

[Dt-4-14 Aug 2014]

A Report on Start and Improve Your Business (SIYB) ToT Seminar



Submitted By:

Bhartiya Mazdoor Sangh, Pune



A report on

Start and Improve Your Business (SIYB)

**Training of Trainers Seminar for Members of
Domestic Workers Unions of Bharatiya Mazdoor Sangh,
Pune region, Maharashtra**

Organized by

Bharatiya Mazdoor Sangh, Maharashtra (Pune) Region

Supported By

International Labour Organization

Country office for India and South Asia, Delhi

Date:

August, 4 and 14, 2014. (11 Days)

Venue:

Bharatiya Mazdoor Sangh

185, Shaniwar Peth, Pune – 411021.

 International Labour Organization	Start And Improve Your Business (SIYB) Training of Trainers for Members of Domestic Workers Unions of Bharatiya Mazdoor Sangh, Pune region, Maharashtra	 BMS
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Date- August, 4 - 14, 2014

Venue: Bharatiya Mazdoor Sangh,
185, Shaniwar Peth, Pune – 411 021

Introduction:

International Labour Organization is working on the project Formalization of Informal Economy in three countries. As a part of this project, facilitating formalization of informal economy; ILO is using SIYB training program as one of the tools available for facilitation of this project. According to this discussion, for India Chapter of the project above said, it has been expected to implement and pilot the project in Maharashtra with special reference to Automobile Value chain of Pune.

To serve this purpose, 11 days SIYB TOT seminar has been organized by Bharatiya Mazdoor Sangh, Pune region with the technical support from International Labour Organization (ILO), in the office of Bharatiya Mazdoor Sangh, Pune (regional office).

The detailed discussion on the training program has been presented in this report.

Objectives of TOT Seminar:

1. To train BMS's Domestic Workers Union members in Start and Improve Your Business (SIYB) program.
2. To extend the outreach of SIYB program for the BMS members in Pune.
3. To impart and demonstrate various training techniques to new SIYB trainers.

The efforts have been extended to achieve above mentioned objectives and the brief day wise report has been given in pages below.

Day - 1, Monday (4, Aug, 2014)

Both the SIYB Master Trainers Mr. Anshuman Chaturvedi and Mr. G. Y. Reddy welcomed all members and showed gratitude for coming together and taking an opportunity to get trained. After this, all participants gave their introduction in brief. Based on this introductory session, brief profile of the participants has been given below.

Brief Profile of the Participants

The participants for this ToT were from various backgrounds, educationally and professionally. Expressing numerically, total 12 participants have been participated in the ToT for SIYB training conducted at BMS Pune. Out of these 12 participants, commerce background participants were 7 in numbers, some of them having further educated in specialization of Business Administration. Remaining 5 participants other than commerce background were from engineering, science, and arts background.

Thus, looking at the educational profile of the participants it must be pointed out here that the group is quite much appropriate to become SIYB trainers. Additionally, participants are working professionals in their respective professions, and hence having a rapport which may be applied to mobilize end-beneficiaries for further implementation of the trainings. Most of the members are associated with domestic workers unions of Bharatiya Mazdoor Sangh, Pune region.

Session I: Participants Expectations

In this session the Master Trainer Mr. Anshuman Chaturvedi asked participants about their expectations from the training. Smt. Smita kulkarni and Mr. Sandeep Jadhav helped the Master trainer to smoothly facilitate the session. Participants' expectations were;

- To know about the Business Development Process.
- To understand how to maintain business sustainability.
- To know how to start the business
- To get insight into employment generation through training.



- To learn new methods for Entrepreneurship development Training.
- To learn better ways to conduct the training; skills, qualities etc.

To sum the session it has been pointed out that, the overall objective of the SIYB Training of Trainers is to enable participants to effectively and independently conduct SYIB training interventions and related follow up activities.

