

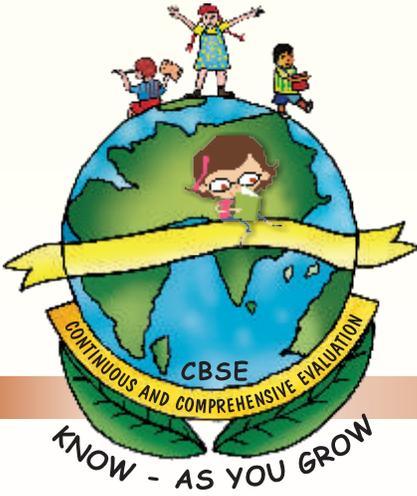
नया आगाज़

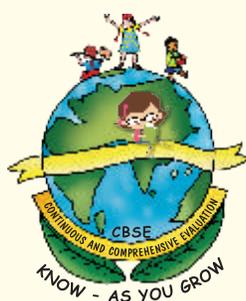
आज समय की माँग पर
आगाज़ नया इक होगा
निरंतर योग्यता के निर्णय से
परिणाम आकलन होगा।

परिवर्तन नियम जीवन का
नियम अब नया बनेगा
अब परिणामों के भय से
नहीं बालक कोई डरेगा
निरंतर योग्यता के निर्णय से
परिणाम आकलन होगा।

बदले शिक्षा का स्वरूप
नई खिले आशा की धूप
अब किसी कोमल-से मन पर
कोई बोझ न होगा

निरंतर योग्यता के निर्णय से
परिणाम आकलन होगा।
नई राह पर चलकर मंज़िल को हमें पाना है
इस नए प्रयास को हमने सफल बनाना है
बेहतर शिक्षा से बदले देश, ऐसे इसे अपनाए
शिक्षक, शिक्षा और शिक्षित
बस आगे बढ़ते जाएँ
बस आगे बढ़ते जाएँ
बस आगे बढ़ते जाएँ.....





ENTREPRENEURSHIP

Class-XII

E
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N
novelty

T
trends

R
risks

E
employment

P
profits

R
rewards

E
empowerment

N
new

E
emerging

U
utilize

R
record

S
struggle

H
harness

I
innovation

P
popular



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Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110 301 India



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Entrepreneurship Class XII

FIRST EDITION 2002 CBSE, Delhi, India
REVISED EDITION 2003 CBSE, Delhi, India
REPRINT 2004 CBSE, Delhi, India
REPRINT 2007 CBSE, Delhi, India
REPRINT 2008 CBSE, Delhi, India
REPRINT 2011 CBSE, Delhi, India
REVISED EDITION 2014 CBSE, Delhi, India

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PUBLISHED BY : The Secretary, Central Board of Secondary Education
Shiksha Kendra, 2, Community Centre,
Preet Vihar, Delhi-110301

DESIGN & LAYOUT : Multi Graphics, 8A/101, W.E.A. Karol Bagh,
New Delhi-110005, Phone: 011 - 25783846

PRINTED BY :

भारत का संविधान

उद्देशिका

हम, भारत के लोग, भारत को एक सम्पूर्ण ¹[प्रभुत्व-संपन्न समाजवादी पंथनिरपेक्ष लोकतंत्रात्मक गणराज्य] बनाने के लिए, तथा उसके समस्त नागरिकों को:

सामाजिक, आर्थिक और राजनैतिक न्याय,
विचार, अभिव्यक्ति, विश्वास, धर्म
और उपासना की स्वतंत्रता,
प्रतिष्ठा और अवसर की समता

प्राप्त कराने के लिए

तथा उन सब में व्यक्ति की गरिमा

और ²[राष्ट्र की एकता और अखंडता]

सुनिश्चित करने वाली बंधुता बढ़ाने के लिए

दृढ़संकल्प होकर अपनी इस संविधान सभा में आज तारीख 26 नवम्बर, 1949 ई० को एतद् द्वारा इस संविधान को अंगीकृत, अधिनियमित और आत्मार्पित करते हैं।

1. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से “प्रभुत्व-संपन्न लोकतंत्रात्मक गणराज्य” के स्थान पर प्रतिस्थापित।
2. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से “राष्ट्र की एकता” के स्थान पर प्रतिस्थापित।

