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GOVERNMENT OF INDIA
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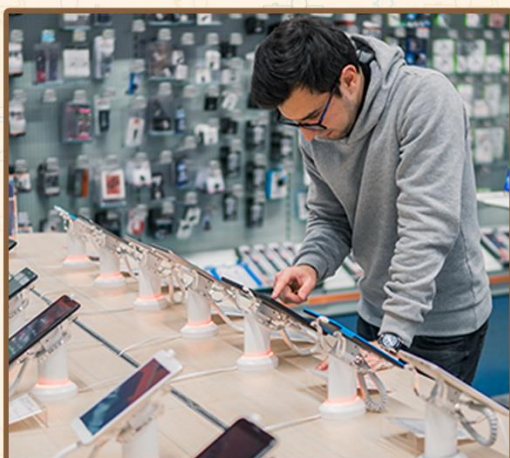


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Facilitator Guide



Sector
Telecom

Sub-Sector
Handset

Occupation
Customer Services

Reference ID: **TEL/Q2200, Version 1.0**
NSFQ Level: **4**

**Customer Care
Executive
(Repair Centre)**

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Shri Narendra Modi
Prime Minister of India

“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”



Acknowledgement

Telecom Sector Skill Council would like to express its gratitude to all the individuals and institutions who contributed in different ways towards the preparation of this “Facilitator Guide”. Without their contribution it could not have been completed. Special thanks are extended to those who collaborated in the preparation of its different modules. Sincere appreciation is also extended to all who provided peer review for these modules.

The preparation of this guide would not have been possible without the Telecom Industry's support. Industry feedback has been extremely encouraging from inception to conclusion and it is with their input that we have tried to bridge the skill gaps existing today in the Industry.

This facilitator guide is dedicated to the aspiring youth who desire to achieve special skills which will be a lifelong asset for their future endeavours.

About this Guide

In the last five years, the growth of the Indian telecommunications sector has outpaced the overall economic growth. This sector is poised for strong growth of about 15 percent in short term during 2013–17, driven by growth in organised retail, technological advancements, changing consumer preferences and government support. With over 1000 million subscribers, India is the second largest telecom market in the world. The sector currently employs over 2.08 million employees and is slated to employ more than 4.16 million employees by 2022. This implies additional creation of 2.1 million jobs in the nine– year period.

This Facilitator Guide is based on Customer Care Executive (Repair Centre) Qualification Pack (TEL/Q2200) and is designed to enable training for the following National Occupational Standards (NOSs):

1. Managing query/ complaints of walk-in customers - TEL/N2200
2. Identifying issues and troubleshoot- TEL/N2201
3. Co-ordination for repair and replacement - TEL/N2202

The Facilitator Guide includes various learner-centric training methodologies, which will encourage the learners to discover information as well as provide them an opportunity to perform and practice the practical criteria that they are expected to learn in the session. The symbols used in the book are described below. Post this training, the facilitator will be able to enable participants to learn how to deliver stock to retailer and increase outlet universe, in order to cover entire population in the assigned territory.

We hope that this Facilitator Guide will provide a sound training support to our young friends to build an attractive career in the telecom industry.

Symbols Used

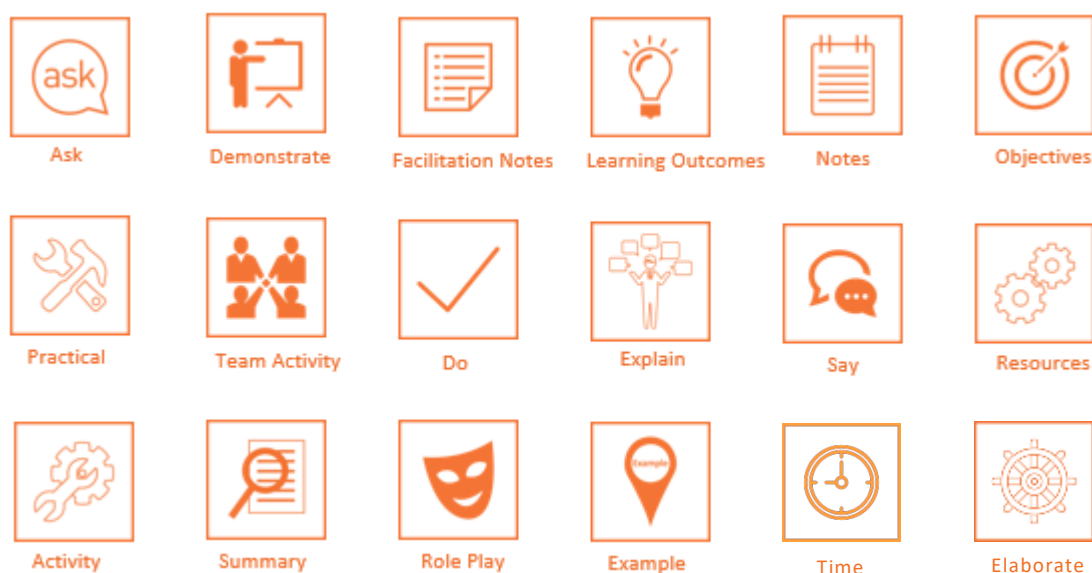


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1. Introduction

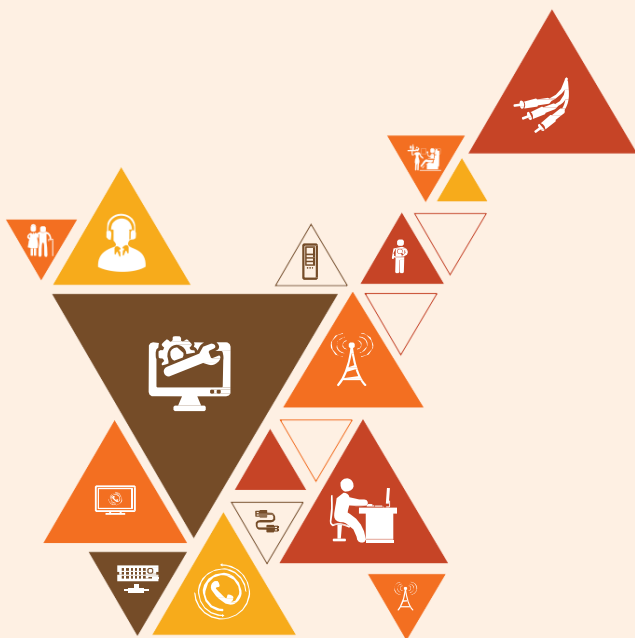
Unit 1.1 – Introduction to the Program

Unit 1.2 – Telecom Industry

Unit 1.3 – Role of Customer Care Executive (Repair Centre)

Unit 1.4 – Basic Terminologies used in a Telecom Repair Centre

Unit 1.5 – Basics of Mobile Handset



Key Learning Outcomes

At the end of this module, you will be able to:

1. Explain the overview of the program
2. Identify the necessary skills which the training will cover
3. List the ground rules to make the program effective
4. Discuss an overview of the telecom industry in India
5. Discuss about the mobile handset industry in India
6. List the top mobile handset players in India
7. Identify the job role and personal attributes of a customer care executive
8. Discuss about the career ladder of a customer care executive (repair centre)
9. State the different terminologies used in a telecom repair centre
10. Identify the different parts of a mobile handset
11. Demonstrate how to assemble and disassemble a handset

UNIT 1.1: Introduction to the Program

Unit Objectives

At the end of this unit, participants will be able to:

1. Explain the overview of the program
2. Identify the necessary skills which the training will cover
3. List the ground rules to make the program effective

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Notes

After the introduction, explain the participants about the program and its purpose in detail. Explain them how the program will help them to get a job. Tell them about the structure and duration of the course and how they can get benefit from this program.

Say

Good morning and warm welcome to the training program on customer care executive (repair centre). Let us start the unit by discussing the history of telecom and the basic components of telecom repair centres.

Do

- Share with the participants the details of historical milestones of communications and the basics and components of tele-communication.

Ask

- Ask the participants whether they know about the various telecom evolutions.
- List the evolutions on the blackboard using a timeline.

Elaborate

- Explain to the participants about the Indian telecom sector and its trends.
- Tell them that the Indian market is the biggest customer support service provider. This market is increasing rapidly with the growth in the infrastructure to facilitate such services.
- Tell them that Indian mobile industry is growing rapidly and as to enhance the service provided by the mobile industry players they are focusing on after sales services.
- Say that there is a huge demand of customer care executives in these growing industries.

Do

- Provide the solution to the exercise:
 - What are your expectations from the training program?
- The solution to the exercise may be given as:
 - Become a skilled customer care executive
 - Identify the roles and responsibilities of customer care executive
 - Get certified as a skilled customer car executive

UNIT 1.2: Telecom Industry

Unit Objectives

At the end of this unit, the participants will be able to:

1. Discuss an overview of the telecom industry in India
2. Discuss about the mobile handset industry in India
3. List the top mobile handset players in India

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides

Notes

This session of the program deals with the outlook of the global and national industry on telecom.

Say

Let us have a quick recap of the previous session.

Do

Begin with revising the topics explained in the previous session. Ask the following questions:

- Name the important telecom evolutions in the telecom industry.
- List a few leaders of this industry in India. (They may come up with names such as Samsung, One Plus, Xiaomi, Oppo, Vivo and so on.)
- Name the basic tasks of a customer care executive in the telecom industry.
- Name the basic concepts of communication.

Encourage the participants to give answers. If they have doubts, clarify them and tell them about what they are going to study in this session.

Say

Let us begin a session that deals with telecom growth in India. Tell the learners that nowadays even rural areas have got connected with mobile as well as telecom lines. This has given rise to greater prospects. For example, the communication systems help the farmers to get in touch with recent technological advances in the field of agriculture. Moreover, with the widespread distribution of telephonic network, connectivity between remote places has improved considerably and has been advantageous.

Do

Tell the participants to get ready for an activity on telecom growth in India.

Elaborate

Explain about the telecom growth in India. Also elaborate that with this growth, there seems to be a rise in people yearning to gain education through the means of Internet. Moreover, this growth has also resulted in connecting people with the latest industry trends available not only within India but also outside of it. The following are some factors that drive the Indian telecom industry:

- High demand because of large number of consumers
- Open market for service providers
- Largest IT hub with huge demand

Say

Let us talk about some of the major types of mobile handsets available in India.

Notes for Facilitation

- Start the session by telling the participants about the impact of the telecommunications industry on the social and economic development of India.
- Tell them that communication plays a very important role in the human life.
- Tell them that starting from delivering messages by hand to using telephone to communicate to the current use of smart phones and Internet, the telecommunication industry has undergone an incredible revolution.
- The following figure lists the impact of the telecom industry on various sectors in India:

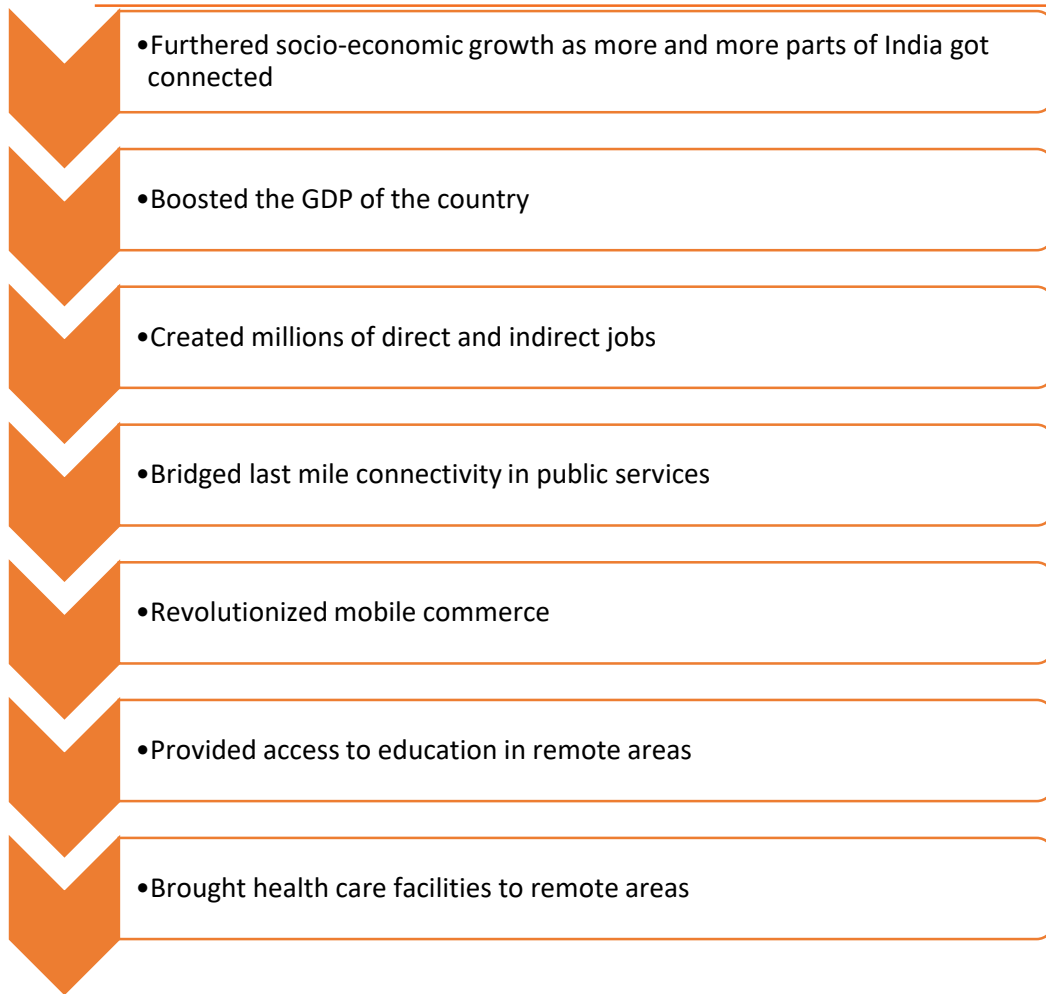


Fig 1.1.1: Impact of the telecom industry

Do

- Share details of mobile handset industry in India.
- Provide the solution to the exercise which can be given as:
 - Which telecom company has the highest market share?
 - Vodafone Idea Limited as on October 2018
 - Which telecom company has the lowest market share among the top 7 companies?
 - Reliance as on October 2018
 - Name the top five telecom companies in India?
 - Vodafone Idea limited, Bharti Airtel, Reliance Jio, BSNL, Tata Telecom

UNIT 1.3: Role of a Customer Care Executive (Repair Centre)

Unit Objectives

At the end of this unit, the participants will be able to:

1. Identify the job role of a customer care executive
2. List the personal attributes of a customer care executive
3. Discuss about the career ladder of a customer care executive (repair centre)

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Notes

This session of the program deals with the role of a customer care executive (repair centre).

Say

Good morning and warm welcome to this training program on customer care executive (repair centre). Before we begin a session on the role of a customer care executive (repair centre), let us revise the previous session.

Do

Begin with revising the concepts explained in the previous session. Ask the following questions:

- Explain the major milestones of Indian telecom sector.
- What are the basic tasks of a customer care executive?

Encourage the participants to give answers. If they have doubts, clarify them and tell them about what they are going to study in the session.

Say

Let us begin a session on the role of customer care executive (repair centre).

Ask

Ask the participants about the details of the job role and the work of a customer care executive (repair centre). Collect their inputs and list them on the whiteboard.

Do

Share with the participants the details of the role and responsibilities of a customer care executive (repair centre), its applications and the features.

Notes for Facilitation

- Tell the participants that a customer care executive at a repair centre is responsible for attending to the customers and communicating with them to be able to identify and resolve their queries related to mobile handset and accessories.
- Tell them that the role and responsibilities of a customer care executive are as follows:
 - **Communicate with the customer:** The executive needs to attend to the customers and communicate effectively to identify the issues and queries of the customer. Based on the communication, the executive analyses the issue.
 - **Resolve Customer Issue:** The executive then provides the necessary solution to the customer's query. To complete this step, the executive should adhere to organisational policies. Communication with colleagues and other teams is done if required.
 - **Record and Report:** The executive should properly maintain the report of the issues along with the solution provided and report the same to the supervisor in given time.
- Tell that the customer care executive should follow the CARING approach (Courteous, Alive and Energetic, Responsive, Informed, Never say "NO", Guides Right). The following figure shows some personal attributes an executive should possess to perform the tasks effectively:

Communication skill	•To communicate with customer effectively to understand the issue
Problem solving skill	•To identify and analyse the customer's issue and provide the accurate solution
Work ability	•Work in a team under pressure with good productivity

Fig 1.3.1: Personal attributes of a customer care executive

- Tell that for a customer care executive, it is very important to ensure customer satisfaction and service. The major responsibilities of a customer care executive are:
 - Build rapport
 - Communicate effectively with colleagues and supervisor
 - Handle customers and their issues effectively
 - Follow up with customers to ensure customer satisfaction
 - Follow organisational policies and basic etiquette at work
- Explain that a customer care executive should exhibit some key personal attributes as the job requires customer interaction and dealing with unsatisfied customers. The following are some key personal attributes of a good customer care executive:
 - Good communication skill
 - Problem solving skill
 - Patience
 - Respect to others
- Inform that there are lot of opportunities for a customer care executive as per the growth in career. An executive can progress as a technician (L1 for software update mobile clean basic repair, L2 for screen repair and L3 for chip level repair). Also, explain the career progression in customer care service. Tell that the executive can progress from senior CCE, to team lead and manager.

Do



- Provide the solution to the exercise which can be given as:
 - List the specific responsibilities of a customer care executive in a repair centre.
 - Individuals in this job are responsible for managing themselves as well as the store.
 - Individuals proactively recommend/sell the organisation's products and services.
 - Individuals are responsible for identifying issues/problems in handsets and troubleshooting them.
 - Write down any three personal attributes of a customer care executive in a repair centre.
 - Effective communication
 - Problem solving skill
 - Listening and selling skills
 - Which of the following is the main responsibility of a customer care executive?
 - Rapport building

UNIT 1.4: Basic Terminologies Used in a Telecom Repair Centre

Unit Objectives

At the end of this unit, the participants will be able to:

1. Identify the different terminologies used in a telecom repair centre

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Say

Good morning and warm welcome to this training program on terminologies used in telecom repair centre. Before we begin a session on the terminologies, let us revise the previous session.

Do

Begin with revising the topics explained in the previous session. Ask the following questions:

- Define roles and responsibilities of a customer care executive.
- What are the basic personal attributes which can help an executive at the workplace?

Encourage the participants to give answers, if they have doubts, clarify them and tell them about what they are going to study in this session.

Say

Let us begin with a session on some terminologies used in telecom repair centre.

Ask

- Ask questions to the participants to verify their knowledge on telecom and mobile terminologies.
- Make a list of mobile hardware and software terminologies.
- Define telecom terminologies.
- List the common terminologies used by the customers.

Do

Share the details of the latest terminologies such as LTE and 4G.

Notes for Facilitation

- Tell the participants that the following are some major terminologies used in customer support and mobile phone technology:
 - **Airplane Mode:** Also known as flight mode, disables all radio paths of mobile, leaving other functions available
 - **Audio Jack:** A connector plug in pin which allows audio to be available on a headphone
 - **Bluetooth:** A wireless protocol which enables short distance data transfer exchange
 - **Browser:** A software which allows the user to access the Internet
 - **Call Alert:** Mobile phone alerts that are kept on for events such as call or message
 - **Display Type:** Types of mobile screens such as:
 - LCD (Liquid Crystal Display)
 - IPS-LCD (In-plane Switching Liquid Crystal Display)
 - OLED (Organic Light-emitting Diode)
 - AMOLED (Active-matrix Organic Light-emitting Diode)
 - **Dual Sim:** This specifies that a phone can support two SIMs
 - **Gigabyte (GB):** Unit of space of storage; 1GB is equal to exactly 1024 MB
 - **Hot Spot:** An area where internet can be accessed through Wi-Fi service
 - **International Mobile Equipment Identity (IMEI):** A 15 digit serial number used to uniquely identify a mobile phone. **Mini USB:** A connector which enables a device to be connected with some other device for transferring data at high rate
 - **Network Coverage:** An area in which the network of the service provider is available
 - **PIN Code:** It acts as a password to prevent any unauthorised access to the phone
 - **Phonebook:** A detailed contact list with numbers and contact names saved at one place
 - **Roaming:** Using the services of a service providers outside the service area
 - **SIM:** A smart card with the subscriber's identity; required to make calls
 - **Touchscreen:** A display in a mobile which responds to direct touch manipulation
 - **Customer Service:** Assistance and service provided to the users and buyers of a certain service or product
 - **Customer Relationship Management:** System in which support and help to the customers is provided by identifying their needs and handling each customer with personalised approach to build customer relationship and trust for the company
 - **Expected Wait Time:** Time which a customer is expected to wait until they reach the executives and inform them about their issues; this time should be kept minimum

Do 

- Provide the solution to the exercise which can be given as:
 - The full form of FM is:
 - Frequency Modulation.
 - The full form of BSI is:
 - Battery Status Indicator.
 - The full form of PFO is:
 - Power Frequency Oscillator.
 - The full form of SIM is:
 - Subscriber identification module.

UNIT 1.5: Basics of Mobile Handset

Unit Objectives

At the end of this unit, the participants will be able to:

1. Identify the different parts of a mobile handset
2. Demonstrate how to assemble and disassemble a handset

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Notes

This session of the program deals with the basics of a mobile handset. Explain the basic components of a mobile handset and the terminologies used to help the participants in identifying the issues in a handset and correcting the same.

Say

Good morning and warm welcome to the training program on customer care executive (repair centre). Before we begin a session that deals with the basics of mobile handsets, let us revise the previous session.

Do

Begin with revising the topics explained in the previous session. Ask the following questions:

- List all major terminologies used in mobile handset
- Discuss the need of using these terminologies

Encourage the participants to give answers, if they have doubts, clarify them and tell them about what they are going to study in the session.

Say

Let us begin a session on the basics of a mobile handset.

Do 

Share the details of modern day need of mobile handset and its trend.

Elaborate 

Explain to the participants about the need of understanding the basics of a mobile handset. Then, explain the anatomy of a mobile handset.

Say 

Let us talk about basic anatomy of a mobile handset.

Do 

Share a detailed image of a mobile handset that shows the parts of a mobile handset with their names labelled.

Notes for Facilitation 

- Tell the participants that the basic parts of a mobile handset are printed circuit board (PCB), housing, screen, keypad and so on. The PCB of the mobile phone consists of major working parts such as antenna, Internal Circuits (ICs), Random Access Memory (RAM), Central Processing Unit (CPU) and so on. Each part of a mobile handset performs a specific role and overall works as the part of a mobile unit.
- Tell them that special precautions should be taken while disassembling and assembling a mobile handset unit to avoid hazards, such as burns while soldering, cuts while handling sharp objects, environmental pollution due to disposal of PCB parts and so on.
- Tell them about the parts of a mobile handset. Say that the mobile is made of power unit (ICs, charging port, battery), display unit (screen, touchpad), network unit (SIM slot, antenna), accessories (MIC, speaker and vibrator) and mobile chip with its components (oscillators, RAM).

- The following image shows some basic parts of a mobile phone:



Fig 1.5.1: Basic parts of a mobile phone

- Explain about the hazards related to handset repair. While repairing a mobile handset there is a possibility that it may cause certain injury or pose a hazard if not handled safely as it involves electronic parts and a battery. It is very important for a technician to always take precautions and use personal protective equipment (PPE) while handling a mobile phone for repair. The following figure shows some potential hazards and how to prevent them or get protection from them:

Shock	<ul style="list-style-type: none"> •Use Electrostatic (ESD) band •Remove battery or power connection
Cut	<ul style="list-style-type: none"> •Wear protective gloves •Handle the sharp edged parts carefully
Fire	<ul style="list-style-type: none"> •Keep fire extinguisher close •Disconnect power sources •Use tools such as solder iron safely

Fig 1.5.2: Potential hazards in mobile handset repair

- Tell them about disassembling of handset. The first step to repair any mobile handset is to disassemble the phone. The participant should be able to disassemble and then reassemble a mobile handset unit effectively to identify the cause of the fault. The following figure shows the basic steps involved in disassembling a mobile handset:

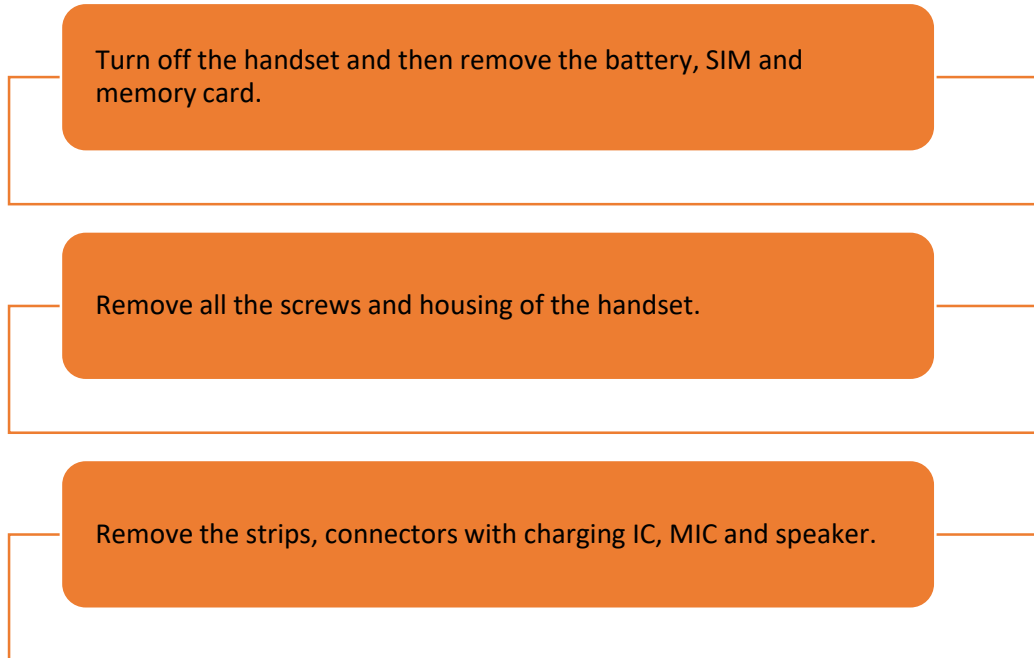


Fig 1.5.3: Basic steps in disassembling a smartphone

- While disassembling the parts, identify each part and test it to troubleshoot the handset.
- Inform them about the components of a handset. The participant should be able to identify the internal parts of a mobile handset correctly to find the fault in the respective part.
- Explain about assembling of a handset. Say that assembling is also a very important step like disassembling. After identifying the fault and replacing or fixing the faulty component, the device needs to be reassembled and checked to make sure that the fault has been rectified. The same steps of disassembling can be followed in reverse order to assemble the handset.

- The following figure shows the image of some major internal parts of a mobile handset:



SIM card section



Memory card section



Speaker section



MIC section



Network section



Battery section



Screen section



Keyboard section

Fig 1.5.4: Components of a mobile handset

Do

- Tell the participants to get ready for an activity on mobile handset basic parts.
- Provide the solution to the exercise which can be given as:
 - _____ converts the electric signal to a sound signal.
 - Ear phone
 - _____ transmits sound from one phone to another.
 - Mouth piece
 - _____ takes power from the battery and supplies to all other.
 - Power IC
 - _____ creates frequency during outgoing calls.
 - Oscillator
 - What are the potential hazards associated with mobile phone repair?
 - Use of insulated equipment
 - Use of safety gloves

- Always keep the soldering iron in its place
- Always turn off the equipment when they are not in use
- Safe storage of equipment
- Complete and safe disposal of sharp objects
- Use of correct tools and equipment
- Proper and safe disposal of electronic wastes
- Always make sure that electrical equipment must be unplugged while they are not in use
- Safe storage of cables
- Always keep all material, tools, bins etc. in the right place
- List down the steps involved in assembling the mobile phone.
 - Fix the vibrator strips of volume button and speaker
 - Fix the motherboard of the mobile phone
 - Connect the antenna in the phone with wire
 - Put the camera of the phone and connect it
 - Put the buzzer of the phone
 - Place the camera cover correctly
 - Make sure properly that the LCD is fine before you install the screen
 - And last, put battery inside and use battery cover



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2. Handling Complaints of Walk-in Customers

Unit 2.1 – Personal Grooming

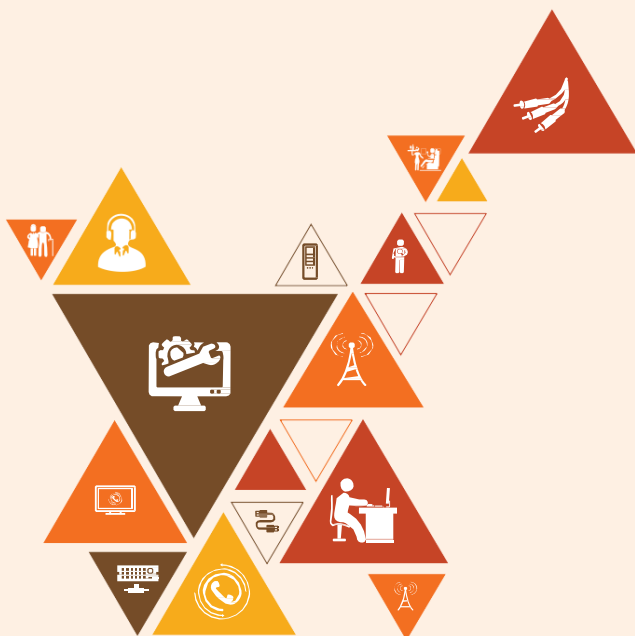
Unit 2.2 – Customer Service

Unit 2.3 – Communication

Unit 2.4 – Understanding Ticket Management Process

Unit 2.5 – Understanding (Query, Request and Complaint) QRC

Unit 2.6 – Time Management



TEL/N2200

Key Learning Outcomes

At the end of this module, you will be able to:

1. Identify principles of proper grooming and adhere to proper uniform guidelines
2. Explain the various ways to maintain personal health and hygiene
3. Describe customer service and explain the characteristics of excellent customer service
4. Explain the importance of communication and practice effective communication at workplace
5. Describe the need and importance of tickets in a repair shop
6. Explain the ticket management process and ticket lifecycle
7. List the different types of tickets
8. Explain about query, request and complaint and effective way of handling them
9. Explain how to manage time in order to do work effectively

UNIT 2.1: Personal Grooming

Unit Objectives

At the end of this unit, the participants will be able to:

1. Identify principles of proper grooming and adhere to proper uniform guidelines
2. Demonstrate professional etiquette and behaviour
3. Explain the various ways to maintain personal health and hygiene

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Notes

This session of the program deals with personal grooming. Explain that personal grooming and dressing is very important to customer care executives as they are the face of the organisation and initially the customers interact with them.

Say

Good morning and warm welcome to this training program on customer care executive (repair centre). Before we begin a session on personal grooming, let us revise the previous session.

Do

Begin with revising the things explained in previous session. Ask the following questions:

- What are the mobile handset trends?
- What are the basic components of a mobile handset?

Encourage the participants to give answers. If they have doubts, clarify them and tell them about what they are going to study in the session.

Do

Share the personal grooming tips required by a customer care executive to maintain presentable appearance.

Ask

Ask the participants whether they know about the basic personal grooming practices. Ask them to tell some good and bad habits from their daily routine.

