data about the various aspects of the proposal.

Definition

A project is a scheme, design, proposal of something intended or devised.

Project report is a written account of various activities to be undertaken by an entrepreneur and their technical, financial, commercial and social feasibility.

Importance or Significance of Project report

The preparation of a project report is of great significance for an entrepreneur. The project report serves the two essential functions:

First and most important function is, it describes the direction the enterprise is going in, what its goals are, where it wants to be, and how it is going to get there. It also enables an entrepreneur to know that he is proceeding in the right direction.

The second function of the project report is to attract lenders and investors. The preparation of project report is beneficial for those small enterprises which apply for financial assistance from the financial institutions and the commercial banks. It is on the basis of project report that the financial institutions make appraisal if the enterprise requires financial assistance or not.

Elements / Contents of project proposal

Different organizations and agencies sponsoring a project have their own specific requirements and formats for writing project proposals but an attempt is made to discuss the essential features of an acceptable project proposal. This is being done with a view to acquaint the entrepreneurs with a format that can serve as a model for them when they seek financial support for enterprise.

Some organizations have some prescribed format for submitting the proposal. However after studying the formats of some of the organizations certain broad guidelines are presented below which may be of help in preparation of the project proposal.

1. General Information

- 1. Project title:** Provide a descriptive title indicating name and place in which the project will be located.
- 2. Organization submitting proposal:** State full legal name and address of the organization. State contact person, his status and address, organization's registration details and registration number need to be quoted.
- 3. General information of applicant organization:** Provide information on organizations objectives, past and present activities, future programme, staffing pattern, finance and its management, funding pattern etc.
- 4. Product Details:** Product utility, product range, product design; advantages to be offered by the product over its substitutes, if any.

2. Project description:

A brief description of the project covering the following aspects is given in the project report.

- a) **Site:** Location of enterprise; owned or leasehold land; industrial area; No Objection Certificate from the Municipal Authorities if the enterprise location falls in the residential area.
- b) **Physical Infrastructure:** Availability of the following items of infrastructure should be mentioned in the project report:
 - i) **Raw Material:** Requirement of raw material, whether inland or imported, sources of raw material supply.
 - ii) **Skilled Labour:** Availability of skilled labour in the area, arrangements for training labourers in various skills.
- c) **Utilities:** These include:
 - (i) **Power:** Requirement for power, load sanctioned, availability of power.
 - (ii) **Fuel:** Requirement for fuel items such as coal, coke, oil or gas, state their availability.
 - (iii) **Water:** The sources and quality of water should be clearly stated -in the project report.
- d) **Pollution Control:** The aspects like scope of dumps, sewage system and sewage treatment plant should be clearly stated in case of industries producing emissions.
- e) **Communication System:** Availability of communication facilities, e.g., telephone, telex etc. should be stated in the project report.
- f) **Transport Facilities:** Requirements for transport, mode of transport, potential means of transport, distances to be covered, bottlenecks etc., should be stated in the business plan.
- g) **Other Common Facilities:** Availability of common facilities like machine shops, welding shops and electrical repair shops etc., should be stated in the report.
- h) **Production Process:** A mention should be made for process involved in production and period of conversion from raw material into finished goods.
- i) **Machinery and Equipment:** A complete list of items of machinery and equipments required indicating their size, type, cost and sources of their supply should be enclosed with the project report.
- j) **Capacity of the Plant:** The installed licensed capacity of the plant along with the shifts should also be mentioned in the project report,
- k) **Technology Selected:** The selection of technology, arrangements made for acquiring it should be mentioned in the business plan.
- l) **Research and Development:** A mention should be made in the project report regarding proposed research and development activities to be undertaken in future.

3. MARKET POTENTIAL

While preparing a project report, the following aspects relating to market potential of the product should be stated in the report

- i) Demand and Supply Position-State the total expected demand for the product and present supply position. This should also be mentioned how much of the gap will be filled up by the proposed unit.
- ii) Expected Price-An expected price of the product to be realized should be mentioned in the project report.

Marketing Strategy-Arrangements made for selling the product should be clearly stated in the project report.

After-Sales Service-Depending upon the nature of the product, provisions made for after-sales service should normally be stated in the project report.

Transportation- Requirement for transportation means indicating whether put transport or entrepreneur's own transport should be mentioned in. the project report.

4. CAPITAL COSTS AND SOURCES OF FINANCE

An estimate of the various components of capital items like land and buildings, plant and machinery, installation costs, preliminary expenses, margin for working capital should be 'given in the project report. The present probable sources of finance should also, be stated in the project report. The sources should indicate the owner's funds together with funds raised from financial institutions and banks.

5. ASSESSMENT OF WORKING CAPITAL REQUIREMENTS

The requirement for working capital and its sources of supply should be carefully and clearly mentioned in the project report. It is always better to prepare working capital requirements in the prescribed formats designed by limits of requirement. It will minimize objections from the banker's side.

