

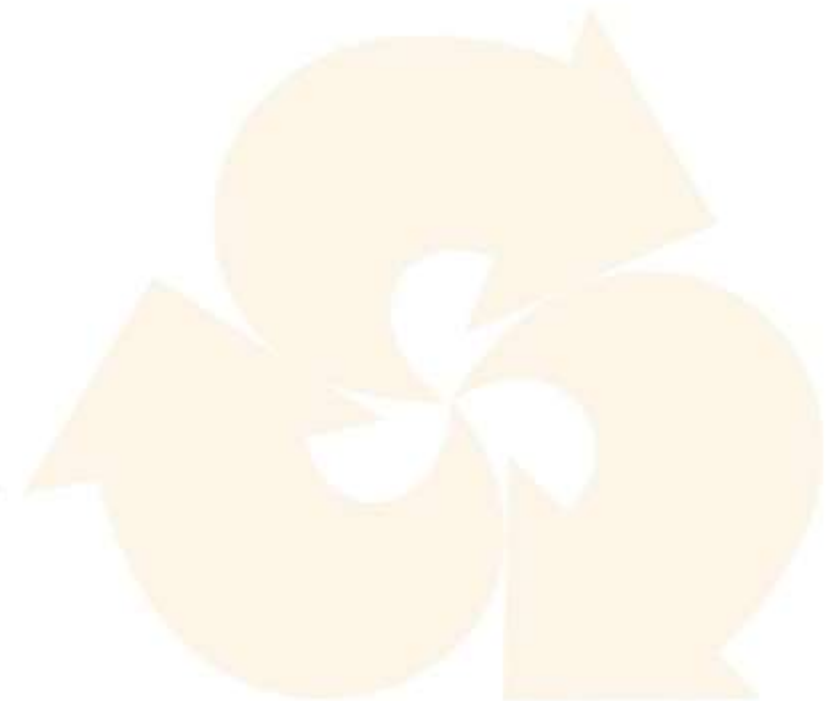
MSME *Prerana*

Empowering Entrepreneurs

An Out of the Box Initiative by



**Half Yearly Report - Oct '20 to March '21
(Part 2 of 2)**



Content

Mission Prerana!

5

Ensuring Excellence

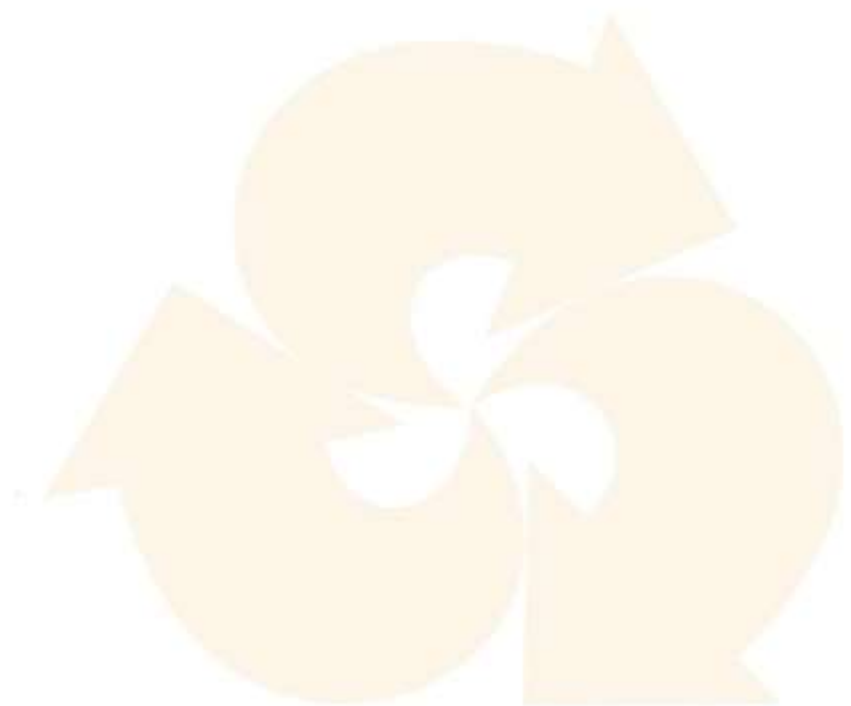
21

Internal Capabilities –Team Poornatha

27

Systems and Processes

41



Mission Prerana!



Prerana's Focus

A typical, dynamic entrepreneur in a developing country like India requires business and leadership training in following three areas



Grasp of basic financial concepts



Developing structured decision-making capabilities



Broadening the view of leadership



Deficiencies in existing ecosystem



The formal extant training systems available in the market for entrepreneurs, while are contemporary, focus either on



- Concepts that are far removed from the reality of businesses



- Where concepts are relevant there are no handrails for the entrepreneurs to customize it to their needs and requirements

Prerana's Approach

Simplified - Step by step approach in vernacular



Interactive - Active participation through discussion and workbook



Practical - Immediate application in business



Prerana's Promise

Simplified - Step by step approach in vernacular
Customer Feel



"The content was simplified and was quite easy to follow and there wasn't a lot of use of Jargons".



Mr. Pankaj Saxena, Team DRP Healthcare

"The content was simplified and easy for anyone to understand. It was delivered with clarity".



Mr. Siva, Shubalaya silks, Coimbatore

Prerana's Promise

Interactive - Active participation through discussion and workbook



Customer Feel

“The Discussion concept and interaction was very informative, I thank the facilitator for providing instant answers”.



Mr. Balasubramaniam (batch 2)

“Poornatha’s method of teaching was great, the examples and the interactive learning was especially useful. It led to better understanding, application and retention”.



Mr. Gopal Sharma, G.K Medicals

Prerana's Promise

Pactical - Immediate application in business



Customer Feel

“Technical terms like current ratio, debt equity ratio were taught very effectively through workbooks. I would be less dependent on our CA now”.



Mr. Amit Seth, Uttar Pradesh (batch 7)

“The matrix tool to assess our people was very useful and informative. Through this learning, I realized that my staffs are 75% in yellow category - have to bring them to green”.



Ms. Parimala, Tamil Nadu (Batch 2)

Pedagogy



Scaffolding



**Reciprocal Peer
Tutoring**



Story boards



**Social
Constructivism**

**Addressing knowledge gap with world-class contents on
entrepreneurship and leadership**

Accessible to entrepreneurs in the form of small, byte-sized contents



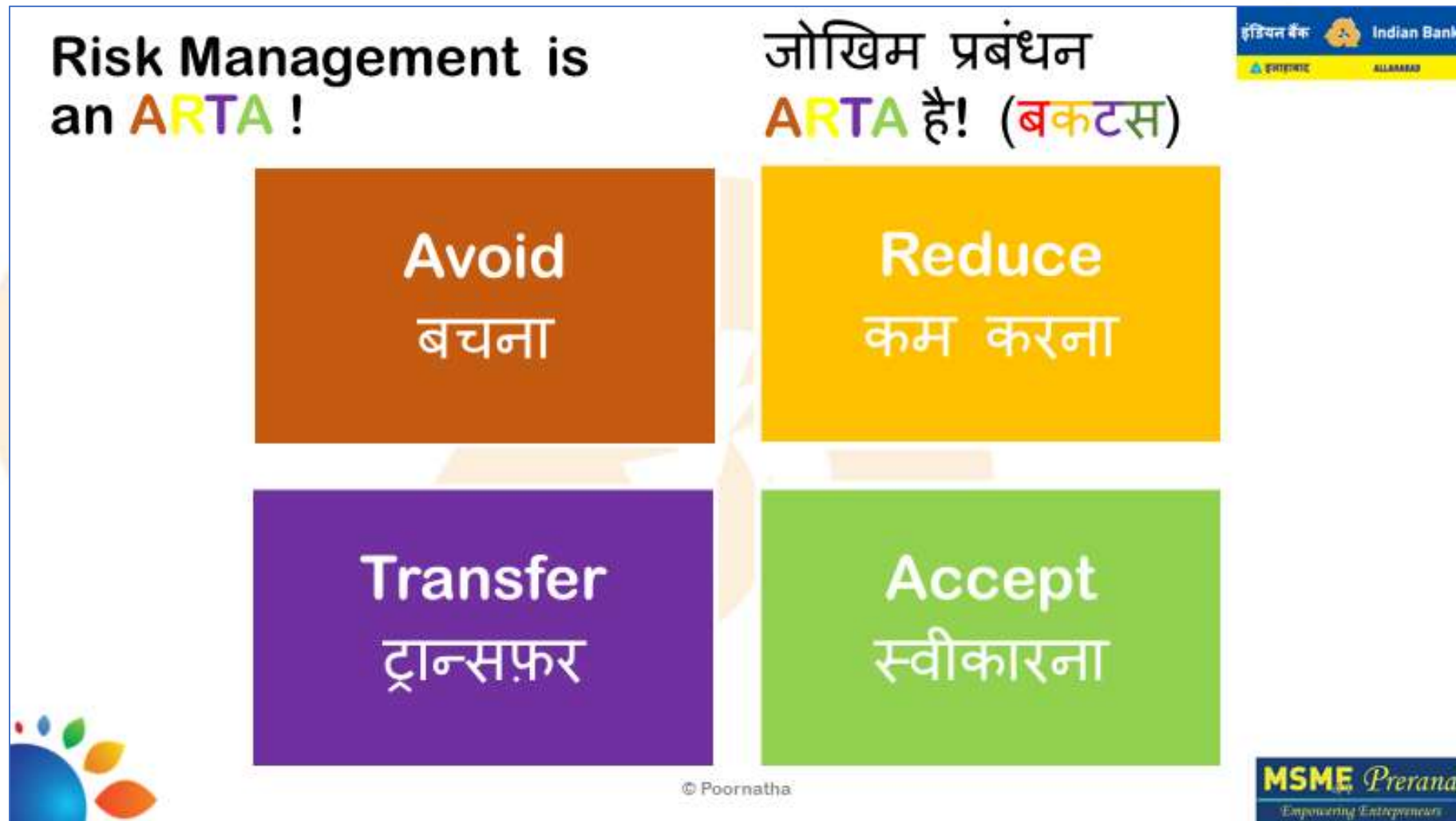
Particulars विवरण		Amount रकम	Short term लघु अवधि	Long term दीर्घावधि
Profit (Income) for the year वर्ष के लिए लाभ आय		20	NA	NA
Capital पूंजी		16	NA	NA
Total कुल राशि				

Net worth and Liabilities निवल संपत्ति और देयता	Amount रकम	Amount रकम	Assets परिसंपत्ति	Amount रकम	Amount रकम
Net worth (निवल संपत्ति)			Long term assets दीर्घकालिक संपत्ति		
Capital पूंजी	16		Land and Building जमीन और इमारत	30	
Profit लाभ	20	36	Tailoring Machinery and Tools मशीनरी और उपकरण सिलाई	40	70
Liabilities (देयता)			Short term assets लघु अवधि परिसंपत्ति		
Long term Loan लंबी अवधि के ऋण			Stitched clothes सिले हुए कपड़े	5	
Term loan for building निर्माण के लिए सावधि ऋण		25	Fabric or cloth कपड़ा	5	
Short term Loan अल्पकालिक ऋण			Customer receivable ग्राहक प्राप्त्य	50	
Working capital loan कार्यशील पूंजी ऋण	40		Bank Balance बैंक राशि	1	61
Supplier credit सपलायर क्रेडिट	30	70			
Total कुल राशि		131	Total कुल राशि		131

