

# NEED CELL

**N**ATIONAL

**E**NTREPRENEURSHIP AND

**E**MPLOYABILITY

**D**EVELOPMENT **C**ELL

A unit of I.N.D.I.A. (Integrated National Development In Action) TRUST

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## **INTRODUCTION**

The workplace of the 21st century has a high demand for Employability Skills along with Entrepreneurial and Intrapreneurial qualities. These Skills are known by many names: key competencies, generic skills, essential skills, transferable skills. These skills go beyond the technical skills needed to do a particular job and are not specific to a single industry or enterprise. These skills do, however, help students to apply their technical skills to a particular job.

Employers are expressing a desire to have human resource that can communicate clearly, solve problems, use technology, and use initiative to keep learning on the job. Most employers acknowledge that a key factor in selecting an applicant for a job is the applicant's ability to demonstrate the generic capabilities. To gain the employment competencies, students need time and opportunity to develop these skills. They need to be assessed on these skills and they need evidence that they are competent in these skills.

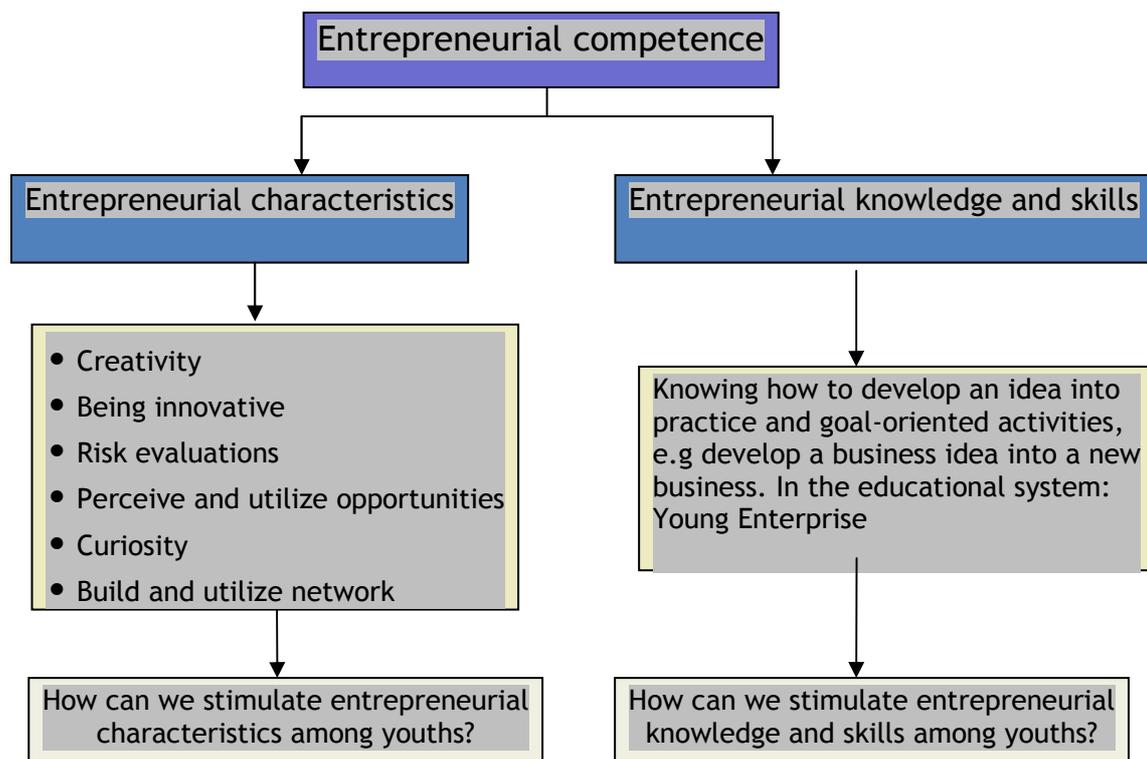
Helping students develop Employability Skills and entrepreneurship skills is as important as teaching the technical skills of an industry. In fact, your institution will already be promoting these skills in much of the work you do with students. An important starting point is to acknowledge the work we will be doing to promote and develop these important skills.

**We are aware of the time pressures under which lecturers work.**

**An important goal was to keep the training simple and  
easy to incorporate along with the curriculum.**

## THE NEED FOR ENTREPRENEURIAL SKILLS

In the burgeoning labor market of India, with a steady increase of underemployment of qualified graduates, entrepreneurship development is but the only way to break the lull and monotony and pave way for enterprising youth, who if not for proper guidance and assistance, will very soon lose the way, ultimately becoming a part of the world's biggest labour market. It is our strongest belief that entrepreneurs need not necessarily be born, but can be developed through well-conceived and well-directed activities. It is with this noble mission at heart that I.N.D.I.A Trust wishes to reach out to those enterprising youth thirsting for guidance and the necessary skills.



**“SOME PEOPLE LOOK AT THINGS AND SAY WHY;  
I SEE THINGS THAT NEVER WERE AND SAY WHY NOT!”**

- G.B. SHAW

## **PROFILE OF THE ORGANISATION**

Members of **I.N.D.I.A TRUST** for the past 20 years have been introducing the concept of Career Management Education system in the Schools, Colleges/Universities and institutions for higher education and also providing the relevant training inputs for the target beneficiaries to achieve career success in the their respective disciplines.

