**Level 1 ->** **Why & What?**

**1. Why do we exists?**

**Why does a business exist?**

The answer is to generate revenue, which leads to growth of the company, which in turn results in profit of the business.

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.

**Now the question arises that how does business make money?**

* The answer to this lies in the fact that irrespective of the industry, there is always a social demand which has to be fulfilled because of which businesses run.
* Businesses exist because of the interplay between DEMAND and SUPPLY

**GDP(Gross Domestic Product)**

GDP is the standard measures of the overall monetary value of all products and services in a country during certain period.

**How to make money?**

**Demand**

The demand in this industry is skilled talent.

|  |  |
| --- | --- |
| **2013** | **2023** |
| 1. GDP of India in 2013 is $1.8 trillion i.e., 1800 billion.Trillion contains 12 zeros. We can write as . 2. 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. 3. In the financial year 2013, the IT & ITES revenue was $103 billion. The percentage of the GDP to which the Service industry contributes is 9.6%. 4. IT & ITES - No of employees working in IT industry during 2013 was 2.8 million.   **Example:**  Taking the example of Infosys, its revenue generated is around $8 billion. Infosys employs around 1,60,000 employees. Suppose Infosys wants to increase its revenue 3 times more i.e. $24 billion, it has to employ 4,80,000 employees.   * This phenomenon is called a linear growth model. Wherein if the company needs more revenue, it has to hire more people. But to save cost, companies encourage a non-linear model of growth, which is explained by a smaller number of employees but multi-skilled ones | 1.GDP % of India in 2023 will be $5 trillion i.e., 6% growth rate.  2. In the year 2023, the service industry will contribute 70% which is $ 3.5 T ($350 B) of the GDP of India.  $ 3.5 trillion=3500 B.  3. IT & ITES the outcomes is 10% of 3500B i.e., 3.5 times greater.  So the number of people needed would be – 2.8 x 3.5 = 9.8  If companies bring in non-linear model and if they need 80% of 9.8 million, then the number of people required would be 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 20 % and 10 % of individuals are employable and the others are unemployed
4. iPRIMED as a company is of the opinion that only 1% is employable; which means that only 1% is capable of being put on a job immediately after their education.

**Why this is happening?**

**3 Reasons**

1. **Economic Shift**

What is a shift?

60% of GDP comes from services only.

* There has been a change in the requirements of the industry, unlike earlier times when getting a degree for the sake of it and doing a job till retirement was the trend.
* Today the services are 60% of the GDP, which back in 1970, must be around 30%. So, the need of skilled labour was not present to such a great extent as it is now.

1. **Historical Reason**

* History plays an important role in explaining the current situation. English came to India in 1600 that how East India Company formed.
* In 1830 the territories were distributed across the country.
* In 1835 the viceroy named Lord Macaulay. He passed a bill in British parliament to create a ‘Brown English Man’ to run the empire which was being acquired. They needed clerks and civil service officers to work for the British.
* To take over the country and to collect taxes they need an educated man.
* Lord Macaulay created an educational system based on RRR 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.
* Therefore, in India, the rest 60 – 70% of the population is not involved in any decision making which involves risk.
* This keeps them in a safe zone and does not allow them to apply any reasoning or analytical skills and the need to develop skills and gain more knowledge is not felt at all.

**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.
* Because of the imbalance between demand and supply of skilled people.
* iPRIMED aims to train these people not just to get a job, but to establish themselves for life. So the focus is not only on getting them to enter a job, but to help them establish themselves in their career by inculcating not just technical but life skills as well

**What do we do?**

Now that we have understood why iPRIMED exists and the Gap / imbalance between demand and supply in IT&ITES industry, this section talks about what iPRIMED does. To understand what iPRIMED does it is important to define its Mission and Vision statements first**.**

* Mission – To bring about intrinsic transformation of individuals in order to significantly enhance their employability, productivity and orientation to life at large
* Vision - To be a pre-eminent organization that provides best of the breed employability enhancing solutions, leveraging industry experience, catering to the implicit/explicit needs of the industry
* What the missionaries will do? They will change the people.
* Mission statement highlights two aspects
* Intrinsic
* Transformation

i.e., Intrinsic transformation is happening

**Intrinsic**

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

**Why so much focus is given on intrinsic transformation?**

* When transformed intrinsically, the change is more sustainable and affects an individual’s way of life instead of one particular area of their lives.
* The educational industry at large has majorly focused on extrinsic transformation of individuals, the effect of which is not lasting.

