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Setting up a Web Designing Unit

11.1 INTRODUCTION

As the Twentieth Century progresses, with the evolution of diversified technologies, the economy is changing from manufacturing to a **Service** and **Information** based economy. This information economy provides services and information **anywhere** and **anytime**, which have now become two key attributes to the success of any business in the complex and competitive global scenario. In this fast moving Information age, the standard media like print, radio, and television plays very little role.

Internet, the medium that connects the entire world on real time basis satisfies the basic need to get information cutting across geographical and political barriers and has become an indispensable tool in everybody's life. The websites contain all relevant business information and provides easy access to organizational information to all the interested stakeholders on real time basis. The websites, the storehouse of information dedicated to various domains such as health, education, news, entertainment, publishing, etc. are the building blocks of information super highway converting the world into a global village.

Every organization small or big, old or new wants their presence on the Internet. This is required by the organizations to have their own website to put the various types of information pertaining to the customers, products, services, policies, etc. For example educational institutions have their websites to provide on-line student information, books, conducting virtual classes, etc.; the media industry use websites to put the day to day happenings in the country and the world on the internet; publishing houses create their websites to facilitate sale & purchase of books online on payment basis through an on-line catalogue; banking industry have their presence on the internet to provide online banking and financial services, etc. This creates a huge demand for web designers in the Internet Age.

11.2 OBJECTIVES

After going through this lesson, you would be able to:

- identify major inputs to a business unit
- design website for an individual/organization
- open a small Web Designing Unit
- train the people on Internet and web designing
- identify the various requirements in setting up a Web Designing Unit
- adopt good business practices required for an entrepreneur

11.3 INPUTS TO A BUSINESS

The important inputs to a business are:-

- Will Power
- Place
- Capital
- Finance

Will Power

This is the first and the foremost input required for setting up a

web designing unit. You must make up your mind well before starting any business, as business involves risk. A person who wants to set up a business either in trade or industry is called an entrepreneur. An entrepreneur makes best use of the available machinery, manpower and money for producing goods or providing service. A unit set up by an entrepreneur is called an enterprise. Web Designing Unit is also an enterprise which provides services to others. Once you decide to set up an enterprise in Web Designing Unit, you look for a suitable place.

Place

Place for a Web Designing Unit (WDU) unit involves generally a room of 120-200 sq. ft. meter. The space should be sufficient for installing computer and accessories, office space and space for visitors. The space may be your own or rented. For a Web Designing Unit, it is better if the place is nearer to a commercial complex or government offices. The office space must have electricity and telephone connection.

Capital

Once you decide on the place of your business, you require money. Money invested in the business is called **Capital**. Capital is **fixed** when it involves procuring land, building, equipment, machinery, vehicles, furniture and fixtures, etc. **Working capital** is required for meeting day to day expenses of an enterprise. These include purchase of raw material, stationery, payment of bills like water, electricity, telephone, wages of staff/labourer and traveling/conveyance charges.

Fixed capital

Fixed capital generally remains constant over a longer period and is required only in the beginning stage. On the other hand, working capital is required continually. It is implied that after sometime money starts coming out of the business and thus working capital is met out of the turnover.

For a basic Web Designing Unit the fixed capital involves the following equipment, furniture and other expenses.

A. Fixed Capital: Item/Equipment	Quantity	Rate(Rs.)
1. Computer with Multimedia facilities: (Speaker, DVD writer, Graphics card, Audio and Video card, UPS, modem, Flash drive)	1	40,000/-
2. Laser Printer	1	10,000
3. Scanner	1	4,000
4. Computer Table	1	2,000
5. Computer chair	1	1,000
6. Working Table	1	2,000
7. Working Chair	1	1,000
8. Software (Windows XP, Adobe Photoshop, front page, Dream weaver Macromedia flash)	1	15,000
9. Internet Connection		2,000
10. Miscellaneous		3,000
11. Total		80,000

B. Working Capital (per month)	Rate(Rs.)
1. Rent of room	4,000
2. Electricity, water bill etc.	1,000
3. Telephone & Internet connection	1,000
4. Wages of Web designing and one helper	4,000
5. Raw material (Paper CD,DVD, cartridge etc.)	3,000
6. Conveyance/Travel	1,000
7. Miscellaneous Expenses (Repair & Maintenance, Utilities etc.)	1,000
8. Total	15,000
9. Total Investment (Fixed Capital + Working Capital)	95,000

C. Expected Turnover (Per month) (8 pages per day @ Rs. 150/- per page for 25 working days)	30,000
Less Expenses	
Repayment of Loan	3,000
Rent, Wages, Telephone etc.	15,000

Depreciation (@ 20% industry norms)	1,000
Total:	19,000
Surplus of income over expenditure (profit)	11,000

Thus you can expect a profit of Rs.11,000/- per month by setting up one Web Designing Unit. If you set up Web Designing Unit the profit will be proportionately higher as the overhead expenses like rent, electricity, telephone etc. will be distributed. Suppose you took a loan of 80,000/- for a bank and you need to repay Rs.3,000/- per months for a period of 36 months.

After 3 years you do not have to repay the loan and your income will increase by Rs. 3,000/-.

As already said all this is only an estimated figures. In actual conditions the profit may vary, it may increase or decrease. Much of it depends on your hard-work, wisdom and intelligence & marketing promotant efforts.

Having moved by the **Profit Motive**, you are now be certain to establish your own Web Designing Unit. Here is some guidance on how to arrange the capital. If you are lucky to have the money arranged from your own/family sources, it is fine. Otherwise, the following sources may be tapped.

