

Bachelors in Arts with With Community Science
Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE – DSC-FAS 16-HSC:
ENTREPRENEURSHIP IN FASHION

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Entrepreneurship in Fashion	4	3	1	0	Class XII	NIL

Learning Objectives

To provide an understanding of entrepreneurship and setting up a fashion business

Learning Outcomes

The students would be able to:

- Describe the essential Qualities of an Entrepreneur
- Follow the steps required for setting up a business
- Identify the sources of funding
- List the Entrepreneurship promotion schemes and institutional support
- Identify business opportunities in the fashion sector.
- Describe the challenges specific to the clothing businesses.

THEORY
(Credits 3; Hours 45)

UNIT I: Introduction to Entrepreneurship

8 Hours

This unit provides an overview of the concept of entrepreneurship.

- Entrepreneurship: Concept, Functions, Importance and Types
- Essential Qualities of an Entrepreneur
- Types of Entrepreneurs
- Backyard Nano Industries: Concept, characteristics, and opportunities in textiles and fashion-based home enterprises.

UNIT II: Creative and innovative problem-solving in entrepreneurship 10 Hours

This unit introduces creative thinking, innovation, and the design thinking process.

- Creative thinking process, developing a creative mind-set, overcoming creative blocks
- Innovation: Concept, significance, types and process
- Design thinking process: Empathise, Define, Ideate, Prototype, Test
- Innovation in textile and fashion-based Backyard Nano Industries through value addition and local resource utilization.

UNIT III: Setting up a new Enterprise

12 Hours

This unit provides basic understanding of the steps to be followed in the setting up a business.

- Idea Generation: Tools and techniques for idea generation
- Identification of business opportunities in Backyard Nano Industries such as home-based apparel production, tailoring, embroidery, handloom, textile crafts, natural dyeing, upcycling, and fashion accessories.
- Setting up an enterprise: Basic steps, Feasibility study, Components and Preparation of business plan
- Resource Requirements: Financial, Human, Technical, Marketing, Legal and other Resources
- Funding sources – Traditional and modern
- Marketing Channels

UNIT IV: Promotional Schemes and Resources

15 Hours

This unit provides an overview of the Entrepreneurship promotion schemes and resources. It also provides an understanding of the opportunities and challenges of fashion businesses.

- Entrepreneurship Promotion: Government schemes, financial support, Self-Help Groups (SHGs), Producer Groups, Mudra Yojana, PMEGP, NRLM, and the role of incubation centres in promoting textile and fashion-based Backyard Nano Industries.
- Key Business Concepts: Intellectual Property Rights (IPR), Trademark, Copyright, Patent, Design, Trade Secret, Investment, and Turnover.
- Business Opportunities in Fashion: Boutique ownership, fashion labels, garment export, contract manufacturing, and online retail, Home-based business in textiles and fashion
- Challenges in Clothing Business: Inventory costs, high return rates, fast fashion pressure, sustainability concerns, and customer acquisition costs.

TUTORIALS **(Credits 1; Hours 15)**

1. “Know the Entrepreneur”- Students identify one local entrepreneur (boutique owner, home baker, tailor, online seller) and Collect information (Type of entrepreneur, Functions performed, Qualities observed, Challenges faced)
2. Exercise on Entrepreneurial Traits Self-Assessment-Students rate themselves (1–5 scale) on Risk-taking, Leadership, Creativity, Decision-making and Communication
3. Activity on Creative Thinking Drill (List 20 innovative uses of a dupatta / scarf / old T-shirts)
4. Presentation of project/ research activity by students (Business Plan-Business name, Product description, Target market, Estimated investment, Marketing strategy, Expected profit)
5. Students identify a locally available resource, traditional skill, or textile craft and develop a concept for a Backyard Nano Industry, highlighting the product, target customers, value addition, and potential market.
6. Students study a successful textile or fashion-based Backyard Nano Industry (e.g., tailoring unit, embroidery enterprise, handloom, natural dyeing, fashion accessories, upcycling, or SHG-based enterprise)
7. Any other academic work that demonstrates the student’s ability to apply the concepts learnt in the subject.
8. Evaluation and feedback by the teacher

Essential Readings

UNIT I

This unit introduces the fundamentals of entrepreneurship and explores the qualities of successful entrepreneurs, with special emphasis on Backyard Nano Industries as emerging opportunities in textile and fashion-based home enterprises.