**I.N.D.I.A TRUST's** rigorous academic inputs match industry realities. The programmes have been overwhelming and have been well received by the student community and leading recruits.

**I.N.D.I.A TRUST's NEED cell** is a division to cater the training needs of educational institutions focusing on Career management, Employability and Entrepreneurial skills.

**I.N.D.I.A TRUST** believes strongly in catering to the individual needs and its training programmes are **tailor made and designed, keeping in mind the respective clients** and also it goes a step further to reach every individual participant.

To accomplish the above said, the organization has a wide network of professional people and an organisation base to do continuous research.

**I.N.D.I.A TRUST** training programmes have room for post training counseling too, to update the candidates skill set.

## **ACADEMIC STATUS OF I.N.D.I.A. TRUST**

**I.N.D.I.A. TRUST**, a National Public NGO has been established as a National Level body for promoting Management of Employability and Entrepreneurship skills in our country.

**I.N.D.I.A. TRUST** is a Non-University autonomous institution and is a nodal centre for Entrepreneurship Development Institute of India (EDI), Ahmedabad, Gujarat, which is *sponsored by Friedrich-Naumann-Stiftung, Germany and supported by National Science & Technology Entrepreneurship Development Board, & National Entrepreneurship Development Board, DSS,(Government of India).*

## **OUR TRACK RECORD**

- ✓ Since 1993 I.N.D.I.A. TRUST have trained and developed more than 5000 teachers, 10,000 students and 6,000 parents from various schools, colleges and other institutions of higher studies.
- ✓ Over 5,000 students have attended our various Career Development Seminars.
- ✓ Over 200 colleges all over South India have sponsored their students for our Campus Recruitment cum Training Programme continuously for the past 9 years.
- ✓ Over 2000 students have undergone our Career Management and Entrepreneurship guidance programmes leading their career from college life to corporate life.
- ✓ Over 3000 working executives have attended our various Management Development Programmes, enriching their life and career.
- ✓ Trained Police Officers at Police Training College (Govt. of Tamilnadu)
- ✓ Management development programmes for Doctors and Executives in private and public Hospitals.
- ✓ Executive Career Management Programme for MBA Students for final year students studying in various Government and Private colleges attached to Various Universities.
- ✓ Management and Marketing of Educational Technology products.
- ✓ Educational and Social consultancy under Family Development Foundation of India
- ✓ Corporate management training Programme for senior executives and managers.
- ✓ Creating productive partnership with industries.
- ✓ Networking NGOs of various districts through out the Nation in achieving Integrated National Development.

## **OUR TRAINING SYSTEM**

I.N.D.I.A. TRUST pioneered and is now leading the revolution in training, whether it is teaching the simplest or the most sophisticated subject of training and development.

Together, with our psychological associates, we have originated and developed tailor made programmes for almost every type of personality - A UNIQUE AND POWERFUL AUTHORIZING SYSTEM.

Unlike many other conventional systems, the participants learn and get training through “FLEXIBLE LEARNING AND TRAINING SYSTEM” (FLTS).

The participants will find us totally committed and expanded to support and provide on going help for development to their changing needs. Today, because of constant change as much as what the students learn is out of date even before they know it.

Each Training Programme opens up new possibilities for progress and personal development.

The participants are trained and their personal skills broaden to play a central role in achieving stronger voice and critical role within the organisation.

We adopt learning styles that are more in keeping with the way that every one learns to achieve.

We have designed simulation that pose problems for the trainees and then ask to reflect our solutions.

The packages ask questions that has no clear right or wrong answers and follow up to trainee’s responses with yet more questions. For exceptionally brilliant trainees we have computer administered psychometric packages.

Training and Development is always attempted to hit a moving target although we assume the trainee’s need is static throughout the duration of the course. Indeed, the trainees are continuously evolving.

This affects the trainee’s perception of how the course programme readily meets the participants’ evolving needs and aspirations. Any conventional and prevailing training system is essentially static.

Although some systems attempted to advice rather than to prescribe, they all assume that trainees are AIMING FOR THE SAME FIXED GOAL AT THE END OF THE COURSE, which is futile.

On the other hand, our programmes are designed to help develop creativity and self directedness.

It’s more than a personal and caring approach to your education. A conducive environment made for learning and living. We are not going to leave an imagination that getting to the fast track is smooth.

## **FEATURES OF OUR TRAINING**

- ✓ Ensure an individual's ability to understand and apply the principles in the practice of business.
- ✓ It provides a greater understanding of organisational environments, giving the tools needed to operate at all levels.
- ✓ Develop an individual's knowledge for a wide range of key business areas in a practical manner and illustrate in which these can be applied to workplace scenarios.
- ✓ Integrate across key functional areas of management and implement a coherent corporate strategy.
- ✓ Emphasise the importance of balance between knowledge and the skills necessary to create effective managers through continuous industry interaction.
- ✓ Helps executives to develop an international perspective for understanding the dynamics of the global environment.
- ✓ Gain insight into current professional practice at a higher level.
- ✓ Develop understanding of the new methodologies, in preparation to excel in industry, commerce or academia.
- ✓ Interact and learn from management experts and leading industrialists.
- ✓ Personal and Professional consultancy from eminent psychologists.
- ✓ Quality learning material and delivery.
- ✓ Flexible, integrated programme structure.
- ✓ Over 100 management modules incorporated.
- ✓ Training is individualised and focused towards specialised career needs.
- ✓ Advanced Management and Leadership Camps for qualified trainees.
- ✓ Encouragement of our trainees to participate in Nation Building activities.
- ✓ All round grooming - Mind Management - Executive Development - Outdoor retreats - Treks - Fun clubs - Leadership Gurukulam.

