

TATA COMMUNITY INITIATIVES TRUST

Registered Office :

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(Registration No. 997 of 23SEP2014 at New Delhi; PAN AACTT4708J)

28th November 2017

To,
The Vice Principal,
AE Kalsekar Degree College
Kausa-Mumbra
Thane - 400612

A.E. KALSEKAR DEGREE COLLEGE Kausa, Mumbra, Thane - 400 612.	
Inward No	081
Date of Receipt	9/3/18
Forwarded to	Principal
Initial of Clerk	Asia

Subject: Collaborating with Tata STRIVE to conduct "Retail Sales Associate Course" at AE Kalsekar Degree College

Tata STRIVE is a group CSR programme of the Tata Group operating under the aegis of *Tata Community Initiatives Trust* addressing the pressing need of skilling India's Youth for Employment, Entrepreneurship and Community Enterprise.

Tata STRIVE courses are NSDC/Government approved and are in sync with the current market demand and industry requirement.

Tata STRIVE's Institute Enrichment Programme aims to support educational institutes in achieving their objective of providing high-quality and holistic education and to improve the employability skills among the institute's students.

Under this programme, Tata STRIVE is keen to partner with you in this unique and empowering journey. Tata STRIVE intends to engage with third year students of your institute to conduct the Retail Sales Associate course. This course involves 103 hours of classroom duration, 42 hours of on-job training, and 16 hours of field visit (outside of classroom hours), and will be implemented from December 2017 to May 2018.

Course Name	Classroom hours		Total Duration in hours	Total Duration in Weeks @ 2 hrs./day 6 days - 1 week	Ready for deployment by
	Domain Hours	YDM** hours			
Retail Sales Associate	61	42	103	9 + 1 week OJ	December 2017

*OJT - On the Job Training

** YDM - The Youth Development Module is integrated with the domain courses that Tata STRIVE offers, so as to address both cognitive and non-cognitive skills. It focuses on a 360-degree development of youth helping learners realize their potential while making them job ready. It is one of the main differentiators in the Tata Strive training programme. The Tata STRIVE Programme seeks to develop youth holistically, by focusing on the connection between the Head-Heart-Hand. Through these programmes, Tata STRIVE creates the space for beneficiaries to realize their values, beliefs and potential leading to inner transformation. The Youth Development Module consists of the following sub modules

- Mindfulness practices
- Self-discovery
- Life Skills-Grit, Sustainability Thinking, Systems Thinking, Digital Literacy, Financial Literacy
- Workplace Readiness

A typical batch size would be of 30 to 35 students. The training sessions will vary from 2 to 4 hours and will be conducted 5 to 6 days in a week, depending on the availability of students and availability of classrooms.

The key features of the Tata STRIVE skill development programmes include the following:

1. Implementation of job oriented courses at Institute premises
2. Programme to be adjustable with regular academic classes
3. Youth Development Modules (YDM), part of the overall training programme, and is one of the main differentiators of Tata STRIVE training programmes that enhances employability
4. Experienced facilitators
5. Tata STRIVE's digital platform for the entire life cycle of training, for monitoring student performance
6. Joint certification with Tata STRIVE, Institute, and funding partner branding on student certificates, as mutually agreed
7. Placement support to students who successfully complete the course

Below enlisted are the roles and responsibilities of Tata STRIVE and AE Kalsekar Degree College:

Role of Tata STRIVE

1. Conduct Orientation session in Institute to help students understand industry oriented subject matter training programme
2. Register interest of students as part of interest inventory
3. Engage in one to one interaction with students by counsellors to understand student motivation and expectation setting
4. Finalise the schedule for batches in consultation with Institute after students are enrolled
5. Allocate Facilitator for batch as per planned schedule
6. Undertake regular quality checks during programme execution
7. List assessment guidelines and conduct assessments with support from institute
8. Certification of course to the student on successful completion
9. Reporting of batch progress on a monthly basis to institute head and SPOC (special point of contact)
10. Timely incident reporting to institute, if any
11. Appraising institute about any changes in the programme
12. Coordinate guest visits, industry visits, on-job training and placement drives
13. Conduct parent engagement programs for enrolled students with support from Institute
14. Tata STRIVE will promote the courses through leaflets, stalls, posters and through Tata STRIVE brandings in classrooms, where applicable
15. Tata STRIVE to use the logo of the Institute in marketing material and certificates after agreeing mutually
16. Tata STRIVE will provide placement support by inviting interested employers to participate in the placement process after students completing their training. However, Tata STRIVE does not guarantee the placement of the students either within or outside the Tata group

Role of AE Kalsekar Degree College

1. Institute to support in facilitating orientation sessions for students in Institute premises and actively promote the programme for better participation.
2. Spaces with high visibility (reception, public spaces, cafeteria and notice boards) to be allocated within the institute to Tata STRIVE for branding purpose only.
3. Institute management to provide full support for promoting this programme through seminars, orientation and parent engagement.
4. Institute to encourage parents of students to attend parent engagement sessions in institute premises.
5. Institute to provide sufficient number of classroom(s) available to train students in batches of 30-35 with projector(s) and other training aids and electrical connections for programme execution.
6. Batch will be formed with a minimum 30 students. Institute to support in retention of enrolled students.
7. Institute to share with the students, information related to orientation and enrolment date and time and any other activities before formation of batches.

8. Institute to provide support in scheduling the programme along with Tata STRIVE by providing the batch timings, list of holidays and advance intimation on any other college activities.
9. Institute to provide Tata STRIVE access to computer labs with internet connectivity whenever required (Schedule will be discussed and shared in advance) and any other infrastructure to enable delivery of assessments and activities during the course.
10. Institute to provide Internet connection provision for facilitators and counsellors in IT lab.
11. Institute to provide space to Counsellor for the purpose of counselling.
12. Institute to provide Single Point of Contact (SPOC) as contact person for any support related to this programme.
13. Institute to provide undertaking (in format shared by Tata STRIVE) from enrolled students as acceptance of enrolment for the course.
14. Institute to provide support in ensuring maximum attendance, and timely action is taken for regular absentees.
15. Institute to provide necessary permissions for on-job training, wherever applicable.
16. Institute to provide space for holding placement drives for students who successfully complete the course.
17. Institute to ensure that all interested students attend placement drives; for students not interested, institute to ensure that the student submits an undertaking to Tata STRIVE stating the reason.
18. Institute to share institute logo and authorized signature for the purpose of certification
19. Institute to provide support for any industry partner visits in institute premises

Looking forward to working with your college in Empowering the Youth with the Right Skills and a Bright Future.

If the foregoing is satisfactory, please indicate your acceptance by countersigning on copy of this Letter of Intent.

Thanking you,

Yours Truly,




Sudhakar Gudipati

Head – Programme Development & Partnerships, Tata STRIVE

Acceptance of LOI by



Mrs. Arjumand Rawal

Vice Principal, AE Kalsekar Degree College