- **Arya, V., Balutia, A., Chhatre, A., & Narain, N. (Eds.).** (2026). *Pathways to rural prosperity: Livelihood interventions and transformation in India* (1st ed.). Routledge.
- **CGAP.** (2025). *Diverse Paths: Finance for Women's Nano and Micro Enterprises* https://www.cgap.org/sites/default/files/publications/FN_Diverse%20Paths_Finance%20for%20Women%E2%80%99s%20Nano%20and%20Micro%20Enterprises.pdf (Accessed on 17.07.2026)
- **Gupta O. P., Gupta Vijay, Gupta Santosh,** (2021), *Fundamentals of Entrepreneurship*, SBPD Publishing House
- **Sharma Sangeeta,** (2017), *Entrepreneurship Development* New Delhi: PHI Learning Private Limited
- **K. Prabhakaran, Dhanvi.** (2025). *A Principles of Fashion Entrepreneurship Development*, The Opus Coliseum
- **SAATH.** (2024). *Insight Report: Nano Entrepreneurs in Informal Sectors* https://saath.org/public/storage/pdfs/annual_reports/L0YiiF6c1Fk2XOBc8YI6MNFDktYyV1bw6Bj8ObpG.pdf (Accessed on 17.07.2026)

UNIT II

This unit introduces creative thinking, innovation, and design thinking as tools for entrepreneurship, while exploring value addition and local resource utilization for developing innovative textile and fashion-based Backyard Nano Industries.

- **Harvard Business Review,** (2018), *Harvard Business Review Entrepreneur's Handbook*, Harvard Business Review Press
- **Aarthi Gunnupuri,** (2016), *Start Up Your Fashion Label*, Collins
- **Charantimath Poornima M.,** (2018), *Entrepreneurship Development and Small Business Enterprises*. Pearson Education India
- **Griffiths. C, Costi. M, Medlicott .C,** (2022) *The Creative Thinking Handbook: Your Step-by-Step Guide to Problem Solving in Business*, Kogan Page Ltd
- **Shylendra, H. S. (Ed.).** (2025). *Emerging women's livelihood collectives in India: Cases depicting agency, accomplishments and challenges*. Palgrave Macmillan.

UNIT III

This unit guides students through the process of establishing a textile and fashion enterprise, from idea generation and business planning to resource mobilization, funding, marketing, and identifying opportunities in Backyard Nano Industries.

- **Aarthi Gunnupuri,** (2016), *Start Up Your Fashion Label*, Collins
- **Charantimath Poornima M.,** (2018), *Entrepreneurship Development and Small Business Enterprises*. Pearson Education India

UNIT IV

This unit explores government support systems, financial schemes, and business opportunities that promote textile and fashion entrepreneurship, while examining key business concepts and the challenges of establishing and managing sustainable enterprises, including Backyard Nano Industries.

- **Indian Institute of Banking & Finance.** (2025). *IIBF X Taxmann's Micro, Small and Medium Enterprises: Practice-oriented handbook that offers a complete, policy-aligned, digitally informed overview of India's MSME ecosystem.* Taxmann Publications Private Limited.
- **Deore, D., & Thoke, N.** (2026). *Rural and micro finance for MBA Semester 4.* Nirali Prakashan.
- **Sharma Sangeeta,** (2017), *Entrepreneurship Development New Delhi:* PHI Learning Private Limited
- **Swain, R. K.** (2014). *Micro finance, micro enterprises and women entrepreneurs.* Ingram.

Suggested Reading

- **Andrea Siracuse,** (2020), *Voguepreneurs: Women Entrepreneurs Who Have Built Million-Dollar Brands Through Digital Platforms,* New Degree Press
- **Nath Dhruv, Mitra Sushanto,** (2020), *Funding Your Startup and Other Nightmare,* Penguin Portfolio
- **Cameron Brewer,** (2021), *How to Start a Clothing Company - Deluxe Edition Learn Branding, Business, Outsourcing, Graphic Design, Fabric, Fashion Line Apparel, Shopify, Fashion, Social Media, and Instagram,* Ramtander Ltd
- **SAATH.** (2026). A Study on Green Livelihoods in the Informal Economy https://saath.org/public/storage/pdfs/annual_reports/yA19yhVOi879MBJ0eYOzSTWcwu7tgmWUAUQDHRML.pdf (Accessed on 17.07.2026)

Note: Examination scheme and mode shall be as prescribed by the Examination branch, University of Delhi, from time to time

Bachelors in Arts with Community Science Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-FAS 18-HSC: SUSTAINABILITY AND SOCIAL RESPONSIBILITY

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Sustainability and Social Responsibility	4	3	1	0	Class XII	NIL

Learning Objectives

- Introduce students to the fundamental concepts, principles, and evolution of sustainability and sustainable development.
- Familiarize students with the framework of the United Nations Sustainable Development Goals (SDGs) and their global and national relevance.
- Develop an understanding of major environmental, social, and economic challenges affecting sustainable development.