Session II: Introduction to SIYB program & induction to GYB 1 training package

The Master Trainer Mr. G Y Reddy gave an introduction on SIYB Training Program. The SIYB Training Program was first started by Swedish Employers Federation. In 1977 ILO adapted the SIYB to cater to the needs of small scale entrepreneurs. In SIYB Product, family packages of courses have been made. Like Start your business (SYB), Generate your Business (GYB), Improve your business (IYB) then there are some sectoral adaptations like tourism, construction, Grassroots, Productivity etc. He explained reasons to choose SIYB package for India. He narrated the benefits of the SIYB training program.

He explained that it is expected that by the end of the seminar the participants are supposed to be able to:

- Market SIYB training.
- Select the customer that can benefit most from the SIYB Training.
- Carry out training needs analysis about the selected trainees.
- Group them according to their training needs and learning abilities and design appropriate training intervention.
- Conduct GYB, SYB and IYB interventions.
- Monitor and evaluate the output and impact of training.
- Carry out follow up training and counseling activities.
- Network with other BDS organizations

These outcomes are closely correlate to the objectives mentioned in above sections.

First day of training sessions ended after the discussion on the above points followed by session's written feedback by the participants.

Day - 2, Tuesday (5, Aug, 2014)

The second day of the TOT started with recap of previous day by Mr. Sandeep Jadhav, SIYB Trainer. He read previous day feedback of participants. Many of the Participants demanded for printed material for reference. The suggestion came up from participants that, the PPT used in the sessions should be circulated among participants. Smt. Smita Kulkarni, SIYB Trainer conducted energizer.

Session 1: The SIYB Game module – 1

In this session, participants were asked to play the game called *Business Cycle*. The participants were split into groups. Participants were supposed to prepare plan of Business, Expenses, and



Sales for the month. The activities involved in the games were purchasing raw material, production (paper caps), sale, taking bank loan, expenses, and repayment of bank loans.

At the end of the game each group were supposed to present their total production, cash in hand, savings, total earning. Among three groups one group could reach near about the profit margin they have decided. Two were much behind in both profit margin and production.

Session – 2: Presentation Skills – 1

Persuasion through non - verbal communication: The session on presentation skills were conducted by Mr. G Y Reddy, Master Trainer. He first explained the communication cycle with the figure on PPT. The Objectives behind the session was to enable the participants to increase the impact of their presentation through use of non verbal messages. With the help of PPT he started with explaining the term Persuasion? Some of the participants told him that persuasion is “influencing” Facilitator given small chits each participant to write down the meaning of term ‘Persuasion’ After collection of the written chits from the participants, facilitator read it. The answers of the participants were:

- Follow up on conversing idea.

- Influence people in your favor.

Session 3: SYB – Start Your Business.

Mr. Reddy facilitated the session. The objective of the session was to make participants aware about SYB program package and program component. Explaining the SYB program trainer told that:

- SYB is business start up training package.
- SYB guides potential entrepreneurs on planning their business.
- SYB provides knowledge and skills to develop a bankable business Plan.

Trainer further explained the objective of the Program as –

- To enable potential entrepreneurs with concrete business idea to develop a bankable business plan.

Day's sessions concluded with participant's feedback written feedback of the day's sessions.

Day - 3, Thursday (7, Aug, 2014)

The day started with energizer by Mr. Sandeep Jadhav. He given instructions about the energizer and all enjoyed the energizer. The energizer facilitated participants to get full of energy after the breakfast. Immediately after the energizer previous day's participant's feedback were shared with the participants and recap also done by him.

Session 3: Principles of adult learning.

The SIYB training of trainer's participants delighted at the end of the days training session conducted by Mr. Anshuman Chaturvedi on principles of adult learning. He started his presentation with a quiz grouping the participants in to three groups and making them to complete with each other by answering 5 questions. The questions asked were:

- Definition of adult learning
 - Principles of adult learning.
 - Hierarchy of human needs.
 - Attention Curve.
 - Learning pyramid.

All members of three groups tried their level best to win the competition but the group 1 managed to win the prize. After the session He summarized the session.

Session 2: Participatory training methods.