Notes for Facilitation

- Tell the participants that a customer care executive should follow specific uniform guidelines and personal grooming practices. The following figure shows some of the guidelines:

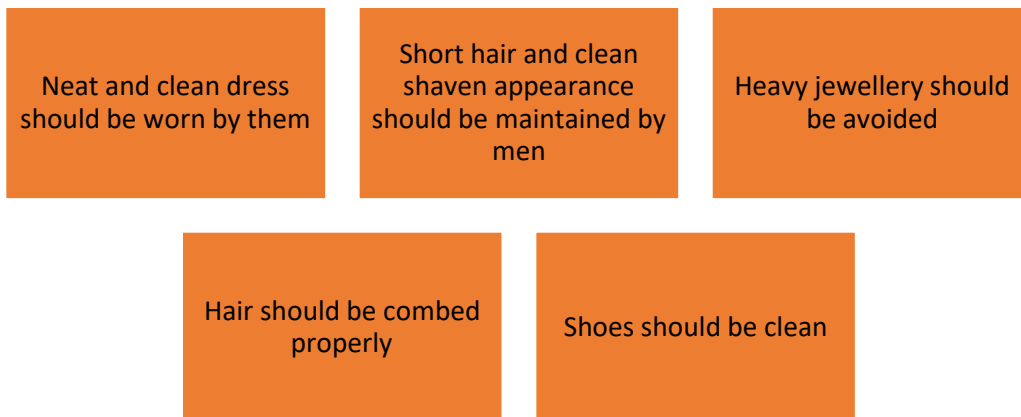


Fig 2.1.1: Uniform and personal grooming guidelines

- Also, tell that the executive should also follow some basic professional etiquette to ensure productivity of work. The following figure shows some professional conducts to be followed at workplace:

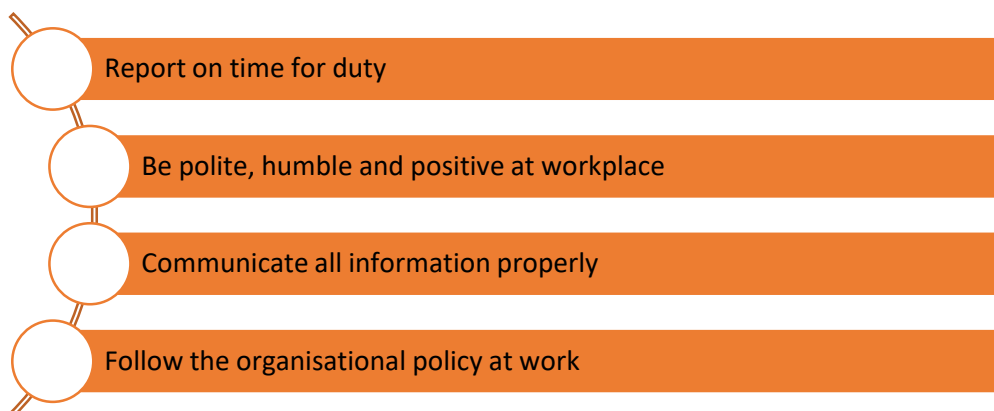


Fig 2.1.2: Workplace etiquette

- Explain that a customer care executive should follow professional conduct at workplace. The following figure shows some of the professional behavioural aspects that a customer care executive should exhibit:



Fig 2.1.3: Professional behaviour

- Say that the executives should also maintain personal hygiene as they have to work in a repair centre and interact with customers. They are the face of the organisation. First impression is very important while interacting with customers. The executives should be well dressed, clean and presentable at the time of customer interaction.
- Inform that other than maintaining personal hygiene, dressing sense and professional behaviour, some bad habits should be avoided by the executives at workplace. These habits are given in the following table:

Good Habits	Bad Habits
Have clean teeth and pleasant breath	Avoid chewing tobacco
Behave properly with respect	Avoid consumption of alcohol
Be healthy by adapting healthy habits	Avoid smoking

Table 2.1.1: Good and bad habits at workplace

- Further, say that safety at workplace is also a major concern. The executives should maintain safety at workplace and while working. PPEs should be used while handling mobile handsets and while using tools and equipment. The workplace should be kept clean. The tools and equipment should be placed properly to prevent any hazard or accident.

Do

Provide the solution to the exercise which can be given as:

- List the specific uniform guidelines for men in a repair centre.
 - Uniform worn should be clean and ironed.
 - Shoes should be clean and polished.
 - Hair must be short, clean and tidy.
 - Clean shaven look should be maintained.
 - Beard and moustache must be trimmed, neat and tidy
 - Nails should be cut or trimmed neatly at regular intervals.
- What are the six basic rules to be followed for professional conduct?
 - Be on time
 - Be discreet
 - Be courteous, pleasant and positive
 - Be concerned about others, not just yourself
 - Dress appropriately
 - Use proper written and spoken language
- What are the ill-effects of alcoholism on health?
 - Increased risk of heart diseases, cancer, impaired immune system, liver infection (cirrhosis), etc.
 - Reduced work focus and drop in performance
 - Degradation in social and economic status
 - Withdrawal symptoms like anxiety, trembling, fatigue, headache and depression, etc.
- What are the ill-effects of tobacco on health?
 - It is the biggest reason for oral cancer which affects mouth, tongue, cheek, gums and lips.
 - Chewing tobacco weakens a person's ability to taste and smell.
 - Smokers face a greater risk of suffering from lung cancer.

UNIT 2.2: Customer Service

Unit Objectives

At the end of this unit, the participants will be able to:

1. Describe customer service and explain the characteristics of excellent customer service

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Say

Good morning and warm welcome to this training program on customer care executive (repair centre). Before we begin a session on customer service, its phases and its characteristics, let us revise the previous session.

Do

Begin with revising the topics explained in the previous session. Ask the following questions:

- What is the importance of personal grooming?
- What are the different points of maintaining personal hygiene and professional behaviour?

Encourage the participants to give answers. If they have doubts, clarify them and tell them about what they are going to study in the session.

Say

Let us begin a session on customer service, its phases and its characteristics.

Ask

Ask the participants whether they know about customer service. Ask them to give some examples of scenarios where customer service is required.

Notes for Facilitation

- Tell the participants that customer service is a process in which customer satisfaction is maintained for any service or product. This step takes place before, during and after the sales of the service or product.
- Say that a customer care executive at a repair centre is the person who interacts with the customers to identify their issues and resolve them.
- Explain that the customer care service in mobile repair comprises majorly three phases. The following image shows the three phases of customer care service:

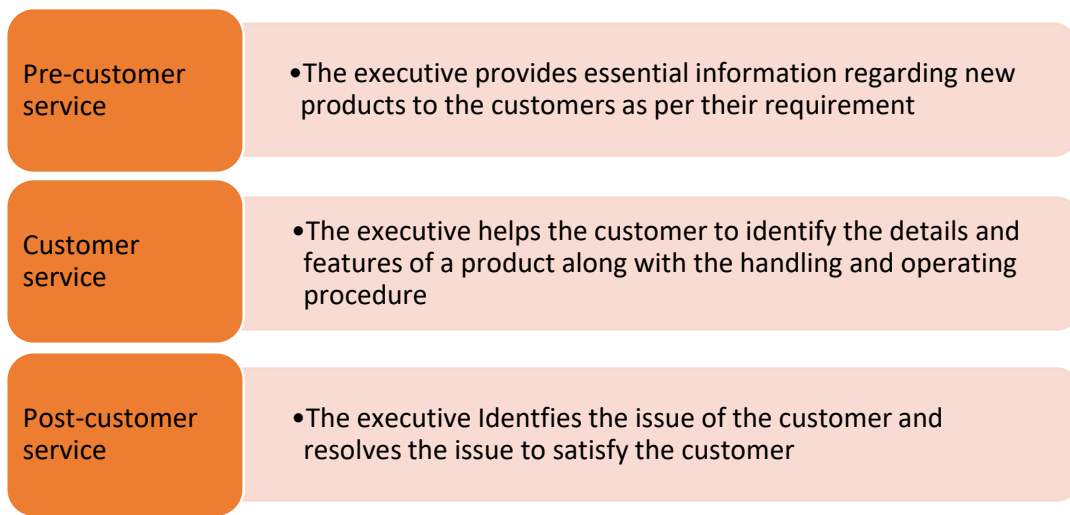


Fig 2.2.1: Phases of customer care service

- Say that the basic work of a customer care executive is to identify the requirements of a customer and provide necessary support and solution to satisfy the customer. To work effectively, a customer care executive should exhibit the following characteristics:

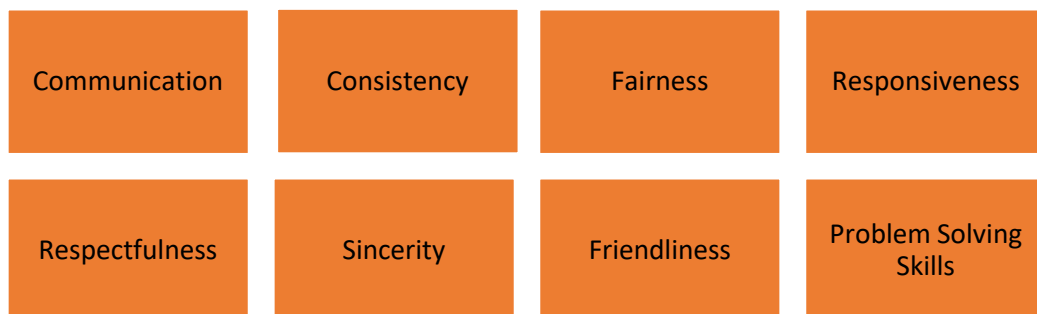


Fig 2.2.2: Characteristics of good customer service

Do

Provide the solution to the exercise which can be given as:

- Why is customer service important?
 - To build trust in customer
 - To improve brand awareness

- To improve the quality of services
 - To attract more customers
- What are the characteristics of excellent customer service?
 - Communication
 - Consistency
 - Fairness
 - Responsiveness
 - Respectfulness
 - Sincerity
 - Friendliness
 - Problem Solving Skills

UNIT 2.3: Communication

Unit Objectives

At the end of this unit, the participants will be able to:

1. Explain the importance of communication at workplace
2. Practice effective communication at workplace

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Notes

This session of the program deals with communication and its importance. Explain the types of communication and their importance at work.

Say

Good morning and warm welcome to this training program on customer care executive (repair centre). Before we begin a session on communication, its types and importance, let us revise the previous session.

Do

Begin with revising the things explained in previous session. Ask the following questions:

- What is customer service?
- What are the different characteristic features of customer service?

Encourage the participants to give answers. If they have doubts, clarify them and tell them about what they are going to study in the session.

Say

Let us begin a session on communication, its types and importance.

Ask

Ask the participants whether they know about communication, if they say yes, ask them to explain communication and its types. Motivate them to give answers.

Role Play

- Ask two participants to enact a role play.
- One of them should act as a broadband technician and the second one should act as his/her customer.
- The situation is that the broadband technician has to call the customer to understand his/her requirements.
- Ask them to enact the interaction between the two of them.

Time

- Set five minutes as the time limit of the role play.
- Ensure that the role play finishes within time.

Notes for Facilitation

- Explain to the participants that communication is a process in which correct message or information is conveyed from a sender to a receiver and the receiver responds accordingly as per the information conveyed.
- Tell them that proper communication is only done when the information or message is understood by the receiver and the sender in the same way.
- Discuss the importance of communication. Say that from the view point of a customer care executive, communication is very important as they have to communicate with the customers and the technical team to identify the issues and provide necessary solutions.
- Tell them about the types of communication. The following figure shows types of communication methods along with some examples:

Verbal Communication



☐ Face to face communication

☐ On call communication

Non-verbal Communication



☐ Signs and symbols

☐ Gestures and expressions

Fig 2.3.1: Types of communication

Verbal Communication

Customer care executives mostly have to do verbal communication in which they have to interact directly with the customers by verbal means. Effective verbal communication has come characteristic features such as volume, pace, tone and so on.

Non-verbal Communication

While communicating with the customers, the executive should also take care of gestures and postures such as make eye contact while communicating, avoid crossing arms or legs while communicating and so on.

Both verbal and non-verbal communication means help to convey correct message to the receiver. Thus, a customer care executive should follow all the guidelines of proper communication.

- Explain to the participants about active listening. Active listening is a part of communication and is very important. Prior to be able to provide the necessary solution to the customer, it is very important to understand the problem and the requirement of the customer. This can be achieved by actively listening to the customer's issue. There is a big difference between listening and hearing. Listening is hearing and understanding the information conveyed by the sender.
- Say that for active listening an executive should follow the given steps:
 - Be attentive while listening
 - Make eye contact and avoid looking here and there
 - Say yes to convey that the issue is understood
 - Do not interrupt while listening
 - Clear any doubt after the customer finishes speaking
- Tell them about the 7 C's of effective communication. To have an effective communication process, the rule of 7 C's should be followed. The following figure shows the 7 C's of effective communication:

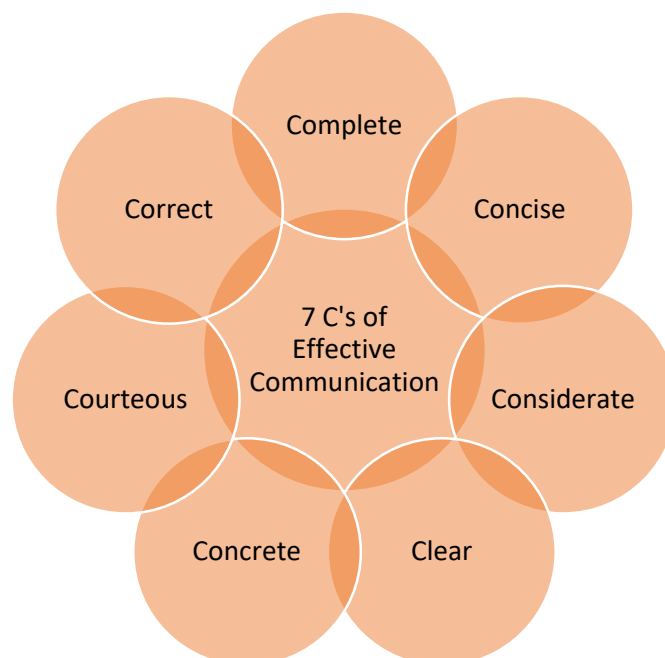


Fig 2.3.2: 7C's of effective communication

- Inform that an executive should provide complete information to the customer in concise form while considering the customer point of view.
- Tell them that the information communicated should be clear, focusing on customer needs, and not vague. Also, while communicating, respect should be shown to the customer. Correct gestures and language should be used to avoid any misunderstanding.
- Tell them that they must greet the customer when they start the interaction with a customer.
- While communicating with the customer, it is very important to greet the customer to show respect. During the conversation, the executive should show courteous behaviour and respect even if the customer loses temper. The executive should always respond to the customer in respectful manner.
- Tell them that, while closing the call, the executive should thank the customer and ask for feedback.

Do



Provide the solution to the exercise which can be given as:

- What do you understand by verbal and non-verbal communication?
 - Verbal communication takes place when people exchange words with each other, either spoken or written.
 - Non-verbal communication includes the overall body language of a person.
- What are the seven C's of effective communication? Explain any four of them
 1. **Complete** - The communication should have all the information and facts that the customer demanded. It should not be incomplete.
 2. **Concise** - Communication should be short and crisp and should explain the requirement of the consumer and the customer care executive. It should be time saving.
 3. **Considerate** - It is very important to consider the addressee's (customer's) view point as well. The communication should be as per the customer's expectations, demands and views.
 4. **Clear** - The communication should be clear for both—customer and customer care executive. The focus should be on one target and should have a simple approach. This would facilitate understanding.
 5. **Concrete**
 6. **Courteous**
 7. **Correct**

UNIT 2.4: Understanding Ticket Management Process

Unit Objectives

At the end of this unit, the participants will be able to:

1. Explain the need and importance of tickets in a repair shop
2. Explain the ticket management process and ticket lifecycle
3. Demonstrate how to create a ticket
4. List different types of tickets

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Say

Good morning and warm welcome to this training program on customer care executive (repair centre). Before we begin a session on ticket management process and its benefits, let us revise the previous session.

Do

Begin with revising the topics explained in the previous session. Ask the following questions:

- What is a communication?
- What are the different types of communication?

Encourage the participants to give answers, if they have doubts, clarify them and tell them about what they are going to study in the session.

Say

Let us begin a session on understanding the ticket management process and its benefits.

Ask

Ask the participants whether they know about the ticket management process, if they say yes, ask them to tell the uses and benefits of the same. Motivate them to give answers.

Notes for Facilitation

- Explain to the participants that there is a huge demand and use of mobile handsets in the world. With increase in number of users, there are many complaints, issues and faults which occur in the devices on a daily basis. So, to keep the customers satisfied, the mobile companies need to set up repair centres where customer care executives go to work.
- Further, say that the customer care executives are the face of the company as they are the ones who interact with the customers to provide solutions. For handling and managing a huge number of complaints, the executives take the help of the ticket generation system.
- Say that in the ticket generation system, a reference number is provided to a customer's query and all the related information of the customer is entered in it. By doing this, the progress and status of any customer complaint can be tracked and updated. The following figure shows the basic steps involved in ticket management process:

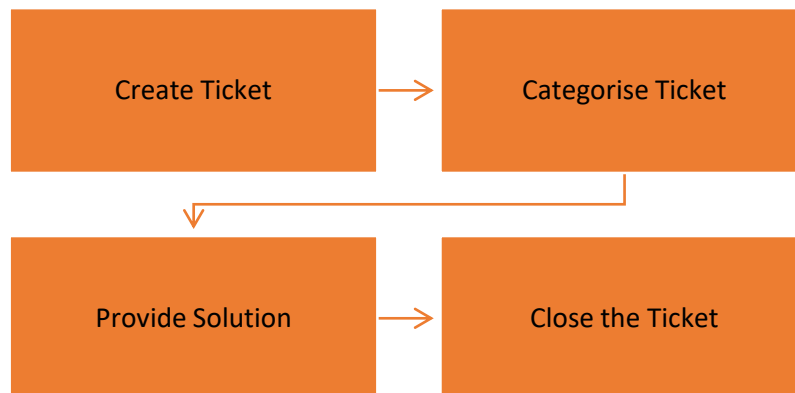


Fig 2.4.1: Basic steps involved in ticket management process

Create Ticket

The first step is to generate ticket in which all the details and information related to the customer complaint or issue is filled and assigned a unique reference number. After the ticket is created, it is assigned to specific department or team for a solution. Special software tools are available for this process which are used in customer care centres.

Categorise Ticket

After ticket generation, the ticket is then processed to prioritise and categorise the complaint. As per the category, the ticket is then allocated to the concerned department or technician. The priority and allocation details are mentioned in the ticket

Provide Solution

Then, the concerned technician or the department takes the necessary actions depending upon the priority and the issue mentioned in the ticket. The desired solution has to be provided for the query within the time given by the concerned person or authority.

Close the Ticket

All the progress on the complaint or the issue has to be updated timely in the ticket to keep the customer informed. After providing the desired solution to the customer, the ticket is closed and customer feedback is taken.

Ticket Prioritisation Process

The complaint or request from the customer is analysed first and categorised on the basis of front end (L1) and back end (L2 and L3). Prioritisation is done generally as follows:

1. Priority 1 (P1): Urgent issues
 2. Priority 2 (P2): High priority issues
 3. Priority 3 (P3): Medium priority issues
 4. Priority 4 (P4): Low priority issues
- Tell them about the benefits of ticket management system. Almost every customer care service uses ticket management system as it is very reliable and enhances the work productivity. It also keeps a track of all the data for any future reference. The following are the benefits of a ticket management system:
 - It provides an organised management system for complaint registration
 - It helps in categorising and prioritising the complaints
 - It enhances the productivity of customer care service
 - It keeps a track of all the data to measure customer satisfaction
 - It keeps customer updated to ensure them that they are valued
 - Explain that the participants need to maintain records. For each customer complaint or in terms of customer care service, ticket escalated, a record should be maintained.
 - Tell them that they should ensure that the following fields are filled:
 - Customer details
 - Company details
 - Date of issue
 - Details of the issue
 - Priority level assigned
 - Tell them that these records help in tracking information for any repetitive issues.

Do

Provide the solution to the exercise which can be given as:

- List the steps involved in ticket creation.
 - Log the issue with:
 - The customer's details
 - The details of the device: device, model, colour, network, problem
 - Details of problem being faced or experienced
 - A unique identification number assigned to it for tracking
 - Categorise the issue
 - Classification of the problem into L1, L2, L3
 - Prioritise the issue:
 - An urgency value is assigned to each issue based on the overall importance of that issue. Issues that are not very urgent and are minor must be resolved as time permits.
 - Respond to the issue
 - Allocate to an appropriate technician.
 - Create a status message: Status refers to the current stage of the ticket in its lifecycle. It can be New, Queued, Active, Pending, Complete, Resolved or Closed.

Tickets with fixed statuses cannot be modified. A ticket can be moved from one status to another—not necessarily in certain order.

- Reason Code: The reason for why a ticket is in a given status or phase is assigned by reason code. For example, a ticket could be set into pending status for several reasons—like Pending Customer (password and so on), Pending Supplies and Pending Information.
- Resolve and close the issue.

UNIT 2.5: Understanding QRC

Unit Objectives

At the end of this unit, the participants will be able to:

1. Define QRC
2. Explain about query, request and complaint and effective way of handling them

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Say

Good morning and warm welcome to this training program on customer care executive (repair centre). Before we begin a session on QRC and methods of addressing QRC, let us revise the previous session.

Do

Begin with revising the topics explained in the previous session. Ask the following questions:

- What is a ticket management system in customer service?
- What is the importance of ticket management system?

Encourage the participants to give answers. If they have doubts, clarify them and tell them about what they are going to study in the session.

Say

Let us begin a session on QRC in customer service and its addressing methods.

Ask

Ask the participants whether they know about QRC in customer service. If they say yes, ask them to explain the application of QRC in customer service. Motivate them to give answers.

Notes for Facilitation

- Tell the participants that a major task of a customer care executive is to categorise customer requirement on the basis of query, a request or a complaint (QRC). The executive interacts with the customer so as to identify the customer's requirement. The following figure shows the methods for addressing the customers' requirements on the basis of QRC:

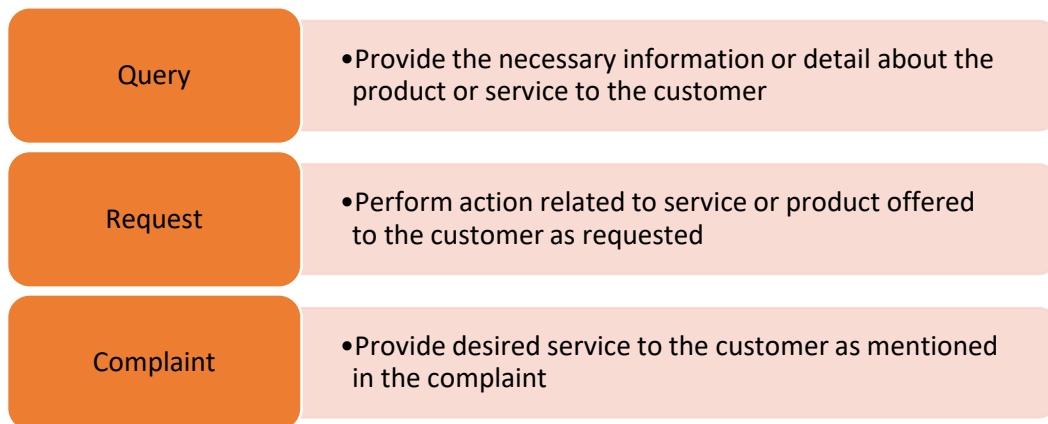


Fig 2.5.1: Addressing methods of customer on QRC basis

Handling Customers' Queries

A customer's query can be easily identified when a customer has any doubts and asks a question related to the product or service. The following are some examples of customers' queries at a customer repair centre:

- What is the warranty status of the device?
- What are the features available on the device?
- What is the servicing cost of the device?

Customers' queries are handled by providing the required solutions of the queries to the customers. To do so, the executive should listen and understand the query and then provide the information to the customer.

Handling Customers' Requests

Resolution of customers' requests are more action based. The executive needs to take necessary action as per the request made by the customer. This is easy to understand as the customer directly asks for a service to be done and only desired action has to be taken.

The following are some examples of customers' requests:

- Please update the software of the mobile.
- Please repair the mobile device.

Handling Customers' Complaints

A customer complaint is raised when the customer is not satisfied or has some issue with the service or the product offered. In this situation, the executive should apologise to the customer and address the complaint by taking the desired action which would satisfy the customer. The following are some examples of customers' complaints:

- The device is not working properly, kindly replace.
- Repair time of device is taking longer than expected.

- Issue is not addressed on time.

Do

Provide the solution to the exercise which can be given as:

- A customer comes to the repair centre and tells the customer care executive that his battery is not getting charged from last two days. What will this come under?
 - A query
- A customer tells the customer care executive to repair the touch screen of his phone as it has not been working properly from last few days. What will this come under?
 - A request
- A customer informs the customer care executive that his phone is not functioning properly in spite of him getting it repaired from them a month ago. What will this come under?
 - A complaint

UNIT 2.6: Time Management

Unit Objectives

At the end of this unit, the participants will be able to:

1. Explain how to manage time in order to do work effectively
2. Demonstrate prioritising

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Say

Good morning and warm welcome to this training program on customer care executive (repair centre). Before we begin a session on time management in customer service, let us revise the previous session.

Do

Begin with revising the things explained in the previous session. Ask the following questions:

- What is a QRC in customer service?
- What are the different methods of addressing QRC?

Encourage the participants to give answers, if they have doubts, clarify them and tell them about what they are going to study in the session.

Say

Let us begin a session on time management in customer service.

Notes for Facilitation

- Explain to the participants that time management includes organizing work and activities with time limits for the tasks to be completed. This would ensure optimum use of time.
- Say that time management is a very important aspect of customer care service as the executives have to handle a large number of customers' QRC and provide solutions to the

customers quickly to get their satisfaction. The following are some benefits of time management in customer services:

- Reduces workload
- Improves work performance
- Ensures better quality of work delivered
- Ensures work completion
- Further, say that there are a lot of distractions which acts as time robbers and they take valuable time. An executive should be aware of types of time robbers present around to make sure they don't affect the work. The following figure shows a few common types of time robbers present in customer service job:

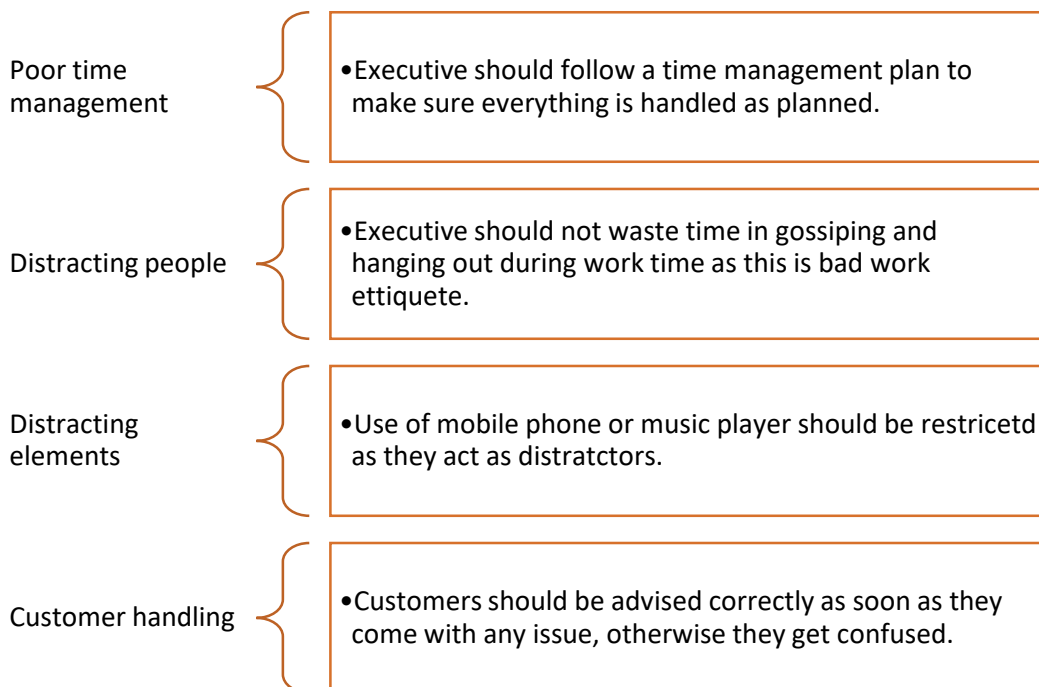


Fig 2.6.1: Types of time robbers

- Tell them that time is the most constrained resource in today's times. There is plenty of information available and lots to do at hand. To utilize time in a purposeful way, it is important that work planning is done so that goals can be achieved.
- Tell them that it is important to prioritize the work so that it does not lag or something is missed which is really important.
- Inform that to manage time effectively, it can be divided into four areas as given in the following figure:

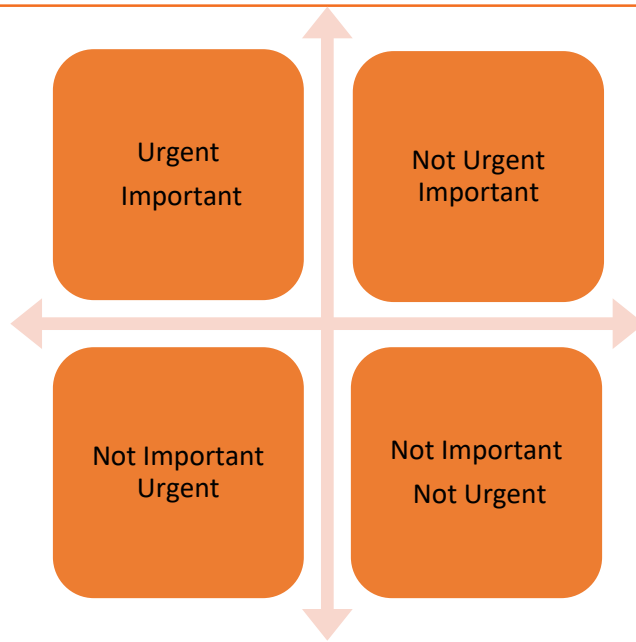


Fig 2.6.2: Tasks' categories

- Tell them about:
 - Not Urgent and Important Tasks: This is something which has to be done in the course of the day. It does not need immediate attention but needs a plan for it, for example, goals, planning, relationship building and personal care.
 - Important and Urgent Tasks: These are tasks which require immediate attention and they need have to be attended first. For example, crisis, deadlines or accident demand immediate attention and action.
 - Not Important but Urgent Tasks: These will include those activities which somehow grab attention because they come at the moment, for example, phone calls, e-mail, reports and meetings.
 - Not important and Not Urgent Task: These are the time wasters. These activities should be altogether avoided, for example, web browsing and social media.

Do

Provide the solution to the exercise which can be given as:

- What is the importance of time management?
 - Time Management means managing time effectively so that right time is allocated to the right activities.
 - Effective time management helps individuals to give specific time slots to the activities as per their importance.
 - Time management means the best use of time the time is always limited.
- Handle customers' complaints and issues comes under:
- Urgent and Important Tasks
- Preparing or updating daily report comes under:
 - Not Urgent but Important Tasks

- Engage in chat, gossip and social communications comes under:
 - Not Important and Not Urgent Tasks
- Planning and scheduling of next day activities comes under:
 - Not Urgent but Important Tasks



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3. Identify Issues and Troubleshoot

Unit 3.1 – Initial Diagnostics and Troubleshooting

Unit 3.2 – Up-Selling and Cross-Selling

Unit 3.3 – Handling Objections

Unit 3.4 – Language Skills

TEL/N2201

Key Learning Outcomes

At the end of this module, you will be able to:

1. Demonstrate the way to check mobile phone settings
2. Explain about repair and replacement and various levels involved in it
3. Analyse the techniques of up-selling and cross-selling of company's products and services
4. Practice upselling and cross-selling
5. Explain what is an objection and handle objections with sensitivity
6. Analyse customer's problems and criticism
7. Practice reading, writing, speaking, and listening skills for a customer service executive

3.1: Initial Diagnostics and Troubleshooting

Unit Objectives

At the end of this unit, the participants will be able to:

1. Demonstrate the way to check mobile phone settings
2. Explain about repair and replacement and various levels involved in them

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Say

Good morning and warm welcome to this training program on customer care executive (repair centre). Before we begin a session on initial diagnostics and troubleshooting, let us revise the previous session.

Do

Begin with revising the things explained in the previous session. Ask the following questions:

- What is the importance of time management at work?
- What are time robbers?

Encourage the participants to give answers. If they have doubts, clarify them and tell them about what they are going to study in this session.

Say

Let us start a session on initial diagnostics and troubleshooting of mobile handsets.

Ask

Ask the participants whether they know about initial diagnostics and troubleshooting of mobile handsets. If they say yes, ask them what it entails and list the points on the blackboard.

Do

Share with the participants about the levels (L1, L2 and L3) of repairs.