Content Sample – Structured Decision – Making



Developing structured decision-making capabilities



Content Sample – View of Leadership

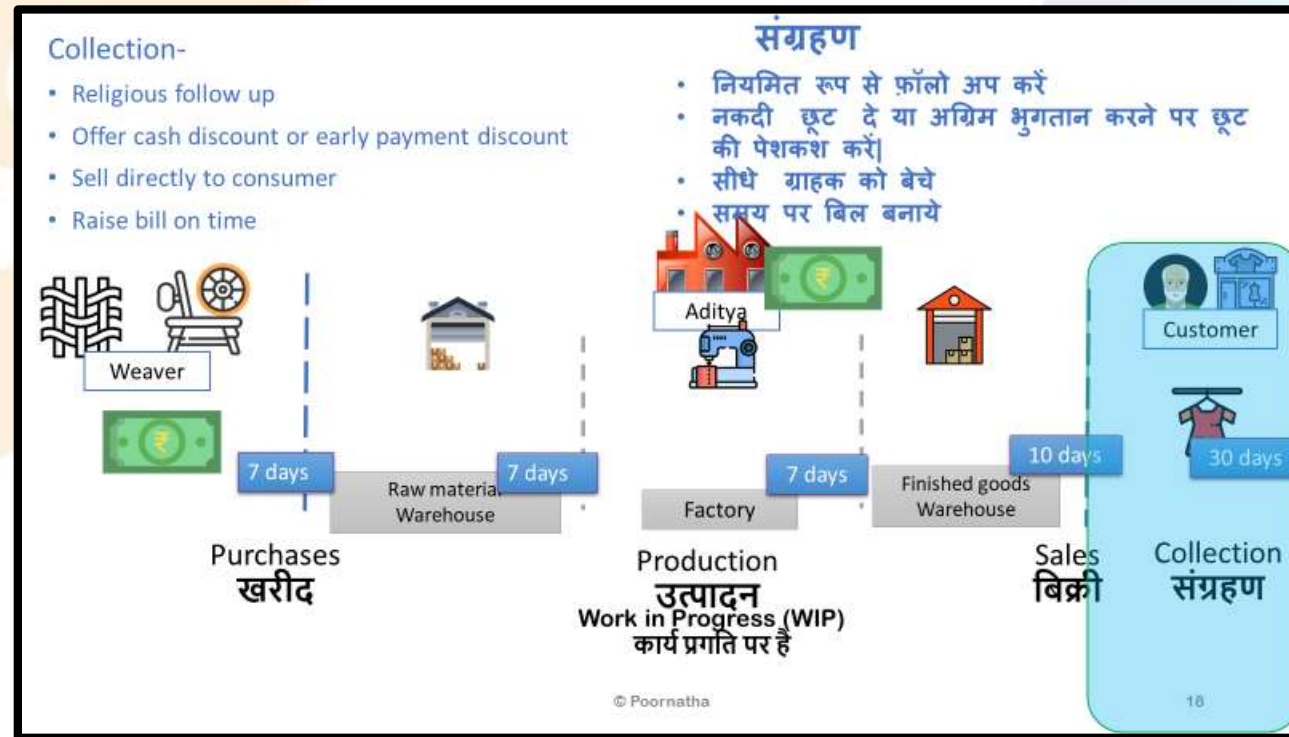


Broader View of leadership



Content – Customization and Improvisation

- Examples and names used in examples customized based on region and language for better relatability
- Novel approach of story board used to teach cash-to-cash cycle



Aids Used

- **Relatable Stories** – examples and stories based on real SME entrepreneurs' experiences
- **Polls and Annotate** – To keep the audience engaged and keep the interaction going. Also helps understand the mood of the audience
- **Discussions** – For audience engagement and peer to peer learning
- **Workbook (In class exercises and follow up activities)** – To try out activities done in class and follow up activity to try more personal/practical examples



Polls

Polls helped the participants actively involve in the training program.

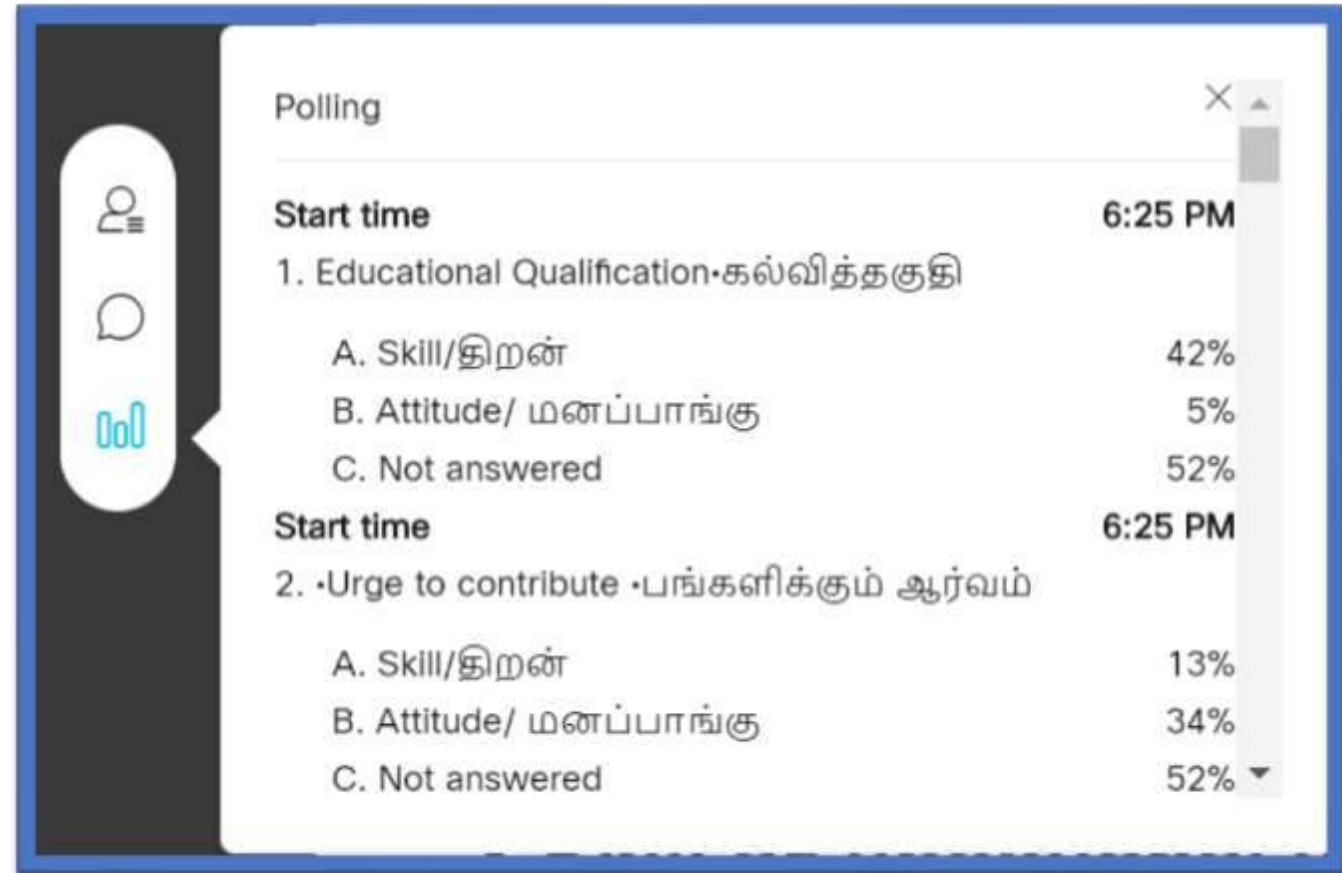
This helped them to self reflect on some content shared during the session.

It also allowed the facilitator get the pulse and mood of the class instantly.

MSME P B2 Mr.Faizal Ahamed

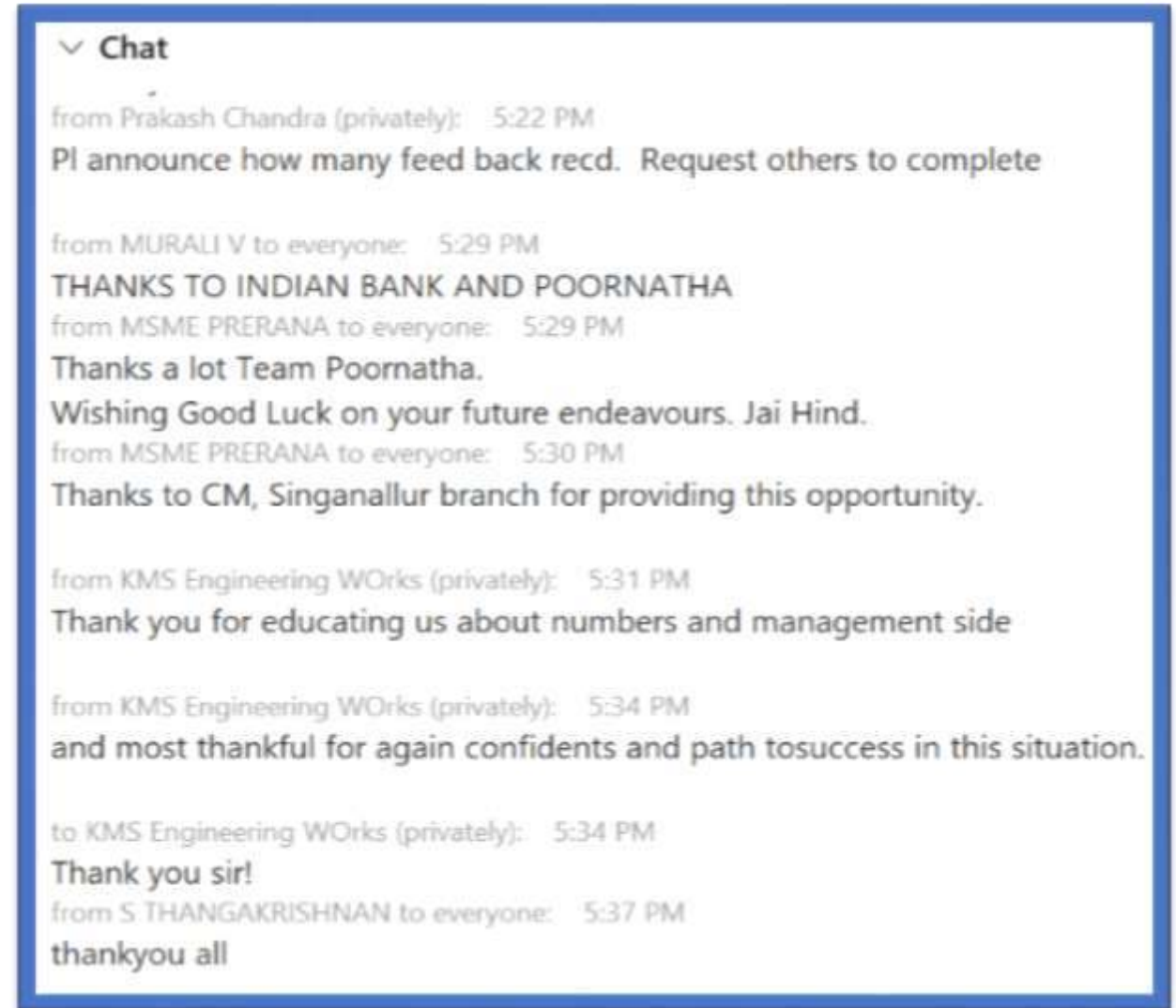
Today's session was very useful.
Many new terminologies were learnt.
And the polling questions gave me an
opportunity for self assessment. 🙏

17:36



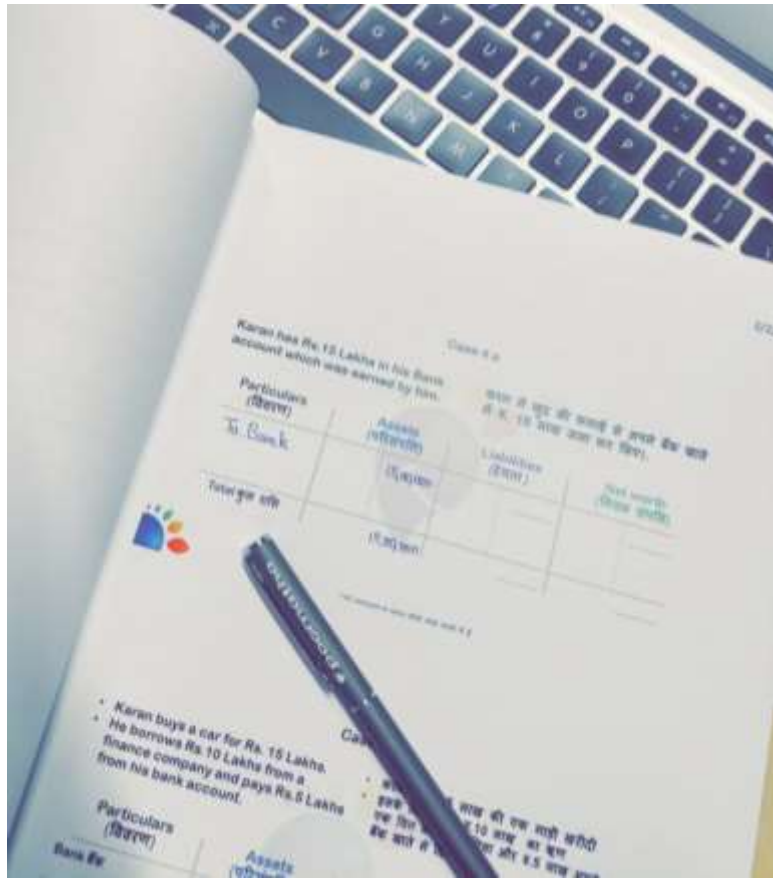
Chat box

Chat box has been used effectively to clear doubts, receive feedback and interact with the participants





s to their business
itself with the help of
networks.



