**iPRIMED Induction Program**

**Level 1**

Focusing on **Why? & What?**

**Why does a business exist?**

* The Prime Motive of a business is to make money or to make profit.

Profit=Selling price - Cost price

Here selling price is revenue.

* The key principle of all company is to make money.

**GDP(Gross Domestic Product)**

GDP is the standard measures of the market value of all goods and services in a country during certain period.

How to make money?

Making Money

Demand Supply

**Demand**

1. GDP of India in 2013 is $1.8 trillion i.e. 1800 Billion

Trillion contains 12 zeros. We can write as .

1. 60% GDP comes from services. During those period of time services provided by our country are education, banking, hospitality and soon. The % rate is 1080B.
2. FY 13->$1038

IT & ITES ->While calculating GDP % of IT services, it gives 9.6%.

1. IT & ITES

No of employees working in IT industry during 2013 was 2.8 million.

**Linear Revenue Model**

Linear Revenue Model is that the changes occur in same proportion.

**Non-Linear Revenue Model**

Non-linear revenue model i.e., changes in different proportion. (Lesser Employee can earn more profit).

* To achieve this each employee should have multiple skills.
* He/She should be able to handle all the situations.
* Ready to take risks.

**What will happened after 10 years i.e., 2023?**

1. GDP % of India in 2023 will be $5 trillion i.e., 6% growth rate.
2. 70% comes from services that means 10% increases.

$ 3.5 trillion=3500 B.

1. IT & ITES the outcomes is 10% of 3500B i.e., 3.5 times greater.

**Linear Revenue Model** ->percentage growth rate is 9.8 million.

**Non-Linear Revenue Model** ->80% of 9.8 million

**Supply**

Supply means total amount of goods & services i.e., available to consumers.

1. The overall population 24 years back was 600 million.
2. Engineers come out on every year is 1.2 million. Graduate come out on every year is 4.8 million.
3. Out of this engineers and graduates 2o % and 10 % of individuals are employable and the others are unemployed

**Why this is happening?**

**3 Reasons**

1. **Economic Shift**

What is a shift?

60% of GDP comes from services only.

* If we take the year 1970 the GDP % of service was very small i.e., 30% and the overall GDP % of our country was low not more than 200 billion. During those periods there was no IT services.

1. **Historical Reason**

* English came to India in 1600 that how East India Company formed.
* In 1830 the territories were distributed across the country.
* In 1835 the British politician named Lord Macaulay. He passed a bill in British parliament to create a ‘Brown English Man’.
* To take over the country and to collect taxes they need an educated man.
* The whole Education System was on RRR which is Read, Write and Arithmetic.
* RRR -> focus on ‘How’ tell me how to do it.

I don’t ask Why & What.

* Biggest problem was lack of curiosity.

1. **Social Reason**

* Considered the India has the family of 5 members. Out of which only one will make decision.
* There is a risk factor in every decision.
* The 20 % of our country make decisions.
* Over period of time there will be an increase in % rate.
* 70 % of a country have never made a decision.
* There is an imbalance between demand and supply which is ensuring why are business exist.

**Why iPrimed exist?**

* There are multiple sub skills being brought into play.
* Things are built from the bottom level.
* He/She has something (bucket is not empty they have filled with some knowledge and skills) so what we have to do is instead of pouring again and again we(facilitators) have to provide them with different ideas in order to build their creativity.

**What?**

What was the iPrimed Do?

**Mission and Vision of iPrimed**

**Vision Statement:-** Where I want to go.

**Mission Statement: -** I want to change.

* What the missionaries will do? They will change the people.
* Mission statement highlights two aspects
* Intrinsic
* Transformation

i.e., Intrinsic transformation is happening

Mission

Intrinsic Transformation

**Intrinsic**

* Means essential/Competent.
* Wanted to do things by itself.

**Extrinsic**

* Most of the education are extrinsic.
* Most things in life are extrinsic.

Education -> Behavioral School-> Cognitive School-> Constructive-> Humanism

**Behavioral School**

* Follows Education System
* 1900-1950
* Focus on novice approach
* Novice means beginners

**Cognitive School**

* 1960-1970
* They follow the think and act.
* This type of school is good because this will make them to handle or cope up with all changes.
* It focuses on intelligent novice (once again beginners)

**Convert**

**Novice------------> Expert**

1.tools

2.techniques [this is basically for manufacturing jobs]

**Expert --------**🡪 **Intelligent novice**

* iPrimed tries to create intelligent novices who have tolerance to ambiguity.

**What is Intelligent?**

* Ability to find patterns between seaming different objects.
* E.g.: Marker and Cup (Find out similarities between these two objects)
* Two types of Intelligent
  + - Fluid Intelligent (GF)
    - Crystalized Intelligent (GC)

**Fluid Intelligent:** Taken by tests like aptitude, reasoning test, check IQ level.

**Crystalized Intelligent:** It occurs out of experience

* These cases we have to find out similarities.

**Transformation**

* Significant Change.
* It is very well noticeable one.
* Happens in human begins and Objects.
* E.g.: Mood Change of a Person.