# NATIONAL ENTREPRENEURSHIP AND EMPLOYABILITY DEVELOPMENT (NEED) CELL

## OBJECTIVES OF THE CELL

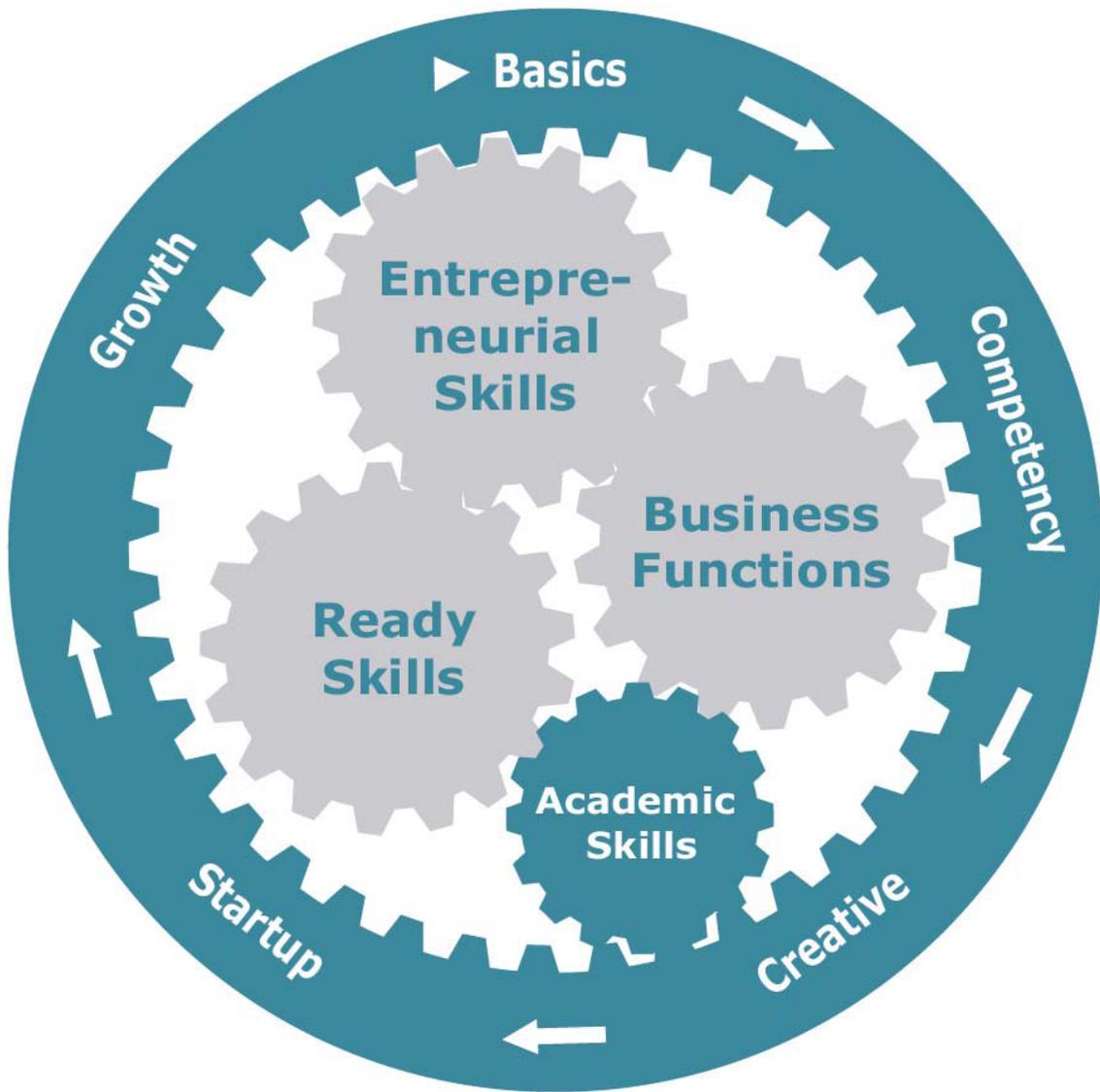
- ✓ **Developing entrepreneurial skills and attitudes** that prepare them for the innovative economy – whether they own and run their own company or work for someone else (Project-based and skills development for creating entrepreneurial mindset”)
- ✓ To provide leadership and to promote the study and application of professional principles and practices in the field of Training, Development and Career Management (Employability and Entrepreneurship skill development) in order to assist management and administration to develop and maintain an effective Organisation.
- ✓ To promote an understanding of Career Management Training and Development (Employability and Entrepreneurship skill development) as a basic responsibility of management and administration and to assist the Organisation in planning and implementing their programmes for manpower development with a view to maintain their effectiveness and improving their adaptability to changing problems and challenges.
- ✓ To stimulate thought and efforts for dissemination, exchange and furtherance of Information, Knowledge, Research, Techniques, Materials, Aids, Skills and Attitudes in the field of Employability and Entrepreneurship skill development.
- ✓ To sponsor appropriate research and / or publish necessary literature, books, journals, newsletters, pamphlets, reports and also conducting conferences, meetings, lectures/seminars, workshops in furtherance of the objectives of the foundation and other professional degrees, diplomas and certificates.

