

CERTIFICATE IN GOBAR PRODUCTS, CLAY POTS, CERAMIC AND POTTERY ENTREPRENEURSHIP AND SELF-RELIANCE

Subject Code: CSP-110

Scope of the Course:

This course provides an introductory exposure to the history of ceramics and a beginning level experience in the use of clay and Gobar as a fine art medium. Pottery making business in India is a beautiful example of the journey covered by an entrepreneur from '*Mud to Money*.' Pottery in India has evolved over the years into magnificent ceramic art. It is not only a piece of clay for daily utility but is also the most significant factor of the source of income for many. The pottery business in India provides mass employment to the people and the upgraded standard of living. Both the rural and city people comprise the massive workforce in the industry and have contributed tremendously to India's economy.

You may choose new business opportunities / self-employment or entrepreneurship as career options by getting trained to do business for livelihood while doing this course. The ultimate objective of the course is to create new enterprises, capacity building of existing MSMEs and promote entrepreneurial culture for youth of nation. To identify traditional / non-traditional young entrepreneurs having potential to set up enterprises and motivate them for self-employment. By doing this Certificate course you Discover decision making techniques, problem-solving solutions, and early stage conclusions to run your own business, you will gain knowledge of entrepreneurship activities such as company formation, raw-material Value addition, selection and preparation of project profile DPR/PPR, marketing avenues/techniques (Vocal for Local Products), product/service pricing, export opportunities, infrastructure available and EPC requirement, financial viability, quality control, licensing process and other useful information.

You may setting up new MSME/ Startup for manufacturing/ processing of following goods/ items/products.

- **Gobar plaster/Paint making industry**
- **Diya and toys making unit**
- **Ceramic and Pottery Business**
- **Clay pot manufacturing unit:** Tea cettle, cooker, kadahi and **other allied MSME/ Startup entrepreneurship..**

