

**Scheme:** Enterprise Adaptability Program

**Agency:** IEST under assessment guidelines of India Skill, DGT, Govt of India

**Program name:** Foundation Program for Excellence, Employability & Entrepreneurship



### **Background:**

IEST Federation, true to one of its objectives, is committed to support & promote livelihoods programs through its Incubation vertical. In this regards IEST has developed a project which aims at sustainable self-employment. This program “Enterprise Adaptability Program” **provides safety net to start-ups & self-help groups to successfully adapt to the market need and thus sustain the business.**

### **Aim:**

1. To develop entrepreneurial understanding and true value of being a business owner (employment & income generator)
2. To create a channel of funds using govt funding schemes for SMEs.
3. To network for creating opportunities to link small chain with big chain.

### **Program Details :**

It consist of 2 stages , namely Develop, & Hold : has 2 sub part: Create and Channelize ,

### **Course Content:**

Under guidelines of either of the agencies (as per program allotted)

1. India Skill , Assessment Agency of DGT, Govt of India

**STAGE 1: DEVELOP: Foundation Program for Excellence, Employability & Entrepreneurship Training Program by : Taurus Marketing & Consulting under EAP collaborative program ( details in Annexure 1)**

- ✓ Accelerate the skill development process, learning ability, competency building and application-based learning – essential for any entrepreneur/professional / individual to stay ahead of the competition in a dynamic and fast changing global environment.
- ✓ generate foreign exchange by reaching out to International markets

**STAGE 2: HANDHOLDING : Industry Based: Currently Open for Agro based & IT base SMEs**

**STAGE 2A: CREATE:**

- ✓ Creation of the proprietorship firm/ partnership firm/ Company/ Society/ Self Help Group (SHG) etc;
- ✓ Obtaining various registrations/ licenses/ clearances / No Objection Certificates (NOCs) etc. from the concerned regulatory agencies/ Government departments/ local bodies/ Municipal authorities etc.
- ✓ Allotment of Income Tax Permanent Account Number (PAN) and Service Tax/ Sales Tax/ VAT registration etc;
- ✓ Sanction of working capital loan from the banks;
- ✓ Arranging tie up with raw material suppliers;
- ✓ Preparation and implementation of marketing strategy for the product/ service and market development; and
- ✓ Create system to File of paperwork at regular interval with appropriate authority
- ✓ Establishing linkage with a mentor for providing guidance in future
- ✓ Creation of web page and email identity;

**STAGE 2B: CHANNALISING :**

- ✓ Arranging tie up with retail or wholesale supplier;
- ✓ To link them with Marketing and Networking agencies.
- ✓ Coordinating and follow up with various Government departments/ agencies/ organizations and regulatory agencies
- ✓ To coordinate with funding schemes in times of need and agencies;
- ✓ To coordinate & mediate with other licensing industry- related agencies
- ✓ Evaluate market competition at intervals.

**EXIT**

Once the enterprise has been successfully channelized , it is monitored for a further period of minimum two months and help is extended to overcome various managerial, financial and operational problems. After 9 months of program is complete and exit is achieved.

## Annexure 1

### Program Details

#### **STAGE 1: DEVELOP : Foundation Program for Excellence, Employability & Entrepreneurship**

**Program Application:** The modified version of the EFP is already successfully integrated into E.S.T.E.E.M - an ongoing Entrepreneurship program that is:

- is easily monetizable, very affordable, quickly scalable and uses a proven system
- is fostering a community of nearly 100 participants and is expanding every day.
- is opening entrepreneurial and fast paced revenue generation opportunities for participants from diverse socio/economic/academic/industry backgrounds including homemakers and students
- includes participants from a for a wide spectrum of age groups from 15-80 years
- has enabled the participants to learn, earn and be empowered.
- is making inroads into the International market starting with Africa (Kenya)
- is exploring other more lucrative and developed International markets.

**Target Audience:** Any individual (>21 years) interested in any industry (or sector) including Travel, Tourism, Hospitality, Education, Training, Coaching, Information Technology (IT, ITES), Computer Science, Cybersecurity, Consumer Durable & Non-durables, Manufacturing, Real Estate. Relevant for any product / service sector.

**Program Features:** The program is enriched with unique elements that builds:

- **higher cognitive control** - improved quality of thinking, observation, perception, memory, recall, problem solving and decision making along with enhanced focus, imagination and creativity,
- **Self-confidence** – builds real, authentic, ‘on ground’ and ‘on demand’ self-confidence with higher self-worth and self-esteem.
- **strong Online presence** – flexible and easily adaptable model that covers offline, online and blended model of engagement with in the community and with external clients through the use of technology that is inclusive of but not limited to: webinars, practice sessions, workshops, Live demos, social media marketing, online program delivery and post program engagement.