It gives an opportunity to get doubts clarified instantly.



Ensuring Excellence



Feedback



We value feedback and collect it on a continuous basis for improvement.

- In-class feedback
 - Poll
 - Oral
 - Chat
- Outside the class
 - WhatsApp group
 - Email or phone
 - Mid-course and [Final evaluation form](#) – content, admin and facilitation
 - Observers' feedback

होमिन्स बैंक Indian Bank

MSME Prerana
Empowering Entrepreneurs

Batch 02 Coimbatore zone - Final
feedback- MSME Prerana

We request you to give your feedback about the program

*Required

Steps Taken to Ensure Quality Of Delivery

Rigorous selection process for facilitators with stringent criteria



Multiple rehearsal sessions for all topics



Observers in all rehearsals and live classes to ensure quality of delivery



Elaborate feedback mechanism for improvement of facilitator and the content



In Class Roles For Quality Delivery

Facilitator

- Delivers the content
- Enables cross learning and discussion
- Handles Q&A



Observer/ Backup Facilitator

- Gives feedback about the session and facilitator
- Acts as back up facilitator in case the main facilitator is not able to handle class for some reason

Presenter

- Classroom slides operation
- Polls handling



Host

- Allows participants into the classroom
- Mutes participants if noisy
- Supports Facilitator during participant interaction

Co-host

- Supports Host
- Handles attendance



Risk Mitigation

Backup/ Standby facilitator for every session

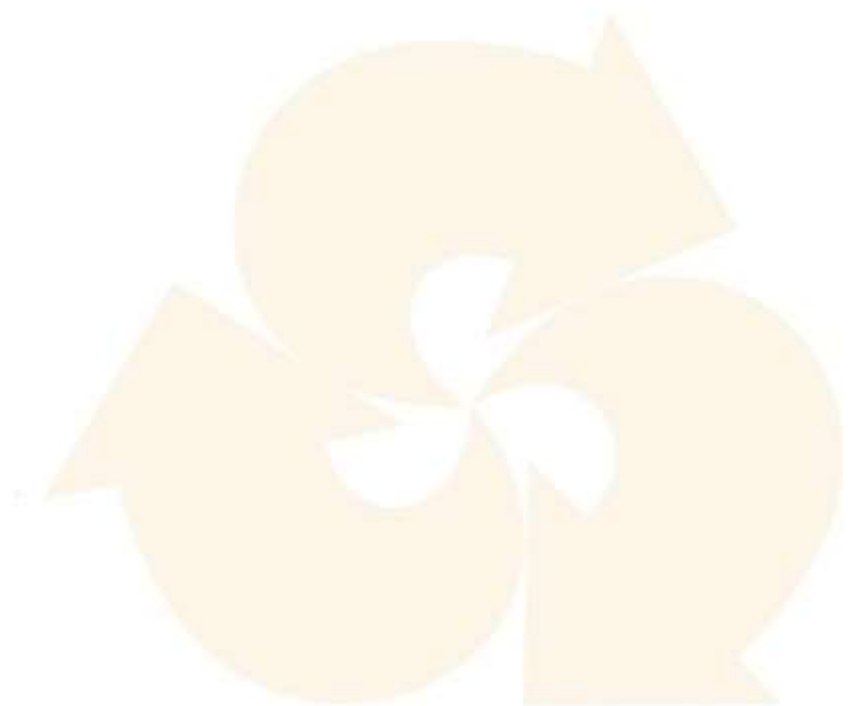


High speed internet lines with 4+ backup lines



“*May day*” protocol - to handle contingencies







Internal Capabilities

Team Poornatha



Poornatha's Presence



Poornatha's Strength



Team Poornatha



Suresh



Kaushal



Dinesh



Rekha



Mridula



Nisha



Vaishnavi



Aishwarya



Karthikeyan



Kethana



Charithra



Heema



Aswathy



Shiven



Sharon



Vishwas



Dhruvika



Neha



Varsha



Surendran



Bharathy



Vishwath



Roopa



Mathivanan



Niveda



Naaraayanan



Palaniyappan



Rutuja



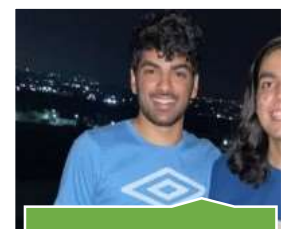
Vedika



Hitanshu Sahu



Raghav Gaba



Shree Shantha

Team Poornatha



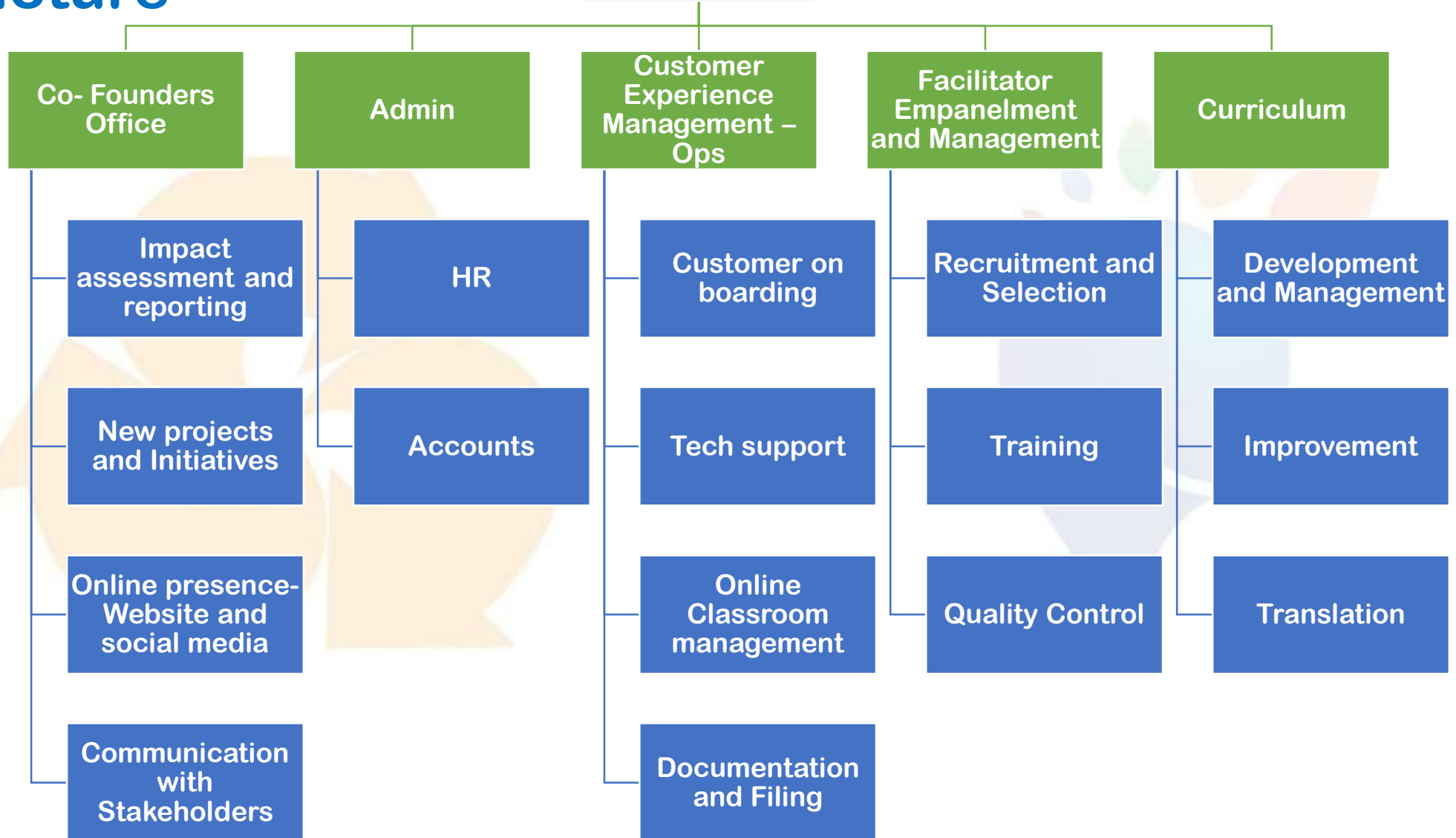
We work with some of the brightest minds from the premier institutions including IITs, IIMs, NITs, University of Michigan and more on Project/ Internship basis

Our team has varied capabilities ranging from multi language experts, technical experts to curriculum experts



Poornatha's Structure

Co- Founders



Poornatha's Mentors and Advisors



Dr Bharath Krishna Sankar

Chief Mentor – Poornatha
Chairman – Aparajitha Group



Ms Durga Krishnamurthy

Mentor - Poornatha



Mr Nagaraj Krishnan

Managing Director - Aparajitha
Corporate Services Pvt. Ltd.
Mentor - Poornatha



Mr Selvam R

Custodian - Poorna Family Office
Mentor - Poornatha



Ms Akhila Rajeshwar

Executive Director of TIE
Chennai and Member of AICTE's
taskforce for MBA/PGDM course
development



Mr Dinesh Ramachandran

MD of TVS Logistics Services Ltd.
and JMD of T V Sundram Iyengar
& Sons (P) Ltd.



Dr Venkatraman Anantha Nageswaran

Member of the Prime Minister's
Economic Advisory Council and
Co-author of 'Economics of
Derivatives', and 'Derivatives'



Dr Aravind Srinivasan

Chief Medical Officer at Aravind
Eye Hospital and Founder of
Livewell Institute of
Rehabilitation Medicine



New Content Capabilities



Internal content development through our own curriculum development team and supporting vendors



The team is ably guided on the content by our co-founders, mentors and advisors who provide practical know how to everyday business challenges



Capable of building and customizing good quality content within a the time span on one month



Our Facilitators



Rekha



Sreenivas



Prathiba



Kannan



Mugunthan



Rajendra



Punit



Suparna



Suresh



Raju



Felix



Amit



Kaushal



Visalakshi



Siraj



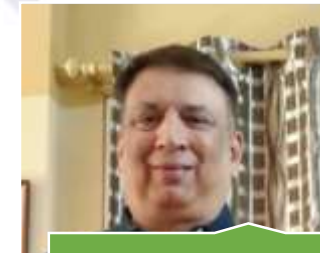
Shyamla



Preeti



Krishna



Narahar



New Language Capabilities

Poornatha is capable
of building
capabilities in any
new Indian Language
within 3 weeks
including facilitator
selection and
rehearsals