Notes for Facilitation

- Tell the participants that a customer care executive in a repair centre is the first point of contact for an unsatisfied customer. The customer approaches the executive with a faulty handset.
- Tell that to put the customer at ease, the executive has to assure him or her that the problem is identified and can be resolved.
- Say that to identify the issue in a faulty handset the executive should first troubleshoot the handset. Some common issues can be easily be identified by following some basic troubleshooting steps.
- Inform them that the following are some commonly found faults in handsets and their solutions:
 - Slow phone: Clear the cache, uninstall the unnecessary apps
 - Reduced battery standby time: Make sure charger is optimised as per the battery, shut down some background apps
 - Cracked screen: Replace the screen
 - Wet device: Remove battery and dry it with towel, use hot air gun to dry the handset
 - Overheating device: Avoid using phone while charging, check battery condition
 - Storage full: Add extra memory, delete unnecessary files, create backup in cloud
 - Freezing screen: Clean the phone by clearing cache memory, protect the phone by using an antivirus
 - Crashing app: Install the apps again, check the app running requirement
 - Network, Wi-Fi, Bluetooth issue: Reset the phone and toggle the network settings on/off
 - Not charging: Check the charging cable adaptor, check the battery health
- Discuss with the participants about initial diagnostic procedures.
- Tell them that an executive can perform some initial steps to find out the issue. The following are the basic initial steps to identify any issue in a mobile handset:
 1. Ask the customer what issues he/she is facing in the handset.
 2. Based on initial customer input, perform diagnosis of the problem.
 3. Check battery status, sound and video quality of the phone.
 4. Make calls to check network, speaker and mic condition.
 5. Check the touch response on the phone as per the input.
- Explain about the levels of repair. After diagnosing the issue or in case the issue cannot be diagnosed and needs to be checked by the technical team, give assurance to the customer that it would be fixed by the team.
- Tell them that they should always provide appropriate time as per the availability of the technical team. The categorisation of repair has to be done afterwards.
- Say that levels of repair can be provided on the basis of the following points:

- Customer complaint level
- Warranty status of device
- Severity of damage/issue in the device
- Give an example:
 - An angry customer having chip level issue in handset even after a service repair should be given higher priority.
- Tell them that there are basically three levels of repair:
 - L1 repairs are for issues such as broken screen and damaged battery which involve simple replacement.
 - L2 repairs are for issues such as water damage and damaged ports which need to be repaired at chip level.
 - L3 repairs are for issues such as damage of chip or processor which require higher technician level repair.
- Say that in level 1, most of the repairs can be done quickly with the availability of tools and equipment. The following are a few tools and equipment used for repairing a mobile handset:

Screwdriver set	Spudgers	Suction cup and separation tool
Heat gun	Microfibre cleaning cloth	Tweezers
Adhesive	Computer/laptop	PPEs (ESD band, safety gloves)

Fig 3.1.1: Tools and equipment used in mobile handset repair

- Inform that some useful codes can also be used to troubleshoot the handset depending on the manufacturer of the handset. The following are the codes that can be used to troubleshoot a mobile device:
 - ***#06#** – To check the IMEI number
 - *****#4636#***** – To check usage and battery status
 - ***#0*#** – To enter service menu
 - *****#34971539#***** – To check camera information
 - *****#273282*255*663282#***** – To backup all media files
 - *****#232339#***** – To test the Wi-Fi
 - *****#197328640#***** – To enable test mode for service
 - *****#0842#***** – To back-light test
 - *****#2664#***** – To test touchscreen display

- *****#1111#***** – To check Fault Tree Analysis (FTA) software version
- ***#12580*369#** – To complete software and hardware information
- ***#9090#** – To get diagnostic configuration
- ***#872564#** – To check USB logging control
- ***#9900#** – To get system dump mode
- ***#301279#** – To get High Speed Packet Access (HSPA) control menu
- ***#7465625#** – To get phone lock status
- *****#7780#***** – To reset data partition to factory state
- ***2767*3855#** – To format device to factory state
- Explain that there are two types of testing methods used to test a mobile handset. The following figure shows the mobile testing methods:

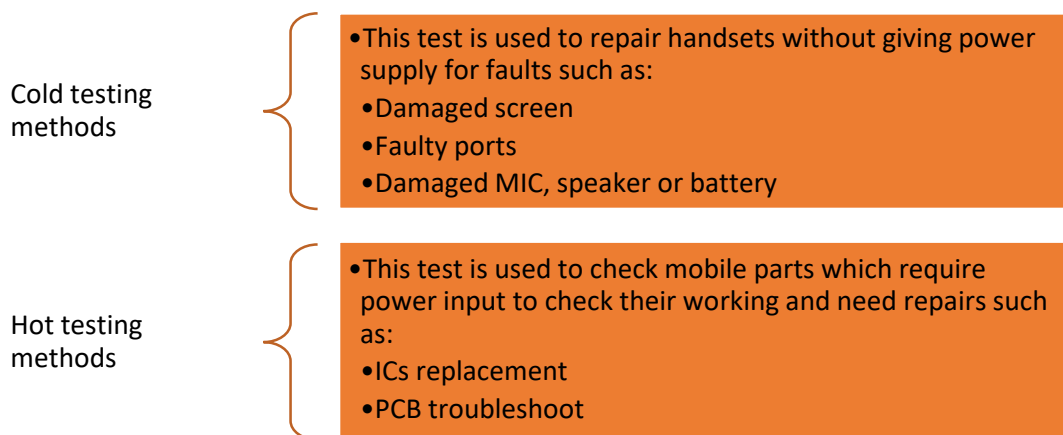


Fig 3.1.2: Types of mobile testing methods

- Tell them that, after diagnosing the fault, the fault can be categorised as software, hardware or setting related issue. Then the issue can be fixed by the concerned technician. The following figure shows some of the hardware, software and settings related issues:

Hardware Faults	Software Faults	Settings Faults
<ul style="list-style-type: none"> • Sound issues • Battery malfunction • Touch or display issue • Overheating 	<ul style="list-style-type: none"> • No network • Phone locked • Phone frozen or hung • Slow response 	<ul style="list-style-type: none"> • Flight mode • Apps not installing • Alert disabled • Lock time

Fig 3.1.3: Categories of issues in mobile handset

Do

Provide the solution to the exercise which can be given as:

- What do you mean by cold testing method?
 - When a multimeter is used to check the value of resistance at the time of repairing, it is referred to as cold testing. Do not give power supply to the phone from any equipment while the testing is running. Faults can be detected in the phone by using the diode range and beep sound from the multimeter. At the time of cold testing, the red probe of the multimeter should be connected to the ground of the PCB of the mobile phone and the black probe should be used to touch the points to be tested on the mobile phone.
- What do you mean by hot testing method?
 - When using of cold testing method gives no results and the issue cannot be found or the mobile phone cannot be repaired, the hot testing method is used. This method checks the voltage of the damaged parts or components. The issue is found by powering the mobile phone with a battery with DC power supply. Choose the DC Volt (DCV) range of the multimeter after powering the mobile phone. Then, connect the black probe of the multimeter to the ground of the PCB of the mobile phone and make sure that the red probe of the multimeter touches the testing points.

UNIT 3.2: Up-selling and Cross-selling

Unit Objectives

At the end of this unit, the participants will be able to:

1. Apply the techniques of up-selling and cross-selling of company's products and services.
2. Demonstrate up-selling and cross-selling

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Say

Good morning and warm welcome to this training program on customer care executive (repair centre). Before we begin a session on up-selling and cross-selling, let us revise the previous session.

Do

Begin with revising the things explained in the previous session. Ask the following questions:

- What are the types of repairing methods?
- What are the tools and equipment required for mobile handset repair?

Encourage the participants to give answers. If they have doubt, clarify them and tell them about what they are going to study in this session.

Say

Let us start a session on up-selling and cross-selling.

Notes for Facilitation

- Explain to the participants that another responsibility of a customer care executive is to make sales. A potential customer who is willing to update his or her mobile device with a new one or is looking for a good accessory should be identified by the executive.

There may be a situation when a customer walks in the repair centre and requires help in selecting a new handset. Then, the executive should clearly identify the requirements of the customer to provide the necessary assistance.

- Inform about the selling process.
- Say that for a customer care executive in a mobile repair centre, selling means promoting the company's product to potential buyers to make a sale. An executive can make sale of a handset device, accessory or any extended warranty scheme to a potential customer.
- Tell them that, in selling, two commonly used terms are cross-selling and up-selling. The following figure shows the difference between the two types of selling:

Up-selling

In up-selling, the seller tries to make the sale of an expensive or upgraded product.

- For example:
 - Selling a touch screen phone in place of a keypad phone
 - Selling a phone with higher price and more functions in place of selling a phone with low price and less features

Cross-selling

In cross-selling, the seller tries to make sale of another product along with the product to be bought.

- For example:
 - Selling a mobile cover and screen guard along with the handset
 - Selling a headphone along with a handset

Fig 3.2.1: Types of selling

- Discuss the importance of up-selling and cross-selling.
- Tell them that, as an employee of the organisation, it is the responsibility of the executive to increase the sales of the company. Also by implementing up-sell and cross-sell, the executive helps the customers to use the best product suitable for them. The importance of cross-selling and up-selling can be listed as follows:
 - Increases the sales of the companies
 - Increases the sales of other products
 - Spreads awareness about products and schemes
 - Enables the customer to have a better experience of the product
 - Assists to achieve sales target and to get incentive

Do



Provide the solution to the exercise which can be given as:

- What do you understand by up-selling? Explain it with the help of an example?
 - Up-selling is the action whereby a seller tries to sell a more expensive item to a customer, upgrades or other add-ons in an attempt to make a more profitable sale. For example, if a customer comes to get the touch screen of a phone repaired, the executive suggests screen guard or tampered glass to be bought so that the touch screen and the phone is protected from any scratch or fall.
- What do you understand by the term cross-selling? Explain it with the help of an example.

- Selling of additional products or services to an existing customer is referred to as cross-selling. For example, if a customer comes to get a phone repaired, additional warranty could be suggested on the repair. This would encourage the customer to get the phone repaired from the store and also increase the customer base when the satisfied customer would suggest the store to friends and relatives.

UNIT 3.3: Handling Objections

Unit Objectives

At the end of this unit, the participants will be able to:

1. Explain what is an objection and handle objections with sensitivity
2. Identify customer's problems and criticism

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Say

Good Morning and warm welcome to this training program on customer care executive (repair centre). Before we begin a session on handling objections at a customer care repair centre, let us revise the previous session.

Do

Begin with revising the things explained in previous session. Ask the following questions:

- What is the importance of selling?
- What is the difference between cross-selling and up-selling?

Encourage the participants to give answers, if they have any doubt clarify it and tell them about what they are going to study in this session.

Say

Now let us start a session on handling objections at a customer care repair centre.

Do

Share the details of types of objections to the participants.

Explain the concepts of handling criticism with empathy.

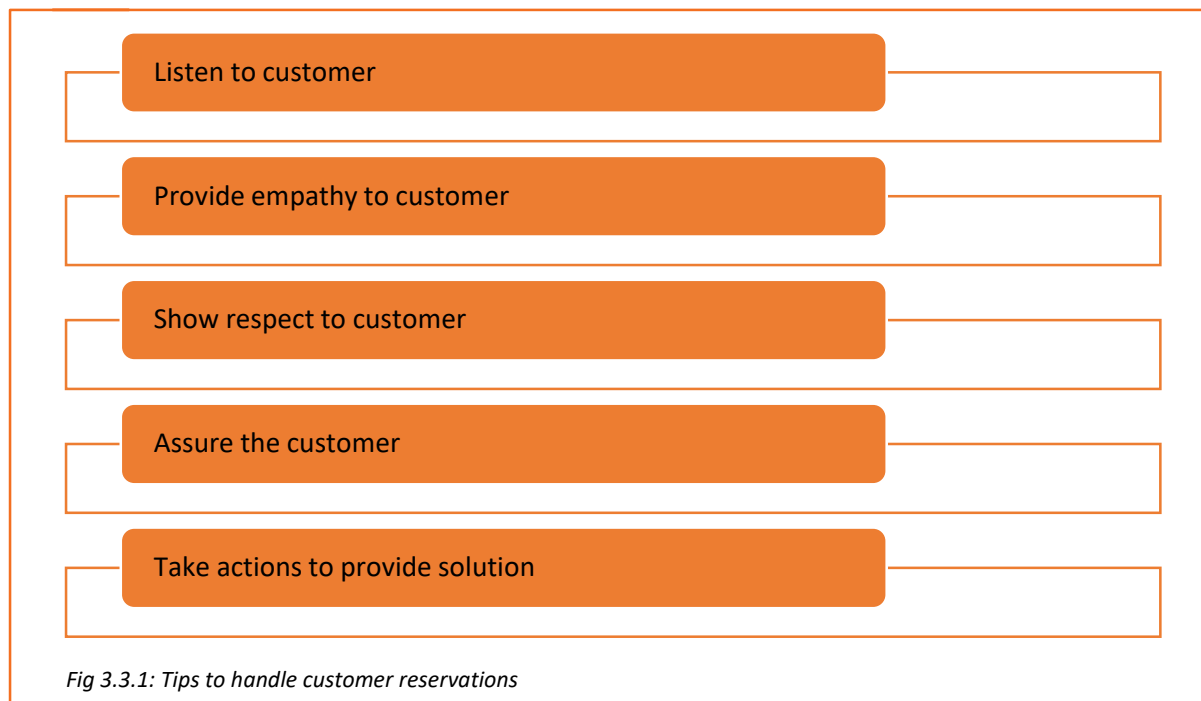
Notes for Facilitation

- Introduce the topic of objection.
- Tell them that objection arises when the customers are not satisfied with or they disapprove of the company's product or service.
- Tell them that the customer care executives have to face the customers and their complaints and objections. They should be capable of handling customer objections patiently in order to calm the customer and maintain good customer relationship.
- Tell them that empathy is key to handling objection.
- To handle the customer objections, they have to make the customer feel that they understand the issue and can provide help. The following are few examples which can be used to comfort a customer:
 - Yes Sir, I very well understand your issue.
 - I am really sorry for the inconvenience, Sir.
 - Sir, we will make sure you don't have to face such issues in future.
- Tell them that the customer can have objection or reservation due to many reasons. The executive needs to identify the reason and respond accordingly to close the deal on a good note. The following are the types of objections faced by the CCE:
 - Customer is not sure and needs more time
 - Customer is not satisfied with the product/service
 - The price of the service/product is higher than the customer is willing to pay
 - Customer is not able to make up mind to take any decision
- Tell them that the executive has to identify the issue and respond accordingly with empathy to make customer comfortable. The executive should suggest the customer to take time and discuss to make the final decision.

Methods of Handling Reservations

The CCE can use tips to handle the customer's reservations in a repair centre. Basic steps are to listen to the customer first and say 'Sir, I understand your concern'. This will create empathy with the customer and then the executive can take actions to provide the necessary assistance to the customer.

The following figure shows some of the tips to handle customer reservations:



Do



Provide the solution to the exercise which can be given as:

- List down the steps to handle criticism. Explain any two of them.
 - The best approach for handling reservations is to relax and listen. Allow customers to verbalise their feelings completely.
 - Ask questions to clarify their reservations, but don't interrupt to provide an answer, even though the answer might seem obvious.
 - CCE needs to respond to reservations in a way that won't start an argument. One way is to turn the customer's statement into a question. CCE should aim to soften the reservation by getting on the customer's side.
 - This can be done by agreeing with and then countering the objection. Customers usually expect the CCE to disagree with an objection. Instead, CCE should recognise that the objection is offered sincerely and respect the customer's view.
 - After agreeing, CCE should proceed to provide information the customer might not be aware of.
- What do you understand by the term reservation? List down its types and explain any two of them with the help of an example.
 - Some common reservations arise because the customer doesn't feel satisfied with the price, the product, the store and its service, or the CCE. For example,
 Timing: I haven't made up my mind
 CCE: I don't like him
 Price: This is too expensive

UNIT 3.4: Language Skills

Unit Objectives

At the end of this unit, the participants will be able to:

1. Explain the need and importance of language skills
2. Practice the language skills needed by a customer care executive (repair centre)

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids

Say

Good Morning and warm welcome to this training program on customer care executive repair centre. Before we begin a session on language skills, let us revise the previous session.

Do

Begin with revising the things explained in previous session. Ask the following questions:

- What is customer objection?
- What are the tips to handle customer objections?

Encourage the participants to give answers, if they have any doubt clarify it and tell them about what they are going to study in this session.

Say

Now let us start a session on language skills.

Notes for Facilitation

- Explain to the participants that good listening skill is the key to effective communication.
- Tell them that, while communicating, it can be effective if the points given in the following figure are followed:

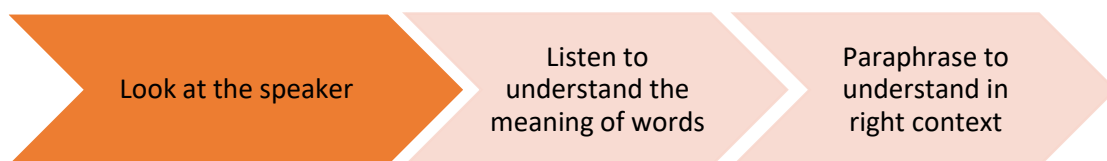


Fig 3.4.1: Tips to handle customer reservations

- Tell them that there is a difference between hearing and listening.
- Listening means to understand the meaning of the words that are said whereas, hearing is just the sound striking the auditory buds. It can also be said to be the first step in the listening process. In a research, it was found that on an average, in a daily communication you spend 45% time listening, 30% time speaking, 16% of time reading and 9% of time writing.
- Tell them that there are five steps in the active listening process, as shown in the following figure:

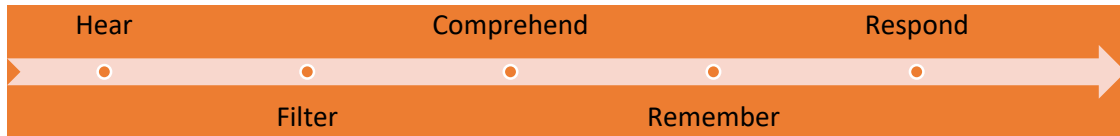


Fig 3.4.2: Steps of active listening

- Hearing means the sounds striking the ear.
- Give an example:
 - In a training room, the trainer is taking a session. Outside there is the noise of a football match going on in the field. A technician is also working on an electrical circuit to fix it. Inside the training room, the participants hear all these noises. However, they filter and try to understand the meaning of what trainer is saying and ignore the rest. They comprehend the meaning of whatever trainer is saying or asking and on the basis of their comprehension and what they remember, they give a response.
- Tell them that there are certain barriers to active listening, which include:
 - Listening with too much concentration.
 - Listening with the intention to reply quickly.
 - Listening based more on preconceived assumptions.
 - Not bothering to clarify or understand in the right context.
 - Always being eager to put forth own point of view.
- Tell them that there are two types of learning:
 - Passive Listening
 - Reflective Listening
- Tell them that passive listening is a one-way communication where the listener merely listens without giving a response. It means that the listener does not seek clarification or give a feedback as in active communication.
- Tell them that reflective listening is a two-fold process which not only involves understanding and clarifying the words by paraphrasing but also understanding the feelings and emotions of the speaker. It helps the speaker to direct the thoughts and continue speaking.
- Tell them that, to be an effective communicator, they should do the following:

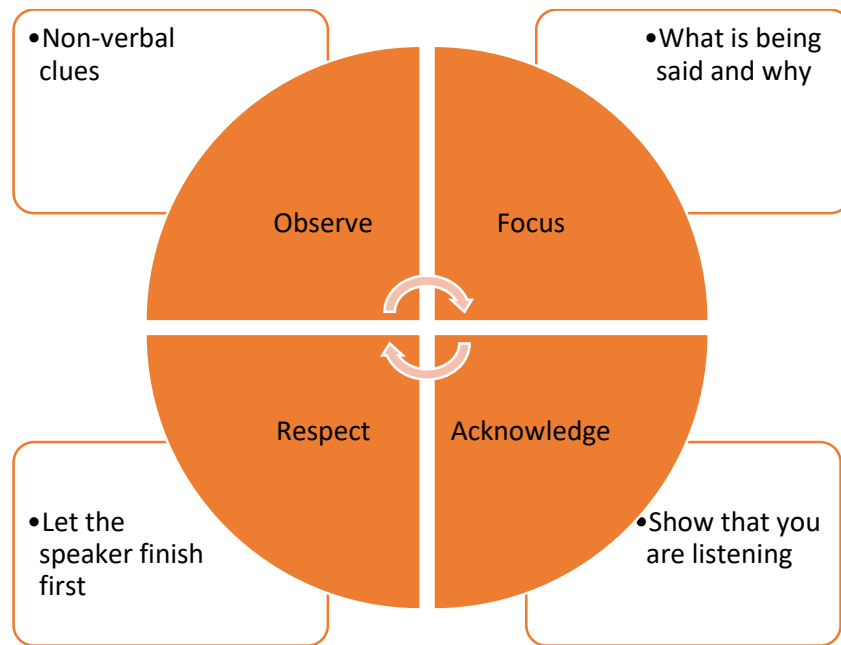


Fig 3.4.3: Tips of effective communication

- Tell them to observe the non-verbal clues to understand the feelings and emotions of the speaker. It also helps to understand the meaning behind the unspoken words. Many a time, words spoken are contrary to what the body language conveys. It can only be understood while observing.
- Explain that they should focus on the said words and listen actively. Give feedback or a response to show that you are listening or you have received the message. Always respect the speaker and let the speaker complete first and then respond.
- Tell them that, in communication, body language plays major part. With a correct body language, a customer would be assured that you are paying attention to the customer queries.
- Tell them that body language can be of many types such as making eyes contact, listening carefully, not shaking any body part.
- As CCE job involves communicating and consulting the customers, a positive body language approach is very important. Body language is also considered as nonverbal means of communication.

The following figure shows the points covered in body language:

Eye contact	Movement of eyes
Facial expression	Smile, frown
Gestures	Hand movement
Appearance	Clothes, hair style
Posture	Arm crossing, leg crossing, seating position

Fig 3.4.4: Types of body language types

Some examples of body language are shown in the following images:



Folded hands is closed body language



Different positions of palm and hands



Facial expression and hand movement showing doubt



A confident pose



Smiling face and open body language



Hand gestures convey meaning

Fig 3.4.5: Example of body language

Examples of some non- verbal communication are:

Hand movement	Rubbing of hands and too much movement of fingers show nervousness.
Sitting position on chair	One must sit upright with back straight. It shows confidence and composure. Laid back position shows lack of interest. Leaning in front shows that you are interested.
Facial expression	It mostly reflects how a person is feeling at the moment; happy, sad, anxious, dejected, relaxed, positive and so on. When you meet someone, smile and greet as it has a positive impact. Be careful not to smile too much.
Eye contact	While communicating, maintain eye contact as it reflects interest and truthfulness in your speech. However never fix your gaze for more than 5 seconds otherwise it may mean you are staring. It can also mean aggression or anger in certain cases. Also, many times when people lie they avoid to maintain eye contact.
Handshake	It conveys a lot of meaning in the professional scenario. It should be firm with slight pressure. Too loose or too firm hand shake does not carry the right impression.
Gesture	It includes hand, leg and body movement such as nodding of head and waving of hand. Too much movement or being fidgety shows nervousness. While giving a presentation, too much body language takes away the seriousness from what you are saying. You need the right gestures to get proper impact of what you are saying.
Personal Spaces	There are four distinct zones in which people communicate. Intimate zone – Touching to 45 cm Personal zone – 45 cm to 1.2 meter Social zone – 1.2 meter to 3.6 meter Public zone – 3.6 meter to 7.5 meter Distances convey the kind of relationship, interest and domination between the people in conversation.

- Tell them that speaking skill is an art which can be developed with practice. To practice this art of communication they should do the following:

Acknowledge feelings	
Clarify beliefs	
Set expectations	
Tune in the content	
Choose the right process of delivery	

Fig 3.4.6: Art of speaking

- Tell them that they should always acknowledge the feelings of the sender or speaker of the message. It will help them to put themselves in a suitable position to have empathy with the speaker.
- Tell them that the listener or receiver of the message responds with further questions to clarify the beliefs, acknowledges the message and paraphrases to understand whether it has been understood in the right perspective.
- Tell them that the sender and receiver both should set expectations for the communication process.
- The content should always depend upon the audience, the time available and the purpose of the communication.
- The method of communication chosen should be the right one depending upon the importance and urgency of the situation.

Do

Provide the solution to the exercise which can be given as:

- is the way of communicating your thoughts and opinions to the other person using your voice.
 - Speaking.
-is a medium of communication that represents language through the inscription of signs and symbols.
 - Writing

- List 5 components of effective speaking.
 - Be prepared and practice
 - Keep It Short and simple
 - Fluency the main goal is fluency
 - Mind that the tone of voice
 - Clarity of Speech
- List down the facts that you will keep in mind while talking to a customer.
 - Express interest with eye contact
 - Avoid non-verbal barriers
 - Demonstrate that you're listening to customers
 - Your hands and feet reveal true feelings
 - Personal space is important





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4. Coordination for Replacement and Repair

Unit 4.1 – Coordination for Replacement and Repair

Unit 4.2 – Interpersonal Skills



TEL/N2202

Key Learning Outcomes



At the end of this module, you will be able to:

1. Describe what is a warranty period and things covered under mobile phone warranty
2. Explain the meaning of dead on arrival with regard to repair centre
3. Discuss about turn-around-time in a repair centre
4. Describe and practice the steps involved in dealing with angry customers
5. Explain the need of building rapport with customers
6. Describe the technique involved in building rapport

UNIT 4.1: Coordination for Replacement and Repair

Unit Objectives

At the end of this unit, the participants will be able to:

1. Describe what is a warranty period and things covered under mobile phone warranty
2. Explain the meaning of dead on arrival with regard to repair centre
3. Discuss about turn-around-time in a repair centre

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Notes

This session of the program talks about coordination for replacement and repair. Explain the importance of coordination for replacement and repair to the participants to enable them to perform their task effectively.

Say

Good Morning and warm welcome to this training program on customer care executive repair centre. Before we begin a session on coordination for replacement and repair, let us revise the previous session.

Do

Begin with revising the things explained in previous session. Ask the following questions:

- What is upselling and cross-selling?
- What is the importance of language skills?

Encourage the participants to give answers, if they have any doubt clarify it and tell them about what they are going to study in this session.

Ask

Ask the participants whether they know about warranty period, if yes ask them to give the basics about warranty and list them on the blackboard.

Role Play

- Ask two participants to enact a role play.
- One of them has to act as a customer care executive and the second one has to act as his/her customer.
- The situation is that the customer approaches the repair centre with a damaged phone.
- Ask them to enact the interaction between the two of them.

Time

- Set five minutes as the time limit of the role play.
- Ensure that the role play finishes within time.

Notes for Facilitation

- At the end of the role play, have a discussion about proper way to interact with the customer.
- Tell them the things they should keep in mind when taking in a phone for repair.

Elaborate

Warranty

A warranty is a promise made by a manufacturer to the customer that if something goes wrong with the phone or tablet then the company would repair it or replace it without any charges. It is important to note that the warranty is valid only within a certain period of time for example six months, one year and so on.

A warranty is a legally binding assurance that the product is:

- Fit for use
- Free from defects
- Meets all required specifications

A warranty is valid only if there has been no physical damage to the phone such as drops, cracks, or liquid spills. To ensure that, you need to practice certain precautions such as:

- Using a phone cover or pouch
- Taking care not to throw it around

A warranty does not cover the following:

- Accidental damage
- Damage caused by misuse of item
- Damage caused by modifications of phone by third party item
- Damage from a third party component in place of original item

When you receive a phone for repair, you must do the following things:

- Identify the fault
- Verify if the phone is within warranty
- Restore the phone to factory settings
- Try to repair the phone
- If it is not possible to repair the phone, send it to the repair centre

Role Play



- Ask two participants to enact a role play.
- One of them has to act as a customer care executive and the second one has to act as his/her customer.
- The situation is that the customer approaches the repair centre with a damaged phone saying that he wants a replacement as the phone was dead on arrival.
- Ask them to enact the interaction between the two of them.

Time



- Set five minutes as the time limit of the role play.
- Ensure that the role play finishes within time.

Notes for Facilitation



- At the end of the role play, have a discussion about proper way to interact with the customer.
- Tell them the checks that they should perform to ensure that the damaged phone is eligible for replacement.

Ask



Ask the participants whether they know about the DOA process, if yes ask them to give the full form of DOA.

Elaborate



Dead on Arrival Process

Sometimes a customer receives a faulty handset that does not work when the customer first tries to switch it on. In such a situation, the handset is declared to be dead on arrival.

To claim that a phone is dead on arrival, fault must be detected within 30 days of the purchase date. The customer is entitled to the replacement of the DOA item free of charge within 20 to 30 days of the purchase.

Notes for Facilitation

- Explain to the participants the DOA process for a handset that was purchased in-store.
- Explain that similar to DOP, there is a dead after purchase (DAP) process.
- Tell them that DAP refers to a situation where the handset develops a functional defect within four days of purchase by the customer.
- Explain the DOP/DAP process to the participants.

Ask

Ask the participants whether they know the full form of TAT.

Do

Provide the solution to the exercise which can be given as:

- Which of the following is the correct option that helps to protect the phone from physical damage?
 - Use a protective cover or pouch
- The warranty for a phone does not include
 - All of the above
- DOA (Dead on arrival) shall not be considered under which of the following conditions.
 - All of the above
- What do you understand by TAT?
 - TAT can be defined as 'The time from customer service request to problem resolution'.
 - TAT is measured in time units. Depending on the specifics of the industry sector the measurement unit could be in seconds, hours, days, weeks or months.

Notes for Facilitation

- Explain to the participants that the full form of TAT is turnaround time.
- Tell them that TAT refers to the time a customer's request is received to the time the problem is resolved.
- Tell them that in case of repair centres, TAT is measured from the point of time when the defective product arrives to the time it is repaired.
- Tell them that TAT depends on:
 - Type of phone
 - Type of defect
 - Type of repairs required
- Tell them that repairs that can be done in-store have a less TAT, generally up to few hours.
- Tell them that the following repairs can be done in-store:
 - Cracked screens

- Back glass
- Display issues
- Audio issues
- Power/charging/battery issues
- Button replacement
- Camera replacement
- Wi-Fi troubleshooting
- Software issues
- Tell them that for issues that need to be resolved at a repair centre, the TAT is around 5-10 business days.
- Explain the responsibilities of the participants in their role as a customer care executive.
- Explain that once the phone is repaired they need to inform the customer that the problem has been solved.
- Tell them that before they return the handset to the customer, they should perform some basic checks to ensure that the phone is working properly.

UNIT 4.2: Interpersonal Skills

Unit Objectives

At the end of this unit, the participants will be able to:

1. Explain the importance of Interpersonal Skills
2. List the steps involved in dealing with angry customers
3. Practice the process of dealing with angry customers
4. Explain the need of building rapport with customers
5. Apply the technique involved in building rapport

Resources to be Used

- Available objects such as a duster, pen, notebook, projector and other teaching aids
- Presentation slides
- Multimedia

Say

Good Morning and warm welcome to this training program on customer care executive repair centre. Before we begin a session on interpersonal skills, let us revise the previous session.

Do

Begin with revising the things explained in previous session. Ask the following questions:

- What is DOA?
- What is TAT?

Encourage the participants to give answers, if they have any doubt clarify it and tell them about what they are going to study in session.

Role Play

- Ask two participants to enact a role play.
- One of them has to act as a customer care executive and the second one has to act as his/her customer.
- The situation is that the customer approaches the repair center with a damaged phone. He is very angry and starts shouting as it has been 15 days and his phone is still not back from the repair center.
- Ask them to enact the interaction between the two of them.

Time

- Set five minutes as the time limit of the role play.
- Ensure that the role play finishes within time.

Notes for Facilitation

- At the end of the role play, have a discussion about proper way to interact with an angry customer.
- Tell them the importance of being polite and maintaining their cool when the customer is shouting at them.
- Tell them about the various things they should do to calm the customer down and win his/her confidence.

Ask

Ask participants, whether they know about importance of building a rapport with their colleagues and customers.

Do

- Write the following points on the whiteboard to explain the concept of rapport building:

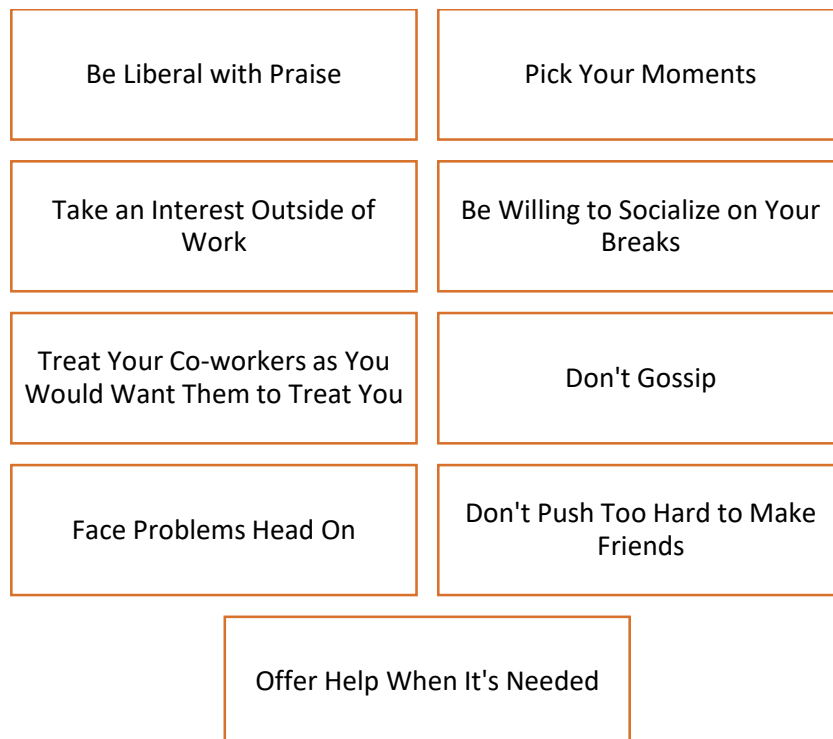


Fig. 4.2.1: Interpersonal Skills

Notes for Facilitation

- Explain the importance of developing good rapport with colleagues and customers.
- Explain that a good rapport facilitates teamwork and ensures group effectiveness.
- Tell them they should maintain a good relationship with colleagues to maintain a healthy work environment.
- Tell the participants that:
 - The customer care executive should be able to work in harmony with the other colleagues or members in the team. In case of any conflict, the objective should be to resolve it by communicating with each other. Sometimes, an intervention by a senior may be required to resolve the conflict. At such times, the matter should be reported to the supervisor.
 - While performing work or any other interaction related to work, the interest of the organization should be kept at the forefront.
 - All the members may work together or may work on different projects to fulfil the organizational goals.
 - It is important to understand the role and the responsibility of each one of the team members and the task being performed by that person.
- Tell them that they can improve their interpersonal skills by listening attentively, choosing their words and encouraging communication.

