



Kaizen SRA Technologies Pvt Ltd
Plot No. 19, Lalitha Nagar,
Near AOC Gate,
Secunderabad - 500 026 (AP), INDIA
Mobile: +91 90009 90015
Tel: +91-40-27800904 Fax: +91-40-40131425
Email: varaprasadp@kaizentek.com

Tamasoma

A finishing school for management graduates

Proposal submitted to Aditya Educational Group, Kakinada

Scope of work

Facilitate knowledge flow, best practices and resources into higher education system. Bridge the demand-supply gap and increase employability of management / engg graduates.

Objectives of Tamasoma program

- Tamasoma is a Sanskrit term that stands for bringing enlightenment and improvement in the dark lives of ignorant students
- Bring industry needs and educational system together
- Prepare students for a planned and meaningful career with the involvement of teachers, parents and the institution
- Prevent and cure misfits, burnouts and "career vagabonds"
- Increase availability of employable talent for all industries
- Increase the relevance of MBA/ engg colleges in smaller cities, improve their placement record and overall student satisfaction in each course
- Reduce occurrence of "educated illiterates"

Delivery mechanism

- KAIZEN shall initiate and sustain the program among willing, voluntary educational institutions in any city of India. The focus is on tier-2 and tier-3 cities that lack awareness and skills in management teaching
- KAIZEN employees shall use various tools such as workshops, guest lectures, training programs, books, internships etc to reach the desired goals. College teachers, select students, local resource persons & KAIZEN volunteers will be the facilitators for this program

- The program has clear goals and milestones. It is a measurable, quality program with tangible benefits
- The institution is a participant and co-owner of the process. The faculty of this institution shall be the willing partners in progress
- This program is not an appendage but an inclusive, core part of the normal curriculum of MBA / engg courses. It does not interfere with the syllabus, teaching hours or the UGC / AICTE norms. It seeks to integrate industry practices to enhance skills
- The program is delivered in college premises, KAIZEN offices and mutually suitable locations. Tier-2 and Tier – 3 towns and cities need exposure to different cultures and cosmopolitan ethics
- The program can be customized to suit the flow, curriculum, local concerns and college needs. This will not be an additional cost to the program fees. Customization is also done for other courses like BBM / BBA / B.Sc / B.Com / BE / BCA / B. Pharmacy / Fine Arts / PG courses. The program objectives remain the same but the inputs are changed to accommodate different career paths and career goals of such courses
- The program concentrates on both developing potential employees and potential entrepreneurs. It is also about creating jobs and not just job-holders
- Parents can be integrated into the program for counseling and feedback
- This program is not a LECTURE / SEMINAR / FANCY activity. It is a well planned project with clear goals. Students will have to work in groups / teams, complete activities, participate at all stages and improve their skills. Hence the group size of each episode is restricted to 30. It cannot be increased or decreased. Individual attention to each student is crucial to the success of the program

IPR

This program is a research product / service of KAIZEN SRA Technologies. This is registered and we have applied for patent protection. This is being rolled out with a 'not-for-profit motto' across voluntary institutions. All participants are bound by non-disclosure agreement. All rights are reserved and unauthorized duplication will be penalized

Overall benefits of the program

- Improved and permanent knowledge base
- Clear decision making skills for career / jobs
- Improved communication and interviewing skills
- Confidence to approach and tap opportunities in life
- Better social skills and awareness about personal responsibilities
- Better jobs, salaries and fitment into career goals

- Overall placement record and image of the college is enhanced
- Inject fun into learning
- Achieve what you want and get the best job offers from employers

Payment terms and deliverables

Option 1

Concise program for 30 students spread over 100 hours Rs. 135,000

Option 2

Extensive program for 30 students over 135 hours Rs. 160,000

Price is inclusive of these costs

Travel & stay of the resource persons, CD handouts, local travel in Mysore and any other incidental cost

Price does not include these costs

The above options do not include modules [12 and 13] on technology and retro-fitting into lower career options. Cost of these programs shall be given on request. These are to be chosen only if it is necessary. Price is exclusive of taxes, levies and cost of hiring projectors, PC, equipment etc

Item	Details	College deliverables
Batch Size	Each program session will be conducted for a fixed audience of maximum 30 students. This is due to the activity orientation and workshop methods	Space, equipment and presence of faculty
Days of availability	The resource persons are available only on weekends or mutually convenient days in a week, as they will travel from Hyd / Blore	Nothing; price includes cost of travel and stay of KAIZEN employees
Outstation orientation	Some of the sessions may have to be conducted at Hyd due to the inherent requirements.	Travel and stay of the students for 1-2 days
NDA	College and KAIZEN shall enter into a non-disclosure agreement to protect IPR	
Payment	50% in advance and 50% against completion of the program	Payable by cheque / DD in favor of KAIZEN SRA Tech
Taxes	Any Govt levies and service taxes shall be indicated separately	Service tax of 12.24% applicable
Try – and - buy	The institution can opt for a trial run of the program contents for 30 students for 15 hours split into 2 days. This module shall be on communication and interviewing	This will be billed@ Rs. 25,000 + taxes. This can be adjusted against total billing if the institution opts to go ahead with the complete program

Quality	KAIZEN shall adhere to all quality measures in the content design, execution and post program control	Pre-program and post-program measurements to be done
Post Program support	KAIZEN shall extend counseling, placement assistance and guidance to students after the completion of the program. No additional fee for these services	Dedicated mail and telephonic support to all students for period of 3 months after completion of program
Additional support	Slow learners, underprivileged and special students can take additional support in placement assistance, interviewing, comm. Skills etc	Rs. 3500 per person for a 1-week orientation at Kaizen - Hyd
Satisfaction guarantee	KAIZEN shall guarantee consumer satisfaction among all learners and will achieve pre-determined milestones.	

Pilot program of TAMASOMA

- This will be a two-day paid pilot program to assess the benefits and suitability of the program. Cost is Rs. 25,000/- inclusive of travel, stay and other costs for two trainers
- The pilot program should have clear quality parameters decided before hand. This is to have achievable goals, benchmarks and correct feedback to assess satisfaction levels.
- The pilot is to demonstrate PROOF-OF-CONCEPT for the benefit of the institution and to facilitate further adoption of this complete program
- This pilot program will be preceded by a comprehensive meeting with the faculty, principal and management to capture program expectations
- Further customization can be made to the complete TAMASOMA course, based on the results of the pilot program.
- The college should issue an instruction letter and 50% advance payment in favor of KAIZEN SRA Technologies to initiate the pilot program. A proper agreement or MOU is preferred at this stage. Balance payment can be made by the college within 7 days of completion of the pilot program.
- KAIZEN and the institution are at liberty to decide the future course of action, after the pilot program is over. The pilot program shall not bind the college to commit resources for the full fledged TAMASOMA program.