

New
Syllabus
2026-27

CLASS 9 SOCIAL SCIENCE – PART 2

CHAPTER 6

From
Ideas to
Startups

ENTREPRENEURSHIP & ROLE OF AN ENTREPRENEUR

What is Entrepreneurship?

Entrepreneurship is the **process** through which individuals or a group of individuals convert a **potential idea** into a **business venture**.



Key Tasks Performed by an Entrepreneur

1

Identify a problem and develop an innovative solution.



2

Take risks by investing money and time.



3

Make key decisions regarding the operation and functioning of the business.



4

Combine various factors of production.



5

Contribute to the welfare of society with their innovation.



What Makes an Entrepreneur?



Curiosity

Always eager to learn and explore.



Spotting Opportunities

Finds and recognises chances in problems.



Innovation

Brings new and creative solutions.



Initiative

Takes the first step to turn ideas into reality.



Hard Work

Works consistently to achieve goals.



Dedication

Stays committed even in difficult times.



Decision-Making

Makes timely and wise decisions.



Risk-Taking

Willing to take calculated risks.



Creating Value for Society

Helps people and contributes to economic growth.

Entrepreneurship in Action

1

A Small Business Grows



- Identified a need in the community.
- Used opportunities to offer unique products.
- Planned well, managed finances and attracted more customers.
- Shows how a simple idea can grow into a successful business.

2

Lijjat Papad (Cooperative Entrepreneurship)



- Started by seven homemakers in 1959.
- Began with borrowed equipment and ₹80.
- No investors or big business degrees.
- Grew into a large cooperative with thousands of women members.
- Shows the power of teamwork, skill development and self-reliance.

3

Mohan Singh Oberoi (Hotel Industry)



- Started with a small job, earned ₹50 a month.
- Showed initiative and learned every aspect of hotel operations.
- Planned carefully, managed finances and maintained high standards.
- Expanded into one of the world's most respected hotel brands (Oberoi Group).
- Shows perseverance, vision and effective management.



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Business Plan

A Road Map for the Business

A **business plan** is a written **roadmap** that explains how a business idea will be turned into a successful venture. It helps the entrepreneur plan, organise resources, manage risks and achieve goals.



1 Business Name

- Choose a suitable and attractive name for your business.



2 Business Idea

- Identify a product or service.
- Find out what problem it will solve.



3 Target Customers

- Identify who will buy your product or service.
- Understand their needs and preferences.



4 Product/Service and Price

- Describe the product or service.
- Decide the price based on costs and the market.



5 Marketing Plan

- Decide how to tell customers about your business.
- Use posters, social media, word of mouth, events, etc.



6 Resources Required

- List the resources needed (human resources, finance, materials, technology and infrastructure).



7 Costs and Expected Profit

- Estimate the total cost.
- Identify sources of income and expected revenue.
- Calculate expected profit.



8 Challenges and Risks

- Think about possible problems (financial, market, technical, etc.).
- Plan ways to overcome them.



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Key Considerations

in Making a Business Plan

1 Business Idea

- Choose a product or service.
- Identify the need or problem it will solve.
- Make sure the idea is unique and feasible.



2 Target Customers

- Identify who will buy your product or service.
- Understand their needs, preferences and budget.
- Study the size of the target market.



3 Product or Service

- Describe what you will offer.
- List the key features.
- Explain how it is different from competitors.
- Show the benefits to customers.



4 Marketing Plan

- Decide how to reach your target customers.
- Use posters, social media, school events, word of mouth, local market, etc.



5 Resources Required

- List the resources needed to run the business.
- These may include human resources, finance, materials, technology and infrastructure.



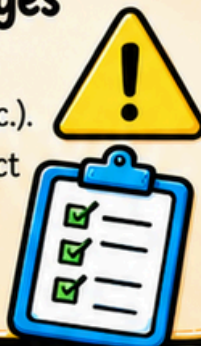
6 Costs and Expected Profit

- Estimate the total cost of starting and running the business.
- Identify sources of income.
- Calculate the expected profit (Revenue - Cost).



7 Risks and Challenges

- Identify possible problems (financial, market, technical, etc.).
- Think about how they may affect the business.
- Plan ways to minimise or overcome these risks.



8 Social and Environmental Impact

- Consider how your business will help people.
- Think about its impact on society and the environment.
- Choose eco-friendly and responsible practices where possible.



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Functional Areas of a Business

All the areas work together to run a business successfully.

1

Management and Operations

Involves planning, organising, coordinating and controlling the day-to-day activities of the business.

Key functions:

- Setting goals and strategies
- Making decisions
- Managing production and operations
- Ensuring quality and efficiency
- Coordinating with other departments



2

Finance and Accounting

Deals with managing money and keeping proper financial records of the business.

Key functions:

- Arranging funds (capital)
- Managing expenses and income
- Preparing budgets
- Maintaining accounts and records
- Analysing financial performance
- Ensuring legal compliance (taxes, etc.)



3

Human Resources (HR)

Focuses on managing people in the organisation.

Key functions:

- Recruiting and selecting employees
- Training and developing skills
- Motivating employees
- Managing performance
- Ensuring a safe and positive work environment



4

Marketing and Sales

Involves understanding customer needs and promoting and selling the products or services.

Key functions:

- Identifying target customers
- Understanding their needs
- Developing products/services
- Promoting through advertisements, social media, events, etc.
- Managing sales and customer relationships



These functional areas are **interlinked** and **work together** to achieve the goals of the business.



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Startups & Contribution

of Businesses to Society and Economy

1 What is a Startup?

A startup is a new business that starts with an innovative idea to solve a problem and offer a unique product or service.

Key Features

- Innovative idea
- Solves a real problem
- High growth potential
- Uses technology
- Can create new markets



2 Why are Startups Important?

- Bring new ideas and innovation
- Create new products and services
- Solve social and environmental problems
- Create jobs and opportunities
- Boost economic growth
- Encourage competition and improve quality
- Attract investment and global attention



3 Examples of Indian Startups

paytm

Digital payments

zomato

Food delivery

BYJU'S

EdTech

OLA

Transport services

Nykaa

Beauty and personal care

OYO

Hospitality

4 Government Support for Startups

- Startup India initiative
- Make in India
- Easy registration and compliance
- Funding and tax benefits
- Incubators and innovation centres
- Skill development and mentorship



5 Challenges Faced by Startups

- Lack of funds
- High competition
- Finding the right team
- Technology and operational challenges
- Uncertain market demand
- Regulatory and legal issues



6 How Startups Help Society

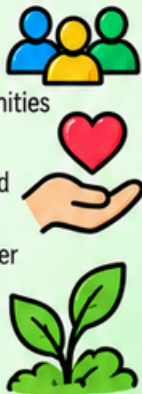
- Provide useful products and services
- Solve everyday problems
- Create employment
- Support local communities
- Promote sustainable and eco-friendly solutions



Contribution of Businesses to Society and Economy

7 Contribution to Society

- Provide quality goods and services
- Create employment opportunities
- Improve standard of living
- Support education, health and community development
- Promote innovation and better lifestyles
- Follow socially responsible practices



8 Contribution to the Economy

- Increase production and income
- Create jobs and generate livelihoods
- Pay taxes to the government
- Attract investment (both domestic and foreign)
- Encourage innovation and technological development
- Promote balanced and inclusive growth



9 Examples of Impact

- A food processing unit provides jobs to local people.
- An eco-friendly business reduces environmental pollution.
- A technology startup makes education accessible to rural areas.
- A small business supports local suppliers and boosts the local economy.



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