French and Arabic are
the foreign languages
that are in pipeline



3S of Growth



Simplify



Standardize



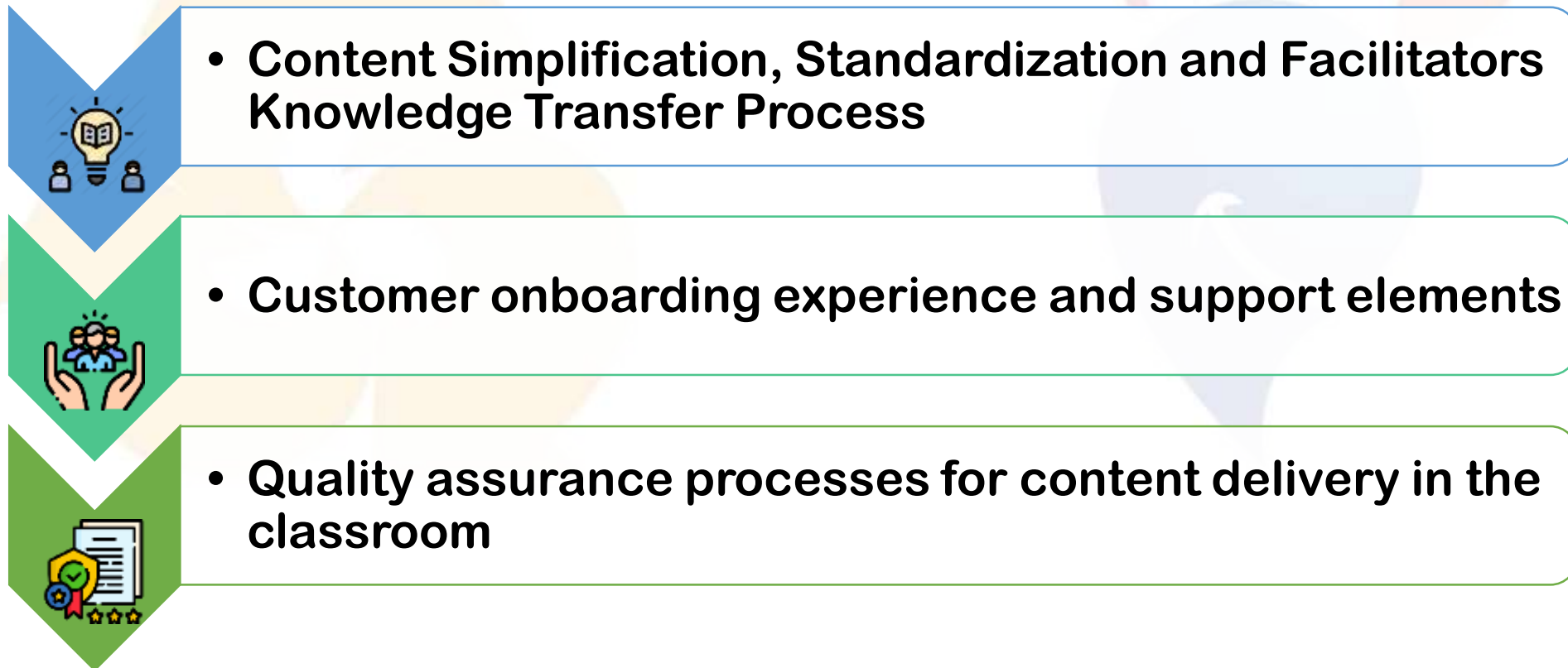
Scale



Simplification and Standardization



Processes have been broken down into smaller elements to ensure replicability and consistency



Scaling Up



With simplified and standardized processes in place, we have the capability to reach 1,00,000 entrepreneurs in a year



1,00,000

Entrepreneurs



3,300

Batches (30 per
batch approx.)



33,000

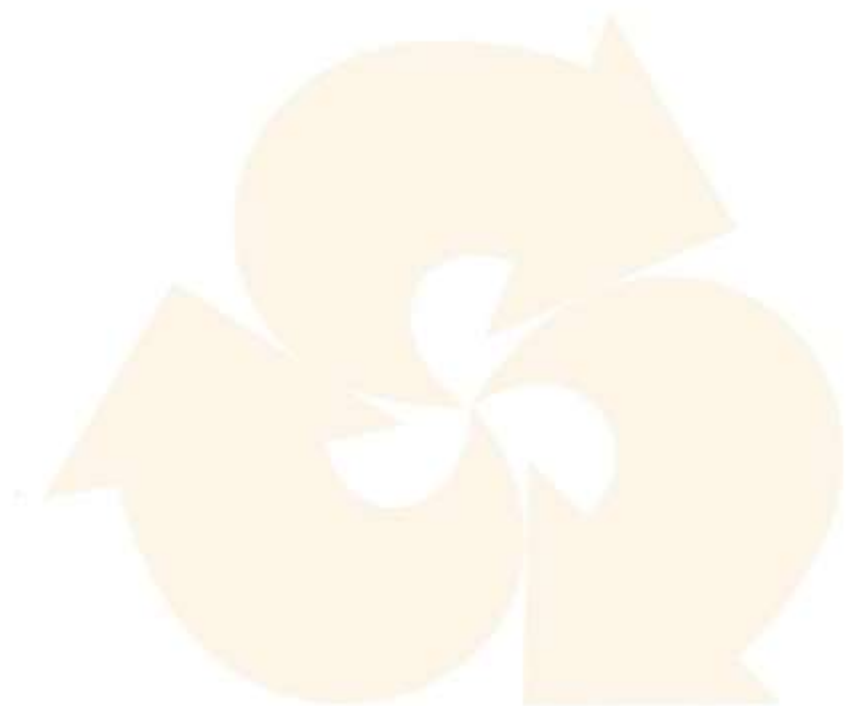
Sessions per year
(10 sessions per
batch)



103

Sessions per day

Facilitators Required: 100



Systems and Processes



Translation

Translation is done through a reliable network of translators



Vendors are available both at the national level who can do multiple languages and at the regional level who specialise in certain languages



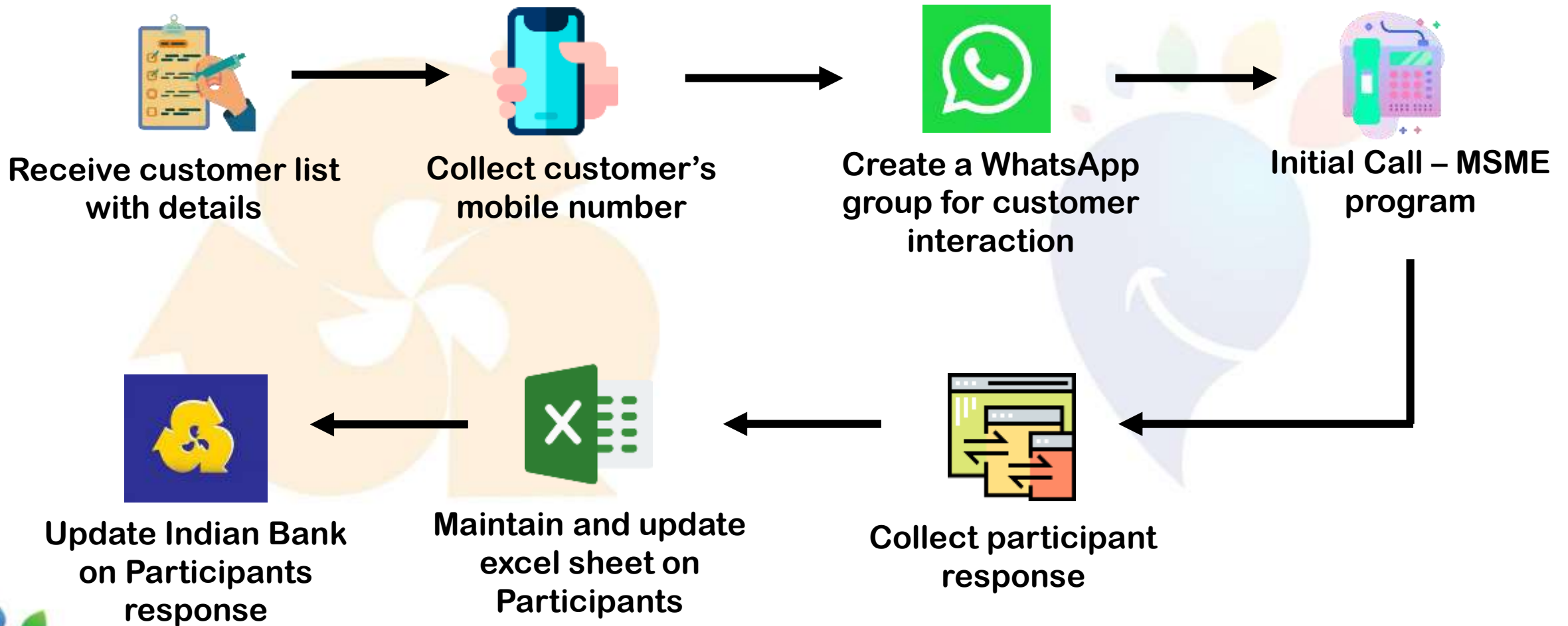
Sample translation is first checked by a native speaker of the language



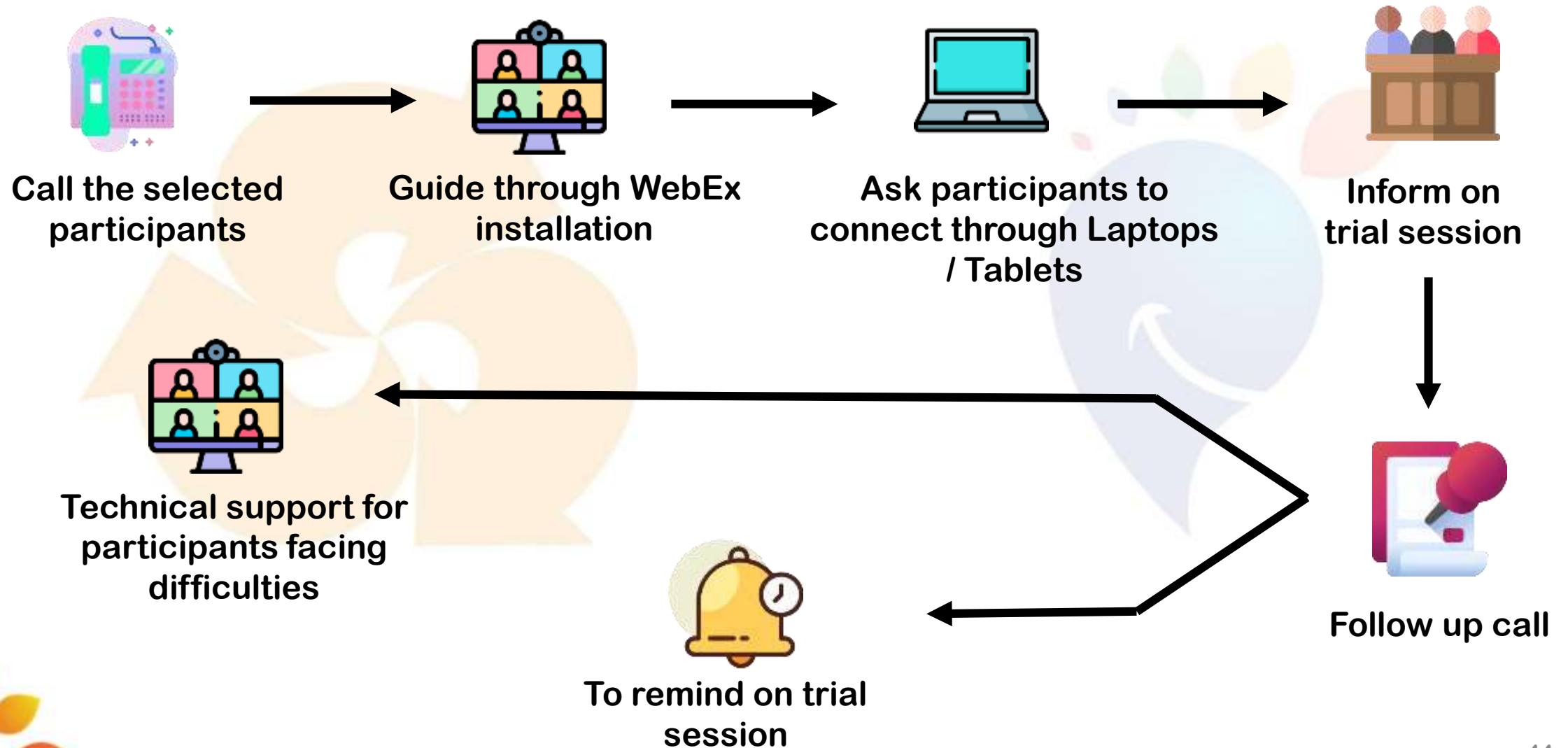
On completion of translation the content is proofread by another vendor or by our internal language experts (11 languages available internally)