Do

- Draw the following figure on the whiteboard to explain the steps to effective listening:

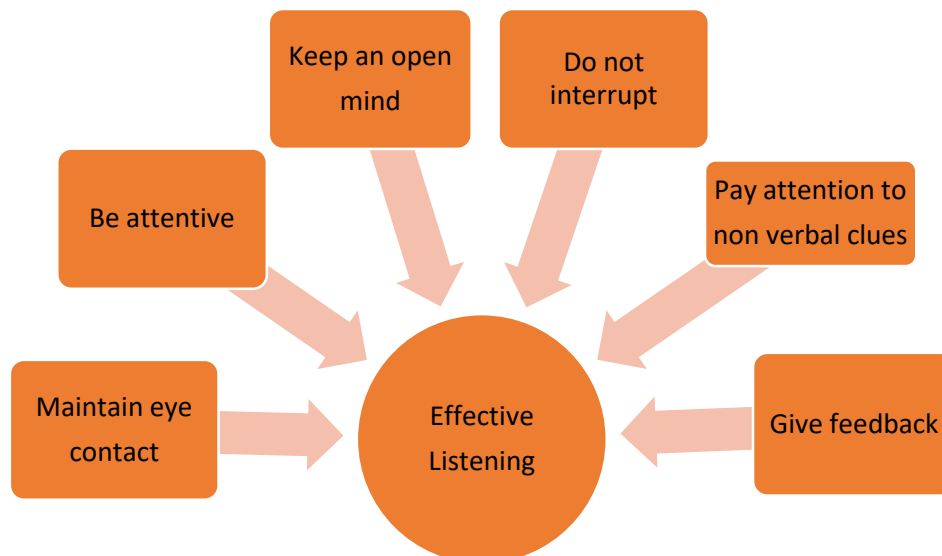


Fig. 4.2.2: Steps to effective listening

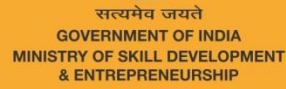
Do

Provide the solution to the exercise which can be given as:

- What do you understand by the term empathy?
 - Empathy is trying to see things from the point-of-view of others. When communicating with others, try not to judge or be biased by any preconceived ideas or beliefs - instead look at the situations and responses from the perspective of other person. Be in tune with your own emotions to understand the emotions of others.
- The steps involved in managing angry customer includes
 - Apologising for the mistake made
- List down the factors that help in building rapport?
 - Remember their names
 - Know more about them
 - Make them feel special

Notes for Facilitation

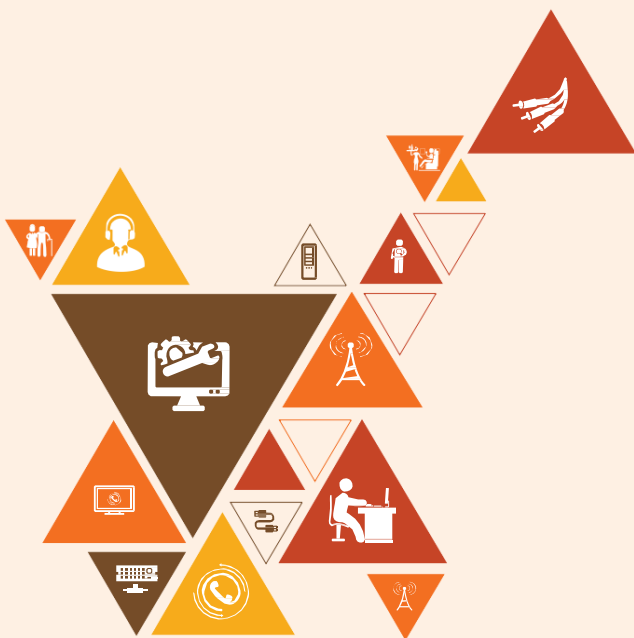
- Tell them about the rapport building behaviour.
- Conduct a role play activity to illustrate the significance of every point, one by one.
- Ask two volunteers to play the roles of a customer care executive and his colleague/customer.
- Tell the person acting as the customer care executive to enact an incorrect way of doing something.
- Ask the person playing the role of a colleague/customer how he/she felt when the customer care executive was behaving in a particular way.
- Explain to the rest of the participants the correct way to interact with a colleague or a customer.
- In this way, ask different people to do small role plays to explain the dos and don'ts to the participants.



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5. Employability & Entrepreneurship Skills

Unit 5.6 - Preparing to be an Entrepreneur



Introduction: Employability and Entrepreneurship Skills

This Facilitator's guide includes various activities which will help you as a facilitator to make the sessions participative and interactive.

Ice breaker

- You can begin the module with the following ice breaker:

Five of Anything Ice Breaker Steps:

- Divide the participants into groups of four or five by having them number off. (You do this because people generally begin a meeting by sitting with the people they already know best.)
- Tell the newly formed groups that their assignment is to share their five favourite movies of all time, their five favourite novels or their five least liked films. The topic can be five of anything - most liked or disliked.
- This ice breaker helps the group explore shared interests more broadly and sparks lots of discussion about why each person likes or dislikes their selected five.
- Tell the groups that one person must take notes and be ready to share the highlights of their group discussion with the class upon completion of the assignment.

Expectation Mapping

During this session and after ice breaker session, ask the participants to answer the following question: "What do I expect to learn from this training?"

- Have one of the participants write their contributions on a flip chart sheet.
- Write down your own list of covered material in the training on another flip chart sheet.
- Compare the two sheets, commenting on what will and what will not be covered during the training.
- Set some ground rules for the training sessions. Ask the participants to put these rules on a flipchart and display it in the class.
- You may get back to those sheets once again at the end of the last session of the training.
- Benefits of doing this activity:
 - Participants feel better as their opinions are heard.
 - Participants get to know what they should expect from the training.
 - The facilitator gets to know which points to emphasize, which to leave out, and which to add during the training.
- Expectations from the participants:
 - Must sign the attendance sheet when they arrive for class.
 - Conduct themselves in a positive manner
 - Be punctual, attentive, and participative
- Explain the contents that are going to get covered one by one and connect it with the expectation mapping done earlier.
- By the end of this exercise, the participants should have a clear understanding of what to expect from the session and what are the areas that will not get covered.

Defining Objectives

1. Defining the objectives in the beginning of the units sets the mood for the unit.
2. To begin with the end in mind sets the expectations of the participants as what could be the important takeaways from the session.
3. It is also a way of making participants take responsibility of their own learning process.
4. For the facilitator, the objectives decide a designed path to progress on so that the learning stays aligned and on track.
5. Read the objectives slowly, one by one, and ask the participants to explain what they think it means.
6. At the end of the session, you could again revisit the objectives to find out from the participants about how many objectives have been achieved.

In order to effectively facilitate this workshop:

1. You must have thorough knowledge of the material in the Participant Handbook, and be prepared to answer questions about it.
2. You may also wish to read other material to enhance your knowledge of the subject.
3. There may be issues raised with which you are not able to deal, either because of lack of time or knowledge.

You can either state that you will obtain answers and get back to the participants with the information. In case the query can be turned to an assignment to the class, do so. You can work with the participants on the assignment.

4. You must have a very clear understanding of what the participants want to accomplish by the end of the workshop and the means to guide the participants.
5. As the facilitator, it is your responsibility to make sure that all logistical arrangements are made for the workshop. This may involve doing it yourself or confirming that someone else has made all necessary arrangements associated with the workshop. Assume nothing and check everything before the workshop begins.
6. To break the monotony and boredom during sessions, introduce mini breaks in the form of stretching exercises, jokes, some group songs or games.
7. Invite discussion from the participants.
8. Probe the participants further and lead them to come to affirmative conclusions.
9. Let the participants answer. No answer is incorrect.
10. Ask one participant to write all the points on the whiteboard.
11. Build the sessions from the answers provided by the class.
12. Prepare for the sessions in advance so that the resources like flipcharts, handouts, blank sheets of paper, marker pens, etc. can be kept ready.
13. Ensure that resources like board, markers, duster etc. is available before your session starts.

General instructions for role playing:

1. You are not being asked to be an actor or to entertain. The purpose of the role play is to provide a situation in which you can practice certain skills.
2. When you read the brief, try to imagine yourself in the situation described and behave in a way you feel to be natural – but be conscious of the fact that your role may require a different approach from that which you might normally use.
3. You (and others) may benefit from the change in approach and behaviour. Therefore, try to use the approach you feel to be most appropriate for the circumstances described in your brief.
4. The brief is just the starting point. It simply sets the scene and the tone of session or activity. Try not to keep referring to the brief as this will affect the spontaneity of the meeting. Allow the role play to develop as you think it might in real life and change your reactions in line with the behaviour and responses of others involved.
5. If you find that you have too little information to answer questions or to describe what has happened in the situation, do feel free to add your own thoughts and ideas. Try to keep these within the framework of the role you are taking and try to make your improvisations as realistic as possible.

UNIT 5.1: Personal Strengths & Value Systems

Key Learning Outcomes



At the end of this unit, you will be able to:

1. Explain the meaning of health
2. List common health issues
3. Discuss tips to prevent common health issues
4. Explain the meaning of hygiene
5. Discuss the purpose of Swachh Bharat Abhiyan
6. Explain the meaning of habit
7. Discuss ways to set up a safe work environment
8. Discuss critical safety habits to be followed by employees
9. Explain the importance of self-analysis
10. Discuss motivation with the help of Maslow's Hierarchy of Needs
11. Discuss the meaning of achievement motivation
12. List the characteristics of entrepreneurs with achievement motivation
13. List the different factors that motivate you
14. Discuss the role of attitude in self-analysis
15. Discuss how to maintain a positive attitude
16. List your strengths and weaknesses
17. Discuss the qualities of honest people
18. Describe the importance of honesty in entrepreneurs
19. Discuss the elements of a strong work ethic
20. Discuss how to foster a good work ethic
21. List the characteristics of highly creative people
22. List the characteristics of highly innovative people
23. Discuss the benefits of time management
24. List the traits of effective time managers
25. Describe effective time management technique
26. Discuss the importance of anger management
27. Describe anger management strategies
28. Discuss tips for anger management
29. Discuss the causes of stress
30. Discuss the symptoms of stress
31. Discuss tips for stress management

UNIT 5.1.1: Health, Habits, Hygiene: What is Health?

Unit Objectives

At the end of this unit, the participants will be able to:

1. Explain the meaning of health
2. List common health issues
3. Discuss tips to prevent common health issues
4. Explain the meaning of hygiene
5. Discuss the purpose of Swachh Bharat Abhiyan
6. Explain the meaning of habit

Resources to be Used

- Participant Handbook

Ask

- What do you understand by the term “Health?”
- According to you, who is a healthy person?

Say

- Discuss the meaning of health and a healthy person as given in the Participant Handbook.

Ask

- When did you visit the doctor last? Was it for you or for a family member?

Say

- Discuss the common health issues like common cold, allergies etc. Refer to the Participant Handbook.
- Let us do a small activity. I will need some volunteers.

Role Play

- Conduct a small skit with volunteers from the class. Consider one of the villagers has been appointed as a health representative of the village, what measures you as a health representative will suggest to the common villagers to prevent common health issues discussed.

- You will need at least 4 volunteers (Narrator, Health Representative, Head of the Village, Doctor).
- Explain the health concerns of the village to the Narrator. The Narrator will brief the class about the skit.
- Give the group of volunteers, 5 minutes to do discuss.
- At the end of 5 minutes, ask the group to present the skit to the class assuming them as the villagers.
- The class can ask questions to the group as a common villager.

Summarize

- Through this activity we got some tips on how can we prevent these common health issues?

Say

- Let us now see how many of these health standards we follow in our daily life.

Activity

- Ask the participants to prepare a health standard checklist.

Ask

- How many of you think that you are healthy? How many of you follow healthy habits?

Say

- Let's do an exercise to find out how healthy you are.
- Open your Participant Handbook section 'Health, Habits, Hygiene: What is Health?', and read through the health standards given.
- Tick the points which you think are true for you.
- Try to be as honest as possible as this test is for your own learning.

Do

- Ensure that all the participants have opened the right page in the Participant Handbook.
- Read aloud the points for the participants and explain if required.
- Give them 5 minutes to do the exercise.
- At the end of 5 minutes, ask the participants to check how many ticks have they got.

Summarize

- Tell them that they need to follow all the tips given in this checklist regularly in order to remain healthy and fit.

Ask

Discuss:

- Is it necessary to practice personal hygiene every day? Why?
- How does a person feel when they do not practice good personal hygiene? Why?
- Can good personal hygiene help a person feel good about his/her self? How?

Say

- Discuss the meaning of hygiene as given in the Participant Handbook.

Activity

- Health Standard Checklist: Hygiene

Say

- Let's do an exercise to find out if we maintain good hygiene habits or not.
- Open the Participant Handbook and read through the Health Standard checklist given.
- Tick the points which you think are true for you.
- Try to be as honest as possible as this test is for your own learning.

Do

- Ensure that all the participants have opened the right page in the Participant Handbook.
- Read aloud the points for the participants and explain if required.
- Give them 5 minutes to do the exercise.
- At the end of 5 minutes, ask the participants to check how many ticks have they got.
- Ask them to calculate their score.
- Tell them what each score indicates by reading aloud what has been mentioned in the Participant Handbook.

Ask 

- How many of you have heard about “Swachh Bharat Abhiyan”?
- Can you tell the class what it is about?

Summarize 

- Tell them about Swachh Bharat Abhiyan as given in the Participant Handbook and request them to take a pledge to keep our country clean.

Ask 

- What is a habit?

Say 

- Discuss some good habits which can become a way of life.

Summarize 

- Tell them about good and bad habits and the reasons to make good habits a way of life.

UNIT 5.1.2: Safety

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss ways to set up a safe work environment
2. Discuss critical safety habits to be followed by employees

Resources to be Used

- Participant Handbook
- Safety signs and symbols
- Safety equipment
- Blank papers
- Pens

Say

- There are many common safety hazards present in most workplaces at one time or another. They include unsafe conditions that can cause injury, illness and death.
- Safety Hazards include:
 - Spills on floors or tripping hazards, such as blocked aisles or cords running across the floor. Working from heights, including ladders, scaffolds, roofs, or any raised work area.
 - Unguarded machinery and moving machinery parts; guards removed or moving parts that a worker can accidentally touch.
 - Electrical hazards like cords, missing ground pins, improper wiring.
 - Machinery-related hazards (lockout/tag out, boiler safety, forklifts, etc.)

Team Activity

Safety Hazards

- There are two parts to this activity.
- First part will cover the potential safety hazards at work place.
- Second part will cover a few safety signs, symbols and equipment at work place.
- Use this format for the first part of the activity.

PART 1		
Hazard	What could happen?	How could it be corrected?

Ask

- How could you or your employees get hurt at work?

Say

- Let's understand it better with the help of an activity. You will be given a handout within your groups. You have to think about the possible hazards of your workplace, what damage these hazards could cause and about the corrective action.

Do

- Divide the class into five to six groups of four participants each.
- Put the format on the board for the activity.
- Give blank papers and pens to each group.
- The group is expected to think and discuss the potential safety hazards in the workplace.
- Ask the group to discuss and fill the format using the blank sheet.
- Give the groups 5 minutes for the activity.
- For the second part of the activity, show the class some pictures of safety signs, symbols and equipment.
- Now they will put down a few safety symbols, signs or equipment against the safety hazards identified.
- Give them 5 to 10 minutes to discuss and draw/note it.
- At the end of 10 minutes the groups will present their answers to the class.

Say

- Now, let's discuss the answers with the class.
- All the groups will briefly present their answers.

Do

- Ask the audience to applaud for the group presentation.
- Ask de-brief questions to cull out the information from each group.
- Keep a check on time.
- Tell the group to wind up the discussion quickly if they go beyond the given time limit.

Ask

De-briefing

- What did you learn from the exercise?
- As an entrepreneur, is it important to ensure the safety of your employees from possible hazards? Why?

Summarize

- Ask the participants what they have learnt so far.
- Ask if they have any questions related to what they have talked about so far.
- Close the discussion by summarizing the tips to design a safe workplace and non-negotiable employee safety habits.

UNIT 5.1.3: Self-Analysis- Attitude, Achievement Motivation: What is Self-Analysis?

Unit Objectives

At the end of this unit, participants will be able to:

1. Explain the importance of self- analysis
2. Discuss motivation with the help of Maslow's Hierarchy of Needs
3. Discuss the meaning of achievement motivation
4. List the characteristics of entrepreneurs with achievement motivation
5. List the different factors that motivate you
6. Discuss the role of attitude in self- analysis
7. Discuss how to maintain a positive attitude.
8. List your strengths and weaknesses

Resources to be Used

- Participant Handbook
- Old newspapers
- Blank papers
- Pencils/ pens

Activity

Ask the participants to write down the answers for the followings:

What are the three sentences that describe you the best?
--

What do you need to live happily?

What are your strengths and weaknesses?

Do

- Write the three questions on the board/ flipchart before the session begins.
- Give plain papers and pencils/ pens to each participant.
- Tell participants to write the answer for the three questions on the paper.
- Tell them the purpose of this activity is not to judge anyone but to understand more about self.

Say

- Discuss the concept of Self-Analysis and motivation with reference to Maslow's Hierarchy of Needs as discussed in the Participant Handbook.

Do

- Divide the class into groups.
- Give them some old newspapers.
- The task is to create a tower out of the newspapers.
- The group which will create the highest tower standing on its own will be considered the winning group.
- Groups can use as many newspapers as they want to and in any way, they want.

Ask

- What did the winning group do differently?
- If you were given a chance, how would you have made the tower differently?
- How did you feel while making the tower?
- Did you feel motivated?

Say

- Discuss the concept of achievement motivation and characteristics of entrepreneurs with achievement motivation as discussed in the Participant Handbook.

Ask

- Is your attitude positive or negative?

Say

- Let me tell you a story:
It's Little Things that Make a Big Difference.

There was a man taking a morning walk at the beach. He saw that along with the morning tide came hundreds of starfish and when the tide receded, they were left behind and with the morning sun rays, and they would die. The tide was fresh and the starfish were alive. The man took a few steps, picked one and threw it into the water. He did that repeatedly. Right behind him there was another person who couldn't understand what this man was doing. He caught up with him and asked, "What are you doing? There are hundreds of starfish. How many can you help? What difference does it make?" This man did not reply, took two more steps, picked up another one, threw it into the water, and said, "It makes a difference to this one." What difference are we making? Big or small, it does not matter. If everyone made a small difference, we'd end up with a big difference, wouldn't we?

Ask

- What did you learn from this story?

Activity

Ask the participants 'What Motivates You?'

- This is an individual activity.
- It is an exercise given in the Participant Handbook.

Do

- Ask the class to open their Participant Handbook and complete the exercise given in the section What Motivates You?
- Ensure that the participants have opened the correct page for the activity.
- Give the class 5 minutes to complete the activity.

Say

- Discuss the concept of attitude and how to cultivate a positive attitude as discussed in the Participant Handbook.

Summarize

- Close the discussion by summarizing how self-analysis, knowledge about what motivates you and your positive attitude can help in your business as well in life.

UNIT 5.1.4: Honesty & Work Ethics

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the qualities of honest people
2. Describe the importance of honesty in entrepreneurs
3. Discuss the elements of a strong work ethic
4. Discuss how to foster a good work ethic

Resources to be Used

- Participant Handbook

Ask

- What do you understand by honesty?
- Why is it important for entrepreneurs to be honest?
- Do you remember any incident where your honesty helped you in gaining confidence?
- Do you remember any incident where someone lost business due to dishonesty?

Say

- Discussed in the Participant Handbook.
- “Let's understand it better with the help of some case scenarios. You will be given some cases within your groups. You have to analyse the case scenario that has been given to you and then find an appropriate solution to the problem.
- Keep your discussion focussed around the following:
 - What went wrong?
 - Who was at fault?
 - Whom did it impact- the customer or the businessman?
 - How would it impact the business immediately? What would be the long term impact?
 - What could be done?
 - What did you learn from the exercise?

Do

- Divide the class into four groups of maximum six participants depending on the batch size.
- Give one case study to each group.
- Instruct them to read the case carefully.

- Put down the de-brief questions on the board and ask the groups to focus their discussion around these questions.
- The group is expected to analyse and discuss the case amongst them and find a solution to the given problem.
- Give the class 5-10 minutes to discuss the case and note down their solutions.
- At the end of 10 minutes the team should present their case solution to the class. The presentation can be a narration or a role play.
- Ask the group to select a group leader for their group. The group leader to discuss and assign roles to the group members for the presentation.

Team Activity

Case Study Analysis

Scenario 1

Aakash has a small mobile retail sales and repair shop in Allahabad. He has one of the most popular outlets and has great rapport with his customers. It's around 11 AM when a customer barges in to the shop and starts shouting at Aakash for giving her a faulty instrument. The screen of her mobile is cracked from one side. Aakash remembered thoroughly checking the handset before handing it over to the customer. The customer threatens to sue him and to go to Consumer Court for cheating her. Now, the problem occurred somewhere outside the shop but as other customers were listening to the conversation, it might impact his business. The situation needs to be managed very sensitively. What would you do if you were in Aakash's place?

Scenario 2

Rajni does beautiful Phulkari embroidery on suits and sarees. She has a small home-based business. She has a huge list of customers on Facebook and WhatsApp who give her orders regularly. Smita is one of her old and regular customers. As her sister-in-law's wedding was around the corner, Smita wanted to buy few handcrafted Phulkari duppatta. She placed an order for three duppattas via WhatsApp and requested Rajni to send them as soon as possible. When the parcel reached Smita through courier she found that out of the three duppattas, only one was hand embroidered and the other two had machine embroidery on them. Even the length and the quality of the material was not as desired. Smita was heartbroken. It was a complete waste of money and moreover she couldn't wear what she had planned to during the wedding functions. She sent a message to Rajni on WhatsApp, expressing her anger and disappointment.

Smita has also sent a feedback and expressed her disappointment on the social media... this will directly affect Rajni's business. What would you do if you were in Rajni's place?

Scenario 3

Shankar is a tattoo artist who has a small tattoo showroom in a big, reputed mall in New Delhi. Mr Saksham had an appointment for today, at 11:00 am but he reached at 11:50 am. Meanwhile, Shankar had to reschedule his next appointment. After availing Shankar's services, Mr Saksham started yelling in an abusive language, refusing to pay the requisite amount, and finding faults in the services provided by him. Who was at fault in this case? What should Shankar do? Should he confront Saksham or give in to the demands of the client?

Scenario 4

Shailender is an online cloth reseller who does business through social networking sites such as Facebook and WhatsApp. Priyanka made online payment for a dress to Shailender. But she did not receive the dress for a month. When she asked for a cancellation, Shailender started misleading her. For almost 45 days, he kept promising her that he will pay the amount today, tomorrow, day after etc. Even after repeated calls and messages when she did not receive the payment or the dress, she decided to write a post against him on a popular social media platform. As a result, Shailender lost lots of customers and his flourishing business faced a major crisis. How could this situation have been managed?

Say

- Now, let's discuss the problem and solution with the larger group.
- The group will first briefly describe the case to the class.
- Then discuss the issue identified and the proposed solution.
- Once the presentation is over, the class can ask their questions.

Do

- Congratulate each group for the group presentation.
- Ask the audience to applaud for them.
- Ask de-brief questions to cull out the information from each group.
- Keep a check on time. Tell the group to wind up the discussion quickly if they go beyond the given time limit.

Summarize

- Ask the participants what they have learnt from the exercise/ activity.
- Ask if they have any questions related to what they have talked about so far.
- Close the discussion by summarizing the importance of honesty and work ethics for entrepreneurs.

UNIT 5.1.5: Creativity and Innovation

Unit Objectives

At the end of this unit, participants will be able to:

1. List the characteristics of highly creative people
2. List the characteristics of highly innovative people

Resources to be Used

- Participant Handbook
- Chart papers
- Marker pens

Ask

- You must be aware of the term 'Rags to riches' and heard stories related to the term.
- What do these stories tell us?
- What was so special about these people?

Say

- Let's have a look at these stories.
- There are some inspiring stories about people which I would like to share with you.
- Narrate these stories to the class.

A.P.J. Abdul Kalam

Who has not heard of A.P.J. Abdul Kalam: Avul Pakir Jainulabdeen Abdul Kalam hailed from a very humble background. His father was a boat owner. To help his family, Kalam would work as a newspaper vendor. With limited resources, he graduated in Physics and studied aerospace engineering. He was instrumental in India's step towards nuclear energy. In 2002, he became the 11th President of India.

Water filter/purifier at source

Two young boys studying in classes 4 and 5, from Lingzya Junior High School, Sikkim designed a simple innovative low cost water purifier.

Inspiration behind the idea: Most people today prefer to use a water filter/purifier at their home. Both the children have given idea to have filter/purifier at the source of water so that everyone has access to clean water without having to make an investment in purchasing a filter/purifier.

Soring's idea is to have a centralized purification system at the point of distribution like water tank while Subash's idea is to have such purifiers attached to public taps.

Source: <http://www.rediff.com/getahead/report/achievers-top-31-amazing-innovations-from-young-Indians/20151208.htm>

Solar seeder

This is a story of an innovative solar seeder and developed by Subash Chandra Bose, a class 8, student from St Sebasthiyar Matriculation School, Pudukkottai, Tamil Nadu. Subash has developed a solar powered seed drill, which can undertake plantation for different size of seeds at variable depth and space between two seeds.

Source: <http://www.rediff.com/getahead/report/achievers-top-31-amazing-innovations-from-young-Indians/20151208.htm>

Looms for physically challenged

Now this is really inspiring of two sisters, Elakkiya a Class 6 student and Pavithra a Class 9 student of SRC Memorial Matriculation, Erode, Tamil Nadu.

The two sisters have come up with loom for lower limbed physically challenged. In their loom, they have replaced the pedal operated system with a motor and a gearbox attached to a pulley mechanism.

Source: <http://www.rediff.com/getahead/report/achievers-top-31-amazing-innovations-from-young-Indians/20151208.htm>

Ask



- If they can, why can't you?
- Discuss concepts related to 'Creativity and Innovation' with the participants as given in the Participant Handbook.

Say



- Recall the stories on motivation.
- What is the inner drive that motivates people to succeed?
- Let's learn more about such creative and innovative entrepreneurs with the help of an activity.

Team Activity

- This is a group activity.
- Think of any one famous entrepreneur and write a few lines about him or her.

Activity De-brief

- Why did you choose this particular entrepreneur?
- What is his/her brand name?
- What creativity does he/she possess?
- What was innovative about their ideas?

Do

- Instruct the participants that this is group work.
- Divide the class into small groups of 4 or 6 depending on the batch size.
- Give each group a chart paper.
- Tell the participants they have to write a few lines about any one famous entrepreneur.
- Give the participants 10 minutes to discuss and write.
- Keep a check on time. Tell the group to wind up quickly if they go beyond the given time limit.
- Ask each group to read out what they have written.
- Ask the de-brief questions.

Summarize

- Summarize the unit by asking participants if they know of some people who are highly creative and innovative in their approach.
- Ask them to share some experiences about these people with the class.

Notes for Facilitation

- Source for stories on innovations:
<http://www.rediff.com/getahead/report/achievers-top-31-amazing-innovations-from-young-Indians/20151208.htm>

UNIT 5.1.6: Time Management

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the benefits of time management
2. List the traits of effective time managers
3. Describe effective time management techniques

Resources to be Used

- Participant Handbook

Ask

Does this sound like you?

- I can never get enough time to finish what I am doing in a day.
- I have so many things to do that I get confused.
- I want to go for a walk and exercise, but I just do not have the time.
- I had so much to do, so I could not deliver that order on time.
- I would love to start my dream business; but, I just do not have the time.

Example

- Let's look at these two examples:

Example 1:

Ankita works from home as a freelance writer. She says she can easily put in 8 hours of dedicated work in a day. Because she works from home, she saves money on travel and has a comfortable work routine. But there is a challenge and it is distraction. As she works from home, she can easily just get up and sit down on the sofa to watch TV, wasting valuable time. She may have chores to do, errands to run and bills to pay. She ends up working only two to three hours a day and the result is, her work gets piled up. She is unable to take on more work due to this. Even though her quality of work is appreciated her clients are not very happy about the delay in submission.

Example 2:

Javed has started a successful online selling company from home and makes a good living from his sales. He has set up a small office space in his living room. As both his parents are working full-time, he also has the role of taking care of his two younger siblings. He almost spends half of his day with the younger kids. He does not mind it but it means taking time away from the work. He is still able to manage his online business with these commitments. He wants to spend some more dedicated hours so as to increase his profits. He also wants to look into new business avenues. What should he be doing?

Ask

- Does this happen with you too?
- Do you find it difficult to prioritize your work?
- Are you able to manage your time effectively?

Activity

- Conduct a group discussion based on the above examples.
- Direct the discussion on how to prioritize work and manage time effectively.

Say

- Time management is not only about how hard you work but also about how smart you work.
- Discuss “What is Time Management” with the participants as given in the Participant Handbook.

Ask

- Why is it important to manage time? How does it help?
- What happens when you don't manage your time effectively?
- Do you find it difficult to prioritize your work?

Say

- Discuss the benefits of time management given in the Participant Handbook.
- Let's learn effective time management with the help of an activity.

Activity

Effective Time Management

- This activity has two parts:

Part 1 to Do List

- You have to make a to-do list.
- List all of the activities/ tasks that you have to do.
- Try to include everything that takes up your time, however unimportant it may be.
- If they are large tasks, break them into action steps, and write this down with the larger task.
- You can make one list for all your tasks or have separate to-do lists for personal and professional tasks.

PART 2

URGENT-IMPORTANT GRID

- You have to make a grid as shown on the board here.
- This grid has four boxes. As you can see, each box has a different heading.
- At the heart of the urgent-important grid, are these two questions:
 - Is this task important?
 - Is this task urgent?
- Now, you have to think about each activity that you have written in your to-do list and put it into one of the four categories.
- What do these categories depict?
- Category 1: Urgent/Important
 - This category is for the highest priority tasks. They need to get done now.
- Category 2: Not Urgent/Important
 - This is where you want to spend most of your time.
 - This category allows you to work on something important and have the time to do it properly.
 - This will help you produce high quality work in an efficient manner.
 - The tasks in this category are probably the most neglected ones, but also the most crucial ones for success.
 - The tasks in this category can include strategic thinking, deciding on goals or general direction and planning – all vital parts of running a successful business.
- Category 3: Urgent/Not Important
 - This is where you are busy but not productive. These tasks are often mistaken to be important, when they're most often busywork.
 - Urgent but not important tasks are things that prevent you from achieving your goals.
 - However, some may be activities that other people want you to do.
- Category 4: Not Important and Not Urgent
 - This category doesn't really include tasks, but rather habits that provide comfort, and a refuge from being disciplined and rigorous with your time management.
 - Some may be activities that other people want you to do.
 - These might include unplanned leisure activities as well.

To – Do List Format

1.	
2.	
3.	
4.	
5.	
6.	

7.	
8.	
9.	
10.	
11.	
12.	
13.	
14.	
15.	

