

About I Care – the IIM (A) Programme

India has a vision to achieve sustainable progress. To realise the vision envisaged by the nation, I-Care programme focuses on re-orienting positive attitude and behaviour systematically, to make youth employable self-starters in any enterprise model or in their existing or future jobs. The focus is to foster self-sufficiency and facilitate socio-economic growth. The training conducted by professionals in six months will give students professional recognition and hone skills in fund management, social entrepreneurship, networking and business communications.

The holistic programme will enable the students to harness the market opportunities profitably, communicate locally or globally, manage business networks, have basic IT skills, manage finances efficiently, use principles of risk management, benefit from mentoring and to become mentors themselves. The training is intensive and will create entrepreneurs not only with basic business skills but also goals and visions. This program will help create a nation that can sustain on itself. 'Taking the nation forward' is the cornerstone of the I-Care programme.

EDP is structured in a way to equip the entrepreneurs for need identification, project preparation, technical know-how and presentation to relevant authorities. Understanding the government's system will be an essential component of the training programme. With the induction, review and refresher programmes, IL&FS in association with IIM Ahmadabad offers the unique programme for the entrepreneurs.

I-Care (IL&FS ETS Certification for Advancement in Rural Entrepreneurship), a training programme initiated by IETS is a comprehensive entrepreneurship training programme developed in collaboration with IIM (A). It is aimed at building human capital in the country and training youth comprehensively in various fields of management.

I-Care will ensure people-centric development and has been designed to create a critical mass of entrepreneurs across the country. This would fulfil the growing demand for

manpower under the upcoming CSC Scheme as well as in various sectors like *retail, agriculture, FMCG and banking*.

Training Focus

The concept focuses on:

- Adopting systematic approach to capacity building
- Ensuring people-centric development
- Improving social capital
- Involving stakeholders and their acceptability
- Using Information and Communication Technology (ICT) for simple, interesting and qualitative training delivery

Training Method

- Blended Learning Methodology combines both Instructor-led training and ICT method
- The emphasis is on Participative Learning - the programme uses training aids like audio-visual, slide shows, video clips, and documentary clips with language enablement
- Supplements effective learning with case studies, individual exercises and role plays etc.

Assessment

- A test will be conducted prior to the training program to ascertain the essential aptitudes and behavioural traits of the participants

- An on-going evaluation will be conducted to assess participants on varied parameters - communication skills, social skills, participation involvement initiative, presentation skills etc.
- Post-Training test will be conducted at the end of the programme to assess the extent of assimilation of the programme

Expected outcome

I-Care programme is expected to inculcate a positive attitude through systematic and rigorous approach to make highly employable self-starters.

The participants will be able to:

- Analyse their strengths
- Overcome their weaknesses
- Become motivated
- Master communication skills
- Handle finances profitably
- Establish a network
- Become a successful entrepreneur