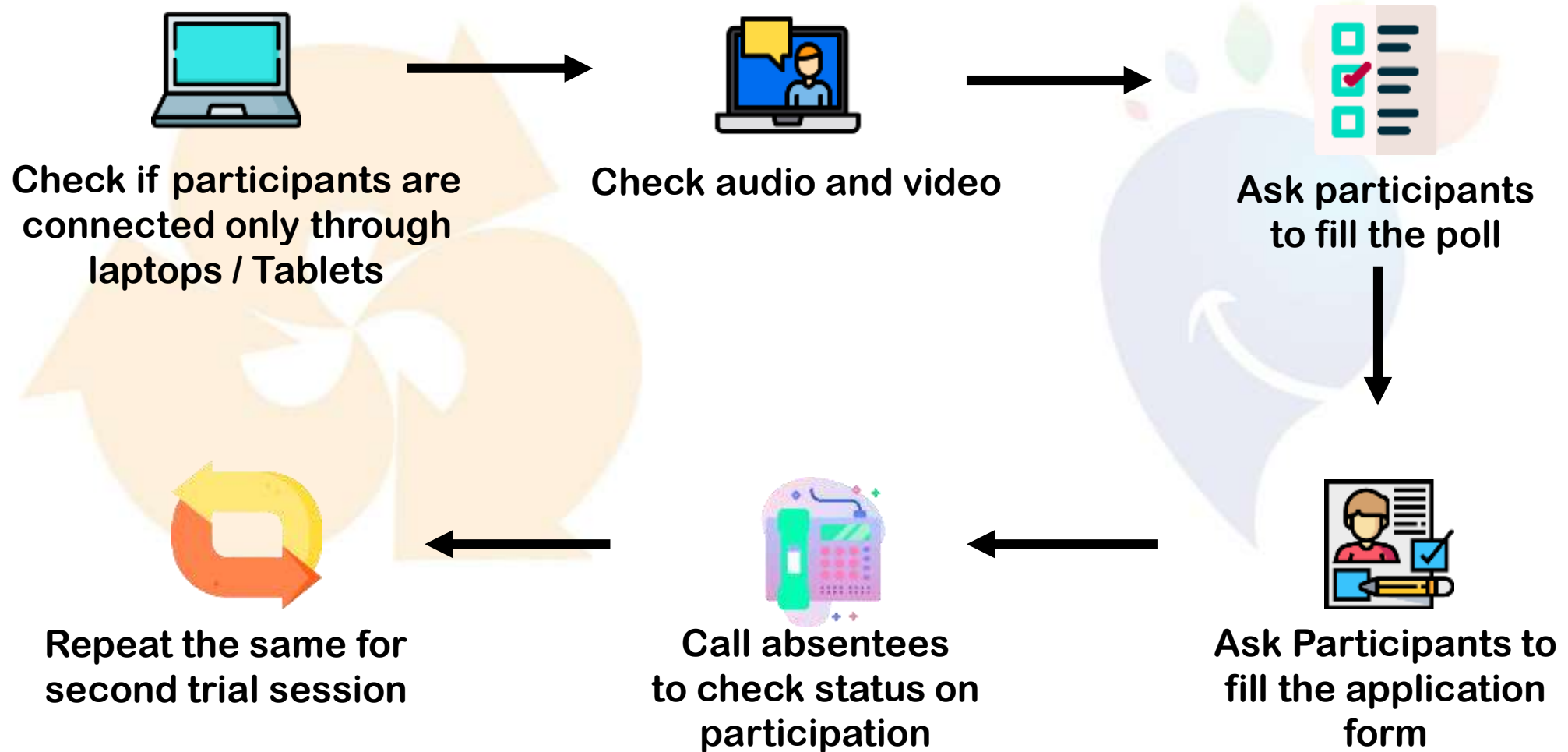
Customer Onboarding



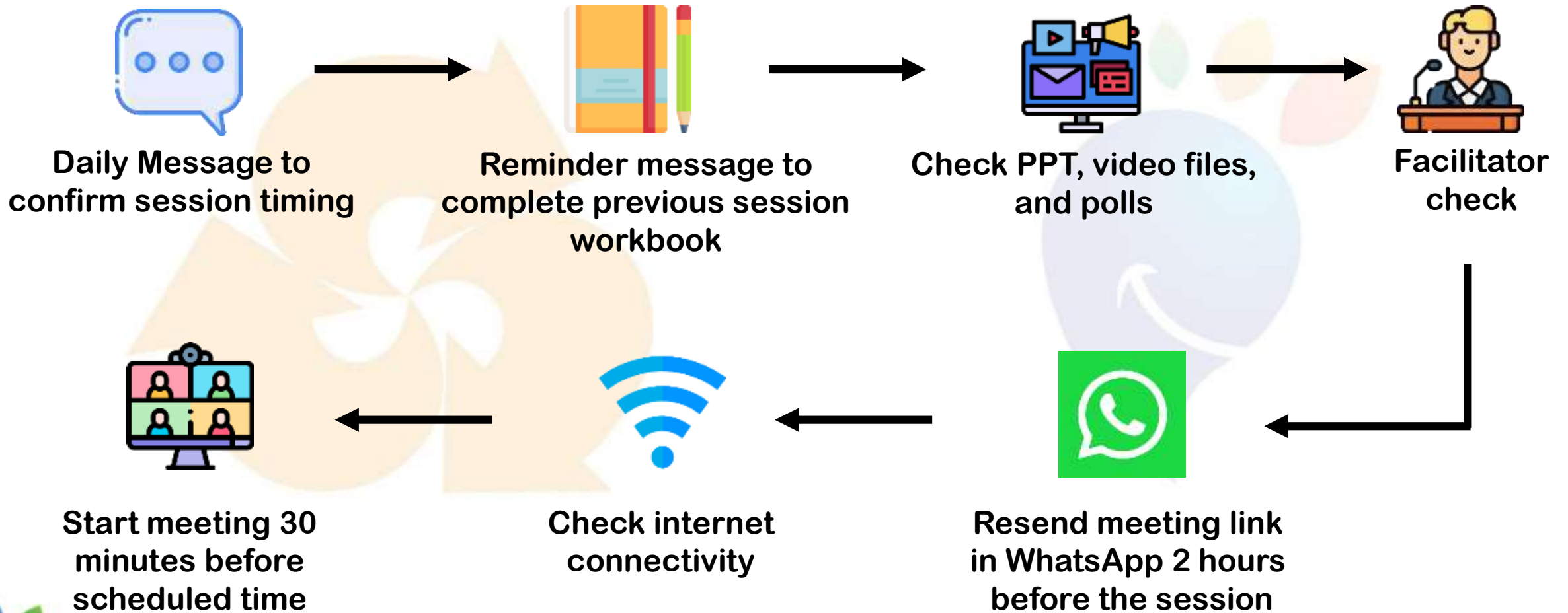
Trial Session



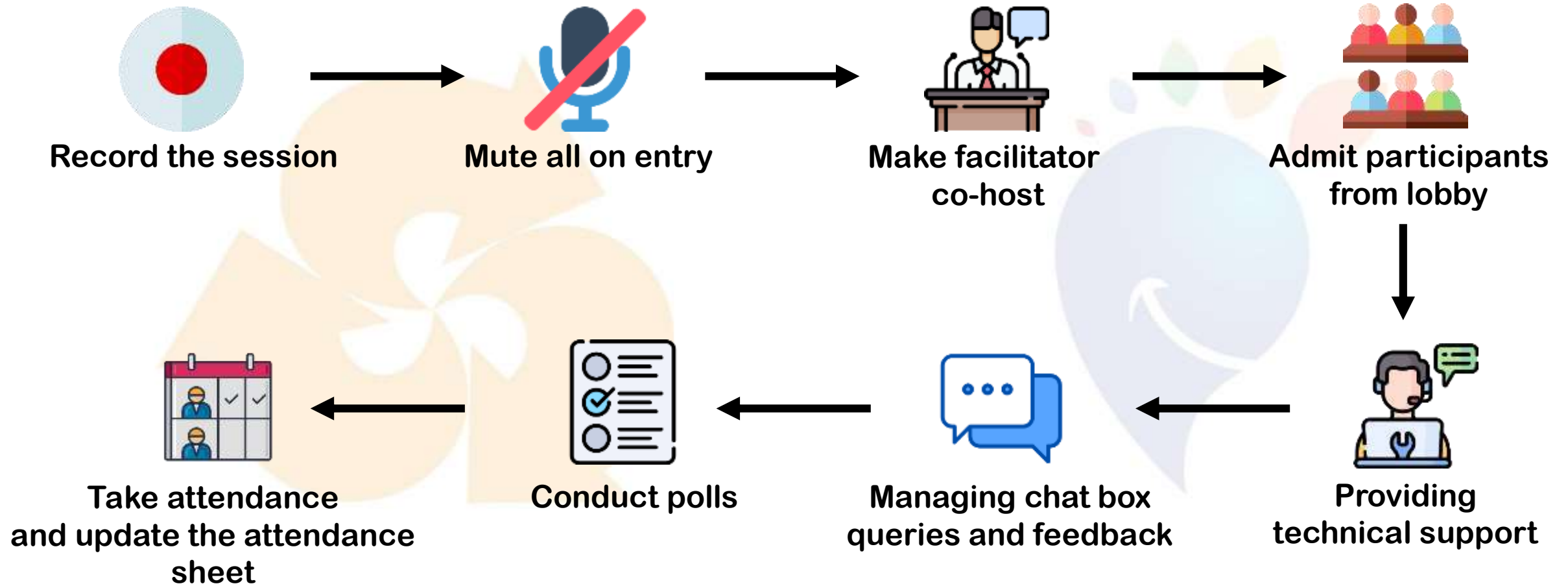
During Trial Session



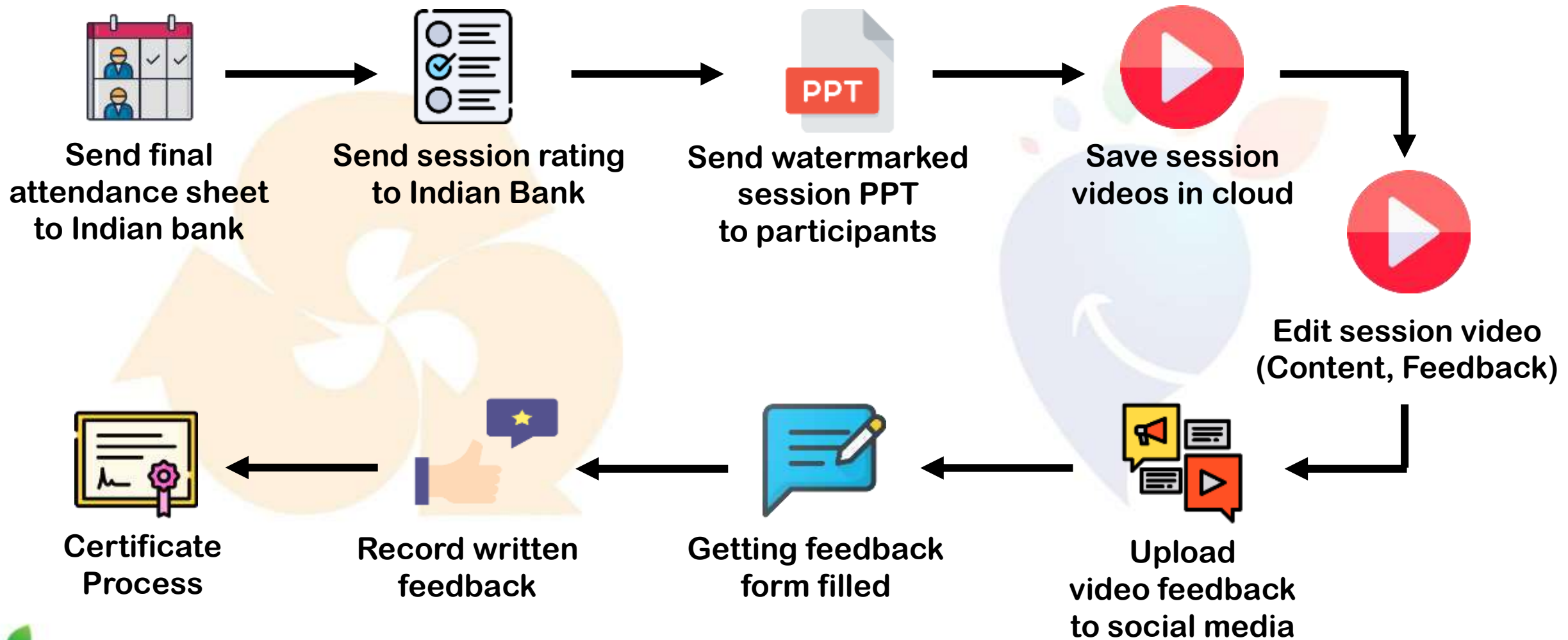
Before Session



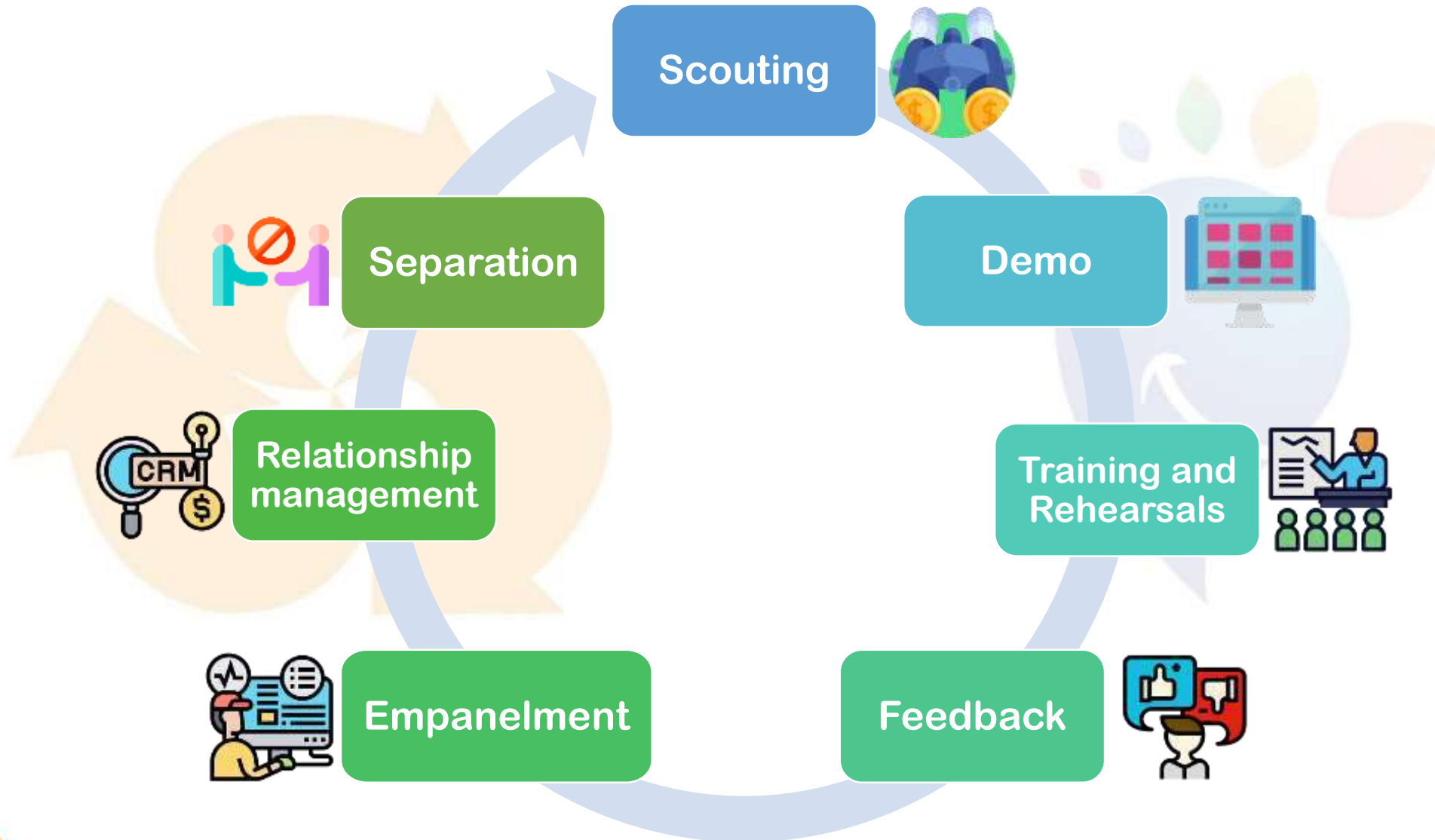
During Session



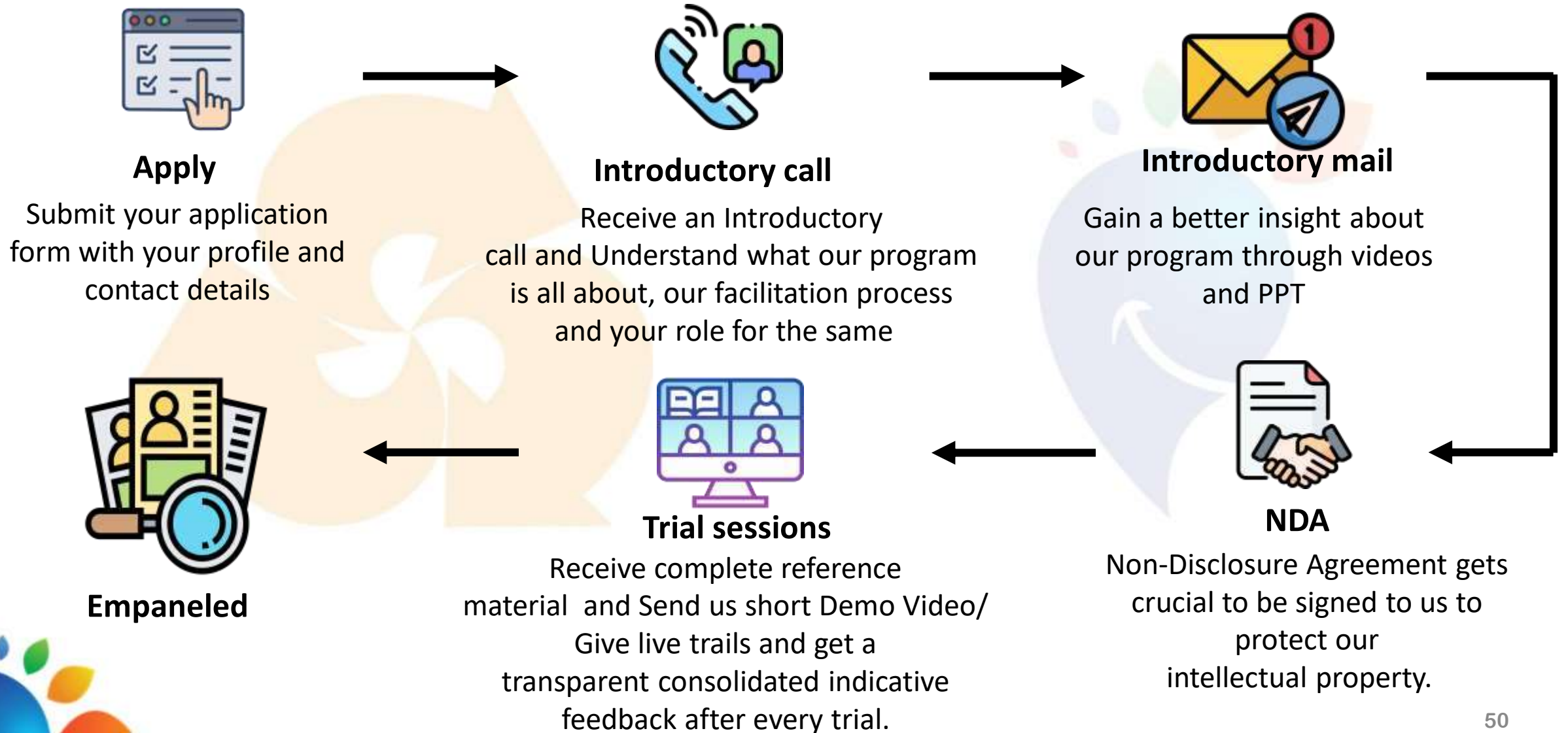
After Session



Facilitator Management



Facilitator Empanelment Process



Facilitator Training (Enabling the Facilitator)



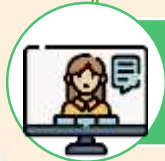
Introduction and Orientation about the Program and the organization



Role of a Facilitator including do's and don'ts



Elaborate session videos for each topic in English



Context of each topic and learning points explained to the facilitators from the perspective of the Entrepreneur

