

TRAINER-TRAINEE NOTE



School's Objective:

Grooming passionate social entrepreneurs in Rural India to be the catalyst for Greener Healthier Safest Living slogan. Avenues & Scope span drinking water chlorination, Organic-Solid municipal waste recycling, Skill Development facet of Paper Carry Bag-Office File-Business Cards-Greeting Cards-Envelopes-Screen Printing.

School's Curriculum:

Unlike other academic CERTIFIED Courses, ISS School of Social Entrepreneurship believes in CERTIFYING Courses addressing the end customer issues-needs-wants. CERTIFYING modules ensures both the trainer & trainee update themselves on topics at frequent intervals. Our school's USP hence is theory+demo+real time induction incubation of trainees in Hygiene-Waste Recycling-Skill Development.

School's Motto:

Value Enrichment to Rural Livelihoods working along with Govt/Semi Govt functionary in opted verticals.

Sharing of learned knowledge is considered Godly and if the source for that know how is out of experience, it becomes more serene. ISS School of Social Entrepreneurship hence is a real time Environmental Encyclopedia.

Syllabi:

Skill Development: Session covers all aspects of ISS Surakshha machine, Paper Carry Bag-Office File-Business Cards-Greeting Cards-Envelopes-Screen Printing-Handicraft items.

- i. Machine operation
- ii. Machine assembly & repairs.
- iii. Paper (Raw Material) cutting & creasing.
- iv. Adhesive/Hole/Tag works.
- v. Screen printing basics;5 star & super coat method.
- vi. Self Reliance/Personality Development.
- vii. Sales/Marketing basics.
- viii. Training Module will cover old aged, school drop outs, physically challenged.

Hygiene Solutions: Water as the theme being a sacred & scarce commodity. Emphasis is on drinking water chlorination at resident level & community level in Rural Areas aided by funding schemes in Govt functionary-CSR element. Trainees can sleeve Advisory role and perform:

- a. Create project report/business plan in line with:
- i) Product launch/pitching in Kerala.
 - ii) Product familiarization in rural areas.
 - iii) Training programmes/demo session.
 - iv) Sequence setting: govt dept-GP/Mun.
 - v) Awareness build up: **“Water being scarce”**
“Water borne diseases”

{{Above activities to assist the prospect to get the product listed in Govt circular, educate the residents on the availability of funds in their GP/Mun/Ward given by Govt so as to residents to put pressure on officials to release the fund for our product, create team within the officials; GP/Mun/Ward & Health Inspectors/officials post giving them product knowledge and its benefits it serves for the residents as well the eco system, prepare the Community workers with extensive product training/demo highlighting the quantified remuneration they can earn representing this product , educate

GP/Mun/Ward officials on various Govt policies on sanitation/health related schemes so that they can invest their allotted share for our product ensuring fund does not get lapsed /request Top officials to release their share/fund is not embezzled etc .}}

b. Create flow chart @ market dynamics:

- i) Different types of revenue points.
- ii) Varied marketing initiatives.
- iii) Diversified clientele base.
- iv) Delivery/Marketing channel.
- v) USP creation and branding.

{{Above activities to educate the prospect on the benefits of Zero Invest Business since tapping Govt funds. Section b and its sub sessions are the foundation ensuring business continuity within the entire stake holders. Repetitive business cycle is crafted via varied stock point options paving direct connect with the residents, informal link with the GP/Mun/Ward officials & community workers under them. Regular contact/connect with these

people to ensure no options left unexplored within the ambit of Govt funding. More over, Stock Points &/or Prospect can tap the Retail sector within the territory vide RETAIL Management and its verticals for more revenue Varied societal co-branded initiatives at grass root level will be designed empowering the target community.}}

c. Sales & After Sales:

- i) Lead time in supply/sale.
- ii) Pull strategy/Demand mode.
- iii) Payment follow through
- iv) Checklist Monitoring
- v) Kiosk listing & maintaining supply

{{Above activities act as a Watch Man ensuring BRAND Value of the stake holders and the product is secure, safe & gets evolved. Supply Chain Management & Logistics(SCM) parameters will be outlined & implemented based on real time end resident/GP-Mun-Ward comments to improve the business model after

incorporating their views; stake holder participation. Demand & Supply will be always on a defined scale where Demand is in excess of supply at any point of time. Prospect will be taught on the procedures to be strictly adhered for payment collection while doing this business model tapping Govt Funds.}}

ISS will create apt content elaborating above deliverable and train the prospective/selected channel partner with ISS Jal Suraksha , Aqua Check Vials & Jal TARA filter.

Waste Recycling Solutions: Module will cover an extensive & elaborate view on varied types of waste; resident and community level segmented as Organic & Solid Municipal Waste. Trainees can represent ISS in Metro, Semi Metro, Village level business opportunities & avenues.

Session comprises theoretical & practical hands on in Bio Bin, Bio Gas, Pipe Composting, Wormi Composting, Plastic Shredding Unit, Organic Fuel Oven, Napkin Vending & Incineration, Eco San Toilets, Air Testing Kit, Paper Recycling.

Transformation Thread: Trainees will be fully equipped to represent ISS on a Pan India basis. A formal Channel Associate Agreement between ISS & the trainee will be executed & ISS will execute the order remunerating the trainee on agreed basis.

Conclusion: Zero Capital Greener Initiatives is made a reality with a 12hr training programme building up Rural-Social Entrepreneurs. On a freelance mode, each entrepreneur either single handedly or through the medium called Self Help Group(SHG) members can invest a maximum of 25hrs a week incubated by ISS School can be the brand entity for Social Entrepreneurship and Sustainable living.