भाग 4 क

मूल कर्तव्य

51 क. मूल कर्तव्य - भारत के प्रत्येक नागरिक का यह कर्तव्य होगा कि वह -

- (क) संविधान का पालन करे और उसके आदर्शों, संस्थाओं, राष्ट्रध्वज और राष्ट्रगान का आदर करे;
 - (ख) स्वतंत्रता के लिए हमारे राष्ट्रीय आंदोलन को प्रेरित करने वाले उच्च आदर्शों को हृदय में संजोए रखे और उनका पालन करे;
 - (ग) भारत की प्रभुता, एकता और अखंडता की रक्षा करे और उसे अक्षुण्ण रखे;
 - (घ) देश की रक्षा करे और आह्वान किए जाने पर राष्ट्र की सेवा करे;
 - (ङ) भारत के सभी लोगों में समरसता और समान भ्रातृत्व की भावना का निर्माण करे जो धर्म, भाषा और प्रदेश या वर्ग पर आधारित सभी भेदभाव से परे हों, ऐसी प्रथाओं का त्याग करे जो स्त्रियों के सम्मान के विरुद्ध हैं;
 - (च) हमारी सामासिक संस्कृति की गौरवशाली परंपरा का महत्त्व समझे और उसका परिरक्षण करे;
 - (छ) प्राकृतिक पर्यावरण की जिसके अंतर्गत वन, झील, नदी, और वन्य जीव हैं, रक्षा करे और उसका संवर्धन करे तथा प्राणिमात्र के प्रति दयाभाव रखे;
 - (ज) वैज्ञानिक दृष्टिकोण, मानववाद और ज्ञानार्जन तथा सुधार की भावना का विकास करे;
 - (झ) सार्वजनिक संपत्ति को सुरक्षित रखे और हिंसा से दूर रहे;
 - (ञ) व्यक्तिगत और सामूहिक गतिविधियों के सभी क्षेत्रों में उत्कर्ष की ओर बढ़ने का सतत प्रयास करे जिससे राष्ट्र निरंतर बढ़ते हुए प्रयत्न और उपलब्धि की नई उंचाइयों को छू ले;
- ¹(ट) यदि माता-पिता या संरक्षक है, छह वर्ष से चौदह वर्ष तक की आयु वाले अपने, यथास्थिति, बालक या प्रतिपाल्य के लिये शिक्षा के अवसर प्रदान करे।

1. संविधान (छयासीवां संशोधन) अधिनियम, 2002 की धारा 4 द्वारा (12.12.2002) से अंतः स्थापित।

THE CONSTITUTION OF INDIA

PREAMBLE

WE, THE PEOPLE OF INDIA, having solemnly resolved to constitute India into a ¹[SOVEREIGN SOCIALIST SECULAR DEMOCRATIC REPUBLIC] and to secure to all its citizens:

JUSTICE, social, economic and political;

LIBERTY of thought, expression, belief, faith and worship;

EQUALITY of status and of opportunity; and to promote among them all

FRATERNITY assuring the dignity of the individual and the² [unity and integrity of the Nation];

IN OUR CONSTITUENT ASSEMBLY this twenty-sixth day of November, 1949, do HEREBY ADOPT, ENACT AND GIVE TO OURSELVES THIS CONSTITUTION.

1. Subs, by the Constitution (Forty-Second Amendment) Act. 1976, sec. 2, for "Sovereign Democratic Republic" (w.e.f. 3.1.1977)
2. Subs, by the Constitution (Forty-Second Amendment) Act. 1976, sec. 2, for "unity of the Nation" (w.e.f. 3.1.1977)

THE CONSTITUTION OF INDIA

Chapter IV A

FUNDAMENTAL DUTIES

ARTICLE 51A

Fundamental Duties - It shall be the duty of every citizen of India-

- (a) to abide by the Constitution and respect its ideals and institutions, the National Flag and the National Anthem;
- (b) to cherish and follow the noble ideals which inspired our national struggle for freedom;
- (c) to uphold and protect the sovereignty, unity and integrity of India;
- (d) to defend the country and render national service when called upon to do so;
- (e) to promote harmony and the spirit of common brotherhood amongst all the people of India transcending religious, linguistic and regional or sectional diversities; to renounce practices derogatory to the dignity of women;
- (f) to value and preserve the rich heritage of our composite culture;
- (g) to protect and improve the natural environment including forests, lakes, rivers, wild life and to have compassion for living creatures;
- (h) to develop the scientific temper, humanism and the spirit of inquiry and reform;
- (i) to safeguard public property and to abjure violence;
- (j) to strive towards excellence in all spheres of individual and collective activity so that the nation constantly rises to higher levels of endeavour and achievement;
- ¹(k) who is a parent or guardian to provide opportunities for education to his/her child or, as the case may be, ward between age of six and fourteen years.