## **FUNCTIONS OF NEED CELL**

- ✓ To inculcate a culture of innovation driven entrepreneurship through student projects and instillation of entrepreneurial skills.
- ✓ To guide and assist prospective entrepreneurs on various aspects such as preparing project reports, obtaining project approvals, loans and facilities from agencies of support system, information on technologies, etc.
- ✓ To arrange interaction with entrepreneurs and create a mentorship scheme for student entrepreneurs.
- ✓ To facilitate creation of entrepreneur's club in each college to foster culture of entrepreneurship amongst students.
- ✓ **Specialised HRD intervention activities and CAPACITY BUILDING TRAINING at various level**
  - Organize lectures, workshops and seminars by renowned personalities from different domains of expertise, competitions of various kinds etc., round-the-year, in order to create awareness and to sharpen the business acumen of students and aspiring entrepreneurs.
- ✓ **Events / Competitions which can be held:**
  - Paper presentation
  - Problem Solving
  - Plan your budget
  - Group Discussion
  - Business Quiz
  - Slogan Writing
  - Advertise Your Own Product
  - Public Speaking
  - Transactional Analysis

✓ **Conducting short term and long term programmes with Certifications and Diplomas from I.N.D.I.A TRUST and Entrepreneurship Development Institute of India (EDI), Ahmedabad to enhance qualities along with qualification.**

- Mentor students/others who have business ideas by bringing expertise to their doorstep.
- Mentoring the students at an early stage by giving proper direction and necessary exposure would be crucial in converting technical ideas/projects into viable business plans.
- Be an interface between the entrepreneurial activity in EDI - Ahmedabad and the outside world, a consolidation of logistic and knowledge resources necessary to make a business plan and set up an enterprise.
- **Case based:** Live cases for better understanding of the intricacies in starting a venture.
- Form permanent associations with professional bodies and organizations, Universities, corporations, media etc. to facilitate exchange of ideas and to promote entrepreneurial ventures.
- Knowledge partnerships will play an important role in engaging good expertise for the benefit of entrepreneurial activity at individual institution.
- To provide Incubators space, overhead, information sources, a referral network, help with business decisions, etc



# PROPOSED PROGRAMMES

## ACTIVITIES UNDER **NEED** CELL

### SEMINARS, CERTIFICATIONS AND DIPLOMAS

#### LEVEL 1

#### CAREER MANAGEMENT AWARENESS SEMINAR

**Methodology:** Students to be addressed at large

**Costing:** Complimentary

**Duration:** 2 to 3 hrs

#### LEVEL 2

#### WORKSHOPS on

- Career Management and Employability Skills
- Entrepreneurship Skills Development

**Duration:** 5 days each workshop

**Costing:** Rs. 250/- day

**Methodology:** A mixture of mass seminars and individualised, small group trainings

#### LEVEL 3

#### A CERTIFICATE PROGRAMME IN CAREER MANAGEMENT AND ENTEPRENEURSHIP SKILLS

**Duration:** 4 MONTHS (40 HOURS)

**Costing:** Rs. 4000/-

## **LEVEL 4**

**A TWIN DIPLOMA PROGRAMME** comprising of,

- **DIPLOMA IN EMPLOYABILITY SKILLS – Awarded by I.N.D.I.A TRUST**
  
- **OPEN LEARNING DIPLOMA IN BUSINESS ENTREPRENEURSHIP**  
-Awarded by the Entrepreneurship Development Institute of India (EDI),  
Ahmedabad, Gujarat

**Costing:** Rs. 15000/

**Duration:** 9 months training and 3 months of on the job training.

# LEVEL - 1

## **LEVEL-1 - ENTREPRENEURSHIP AND CAREER AWARENESS PROGRAMME**

### **OBJECTIVE**

- Allows students **to recognize opportunities** to create and build something from practically nothing
- Enables students **to realize** they have self employment options
- Encourages big dreams, build skills, **and enables** students to catch the vision, see the opportunities, and create a way to use their talents and skills

### **HIGHLIGHTS**

1. **Name of the benefitting institution** : .....

2. **Name of the Training provider** : I.N.D.I.A. TRUST

3. **Period of Training** : ACADEMIC YEAR 2009-2010

4. **Number of students to be benefited** : Students of all years

5. **Training schedule:**

- Total number of hours a student will be undergoing training : 2-3 hrs
- Each batch can have strength as per the following norms:
  - For Seminars : 300 + students
  - For Lecture sessions : 150 students

6. **Training agenda:**

- Induction cum Orientation
- Personality Management and Goal setting
- Communication
  - Speaking clearly and directly
  - Oral and Written Skills
- Career Management and Employability Skills
- Entrepreneurship Education

7. **Knowledge Materials that will be provided** : Handouts

8. **Programme fee : Special Package:**

I.N.D.I.A. TRUST is proposing this to be a **complimentary programme** based on the various parameters of our proposal.

Kindly block your preferred dates at the time of signing the agreement to facilitate an impeccable training process right from the start.

With our experience of having conducted similar such workshops in more than 300 colleges, we ensure that this programme will act as pathfinder to students in reaching their career destinations apart from motivating and inspiring them.