URGENT-IMPORTANT GRID**URGENT/ IMPORTANT**

- Meetings
- Last minute demands
- Project deadlines
- Crisis

NOT URGENT/ IMPORTANT

- Planning
- Working towards goals
- Building relationship
- Personal commitments

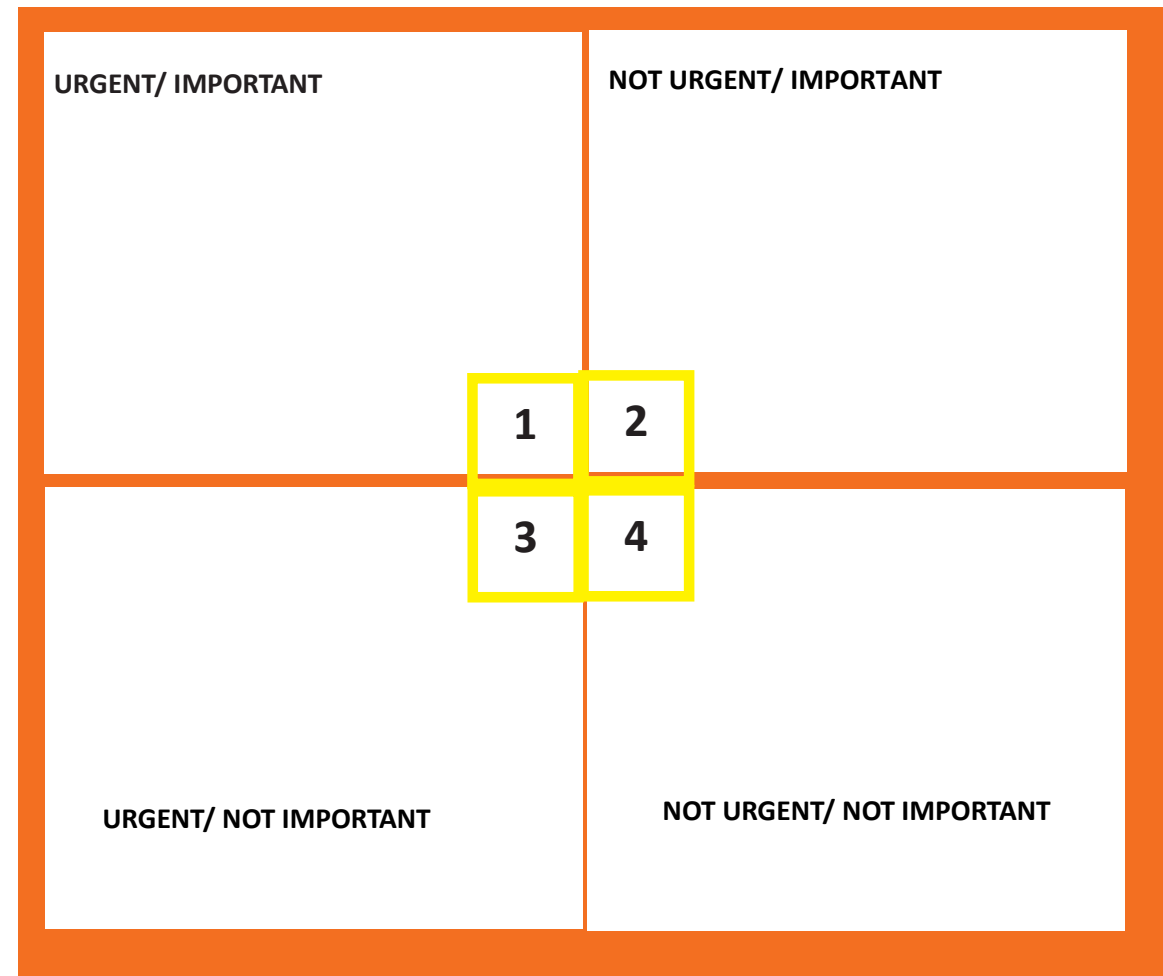
1**2****3****4**

- Interruptions
- Phone calls/ E-mails
- Other people's minor demands

URGENT/ NOT IMPORTANT

- Internet surfing
- Social media
- Watching TV

NOT URGENT/ NOT IMPORTANT

URGENT/ IMPORTANT GRID format

Do

- Put down the formats for the to-do list and the urgent/ important grid on the board.
- Instruct the participants to prepare their to-do list first.
- Give the participants 10 minutes to prepare the list.
- Once done, instruct them to divide the tasks in to-do list into the four categories.
- Explain the four categories to the participants giving examples specific to their context.
- As you explain the categories fill the grid with the type of tasks.
- Give the participants 40 minutes to fill the grid.
- Then explain how to balance the tasks between the four categories.
- Keep a check on time. Tell the group to wind up quickly if they go beyond the given time limit.

Say

Activity De-brief:

How can we balance tasks between the four categories? How to manage time through this grid?

- **Category 1: Urgent/Important**
 - Try to keep as few tasks as possible here, with the aim to eliminate.
 - If you spend too much of your time in this category, you are working solely as a trouble shooter, and never finding time to work on longer-term plans.
- **Category 2: Not Urgent/Important**
 - Plan these tasks carefully and efficiently as they are most crucial ones for success.
 - If necessary, also plan where you will do these tasks, so that you're free from interruptions.
 - Include strategic thinking, deciding on goals or general direction and planning in your planning process.
- **Category 3: Urgent/Not Important**
 - Ask yourself whether you can reschedule or delegate them.
 - A common source of such activities is other people. Sometimes it's appropriate to say "no" to people politely, or to encourage them to solve the problem themselves.
- **Category 4: Not Important and Not Urgent**
 - You also want to minimize the tasks that you have in this category.
 - These activities are just a distraction – avoid them if possible.
 - You can simply ignore or cancel many of them.
 - Politely say "no" to work assigned by others, if you can, and explain why you cannot do it.
 - Schedule your leisure activities carefully so that they don't have an impact on other important tasks.
- Discuss the traits of effective time managers and effective time management techniques as given in the Participant Handbook.

Summarize

- Discuss the traits of effective time managers and effective time management techniques as given in the Participant Handbook.

Notes for Facilitation

- Here is a short story. You can conclude the session narrating the story. To make it more interesting you can perform the demonstration described and discuss the short story.
 - One day an expert in time management was speaking to a group of students. As he stood in front of the group, he pulled out a large wide-mouthed glass jar and set it on the table in front of him. Then he took out a bag of about a dozen rocks and placed them, one at a time, into the jar. When the jar was filled to the top and no more rocks would fit inside, he asked, "Is this jar full?" Everyone in the class said, "Yes." Then he said, "Really?"
 - He reached under the table and pulled out a bucket of gravel (small stones). He dumped some gravel in and shook the jar causing pieces of gravel to work themselves down into the space between the rocks. Then he asked the group once more, "Is the jar full?" By this time, the class began to understand. "Probably not," one of them answered. "Good!" he replied.
 - He reached under the table and brought out a bucket of sand. He started dumping the sand in the jar and it went into all of the spaces left between the rocks and the gravel. Once more he asked the question, "Is this jar full?" No!" the class shouted. Once again he said, "Good." Then he grabbed a jug of water and began to pour it in until the jar was filled to the brim. Then he looked at the class and asked, "What is the point of this illustration? "One student raised his hand and said, "No matter how full your schedule is, if you try really hard you can always fit some more things in it!" "No," the speaker replied, "that's not the point. The truth this illustration teaches us is: If you don't put the big rocks in first, you'll never get them in at all." What are the 'big rocks' in your life? Your children; your loved ones; your education; your dreams; a worthy cause; teaching or mentoring others; doing things that you love; time for yourself; your health; your mate (or significant other). Remember to put these BIG ROCKS in first or you'll never get them in at all. If you sweat about the little stuff (the gravel, sand, and water) then you'll fill your life with little things you worry about that don't really matter, and you'll never have the time you need to spend on the big, important stuff (the big rocks).
- End the story with these lines...
So, tonight, or in the morning tomorrow, when you are reflecting on this short story, ask yourself this question: What are the 'big rocks' in my life? Then, put those in your jar first.

UNIT 5.1.7: Anger Management

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the importance of anger management
2. Describe anger management strategies
3. Discuss tips for anger management

Resources to be Used

- Participant Handbook

Ask

- What is anger? Is anger good or bad?
- Is anger normal or an abnormal behaviour? How can anger harm you?
- Why is it important for entrepreneurs to manage their anger?

Say

- Talk about anger and the importance of anger management in entrepreneurs as discussed in the Participant Handbook.
- Let us do a small activity. This is an individual activity.
- Think of the incidents and situations that angered you and hurt you.

Do

- Instruct them to note down these situations under different categories (as given in the Activity).
- Give the class 3-5 minutes to think and note down their answers.
- At the end of 5 minutes, ask some participants to volunteer and present their answers.
- They can also share these situations with their fellow participants if they do not wish to share it with the entire class.

Activity



- Do you remember any incident which has hurt?
 - you physically
 - you mentally
 - your career
 - your relationships.

Ask



- Do you ever get angry?
- What are the things that make you angry?
- Do you remember any incident where your anger management helped you in maintaining healthy relationship?
- Do you remember any incident where someone lost business/ friend/ relationship due to temper (anger)?

Say



- There are a few strategies which can help in controlling your anger. Let's do an activity to understand the anger management process better.
- This is an individual activity.
- Think of the incidents/ situations which trigger your anger (the cause).
- Then think what happened as a result of your anger (the effect).
- You need to come up with some techniques to manage your anger.

Do



- Give the class the anger triggers (the cause) as listed in the activity.
- Put down the activity format (Anger Triggers, Result of your Anger, Anger Management Techniques) on the board and instruct the class to write the answers under different categories.
- Give the class 3-5 minutes to think and note down their answers.
- At the end of 5 minutes, ask the participants who wish to volunteer and present their answers.

Activity

Trigger points and Anger Management Techniques Activity

Anger Triggers

List of triggers that make you angry:

Someone says you did something wrong.

You want something you can't have now.
--

You get caught doing something you shouldn't have been doing.

You are accused of doing something you didn't do.

You are told that you can't do something.

Someone doesn't agree with you.

Someone doesn't do what you tell him to do.

Someone unexpected happens that messes up your schedule.
--

Result of your anger:

Write the techniques that you use to manage your anger:

Anger Management Techniques

Say

- Now, let's discuss the problems and solution with all.
- The individual will first briefly describe trigger points to the class.
- Then discuss the result of the anger. Other participants are requested to remain quiet while one is making the presentation.
- Post presentation, other participants may ask questions.

Do

- Congratulate each individual for sharing their points.
- Ask the audience to applaud for them.
- Ask de-brief questions after the presentation to the class.
- Keep a check on the time. Ask the participants to wind up the activity quickly if they go beyond the given time limit.

Ask

De-brief questions:

- In the situation described by the presenter, who was at fault?
- How could you have handled this situation alternatively?

Summarize

- Close the discussion by summarizing the strategies and tips of anger management for entrepreneurs.
- Ask the participants what they have learnt from this exercise / activity.
- Ask if they have any questions related to what they have talked about so far.

Notes for Facilitation

- Encourage the participants to share information about them while presenting the situations to the class.
- Keep the format of the Activity prepared in a chart paper so that it can be displayed during the session.

UNIT 5.1.8: Stress Management: What is stress?

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the causes of stress
2. Discuss the symptoms of stress
3. Discuss tips for stress management

Resources to be Used

- Participant Handbook

Ask

- You are waiting in the reception for an interview or a very important meeting, suddenly your legs are shaky, your hands are cold, you are feeling nervous. Have you ever been in this kind of situation?
- Have you had days when you had trouble sleeping?
- Have you ever been so worried about something that you ended up with a terrible headache?

Say

- You've probably heard people say, "I'm really stressed out" or "This is making me totally stressed."

Ask

- What do you understand by stress?
- What gives you stress?
- How do you feel when you are stressed or what are the symptoms of stress?
- How can stress harm you?
- Why is it important for entrepreneurs to manage stress?

Say

- When we feel overloaded or unsure of our ability to deal with certain challenges, we feel stressed.
- Discuss about stress, causes of stress, and symptoms of stress as discussed in the Participant Handbook.

- Let's understand the causes of stress and how to deal with them with the help of some case scenarios.
- You will be given some cases.
- You have to analyse the case scenario and then find an appropriate solution to the problem.
- This will be a group activity.

Do

- Divide the class into four groups of 5- 6 participants (depending on the batch size).
- Assign one case scenario to each group.
- Instruct them to read the case carefully.
- The group is expected to analyse and discuss the case amongst them and find a solution to the given problem.
- Explain their discussion should result in getting answers for the following questions:
 - What was/ were the cause(s) of stress?
 - Was the stress avoidable or manageable under the given circumstances?
 - If yes, how do you think that the stress could be avoided (managed)?
 - If no, then why not?
- Give the class 10-12 minutes to discuss the case and note down their solutions.
- At the end of 12 minutes, the team should present their case solution to the larger group.
- Ask the group to select a group leader for their group.
- The group leader to discuss and assign roles to the group members for the presentation.

Team Activity

Case Study Analysis

Scenario 1

Akash's alarm doesn't go off and he gets late getting out of the house. He hits traffic and ends up 15 minutes late to work, which his boss notices. He gets to his desk and finds he has to complete 2 reports in next one hour. Just when he is about to begin work, a message pops up "Telecom with the client begins in 10 minutes. Please be in the conference room in 5 minutes." He is not prepared for the call. He is stressed. He does not want to speak to his boss about this. He is stressed, feeling uncomfortable and sick. Not in a position to attend the call or finish the reports on time.

Scenario 2

While paying his overdue bills, Rahul realised that it's the middle of the month and he has only Rs 500 left in his account. He has already asked all of his friends, and family for loans, which he hasn't paid back yet. He is still contemplating over the issue when his phone rings. His sister's birthday is due next week and she has seen a beautiful dress which she wants to buy but cannot tell the parents as it is a bit expensive. She wishes if Rahul could buy the dress for her. Rahul has promised to buy her the dress for her birthday.

Rahul is stressed, does not understand what to do. He is unable to concentrate on his work and unable to complete the tasks assigned. His team leader has already warned him of the delay.

Scenario 3

Sheela calls the cable company as she has unknown charges on her bill. She has to go through the automated voice mail menu three times and still can't get through to a customer care executive. After 15 minutes of repeated efforts, her call is answered. She explains the entire issue to the customer care executive but before the person could suggest a way out, the call drops.

Now Sheela has to call back and repeat the whole process all over again with a new customer care executive. She is very angry and calls again but cannot connect this time.

She has to leave to office so she decides to call from office and check. When she connects this time, she is angry and argues with the executive on the call. All her co-workers around are looking at her as her volume has suddenly increased. She bangs the phone and ends the call.

Her co-worker Neelam enquires what has happened to her. She ignores her and just walks off. She has become irritable and her behaviour and tone with other co-workers is not acceptable.

Scenario 4

Arpit is a young entrepreneur who started doing business through Facebook few weeks back. He had always been into a job. Although Arpit has very few financial liabilities, it wasn't an easy decision to leave a comfortable job at once and look for newer pastures. Arpit's boss warned him of the consequences and the challenges of starting a business when nobody ever in his family had been in business.

He has not been able to get a good deal till now. This is an important life shift for him which comes with unknown variables. Arpit is nervous and is wondering if he has what it takes to fulfill the requirement of his new role, or the new experiences he's likely to face.

Ask

De-brief questions:

- What was/ were the cause(s) of stress?
- Was the stress avoidable or manageable under the given circumstances?
- If yes, how do you think that the stress could be avoided (managed)?
- If no, then why not?

Say

- Now, let's discuss the problem and solution with the larger group.
- The group will first briefly describe the case to the class.
- Then discuss the issue identified and the proposed solution.
- Post presentation, the other groups may ask questions to the group that has presented.

Do

- Congratulate each group for sharing their points.
- Ask the audience to applaud for them.
- Ask de-brief questions to cull out the information from each group.
- Keep a check on time. Tell participants to wind up the discussion quickly if they go beyond the given time limit.

Say

- While it is common and normal to feel some tension. This feeling nervous and tensed can interfere with your thinking process and can have a negative impact on your performance.
- Stress can deplete the most vibrant of souls. It can have a negative effect on every aspect of a person's life including their health, emotional well-being, relationships, and career. However, one needs to understand the causes and types of stress before looking for ways to manage it.

De-brief:

Scenario 1

The cause of stress was lack of time management and the habit of procrastinating. If Akash would have managed his time well, planned alternate ways to get up on time, finished prior tasks on time and planned for client meetings in advance then he wouldn't have faced stress.

Scenario 2

The cause of stress was lack of financial planning. Rahul should have planned his financial resources well in advance and saved some money for the rainy day. Also, differentiating between needs and wants and keeping a check on non-essential expenditure would have saved Rahul from this situation.

Scenario 3

Sometimes, stress is caused due to external factors instead of internal ones. In this case, the stress was unavoidable because we have no control over this customer care system. Every time, you will get in touch with a new executive and will have to explain all over again. This might cause stress but despite being frustrated and angry there is little that we can do about it. All Sheela could do was to find ways to calm herself down through some breathing exercises and meditation, reading some good book or listening to music and then start afresh.

Scenario 4

A positive, major life change can be a source of good stress. Regardless of how good the change is, it can be stressful. Stress caused by a positive and major life change can be beneficial because it causes a person to step out of their comfort zone and learn new skills. Here, Arpit may become a successful entrepreneur or learn new ways to do things differently. Now let us see this scenario, can I have a volunteer to read out this case to the class

Do

- Ask one of the participant who can volunteer and read out this scenario to the class.

Scenario 5

Rakesh lives in Kathmandu with his wife and two beautiful daughters Sarah and Sanya. Nepal was hit by a massive earthquake and Rakesh's building collapsed during the earthquake. During evacuation, Rakesh realised that though his wife and Sarah were fine and suffered only minor bruises, Sanya was nowhere in the scene. Panic stricken, he started calling her name and searching her frantically. A little later, he heard a meek voice from beneath the debris. He quickly removed the rubble to find a huge bed. Rakesh was pretty sure that Sanya was trapped underneath. Though he was badly bruised, he gathered all his courage and with all his might, he lifted the several-ton bed to save Sanya's life. Everyone was relieved to see Sanya alive and also extremely surprised to see this father's ability to access superhuman strength.

- Ask the audience to applaud for the participant after the scenario is read completely.
- Discuss the scenario, ask de-brief questions:
 - What kind of stress was Rakesh undergoing in this case?
 - Was the stress avoidable or manageable under the given circumstances?
 - What was the result of the stress?

Say



De-brief:

- Not all stress is harmful; good stress is actually energizing. This was a case of lifesaving stress, or hero stress, which is an important example of good stress. You may have heard stories in which a person performs an impossible feat of physical strength in order to save their life or the life of someone they love. This type of stress causing a surge of adrenaline is good for us.

Summarize



- Close the discussion by summarizing the tips to manage stress as given in the Participant Handbook.
- Ask the participants what they have learnt from this exercise/ activity.
- Ask if they have any questions related to what they have talked about so far.

Notes for Facilitation



- Keep printed copies of the activities/ scenarios ready for the session.
- Put down the de-brief questions on a flip chart so that it can be displayed in the class during the activity.
- Encourage participation and make the discussions interactive.

UNIT 5.2: Digital Literacy: A Recap

Key Learning Outcomes

At the end of this unit, you will be able to:

1. Identify the basic parts of a computer
2. Identify the basic parts of a keyboard
3. Recall basic computer terminology
4. Recall the functions of basic computer keys
5. Discuss the main applications of MS Office
6. Discuss the benefits of Microsoft Outlook
7. Identify different types of e-commerce
8. List the benefits of e-commerce for retailers and customers
9. Discuss Digital India campaign will help boost e-commerce in India
10. Describe how you will sell a product or service on an e-commerce platform

UNIT 5.2.1: Computer and Internet Basics: Basic Parts of a Computer

Unit Objectives

At the end of this unit, participants will be able to:

1. Identify the basic parts of a computer
2. Identify the basic parts of a keyboard
3. Recall basic computer terminology
4. Recall the functions of basic computer keys

Resources to be Used

- Participant Handbook
- Computer Systems with the required applications

Say

- Let's take a quick recap of the basic computer parts.
- Discuss 'Basic Parts of Computer' and 'Basic Parts of a Keyboard' with the class as given in the Participant Handbook.

Explain

- Explain all the parts of the computer and the keyboard by demonstrating on the real system.

Ask

- Do you know about internet?
- Have you ever used internet?
- Why do you think internet is useful?
- What was the last task you performed on internet?

Say

- Let's look at some basic internet terms.
- Discuss 'Basic Internet Terms' with the participants as given in the Participant Handbook.

Summarize

- Ask the participants what they have learnt from this exercise/ activity.
- Ask if they have any questions related to what they have talked about so far.
- Close the discussion by summarizing the importance of computer and internet for entrepreneurs.

Practical

- Conduct a practical session.
- Ask the participants to assemble in the computer lab.
- Give some hands-on practice exercises.

Do

- Group the participants for the activity depending on the batch size and the number of computer systems available in the lab.
- Explain the purpose and duration of the activity.
- Ensure the participants complete the practical exercises assigned.

UNIT 5.2.2: MS Office and Email: About MS Office

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the main applications of MS Office
2. Discuss the benefits of Microsoft Outlook

Resources to be Used

- Participant Handbook
- Computer Systems with the required applications

Ask

- What is the most frequent activity that you do on the computer?
- Do you know how to make presentations on the computer?

Say

- Give a brief introduction of MS Office as given in the Participant Handbook.
- Discuss the most popular office products. Explain in brief their application, benefits and working.
- Microsoft Word is a word processing program that allows for the creation of documents. The program is equipped with templates for quick formatting. There are also features that allow you to add graphics, tables, etc.
- Microsoft Excel is a tool for accounting and managing large sets of data. It can also simplify analysing data. It is also used to create charts based from data, and perform complex calculations. A Cell is an individual data box which will have a corresponding Column and Row heading. This gives the cell a name, referred to as the Cell Reference. There can be multiple pages in each workbook. Each page, or sheet, is called a Worksheet. When you open a new Excel file, it automatically starts you with three worksheets, but you can add more.

Explain

- Explain the working and frequently used features of Office on a real system.

Ask

- What do you know about e-mails?
- Do you have an email id?
- How often do you check your e-mails?

Say

- Communication is vital for every business. The fastest and the safest way to communicate these days are through emails. MS Outlook helps to manage your emails in a better way and also offers a host of other benefits.
- Discuss “Why Choose Microsoft Outlook?” with the participants as given in the Participant Handbook.

Do

- Ask the participants to assemble in the computer lab.
- Explain the working of Outlook on a real system.

Demonstrate

- Demonstrate how to create email id.
- Demonstrate how to write new mails, send mails.
- Demonstrate how to use MS Office application to create a letter and send it as attachment in an email.
- Demonstrate how to use other MS Office applications.

Practical

- Give some hands-on practice exercises
- Group the participants for the activity depending on the batch size and the number of computer systems available in the lab.
- Explain the purpose and duration of the activity.

Summarize

- Ask the participants what they have learnt from this exercise/ activity.
- Ask if they have

UNIT 5.2.3: E-Commerce

Unit Objectives

At the end of this unit, participants will be able to:

1. Identify different types of e-commerce
2. List the benefits of e-commerce for retailers and customers
3. Discuss Digital India campaign will help boost e-commerce in India
4. Describe how you will sell a product or service on an e-commerce platform

Resources to be Used

- Computer Systems with internet connection
- Participant Handbook

Ask

- How many of you have done shopping online?
- Can you name at least five shopping websites?
- What is the product that you most frequently buy online?
- Why do you do shopping online instead of going to the market?

Say

- Give a brief introduction of “What is E-commerce”. Refer to the Participant Handbook.
- E-commerce emerged in the early 1990s, and its use has increased at a rapid rate. Today, many companies sell their products online. Everything from food, clothes, entertainment, furniture and many other items can be purchased online.

Ask

- What other types of transactions have you performed on the internet other than buying products?

Say

- Give examples of e-commerce activities from Participant Handbook.

Team Activity

E-commerce examples

- Instruct the participants to list some of the payment gateways that they have used for e-commerce activities.
- Give them 5 minutes to make this list.
- Discuss payment gateways and transaction through payment gateways.
- Conclude the discussion by mentioning how important e-commerce has become in our day to day transactions.

Say

- E-commerce activities can be classified based on the types of participants in the transaction.
- Discuss “Types of E-commerce” from the Participant Handbook.

Do

- Discuss all types of E-commerce by giving examples and names of some popular websites which use them.
- Make the discussion interactive by asking the class to share some popular e-commerce sites of each type.

Say

- E-commerce activities bring a host of benefits for both, retailers and customers.
- Discuss benefits of E-commerce from the Participant Handbook.

Explain

- The majority of the population that uses E-commerce activities lives in tier-1 and tier-2 cities. To encourage the use of digital money in tier-3 and 4 areas, PM Mr. Modi launched the “Digital India Campaign”.
- Discuss “Digital India Campaign” from the Participant Handbook.
- By Digital India project the government will deliver services via mobile connectivity and in doing so, is expected to bring the internet and broadband to remote corners of the country. This connectivity will in turn enhance e-commerce activities also. Furthermore, the Indian Government is also modernizing India Post and aims to develop it as a distribution channel for e-commerce related services.

Say

- Now let us discuss how to sell a product using E-commerce.
- Every product has to be sold on a platform on the internet. Think of it as a shop that you have to sell your product. Now this shop can be your own or shared or rented. If the shop is your own or rented there will be only your products in that shop. If the shop is shared, there will be products of multiple sellers in that shop. A common example is a departmental store which has products from multiple brands in the shop.
- Similarly, in E-commerce the shop is the website where your products are displayed. If it is your own website it will exclusively showcase your products. In this case the cost that you will incur will be:
 - Developing the website
 - Hosting the website
 - Maintenance of the website
- If you rent a website it will also showcase your own products but the development, hosting and maintenance parts goes to the owner. This saves time and the cost to manage these activities.
- Smaller companies usually go for renting a website and the bigger ones develop their own website.
- The concept of shared platforms has become very popular in recent times. In this platform, the sellers have to register and then they can sell their goods on a common platform. Among the most popular of these are Amazon, Myntra, Flipkart, etc.

Role Play

- Tell the participants to choose a product or service that they want to sell online.
- Tell them to write a brief note explaining how they will use existing e-commerce platforms, or create a new e-commerce platform to sell their product or service.

Ask

- How much money are you carrying in your wallet?
- Do you have a credit/debit card?
- How do you make payments while doing online shopping?

Say

- Demonetization has made carrying cash in the wallet very difficult. People either shop through cards or some other form of digital money.
- So, what do you think is digital money?
- In this form, the money is both paid and received digitally. There is no hard cash involved. It is an instant and convenient way to make payments.
- There are various types of digital payments. Let us discuss some of them in brief here.
- The first one is the most commonly used system i.e. the cards. Debit card, credit card, prepaid card, all fall under this category.
- Then is the e-wallet or the mobile wallet. This has become the most used form of digital money after demonetization. Examples are Paytm, state bank buddy, Freecharge, etc.
- Many other forms of digital money are also coming up in market like mobile apps, Aadhar card based payment, etc.

Do

- Demonstrate how to make and receive payments through digital models like Paytm and state bank buddy.

Ask

- Why do you think people have started using digital money instead of hard cash? Is demonetization the only reason?

Say

- Digital money gives a lot of advantages over the conventional hard cash. Some of them are:
 - Digital payments are easy and convenient. You do not need to take loads of cash with you, a mobile phone or a card will suffice.
 - With digital payment modes, you can pay from anywhere anytime.
 - Digital payments have less risk.

Summarize

- Ask the participants what they have learnt from this exercise/ activity.
- Ask if they have any questions related to what they have talked about so far.
- Close the discussion by summarizing the importance of e-commerce and digital money.

UNIT 5.3: Money Matters

Key Learning Outcomes

At the end of this unit, you will be able to:

1. Discuss the importance of saving money
2. Discuss the benefits of saving money
3. Discuss the main types of bank accounts
4. Describe the process of opening a bank account
5. Differentiate between fixed and variable costs
6. Describe the main types of investment options
7. Describe the different types of insurance products
8. Describe the different types of taxes
9. Discuss the uses of online banking
10. Discuss the main types of electronic funds transfer

UNIT 5.3.1: Personal Finance – Why to Save?

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the importance of saving money
2. Discuss the benefits of saving money

Resources to be Used

- Participant Handbook

Ask

- How many of you save money?
- Why do you feel the need to save it?
- Do you plan your savings?
- Where do you keep the money you save?
- How do you use the money that you have saved?

Example

- Let's look at these two examples:

Example 1:

Suhani works in a good company and earns Rs.30,000 month. She always saves 5000 per month and keeps it aside as a personal saving. She keeps the money at home and has saved quite a lot. One day her mother has a medical emergency and has to be taken to the hospital. Her family is worried about the amount they have to spend for the treatment. It will cost them at least 40,000.

Suhani says tells her family not to worry and that she has about 50,000, which she has saved over the months.

Example 2:

Jasmeet works in the same company and earns the same as Suhani. She is very fond of shopping and spends most of her money on buying new clothes. At the end of the month, she is always asking her father for money as her pay is finished.

Ask

- Who do you identify with –Suhani or Jasmeet?
- How do you think Suhani manages to save money which Jasmeet is unable to do?

Say

- We should always set aside some and save some money from our monthly pay. The future is unpredictable. Saving money not only gives you a sense of financial security but it can be used in case of emergencies.
- Discuss “Importance of Saving” with the participants as given in the Participant Handbook.

Ask

- What are the benefits of saving money?
- What does being financially independent mean to you?

Say

- Discuss “Benefits of Saving” with the participants as given in the Participant Handbook.
- Now let us continue with Suhani's story. Suhani has told her family not to worry and that she has about 50,000, which she has saved over the months. The family is happy about Suhani's decision of saving money, which will be of great help for them now. Suhani is going to the hospital today to pay the first instalment for the treatment. Suddenly finds only 35,000 in her cash box when she counts and does not remember using it. She has not kept any record and now she is upset.

Ask

- Was it a good decision by Suhani to save a part of her earnings every month?
- Was it a wise decision to keep all her savings as cash in a cash box?
- Could she have managed to save money in a better and more effective manner?
- Do you want to learn how to save money and use it effectively?

Say

- Let's learn personal saving with the help of a group activity.

Team Activity

Personal Finance- Why to save

- This activity has two parts:

PART 1

WAYS TO SAVE MONEY

- You are earning 30,000/- per month. You have recently changed your job and have to move to a metropolitan city. You are now living as a paying guest paying 10,000/- per month. Your other estimated expenditures like travel, food, recreation would be around Rs. 17, 000 per month.
- Make a list of different ways to save money.

PART 2

HOW WILL YOU USE THE MONEY?

- After a year how much have you been able to save?
- How will you use the money that you have saved?

Do

- Divide the class into groups of four.
- Instruct the participants to think and prepare a list of the various ways they can save money.
- Give the participants 10 minutes to prepare the list.
- Once done, instruct them to think of how they could use the money they have saved.
- Give the participants 10 minutes to prepare the list.
- Keep a check on time. Tell the group to wind up quickly if they go beyond the given time limit.

Activity De-brief

- What were the different ways you could save money?
- How much money were you able to save?
- How will you use the money you have saved in one year?

Say

- Discuss the importance of personal finance and why it is important to save money.

Summarize

You can summarize the session by discussing:

- The importance of saving money.
- Ways to save money.
- How the money saved can be used for different purposes.

UNIT 5.3.2: Types of Bank Accounts, Opening a Bank Account

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the main types of bank accounts
2. Describe the process of opening a bank account

Resources to be Used

- Account opening sample forms
- Participant Handbook

Ask

- How many of you save money?
- Where do you keep the money you save?
- How many of you have a bank account?
- What type of account do you have?

Example

- Let's look at the given example:

Reena is in the third year of college but in the evening, she gives tuitions for children living in her colony. She earns 15,000/- per month. As her students stay in different parts of the city, she has to walk a lot.

To save time, she decides to buy a second hand scooter for herself. But she has to save money for it. Her class mate advises her to open a recurring deposit account in the bank. She goes to the bank close to her home. The personal manager gives her some forms to fill. She is confused as she has never done this before. Her elder sister has an account in the same bank. She asks for help from her sister. She goes to the bank the next day with her sister. The personal banker gives her a list of documents that she will need to submit with the form for opening an account. The banker advises her to open a 6 months recurring deposit.

Ask

- Do you try to save money monthly but have to spend it on unforeseen expenditure?
- Have you ever thought of depositing your savings in a bank?

Say

- Before opening a bank account, you need to know the types of accounts we have in India.
- Discuss “Types of Bank Accounts” with the participants as given in the Participant Handbook.

Ask

- Can someone say what the different types of bank accounts are?

Say

- Let's learn about the different types of bank accounts through an activity.

Team Activity

- Divide the class in four groups.
- Label the groups as savings account, current account, recurring account and fixed deposit.
- On a chart paper, ask them to write the key points of their account.

Activity De-brief

- Ask each group to present the key points of their account.

Say

- Now that you know about the four different types of accounts, let's learn how to open a bank account.
- Discuss “Opening a Bank Account” with the participants as given in the Participant Handbook.
- Discuss “Tips” that the participants should keep in mind while opening a bank account as given in the Participant Handbook.

Ask

- What are the main documents required for opening a bank account?
- What are some important points to ask the bank personnel while opening an account?

Say

- Mention officially valid KYC documents (refer to the Participant Handbook)
- Now, let's understand the procedure of opening a bank account through an activity.

Team Activity

Opening a Bank Account

- This activity is done in groups.
- Divide the class in groups of four or six

PART 1

FILLING A BANK ACCOUNT OPENING FORM

- You have to fill a bank opening form.
- You can refer to the section “Opening a Bank Account” of your Handbook for reference.
- List all the steps that you will be required to fill in the form.
- List the documents that you need for filling the form.
- Now fill in the form.

Activity De-brief

How did you design the form?

- What all details did you fill in the form?
- What were your KYC documents?
- How would this activity help you in future?

Do

- Instruct the participants to read the section “Opening a Bank Account” of the Participant Handbook.
- Give each group one sample account opening form.
- Give the participants 5 minutes to read the form.
- Give them 15 minutes to fill it.
- Assist them by explaining each category and how to fill it.
- Keep a check on time.
- Tell the group to wind up quickly if they go beyond the given time limit

Summarize



Note:

- You can summarize the unit through a role play.
 - A person wanting to open an account in the bank.
 - What is the procedure that he will go through?
 - Discuss the key points of different types of bank accounts.
 - How to select the type of account
 - How to fill the account opening form.
- A sample account opening form is given in the following page for reference. Use it for the activity in the class.

Sample Bank Account Opening form.

XXX Bank

Photograph

SAVING BANK ACCOUNT OPENING FORM

Account No.: _____ Date: _____

Name of the Branch			
Village/Town			
Sub District / Block			
District			
State			
SSA Code / Ward No.			
Village Code / Town		Name of Village /	

Applicant Details:

Full Name	Mr./Mrs./	First	Middle	Last Name
Marital Status				
Name of				
Name of Mother				
Address				
Pin Code				
Tel No. Mobile			Date of Birth	
Aadhaar No.			Pan No.	
MNREGA Job Card No.				
Occupation/Profession				
Annual Income				
No. of Dependents				

Detail of Assets	Owning House : Y/N	Owning Farm : Y/N
	No. of Animals :	Any other :
Existing Bank A/c. of family members / household	Y / N If yes, No. of A/cs. _____	
Kisan Credit Card	Whether Eligible Y / N	
I request you to issue me a Rupay Card .		
I also understand that I am eligible for an Overdraft after satisfactory operation of my account after 6 months of opening my account for meeting my emergency/ family needs subject to the condition that only one member from the household will be eligible for overdraft facility. I shall abide by the terms and conditions stipulated by the Bank in this regard.		

