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

**B.A (Prog.) with Nutrition and Health Education (NHE) as Non-Major  
Category-III**

**DISCIPLINE SPECIFIC CORE COURSE  
DSC-8-NHE: Nutrition Entrepreneurship**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PREREQUISITES OF THE COURSE**

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical/ Practice		
<b>Nutrition Entrepreneurship</b>	4	3	0	1	XII Pass	NIL

**Learning Objectives**

- To introduce the concept and explain the opportunities in the field of nutrition entrepreneurship
- To equip the students with the necessary knowledge and skills to develop a nutritious product and set up an entrepreneurial venture for the same
- To provide information regarding Government of India's initiatives to encourage entrepreneurship and other mandatory requirements in order to facilitate start-up ventures by the students

**Learning Outcomes**

After completing this course, the learner will able to:

- Understand the significance of nutrition-entrepreneurship in today's times
- Identify nutritious products for different target consumers and draw up a business plan for the production of the same
- Know the funding agencies/ institutions which can be approached for getting assistance in an entrepreneurial venture

**SYLLABUS OF DSC-NHE-8**

**THEORY  
(Credits 3; Hours 45)**

**UNIT I: Introduction to Nutrition-Entrepreneurship**

**9 Hours**

This unit will introduce the concept of nutrition entrepreneurship and apprise the students of the opportunities in the field

- Meaning, concept and scope of nutrition-entrepreneurship
- Food and nutrition start-up: trends, opportunities and challenges
- Start-up life cycle

## UNIT II: Nutrition Based Enterprise

18 Hours

This unit will impart knowledge regarding steps to be undertaken for setting up a nutrition based food business.

- Qualities/ traits of an entrepreneur
- Development of innovative nutritious products
- Computation of nutritive value of the product
- Development of business plan for a nutritious food
- Resource management

## UNIT III: Guidelines for an Entrepreneurial Venture

18 Hours

This unit will familiarize the students with Government of India's initiatives to promote entrepreneurship and necessary requirements to become nutrition-entrepreneur.

- Intellectual property rights
- Government schemes/ initiatives to support start-ups and promote entrepreneurship
- Food Safety Compliance System (FoSCoS) by FSSAI
- FSSAI guidelines for a food start-up

### PRACTICAL

(Credit 1; Hours 30)

6. Planning of innovative nutrient rich products
7. Computation of nutritive value of the products and justifying their nutritional superiority in comparison to existing products
8. Formulation of a hypothetical business proposal for a funding agency
9. Advertising for the products planned
10. Preparation of food product acceptance checklist

### ESSENTIAL/ RECOMMENDED READINGS

- Taneja, S. (2014). *Entrepreneur development*. Delhi: Himalaya Publishing House.
- FSSAI. *Food Safety Compliance System (FoSCoS)*. <https://foscos.fssai.gov.in>. (Accessed on 10 March 2023).
- Start-up India. (2022). *Schemes*. Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, Government of India. <https://www.startupindia.gov.in/content/sih/en/government-schemes.html> (Accessed on 10 March 2023).
- FSSAI. *Guide for food start-ups*. <https://fostac.fssai.gov.in/assets/docs/guide-for-food-startup.pdf> (Accessed on 10 March 2023).
- FSSAI. *Food start-up in India – opportunities and challenges* [https://www.fssai.gov.in/upload/media/FSSAI\\_News\\_Startup\\_FNB\\_26\\_02\\_2019.pdf](https://www.fssai.gov.in/upload/media/FSSAI_News_Startup_FNB_26_02_2019.pdf). (Accessed on 10 March 2023).
- Sudheer, K. P., & Indira, V. (Eds.) (2022). *Entrepreneurship development in food processing*. New India Publishing Agency.

### **SUGGESTED READINGS**

- Narayan, J., & Bala, P. (2016). *Start up your own restaurant*. Harper Collins.
- Green, K. (2017). *Recipe for success – the ingredients of a profitable food business*. Troubador Publishing Limited.

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