# LEVEL - 2

## LEVEL – 2 - SHORT TERM WORKSHOPS

Under Level 2, two genres of workshops can be availed of. They are:

- ✓ Workshop on Career Management and Employability Skills
- ✓ Workshop on Entrepreneurship Skills Development

### OBJECTIVES

- Serves as a catalyst for learning to --
  - Explore
  - Expand
  - Experience
  - Empower

### HIGHLIGHTS

1. Name of the benefitting institution : .....
2. Name of the Training provider : I.N.D.I.A. TRUST
3. Period of Training : ACADEMIC YEAR 2009-2010
4. Number of students to be benefited : 200 students (min.)
5. Training schedule:

- Total number of days a student will be undergoing training : 5 days per workshop

(A full day session is taken as 6-7 hrs.

A half day session is taken as 3 hrs.)

- 60% of the training days need to be full day sessions. And the rest (as convenient) can be spread over one month.

- Each batch can have strength as per the following:
  - For Seminars : 300+ students
  - For Lecture sessions : 150 students
  - For Training Sessions : 75 students
  - For Group Activities : 15 to 25 students

## 6. TRAINING AGENDA:

### 1. WORKSHOP ON ENTREPRENEURSHIP SKILLS DEVELOPMENT

#### Induction cum Orientation- 1 Day

- Entrepreneurship Personality and Goal setting
- Communication, Written, Oral, Grammar

#### Developing a business concept - 1 Day

- Find a great business idea and create a market niche
- Write a business plan that will attract investors

#### Forming a company, registration and fund raising - 1 Day

- Form and effectively manage various entities including Corporations, Limited Partnerships
- Finance your business with debt and/or equity
- Find the most appropriate investors and lenders

#### Business Promotion - 1Day

- Use winning strategies to sell your products and services online and offline Profitably market your products, services, and business on a limited budget
- Websites and other identity materials VC,LH, Write ups

#### Organising yourself and Your Business - 1 Day

- MBO'S and Standard Operating Procedures

**Total number of days required - 5days**

### 2. WORKSHOP ON CAREER MANAGEMENT AND EMPLOYABILITY SKILLS

- Induction cum Orientation : 1/2 day
- Personality Management and Goal setting : 1/2 day
- Communication, Written, Oral, Grammar : 1& 1/2days
- Career Management and Employability Skills: 1 day
- Aptitude training : 1/2 day
- Entrepreneurship/Intrapreneurship Education: 1 day

**Total number of days required : 5days**

**7. Knowledge Materials that will be provided :** E books, Questionnaires, Handouts, Booklets and other Training Aids.

## **8. PROGRAMME FEES**

Programme fee is Rs.250 per student per day.

(Rs 1000 for a five full day workshop)

Programmes can be scheduled on holidays or on weekends.

### **Flexibility clause:**

However, the duration and cost can be tailor made based on the required input the institution prefers.

### **TERMS AND CONDITIONS:**

1. Deductible Registration Fee of 25% of the total training cost for Registration and securing the Date while signing the training agreement.
2. Kindly block your preferred dates at the time of signing the agreement to facilitate an impeccable training process right from the start.

With our experience of having conducted similar such workshops in more than 300 colleges, we ensure that this programme will act as pathfinder to students in reaching their career destinations apart from motivating and inspiring them.

# LEVEL - 3

**LEVEL – 3 - CERTIFICATE PROGRAMME IN CAREER MANAGEMENT AND ENTEPRENEURSHIP SKILLS**

**OBJECTIVES**

- **Basic academic skills are enhanced**
- **Comprehensive Curriculum Delivery**
- **Career Guidance focuses on personal talents**
- **Economic Concepts are demonstrated**
- **Personal Interest and Investment is focus**
- **Risk Management is developed**
- **Business Planning is practiced**
- **Ethical Behavior is developed**

**HIGHLIGHTS**

1. Name of the benefiting institution : .....
2. Name of the Training provider : I.N.D.I.A. TRUST
3. Period of Training : ACADEMIC YEAR 2009-2010
4. Number of students to be benefited : 60 students (min)

**5. Training schedule :**

- Total number of hours a student will be undergoing training : 40
- 30 % of the training days need to be full day(6 hrs) / half a day session(3 hrs). And the rest (as convenient) can be spread throughout the year.
- Each batch can have strength as per the following:
  - For Seminars : 300 students
  - For Lecture sessions : 150 students
  - For Training Sessions : 75 students
  - For Group Activities : 15 to 25 students

**6. Training agenda:**

**MODULE 1 : SELF MANAGEMENT** **8 hours**

- Goal setting
- Time Management
- Organizing tasks for Self Management
- Personality Development via Skills Enhancement
- Attitude Re-engineering
- Mind Management

## MODULE 2 : CAREER MANAGEMENT AND EMPLOYABILITY SKILLS

8 hours

- Personal Success Skills
- Interpersonal and Team Skills
- Bio Data Preparation
- Group Discussion
- Interview Techniques
- Business Correspondence

## MODULE 3 : ENTREPRENEURSHIP AND SOCIAL ENTREPRENEURSHIP

8 hours

- Organising and/or acquiring resources
- Developing a Business idea and plan
- Corporate Culture and Workplace Behaviour
- People and Organisation Management
- Total Quality Management
- Thinking Skills : Lateral and Out-of-box Thinking
- MBOs for Success
- Leading your Environment

## MODULE 4 : COMMUNICATION

8 hours

- Oral Skills
- Written Skills
- Presentation Skills
- Non Verbal Skills and Body Language
- Active Listening and Comprehension
- Business Communication
- Transactional Analysis
- Public Speaking

## MODULE 5 : HOLISTIC DEVELOPMENT

8 hours

- IQ - PQ - EQ - SQ – Integrated Personality Development
- Educational Development Services
- Connecting Learning with Living
- Individual Social Responsibility

**7. Knowledge Materials that will be provided :** CDs, E books, Questionnaires, Handouts, Booklets and other Training Aids.