In this session, Mr. Anshuman Chaturvedi, Master Trainer, talked about Participatory Training Methods. The objective of this session was to make participants familiar with participatory training techniques and to explain importance for the use with SIYB training. At first, he asked participants to list out the participatory methods of which they want detail explanation. First he listed out the methods of participatory training as follows:

- Group Work, Role Play, Games. quiz competition, Group work and group presentations,
- Case studies, Seminars, Experience Sharing, Brainstorming, Exposure Visits, Debates.
- Assignments

As per the response of majority of participants, trainer explained Case study, Brain Storming and Role play methods. Trainer further added some important things to keep in mind while writing down the case studies. Smt. Smita Kulkarni conducted energizer.



Session 3 – Effective use of training tools

Mr. G Y Reddy, Master Trainer, facilitated the session. He with the help of the Power point presentation explained various tools to be used in the SIYB training. He started with Visual Aids as a tool. He first listed various visual Aids tools which can be used in the training. The list of visual Aids tools includes:

- | | |
|------------------------------|----------------|
| • Flash Cards. | • Models. |
| • Flip charts. | • Posters. |
| • Power Point Presentations. | • Broachers. |
| • Videos. | • Banners. |
| • Over Head Projectors. | • Handouts etc |

He further explained these tools separately. As people gathers maximum information visually, the visual aids in the training is very important and it needs to be used effectively. He also discussed about Do's and Don'ts about these tools.

Then facilitator orally discussed the other remained visual aids tools and summarized the session.

After energizer next session was IYB (Improve Your Business) Training package.

Session 4: IYB (Improve Your Business) Training package.

The session was facilitated by Mr. Reddy. With the help of PPT facilitator explained the IYB training package of ILO. Objectives of the session were to describe the objective, Target group and components of the IYB training package and to develop a strategy to market the IYB Package. He started with explaining what is IYB?

The objectives of the IYB training Program are to enable entrepreneurs to improve their skills in basic business management and apply them in their day to day business operations. He also explained the target group for the IYB training would be:

Day - 4, Friday (8, Aug, 2014)

The fourth day of training started with the Recap of the previous day and participant's feedback. Smt. Smita kulkarni conducted energizer and participants were full of joy and energy after the energizer.

Session 1: Marketing the SIYB Program

This session was conducted by Master Trainer Mr. Anshuman Chaturvedi the objective of the session was to make participants aware about marketing of SIYB Program. First he explained the concept of Marketing as, "Marketing is everything that we link with our customers in the market and supply them with goods and services that they need and want." Then he explained the Marketing management process.

During the session trainer explained the need for SWOT analysis of Business Development Service Providing Organization. He further said that the program objective should be formed considering the influence of External environmental factors on customers. There are Cultural, Technical, Political, Environmental and Economical factors that have strong impact on the customers; study of this helps to define needs, wants of the customer accordingly the objective of the program can be decided. Mr. Sandeep jadhav, SIYB Trainer and Smt. Smita Kulkarni, SIYB Trainer helped the Master Trainer to smoothly conduct and facilitate the session.

After the session, the BMS representative Mr. Chandrakant Dhumal briefed participants about the history of BMS, Formation and various activities of BMS. He also shared the collaboration

between ILO and Trade Unions. He thanked ILO to given the opportunity to BMS to host the SIYB Training Program and involving BMS Members in the TOT.

Session 2: Selection of SIYB Trainees and Training Need Analysis

This session was conducted by Mr. G. Y. Reddy He first defined the Selection as, “process of identifying an individual or an object for that matter that is deemed suitable for a particular purpose.” According to him selection is important to find the people who can benefit most from SIYB Training and even the selected customers can know that they can expect value for their money.

Then he explained SIYB selection criteria. Apart from the general requirement for small – scale entrepreneurs to be literate.

- GYB training is open to any potential small – scale entrepreneur still looking for a feasible business idea. If the applicants already have a concrete and feasible business idea, they should not be selected for GYB training but directly referred to an SYB training intervention.
- To be selected for SYB training, applicants should provide satisfactory proof that they have a concrete business idea. Furthermore, they will have to proof that they either have the technical skills, or have access to the technical skills required to start the planned type of business.
- To be selected for IYB training, applicants ideally should have operated their own business for at least six months or better one year and beyond. They should have experienced the day to day business operations over an extended period of time to be in a better position to pinpoint their training needs and wants.