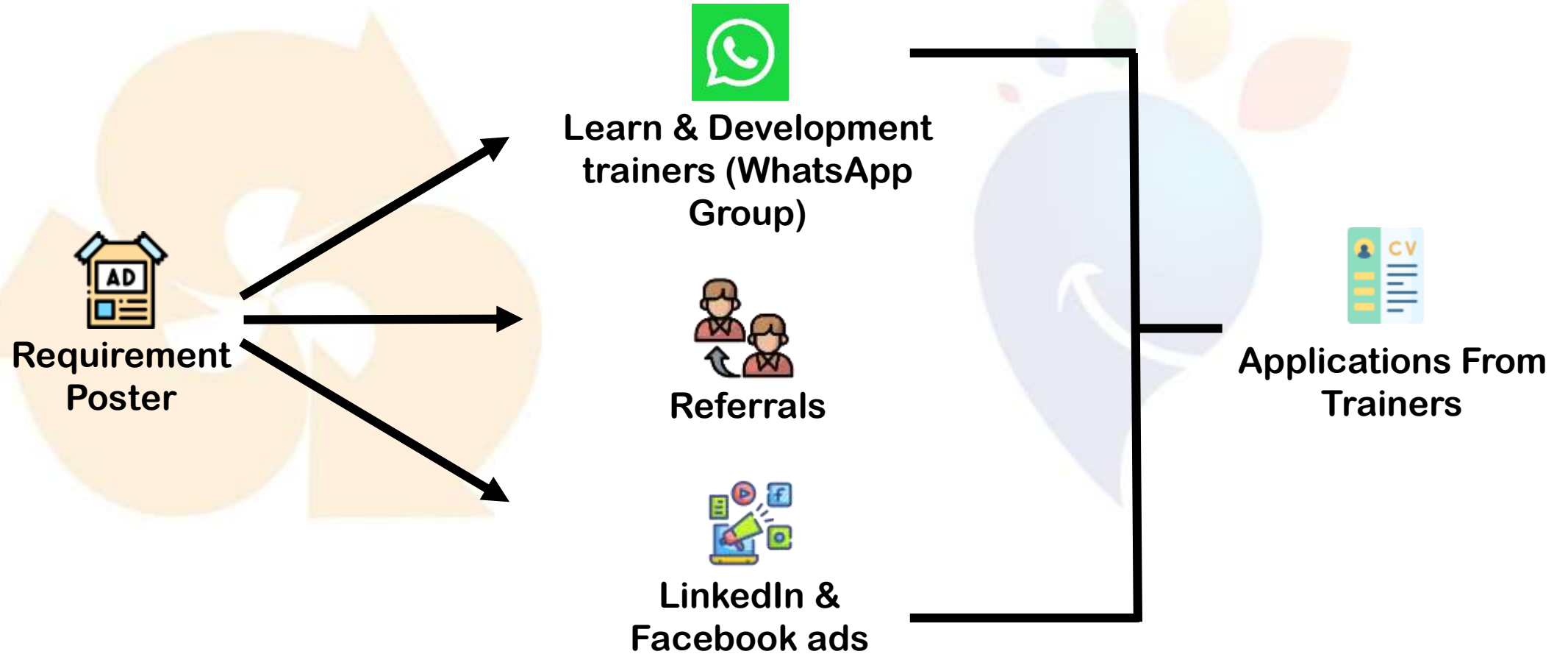


Frequently asked questions for each topic given and explained to facilitator

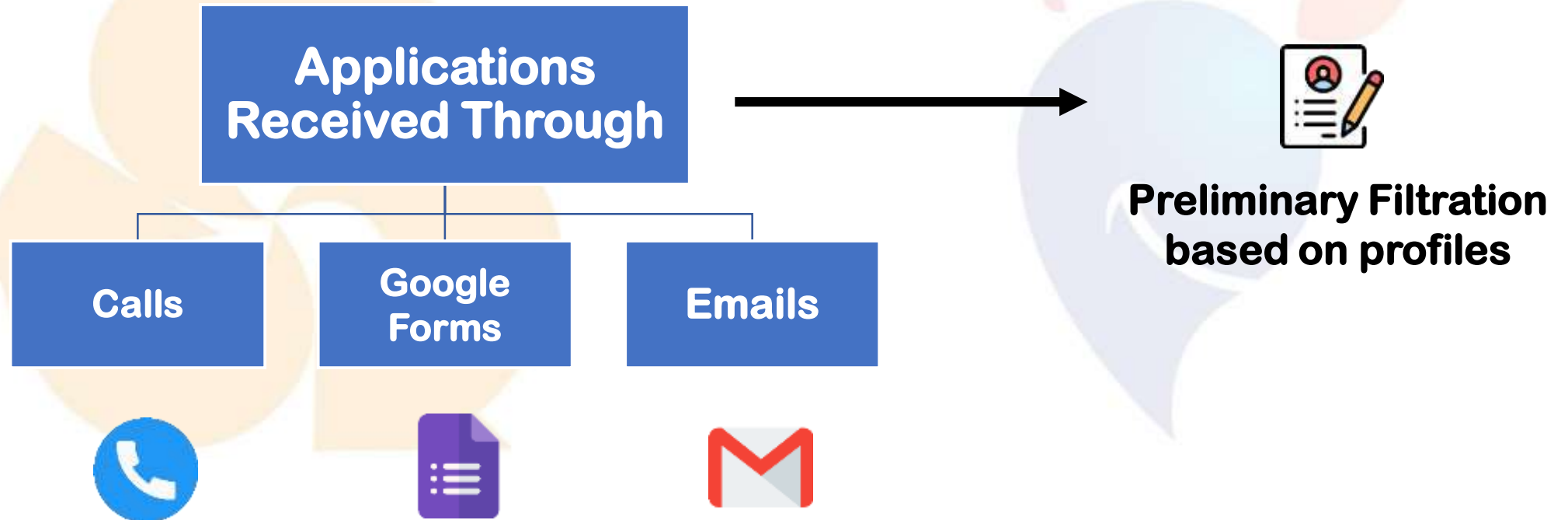


Feedback given by participants on each topic also shared for better context

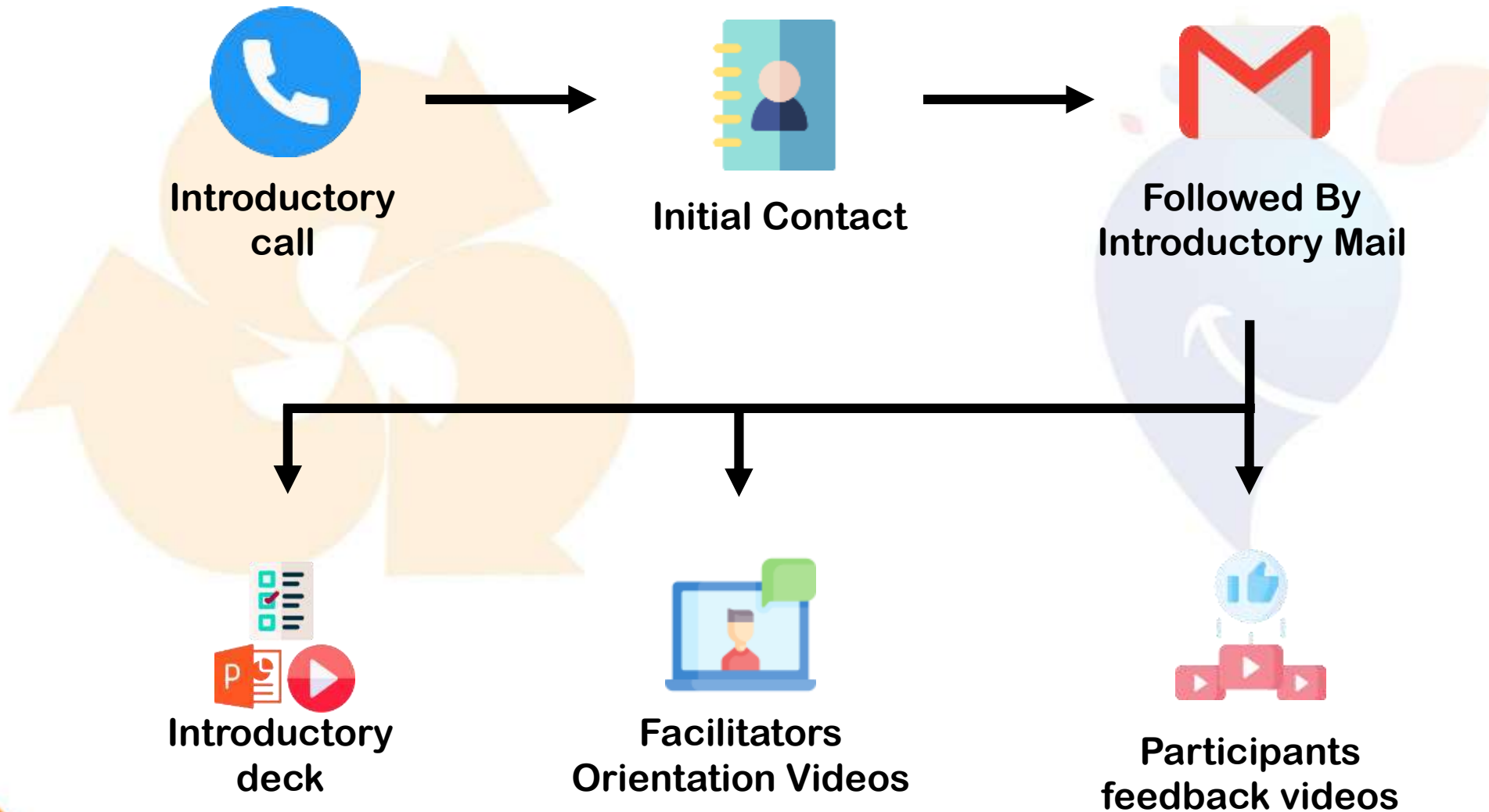
Facilitator Empanelment - Sub Processes



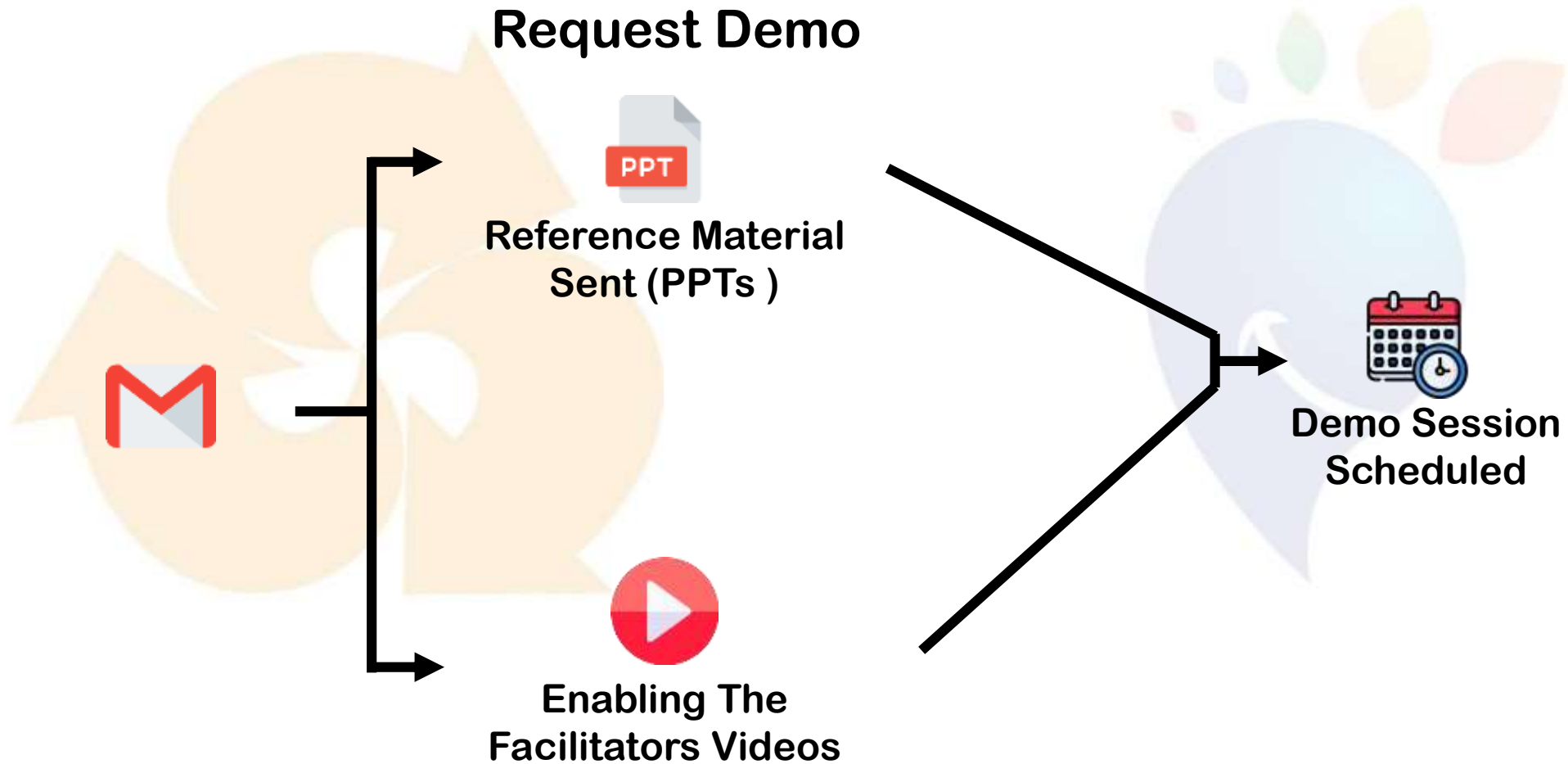
Facilitator Empanelment - Sub Processes



Facilitator Empanelment - Sub Processes



Facilitator Empanelment - Sub Processes



Facilitator Empanelment - Sub Processes

Demo
Evaluation
Criteria

•Concept Clarity

Preparedness

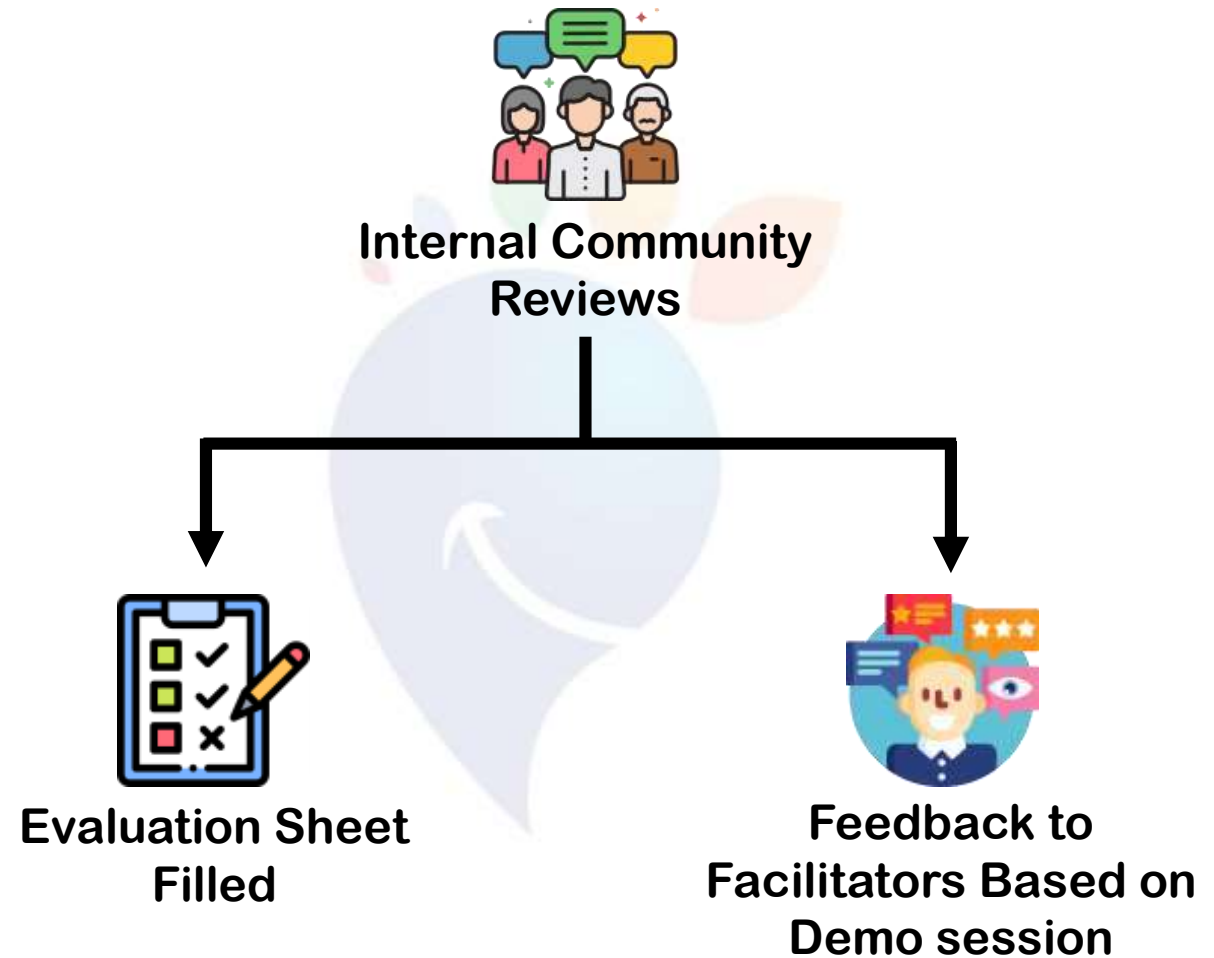
Screen Presence

Explanation Clarity

Basic System requirement