## 8. PROGRAMME FEES

Special Package:

I.N.D.I.A. TRUST is proposing a per capita cost of **Rs. 4000** per student based on the various parameters of our proposal.

# LEVEL - 4

## LEVEL 4- TWIN DIPLOMA

Under Level 4, a Twin Diploma Programme is offered, viz.,

➤ **DIPLOMA IN EMPLOYABILITY SKILLS – Awarded by I.N.D.I.A TRUST**

➤ **OPEN LEARNING DIPLOMA IN BUSINESS ENTREPRENEURSHIP**

*-Awarded by the Entrepreneurship Development Institute of India (EDI), Ahmedabad, Gujarat sponsored by Friedrich-Naumann-Stiftung, Germany and supported by National Science & Technology Entrepreneurship Development Board, Department of Science & Technology (Government of India) & National Entrepreneurship Development Board, Department of Small Scale Industries,(Government of India).*

### SPECIAL OBJECTIVES

- Instructors to act as facilitators and coaches, rather than providers of knowledge
- Apply experiential and problem-based learning approaches
- Use diverse strategies that encourage the entrepreneurial spirit to emerge
- Facilitating and coaching
- Experiential learning – learn by doing
- Link to real-life role models and business leaders in the community

### HIGHLIGHTS

1. Name of the benefitting institution : .....
2. Name of the Training provider : I.N.D.I.A. TRUST
3. Period of Training : ACADEMIC YEAR 2009-2010
4. Number of students to be benefited : 40 students (min.)

#### 5. TRAINING SCHEDULE:

Total number of hours a student will be undergoing training : 100hrs

Can be spread throughout the year and on weekends.

Internship/ incubation period is during annual break time.

#### 6. PROGRAMME SYLLABUS

##### 1. OPEN LEARNING DIPLOMA IN BUSINESS ENTREPRENEURSHIP

*-Awarded by Entrepreneurship Development Institute of India (EDI), Ahmedabad*

**UNIT 1: ALL ABOUT ENTREPRENEURSHIP:**

What is Entrepreneurship?  
Importance & Relevance of Entrepreneurship  
Charms of being an Entrepreneur  
Factors influencing Entrepreneurship

**UNIT 2: INFORMATION ON SUPPORT SYSTEM:**

Industrial Terminology  
Planning a small Scale Enterprise  
Information on Sources of Support  
Important Financial Institutions  
Other Important Agencies

**UNIT 3: BUSINESS OPPORTUNITY IDENTIFICATION**

Classification of Business  
Environment Scanning : Need Assessment  
Environment Scanning : Resource Assessment  
Environment Scanning : Sources of Supply : Analysis  
Environment Scanning : Policy/Economy Assessment  
Environment Scanning : Sources of information  
Project Ideas : Part I  
Project Ideas : Part II  
Criteria for Selection of Business Opportunity  
Project Feasibility : Part I  
Project Feasibility : Part II  
Final Selection of Appropriate Business Opportunity

**UNIT 4: MARKET ASSESSMENT:**

Market Assessment : Need and Relevance  
Market Assessment : Tools and Techniques  
Method of Market Survey  
Sources of Market Information  
Preparation of Market Survey Report  
Use of Market Survey Report in Selecting the Product

**UNIT 5: ENTREPRENEURIAL MOTIVATION:**

Entrepreneurial Motivation : Introduction  
Exploring Self  
Self Assessment – Part I  
Self Assessment – Part II  
Systematic Planning  
Entrepreneurial Competencies  
Goal Setting  
Team Building  
You Too Can Do It : Part I  
You Too Can Do It : Part II  
You Too Can do It : Part III  
You Too Can Do It : Part IV  
You Too Can Do It : Part V

## **Unit 6: Business Plan Preparation and project Finance**

- .. Business Plan : Need And Relevance
- .. Importance and Specification of a project
- .. Market Feasibility : Part I
- .. Market Feasibility : Part II
- .. Market Feasibility : Part III
- .. Market Feasibility : Part IV
- .. Technical Feasibility : Part I
- .. Technical Feasibility : Part II
- .. Technical Feasibility : Part III
- .. Technical Feasibility : Part VI
- .. Financial Viability : Part I
- .. Financial Viability : Part II
- .. Financial Viability : Part III
- .. Financial Viability : Part IV
- .. Strategic Planning : Part I & II
- .. Implementation Schedule
- .. Lone Application & Disbursement Formalities
- .. Other Relevant Procedures & Formalities