1. Ins. by the constitution (Eighty - Sixth Amendment) Act, 2002 S.4 (w.e.f. 12.12.2002)



Foreword to the Revised Edition

"You are the makers of your own fortunes. You make yourselves suffer, you make good and evil, and it is you who put your hands before your eyes and say it is dark. Take your hands away and see the light."

– Swami Vivekanand

The CBSE's Entrepreneurship curriculum for classes XI and XII, stands out for its strong dynamism, continuous evolution and development. Since 2001, the curriculum has been changed by adopting the functional approach. In the current climate of psychological, social and economic changes, society is influenced by explosive knowledge creation and exponential technology growth. Thus the need to modify and infuse changes in the Entrepreneurship Curriculum at +2 level is a necessary step in the upgradation and updation of the existing curriculum.

The course aims at providing the basic concepts of entrepreneurship, thereby equipping the students with entrepreneurial values, attitudes, motivation and competencies so that they can pursue a career that also calls for creativity and innovation. To accelerate the pace of development of our economy, we need, more entrepreneurs who generate wealth and job opportunities for the country. Infact the entire world needs 'job providers'.

The increasing use of the internet also impacts on our objectives to give our learners a greater autonomy in their learning and enabling differentiated instruction, and, its transformational impact on the teaching methods and deployment of assessment tools, consistent with those objectives. At +2 level, students begin to contemplate and introspect on their choice of subjects for higher studies. For some students, this stage may be the end of their formal education, leading to the world of work and employment; for others, the foundation for higher education. They may choose either a specialized academic course or job-oriented vocational courses. Entrepreneurship would equip them with the necessary skills to make a meaningful contribution towards their personal and professional growth in future.

The revised edition of Entrepreneurship incorporates new chapters that introduce students to market dynamics and encourage their hidden entrepreneurial skills. The revision aims at providing some background information, case studies, activities, new templates and basic concepts to help the students attain a better understanding of higher-order concepts that are being dealt with in greater detail in the curriculum of class XII.

Teachers handling the course need to inform themselves regarding the effective use of course content, teaching methodology, management of group work and independent individual work, management of large classes, appropriate use of assessment tools, grading and record-keeping to benefit their students.

The revision of this book would never have been possible but for the sincere effort, devotion and leadership of Dr. Sadhana Parashar, Professor & Director [Academics, Research, Training & Innovation], CBSE and Mr. Sandeep Sethi, Education Officer with his team. Any further suggestions are welcome and will be incorporated in the future editions.

Vineet Joshi
Chairman, CBSE





Acknowledgement

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Entrepreneurship Poem

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With thousands of dreams abound
And means only limited and sound
Eager to go and gain some ground
Was far away an entrepreneur found

The need to work but the want for power
To ponder and permute as the tallest tower
The twists and turns to evolve and empower
Bloomed an entrepreneur like from bud, a flower

Struggle and conflict was eventually faced
As towards the dream the entrepreneur hastily raced
Learning to believe that life ain't that white laced
The need to stand apart emblazoned where the entrepreneur based
Wiped own wounds and stood there emboldened and braced

Through the roads of creativity and innovation
Came an idea, a product of strategic gestation
Wrapped in the clothes of astound and aberration
The responsibility to work hard and well for an entire nation

The entrepreneur's child the world said
Obstacles are mere opportunities that bind the thread
Busy creating jobs and walking ahead
Dignity and pride for one and all the entrepreneur bred
Turning the world around feeding mouths never fed

For all those who want to flourish and find,
For all those who from the crowd want to unbind
Who were born to walk ahead and reap much more of the grind,
They learnt these secrets- not known to many minds

A voyage in this textbook as to how shall we reach
The change the world craved, we shall teach
What ordinary subjects merely can preach
We shall practice and persevere, everyone and each

As the book reveals much wisdom, it decides to confess
It lays down quite clearly all keys to success
Most of the world we shall learn through this subject as it shall fluoresce