Declaration:

I hereby apply for opening of a Bank Account. I declare that the information provided by me in this application form is true and correct. The terms and conditions applicable have been read over and explained to me and have understood the same. I shall abide by all the terms and conditions as may be in force from time to time. I declare that I have not availed any Overdraft or Credit facility from any other bank.

Place:**Date:****Signature / LTI of Applicant****Nomination:**

I want to nominate as under				
Name of Nominee	Relationship	Age	Date of Birth in case of minor	Person authorised in case to receive the amount of deposit on behalf of the nominee in the event of my /minor(s) death.

Place:**Date:****Signature / LTI of Applicant****Witness(es)***

1. _____

2. _____

*Witness is required only for thumb impression and not for signature

UNIT 5.3.3: Costs: Fixed vs. Variables: What are Fixed and Variable Costs?

Unit Objectives

At the end of this unit, participants will be able to:

1. Differentiate between fixed and variable costs

Resources to be Used

- Participant Handbook
- Blank sheets of paper
- Pens

Ask

- What is cost?
- Will a telephone bill fall under the category of a fixed or variable cost?

Say

- Discuss: Fixed and Variable cost with examples. Let us do a small activity.

Team Activity

Identify the type of cost

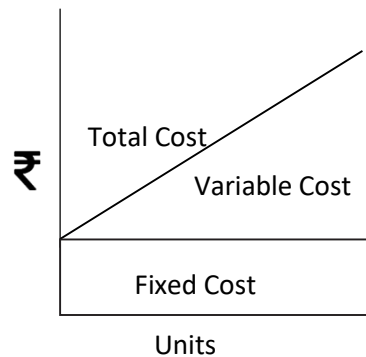
1. Rent
2. Telephone bill
3. Electricity bill
4. Machinery
5. Insurance
6. Office supplies/ Raw materials
7. Employee salaries
8. Commission percentage given to sales person for every unit sold
9. Credit card fees
10. Vendor bills

Do

- Divide the class into two groups. Read out the list of costs given in the activity.
- Read out each item from the cost list and ask the groups in turns to identify whether it is a fixed or variable cost.

Say

- We saw that your utility bills like rent, electricity, telephone etc. are all fixed costs because you have to pay it every month.
- Variable costs is an expense which varies with production output or volume. For example, commission, raw material etc.
- Discuss “Cost: Fixed vs. variables” with the participants as given in the Participant Handbook.
- Illustrate the relation between the costs with a graph.



- Let's learn the difference between fixed and variable cost with the help of an activity.

Team Activity

Fixed vs. Variable Costs

- **This is a group activity.**

- You want to start your own entrepreneur business.
- State the type of business you want to start.
- List down all the cost or requirements for your business.
- How will you differentiate between the fixed and variable cost.

Activity De-brief

- What is the total cost of your business?
- What are the fixed costs?
- What are the variable costs?
- How did you differentiate between the fixed and variable costs?

Do

- Instruct the participants that this is group work.
- Divide the class into small groups of 4 or 6.
- Give each group a sheet of paper.
- Tell the participants that they have to start their own entrepreneur business.
- Ask them the type of business they want to start.
- Instruct them to differentiate between the fixed and the variable costs of the business they want to start.
- Give the participants 15 minutes to discuss and write.
- Keep a check on time. Tell the group to wind up quickly if they go beyond the given time limit.

Summarize

- Note: You can summarize the unit either by having a role play between a consultant and a budding entrepreneur explaining the differences between fixed and variable costs or by discussing the key points of the unit.

Notes for Facilitation

- Answers for the activity - Identify the type of cost

1. Rent	(Fixed)
2. Telephone bill	(Fixed)
3. Electricity bill	(Fixed)
4. Machinery	(Fixed)
5. Insurance	(Fixed)
6. Office supplies/ Raw materials	(Variable)
7. Employee salaries	(Fixed)
8. Commission percentage given to sales person for every unit sold	(Variable)
9. Credit card fees	(Variable)
10. Vendor bills	(Variable)

UNIT 5.3.4: Investments, Insurance and Taxes

Unit Objectives

At the end of this unit, participants will be able to:

1. Describe the main types of investment options
2. Describe the different types of insurance products
3. Describe the different types of taxes

Resources to be Used

- Participant Handbook

Ask

- Ask the participants- “What do you see first thing in when you get your mobile bill? Apart from the amount and due date do you have a look at the taxes you are being billed for?
- Why do you think people get their cars insured or have a medical insurance?
- You have saved money and want to invest it; how would you decide what is the best investment for your money?

Example

- Let's have a look at a few scenarios.

Ranbir has sold his house and deposited the money in his bank. His Chartered Accountant tells him that he will have to re-invest the money otherwise he will have to pay capital tax. What is capital tax and how is it different from income tax?

Jasmeet and Anup are blessed with a baby girl. They decide to have an insurance policy that will mature when their daughter is ready to higher education.

Shivani is working in a corporate office and getting good pay. She will have to pay income tax so she decides to invest her money in tax saving schemes. She goes to the bank manager to discuss the best products in which she can invest.

Say

- Discuss the Investment, Insurance and Taxes as given in the Participant Handbook.

Ask

- How do investments, insurances and taxes differ from each other?

Say

- Let's learn the differences between the three by having an activity.

Say

- We will have a quiz today.

Team Activity

- The activity is a quiz.

Do

- Divide the class into groups of three and give a name to each group
- Explain the rules of the quiz. For each correct answer, the group gets 1 mark. If the group is unable to answer the question is rolled over to the next group.
- Explain the purpose and duration of the activity.
- On the blackboard write the names of the groups.
- Ask the questions of the quiz.
- Keep a score for the groups.
- Set guidelines pertaining to discipline and expected tasks.

Summarize

- Summarize the unit by discussing the key points and answering question

Notes for Facilitation

Questions for the quiz

1. Mr. Das gets monthly return on one of his insurance policies. Name the policy?
Money Back Life Insurance
2. What are bonds?
Bonds are instruments used by public and private companies to raise large sums of money.
3. Who issues the bonds?
Private and public companies issue the bonds.

4. Why are bonds issued?
To raise large amount of money as it cannot be borrowed from the bank.
5. Who is the buyer of stocks and equities?
The general public is the buyer.
6. What types of scheme is the Sukanya Samriddhi Scheme?
Small Saving Scheme
7. What is the difference between mutual and hedge funds?
Mutual funds are professionally managed financial instruments that invest the money in different securities on behalf of investors. Hedge funds invest in both financial derivatives and/or publicly traded securities.
8. Why is a loan taken from the bank to purchase real estate?
To lease or sell to make profit on appreciated property price.
9. Name the two types of insurances?
Life Insurance and Non-life or general insurance
10. Which insurance product offers financial protection for 15-20 years?
Term Insurance
11. What is the benefit of taking an endowment policy?
It offers the dual benefit of investment and insurance.
12. What are the two benefits of a Whole Life Insurance?
It offers the dual benefit of investment and insurance
13. Which policy covers loss or damage of goods during transit?
Marine Insurance
14. After what duration is the income tax levied?
One financial year
15. What is long term capital gain tax?
It is the tax payable for investments held for more than 36 months.
16. Name the tax that is added while buying shares?
Securities Transaction Tax
17. What is the source of corporate tax?
The revenue earned by a company.
18. Name the tax whose amount is decided by the state?
VAT or Value Added Tax
19. You have bought a T.V. What tax will you pay?
Sales Tax
20. What is the difference between custom duty and OCTROI?
Custom duty is the charges payable when importing or purchasing goods from another country. OCTROI is levied on goods that cross borders within India.

UNIT 5.3.5: Online Banking, NEFT, RTGS, etc.

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the uses of online banking
2. Discuss the main types of electronic funds transfer

Resources to be Used

- Participant Handbook
- Computer System with internet connection
- Debit card

Ask

- When was the last time you visited a bank?
- How do you pay your bill for electricity and telephone?
- Have you ever tried to transfer money from one bank account to another bank account using the online banking facility?

Say

- Most of us lead a busy life. Time has become more important than money. In this busy schedule, no one has time to stand in bank queues. That's where Online Banking comes in. Online banking or internet banking means accessing your bank account and carrying out financial transactions through the internet.
- Discuss "What is online banking?" from the Participant Handbook.
- There are various advantages of online banking:
 - It saves time, as you need to visit the branch.
 - You can conduct your banking transactions safely and securely without leaving the comfort of your home.
 - Online Banking also gives you round the clock access.
 - Online Banking makes it possible for you to pay your bills electronically.

Do

- Show them how they can use the internet banking.
- Use the computer system and show the demo videos on how to use internet banking provided on most banking sites.
- Tell the class the various features of online banking:
 - Through their website set-up your online account.
 - Choose a secure username and password.
 - Set-up your contact information.
 - Once your information is verified, you are good to go.
 - Once you enter the portal explore all the features and learn your way through the portal.

Say

- One of the biggest advantage that online banking offers, as discussed earlier, is transferring money from one account to another. This transaction is called electronic funds transfer. Electronic transfers are processed immediately with the transferred amount being deducted from one account and credited to the other in real time, thus saving time and effort involved in physically transferring a sum of money.
- Discuss “Electronic Funds Transfer” from the Participant Handbook.

Do

- Discuss how to transfer money from one account to another using online banking (NEFT/RTGS, etc.).
- Illustrate with an example.

Summarize

- Close the discussion by summarizing the about online banking.
- Ask the participants if they have any questions related to what they have talked about so far.

UNIT 5.4: Preparing for Employment & Self-Employment

Key Learning Outcomes

At the end of this unit, you will be able to:

1. Discuss the steps to follow to prepare for an interview
2. Discuss the steps to create an effective Resume
3. Discuss the most frequently asked interview questions
4. Discuss how to answer the most frequently asked interview questions
5. Identify basic workplace terminology

UNIT 5.4.1: Interview Preparation: How to Prepare for an Interview?

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the steps to follow to prepare for an interview

Resources to be Used

- Participant Handbook

Ask

- Have you ever attended an interview?
- How did you prepare before going for an interview?

Say

- An interview is a conversation between two or more people (the interviewer(s) and interviewee) where questions are asked by the interviewer to obtain information from the interviewee.
- It provides the employer with an opportunity to gather sufficient information about a candidate and help them select the ideal candidate.
- It also provides the interviewee with an opportunity to present their true potential to the employer, build confidence and help make a decision about the job by asking questions regarding designation, salary, perks, benefits, promotions, transfers, etc.
- Let's do an activity to understand how to prepare for interviews better.

Activity 1

- Introducing Yourself

Do

- Select a participant and ask him/her to answer the following questions: "What can you tell me about yourself."
- Give the participant at least one minute to speak.
- Once he/she is done, ask the rest of the participant what they gathered about the participant who was providing information.
- Now repeat the exercise with five other participants.

Ask

- What information you should include when you are describing or introducing yourself in an interview?
- What information you should not include when you are describing or introducing yourself in an interview?

Say

- Tell the participants that when an interviewer asks you to say something about yourself, he/she is not asking you to present your life history.
- Introduction should be short and crisp, and should present you in a positive light. It should include the following points:
 - Any work experience that you might have
 - A brief summary of your educational qualifications
 - Your strengths and achievements
 - Any special projects that you might have been part of
- The following topics should be avoided during an introduction:
 - Detailed description of your family (unless you are specifically asked to do so)
 - Too much information about your weaknesses
 - Information that is not true

Do

- Congratulate each participant for sharing their points.
- Ask the audience to applaud for them.
- Ask de-brief questions to cull out the information from each group.
- Keep a check on time.

Activity 2

- Planning the right attire

Do

- Describe 2 individuals to the participants. One is wearing a casual t-shirt, jeans, and slippers. He has not combed his hair and neither has he trimmed or shaved his beard. The other individual is dressed formally with a shirt and pant, and is well-groomed. He has also worn formal shoes and a belt. Ask the participants which person would they prefer to hire in their organization and why?

Summarize

- Close the discussion by discussing 'how to prepare for an interview' as discussed in the Participant Handbook.
- You can add the following points to it:
 - Tell the participants to create a positive and good impression in an interview. It is important for them to prepare for an interview beforehand.
 - The interviewer analyses not only your technical knowledge in relation to the job, but also whether or not you are a fit for the organization.
 - Every employer looks at the whole package and not just one or two things in isolation. Therefore, the way you dress and the way you present yourself is also important along with your skills and talents.
 - The participants will get only one chance to create a good first impression.

UNIT 5.4.2: Preparing an Effective Resume: How to Create an Effective Resume?

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the steps to create an effective Resume

Resources to be Used

- Participant Handbook
- Blank Papers
- Pens

Ask

- When preparing for an interview, what are the most important things that you need to do?
- What documents do you carry with you, when you go for an interview?
- What is a resume?
- Why do you need a resume?

Say

- Resume is not just a sheet of paper with your qualifications printed on it.
- It is a selling tool that will help the employer to see how and what you can contribute for company.
- Talk about the steps involved in creating an effective/attractive resume discussed in the Participant Handbook.
- Now let's prepare a resume to understand the process in a better way.

Do

- This is an individual activity.
- Give the details of the activity.
- Instruct them to read the activity carefully.
- The participant is expected to make an attractive resume based on the information provided.
- Give the class 25-30 minutes to study the case and create a resume.
- At the end of 30 minutes, the participants should exchange the resume with the person sitting next to him or her.
- Every participant will evaluate the resume prepared with their fellow participants.

Say

- Do you think the candidate should apply for the job posting described in the advertisement?
- We have already discussed the steps involved in creating an effective/attractive resume.
- Now let's prepare a resume for the candidate details given in the activity.

Activity

Case Study Analysis

- In the section of the activity, you are being given the information about a candidate who is applying for a particular job.
- In the second section, you are being given the detailed description of the job posting. Create a resume for the candidate to apply for the job posting.
- Use the information that has been provided about the candidate to create this resume

Candidate Details

Nipesh Singla was born on 20th April, 1988 in Chandigarh, India. He currently resides at 1XX7, Sector XX D, Chandigarh –160018. His mobile number is 988XXXXX01, and e-mail address is nxxxxxxxla@gmail.com. Nipesh attended middle and senior school at Government Boys Senior Secondary School, Sector 15, Chandigarh. He has been a very talented boy since school. He was fond of painting and watching old Hindi movies. As part of a school charity program, he volunteered at the children's hospital during his senior years.

In July 2007, he joined Westwood School of Hotel Management, Zirakpur to pursue a diploma course in Hotel Management and Catering. After completing this course, he joined XYZ Group of Hotels as a Housekeeping intern in June 2010 for six months. In this role, he was responsible for cleanliness and maintenance of one floor in the hotel. Taking advantage of his strong interpersonal skills, he also got opportunities to make housekeeping arrangements for corporate meetings. While pursuing education, he gained working knowledge of Microsoft Word, Excel, Access and PowerPoint.

Nipesh is detail-oriented, flexible and adaptable. He has successfully worked with a diverse work force. He gelled well with his peers, both in college and during his internship. After completing the internship, his objective has been to find a job opportunity where he can use his skills and experience. Backed by experience, he is confident about his skills as housekeeping assistant.

Job Posting

*Do you see yourself as a HOUSEKEEPING SUPERVISOR?

What's your passion? Whether you're into cricket, reading or hiking, at IHG we are interested in YOU. At IHG, we employ people who apply the same amount of care and passion to their jobs as they do in their hobbies people who put our guests at the heart of everything they do. And we're looking for more people like this to join our friendly and professional team.

THE LOCATION:

At the moment, we are looking for HOUSEKEEPING SUPERVISOR to join our youthful and dynamic team at Holiday Inn Amritsar, Ranjit Avenue in Amritsar, Punjab (India). Holiday Inn Amritsar is ideally located in Amritsar's commercial district on Ranjit Avenue with the world famous Golden Temple located only a short distance away. Sparkling chandeliers mark an incomparable arrival experience as you escape to the welcoming environment that is, Holiday Inn Amritsar. The fresh international brand to celebrate and explore Amritsar.

Salary: Negotiable

Industry: Travel / Hotels / Restaurants / Airlines / Railways

Functional Area: Hotels, Restaurants

Role Category: Housekeeping

Role: Housekeeping Executive/Assistant.

Desired Candidate Profile

Friendly, pleasant personality, Service - oriented.

You should ideally be Graduate/ Diploma holder in HM and at least 2 years of experience as a supervisor in good brand with good communication skills, English is a must.

In return we'll give you a competitive financial and benefits package. Hotel discounts worldwide are available as well as access to wide variety of discount schemes and the chance to work with a great team of people. Most importantly, we'll give you the room to be yourself.

*Please get in touch and tell us how you could bring your individual skills to IHG. Education-

UG: Any Graduate/ Diploma holder

PG: Post Graduation Not Required

Say

- Now, let's share the resume with the fellow participant sitting next to you and evaluate each other's effort.

Do



- Congratulate each participant for making their first attempt towards creating an effective resume.
- As a follow up activity, you can suggest them to prepare their own resume and show it to you the next day.

Summarize



- Close the discussion by showing some effective resume samples to the candidates.
- Ask the participants what they have learnt from this activity.
- Ask if they have any questions related to what they have talked about so far.

Notes for Facilitation



- Keep printed copies of the activity ready for the session.
- Put down the suggested format of the resume on the board while explaining the steps in preparing a resume.
- Do check the participants' resume and suggest necessary changes.
- Suggested example for the case presented:

Nipesh Singla
 #1XX7, Sector XX-D
 Chandigarh-160018
 Mobile No: 91-988XXXXX01
 E-mail: nxxxxxxxxla@gmail.com

Objective: Seeking an opportunity to use my interpersonal skills and experience to contribute to your company's growth, profitability and objectives.

Professional strengths:

- Proficient in housekeeping
- Experienced in and capable of working with a diverse work force
- Team player and friendly in nature
- Successful working in a multi-cultural environment
- Detail oriented, flexible, and adaptable
- Knowledge of Microsoft Word, Excel, Access and PowerPoint

Educational background

- Diploma in Hotel Management and Catering, Westwood School of Hotel Management, Zirakpur
- High School, Government Boys Senior Secondary School, Sector 15, Chandigarh

Professional internships:

- Housekeeping Intern, XYZ Group of Hotels, New Delhi (June 2010 – August 2010)
 - Responsible for cleanliness and maintenance of one floor in the hotel.
 - Got opportunities to make housekeeping arrangements for corporate meetings.

Volunteer Work:

- Student volunteer at children's hospital in Chandigarh.

Nipesh Singla

UNIT 5.4.3: Interview FAQs

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the most frequently asked interview questions
2. Discuss how to answer the most frequently asked interview questions

Resources to be Used

- Participant Handbook

Say

- Tell the participants you will provide them with interview situation and questions and they have to try to answer them.
- Tell them you will also explain the different ways to approach these questions.

Do

- Divide the class in pairs and ask the participants to perform a role play.
- One partner will play the role of the interviewer while the other will play the role of the interviewee.
- Tell them the interviewer can start the interview by asking the interviewee to introduce himself/herself.
- Call all the pairs one by one in front of the class to enact the role play.
- Follow the same pattern for all other situations.
- Time allotted for each situation is 8-10 minutes.
- Congratulate each participant for giving their input.
- Ask the class to applaud each time a team has completed their role play.
- Keep a check on time.

Role Play

Conduct a role play for the situation given.

Situation 1

- The interviewer will start by asking the interviewee a few generic questions such as:
 - What is your name?
 - Tell me something about yourself?
 - Can you tell me something about your family?

- Then, the interviewer will bluntly ask the following questions:
 - How do you explain this huge time gap in your resume?
 - What is the reason for this?
 - Weren't you looking for a job or is it that no one selected you?

Say



De-brief:

- When you put information on your resume, you should be prepared to answer any questions about it.
- Be present and focused on the questions being asked to you.
- One way of tackling the blunt questions is to tell the interviewer you did not come across an opportunity where you were sufficiently satisfied with both the remuneration offered as well as the profile. Therefore, you waited for the right opportunity to come along while looking for an ideal job.

Role Play



Conduct a role play for the situation given.

Role Play – Situation 2

- The interviewer will start by asking the interviewee a few generic questions such as:
 - What is your name?
 - Tell me something about yourself?
 - Can you tell me something about your family?
- Then, at the end of the interview, ask the interviewee:
 - There are over 200 people who have applied for this job, some with excellent work experience. Why should I hire you?

Say



De-brief:

- There is nothing wrong with stating your strengths and achievements. However, do not come across as arrogant or too boastful.
- You need show the interviewee that you have unique skills or talents to contribute to the company. The interviewer needs to know how you stand apart from the rest of the crowd.
- Tell the interviewer you are looking forward to working with the company and that you are a hard-working individual.

Role Play



Conduct a role play for the situation given.

Role Play – Situation 3

- The interviewer will start by asking the interviewee a few generic questions such as:
 - What is your name?
 - Tell me something about yourself?
 - Can you tell me something about your family?
- Then, lean forward, clasp your hands on the table and in a soft voice ask the interviewee:
 - Did you ever experience any neglect or disregard from your previous office? In other words, did you ever suffer because your office or team displayed favouritism?

Say



De-brief:

- Keep this in mind: Do not criticize anyone during an interview.
- You are free to express your opinion, however, your language, answers, body language, and the tone of your voice should remain constructive and neutral.
- Since criticism will show you in negative light, you should keep your answers honest yet diplomatic.
- You can tackle such questions by saying, “I got along well with most of my faculty and peers.”

Role Play



Conduct a role play for the situation given.

Role Play – Situation 4

- The interviewer will start by asking the interviewee a few generic questions such as:
 - What is your name?
 - Tell me something about yourself?
 - Can you tell me something about your family?
- Then very bluntly ask the interviewee:
 - How long do you plan to stay with this company if you are selected?
- After the candidate responds, ask sarcastically:
 - Do you seriously mean that?

Say



De-brief:

- Don't provide unreal and idealistic answers.
- Your answers should be honest yet diplomatic. In a situation like this, the interviewer does not expect you to provide a specific timeline.

- You can say something like, “I would like to stay with the company as long as I can contribute constructively and develop as an employee, within the organization, professionally and financially.”

Role Play

Conduct a role play for the situation given.

Role Play – Situation 5

- The interviewer will start by asking the interviewee a few generic questions such as:
 - What is your name?
 - Tell me something about yourself?
 - Can you tell me something about your family?
- Ask him/her how important he/she thinks it is to be punctual in the corporate world.
- After he/she answers, look up sternly at the interviewee and in a crisp voice, say:
 - You were late for this interview by 10 minutes. That surely does not seem to be in line with what you just said?

Say

De-brief:

- Politely apologize for being late.
- You can add something such as, “I assure you this is not a habit”. All your future actions should be in line with this statement.
- Avoid giving any excuses.
- You might feel obligated to provide a justification for your tardiness, but the interviewer is not interested in that.
- Do not over apologize. Once this response is out of the way, turn your focus back to the interview.

Role Play

Conduct a role play for the situation given.

Role Play – Situation 6

- The interviewer will start by asking the interviewee a few generic questions such as:
 - What is your name?
 - Tell me something about yourself?
 - Can you tell me something about your family?
- After asking a few academic or job-related questions, ask the interviewee:
 - If you get this job, what salary package do you expect us to give you?

Say

De-brief:

- If there is no way for you to avoid this question, respond to the interviewer by providing a reasonable and well-thought out salary range.

Role Play

Conduct a role play for the situation given.

Role Play – Situation 7

- The interviewer will start by asking the interviewee a few generic questions such as:
 - What is your name?
 - Tell me something about yourself?
 - Can you tell me something about your family?
- Then, bringing the interview to a close, ask the interviewee:
 - Do you have any questions for me?

Say

De-brief:

- Ask relevant questions.
- Don't bombard the interviewer with questions.
- If you have questions about the result of the interview, you can limit your questions to 1 or 2. Keep them short and relevant like:
 - When will I be informed about the results of the interview?
 - What are the working hours?
 - Will the job require me to travel?

Explain

- Tell the participants to be prepared for answering different types of questions in an interview.
- Stay calm and focused, and take a moment to think about how you should respond. Always maintain a confident tone.
- Even if you don't intend to, your body language conveys your level of discomfort with a particular question.
- Try to keep your actions, tone, and gestures neutral.
- Maintain your composure while answering personal question.

Do

- Tell all the participants to form pairs again.
- Tell them to use the following list of frequently asked interview questions to conduct mock interviews.
- They will use all or some of these questions to conduct mock interviews with their partners.
- One partner will play the role of the interviewer while the other will play the role of the interviewee.
- After they are through asking and answering the questions, the roles will be reversed.
- The same list of questions will be used again.
- After each mock interview ask the interviewer to provide feedback and clear any doubts that may arise.
- Time allotted for each situation is 30-35 minutes.

Activity

Mock Interview Questions

Mock Interview Questions
Tell me something about your family.
What qualities would you look for in a Manager or a Supervisor?
Why did you apply for this job?
What do you know about this company?
How do you deal with criticism?
How do you plan to strike a good work-life balance?
Where do you see yourself five years from now?
Have you applied for jobs in other companies?
What kind of salary do you expect from this job?
Do you have any questions for me?

Summarize

- Close the discussion by discussing the questions in the both activities.
- Ask the participants what they have learned from this activity.
- Ask if they have any questions related to what they have talked about so far.

UNIT 5.4.4: Work Readiness – Terms and Terminology

Unit Objectives

At the end of this unit, participants will be able to:

1. Identify basic workplace terminology

Resources to be Used

- Participant Handbook
- Chart papers
- Blank sheets of paper
- Pens

Ask

- What do you understand by workplace terminology?
- Are offer letter and contract of employment the same?

Say

- Let's start this unit with an activity.

Team Activity

Workplace terminology

- This is a group activity conducted in three parts.

Part 1

Sheila received a call from the recruiter of MND Company. Before she is recruited by the company, think of the recruitment process she will have to go through. Start from the telephone call to signing her letter of acceptance. Write down all the words that come to your mind.

Activity De-brief

- Have the participants read out the words they have written
- Encourage all the participants to participate in the activity

Do

- Divide the class into small groups of 4 or 6.
- Instruct the participants that they will be doing a brainstorming activity.
- Give them one chart paper each. Tell them to divide the chart in two parts.
- Instruct them that they have to use one half of the chart paper now. The other half will be used later.
- The participants have to write all the words that come to their mind related to the recruitment process.
- Give them 10 minutes to do the activity.
- Tell them that there are no right or wrong answers.
- Keep a track of the time.

Say

- You all know quite a few words related to the terms used in the office.
- Let us talk about some new terms that have been missed out.
- Discuss “Work Readiness – Terms and Terminology” with the participants as given in the Participant Handbook.

Ask

- Why is it important to know the workplace terms?
- How do they help?
- Can the words be categorised further?

Say

- Let's now continue the activity.

Team Activity

Terms and Terminology

- This is again a group activity. The members of the group remain the same as in Activity 1.

Part 2

- With the help of the new terms you have learned, make a flow chart of the hiring process of MND Company.

Activity De-brief

- Ask the groups to share the flow charts and the new terms they added while preparing the flow chart.

Do

- Instruct the participants that they have to use the 2nd half of the same chart they had used before.
- Using the new terminology and the terms they had previously written on the chart, they have to make a flow chart of the hiring process of the MND Company.
- Give them 10 minutes for this activity.
- Keep a check on time. Tell the group to wind up quickly if they go beyond the given time limit.

Say

- Let's go ahead with the activity.

Team Activity

Terms and Terminology

- The activity continues with the same group members.

Part 3

Sheila now works for the MND Company. She is not aware of the company culture and policies. She goes to the HR Department to get her doubts clarified. Can you think of the terms for which she wants clarity? Make a list of those words.

Activity De-brief

- Ask the groups to share their list of words. Some of the words are benefits, comp. time, deduction, employee training, holidays, lay-off, leave, maternity leave, mentor, notice, paternity leave, and time sheet.

Do

- Instruct the participants to identify the key terms an employee of a company should know. They can use the same chart paper for this activity.
- Give them 5 minutes for this activity.
- Keep a check on time. Tell the group to wind up quickly if they go beyond the given time limit.

Summarize

- Note: You can either summarize the key points of the unit or have a role play where an employee has just joined a company and the HR Manager explains the terms of employment.

UNIT 5.5: Understanding Entrepreneurship

Key Learning Outcomes

At the end of this unit, you will be able to:

1. Discuss the concept of entrepreneurship
2. Discuss the importance of entrepreneurship
3. Describe the characteristics of an entrepreneur
4. Describe the different types of enterprises
5. List the qualities of an effective leader
6. Discuss the benefits of effective leadership
7. List the traits of an effective team
8. Discuss the importance of listening effectively
9. Discuss how to listen effectively
10. Discuss the importance of speaking effectively
11. Discuss how to speak effectively
12. Discuss how to solve problems
13. List important problem-solving traits
14. Discuss ways to assess problem solving skills
15. Discuss the importance of negotiation
16. Discuss how to negotiate
17. Discuss how to identify new business opportunities
18. Discuss how to identify business opportunities within your business
19. Explain the meaning of entrepreneur
20. Describe the different types of entrepreneurs
21. List the characteristics of entrepreneurs
22. Recall entrepreneur success stories
23. Discuss the entrepreneurial process
24. Describe the entrepreneurship ecosystem
25. Discuss the purpose of the Make in India campaign
26. Discuss key schemes to promote entrepreneurs
27. Discuss the relationship between entrepreneurship and risk appetite
28. Discuss the relationship between entrepreneurship and resilience
29. Describe the characteristics of a resilient entrepreneur
30. Discuss how to deal with failure

UNIT 5.5.1: Concept Introduction (Characteristic of an Entrepreneur, types of firms/ types of enterprises)

Unit Objectives

At the end of this unit, the participants will be able to:

1. Discuss the concept of entrepreneurship
2. Discuss the importance of entrepreneurship
3. Discuss the characteristics of an entrepreneur
4. Describe the different types of enterprises

Resources to be Used

- Participant Handbook

Say

- Let's start this session with some interesting questions about Indian entrepreneurs.

Team Activity

Quiz Questions

1. Who is the founder of Reliance Industries?
Dhirubhai Ambani
2. Who is the Chairman of Wipro Limited?
Azim Premji
3. Who launched e-commerce website Flipkart?
Sachin Bansal and Binny Bansal
4. Who is the founder of Paytm?
Vijay Shekhar Sharma
5. Who is CEO of OLA Cabs?
Bhavish Aggarwal
6. Who is the founder of Jugnoo?
Samar Singla (autorickshaw aggregator)
7. Who is the founder of OYO Rooms?
Bhavish Aggarwal

Do

- Tell them that you will ask them few questions about a few entrepreneurs.
- Divide the class in to two groups.
- In turns ask the quiz questions to the groups.
- If the answer is incorrect pass the question to the other group.
- Share the answer if the groups are not able to answer.
- Congratulate the participants who answered correctly.

Ask

- What do you understand by entrepreneurs?
- What is the importance of entrepreneurship in today's scenario?
- What do you think are the characteristics of successful entrepreneurs?
- What are different types of enterprises that an entrepreneur in India can own and run?

Say

- Talk about entrepreneurs, importance of entrepreneurship, characteristics of successful entrepreneurs, and different types of enterprises in India as discussed in the Participant Handbook.
- Tell the participants, stories of successful Indian entrepreneurs- their struggles, the moments of heartbreak, the perseverance and triumph.
- Ask them if they know of any such entrepreneur.

Summarize

- Close the discussion by summarizing about the opportunities for entrepreneurs in India.

Notes for Facilitation

- Check out different Government schemes for small entrepreneurs. Share the information with the participants.
- You can tell them about the government websites like Start Up India, mudra.org.in etc.
- Discuss about various schemes and policies by the Government of India for entrepreneurs.

UNIT 5.5.2: Leadership and Teamwork

Unit Objectives

At the end of this unit, participants will be able to:

1. List the qualities of an effective leader
2. Discuss the benefits of effective leadership
3. List the traits of an effective team

Resources to be Used

- Participant Handbook
- Blank sheets of paper
- Pens

Do

- Show the picture given below to the class.
- Ask them to quickly write on a piece of paper what comes to their mind after seeing the picture.
- Now ask them, “What do you understand from this picture?”
- Encourage participants to share their thoughts.

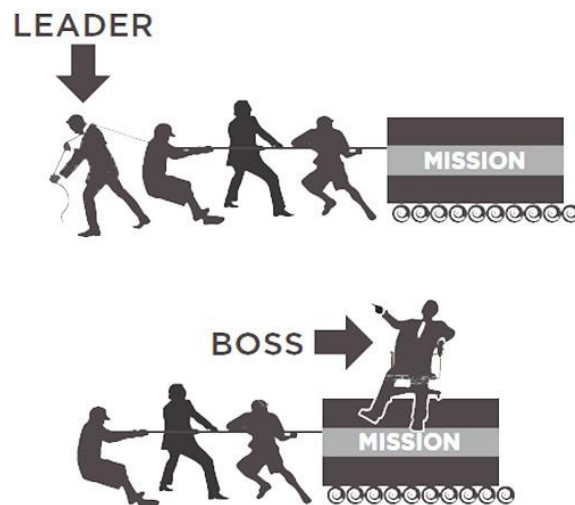


Fig 5.5.1: Difference between being a leader and a Boss

Say

- This picture depicts the qualities of a leader and the difference between a leader and a boss.
- A boss focuses on structure and inspires fear whereas a leader follows vision and generates enthusiasm.
- A boss blames employee for the breakdown whereas a leader fixes breakdowns.
- A boss depends on authority whereas a leader depends on goodwill.
- A boss says “I” and a leader says “We.”
- A boss drives employee whereas a leader coaches them.
- A boss takes credit whereas a leader gives credit.