## **Unit 7: Small Business Management – Part 1:**

- .. Managerial Strategies for Small Business
- .. General Management in Small Business
- .. Managing External Environment
- .. Planning for Success in Small Business
- .. Crises Management in Small Business : Part I
- .. Crises Management in Small Business : Part II
- .. Crises Management in Small Business : Part III
- .. Crises Management in Small Business : Part IV
- Crises Management in Small Business : Part V
- .. Communication Skills
- .. Negotiation : Strategies & Tactics
- .. Problem Solving and Decision Making
- .. Economics for Small Business : Part I & II

## **Unit 8: Small Business Management – Part II**

- .. Production Management in Small Business
- .. Quality Management in Small Business
- .. Time Management in Small Business
- .. Value Orientation in Management
- .. Personnel Recruitment in Small Business
- .. Personnel Management in Small Business
- .. Self Management in Small Business

## **Unit 9: Small Business Management: Part III**

- .. Marketing Management in Small Business : Part I
- .. Marketing Management in Small Business : part II

- .. Marketing Management in Small Business : Part III
- .. Marketing Management in Small Business : Part IV
- .. Marketing Management in Small Business : Part V
- .. Marketing Management in Small Business : Part VI
- .. Financial Management in Small Business : General
- .. Financial Management in Small Business : Book Keeping & Accounts
- .. Financial Management in Small Business : Balance Sheet And Profit & Loss Account
- .. Costing and Pricing in Small Business
- .. Assessment of Working Capital Requirement
- .. Management of Working Capital

#### **Unit 10: Statutory Requirements:**

- .. Labour Related Requirements
- .. Introduction of Commercial Laws
- .. Tax Related Requirements
- .. Industry specific Requirements

#### **Unit 11: Study Material on Current Business Aspects:**

- .. Business Ethics
- .. Export Environment procedure & Documentation
- .. Venture Capital Financing
- .. Franchising
- .. Totally Quality Management
- .. Strategic Planning
- .. Information Technology & New Modes of Communication
- Environment & pollution Control
- Institutional Support & Sources of information

## **2. DIPLOMA IN EMPLOYABILITY SKILLS**

-Awarded by I.N.D.I.A TRUST

### ➤ PERSONALITY MANAGEMENT

- Self Analysis – Vision, Goals, Plans
- Organising tasks and resources
- Time Management
- Attitude Re-engineering
- Mind Management
- IQ-PQ-EQ-SQ for Integrated Personality Development

### ➤ CAREER MANAGEMENT

- Identifying Career Interest and Direction

- Preparing for Common Entrance Examinations and Government Examinations for Higher studies and jobs
- Career and Life Planning
- Networking
- Technological Literacy
- Problem Solving
- Decision Making
- Project Management
- Leadership skills

➤ COMMUNICATION

- Oral and Written Skills
- Professional/Business Communication
- Presentation Skills
- Public Speaking
- Negotiating Skills
- Transactional Analysis
- Body Language and Non Verbal Communication

➤ CAREER SKILLS

- 21<sup>st</sup> Century Career Skills for students
- Interpersonal and Team Skills
- Effective Resume Building
- Group Discussion
- Interview Techniques
- Entrepreneurship, Intrapreneurship and Infopreneurship

➤ JOB SKILLS

- Developing a Professional Identity
- Learning Organisational Culture
- Managing Resources and Information
- Understanding the structure of organisation and work
- Quality of Work life
- Leadership and Management

7. Knowledge Materials that will be provided :Course materials, E books, Questionnaires, Handouts, Booklets and other Training Aids.

**8. PROGRAMME FEES**

Rs 15000/ per candidate

**The Cost of the training programme includes the following**

01. Registration fees, 02. Training fees, 03. Course Materials, 04. Professional fees, 05. Examination fees, 06. OLDBE from EDI, 07. Skill Assessment centre fee

**TEN METHODOLOGIES THAT I.N.D.I.A. TRUST FOLLOWS**  
**FOR DEVELOPING EMPLOYABILITY AND**  
**ENTREPRENEURSHIP SKILLS**

1. **Use learning strategies that link the student to ‘real work’ including:**
  - a. Hands-on approaches
  - b. Action research
  - c. Problem-based learning
  - d. Project-based learning
  
2. **Apply learning methods that increase ‘explicitness’ of Employability Skills**
  - a. Ensure that learning materials refer to these skills by name
  - b. Discuss the importance of these skills as a part of the learning experiences your institution plans and implements
  - c. Include case studies that highlight Employability Skills
  
3. **Develop a range of learning strategies to engage students**
  - a. Draw connections between Employability Skills and students interests and life experiences
  - b. Use ‘learning style’ quizzes that help students understand how they learn
  - c. Try to plan a range of experiences each session to tap into a variety of learning styles
  
4. **Help learners to re act on their own learning**
  - a. Use check lists of ENTREPRENEURSHIP Skills to help learners think about the skills they have developed
  - b. Reflect on these skills as a part of group work
  
5. **Use group work thoughtfully to help learners develop the skills to work in a team**
  - a. Plan group work carefully to achieve the desired goals

- b. Gain additional skills in conducting group work
- c. Help learners to understand why they are working in groups

**6. Use the learning program to foster self-directed learning**

Learning to learn is the single most important skill for learners.