6. OTHER FINANCIAL ASPECTS

In order to adjudge the profitability of the project to be set up, a projected Profit and Loss Account indicating likely sales revenue, cost of production, allied cost and profit should be prepared. A projected Balance Sheet and Cash Flow Statement should also prepared to indicate the financial position and requirements at various stages of the project

7. ECONOMIC AND SOCIAL VARIABLES

In view of the social responsibility of business, the abatement costs, i.e., the costs for controlling the environmental damage should be stated in the project. Arrangement made for treating the effluents and emissions should also be mentioned in the report. Besides, the socio-economic benefits expected to accrue from the project should also be stated in the report itself. Following are the examples of socio-economic benefits.

- I. Employment Generation.
- II. Import Substitution.
- III. Exports.
- IV. Local Resource Utilization.
- V. Development of the-Area.

8. PROJECT IMPLEMENTATION

Last but no means the least, every entrepreneur should draw an implementation scheme or a time-table for his project to ensure the timely completion of all activities involved in setting up an enterprise. Timely implementation is important because if there is a delay, it causes, among other things, a project cost overrun. Delay in project implementation jeopardizes the financial viability of the project, on the one hand, and

props up the entrepreneur to drop the idea to set up an enterprise, on the other. Hence, there is a need to draw up an implementation schedule for the project and then to adhere to it.

The above is a suggestive format for preparing the project proposal. Each financial agency prescribes its own norms and format. However, most of the points described in the above format are included in them. There are certain government schemes and incentives for promotion of entrepreneurship in Small and Medium Enterprises (SMEs) and Small Scale Industries (SSIs). The detailed schemes need to be studied by the entrepreneurs and project proposal may be prepared accordingly.

Project Practical:

Students will prepare a project proposal for any agro-based project.

Exercise No. 5

INDIVIDUAL AND GROUP PRESENTATION, FEATURES OF ORAL 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

1. 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.

2. 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.

3. It's one presentation :

Have a single presentation style (one power point show for instance) rather than having each person do their own thing. Recognize that the timing in your rehearsal may not match what happens in the presentation, presenters report that the real thing proved to be either shorter or longer than unanticipated.

4. Execution of the plan :

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

5. 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 :

<u>Features</u>	<u>Example</u>
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 in 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.

Project proposal :

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

Exercise No. 6

PRESENTATION and EVALUATION of PRESENTATION

Evaluation :

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

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 judicially.
- 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			

Project Practical:

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

Exercise No.7

Dyadic Communication - Face to Face Conversation, Telephonic Conversation, Rate and Clarity of Voice, Speaking and Listening Politeness Telephone Etiquettes.

Dyadic Communication:

"Dyadic Communication is the direct communication between two people or groups of people. When talking to somebody face to face, you usually do have and claim the majority of the other person's attention.

Purpose of face to face communication:

It is common knowledge that, it is not the technology that influences success or failure of a project. It is the effectiveness of communication and communication regards everyone with a stake in the project, developer's, manager's, customers just everybody. The most efficient and effective method of conveying information to and within a development team is face to face conversation.

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 or 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.

Project Practical

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

Exercise No.8

Organizing General and Group Meetings

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 facilitate 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 problem.
- (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, 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 persons 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 chairperson 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 decision
- (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 a 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 and assist them to action.

Advantages:

- (i) Group psychology stimulates conviction to act.
- (ii) Promotes personal acquaintance between workers and participants.
- (iii) Message reaches to large number of people.
- (iv) Adopted practically all lines of subject matter.

Project Practical :

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

Exercise No.9

Salient Features of Participation in Seminar and Conferences

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.

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 them opportunity to share views with fellow entrepreneurs and related trade mates.

Information is 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.

Project Practical :

Students will organize the seminar in the classroom.

Exercise No.10

Conducting and Practicing Mock Interviews

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.

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.

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.

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 present himself / herself, his grooming, his dress, his action.

iv) Dress

The dress is called the second self. It is said that dress and address broadly determine personality.

Healthy 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.

vi) Gesture

It is yet another form of unspoken communication which is watched and interpreted constantly in an interview. Gestures also stand silent signals. Lips pressing it with the upper teeth, closing eye for concentration, tapping and drumming the table with fingers are the negative gestures.

vi) 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. Interviews attention is not distracted by the affected tone and tones of speech. It ought to be tension free natural,

normal, sustained and with proper rise and fall according to the ideas that are being conveyed.

vii) 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.

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.
- 3) Open the discussion with carefully formed questions.
- 4) Guide the discussion logically and run discussion without intimidating the interview.
- 5) Avoid the discourage personal remarks or arguments.
- 6) Ask stimulating questions
- 7) Give friendliness eyes and warmth and not threats.
- 8) The interviewer should maintain an impartial attitude.

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 foolproof method to handle this challenge: a 30 to 60 second commercial about your self. 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.

Project Practical

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