**Extrinsic**

* Most of the education are extrinsic.
* Most things in life are extrinsic.
* To understand the extrinsic approach of the educational system, one needs to go back in history to understand how the schools of learning have evolved so far:

**Behavioral School of Learning**

* Originated between 1900 – 1950, during the “Baby Boomer Generation” in the USA, brought into existence the classical way of learning
* Learners responded to some form of stimulus; Pavlov’s theory of classical conditioning.
* Learning was purely based on extrinsic rewards.
* E.g.: a boy is motivated to do well in his studies because his father has promised to buy him a toy car later. Hence, the motivation to study for the boy comes from an external source.

**Cognitive School of Learning**

* Originated in the period between 1960s and 1970s during the period of the Renaissance when there was rise of innovation and people started using their reasoning and critical ability to learn.
* Focus was on learning by thinking and acting.
* Based on knowledge and knowledge retention, it includes implicit learning and takes into account previous experience and performance.
* 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)

**Constructivism School of Learning**

* This school of thought recognized that though the cognitive ability is put to use, there is ambiguity and change in the world which a person has to deal with.
* Good education shouldn’t only build the cognitive skills but also prepare an individual for to handle ambiguity and be more flexible.

**Convert**

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

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

1.tools

2.techniques [this is basically for manufacturing jobs]

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

* An intelligent novice is forever curious and can tolerate ambiguity
* Learning never stops
* iPrimed tries to create intelligent novices who have tolerance to ambiguity.

**Humanism**

* This school of learning focuses on attaining basic needs for self-actualization, which is the top-most level on the Maslow’s Hierarchy Pyramid.
* It states that real education is something very specific to a persona and cannot be done in mass.
* Learning is best achieved by modifying individual experiences and is self-directed.
* Learners want and know how to learn, followed by self-evaluation, Learning happens best in a non-threatening environment.

**What is Intelligent?**

* Ability to acquire and apply knowledge and skills, it is the capacity to learn reason and understand. Ability to find patterns between seemingly disparate 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.
* The degree of ones GC depends upon the experiences one has gone through in life the learning they derive from it. It keeps on increasing and is measured by tests that are used to assess the EQ of a person.
* The ideal situation is to strike a balance between ones GF and GC.

35 years

GC

GC

Intelligence

GF

Time/Age

G = GF + GC

G = Intelligence

GF = Fluid Intelligence

GC = Crystallized Intelligence

* As we can see that the fluid intelligence tends to reduce or remain constant after 35 and if we do not have enough crystallized intelligence then we run a risk of failing.
* On the whole, a person’s intelligence can be denoted by the culmination of both the fluid and the crystallized intelligence, i.e., G = GF + GC. GF diminishes with age and needs to be conditioned, whereas GC continues to increase in life, thereby helping a novice become an intelligent novice.

**Intelligent Novices in IT & ITES:**

* iPRIMED aims to create intelligent novices in the IT and ITES space, who not only possess subject matter knowledge but also have the tolerance to ambiguous situations.
* Focuses on driving intrinsic transformation so that the learners may use their cognitive abilities to the maximum to be able to apply their knowledge in different areas of life.
* Develop a strong foundation of both technical and behavioural skills which will inspire them to continually grow, learn and recreate.
* iPRIMED believes that moulding such professionals is the greatest demand of current times.

**Transformation**

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