Say

- Talk about leadership and leadership qualities for an entrepreneur as discussed in the Participant Handbook.

Ask

- Why is it important for a leader to be effective? How does it help the organization?

Say

- Let us discuss benefits of effective leadership as discussed in the Participant Handbook.
- “Out-of-the-box thinking” is one of the new leadership styles. It means thinking differently and from a new perspective.

Ask

- Do you consider yourself a team player?

Do

- Divide the class into 2 teams.
- Ask each team to create a chain using materials they have in class such as shoe laces, belts, paper, handkerchief, ribbons, etc.
- The team that creates the longest chain wins the game.
- Observe if the participants are interacting with their team or working in isolation.
- Share your observations with the class.

Say

De-brief:

- What did the winning team do differently?
- Who was responsible for the winning team's success?
- How does this activity explain the role of teamwork in entrepreneurial success?

Say

- Tell the class that both the teams performed well.
- Discuss that the objective of this activity was to open communication channels and how this has been achieved.
- The participants should aim to keep the communication channels open when interacting with their peers and team members.
- It will set the pace and enthusiasm required for all the ensuing teamwork activities.
- Talk about teamwork and importance of teamwork in entrepreneurial success as discussed in the Participant Handbook.

Summarize

- Close the discussion by summarizing about the importance of teamwork for employees.
 - Teamwork helps in reducing stress for the employees.
 - Teamwork helps employers in generating more number of solutions to a problem and developing improved communication amongst employees.
- Ask the participants what they have learned from these exercises.
- Ask if they have any questions related to what they have talked about so far.

UNIT 5.5.3: Communication Skills: Listening & Speaking: The Importance of Listening Effectively

Unit Objectives

At the end of this unit, the participants will be able to:

1. Discuss the importance of listening effectively
2. Discuss how to listen effectively
3. Discuss the importance of speaking effectively
4. Discuss how to speak effectively

Resources to be Used

- Participant Handbook

Activity

Activity – Chinese Whisper

Step 1: Form a circle.

Step 2: Start a whisper chain. Any one participant will whisper a message into his/her neighbour's ear. No one else must hear the message. The message can be serious or downright.

Step 3: The next person who first heard the message should whisper the message very quickly to the person sitting next to them.

Step 4: The game goes on until the last person says whatever they heard out loud and the first person reveals the real message.

Compare them and have a great laugh!

Ask

De-brief questions:

- Was the original message the same as the message that is communicated at the end of the game?
- Why do you think there was a difference in the messages?

Say

- No, the original message was not same at the end of game.
- The barriers to communication like language, disturbance and noise, poor listening skills, boredom, poor speaking skills, etc. are the potential reasons this happens.

- There are various aspects to communication. Speaking skills and listening skills are two major components to any communication. There is always some room for improvement in the way we communicate.
- It is important to accept the reality of miscommunication and work to minimise its negative impacts.

Say



- Communication is a two-way process where people exchange information or express their thoughts and feelings
- It involves effective speaking and effective listening.
- If I go to the store to get bread, I exchange money for the bread. I give something and get something in return.
- Communication takes place in the same manner. You have to provide and receive information for communication to take place.

Ask



- How often do you hear these statements?
 - "You're not listening to me!"
 - "Why don't you let me finish what I'm saying?"
 - "You just don't understand!"
- What do you think the other person is trying to convey to you through these sentences?
- We will not talk about the importance of listening effectively as discussed in the Participant Handbook.

Say



- Let's play a game to understand effective listening process better.

Do



- This is a class activity.
- The participants need to answer the questions they hear.
- Instruct them to listen carefully.
- You will read it at a stretch and if need be repeat it once more.
- Tell the participants to raise their hand if they know the answer to the question asked.
- Keep a check on time.

Activity



Riddles:

Is there any law against a man marrying his widow's sister?

If you went to bed at eight o'clock at night and set the clock's alarm to ring at nine o'clock, how many hours of sleep would you get?

Do they have a 26th of January in England?

If you had only one match and entered a dark room that had a kerosene lamp, oil heater, and a wood stove, what would you light first?

The Delhi Daredevils and the Chennai Super Kings play five IPL matches. Each wins three matches. No match was a tie or dispute. How is this possible?

There was an airplane crash. Every single person died, but two people survived. How is this possible?

If an airplane crashes on the border of two countries, would unidentified survivors be buried in the country they were travelling to or the country they were travelling from?

A man builds an ordinary house with four sides except that each side has a southern exposure. A bear comes to the door and rings the doorbell. What is the colour of the bear?

Answers:

There's no law against a man marrying his widow's sister, but it would be the neatest trick in the book since to have a widow, the man would have to be dead.

You'd get one hour's sleep since alarm clocks do not know the difference between morning and night.

Oh, yes. They have a 26th of January in England. They also have a 27th, a 28th, and so on.

First of all, you would light the match.

Who said the Delhi Daredevils and the Chennai Super Kings were playing against each other in those games?

Every SINGLE person died, but those two were married.

You can't bury survivors under any law especially if they still have enough strength to object.

The bear that rang the doorbell would have to be a white bear. The only place you could build a house with four southern exposures is at the North Pole where every direction is in South.

Ask



De-brief question:

- What were the barriers that came into your way of listening?
- How can you overcome barriers to listening?

Say



- There is a difference between hearing and listening.
- If you don't listen properly, the message may be misunderstood.
- Be open-minded while listening to someone.
- It is important to listen effectively and carefully without making assumptions.

Activity



Elevator Pitch:

You are in the lift of a hotel and you bumped into your former client who is a famous businessman. He has financed a lot of small business ventures and can finance your new start-up too. After exchanging pleasantries, he asks you what your new company does. You open your mouth, and then pause. Where do you even begin?

Then, as you try to organize your thoughts, his meeting is called, and he is on his way. If you would been better prepared, you're sure that he would have stayed long enough to schedule a meeting with you too.

If you were given another chance, what would you have said to this person?

Do



- Start off the task by providing a beginning sentence to get the story started, and then go around the classroom getting each one to add a new sentence to keep the story going.
- This task should be done spontaneously allowing only a little time to think (30 seconds).
- For example: There was once a student who was looking for a job after graduation.

Notes for Facilitation



- Tell the participants to follow these steps to create a great pitch, but bear in mind that you'll need to vary your approach depending on what your pitch is about.
 1. **Identify Your Goal:** Start by thinking about the objective of your pitch. For instance, do you want to tell the potential clients about your organization? Do you have a great new product idea that you want to pitch to an executive or do you want a simple and engaging speech to explain what you do for a living?
 2. **Explain What You Do:** Start your pitch by describing what your organization does. Focus on the problems that you solve and how you help people. Ask yourself this question as you start writing: what do you want your audience to remember most about you? Keep in mind that your pitch should excite you first. After all, if you don't get excited about what you're saying neither will your audience. People may not remember everything that you say, but they will likely remember your enthusiasm.
 3. **Communicate Your USP:** Your elevator pitch also needs to communicate your unique selling proposition or USP. Identify what makes you, your organization or your idea unique. You'll want to communicate your USP after you've talked about what you do.

4. **Engage with a Question:** After you communicate your USP, you need to engage your audience. To do this, prepare open-ended questions (questions that can't be answered with a "yes" or "no" answer) to involve them in the conversation. Make sure that you're able to answer any questions that he or she may have.
5. **Put it all Together:** When you've completed each section of your pitch, put it all together. Then, read it aloud and use a stopwatch to time how long it takes. It should be no longer than 20-30 seconds. Remember, the shorter it is, the better!

Example:

Here's how your pitch could come together:

"My company deals with cloth retail online business and we use various e-commerce platforms to sell our products. This means that you can do shopping with ease and spend time on other important tasks. Unlike other similar companies, we have a strong feedback mechanism to find out exactly what people need. This means that, on average, 95 percent of our clients are happy with our products. So, how can you help us in creating our own web portal?"

6. **Practice:** Like anything else, practice makes perfect. Remember, how you say it is just as important as what you say. If you don't practice, it's likely that you'll talk too fast, sound unnatural or forget important elements of your pitch. Set a goal to practice your pitch regularly. The more you practice, the more natural your pitch will become. Practice in front of a mirror or in front of colleagues until the pitch feels natural.

Summarize

- Close the discussion by summarizing how to speak effectively as discussed in the Participant Handbook.

UNIT 5.5.4: Problem Solving & Negotiation Skills

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss how to solve problems
2. List the important problem-solving traits
3. Discuss ways to assess problem solving skills
4. Discuss the importance of negotiation
5. Discuss how to negotiate

Resources to be Used

- Participant Handbook

Ask

- What is a 'problem'?
- What do you think are the problems you may face in the process of becoming a successful entrepreneur?

Say

- Discuss the definition of problem as given in the Participant Handbook.
- In a hurdle race the hurdles are the obstacles on the way to reach your goal.
- Similarly, obstacles are the hurdles you may face while reaching your goal i.e. to set-up your own business.
- Your goal will be to reach the finishing line after crossing these hurdles.

Ask

- What do you do when you face a problem?
- How do you resolve it? You can pick examples from the question asked previously 'the problems they are likely to face in the process of becoming a successful entrepreneur'.

Say

- Discuss how to solve problems as given in the Participant Handbook.

Team Activity

- This is a group activity.
- The groups will solve the problem and come up with the best solution in each case.

1. Unable to arrange for some extra finance for setting up a beauty parlour. The loan sanctioned and disbursed is not enough. You have tried all your contacts, friends and relatives. But unable to manage the extra amount. Bank will not sanction more amount as you have used up the complete sanction limit.
2. You have rented a space for your business and all arrangements are done. You will be operating from the office space rented in two days. Now the owner comes up to you and says he wants to sell the place and wants you to vacate in 15 days.
3. You have just set up your business and need extra human resource. You have tried inviting a few also tied up with an agency for getting the right candidate. But you are unable to get the right candidate. If the candidate is good, you cannot offer the salary demanded. If the candidate agrees to the salary, he/she has other demands like working hours to be reduced, leaves etc. which may not work for your set up.

Do

- Divide the class into three groups. Give one scenario to each group.
- Explain the purpose and duration of the activity.
- Ask the groups to build on the scenario and present their solution as a role play.

Say**De-brief questions:**

1. What was the problem?
2. Is there any other alternative solution?
3. Is this the best solution presented?

Ask

- Try to think of some people around you who are able to solve problems very easily. Even you or your friends might be approaching them when there is a problem. What qualities do they have? What personality traits do such people possess?

Say

- Discuss the important traits for problem- solving as given in the Participant Handbook.

Ask

- In order to build a successful organization, you need to hire people who possess good problem-solving skills.
- How would you assess the level of problem solving skills of potential candidates before hiring them?

Say



- Discuss how to assess for problem-solving skills as given in the Participant Handbook.

Summarize



- Ask the participants the things that they have learnt so far.
- Ask if they have any questions related to what they have talked about so far.
- Summarize the discussion on problem solving.

Activity



- The activity is to organise an election event. Select three volunteers from the group. They have to give a speech on their election manifesto to the class. They have to negotiate with the fellow participants and convince them to vote for them. The best negotiator will win the election.

Do



- Ask three participants to volunteer for the activity.
- Explain the purpose and duration of the activity.
- Set guidelines pertaining to discipline and expected tasks.

Ask



- Out of the three contestants, whom would you support? Why? What did they say or do which convinced you to make your decision?
- Have you ever tried to negotiate in your personal or professional life?
- Ask the class to share some of their experiences where they have been able to strike a deal by negotiating.

Say



- Discuss “What is Negotiation?” as given in the Participant Handbook.

Ask



- Why is it important to negotiate? As an entrepreneur, where do you think that negotiation skills will be needed?

Say



- Discuss the importance of negotiation while starting a business as given in the Participant Handbook.

Say

- Discuss the important steps to negotiate as given in the Participant Handbook.

Role Play

- Conduct a role play activity.
- Ask the participants to assemble together.
- Explain the purpose and duration of the activity.
- Set guidelines pertaining to discipline and expected tasks.

Do

- Divide them into groups of four (4) (depending on the batch size).
- Give them the hand-outs for role play scenarios.
- Two groups to be given scenarios on problem solving.
- Other two groups to be given scenarios on negotiation.
- The groups will build on the scenarios and prepare for the role play.
- Give the groups at least 5 mins to discuss and be ready with the role play.
- Invite each group one by one to come and present their role play.

Problem solving Scenario 1

Avinash has a Mobile Repair Store in Allahabad. His outlet is one of the most popular one in the vicinity and he has great rapport with his customers. He is always well-dressed, jovial and full of energy.

It's around 11 AM, when a customer barges in to the shop and starts shouting at Avinash for giving her back the instrument which is still not working. The screen of her mobile is also cracked from one side. Avinash remembered thoroughly checking the handset before handing it over to the customer. The customer threatens to sue the company and to go to Consumer Court for cheating her.

Problem solving Scenario 2

You are running a successful small scale business, Shreeji Aggarbattis, Your staff members do door to door selling and organise marketing campaigns in local markets. Your brand has established its name in last few years.

Recently, lot of customers have been coming to you and lodging complaints that your staff members indulge in malpractices. Few of them informed you that a staff member engaged them in a friendly conversation. In the meanwhile, the other gave them lesser packets of aggarbattis than they paid for.

Another set of customers lodged complaint about the misconduct and rude behaviour of a particular staff member. You often hear from your customers that the orders don't get delivered on time or wrong products get delivered. You have already been struggling with shortage of staff and such complaints are a serious concern as it is hampering your brand image. What strategies will you adopt to solve this problem?

Negotiation Scenario 1

You have interviewed a prospective new employee who could be a key member of your new entrepreneurial venture. The new person is demanding a salary that is 20% higher than you thought based on your business

Plan. Finances are tight, yet you believe this person could make a significant impact on future profits. If you paid the required salary for the new person, then you would have to restructure your entire business plan. You've been searching for an individual with this skill level for three months. To the candidate is waiting for your response. Now you have to call him in to make the final negotiations.

Negotiation Scenario 2

You are a young entrepreneur who has just registered his start up project and applied for a bank loan accordingly. You receive a letter saying that your loan application has been rejected as your start up idea did not appeal to the bank and they think that it is not a revenue generating model. You have taken an appointment to meet the manager and show your negotiation skills to get your loan approved.

Notes for Facilitation

Facilitating Role Plays**Preparing for the activity**

1. Carefully review the details of the scenario and the character descriptions.
2. Become familiar with the key issues being addressed in the scenario.
3. Study the provided material so that you are ready to address issues related to the situations depicted in the role-plays.
4. Anticipate and know how to address issues participants might raise during the activity.

Conducting the activity

1. Introduce the activity. Emphasize that role-playing provides participants with an opportunity to apply their new knowledge, skills, and tools in situations that simulate actual interactions with customers.
2. Ask participants to form pairs. Direct the members of each group to choose who will play the roles. Remind the groups that each participant should be given the opportunity to play/practice the different roles.
3. Conduct a demonstration so that participants become familiar with the expectations related to the roles and support materials.
4. Give the pairs/ groups 10 to 15 minutes to conduct the role-play (depending on the duration of the session).
5. After all the groups have finished with the role-play, conduct a debriefing session on each role-play.
6. Ask the groups to take five minutes to talk about what happened during the role-play. The groups should discuss the questions given in the debriefing for each role-play.
7. Encourage participants to provide constructive criticism during their discussions.

Summarize

- Wrap the unit up after summarizing the key points and answering questions.

UNIT 5.5.5: Business Opportunity Identification: Entrepreneurs and Opportunities

Unit Objectives

At the end of this unit, the participants will be able to:

3. Discuss how to identify new business opportunities
4. Discuss how to identify business opportunities within their business

Resources to be Used

- Participant Handbook
- Blank sheets of paper
- Pens

Ask

- How does an entrepreneur identify an opportunity?
- What do you think are the common queries or concerns faced by entrepreneurs?
- How can you identify new business opportunity?

Say

- Let's talk about opportunity, common queries or concerns faced by entrepreneurs, idea as an opportunity, factors to consider when looking for opportunities, ways to identify new business, and opportunity analysis as discussed in Participant Handbook.
- Let's do an activity to understand ways to identify business opportunities within your business.

Do

- Tell the class that this is an individual activity.
- Tell the participants to create a matrix on their notebooks.
- There will be four boxes in your matrix.
- Strength, Weakness, Opportunity and Threats will be the four headings of the matrix. This is called the SWOT matrix.
- Read out the questions to them and tell the participants they need to answer the questions asked in each matrix.
- Tell them they can also use their own understanding of themselves to fill the SWOT matrix.

Activity

Do your SWOT analysis

Strength What are your strengths? What unique capabilities do you possess? What do you do better than others? What do others perceive as your strengths?	Weakness What are your weaknesses? What do your competitors do better than you?
Opportunity What trends may positively impact you? What opportunities are available to you?	Threat Do you have solid financial support? What trends may negatively impact you?

Do

- Congratulate everyone for the class activity.
- Ask the audience to applaud for themselves.
- Allot the participants sufficient time to complete this activity, but do keep a check on time.
- Ask de-brief questions to cull out information from the participants.

Ask

De-brief questions:

- What are your weaknesses according to your SWOT analysis?
- Do you think you can change your weakness into strength? How?
- Do you think you can work on your threats? How?

Summarize

- Close the discussion by summarizing ways to identify business opportunities within your business.
- Ask the participants what they have learned from this exercise.
- Ask if they have any questions related to what they have talked about so far.

UNIT 5.5.6: Entrepreneurship Support Eco-System

Unit Objectives

At the end of this unit, participants will be able to:

1. Explain the meaning of entrepreneur
2. Describe the different types of entrepreneurs
3. List the characteristics of entrepreneurs
4. Recall entrepreneur success stories
5. Discuss the entrepreneurial process
6. Describe the entrepreneurship ecosystem
7. Discuss the purpose of the 'Make in India' campaign
8. Discuss the key schemes to promote entrepreneurs

Resources to be Used

- Participant Handbook
- Chart papers
- Marker pens
- Pencils
- Colour pencils
- Scale
- Eraser
- Other requisite stationery material

Ask

- Do you think that entrepreneurs need support?
- What do you think is an eco-system?
- What do you think 'entrepreneurship support eco-system' means?

Say

- Let's learn what entrepreneurship support eco-system means.
- Discuss 'Entrepreneurship Support Eco-System' as given in the Participant Handbook

Ask

- Can you define entrepreneurship support eco-system?
- What are the key domains of the support eco-system?

Say



- Let's learn more about these domains by conducting an activity.
- You have to make a poster showing the components of the six main domains of entrepreneurship support eco-system.

Team Activity



- Making a poster showing the entrepreneurship support eco-system.

Do



- Divide the class into groups of four or six.
- Hand out chart paper and coloured pens.
- Explain the purpose and duration of the activity.
- Go around checking the progress of each group.
- Set guidelines pertaining to discipline and expected tasks.

Activity De-brief

Ask each group to display their poster and explain the key domains of entrepreneurship support eco-system.

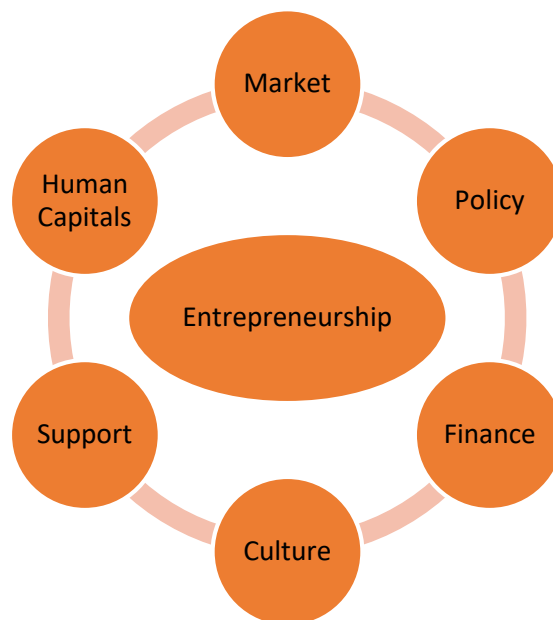


Fig 5.5.2:

Ask



- What kind of government support eco-system is available for entrepreneurs in India?

Say



- Discuss 'Make in India' campaign as given in the Participant Handbook.

Team Activity



- Presentation on key schemes to promote entrepreneurs

Do



- Divide the class into pairs.
- Number each pair from 1-15.
- Assign a scheme, same as their group number, to each group.
- Ask them to read the scheme carefully and present it to the class.
- Explain the purpose and duration of the activity.
- Go around checking the progress of each group.
- Set guidelines pertaining to discipline and expected tasks.

Activity De-brief

- Ask each group to explain the scheme offered by government to promote entrepreneurs.

Summarize



- Summarize the unit by discussing the key points and answering questions the participants may have.

UNIT 5.5.7: Risk Appetite & Resilience

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the relationship between entrepreneurship and risk appetite
2. Discuss the relationship between entrepreneurship and resilience
3. Describe the characteristics of a resilient entrepreneur

Resources to be Used

- Participant Handbook
- Chart papers
- Blank sheets of paper
- Pens
- Marker pens

Ask

- Can you define risk or explain what constitutes a risk?
- What do you people mean when they say, “This may be a risky proposition”?
- What risks are they talking about?

Example

- Let's have a look at these two examples:

Rohit and his family were travelling by car from Delhi to Nainital. It was their second trip there. Rohit was familiar with the road. His friends told him that the highway after Rampur was in a bad condition. They advised him to take a shortcut and turn left from Moradabad and take the Kaladhungi road. This road is in a better condition. Since he was going with his family, and did not want to take the risk of getting lost, he left early. He took the Kaladhungi road and reached Nainital well in time.

Suresh and his family too were travelling by car from Delhi to Nainital. It was their second trip there. His friends too advised him to take a shortcut and turn left from Moradabad and take the Kaladhungi road as this road was in a better condition. Suresh too decided to take the Kaladhungi road but he left Delhi in the afternoon. It was dark by the time he reached Kaladhungi, and he was sure that he was taking the correct turn. As it was late, he could not find anyone to give him directions. He ended up being in an unknown place that was scarcely inhabited.

Say



- Let's see what type of risks Rohit and Suresh took.
- Discuss 'Risk Appetite and Resilience' with the participants as given in the Participant Handbook.

Say



- Let's learn more about risk appetite and resilience with the help of an activity.

Team Activity



Risk Appetite

- This is a group activity.
- In the previous unit, you read success stories of Mr Dhirubhai Ambani and Dr Karsanbhai Patel.
- Mr Ambani left his job and started his company Reliance with just Rs. 50,000/-.
- Dr Patel kept his job, went door-to-door to sell Nirma, and only when the brand started gaining popularity did he start his own company.
- What types of risk did both of them take?
- What risk factors, do you think, did they keep in mind before launching their company?
- Write the Risk Appetite Statement of both the companies.

Activity De-brief

- Who took a greater risk?
- What are the differences between the Risk Appetite Statement of both the companies?

Do



- Instruct the participants that this is group work.
- Divide the class into small groups of 4.
- Give each group a chart paper.
- Tell the participants that they have to evaluate the risks taken by Mr Dhirubhai Ambani and Dr Karsanbhai Patel.
- Give the participants 15 minutes to discuss and write.
- Keep a check on time. Tell the group to wind up quickly if they go beyond the given time limit.

Ask

- Do you think all entrepreneurial ventures are successful?
- What happens if the first venture is not successful?
- Should the entrepreneur stop when faced with challenges or face them?

Example

- Let's have a look at the following example:

Vijay Shekhar Sharma is the founder of Paytm, which is a giant Indian e-commerce. He was born in a middle-class family in Uttar Pradesh. He started his first job at an MNC. He quit after six months and built a company One97 with his friends. As One97 grew bigger, it needed more money because it was running more servers, bigger teams, and had to pay royalty. At that time, the tech bubble popped and technology companies were running in losses. Finally, money ran out. So One97 took loans and then more loans at higher rates of interest, as high as 24 per cent, and became caught in a vicious cycle.

In 2014, Paytm was launched with online wallet services after which, the company enabled online payment transactions. The company got licenses from RBI in 2016 to launch India's first ever payment bank. Moreover, the main motive of Paytm was to transform India into a cashless economy.

After demonetization came into effect, Vijay Shekhar Sharma started promoting online and digital transactions to deal with the cash crunch. In fact, the service of the company's mobile wallet is accepted across India. The logo of Paytm is now popular almost everywhere from tea stalls to major companies.

Say

- Let's see what qualities made Vijay Shekhar Sharma a resilient entrepreneur.
- Discuss Entrepreneurship and Resilience with the participants as given in the Participant Handbook.

Say

- Let's learn more about entrepreneurship and resilience with the help of an activity.

Team Activity

Entrepreneurship and Resilience

- This is a group activity.
- Think of some entrepreneurship ventures that faced challenging times, but later resulted in success stories.
- Who is the founder of that company?
- What challenging times did it face?
- How did it overcome those challenges?
- List the resilient characteristics of the entrepreneur.

Activity De-brief

- Each group to give their presentation.
- Why did you choose this company?
- What is the success story of the company?

Do

- Instruct the participants that this is group work.
- Divide the class into small groups of 4.
- Give each group a chart paper.
- Tell the participants that they have to think of an entrepreneur who faced challenging times, but eventually succeeded.
- Give the participants 15 minutes to discuss and write.
- Keep a check on time. Tell the group to wind up quickly if they go beyond the given time limit.

Summarize

- You can summarize the key points of the unit.
- Ask the participants what they learned from the activities.
- Clarify any questions or doubts they might have.

UNIT 5.5.8: Success and Failures

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss how to deal with failure

Resources to be Used

- Participant Handbook

Ask

- Have you heard the quote 'nothing is impossible'?
- What do you think it means?
- Do you think that all successful entrepreneurs became famous overnight or did they have to struggle or face failure before succeeding?

Example

- Let's have a look at this example.

Shah Rukh Khan, also known as, SRK or King Khan is a force to reckon with. Did he achieve stardom overnight?

Shah Rukh Khan, who has seen many struggles in his life – he has slept on streets, struggled to support himself and his sister at a very young age, and lost his parents very early in life, which led to his sister seeking mental health support. Amidst all the chaos and challenges, he kept pushing himself, and today he stands tall as the 'Badshah of Bollywood'. Certainly, those years were not easy for him.

When he was young, he stood at Marine Drive and said, “I will rule this city one day”. Failure was not just his companion during or before his stardom, it is still a substantial part of his life. Success does not come easy. What made him a star was his acceptance of failure and the urge to improve.

Say

- How do you define success and failure?
- What is fear?
- Discuss “success and failure” with the participants as given in the Participant Handbook.

Ask

- Have you felt or experienced fear?
- What led you to feel that emotion?
- How did you handle it?

Say

- Let's learn the about success and failure with the help of an activity.

Team Activity

- Divide the class into groups of four.
- Instruct them to think of one scenario where they have to interview a successful entrepreneur.
- Explain the purpose and duration of the activity.
- Set guidelines pertaining to discipline and expected tasks.
- They have to choose one person from the group as the interviewee and one as the interviewer.
- Go around and make sure they have understood what is to be done and are discussing the roles properly.
- Check that everyone understands their role. Give clarifications if needed. Give the participants about 5 minutes to discuss and decide their roles.
- Ask the groups to stop the discussion as soon as the time is over.
- Invite each group one by one to come and present their interview as a role play.

Notes for Facilitation

Facilitating Role Plays

Preparing for the activity

1. Carefully review the details of the scenario and the character descriptions.
2. Become familiar with the key issues being addressed in the scenario.
3. Study the provided material so that you are ready to address issues related to the situations depicted in the role plays.
4. Anticipate potential questions that might be raised by the participants and be ready to address them.

Conducting the activity

1. Introduce the activity. Emphasize that role playing provides participants with an opportunity to apply their new knowledge, skills, and tools in situations that simulate actual interactions with customers.

2. Ask participants to form pairs. Direct the members of each group to choose who will play the roles. Remind the groups that each participant should be given the opportunity to play/practice the different roles.
3. Conduct a demonstration so that participants become familiar with the expectations related to the roles and support materials.
4. To maintain spontaneity of the interactions during the role play, ask the participants not to discuss the details of their roles prior to the role play.
5. Give the pairs 15-20 minutes to conduct the role play.
6. Circulate among the groups to answer any questions that may arise and provide guidance as needed.
7. After all the pairs have finished with the role play, conduct a de-briefing session on each role play.
8. Ask the groups to take five minutes to talk about what happened during the role play. The groups should discuss the questions given in the de-briefing for each role play. Encourage participants to provide constructive criticism during their discussions.
9. Conclude the activity by asking participants to think about whether and how they might use scripted role plays in their real life.

Summarize

- Wrap the unit up after summarizing the key points and answering questions.

UNIT 5.6: Preparing to be an Entrepreneur

Key Learning Outcomes

At the end of this unit, you will be able to:

1. Discuss how market research is carried out
2. Describe the 4 Ps of marketing
3. Discuss the importance of idea generation
4. Recall basic business terminology
5. Discuss the need for CRM
6. Discuss the benefits of CRM
7. Discuss the need for networking
8. Discuss the benefits of networking
9. Discuss the importance of setting goals
10. Differentiate between short-term, medium-term and long-term goals
11. Discuss how to write a business plan
12. Explain the financial planning process
13. Discuss ways to manage your risk
14. Describe the procedure and formalities for applying for bank finance
15. Discuss how to manage their own enterprise
16. List the important questions that every entrepreneur should ask before starting an enterprise

UNIT 5.6.1: Market Study/ The 4Ps of Marketing/ Importance of an IDEA: Understanding Market Research

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss how market research is carried out
2. Describe the 4 Ps of marketing
3. Discuss the importance of idea generation

Resources to be Used

- Participant Handbook
- Chart papers
- Markers pens
- Blank sheets of paper

Ask

- Suppose, you want to open a restaurant, what are the factors you will consider?
- How will you promote your restaurant?

Example

- Let's have a look at this example.

Arjun was an MBA working in a company. But he wanted to start a low cost budget hostel for foreign tourists coming to India. He did a lot of market research before starting the project. Based on the information he gathered, he made his business plan. His hostel is now flourishing and he is thinking of expanding to other tourist destinations.

Say

- Discuss "Market Study" with the participants. Refer to the Participant Handbook.
- Let's learn about market study and research with the help of an activity.

Team Activity

Market Study

- This is a group activity.
- You want to start your own tuition centre.
- What type of research will you do?

Activity De-brief

- Ask each group to come forward and give a brief presentation.
- Encourage other groups to be interactive and ask questions.
- What factors did you keep in mind while doing your research?
- Based on our research would you go ahead and open a tuition centre?

Do



- Instruct the participants that this is group work.
- Divide the class into small groups of 4 or 6.
- Give each group a chart paper.
- Tell the participants that they have to start their own tuition centre.
- Give the participants 10 minutes to discuss and write the research work they need to do.
- Keep a check on time. Tell the group to wind up quickly if they go beyond the given time limit.

Say



- By opening a tuition centre you are offering a service.

Ask



- What factors will you keep in mind before opening it?

Say



- Discuss “The 4Ps of Marketing” with the participants as given in the Participant Handbook.

Say



- Let's learn about the 4Ps of Marketing with the help of an activity.

Team Activity



4 Ps of Marketing

- This is a group activity.
- You have to sell a pen to four different segments:
 1. Rural villagers
 2. Rural middle class
 3. Urban middle class
 4. Upper end rich people (Niche market)

Keeping the 4Ps of Marketing in mind, what marketing strategy will you design to sell the pen?

Activity De-brief

- Ask each group to present their strategy.
- Encourage other groups to be interactive and ask questions.

Do



- Instruct the participants that this is group work.
- Divide the class into four groups.
- Give each group a chart paper.
- Assign each group a target audience for selling the pens:
 1. Rural villagers
 2. Rural middle class
 3. Urban middle class
 4. Upper end rich people
- Tell the participants that they have to design a marketing strategy keeping the 4Ps of Marketing in mind.
- Give the participants 20 minutes to discuss and come up with their strategy.
- Keep a check on time. Tell the group to wind up quickly if they go beyond the given time limit

Activity De-brief

- Ask each group to come forward and give a brief presentation.
- Ask each group what they kept in mind while designing their marketing strategy.
- Encourage other groups to be interactive and ask questions.

Say



- Each entrepreneur has an idea of wants he wants to sell. It may be a service or a product.
- Discuss “Importance of an IDEA” as given in the Participant Handbook.

Summarize



- Summarize the key points of the unit.
- Ask the participants what they learnt from the activities.
- Encourage them to ask if they have any doubts.