Session 3: SIYB Game Module – 2



Smt. Smita Kulkarni, SIYB Trainer and Mr. Sandeep Jadhav, SIYB Trainer set up the game module. In this session, participants were asked to play the game called Business Cycle. The participants were split into 3 groups. Participants were supposed to prepare plan of Business, Expenses, and Sales for the month. The activities involved in the games were purchasing raw

material, production (paper caps), sale, taking bank loan, expenses, and repayment of bank loans. It was simulation game prepared by ILO to use in the SIYB training packages. The game has three different difficulty levels. For GYB Session it is simple. For SYB Package training it has added some more components. And the full set of game has to be used in the IYB training package. Today we all played the Game module -2 which the trainer has to be used for SYB Package. Separate game module is developed by the ILO to facilitate the game for trainers. The game as a training tool provides a “Practical” experience of running a business inside the four walls of the training room. It is designated to give participants the opportunity to make the kinds of decisions and deal with the consequences of those decisions – which they must make in the real business world. The game thus stimulates a real business environment. It is important that trainer can bring this about.

The game is specially used in the training of:

- people who want to learn what business is all about,
- People who want to start business and,
- People who want to improve their existing business.

The day’s sessions concluded with the key learning and summarization of the game module. After Business game, participants’ feedback was taken and the third day of training ended.

Day - 5, Saturday (09, Aug, 2014)

Fifth day of the TOT seminar was started with energizer. One of the participants Mr. Smita Kulkarni conducted the energizer. After the energizer Mr. G Y Reddy read the feedback written by the participants for previous day’s sessions. Then a selection criterion for the selection of participants for SIYB seminar was recapped by the participants.

Session 1: developing SIYB training session plan

Facilitator Mr. G. Y. Reddy started this session by asking the participants weather they had prepared the session plan before? Most of the participants answered yes they made. Hence the facilitator divided the participants in 4 groups and told to make a model session for the session namely, Marketing – How to reach customers. The objective of the session was to make the participant able to make sessions plans for SIYB trainings. Each group has to make one hour session plan. 10 Minutes time was allotted to make the session plan and groups can took help of trainers guide. Each group made session plan on the topic Marketing.

All 4 groups presented their prepared session plan on topic marketing. The session was concluded with the presentation of last group and summarization by the facilitator.

Session 2: Presentation skills (II)

Mr. Anshuman Chaturvedi Master Trainer facilitated this session. With the help of PPT he helped the participants to understand the effective verbal presentation skills. This session helped the participants to design and deliver effective presentation. He started with Objective of the session. The objective of the session was by the end of the session participant's skills to plan and deliver presentations have been enforced. The confidence of trainer is a key to effective presentation. The stricture of speech, logic behind arguments and stimulation of the audience ensures



the confidence of the trainer. He further presented how the stricture of the session should be? The session should be include 20% of the time should be given for introduction and objective explanation. 70% time of the session should be allotted to explain the body and remaining 10% of the time should be allotted to conflate participation and to explain summary of the session. In the introduction part the trainer should introduce themselves, He should begin with interest grabber; Trainer has to introduce the objective of the session. He/ She should give brief overview of presentation. Each session should contain details on, Introduction, body, conclusion.

MID term evaluation SIYB Seminar evaluation was conducted after the session.

Day - 6, Sunday (10, Aug, 2014)

The day's session started followed by recap of the last week leanings, previous day's feedback of the participants.