- a. Provide opportunities to negotiate activities/assessment
- b. Try being a coach/mentor/facilitator rather than a ‘font of knowledge’

**7. Build relationships of respect and trust with our learners**

- a. Foster a learning environment of understanding and trust
- b. Help learners from differing backgrounds to feel ‘safe’ to express themselves
- c. Negotiate behaviour guidelines with groups of learners

**8. Give regular feedback on the learner’s Employability Skill development**

- a. Regularly discuss generic Employability Skills with learners in the context of training and assessment
- b. Communicate instances where learners have responded using Employability Skills
- c. Show learners how to track the development of these skills using e-portfolios or other methods

**9. Continue to develop Employability Skills**

- a. Reflect on their own teaching/learning and assessment practices to incorporate these skills
- b. Encourage students to provide feedback on their employability skills
- c. Include Employability Skills elements in the learner satisfaction surveys

**10. “Be the change that you want to see in the world” (Mohandas K. Gandhi)**

# **OUR TRAINING METHODOLOGY**

## **1. PRESENTATION**

**Lecture**  
**Micro Teaching**  
**Debate**

## **2. DEMONSTRATION**

**Coaching**  
**Showing**  
**Rehearsing**

## **3. STRUCTURED EXPERIENCES**

**Critical Incident**  
**In-basket Exercise**  
**Role Playing**  
**Case Study**  
**Games**

## **4. GROUP LEARNING**

**Skills Practice**  
**Discussion**  
**Structured Discussion**  
**Panel**  
**Seminar**  
**Brain Storming**  
**Buzz Group**  
**Problem Solving**  
**Learning / Teaching**

## **5. INDIVIDUAL LEARNING**

**Reading**  
**Preparation**  
**Book Review**  
**Management Style**

## **OUR UNIQUE WORKSHOP METHODOLOGY**

Our unique Workshop Methodology comprises of the following:

- ✓ **Action Learning**
- ✓ **Behaviour modelling**
- ✓ **Business clinics**
- ✓ **Conference**
- ✓ **Field trip (study tour)**
- ✓ **Management Consulting**
- ✓ **Nominal Group Techniques (NGT)**
- ✓ **Observation**
- ✓ **On Job Training**
- ✓ **Programmed Learning**
- ✓ **Question and Answer Session**
- ✓ **Role playing**
- ✓ **Sensitivity training**
- ✓ **Simulation**
- ✓ **Symposium**
- ✓ **Syndicate Training**
- ✓ **Transactional Analysis**
- ✓ **Critical life-even grid**
- ✓ **Knowing yourself**
- ✓ **Task satisfaction / Dissatisfaction**
- ✓ **Major life decision**
- ✓ **Stress presentation skill**
- ✓ **Leisure activities**
- ✓ **Decision making exercises**
- ✓ **Game plan**
- ✓ **Work book**
- ✓ **Reinforcement exercise**
- ✓ **Research cards**
- ✓ **Strategy reports**

## **KEY RESULTS AREAS OF OUR CAREER MANAGEMENT PROGRAMMES**

1. Students who complete our career management programme will be enabled to act with confidence as either as skilled professional in functional role in a general management role with ranging view of management factors effecting operational and strategic issues.
2. Possess a broad understanding of the key institutions and players in our country of various fields and a knowledge and understanding of the environment in which they operate.
3. Acquire a high level of skills in areas of career management which are usually outside the scope of an undergraduate or postgraduate programme.
4. Develop expertise in their respective field in the context of applied managerial skills.
5. Be aware of the variety and extent of political regulatory and legislative restraints that affects career design making.
6. Learn the importance of teamwork that contributes overall individual success.
7. Be able to drive and implement strategies leading to the resolution of complex personal and professional issues.
8. Be able to apply the skills and knowledge gained through Academic study to the real world understanding and resolution of career issues.
9. Recognise the need for a systematic review of policies, practices and strategies in the light of changing employment circumstances.
10. Feel qualified, if desired, to proceed to a higher degree of career excellence in their related discipline.
11. Overall the objective of our programmes is designed to produce enlightened and competent, professionals and career minded executives in their respective area of specialisation.

**EXCERPTS FROM POST TRAINING REPORTS FROM CANDIDATES,  
PARENTS AND ACADEMICIANS FROM COLLEGES AND  
UNIVERSITIES**

1. Candidates are well motivated; the majority work purposefully and enjoy their studies and training.
2. Significant numbers completing their training go on for suitable placement / higher studies.
3. The development of Candidates' oral communication skills is a prominent feature of the training and most Candidates are able to express their ideas clearly and unambiguously.
4. Level of achievement in practical and project work are consistently good and generally well integrated with theory.
5. Most students have opportunities to develop their Career Management Skills effectively and to build on their varying degrees of experience.
6. There are examples of candidates with learning difficulties and / or disabilities, being well cared for.
7. There is a Paradigm shift and achievement in the candidates' attitude and aptitude for development. Candidates were able to balance their strength and weakness and acquire strength clearly and / or outweighing the weakness.
8. The Programme has extension of range of vocation, professional, general education, leisure and recreation modules.
9. Candidates are motivated for innovative and entrepreneurial approaches in their curriculum.
10. A well organised candidates service unit, which offers professional advice and guidance to candidates.
11. An indigenous organisational structure with the strong sense of autonomy and control of curriculum.
12. Good teaching and learning provided by well qualified and experienced training staff in all programme areas.

**“YOUNG MINDS ARE NOT VESSELS TO BE FILLED,  
BUT FIRES TO BE IGNITED” - (ALEXANDER POPE)**