Banks

Banks, whether private or cooperative, provide loans under different schemes. The rate of interest and terms generally vary from bank to bank. Interest rates are decreasing steadily as well as the process is becoming easier.

Government Department

Various departments and ministries of the Central/State Government have different schemes under which financial assistance loans are available. Prime Minster Rozgar Yojana (PMRY) is one such scheme. Some of the departments which provide financial assistance are:

- Department of Rural Development
- Department of Small Scale Industries

- Department of Tribal Development
- Department of Minorities Development
- Department of Women Development

Small Scale Industries Institute (Govt. of India) provides valuable help in preparing project report and procuring machinery and raw material. This institute has its headquarter in Okhla (New Delhi) and branch offices in all state capitals and major cities. Addresses of this institute and other government may be obtained from the nearest Employment Exchange or the Office of the District Collector.

Finance is generally available for Fixed Capital, i.e., one time only. Generally up to 80% finance is available and rest you have to arrange from your resources. This difference is called the **Seed Money**. In our model calculation, we had estimated that a capital of approximately Rs.95,000/- is required for setting up a Web Designing Unit. Out of this, loan upto Rs.80,000/- will be financed by the banks/institutions and Rs.15,000 will have to be arranged by you.

For working capital banks may grant you overdraft facility. Thus, by investing about 15,000/- you get a profit of over Rs.11,000/- per month which is reasonably good. However, profit can be increased by increasing business which will be the result of improved efforts and hard work put in the direction.

Good Business Practices

Other than the financial aspects of a business, an entrepreneur should also take care of good business practices. These practices not only pay in the long run but also create harmony and cordial environment in the society. These practices are:

- (1) Be polite to the customers. Always greet and receive them properly. Remember that **Service with a Smile** does not cost but brings reputation to your business.
 - (2) Be punctual and adhere to the delivery schedule. If the job of a customer is not ready by scheduled time, inform her/him in advance and apologise.
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- (3) Be honest in dealings. Charge reasonably and honestly from the customers. Make prompt payments to your suppliers.
- (4) Pay your dues and taxes in time. It is our earnest duty to pay the taxes honestly. Taxes are the revenue for the government. This money is used for the welfare of the society.
- (5) Try to explore new business opportunities. Diversify your business. For example, while accepting jobs for web designing you may also use the same infrastructure for training learners. Always keep yourself updated with new technological advancements. Newspapers, professional journals and Internet are a good source of knowledge.

By diversifying and expanding your business, you not only increase your profit and status but also work for a great cause of creating jobs for others. You are fulfilling your duty towards the nation and the society.

Please note that scope and opportunities in any business are indefinite and only sky is the limit.

Wish you a happy business.

SAMPLE QUESTION PAPER

1. Introduction to Windows XP

1. What does GUI stand for? (1)
2. What is the use of Control Panel in Windows XP? (1)
3. Name the default application used for playing media files in windows XP. (1)

2. Computer Network & Communication

1. Differentiate between analog and digital signals in communication. (2)
2. Describe any two network topologies (2)
3. ?

3. Internet and Services

1. Define internet (1)
2. What is a search engine? Name any two search engines. (2)
3. What is URL?
4. Differentiate between a website & web page (1)

4. Introduction to HTML

1. Name the tag & attribute to do the following :
 - (i) Change the background color of the webpage.
 - (ii) Place an image on the right hand of the webpage.
 2. Write the HTML code to generate the following list.
Asian Countries
 1. India
 2. Japan
 3. China
 4. Pakistan
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5. Advance HTML

1. Differentiate between <TR> and <TD> tags. (1)
2. Write the HTML code to generate the following table. (1)
Delhi Rs. 700
Mumbai Rs. 650
3. Write the HTML code to generate the following form :

Registration Form

Name

Stream :

Science Commerce Humanities

Submit Cancel

6. Planning & Designing

1. Name any four things that should be considered while planning a website. (2)
2. What is a static website? (1)
7. Developing website using Tools
1. Name any two software pages used for creating a website. (1)
2. List any two views available in frompage. (1)
3. Write the steps to insert a graphic file into a webpage using frontpage. (2)

8. Scripting

1. What is client side scripting? (1)
 2. Name the two conditional statements used in Java script. (1)
 3. Write the Javascript code to accept the age from the uses check whethes he is a senior citizen (age > = 60) or not. Display the message "Senior Citizens should be respected" if he is a senior citizen else display "Your age is below 60". (2)
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9. Advanced Topics

1. Which tag is used for embedding sound in a HTML document? (1)
2. What are the following tools of Photoshop used for :
(a) Lasso (b) Paint Bucket (2)
3. What is tweening in Flash? (1)

10. Legal Aspects & Future Trends in Internet

1. What is B2C e-commerce (1)
 2. Name any one mode of payment that can be used in e-commerce. (1)
 3. What is copy right? (1)
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Question Paper Design

Subject : Certificate in Web Page Design
 Class: Sr. Secondary

Paper : Marks : 40
 Hrs Du

1. Weightage by objectives

Objective	Marks	% of total
Knowledge	17	42.5
Understanding	14	35
Application	9	22.5
Skill		

2. Weightage by types of questions

Type	Number of Questions	Total	Estimated marks
Long answer questions	—	—	—
Short answer questions	10	20	20
Very short answer questions		20	20

3. Weightage by content

Units/Sub-units (pl. specify)	Marks
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