Session 1: Game module III and IV

The game module was set up by Mr. Sandeep Jadhav, SIYB Trainer and Smt. Smita Kulkarni, SIYB Trainer. This was the advance version of Business Cycle Game. The participants were split into 3 groups. Participants were supposed to prepare plan of Business, Expenses, and Sales for the month. The activities involved in the games were purchasing raw material, production (paper caps), sale, taking bank loan, expenses, and repayment of bank loans. It was simulation game

prepared by ILO to use in the SIYB training packages. This game is used in Improve your Business package. The game as a training tool provides a “Practical” experience of running a business inside the four walls of the training room. It is designated to give participants the opportunity to make the kinds of decisions and deal with the consequences of those decisions – which they must make in the real business world. The game thus stimulates a real business environment.

After the lunch break Mr. G Y Reddy, Master Trainer from Facilitated the session on “Monitoring and Evaluation in SIYB”

Session II - SIYB Monitoring and Evaluation

The objective of the session was to enable participant to describe the SIYB Monitoring and Evaluation tools. He started with asking the participant what is Monitoring and Evaluation? “Monitoring is frequent and evaluation is less frequent” one of the participant answered. He agreed to the answer and holding the clue he started explaining the Monitoring and evaluation system in the SIYB package. The SIYB master trainers will come at least for one day in the training and will monitor the training. Evaluation will be once or twice in a year. There are tools already made by ILO for the monitoring and evaluation of the SIYB training program. He shared tools and formats available and already in use for the SIYB training. He also emphasized the need of the monitoring and evaluation in any of the development program. The session concluded with summarization of the session and key learning is highlighted.

- **SIYB follow-up**

The follow up component of SIYB training package is very important. After the training and before evaluation this follow up has to be done. When any training package of particular trainees



finishes within 15 days to month the follow up of each trainee has to be conducted. The trainer can call the participant by phone and ask for his future plan whether he / she facing any problem etc. has to be enquired and as possible trainer should resolve it. The other way of the follow up could be individual counseling. The trainer can go to participant’s

residence and understand the problem / situation and if needed he should provide individual counseling to the trainee.

These are the two ways by which trainer can help the trainee in follow up. He also shared tool of one page that trainer has to fill during the follow up visit. Tea break was taken after the session. The day's sessions ended with written feedback of the day.

Day - 7, Monday (11, Aug, 2014)

The day's session started followed by recap of the last week leanings, previous day's feedback of the participants. The slots of participant's presentation made and sessions were allotted to them. Reading the feedback and facilitation was done by Smt. Smita Kulkarni, SIYB Trainer.

Game Module – I

The Game module - I practice session was facilitated by Mr. Vinayak, Rajashree and Amol

GYB Training Session – Ms. Nivedita Kulkarni presented her session on (Pg. 2 – 3) Entrepreneurial Skills

GYB Training Session – Mr. Amol Angre presented his session on (Pg. 8) Generating Business Idea, The day's session was concluded with participants feedback on the whole days learning.

Day - 8, Tuesday (12, Aug, 2014)

The day's session started followed by recap of the last week leanings, previous day's feedback of the participants. The slots of participant's presentation made and sessions were allotted to them. Smt. Smita Kulkarni and Mr. Sandeep Jadhav, SIYB Trainer facilitated the session.

SYB Training Session – Ms. Lekha Hinge (Pg. 60) presented on Staffing.

SYB Game Module – Mr. Harshad and Ms. Rajashree facilitated and practices game module -I

Game Module – II: Vinayak and Surabhi facilitated the Game Module – II

Participants gave their feedback on the sessions and presentations conducted and every one gave scoring on evaluation sheets.

Day – 9, Wednesday (13, Aug, 2014)

The day's session started followed by recap of the last week leanings, previous day's feedback of the participants. The slots of participant's presentation made and sessions were allotted to them.

SYB Session – Ms. Deepti Walunjkar presented session on Costing Part - I (Pg. 63)

SYB Session – Ms. Gayatri Presented session on Costing Part – II (pg. 16).

IYB Training Session – Ms. Surabhi presented session on Stock Control 9Pg. 24)

IYB Training Session – Ms. Rajashree presented on Marketing (Pg. 15)

SIYB TOT Test – SIYB TOT Seminar written test was conducted on that day.

Game module – 3: Gayatri and Deepak facilitated the Game Module – 3 sessions.