#### **Program Brief & Guidelines:**

1. The total duration of the certification program is 45 days. It is a comprehensive program inclusive of:
  - a. Online Interactive/ Experiential workshop sessions, webinars, live demos, practice / refresher sessions
  - b. Proprietary Online system with 24x7 access to create own quiz, assignments, important notes, practice & self-evaluation sessions to seek mastery on the skills and their application
2. The total duration of the program shall exceed 50 hours with an indicative spread as follows.
  - a. Workshop @1 numbers x 3 hours = 03.0 hours
  - b. Online Practice / Self-evaluation @30 min x 30 days = 15.0 hours
  - c. Ongoing internal assessments / practice sessions @30 min / day x 45 days = 22.5 hours
  - d. Application design @30 min / day x 30 days = 15.0 hours

Total duration (approx.) = 55.5 hours

3. This being an experiential program, application design is an integral and mandatory component of the program. The participants are required to use and apply the learning from the program in their daily life to solve their learning challenges, build competency or to develop a skill or sharpen an existing skill.
4. To gain maximum benefit from this initiative, it is recommended that the participants must maintain 100% attendance in this program. If we are working on multiple batches, a participant who has missed out sessions in their batch can make up in a similar session of another batch. This is a facility that must only be utilized as an exception.
5. TP, in alignment with the Implementation agency, shall provide in advance, the 45-day schedule of the program. Any change in this schedule shall be shared at least 3 working days in advance, to avoid any last-minute inconvenience to one and all.
6. The participants must have Smart phones with active hi-speed Internet access. It is also expected that the participants can read, write and speak in English Language. The medium of instruction and training shall be pre-dominantly in English with a reasonable mix of Hindi.
7. The various other general Terms and Conditions may be viewed at <https://tmc-india.in>

**Program Calendar:** 1.5-month duration with an indicative spread as represented below.

Activity ▼	Day ▶	01	02-15	16-18	19-30	31-33	34-42	43-45
<b>Workshop</b> (1 sessions @ 3 hrs)								
<b>On line Practice/Self-evaluation</b> (@30min x 20 dasy)								
<b>Internal Assessment / practice sessions</b> (@30 min x 45 days)								
<b>Application design</b> (@30min x 30 days)								

*The Calendar is only illustrative and is subject to change without prior notice*

**Assessment:** The participants shall be assessed by a certifying government agency.

**Certification:** The certificate for the program shall be provided by the Government agency as per the norms.

**Location of Project** : Global **Seats** : Maximum 100 per session

**Training Mode** : 100% Online **Start Date** : Immediate

**Commercials\*:**

- I. Program fee: as may be valid at the time of launch
- II. Payment terms: 100% advance

**WORKSHOP DESIGN\*:**

Workshop / Content	Workshop name	Focus Area	Learning Outcome
<b>➤ PROFESSIONAL SKILL</b>			
WORKSHOP I	Super Learning	Hands on experience of Cognitive Control (ability to enhance focus and imagination) through an activity based insightful session	<ul style="list-style-type: none"> <li>➤ Enhanced Quantum, Speed, Accuracy of learning.</li> <li>➤ Higher working memory and long-term memory, ability to remember and recall quickly.</li> <li>➤ Heightens the ability to learn &amp; acquire new skills and build competency or achieve academic excellence</li> <li>➤ Application based learning that enhances the grasp on the subject and therefore creates a genuine interest even in the most complex subject / content</li> <li>➤ Ignites creativity &amp; builds confidence</li> <li>➤ Reduces learning fear / anxiety and stress</li> </ul>
II	Online Practice & Self-Evaluation	Understanding and use of the online system for 24x7 access	<ul style="list-style-type: none"> <li>➤ Gain mastery over the skill through online practice</li> <li>➤ Create own content, designing own tests, self-practice &amp; evaluation.</li> </ul>
III	Internal Assessments and Practice sessions	Refresher, Practice and Mentoring sessions	<ul style="list-style-type: none"> <li>➤ Handholding by more experienced participants and mentors</li> <li>➤ Ongoing practice, refresher sessions with innovative approaches helps in practical and well-rounded learning</li> <li>➤ Continuous evaluation &amp; hands on sessions leads to authentic confidence and mastery</li> </ul>
IV	Application Design	Use of learning from the program into practical application for daily use	<ul style="list-style-type: none"> <li>➤ Solve learning challenges &amp; build interest and expertise in the area of challenge</li> <li>➤ build competency in a subject / area of your choice</li> <li>➤ develop/master a new skill</li> <li>➤ sharpen an existing skill.</li> </ul>