UNIT 5.6.2: Business Entity Concepts

Unit Objectives

At the end of this unit, participants will be able to:

1. Recall basic business terminology

Resources to be Used

- Participant Handbook

Say

- Let's recall some basic business terminology.
- Discuss the Business Entity Concepts as given in the Participant Handbook.
- Let's learn some basic business terminology by having an activity.
- We will have a quiz today.

Activity

- The activity is a quiz.

Do

- Divide the class in two groups and give a name to each group.
- Explain the rules of the quiz. For each correct answer the group gets 1 mark.
- If the group is unable to answer the question is passed to the next group.
- Explain the purpose and duration of the activity.
- Ask the questions of the quiz.
- Keep a score of the groups.
- Set guidelines pertaining to discipline and expected tasks.

Summarize

- Summarize the unit by discussing the key points.

Notes for Facilitation

QUESTIONS FOR THE QUIZ

1. What does B2B mean?
Business to business
2. What is a financial report?
A comprehensive account of a business' transactions and expenses
3. Who is a sales prospect?
A potential customer
4. How is working capital calculated?
Current assets minus current liabilities
5. What is an estimation of the overall worth of a business called?
Valuation
6. You are buying a house. What type of transaction is it?
Complex transaction
7. How will you calculate the net income?
Revenue minus expenses
8. How is Return on Investment expressed?
As percentage
9. How will you calculate the cost of goods sold?
Cost of materials minus cost of outputs
10. 10. What is revenue?
Total amount of income before expenses are subtracted.
11. What is a Break-Even Point?
This is the point at which the company will not make a profit or a loss. The total cost and total revenues are equal.
12. What is the formula used to calculate simple interest?
 *$A = P (1 + rt)$; $R = r * 100$*
13. What are the three types of business transactions?
Simple, Complex and Ongoing Transactions
14. The degrading value of an asset over time is known as
Depreciation
15. What are the two main types of capital?
Debt and Equity

UNIT 5.6.3: CRM & Networking

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the need for CRM
2. Discuss the benefits of CRM
3. Discuss the need for networking
4. Discuss the benefits of networking

Resources to be Used

- Participant Handbook

Ask

- Can your business run without customers/buyers?
- Who is the most important entity in any business?

Say

- The key to every success business lies on understanding the customer's expectations and providing excellent customer service.
- Discuss about CRM and its benefits. Refer to the Participant Handbook.
- Providing excellent customer service entails:
 - Treating your customers with respect.
 - Be available as per their need/ schedule.
 - Handling complaints effectively.
 - Building long lasting relationships.
 - Collecting regular feedback.
- Handle customer complaints proactively. Ask “what happened”, “why it happened”, “how can it be avoided next time”, etc.
- Collecting feedback from the customers regularly will enable you to improve your good/service.
- “Let's understand it better with the help of some case scenarios. You will be given some cases within your groups. You have to analyse the case scenario that has been given to you and then find an appropriate solution to the problem.”

Do

- Divide the class into four groups of maximum six participants depending on the batch size.
- Give one case study to each group.
- Instruct them to read the case carefully.
- The group is expected to analyse and discuss the case amongst them and find a solution to the given problem.
- Put down the discussion points (de-brief questions) on the board. Give the class 5-10 minutes to discuss the case and note down their solutions.
- At the end of 10 minutes, the team should present their case solution to the class.

Team Activity**Case Study Analysis**

Raju runs a business of wooden furniture. He has a huge list of customers on Facebook and WhatsApp who give him orders regularly. Ankita is one of his old and regular customers. She placed an order for a new chester and TV cabinet via WhatsApp and requested Raju to send them as soon as possible. When the parcel reached Ankita through courier she found that chester was broken and the TV unit was chipped from the bottom. Ankita was heartbroken. It was a complete waste of money. She sent a message to Raju on WhatsApp, expressing her anger and disappointment. Raju might lose an old customer forever if he doesn't satisfy the customer. What should Raju do to retain his customer?

Scenario 2

Rajni runs a boutique shop. She sells suits and sarees. She is one of the most successful designer in her city. Rajni swears that all the clothes in her boutique have unique designs. Smita has to attend her cousin's wedding; she goes to Rajni's boutique to buy a saree. Smita wanted a unique designer saree. Rajni customized a saree for her and sent it over the courier. When Smita had a look at the saree she realised her two friends had the same design sarees. She sent a message to Rajni on WhatsApp, expressing her anger and disappointment. Did Rajni make a false promise? Were her designs copied? What could happen to Rajni's image after this incident? What would you do if you were in Rajni's place?

Scenario 3

Shama is a beautician who offers parlour services to ladies by making home visits. Recently, Shama got her name registered on an e-commerce website. Two days earlier, she got a message from Mrs Sushma. The appointment was fixed for next day, 11:00 am and the remuneration for the services was decided beforehand. When Shama reached there at 10:50 am, Mrs Sushma was not at home. When Shama called her, she asked her to wait for a while. Mrs Sushma reached home at 11:45 am. Meanwhile, Shama had to reschedule her next appointment. After availing Shama's services, Mrs Sushma refused to pay the requisite amount and started finding faults in the services provided by her. Who was at fault in this scenario? What should you do in case the customer behaves unreasonably? What would you do if you were in Shama's place?

Scenario 4

Shailender is the manager of a car showroom. He proactively takes part in all the transactions that happen in his showroom. Vinita wants to buy a new car. She has chosen a car from Shailender's showroom. The salesperson has given her a very good discount and has also promised free service for one year. Vinita goes to the showroom and asks to complete all the formalities to purchase the car. When she sees the final bill she realize that she has not received the promised discount neither was there any mention of the free services. She immediately demands to see the Shailender. When Shailender's head asks how much discount Vinita was promised, he realised the discount will make the sale in loss. The car showroom owner might lose a customer and deal due to false commitments made by his manager. Besides, the customer might tell this to other people, creating a bad name and image for the showroom. If you owned that showroom, how would you have convinced your customer?

Say

- Now, let's discuss the problem and solution with the class.
- The group will first briefly describe the case to the class.
- Then discuss the issue identified and the proposed solution.
- Present the solution as a role play.
- Post presentation, the other groups may ask questions from the group that has presented.

Do

- Congratulate each group for the presentation/ role play.
- Ask the audience to applaud for them.
- Keep a check on time. Tell the group to wind up the discussion quickly if they go beyond the given time limit.

Say

- If your customers are happy with you they will give referrals which will help to grow your business.
- One more way of growing business is 'Networking'.
- Discuss Networking and its benefits. Refer to the Participant Handbook.

Activity

Group Discussion

- Conduct a group discussion in the class on how they can do networking for their business.

Summarize

- Ask the participants what they have learnt from this exercise/ activity.
- Ask if they have any questions related to what they have talked about so far.
- Close the discussion by summarizing the importance of CRM and Networking for entrepreneurs.
- Close the discussion by summarizing the importance of CRM and Networking for entrepreneurs.

UNIT 5.6.4: Business Plan: Why Set Goals?

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the importance of setting goals
2. Differentiate between short-term, medium-term and long-term goals
3. Discuss how to write a business plan
4. Explain the financial planning process
5. Discuss ways to manage your risk

Resources to be Used

- Participant Handbook
- Chart papers
- Blank papers
- Marker pens
- Ruler

Ask

- Remember we had written SMART Goals in a previous session? Let's try and recall why it is important to set goals?
- While framing SMART goals, we talked about 'T' in SMART, which was 'Time Bound'? What do we mean by time bound goals?
- What time limit did you set for your goal- 3 weeks, 3 years, 10 years?

Say

- Talk about short term, long term and medium-term goals, as discussed in the Participant Handbook.

Ask

- As you are planning to become an entrepreneur, you must have thought of an idea for a start-up. What is your business idea?

Do

- Ask few participants to share their business ideas.

Ask

- Have you created a business plan for your business idea?
- Do you think it is important to have a business plan in place? Why/ why not?

Say

- Talk about 'Why Create a Business Plan' as discussed in the Participant Handbook.
- Let's understand it better with the help of an activity.

Team Activity

Writing a business Plan

- This is a group activity.
- Give the groups the required resources such as chart paper and markers.
- This activity is divided into two parts:
 1. Create a business idea
 2. Develop a business plan
- The group will discuss and come up with a new business idea and present their idea to the class.
- In the second part of the activity the group will develop a business plan for the business idea.
- The business plan prepared will be presented by the groups to the class.

MY BUSINESS PLAN
Executive Summary: What is your Mission Statement?
Business Description: What is the nature of your business?
Market Analysis: What is your target market?
Organization and Management: What is your company's organizational structure?
Service or Product Line: What is the lifecycle of your product/ service?
Marketing and Sales: How will you advertise and sell your products?
Funding Request: How much fund is required and from where?

Say

- Teams will need to brainstorm for this part of the activity.
- Use the blank papers for the second part of this activity
- Make your business plan on a chart paper based on the following parameters:
 1. Executive Summary
 2. Business Description
 3. Market Analysis
 4. Organization and Management
 5. Service or Product Line
 6. Marketing and Sales
- Explain each parameter in detail as done in the Participant Handbook.
- Discuss each parameter with the business idea examples of the groups.
- Groups will discuss and develop the business plan for their business idea.

Say

- Now, let's share our plan with the class.
- Each group will briefly describe the plan to the class.
- Post presentation, the other groups may ask questions to the group who have presented their plan.

Do

- Congratulate each group for sharing their points.
- Ask the audience to applaud for them.
- Keep a check on time. Tell group to wind up the discussion quickly if they go beyond the given time limit.

Say

- Along with a business plan, you need to create a financial plan and evaluate the risk involved with your start up.
- Discuss 'Financial Planning' and 'Risk Management' in detail as given in the Participant Handbook.

Summarize

- Ask the participants what they have learnt from this exercise/ activity.
- Ask if they have any questions related to what they have talked about so far.

Notes for Facilitation

- Keep the business plan format ready in a flipchart to display it during the activity.

UNIT 5.6.5: Procedures and Formalities for Bank Finance

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss the importance of setting goals
2. Differentiate between short-term, medium-term and long-term goals
3. Discuss how to write a business plan
4. Explain the financial planning process
5. Discuss ways to manage your risk

Resources to be Used

- Participant Handbook
- Bank loan/finance form sample

Ask

- While preparing a business plan in the last session, we discussed financial planning to arrange financial resources for your start-up. Therefore, how will you collect funds to start your business?

Say

- While most entrepreneurs think 'product' is the most difficult thing to decide for a business, start-up capital poses an even a bigger obstacle. Though there are various ways of funding the business, to convince investors to invest money is the most challenging.
- Some of the funding options available in India are:
 - **Bootstrapping:** Also called self-financing is the easiest way of financing
 - **Crowd funding:** Funds are collected by consumers pre-ordering or donating for starting the business.
 - **Angel investors:** Individual or group of investors investing in the company
 - **Venture capitalists:** Venture capitals are professionally managed funds who invest in companies that have huge potential. They usually invest in a business against equity.
 - **Bank loans:** The most popular method in India.
 - Microfinance Providers or NBFCs
 - **Government programmes**
- Let us now discuss the most popular method i.e. bank finance in detail here.

Do

- Discuss the list of documents that are required to apply for a loan like letter of introduction, business brochure, references of other banks, and financial statements.
- Explain the details to be filled in a loan application form.
- Divide the class into groups. Give each group a loan application form.
- Ask the groups to discuss and fill the form.

Summarize

- Close the discussion by summarizing the important documents needed for bank loan.
- Ask the participants if they have any questions related to what they have talked about so far.

Notes for Facilitation

- Checklist of documents is provided as resources for the session.
- You can make some copies and distribute it during the group activity.
- Download sample loan application forms from any nationalised bank's website. Print sufficient copies to circulate it amongst the groups.

**CHECKLIST OF DOCUMENTS TO BE SUBMITTED ALONG WITH LOAN APPLICATION
(Common for all banks)**

1. Audited financial statements of the business concern for the last three years
2. Provisional financial statements for the half – year ended on _____
3. Audited financial statements of associate concern/s for the last three years
4. Copy of QIS II for the previous quarter ended on _____
5. Operational details in Annexure I
6. CMA data for the last three years, estimates for current year and projection for the next year
7. Term loan/DPG requirements in Annexure II
8. List of machinery in respect of machinery offered as security in Annexure III
9. Additional details for export advances furnished in Annexure IV
10. Property statements of all directors/partners/proprietor/guarantors
11. Copies of ITAO of the company for the last three years
12. Copies of ITAOs/WTAOs of the directors/partners/proprietor and guarantors
13. Copies of certificate from banks and financial institutions certifying the latest liability with them
14. Copy of board resolution authorizing the company to apply to your bank for the credit facilities mentioned in application

15. Copy of memorandum and article of association (in case of limited company)/partnership deed (in case of partnership firm)

16. Cash budget for the current year and next year in case of contractors and seasonal industries.

UNIT 5.6.6: Enterprise Management – An Overview: How to Manage Your Enterprise?

Unit Objectives

At the end of this unit, participants will be able to:

1. Discuss how to manage their own enterprise

Resources to be Used

- Participant Handbook

Ask

- Having set up a business, do you think it is possible to do everything on your own?
- Does one require trained persons for help?
- What does management mean?

Say

- Let's have a look at this example:
Kapil had a small business that was beginning to pick up pace. He wanted to expand his business, and therefore employed few more people. One day, as he was walking past Ramesh, one of his new employees, he overheard Ramesh talking rudely to a customer on the phone. This set him thinking. Kapil realized that he should have regular team meetings to motivate his employees and speak with them about any problems they might be facing during work. He should also conduct training sessions on new practices, soft skills, and technology, and develop work ethics guide for managing his enterprise.

Say

- Was Kapil correct in his approach or he should have scolded Ramesh instantly in front of his other employees?
- Discuss “Enterprise Management – An Overview” with the participants as given in the Participant Handbook.

Say

- Let's learn how to effectively manage an enterprise or business through an activity.

Team Activity

Enterprise Management

- This is a group activity.
- Design a matrix listing the topics and key words that are needed to run an enterprise effectively and smoothly.

Activity De-brief

- Have each group present their matrix.
- Encourage participants of the other groups to ask question about each other's presentation.

Do

- Instruct the participants that this is group work.
- Divide the class into small groups of 4.
- Give each group a chart paper and coloured pen.
- Tell the participants that they have make a matrix they need to fill.
- They have to write the main topics and key words that will them effectively manage their enterprise.
- Give the participants 15 minutes to discuss and write.
- Keep a check on time. Tell the group to wind up quickly if they go beyond the given time limit.

Summarize

- Ask the participants what they have learned from this exercise/activity.
- Ask if they have any questions related to what they have talked about so far.
- Close the discussion by summarizing the importance of effective management to run an enterprise as given in the Participant Handbook.

UNIT 5.6.7: 20 Questions to Ask Yourself before Considering Entrepreneurship

Unit Objectives

At the end of this unit, participants will be able to:

1. List the important questions that every entrepreneur should ask before starting an enterprise

Resources to be Used

- Participant Handbook
- Blank sheets of paper
- Pens

Ask

- Why do you want to become an entrepreneur?

Say

- It is very important to know why you want to become an entrepreneur. Your personal goals for becoming an entrepreneur play a key role in the success of your business. Your goals should be clear well before you start your business.
- Apart from the goals, the other aspects of business that you need to bear in mind are the potential problems that you may face to set-up, your areas of interest, and all the other dimensions of the business.
- Let's understand it better with the help of some questions that every entrepreneur should ask before starting their own business.
- Open the Participant Handbook section named '20 Questions to Ask Yourself Before Considering Entrepreneurship'. You have to answer the questions individually.
- Then, we will have a class discussion on all the questions.

Do

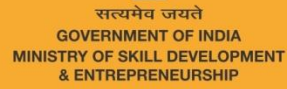
- Read out the questions one by one in front of all the participants.
- Participants have to answer all the one by one questions.
- Give the class 10-15 minutes to note down their answers.
- At the end of 15 minutes, open the discussion for all the questions.
- Moderate the discussion by focusing on the relevant points.

- Keep a check on time and don't let the discussion get sabotaged or lose track of time. Ensure all the questions are covered and discussed.
- Give the participants 15 minutes to discuss and write.
- Keep a check on time. Tell the group to wind up quickly if they go beyond the given time limit.

Summarize

- Ask the participants what they have learned from this exercise/activity.
- Ask if they have any questions related to what they have talked about so far.





Annexure I

Training Delivery Plan

Training Delivery Plan			
Program Name:	Customer Care Executive(Repair Centre)		
Qualification Pack Name & Ref. ID	Customer Care Executive(Repair Centre) (TEL/Q2200)		
Version No.	V1.0	Version Update Date	21-02-2019
Pre-requisites to Training	10+2 or equivalent		
Training Outcomes	By the end of this program, the participants will be able to: <ul style="list-style-type: none"> • Attend walk-in customers • Resolve the customer queries/complaints within the TAT • Handle store management process • Co-ordinate for Replace/repair handset/accessories • Service entry process in CRM/MS Excel/paper register and in job sheet. 		

Sr. No.	Module Name	Session Name	Session Objectives	NOS Reference	Methodology	Training Tools/ Aids	Duration
1.	Introduction	Introduction to the Program	<ul style="list-style-type: none"> Discuss the overview of the program 	Bridge Module	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector	T: 2 hrs P: 1 hrs
		Training skills to be taught	<ul style="list-style-type: none"> List the necessary skills which the training will cover 	Bridge Module	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector	T: 1 hrs P: 1 hrs
		Effectiveness of program	<ul style="list-style-type: none"> Explain the ground rules to make the program effective 	Bridge Module	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector	T: 1 hrs P: 1 hrs
		Introduction to telecom Industry	<ul style="list-style-type: none"> Discuss an overview of the telecom industry in India 	Bridge Module	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector	T: 2 hrs P: 1 hrs
		Mobile handset industry	<ul style="list-style-type: none"> Discuss about the mobile handset industry in India 	Bridge Module	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector	T: 1 hrs P: 2 hrs
		Players in mobile handset industry	<ul style="list-style-type: none"> List the top mobile handset players in India 	Bridge Module	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector	T: 1 hrs P: 2 hrs
		Role of a Customer Care Executive (RC)	<ul style="list-style-type: none"> Identify the job role of a customer care executive 	Bridge Module	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector	T: 2 hrs P: 2 hrs
		Attributes of customer care executive	<ul style="list-style-type: none"> List the personal attributes of a customer care executive 	Bridge Module	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector	T: 1 hrs P: 2 hrs
		Career avenues of a customer care executive	<ul style="list-style-type: none"> Discuss about the career ladder of a customer care executive (repair centre) 	Bridge Module	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector	T: 1 hrs P: 2 hrs
		Basic Terminologies used in a Telecom Repair Centre	<ul style="list-style-type: none"> Identify the different terminologies used in a telecom repair centre 	Bridge Module	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector	T: 2 hrs P: 2 hrs
		Basics of Mobile Handset	<ul style="list-style-type: none"> Identify the different parts of a mobile handset 	Bridge Module	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector	T: 1 hrs P: 2 hrs
		Assembling a handset	<ul style="list-style-type: none"> Demonstrate how to assemble and disassemble a handset 	Bridge Module	Facilitator-led-	Laptop, white board,	T: 1 hrs P: 2 hrs

Sr. No.	Module Name	Session Name	Session Objectives	NOS Reference	Methodology	Training Tools/ Aids	Duration
					Discussion, videos	marker, projector	
Total Time: T: 17 hrs., P: 20 hrs.							
2.	Handling Complaints of Walk-in Customers	Personal Grooming	<ul style="list-style-type: none"> Identify principles of proper grooming and adhere to proper uniform guidelines 	TEL/N2200 PC1	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector, CRM software	T: 0.5 hrs P: 2 hrs
		Executive's etiquettes	<ul style="list-style-type: none"> Demonstrate professional etiquette and behaviour 	TEL/N2200 S2, SA3	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector, CRM software	T: 0.5 hrs P: 2 hrs
		Personal safety	<ul style="list-style-type: none"> Explain the various ways to maintain personal health and hygiene 	TEL/N2200 SB1	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector, CRM software	T: 1 hrs P: 3 hrs
		Customer Service	<ul style="list-style-type: none"> Describe customer service and explain the characteristics of excellent customer service 	TEL/N2200 SA3	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector, CRM software	T: 1 hrs P: 3 hrs
		Communication	<ul style="list-style-type: none"> Explain the importance of communication at workplace 	TEL/N2200 SA4	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector, CRM software	T: 0.5 hrs P: 2 hrs
		Workplace communication	<ul style="list-style-type: none"> Practice effective communication at workplace 	TEL/N2200 SA4	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector, CRM software	T: 0.5 hrs P: 3 hrs
		Importance of tickets	<ul style="list-style-type: none"> Explain the need and importance of tickets in a repair shop 	TEL/N2200 PC2	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector, CRM software	T: 1 hrs P: 2 hrs
		Ticket management process	<ul style="list-style-type: none"> Explain the ticket management process and ticket lifecycle 	TEL/N2200 KB2	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector,	T: 1 hrs P: 3 hrs

Sr. No.	Module Name	Session Name	Session Objectives	NOS Reference	Methodology	Training Tools/ Aids	Duration
						CRM software	
		Ticket creation	<ul style="list-style-type: none"> Demonstrate how to create a ticket 	TEL/N2200 KA2	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector, CRM software	T: 1 hrs P: 3 hrs
		Types of tickets	<ul style="list-style-type: none"> Discuss different types of tickets 	TEL/N2200 KB1	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector, CRM software	T: 1 hrs P: 3 hrs
		Understanding QRC	<ul style="list-style-type: none"> Discuss what is QRC 	TEL/N2200 PC4	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector, CRM software	T: 1 hrs P: 2 hrs
		Handling the query	<ul style="list-style-type: none"> Explain about query, request and complaint and effective way of handling them 	TEL/N2200 PC3	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector, CRM software	T: 1 hrs P: 3 hrs
		Time Management	<ul style="list-style-type: none"> Explain how to manage time in order to do work effectively 	TEL/N2200 SB2	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector, CRM software	T: 0.5 hrs P: 2 hrs
		Prioritize the task	<ul style="list-style-type: none"> Demonstrate prioritising 	TEL/N2200 SB3	Facilitator-led-Discussion, videos	Laptop, white board, marker, projector, CRM software	T: 0.5 hrs P: 2 hrs
Total Time: T: 11 hrs., P: 35 hrs.							
3.	Identify Issues and Troubleshoot	Initial Diagnostics and Troubleshooting	<ul style="list-style-type: none"> Demonstrate the way to check mobile phone settings 	TEL/N2201 PC1, PC2,	Facilitator-led-discussion Videos	Laptop, white board, marker, projector, handsets	T: 3 hrs P: 5 hrs
		Replacement and repair	<ul style="list-style-type: none"> Explain about repair and replacement and various levels involved in them 	TEL/N2201 PC4, PC5	Facilitator-led-discussion Videos	Laptop, white board, marker, projector	T: 3 hrs P: 5 hrs
		Techniques of Up-Selling and	<ul style="list-style-type: none"> Describe the techniques of up- 	TEL/N2201 PC6, KB3	Facilitator-led-	Laptop, white	T: 3 hrs P: 5 hrs

Sr. No.	Module Name	Session Name	Session Objectives	NOS Reference	Methodology	Training Tools/ Aids	Duration
		Cross-Selling	selling and cross-selling of company's products and services.		discussion Videos	board, marker, projector	
		Introduction to up-selling and cross-selling	<ul style="list-style-type: none">Demonstrate up-selling and cross-selling	TEL/N2201 PC6	Facilitator-led-discussion Videos	Laptop, white board, marker, projector	T: 3 hrs P: 5 hrs
		Handling Objections	<ul style="list-style-type: none">Explain what is an objection and handle objections with sensitivity	TEL/N2201 PC7	Facilitator-led-discussion Videos	Laptop, white board, marker, projector	T: 3 hrs P: 5 hrs
		Customer problems	<ul style="list-style-type: none">Identify customer's problems and criticism	TEL/N2201 SB6, SB7, SB8	Facilitator-led-discussion Videos	Laptop, white board, marker, projector	T: 3 hrs P: 5 hrs
		Importance of Language Skills	<ul style="list-style-type: none">Explain the need and importance of language skills	TEL/N2201 SA3, SA4	Facilitator-led-discussion Videos	Laptop, white board, marker, projector	T: 3 hrs P: 5 hrs
		Language skills	<ul style="list-style-type: none">Practice the language skills needed by a customer care executive (repair centre)	TEL/N2201 SA5, SA6	Facilitator-led-discussion Videos	Laptop, white board, marker, projector	T: 3 hrs P: 5 hrs
Total Time: T: 24 hrs., P: 40 hrs.							
4.	Coordination for Replacement and Repair	Coordination for Replacement and Repair	<ul style="list-style-type: none">Describe what is a warranty period and things covered under mobile phone warranty	TEL/N2202 PC1, KA2	Facilitator-led-discussion Videos Skill Practice	Laptop, white board, marker, projector, handsets	T: 3 hrs P: 3 hrs
		Introduce dead on arrival concept	<ul style="list-style-type: none">Explain the meaning of dead on arrival with regard to repair centre	TEL/N2202 PC2, KB4	Facilitator-led-discussion Videos Skill Practice	Laptop, white board, marker, projector, handsets	T: 3 hrs P: 3 hrs
		Turn-around-time policy	<ul style="list-style-type: none">Discuss about turn-around-time in a repair centre	TEL/N2202 PC3, KA1	Facilitator-led-discussion Videos Skill Practice	Laptop, white board, marker, projector, handsets	T: 2 hrs P: 5 hrs
		Interpersonal Skills	<ul style="list-style-type: none">Explain the importance of Interpersonal Skills	TEL/N2202 SB1, SB2	Facilitator-led-discussion Videos Skill Practice	Laptop, white board, marker, projector, handsets	T: 2 hrs P: 5 hrs
		Dealing with angry customers	<ul style="list-style-type: none">Describe the steps involved in dealing with angry customers	TEL/N2202 SB6, SB7, SB8	Facilitator-led-discussion Videos	Laptop, white board, marker,	T: 2 hrs P: 5 hrs

Sr. No.	Module Name	Session Name	Session Objectives	NOS Reference	Methodology	Training Tools/ Aids	Duration
					Skill Practice	projector, handsets	
		Skills to deal with angry customers	<ul style="list-style-type: none"> Practice the process of dealing with angry customers 	TEL/N2202 SB6, SB7, SB8	Facilitator-led-discussion Videos Skill Practice	Laptop, white board, marker, projector, handsets	T: 2 hrs P: 5 hrs
		Need of building rapport	<ul style="list-style-type: none"> Explain the need of building rapport with customers 	TEL/N2202 SB9	Facilitator-led-discussion Videos Skill Practice	Laptop, white board, marker, projector, handsets	T: 2 hrs P: 5 hrs
		Techniques of rapport building	<ul style="list-style-type: none"> Describe the technique involved in building rapport 	TEL/N2202 SB9, SB14	Facilitator-led-discussion Videos Skill Practice	Laptop, white board, marker, projector, handsets	T: 2 hrs P: 4 hrs
Total Time: T: 18 hrs, P: 35 hrs							
Grand Total: 200 hrs.							
T: 70 hrs.							
P: 130 hrs.							

Annexure II

Assessment Criteria

CRITERIA FOR ASSESSMENT OF TRAINEES

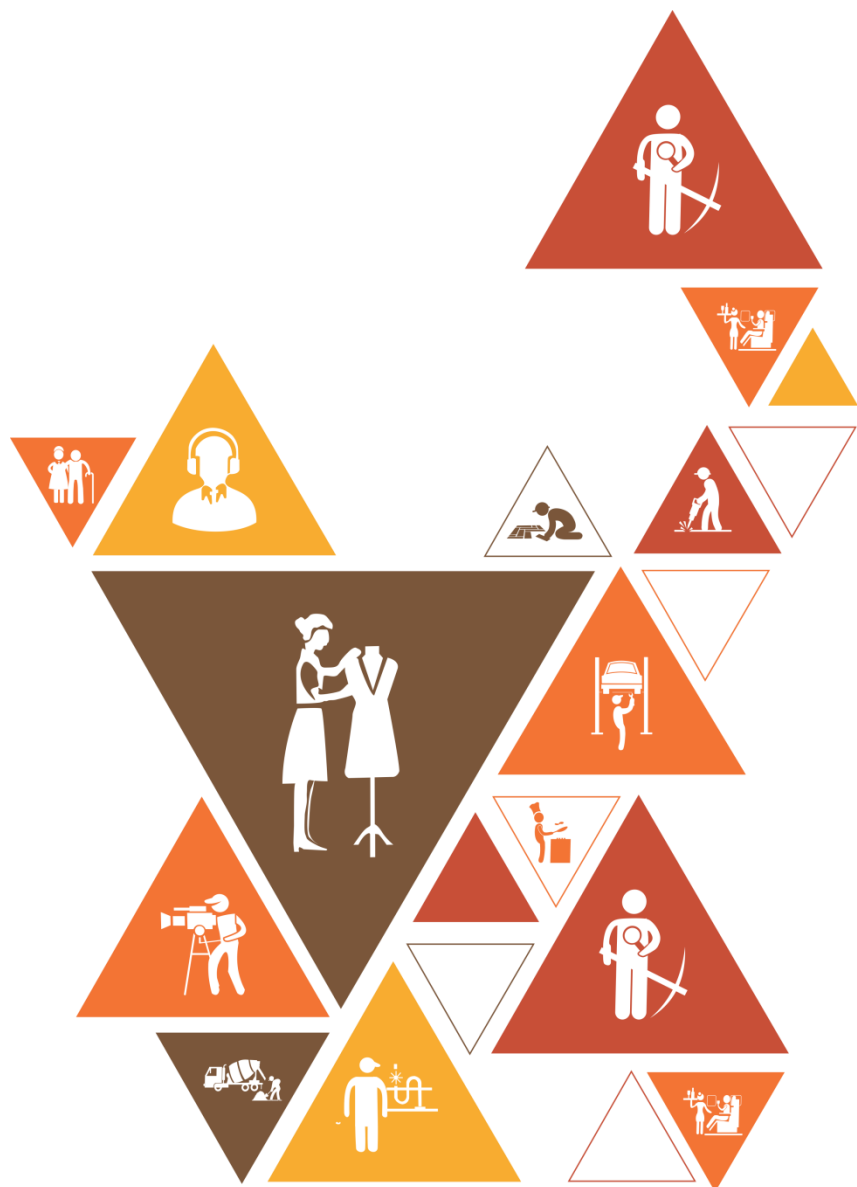
Assessment Criteria for “Customer Care Executive(Repair Centre)”	
Job Role	Customer Care Executive(Repair Centre)
Qualification Pack	TEL/Q2200
Sector Skill Council	Telecom Sector Skill Council
Guidelines for Assessment <ol style="list-style-type: none"> Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC. The assessment for the theory part will be based on knowledge bank of questions created by the SSC. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS. 4a. Individual assessment agencies will create unique question papers for theory part for theory part for each candidate at each examination/training center (as per assessment criteria below). 4b. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack. 	

Assessment Outcome	Assessment Criteria	Total Mark (300)	Out Of	Theory	Skills Practical
1. TEL/N2200 (Managing queries/complaints of walk-in customers)	PC1. adhere to specified uniform/dress code and other grooming guidelines	100	10	0	10
	PC2. attend walk-in customers through token or ticket management		30	15	15
	PC3. capture queries/complaints of walk-in customers in CRM, register or MS Excel		30	15	15
	PC4. record daily number of walk-ins, units accepted for repair and replacement in the job sheets		30	10	20
		Total	100	40	60

2. TEL/N2201 (Identify issues and troubleshoot)	PC1. probe and perform checks for symptoms and identify root cause of the handset/accessory issue	100	10	10	0
	PC2. classify and troubleshoot root cause of handset/accessory issue, to be dealt at frontend (level 1) or backend (levels 2 & 3)		20	10	10
	PC3. provide software and hardware support for various operating systems		10	10	0
	PC4. recommend customers on software updates like latest operating system/upgrades, wherever applicable		15	10	5
	PC5. obtain handover of handset with accessories and provide job sheet to customers, if and when required		5	5	0
	PC6. identify opportunity for cross-sell or up-sell and execute		20	10	10
	PC7. handle objections rationally and patiently		20	5	15
		Total	100	60	40
3. TEL/N2202 (Co-ordinate for replacement/repair)	PC1. check handset warranty and inform charges for repair/replacement, if applicable	100	10	10	0
	PC2. check for dead on arrival handset and adhere to the DOA policy		15	10	5
	PC3. inform resolution TAT (Turn Around Time) to the customer		5	5	0
	PC4. resolve device issues in co-ordination with L2 & L3, if required		5	5	0
	PC5. handover handset with accessories along with the job sheet to backend, within TAT (Turn Around Time)		10	10	0
	PC6. call customer to inform TAT (Turn Around Time) for collection of repaired/replaced handset/accessory and repair charges		10	0	10
	PC7. obtain handset with accessories handover from backend		10	10	0
	PC8. handover repaired/replaced handset/accessory to customer within TAT (Turn Around Time) and collect payment, as applicable		5	5	0
	PC9. adhere to organizational replacement/repair policy		15	15	0
	PC10. follow escalation matrix		15	15	0
		Total	100	85	15

- Notes

[illegible]





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