The day's session concluded with feedback of the participants.

Day - 10, Thursday (14, Aug, 2014)

The day's session started followed by recap of the last week leanings, previous day's feedback of the participants. The slots of participant's presentation made and sessions were allotted to them.

IYB Financial Planning –Mr. Vinayak Presented on (Pg. 35 – 36) Part – 1 of the Financial Planning.

IYB Financial Planning Mr. Deepak presented on IYB Financial Planning, Part – II – (Pg. 37)

IYB Training Session – Record Keeping Part –I was presented by Mr. Harshad (Pg. 27 – 28)

Action plan of Participant

The session on SIYB Action plans of the participants was facilitated by both **the Master Trainers Mr. Anshuman Chaturvedi and Mr. G Y Reddy**. Participants made their SIYB Action plans after the session. **The SIYB Trainer Mr. Sandeep Jadhav and Smt. Smita Kulkarni** helped the Master Trainer during the session to make the participant understand local scenario and importance of action plan to roll out SIYB in Maharashtra.

Seminar Evaluation and Closing Session

Then Mr. G Y Reddy, displayed names of the participants secured good score in written exam conducted during the training.

Those were:

- | | |
|----------------------------|-----|
| 1. Ms. Gayatri | 86% |
| 2. Mr. Surabhi and Harshad | 83% |
| 3. Ms. Nivedita Kulkarni | 79% |

These were the team secured highest in the written exam. After that he displayed the names of those who done good presentation. The following participants received awards according to their scores they secured:

1. Ms. Gayatri 2 .Nivedita Kulkarni 3.Ms. Deepti Walunjkar

Mr. G Y Reddy also gave gifts to the groups who rolled out the game module effectively. Those were:

- Mr. Vinayak Kulkarni and Ms. Surabhi
- Mr. Deepak and Ms. Lekha
- Mr. Harshad, Mr. Deepak and Ms. Lekha

After the award distribution ceremony every participant received “certificate of participation” in the SIYB training. All three trainers thanked the BMS for providing excellent surrounding and hospitality. They also thanked all participants for their active participation in the training and wishing good wishes the training program was formally concluded. Finally all Participant thanked Master Trainers, Trainers and International Labour Organization for their support to the Program.

Annexure:

1. List of participants attended the TOT seminar
2. Photographs of TOT seminar

Annexure – 1: List of participants attended the TOT seminar

Sr. No.	Name	Qualification	Contact
1	Ms. Gayatri Sawalkar	M.Com	Sinhgad Road, Pune Cell-9860688704
2	Vinayak Kulkarni	B.Com	Anand Nagar, Pune Cell-9028077512
3	Harshad Pawaskar	B.Com, MBA (Fin)	Talegaon, Pune Cell-9011028398
4	Ms. Surabhi Kubitkar	B.E. (EnTc)	Sinhgad Road, Pune Cell-9890090863
5	Mrs. Deepti Walunjkar	B.Com	Kothrud, Pune Cell-9822845315
6	Mrs. Nivedita Kulkarni	B.Sc	Karve Nagar, Pune Cell-9923580049
7	Dilip Wadekar	B.A.	Talegaon Dabhade, Pune Cell-8975022648
8	Amol Angre	B.Com	Javali, Satara Cell-7588398818
9	Mrs. Lekha Hinge	M.Com, MBS	Sinhgad Road, Pune Cell-9673097202
10	Deepak Walunjkar	Diploma in Mechanical Engineering	Kothrud, Pune Cell-9822495380
11	Ms. Rajashri Dalvi	B. Com, Diploma in Hotel Management	Chinchwad, Pune Cell-985086642
12	Mayur Nivangune	B.A.	Dhankawadi, Pune Cell-8390227829
13	G.Y. Reddy	Master Trainer	Andhra Pradesh
14	Anshuman Chaturvedi	Master Trainer	Delhi
15	Smita Kulkarni	Trainer	Pune
16	Sandeep Jadhav	Trainer	Pune

Annexure – 2, Highlights of the 11 days SIYB ToT Seminar