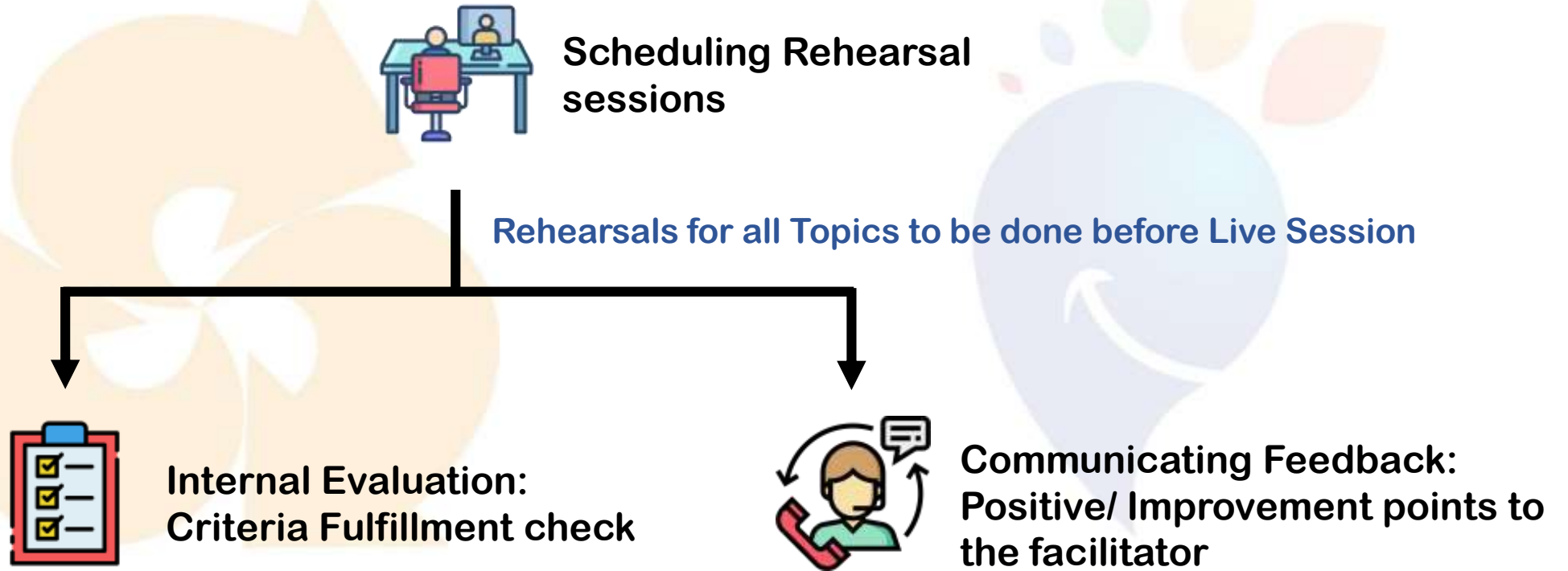
Pace

Language pronunciation



Facilitator Empanelment - Sub Processes

Request call for Rehearsal session



Facilitator Empanelment - Sub Processes

Live Trials before Clients (Indian Bank) for Facilitator



**Live session with
the client**



**Clients Feedback to
be worked on**

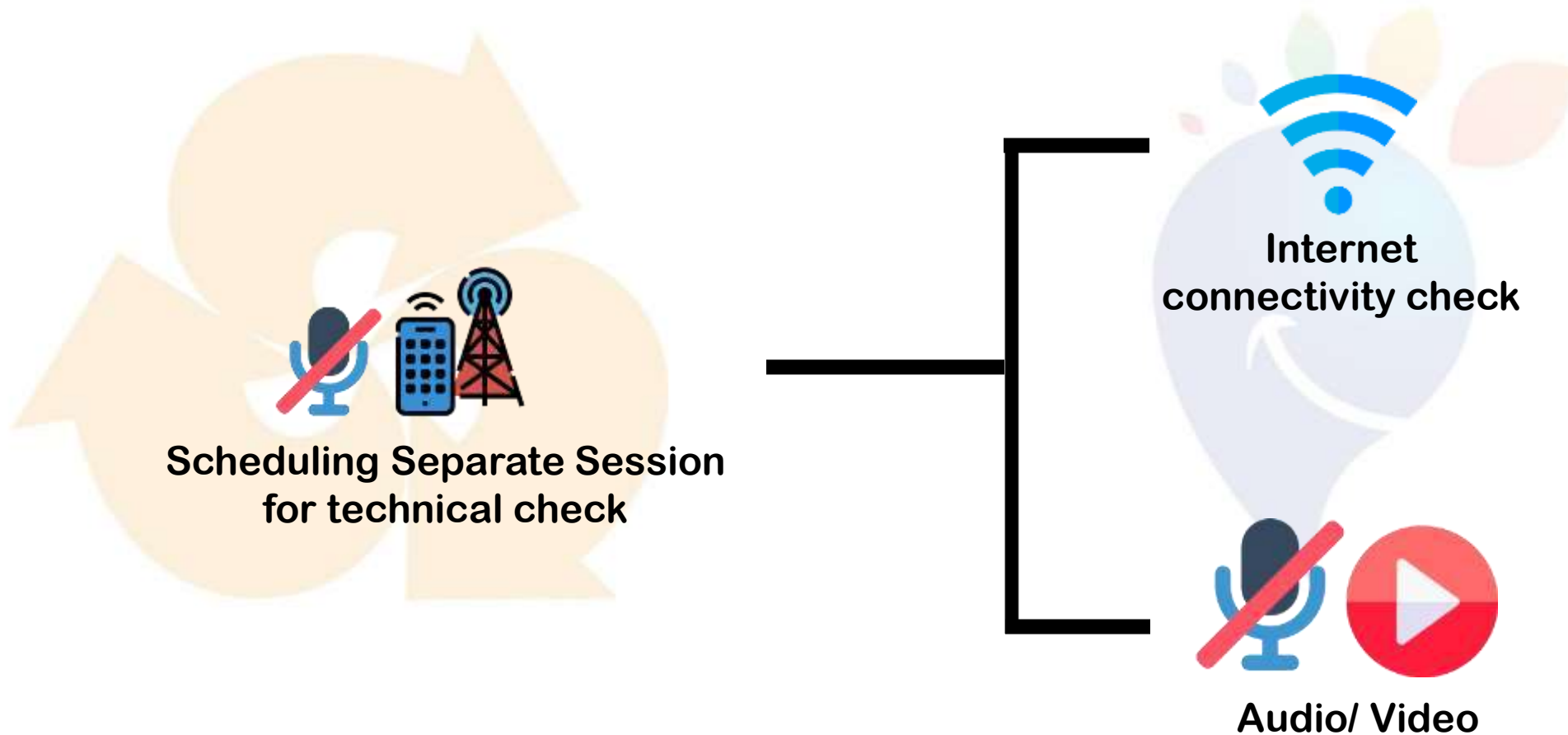


**Empaneling the
Facilitator**

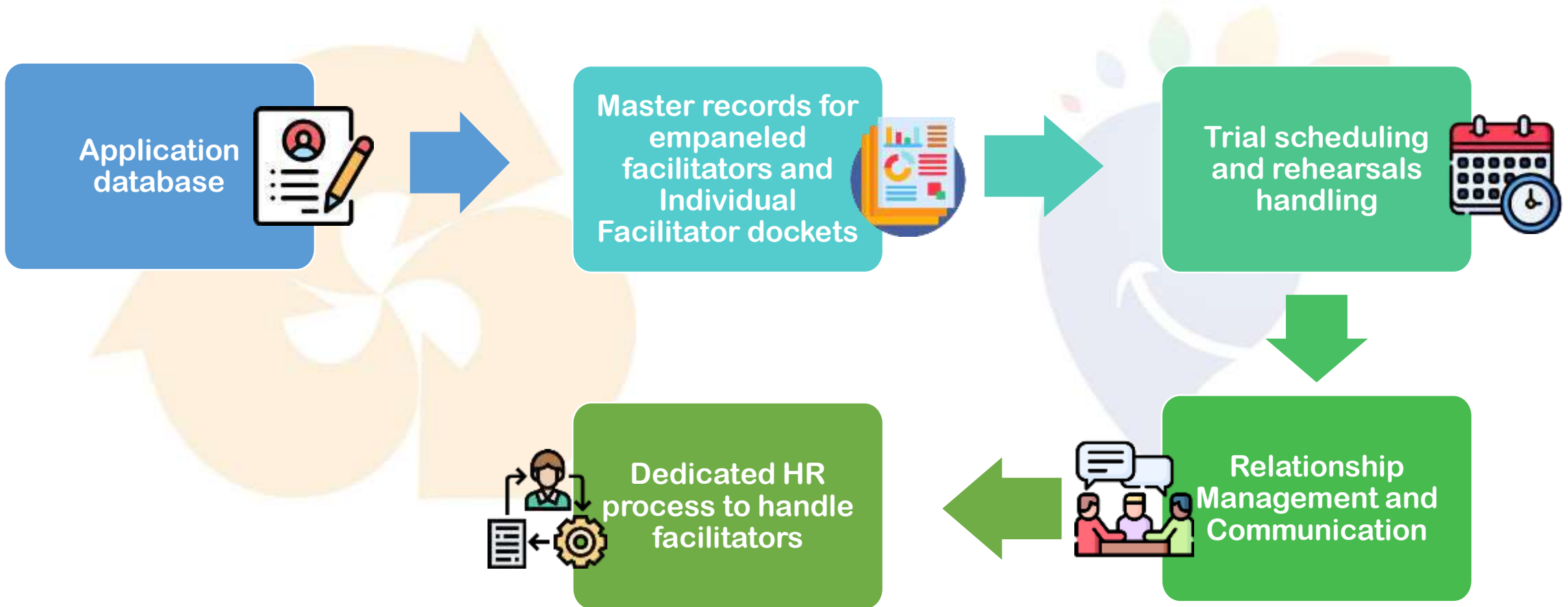


Facilitator Empanelment - Sub Processes

Session For Technical check



HR Processes For Facilitator Handling



MSME Prerana....

**Strong roots! Swift wings!!
All set to scale the skies!!!**





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